

Distracted & Dangerous:

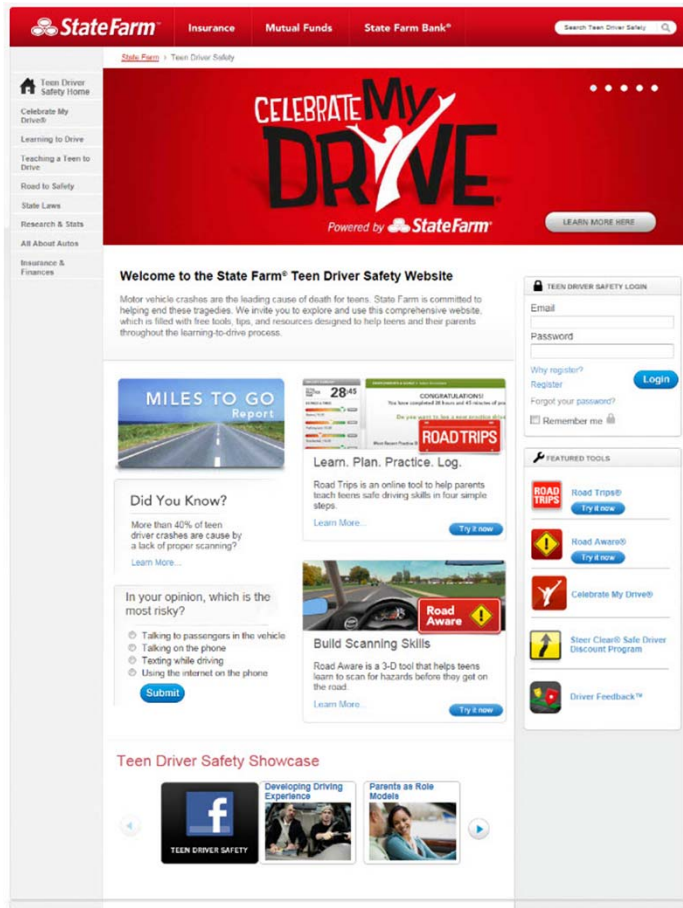
Helping States Keep Teens Focused on the Road



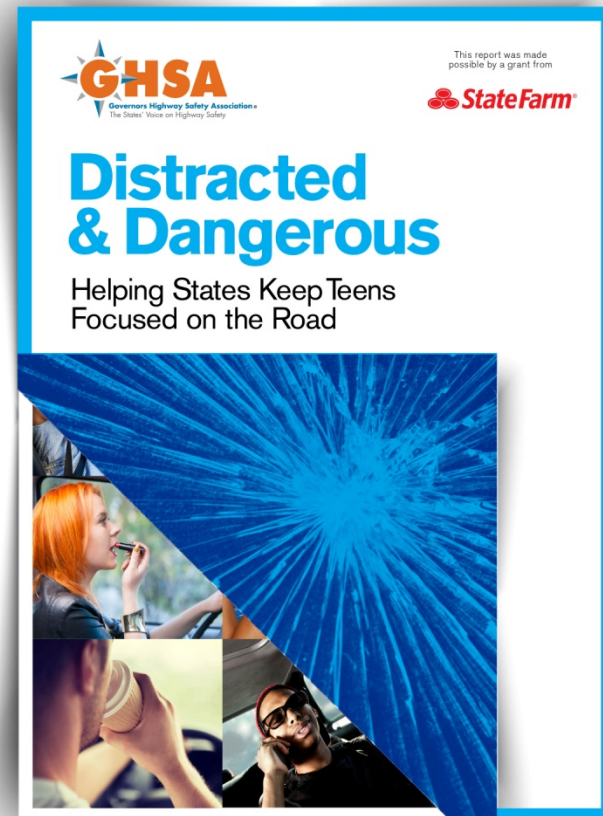
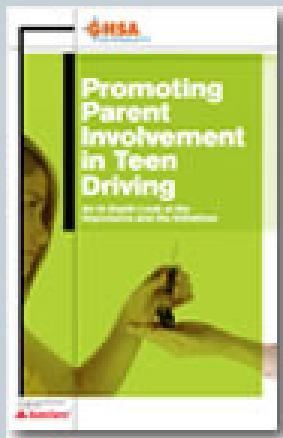
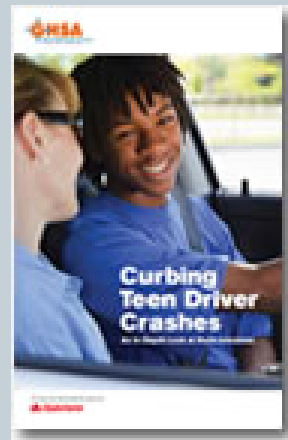
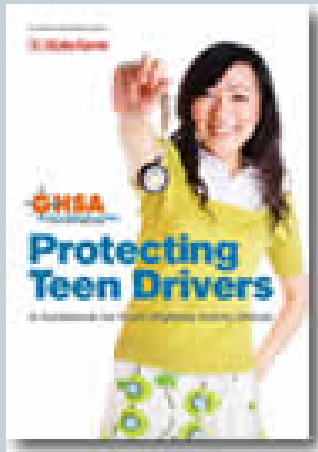
PAM FISCHER
PAM FISCHER CONSULTING
SEPTEMBER 2, 2014



http://teendriving.statefarm.com



Latest in a Series



Expert Panel

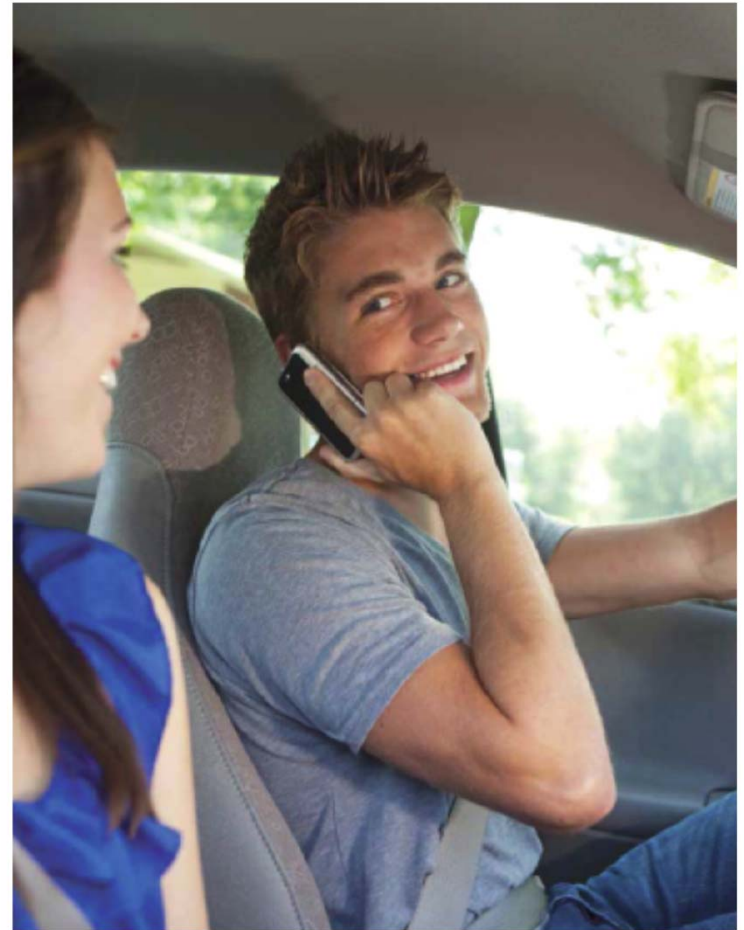


- **Kelly Browning**
 - Impact Teen Drivers
- **Vicki Harper & Lisa Joyce**
 - State Farm
- **Catherine McDonald**
 - Center for Injury Research & Prevention, Univ. of PA
- **David Teater**
 - National Safety Council

- **Shirley Thomas**
 - Mississippi Office of Highway Safety
- **Angie Ward**
 - Washington State Traffic Safety Commission
- **Jonathan Adkins**
 - Governors Highway Safety Association (GHSA)

Report Includes

- Current distracted driving research, data & national initiatives
- Overview & snapshots of state policies, enforcement & education programs
- Synopses of teen crashes, some precedent setting



What is Known



- **Distraction is a significant crash causation factor**
- **10% of 15-19 yr olds distracted at time of crash; risk remains high through the 20's**
- **78% own cell phones**

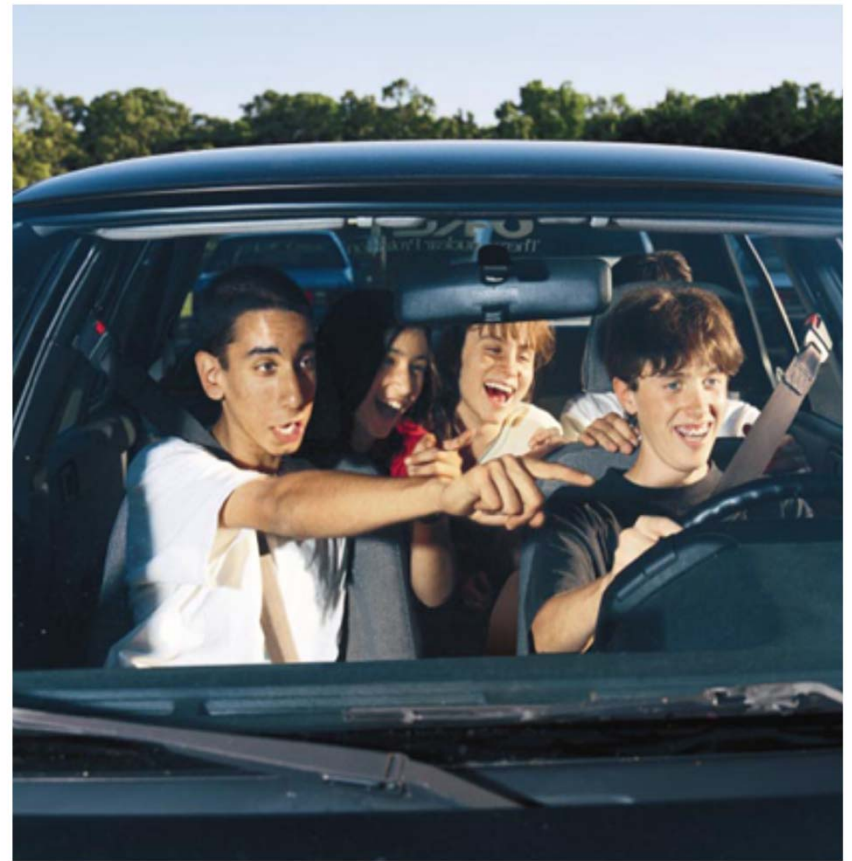
CHOP; NHTSA; Madden, Lenhart, Duggan, Cortesi & Gasser

What is Known

- 6x's more likely to have serious incident when there's loud conversation
- 3x's more likely when passengers are horsing around

Passengers = chaos =
cognitive overload

Foss & Goodwin



Not Just a Teen Problem



What we say

67.1%

94.7%

96.1%

AAA Foundation for Traffic Safety

What we do

67.3%

25.8%

34.7%

Good/Bad News

- 16-18 yr olds less likely to use phones & text... aversion dissipates with experience/age
- Know texting/talking dangerous...point to other drivers rather than their lack of experience as a concern

AAA Foundation for Traffic Safety, SADD, Liberty Mutual



A Bright Spot



- **76% of teens limit passengers in their vehicles & view their friends as a distraction in the car**
- **Social norming opportunity!!!!**

State Farm; Buckely, Chapman, & Sheehan

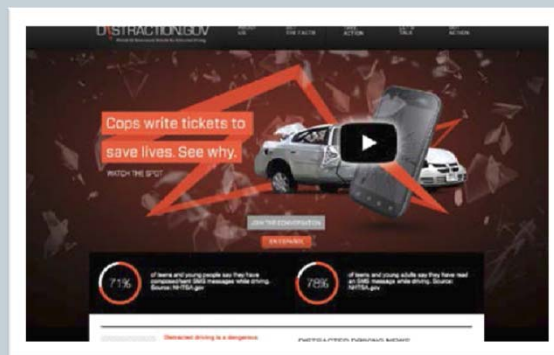
Teen Influencers

- **Parents:** Model safe behaviors, enforce GDL passenger provisions
- **Peers:** Correct misperceptions about engagement in risky behaviors



National Response

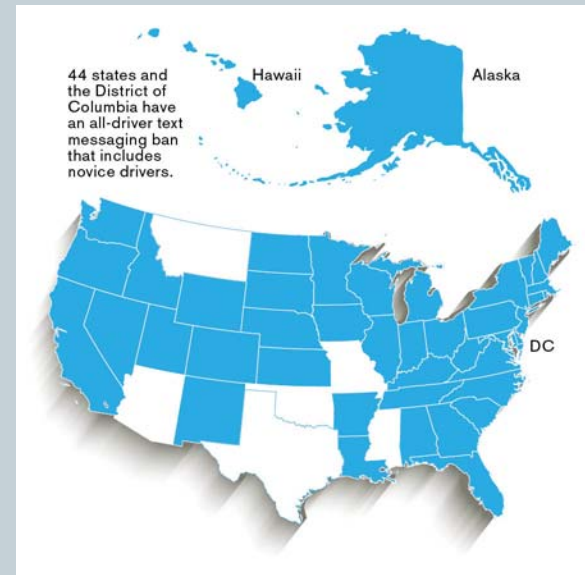
- Distraction recognized as a traffic safety problem
- Data analysis, collection & reporting
- MAP-21 distracted driving and GDL grants



State Policy Initiatives



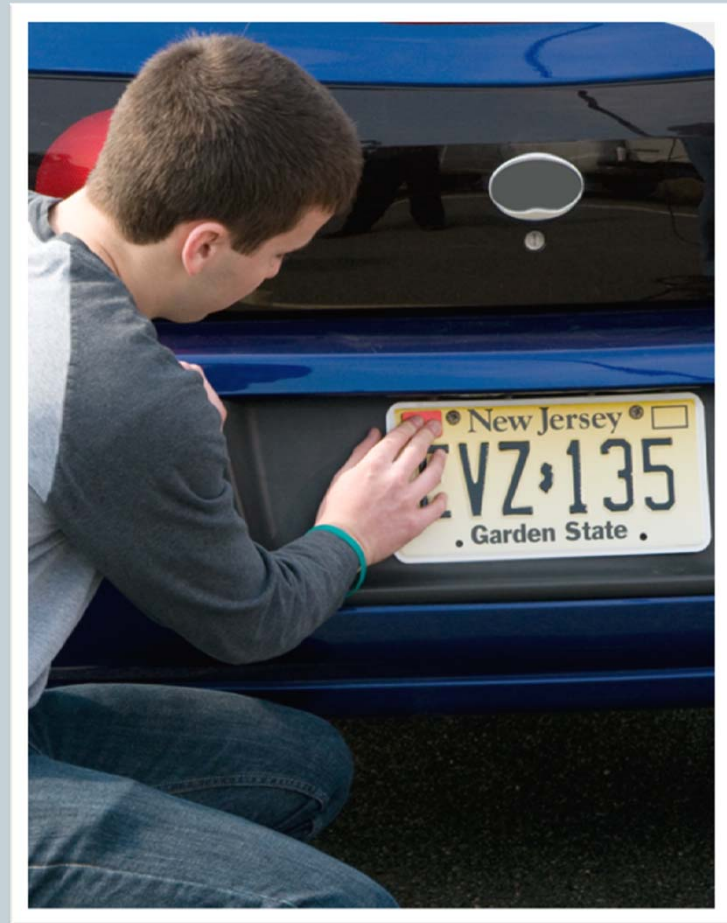
- All driver texting bans = 44 states & DC
- Primary teen driver cell phone bans = 38 states & DC
- GDL passenger restrictions = 47 states & DC



Policy Recommendations

- All driver bans may be more effective than teen-only bans
- Amend GDL laws to include a strong passenger restriction
- GDL identifier may help with enforcement & crash reduction

Buckley, et al.; IIHS; Curry, Hafetz, Kallan, Winston & Durbin



State Enforcement Initiatives



- No teen only programs
- Challenges: age specific laws, difficulty observing/verifying driver is texting vs dialing, vary from state to state

State Education Initiatives

- 43% increase in state programs since 2010
- Most teen programs:
 - Education/media
 - Peer-to-peer
 - School-based or community setting
 - 1/3 linked to driver ed/training



Key Program Elements



- Teens take the lead
- Focus not only on “what,” but “why” and “how”
- Message to influence social norms
- Provide incentives
- Evaluate impact

Established Programs

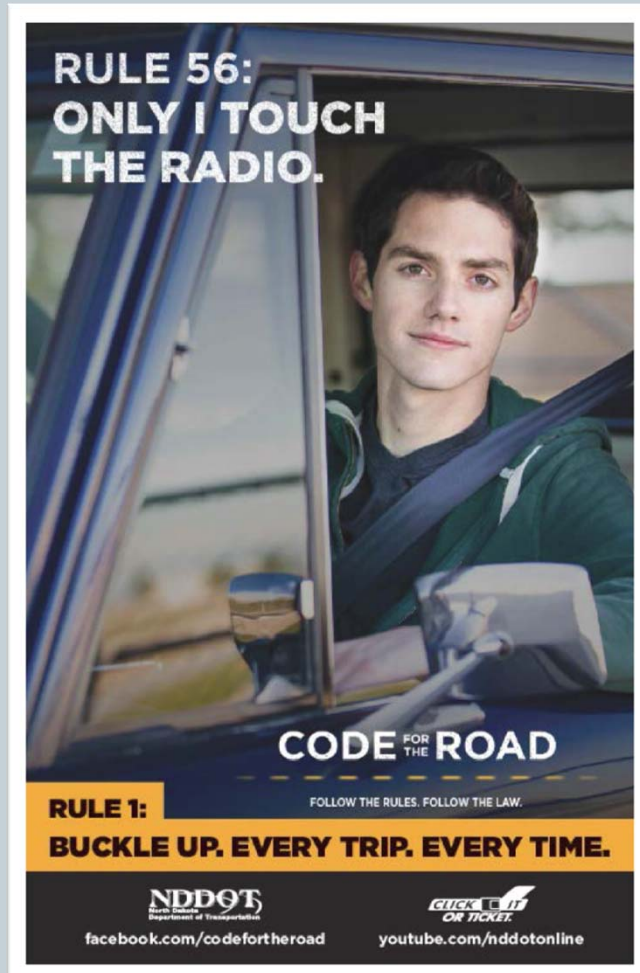
- Operation Teen Safe Driving
- Strive 4 a Safer Driver
- Ford *Driving Skills for Life*



New York



North Dakota



Washington



WASHINGTON
Traffic Safety
COMMISSION

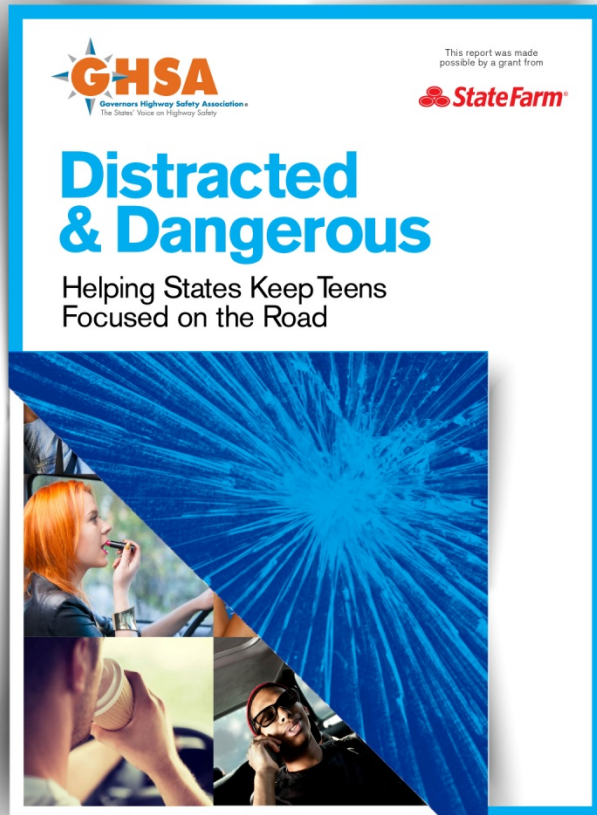


Moving Forward



- Which forms of distraction are most dangerous?
- Will teens mature out of distracted driving?
- What is the best distracted driving policy – all-driver or GDL holder bans?
- How to overcome GDL fatigue and strengthen passenger restrictions?
- What programs are most effective in changing the social norm?
- Is technology the answer?

Discussion



1



**Targeting Teen Drivers:
Research & Realities**

Tuesday, Sept. 9

10:45 am – 12:15 pm