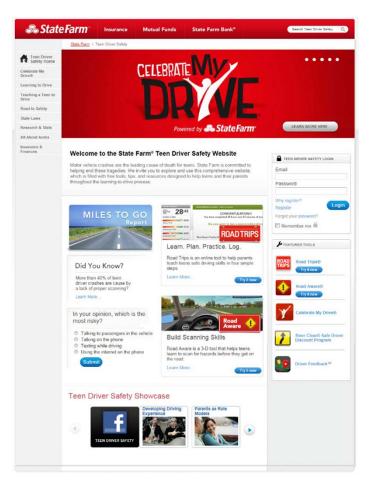
Distracted & Dangerous: Helping States Keep Teens Focused on the Road

> PAM FISCHER PAM FISCHER CONSULTING SEPTEMBER 2, 2014





http://teendriving.statefarm.com



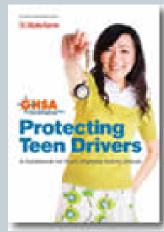


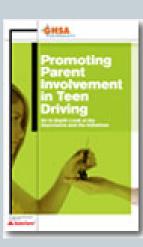


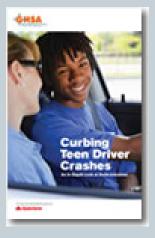




Latest in a Series









Distracted & Dangerous

This report was made possible by a grant from

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Helping States Keep Teens Focused on the Road



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

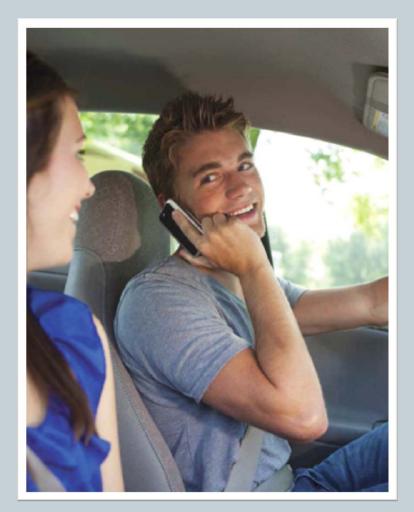
 Mississippi Office of Highway Safety

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

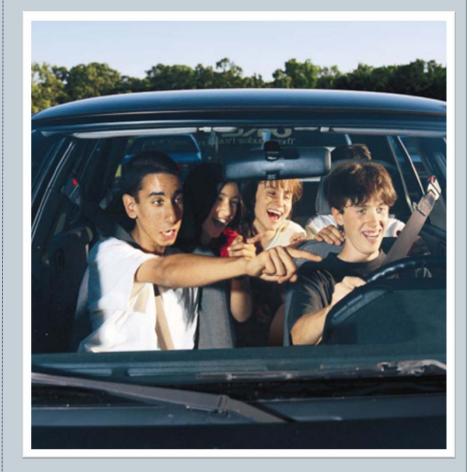
CHOP; NHTSA; Madden, Lenhart, Duggan, Cortesi & Gasser

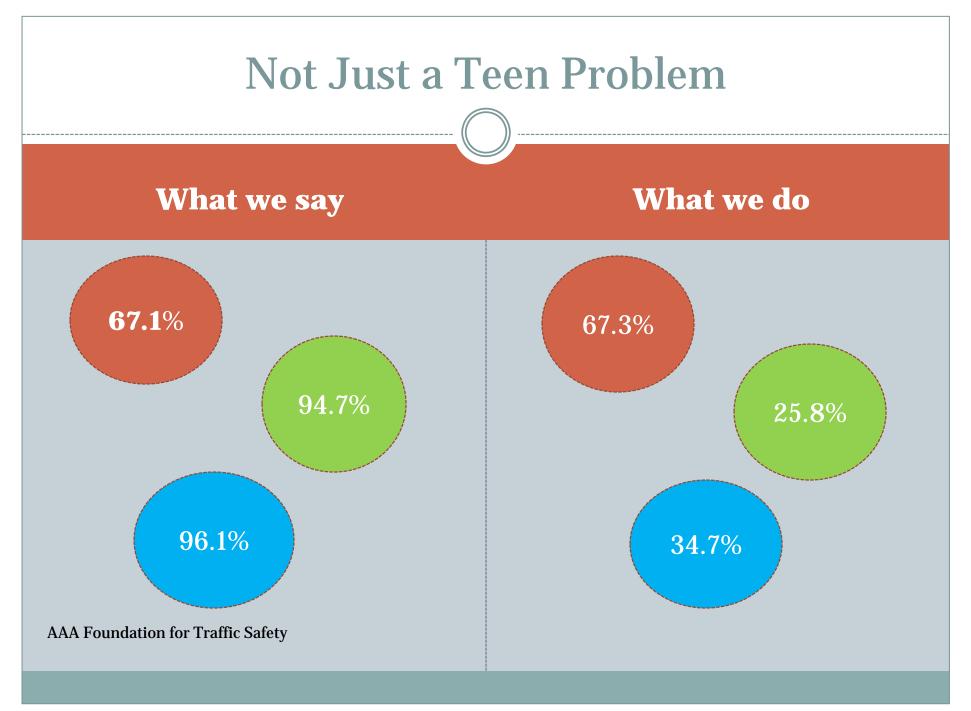
What is Known

- 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

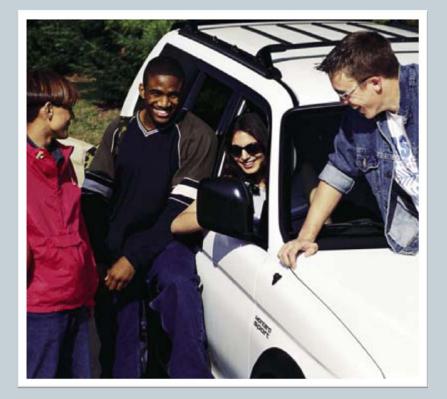




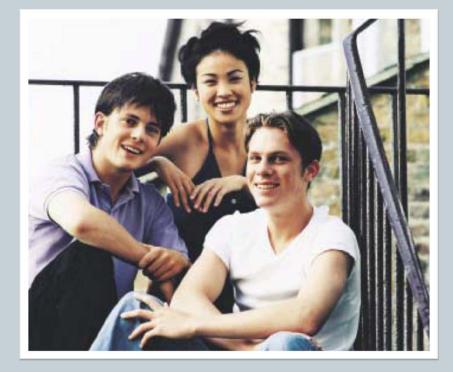
Good/Bad News

- 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



TRAFFIC SAFE	TY FACTS
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Distracted Driving 2012	
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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



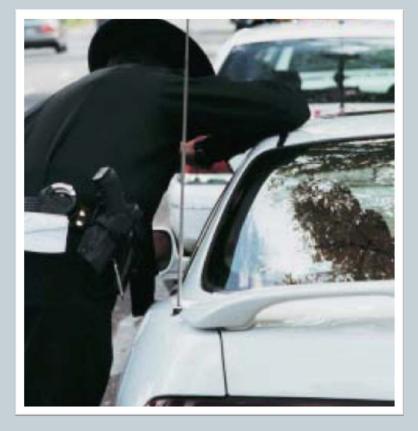
Policy Recommendations

- All driver bans may be more effective than teenonly 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

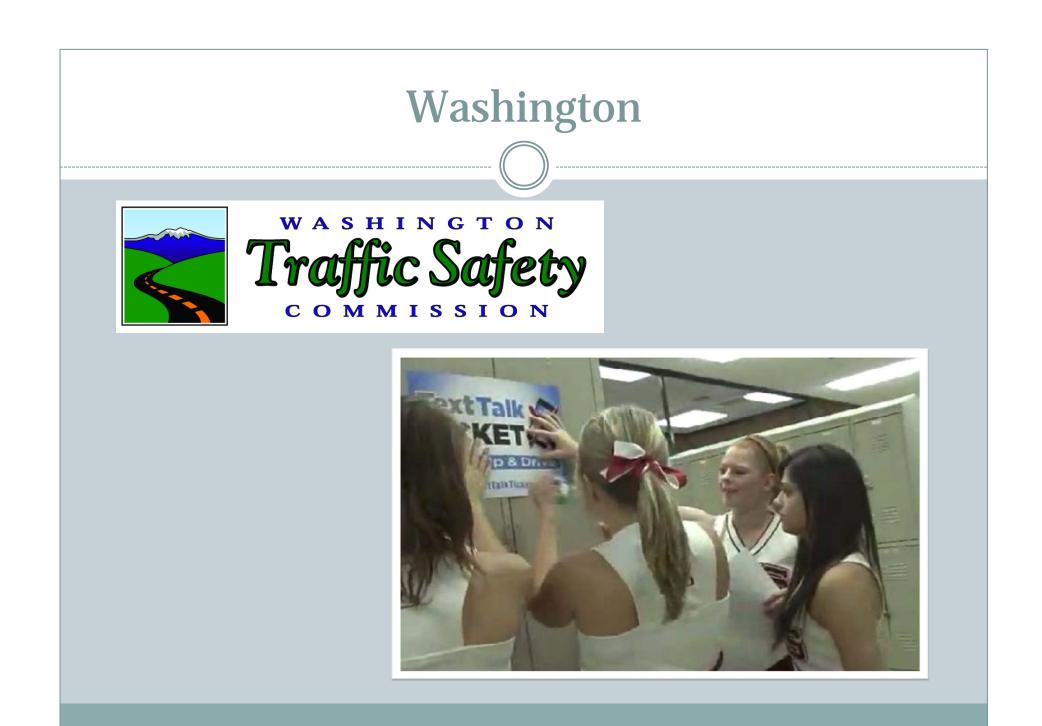
Established Programs

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









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?

