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

- Protecting Teen Drivers
- Curbing Teen Driver Crashes
- Promoting Parent Involvement in Teen Driving
- Distracted & Dangerous: 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
<table>
<thead>
<tr>
<th>What we say</th>
<th>What we do</th>
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</thead>
<tbody>
<tr>
<td>67.1%</td>
<td>67.3%</td>
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<tr>
<td>94.7%</td>
<td>25.8%</td>
</tr>
<tr>
<td>96.1%</td>
<td>34.7%</td>
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</tbody>
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AAA Foundation for Traffic Safety
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
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

RULE 56:
ONLY I TOUCH
THE RADIO.

RULE 1:
BUCKLE UP. EVERY TRIP. EVERY TIME.

facebook.com/codefortheroad
youtube.com/nddotonline

North Dakota Department of Transportation

NDDOT
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

Targeting Teen Drivers: Research & Realities
Tuesday, Sept. 9
10:45 am – 12:15 pm