

# Can I Have Your Attention?

## *Dropping Distracted Driving Through Policy, Engagement and Enforcement*

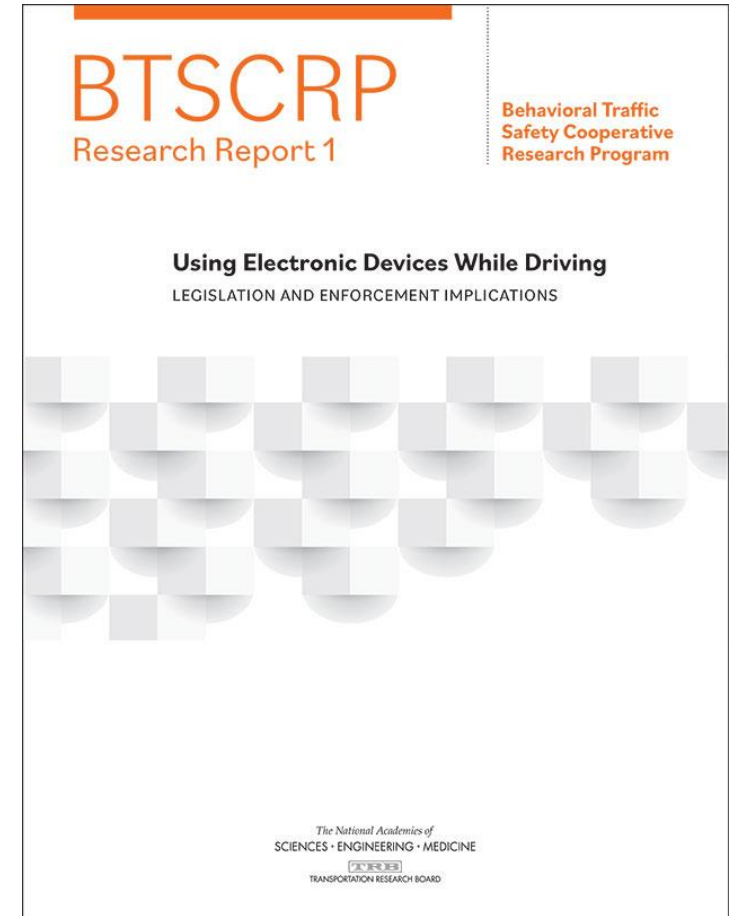


## *Acronym Alert!*

### BTSCRCP = Behavioral Traffic Safety Cooperative Research Program

Get involved!

- Submit problem statements
- Serve on an expert panel
- Serve as an expert panel “monitor” (GHSA State Members only)
- Bid to conduct research (Associate Members/researchers only)





<https://www.youtube.com/watch?v=MUSo89BLRcl>

## Project Objectives

- Examine current U.S. state and Canadian provincial electronic device use legislation
- Evaluate the benefits of and impediments to enacting, enforcing, and adjudicating electronic device legislation
- Develop model legislation and educational materials for stakeholders



## Strategies Used to Enact or Revise an Electronic Device Use



1

**Building a coalition or team of stakeholders**

- Invite groups with opposing opinions to encourage the exchange of ideas

2

**Starting with a basic texting law and adding more rigorous clauses**

3

**Adopting local ordinances**

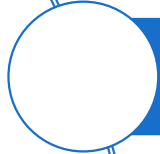
# Sharing Best Practices



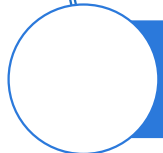
## Materials Developed



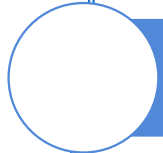
Informative Webinar for Practitioners



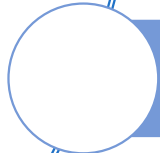
Model Legislation



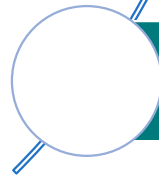
Presentation for Different Stakeholders



Law Enforcement Presentation



Highlight Document for Legislators



Model Press Release



# Highlight Document for Legislators

Use of images and infographics to draw attention to key points



Distracted driving is a major public health and safety concern. An estimated 2,841 people were killed in motor vehicle crashes involving distracted drivers in 2018.<sup>1</sup> Distracted driving is underreported and is likely a contributing cause in far more fatal crashes. Dialing, texting, and browsing the internet on electronic devices are some of the most common distractions while driving. Studies show that engaging in these behaviors while driving is extremely risky. It takes about five seconds, on average, to read or send a text. In that time span, when a driver's eyes are on a device and not on the road, a vehicle traveling at 55 miles per hour can travel the length of a football field.<sup>2</sup>

## Why We Need a Stronger Law

### Constituents want a stronger law

A survey of  
**over 700** drivers



**63%**

said they were more afraid of distracted drivers than drunk drivers.<sup>3</sup>

A majority of drivers support laws restricting distracted driving, with almost **75%** supporting a law against holding and talking on a cellphone and **88%** supporting a law against reading, typing, or sending a text or email while driving.<sup>4</sup>

### Stronger laws can prevent injuries and save money

Distracted driving laws have resulted in significant reductions in motor vehicle crash-related emergency department visits.<sup>5</sup>

### Stronger laws may increase funding for traffic safety initiatives

Section 405 of the Fixing America's Surface Transportation (FAST) Act, the National Priority Safety Program, provides funding to address selected national priorities for reducing highway deaths and injuries. Specifically, 8.5% of 405 funds (called 405E) are earmarked for distracted driving grants. To have access to the funds, states must enact and enforce a prohibition on texting as well as a ban on the use of all electronic devices for all drivers aged 18 and younger, plus meet additional requirements.

Eligible states can use 50% of the 405E funds for Section 402 purposes, which include a broader range of traffic safety initiatives, such as drug- and alcohol-impaired driving. The FAST Act also allows states with distracted driving data conforming to the most recent Model Minimum Uniform Crash Criteria (MMUCC) to use 75% of the funds for Section 402 purposes.<sup>6</sup>

1. National Center for Statistics and Analysis. (2019, October). 2018 Fatal Motor Vehicle Crashes Involving Distracted Driving. <https://www.nhtsa.gov/press-releases/2019/10/2018-fatal-motor-vehicle-crashes-involving-distracted-driving>



# Model Press Release

## Developing A Model Press Release on Deterring Electronic Device Use While Driving

This document is organized such that it:

- Provides key components for you to consider when developing outreach messages.
- Includes sample press releases or outreach messages organized by the type of agency and by topic. Supplement this sample text with your organization-specific information.
- Has hyperlinks to 2018 and 2019 press releases on distracted driving that you can use as references.

### KEY COMPONENTS OF OUTREACH MESSAGES

When developing outreach messages, it is important that you use various media outlets to deliver messages on distracted driving because doing so broadens the audience and the reach of the message. You might consider the following methods:

- Press releases
- Public service announcements (PSAs) for television and radio broadcast
- Social media posts

The content of the message should incorporate the following:

### Relevant Timing

- The message should coincide with an event, such as Distracted Driving Awareness Month, a revision to the legislation, an upcoming enforcement effort, the start of a public information and education campaign, or reporting on a crash involving distracted driving.

### Compelling Headline

- The headline should be direct and informative and should grab the audience's attention. It should also be brief, keeping in mind the character limits of different distribution platforms (e.g., Twitter: 71-100 characters; Google: 60 characters; Facebook: 40 characters). The headline should be information rich and understandable; make sure to include keywords, and depending on the platform, consider the use of hashtags.

### Informative Introductory Sentences

- Include who, what, where, when, and why in the first few sentences of the message. The remaining content should support the information.

1

## DEVELOPING A MODEL PRESS RELEASE ON DETERRING ELECTRONIC DEVICE USE WHILE DRIVING

### Customized Tone and Talking Points

- Tailor the message so that it resonates with the target audience. Use a theme and language that the audience will clearly understand. For example, for teens, it is best to use social media with hashtags, photos, and current slang; with a more rural/small town, it might be appropriate to present a more community-oriented message.
- Modify the message so it reflects the agency conveying it. For example, certain messages will more appropriately come from law enforcement, others from practitioners, and others from safety advocates.

### Use of Quotations as Support

- Supplement the facts with supporting quotes. A strong quote can make the message more compelling and can add a personal or emotional angle. The quote can come from a variety of sources, including: law enforcement, highway safety office representatives, victim advocates, members of the community, etc.

### A Clear Call to Action

- Have a goal in mind when developing the message and clearly say what you want the audience to take away from the information. Provide hyperlinks to additional information as well as contact information for sources that can answer follow-up questions.

### Limits on Length

- Keep the message brief to reduce the risk of losing the audience's attention. Typically stay between 400 and 600 words for a press release, and shorter for other types of social media (Twitter, Instagram).

### Use of Multimedia, When Possible

- Enliven the message by adding, when possible, multimedia elements such as photos, videos, and infographics.

### SAMPLE TEXT AND TALKING POINTS FOR PRESS RELEASES

The bullets below provide potential sample text that can be customized for different types of media outlets and talking points related to the use of electronic devices while driving. The talking points are organized by the type of agency and information being conveyed by the message.

Include additional information to customize this text for your agency, for example, details about your outreach or enforcement program (e.g., types of activities, length of time), quotes from agency representatives, agency contact information, and links to additional resources.

### EXAMPLES OF PREVIOUS ARTICLES AND PRESS RELEASES

Below are links to articles and press releases on the topic of distracted driving:

- [Drop it and Drive Infographic Twitter](#), January 23, 2020
- [Survey: Majority of Central Iowans Distracted on the Road - and It's Killing Us](#), October 8, 2019
- [Distracted Driving Campaign to Begin August 1](#), July 31, 2019
- [Sample Social Media Posts](#), April 2019

2

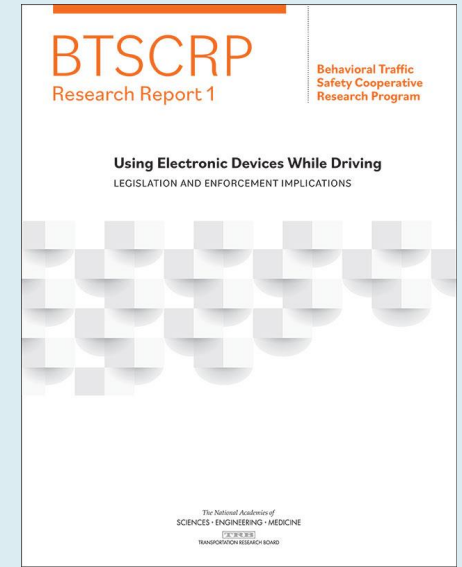


Download the report from:

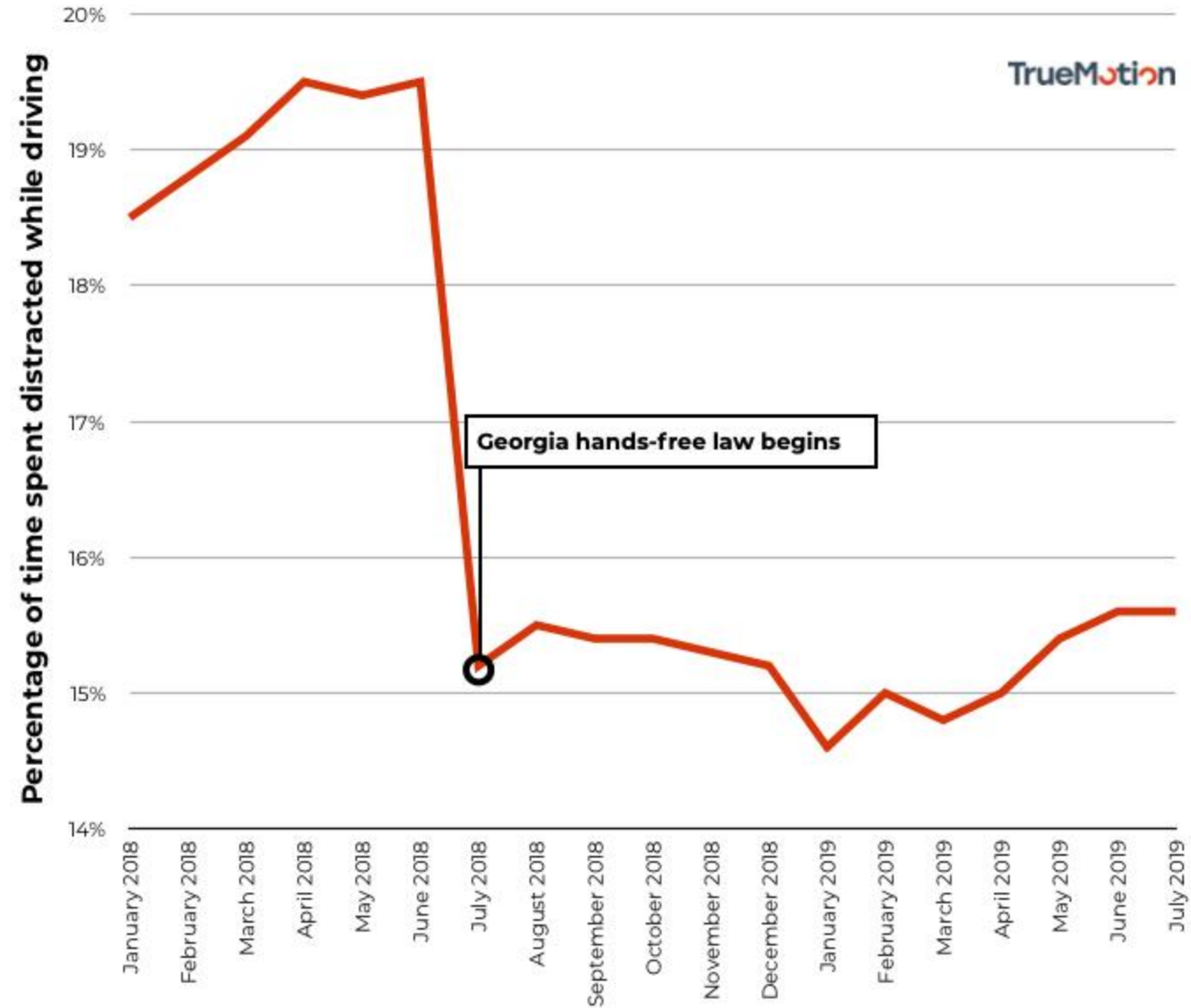
<https://bit.ly/3l5Z7Wh>

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# DISTRACTED DRIVING IN GEORGIA



# NCOIL Distracted Driving Model Act

Bipartisan, unanimous adoption - April 18, 2021

BTSCRP	NCOIL
Recommends using “ <b>electronic device</b> ” to include a broad range of electronic and computerized devices. It would also cover upcoming technologies not yet adopted.	NCOIL Model uses “ <b>stand alone electronic device.</b> ”
Recommends that the law should be in effect at all times and on all roads	NCOIL model complies and is in effect at all times “ <b>While operating a motor vehicle on any street, highway, or property open to the public for vehicular traffic in this state</b> ”
Recommends that the language clearly state the behaviors that cannot be engaged in, including: <ul style="list-style-type: none"> <li>• Hold or support an electronic device with any part of his/her body.</li> <li>• Use the electronic device to manually dial numbers or input text, engage in multiple swipes and/or taps. This includes when the device is used hands-free (mounted, affixed, or resting somewhere in the vehicle).</li> <li>• Use an electronic device to stream, record, or broadcast video. This includes when the device is used hands-free (mounted, affixed, or resting somewhere in the vehicle).</li> <li>• Use the electronic device or applications on the device that display motion on the device’s screen, with the exception of a global positioning system (GPS) or navigational software. This includes when the device is used hands-free (mounted, affixed, or resting somewhere in the vehicle).</li> </ul>	NCOIL Model Section (4)(D)
In regards to penalties and fines, the BTSCRP recommends that <ul style="list-style-type: none"> <li>• Fines should be in line with other traffic safety laws in the same jurisdiction, as this practice has been found to increase public support for the law. Incremental fines should be in place for subsequent violations.</li> <li>• Penalties for distracted driving should also be in line with other serious traffic offenses in the state</li> </ul>	NCOIL Model Section (5) covers penalties and includes a drafting note “DRAFTING NOTE: States should consider aligning property damage, injury, and/or death with equivalent driver intoxication offenses and penalties.

# Nationwide SmartRide Mobile App

## Driving blind

### The real story about distracted driving

In September 2020, Nationwide's SmartRide® mobile app started showing drivers **when** and **where** they were driving while distracted by their phones. In less than a year, feedback from the app is making drivers more aware of their distractions, helping them to be safer drivers.



Drivers take their eyes off the road **13 times** a day, for **6 seconds** at a time, driving at **45 miles** per hour, traveling the distance of a football field.



**Nationwide®**  
is on your side

### Distraction trends uncovered are alarming

**4pm - 7pm**

The most distracted time

**Friday**

The most distracted day

**45 mph**

The speed at which most distractions occur

**6 seconds**

The average time spent tapping screens

### Most drivers are driving while distracted

**Over 70%**

of SmartRide® mobile drivers were distracted while driving at least once a day

**45%**

of every trip taken contained at least one distraction

### SmartRide® technology is changing behaviors

In less than a year, SmartRide® distracted driving feedback has seen:

- A nearly **10% reduction** in every day hand-held distractions among these drivers
- An **8% reduction** in the distraction of each trip

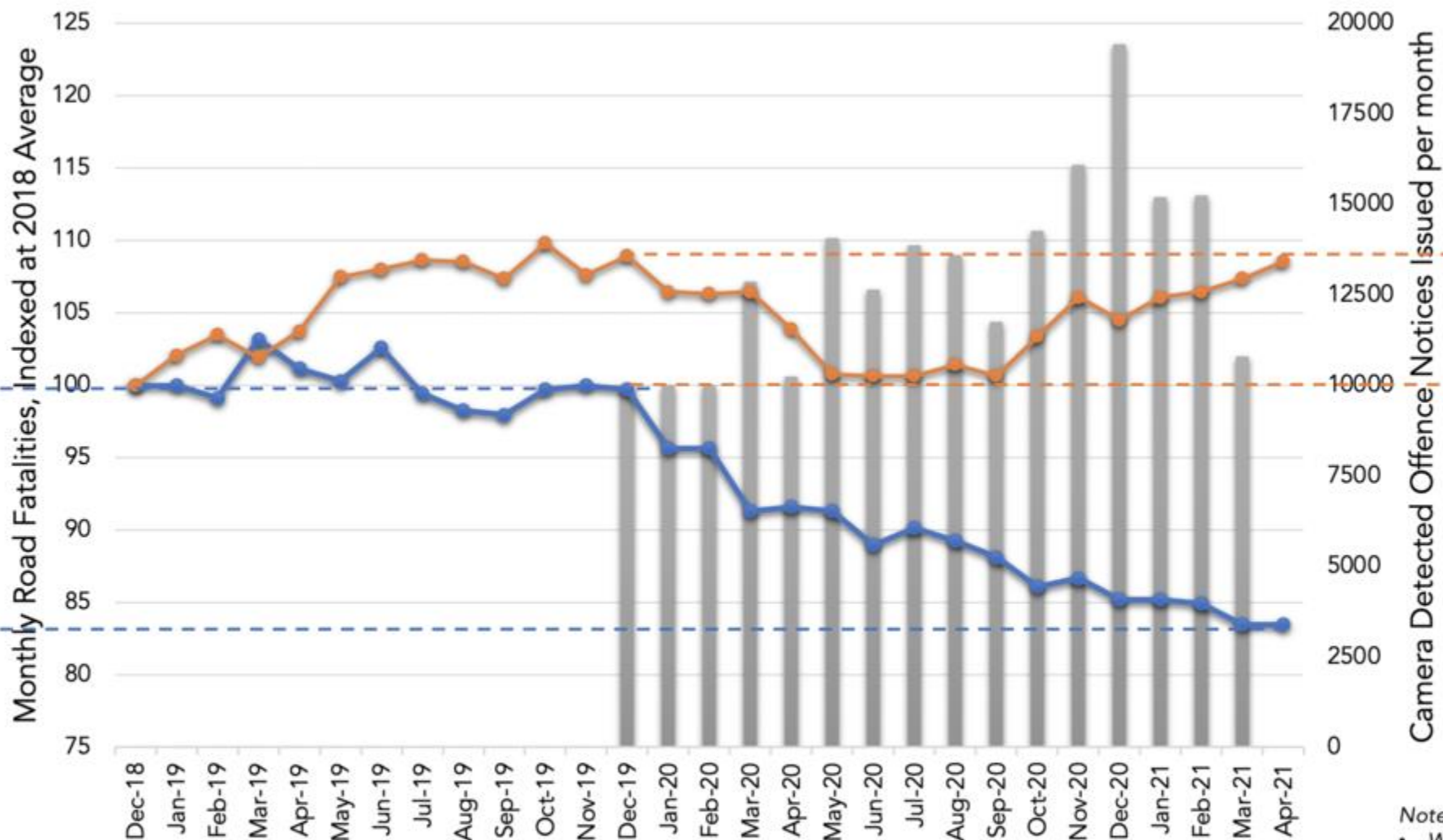
To make our roads safer, Nationwide supports hands-free/primary enforcement laws in all 50 states



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## Monthly Road Fatalities (12 month rolling average) - NSW, Rest of Australia and NSW Camera Detected Mobile Phone Offence Notices Issued



Lack of overall improvement in the other states and territories

57 fewer road deaths in NSW since start of phone enforcement program compared with the 2018/2019 average

### Notes:

- Warning letters rather than penalty notices were issued Dec 2019 to March 2020
- Road fatality statistics from BITRE
- Issued notice counts from Revenue NSW
- Warning letter counts from TfNSW media release





## Work Zone Assessment - Missouri





## Work Zone Assessment - Missouri

Time Deployed	Total # Vehicles	# Illegal Phone Offenses		Total Distraction Offenses	
		#	%	#	%
18 hours	11,520	753	6.5%	1,296	11.25%

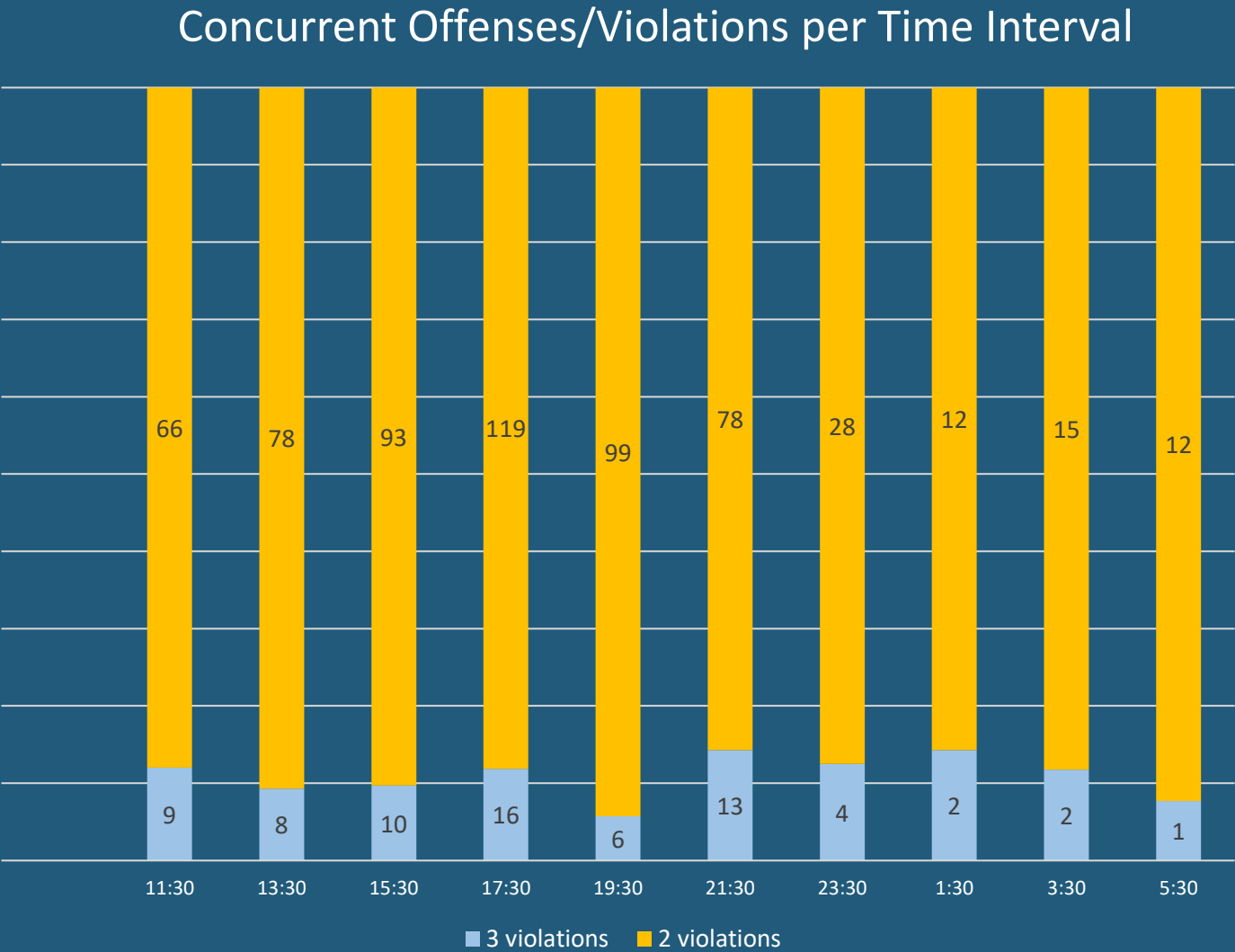
Placement	#	% Placement Type
Phone on lap	543	42%
Phone to ear	59	5%
One hand	676	52%
Two hands	18	1%
Total	1,296	

An average of 6.5 percent (753) drivers were illegally engaged with their mobile phone – either holding their phone to their ear or in one hand or two hands. This is over twice the reported average from the National Occupant Protection Use Survey (NOPUS)



# Work Zone Assessment - Missouri

Concurrent Offenses	# Vehicles	% of Drivers Engaging in Concurrent Offenses
Distracted & Speeding	254	42.3%
Distracted & Non-belt Use	169	28.1%
Non-belt Use & Speeding	177	29.5%



# Work Zone Assessment - Missouri

	Speed Limit: 50 mph; Total vehicles: 11,520	
Speed	#	%
>5mph	3,832	33.3%
>10mph	2,167	18.8%
>15mph	862	7.5%
>20mph	214	1.8%
Seat Belt Use	#	%
Unbelted	924	8.0%



# Heads-Up Real Time Demonstration

