

New Community & Technological Approaches to Preventing Distracted Driving

Nebraska Highway Safety Conference

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Kearney, NE



Fatalities in All Traffic Crashes and Distraction-Affected Crashes, by Person Type, 2021

Person Type	Total Fatalities		Distraction-Affected (D-A) Fatalities	
	Number	Percent	Number	Percent
Total	42,939	100%	3,522	100%
Occupants				
Driver	27,422	64%	2,079	59%
Passenger	6,868	16%	799	23%
Total Occupants	34,290	80%	2,878	82%
Nonoccupants				
Pedestrian	7,388	17%	543	15%
Pedalcyclist	966	2%	75	2%
Other/Unknown	295	1%	26	1%
Total Nonoccupants	8,649	20%	644	18%

Source: FARS 2021 ARF

362,415

2021
3,522

2017
3,242



3,242



Directing Drivers' Attention

A State Highway Safety Office Roadmap for Combating Distracted Driving



Recommendations for SHSOs

The following recommendations are listed in the order they appear in this report and are discussed in detail. They are provided in this format to help states assess their current distracted driving laws, programs and practices.

Distracted Driving Laws

- Implement Graduated Driver Licensing (GDL) restrictions to limit the number of teen passengers a novice driver may transport.
- Educate legislators about the impact of distracted driving by providing data analysis that includes not only the number of crashes, injuries and fatalities, but also the associated costs, the demographics and roadway users most affected.
- Work with non-SHISO partners to implement distracted driving education programs, address funding issues and coordinate on legislative initiatives.
- Educate the public about distracted driving laws and the important role they play in reducing this risky behavior.
- Collaborate with survivor advocates to put a face on the distracted driving problem.

Data

- Collect state-level distracted driving data and tailor countermeasures to address specific state needs. Work with the Traffic Records Coordinating Committee (TRCC) to include the Model Minimum Uniform Crash Criteria (MMUCC) 5th edition distracted driving action and Source Attribute Values on the state crash report. Train law enforcement on the importance of collecting this data and provide officers with guidance on recording each attribute value.
- Expand distracted driving data analysis beyond crash and citation data and enforcement-related output measures to include items such as frequency, type and duration of distractions, which may be gathered by corporate partners.
- Conduct pre- and post-observational surveys to evaluate the impact of distracted driving programs and enforcement efforts, as well as to measure the magnitude of the problem.
- Conduct an observational survey, paired with a telephone attitudinal survey, to better understand who is more likely to drive distracted and driver attitudes about the behavior.

Education and Public Outreach

- Educate drivers about the correct use of ADAS and reinforce the need to stay focused on the road even when these technologies are in use.
- Teach and encourage youth – and all passengers – to effectively speak up in a nonconfrontational manner when a driver is distracted.
- Partner with insurers and other entities to offer incentive programs that reward drivers for safe driving behaviors.
- Educate employers about the costs and reasons employees drive distracted and help them institute and enforce employee policies.
- Conduct additional evaluation of distracted driving countermeasures to help SHISOs select more effective programs and initiatives that are most likely to result in behavioral and attitudinal changes.

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

KEY FACT



- » The majority of SHSOs feel that a poor traffic safety culture, weak distracted driving laws and difficulty enforcing laws are the top distracted driving challenges.





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

I'm Safe, It's Everyone Else!









**Distracted
driving
is illegal.**

Transportation Safety – ODOT

<https://www.oregon.gov/ODOT/Safety/Pages/Distracted.aspx>



<https://bit.ly/3A0MpPX>



<https://savealifetour.com/>

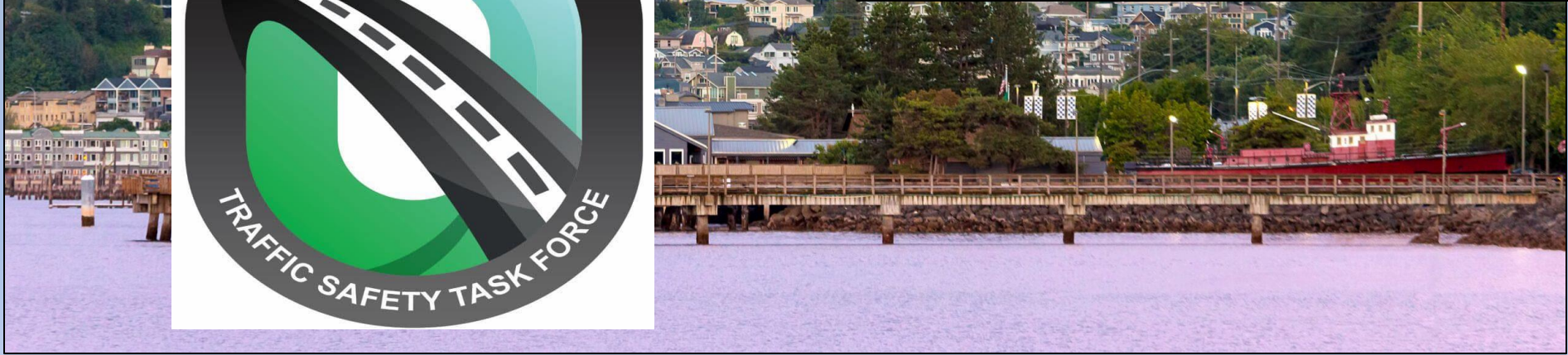


<https://thinkfastinteractive.com/>

Impact

Teen Drivers











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