Distracted Driving Enforcement: Resources for LELs and LEOs

National Law Enforcement Liaison Program webinar

March 1, 2017
Distracted Driving – what you need to know....

- Data
- What’s New?
- Funding
- Call to Action
  - Strategies
    - Observations
    - Enforcement
    - Call to Action
Distracted Driving Facts to consider:

- In 2014, 3,179 people were killed in motor vehicle crashes involving distracted drivers. (NHTSA)

- Unfortunately, approximately 431,000 people were injured in crashes involving distraction in 2014. (NHTSA)
The extent of the problem:

• As of December 2013, 153.3 billion text messages were sent in the US (includes PR, the Territories, and Guam) every month. (CTIA)

• At any given moment during daylight hours, 587,632 drivers are using hand-held cell phones while driving.
Traffic Safety Culture Results

- According to the NHTSA’s “National Survey on Distracted Driving Attitudes and Behaviors” conducted in 2012,
  - Thirty-three percent of respondents who send text messages while driving believe that it has no impact on their driving. However, a large majority of the respondents stated that they would feel very unsafe if their driver was sending (86%) or reading (85%) text messages or e-mails.

- AAA Foundation for Traffic Safety
  - Despite knowing that distracted driving, specifically texting, is dangerous/risky, drivers admit to still doing it.
New Resources

• Distracted Driving Training Course: Virtual LIVE course available through TSI.

“The goal of this training is to enhance your knowledge and understanding of distracted driving by providing resources and strategies to effectively enforce State and local laws, which restrict and prohibit certain behaviors with the intent of reducing distraction-affected crashes.”

Course Objectives

At the end of this course you should be able to:

• Apply safe operating practices for law enforcement officers to reduce distraction
• Identify indicators of distracted driving while on patrol
• Employ enforcement strategies used to identify and reduce distracted driving
• Identify key elements necessary for documenting distracted driving violations”

“The majority of content throughout this course is focused on electronic devices, but there are many other behaviors and distractions that pose risks to safe driving. In fact, distracted driving is considered any activity that diverts your attention away from the primary task of driving.”
New Resources

- Distracted Driving Monograph for Prosecutors
- Distracted Driving Enforcement Guide – A summary of lessons learned
What’s new for enforcement:

Potential funding -

- Fast Act and Distracted Driving $
- 25 States qualify for $

  • 3 Comprehensive
  • 22 of them specific $ for DD enforcement
Phase 2 Guidelines

- Visual-Manual Interfaces for Portable and Aftermarket Devices
  - NHTSA is leading the way; no published industry guidelines
  - Based on same fundamental principles as Phase 1 Distraction Guidelines, but applied to PAD
- Two Key Approaches:
Distracted Driving and Officer Safety
March 1, 2017

Nick Breul
Director of Officer Safety and Wellness

National Law Enforcement Officers Memorial Fund
National Law Enforcement Officers Memorial
The Big Picture

• 20,789 Officers currently on the Memorial

  – Firearms-related deaths: 11,481 (55%)
  
  – Traffic-related deaths: 5,937 (29%)
  
  – Other causes: 3,371 (16%)
Law Enforcement Officer Fatalities:
2016 vs 2015
(2016 figures based on preliminary reports)

<table>
<thead>
<tr>
<th>Causes</th>
<th>2016</th>
<th>2015</th>
<th>% Change</th>
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<tbody>
<tr>
<td>Total Fatalities</td>
<td>136</td>
<td>123</td>
<td>11%</td>
</tr>
<tr>
<td>Firearms-related</td>
<td>65</td>
<td>41</td>
<td>58%</td>
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<tr>
<td>Traffic-related</td>
<td>53</td>
<td>48</td>
<td>10%</td>
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<tr>
<td>Other Causes</td>
<td>18</td>
<td>34</td>
<td>-47%</td>
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</table>
Law Enforcement Officer Fatalities: 2016 Key Findings

Circumstances of Traffic-Related Fatalities

• 53 officers died in traffic-related incidents
  ➢ 28 automobile crashes (11 single-vehicle)
  ➢ 15 struck outside vehicle
  ➢ 10 motorcycle crashes
## Law Enforcement Officer Fatalities: 2017 vs 2016

*(2017 figures based on preliminary reports through February 21)*

<table>
<thead>
<tr>
<th>Category</th>
<th>2017</th>
<th>2016</th>
<th>% Change</th>
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<tbody>
<tr>
<td>Total Fatalities</td>
<td>16</td>
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<td>+167%</td>
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<tr>
<td>Firearms-related</td>
<td>4</td>
<td>3</td>
<td>+33%</td>
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<tr>
<td>Traffic-related</td>
<td>6</td>
<td>2</td>
<td>+200%</td>
</tr>
<tr>
<td>Other Causes</td>
<td>6</td>
<td>1</td>
<td>+500%</td>
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Law Enforcement Victims of Distracted Driving

• Heather Munsterman, Manassas, Virginia
  – Struck by a texting driver at 40 MPD, while on a traffic stop
    • [www.lawmemorial.org](http://www.lawmemorial.org) “programs and Events” and then the NHTSA tab to see her story

• Oklahoma Trooper Nicholas Dees
  – Struck and killed on a crash scene by a distracted driver updating his Facebook page.
Distraction and Move Over Incidents

• Officers struck while at the scene of an existing crash was the most frequent circumstance
• 34% involved “Slow Down & Move Over” violations
• 56 officers died as a result of being struck while outside of their vehicle between 2011-2015
• Suspects were impaired in 25% of those crashes
NHTSA Regions

- NHTSA Region 6 had the highest number of crashes
  - 26% of all crashes

<table>
<thead>
<tr>
<th>Region</th>
<th>Count</th>
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<tbody>
<tr>
<td>Region 1</td>
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<td>Region 9</td>
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<tr>
<td>Region 10</td>
<td>4</td>
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</table>
The LEL can help Change the Culture of Law Enforcement Safety

- Actively Promote Seatbelt Use and Vest Policy
- Remind LE to consider right side approaches on traffic stops
- Visibility vests/gloves
- Enhance vehicle conspicuity
- Consider incentives and start your own agency traffic safety campaign

- Training
  - TIMS
  - Below-100
- Reinforce good driving habits and decision making
- Share resources/mutual aid training
- Remind your law enforcement officers that most traffic related deaths are preventable
Helping to Make Your Case: NHTSA and NLEOMF Traffic Safety Resources

- Research & analyze trends
- Roll call presentation videos
- Traffic safety handouts
- Social media messaging
- Promote “Move Over” laws
LEO Near Miss

- NLEOMF partnering with the Police Foundation
- Encourages non-punitive reporting of incidents and accidents that could have been deadly or caused serious injury or property damage
- Participation helps to keep our law enforcement officer safe

Learn more at: www.leonearmiss.org
Training and Resources

• FHWA-TIMS

• Respondersafety.com
  – Certificates and on-line training

• NIOSH

• Below-100

• TrafficSafetyMarketing.gov
NHTSA’s 2017 National Distracted Driving Awareness Month Campaign Update

March 1, 2017

Lori Gabrielle Millen
Marketing Specialist
Office of Communications
Distracted Driving

- Words used to describe distracted driving:
  - epidemic, scourge, annoyance, dangerous, selfish, tragic consequences

- In 2015:
  - 3,477 people killed, and
  - 391,000 injured in motor vehicle crashes involving a distracted driver

- 80% of drivers believe it’s completely unacceptable for motorists to text or email behind the wheel, but almost 40% admitted to reading messages while driving, and more than 25% admitted sending them.

- When compared to men, female drivers w/a cell phone are more likely to be involved in a fatal crash.

- Over 77% of respondents to a 2015 AAA Foundation survey indicated that texting is a threat to their personal safety. But in 2012, the percentage was almost 96%.

- Target audience: Men and women ages 18-34 w/a slight skew to women
April is National Distracted Driving Awareness Month

• In April, States and communities across the country will participate in the fourth annual *National Distracted Driving Awareness Month*.

• *U Drive. U Text. U Pay.* - NHTSA’s national high-visibility multi-media advertising campaign and law enforcement blitz to enforce distracted driving laws.

• Paid Multi-Media: April 3-10
• Enforcement: April 6-10

• NHTSA has developed downloadable resources to help law enforcement agencies aggressively enforce distracted driving laws and create a positive shift in behavior.
NHTSA U Drive. U Text. U Pay. 
Enforcement Campaign Resources

– Products for Law Enforcement Action Kit (PEAK)
– New English and Spanish Language TV Spots
– Paid Media Campaign
– Creative Materials
– NHTSA Resources
NHTSA Enforcement Campaign Resources
All materials are available on trafficsafetymarketing.gov

• Products for Enforcement Action Kit (PEAK)
  – FAQs/Talking Points
  – Pre and post-Enforcement News Releases
  – OpEd

Additional creative resources are also under development, and will be posted to trafficsafetymarketing.gov.
Distracted Driving Enforcement – TV Ads (Paid)

English TV Spot: Famous Last Words

Spanish TV Spot: Good News
Tagline: Manejar y Textear. La Vas a Pager.

For retagging, go to:
https://www.trafficsafetymarketing.gov/state-requests

New Hashtag/Tagline: Put it down and drive
Questions?

- Questions?

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Strategies to consider....for April 2017

- Understanding extent of the problem locally - DD Observations
- Addressing the issue - Enforcement
- Engaging the community - Call to Action
• Distracted Driving Observations
  – Site selection
  – Documentation
  – Data findings and use
Enforcement

- Daily
  - Spotter technique
  - Roving patrols
- Coordinated national operation - High Visibility
Call to Action - Keep Community Engaged after the Enforcement Mobilization

- Phone Down. Lights On.
- Use pre- and post- observation data in releases, tweets, FB
National Distracted Driving Awareness Month
- April 3-10, 2017 - National Advertising Campaign
- April 6 - 10, 2017 - Enforcement Mobilization
Resources – Tools you can use...

http://www.trafficsafetymarketing.gov/

- Earned media materials
- Prepared press releases
- Op-ed
- Proclamation
- Fact Sheet

- DOT Action
- Research and Data
- Stats and Facts
- Campaign Tools
- State Laws
- FAQ’s
THANK YOU
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