DISTRACTED DRIVING 2018

Liza Lemaster-Sandbank
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Distracted Driving – what you need to know....

• Data
• What’s New? Resources
• Funding
• Call to Action
  – Strategies
    • Observations
    • Enforcement
    • Building Momentum
• April is National Distracted Driving Awareness Month
  – April 09 -16, 2017 - National Advertising Campaign
  – April 12 - 16, 2017 - Enforcement Mobilization
Distracted Driving Facts to consider:

- In 2015, there were 3,196 fatal crashes that occurred on U.S. roadways that involved distraction (10% of all fatal crashes).

- In 2015, 3,477 people were killed, and 391,000 were injured in motor vehicle crashes involving distracted drivers. (NHTSA)

- Ten percent of fatal crashes, 15 percent of injury crashes, and 14 percent of all police-reported motor vehicle traffic crashes in 2015 were reported as distraction-affected crashes.

- Nine percent of all drivers 15 to 19 years old involved in fatal crashes were reported as distracted at the time of the crashes.
The extent of mobile phone use according to CTIA:

- According CTIA Everything Wireless, in 2016 almost every person in America has a mobile phone.

- There are now more wireless devices than Americans, with about 1.2 devices for every person in the country.

- In 2016, 1.939 trillion text messages were sent in the US.

- Ninety percent of consumers say they read a message within minutes of receipt.
Demographics & Characteristics of Distracted Drivers

- An estimated 481,000 passenger vehicles driven by people using handheld cell phones at a typical daylight moment in 2016. (National Occupant Protection Use Study - NOPUS)

- The 2016 NOPUS found that handheld cell phone use continued to be higher among female drivers than male drivers.

- Handheld cell phone use continues to be highest among 16- to 24-year-old drivers, and lowest among drivers 70 and older. (NOPUS)
New Resources

- Distracted Driving Training Course: Virtual LIVE (On-line) 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."
Investigation and Prosecution of Distracted Driving Cases

This monograph provides guidance and training materials to assist State and local attorneys, and other members of the judiciary, in prosecuting distracted driving cases that involve a serious injury or fatality.

Resources


- NHTSA’s Distracted Driving Website Section:
  (www.nhtsa.gov/risky-driving/distracted-driving)
  - Overview,
  - Consequences,
  - Laws,
  - Teen pledge,
  - Resources
Resources

- Distracted Driving Virtual Live (On-line) Training (https://tsi-dot.csod.com)
  - Lifesavers pre-session – Saturday April 21, 2018
    - 1:00 -4:30PM (contact Troy Jackson for workshop details at troy.Jackson@dot.gov)
  - 2018 Sessions -
    - Mar 27-28
    - May 15-16
    - Aug 7-8
**Grant Funding**

- Fast Act: Distracted Driving $

  - 2017
    - 24 States/Territories - Special Texting funds
    - 3 Comprehensive (Connecticut, Maine, New Jersey)

  - 2018
    - 4 States- Special Texting funds (Texas, Rhode Island, Kentucky, California)
    - 3 Comprehensive (CT, ME, NJ)
Call to Action for April 2018

✓ Understanding the extent of the problem locally - DD Observations, highly-visible observations, plain clothes, great earned media piece

✓ Addressing the issue - Enforcement - dedicate the time and effort, perception is reality

✓ Engaging the community - Share observation results pre-enforcement to raise awareness and inform the community about stepped up enforcement, extent of the issue
Call to Action

- Encourages LE Community
  - Pre- and post- engagement opportunity
  - Use observation data for all it’s worth in releases, tweets, Facebook, etc.
Observation Form

Note – Cell phone use is defined as:

- The driver holding a cell phone to the ear, near his/her face,
- The driver talking into a cell phone while holding it,
- The driver looking down at the phone on his/her lap or center console, or
- The driver manipulating a cell phone in his/her hand.

Optional – Observers Name, Organization/Agency

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National Distracted Driving Awareness Campaign

- National Distracted Driving Awareness Month
  - April 09 -16, 2017 - National Advertising Campaign
  - April 12 - 16, 2017 - Enforcement Mobilization
  - Social Norming Campaign - continues the remainder of the month
Welcome
Sgt. Brian Cluever
Village of Carol Stream Police Department, Illinois
Village of Carol Stream Police Department

- 69 Sworn Officers
- 3 Man Traffic Unit
- 40 Patrol Officers
- Traffic oriented department
- Supportive Command Staff
- Progressive team
- Sustained effort
- Traffic enforcement based on existing approaches
• The Distracted Driving Law is fairly new
• The department is still learning what can and cannot be prosecuted
• The support from the Chief and Mayor
• Fellow officers open to ideas
• 2016 National LE Challenge submission
Enforcement – Secrets to a supportive team

- The department has learned from other enforcement tactics, such as seat belt and impaired driving enforcement and apply it to distraction
- The department has applied the HVE method of enforcement to distracted driving enforcement: effective, results are promising
- Tactics: Unmarked cars, 2-man unmarked car patrols, wolf pack method, nighttime enforcement
- Bucket truck approach
- Recognition
Enforcement – Tactical Approach

• Unmarked Police Vehicles

Unmarked Dodge Caravan used to spot violators

Unmarked Dodge Charger utilized during saturation patrol

Unmarked Dodge Caravan
used to spot violators
Enforcement – Tactical Approach

• Spotters
• Alternative Vehicles

Public Works vehicles with officers spotting violations
Enforcement – Tactical Approach

• Alternative Vehicles

Public Works bucket truck used to spot violations.

Screenshot of “Waze” application during the last bucket truck initiative.
Enforcement – Tactical Approach

• Wolf Pack

Officers stage in a “Wolf Pack” waiting for a spotter to call out a violation.

Officers apprehend and cite violators.
Community Education and Engagement

CSPD is invited to teach portions of the driver’s ed curriculum at the high school among others Cell Phone and Distracted Driver are topics discussed.

Two students attempt to drive a simulator with a cellphone ringing in December 2015 at Glenbard North HS.

Ofc. Eagan sets up a cellphone for this student to demonstrate the difficulties with texting and driving in December of 2015 at Glenbard North HS.
Enforcement – Knowledge is the key

• The best defense is knowledge...

Roll call training focusing on cellphone violations and enforcement.

Distracted driving issues and cognition are reviewed at a Senior Safe Driving and Knowledge seminar.
CSPD awarded the Distracted Driving Award at the Illinois Traffic Safety Challenge Awards Ceremony.

Ofc. Turnholt is recognized for his dedication to distracted driving enforcement.
Questions...

Sgt. Brian Cluever
Carol Stream Police Department
Traffic Safety Unit
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Photo of a violator taken from unmarked police vehicle
Thank you

Liza Lemaster-Sandbank

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NHTSA’s 2018 National Distracted Driving Awareness Month Campaign Update

February 21, 2018

Lori Gabrielle Millen
Marketing Specialist
Office of Communications
April is National Distracted Driving Awareness Month

- In April, States and communities across the country will participate in the fifth 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.

- Target Audience: Men & Women 18-34 (w/a slight skew to women)

- Paid Multi-Media: April 9-16
- Enforcement: April 12-16
- Social Norming: April 16 - 30
NHTSA has developed downloadable resources - tools - to help make law enforcement’s job a little easier when they’re communicating with the public.

These tools [that are fill-in-the-blank templates for the captain, chief, or other officers] give the enforcement dates, and explain why officers are enforcing distracted driving laws. [It’s not about giving tickets; instead it’s about people being motivated enough to put their phones down to prevent a ticket - and possibly prevent a crash while they’re at it.]

We create these materials to help law enforcement agencies create a positive shift in motorists’ behaviors’, which helps save lives.

Now, I’m going to give you a hand’s on tour of these special resources:

- Products for Law Enforcement Action Kit (PEAK)
- English and Spanish Language TV Spots
- Paid Media Campaign
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
  – Proclamation
  – Facebook & Twitter Posts
  – English & Spanish Language Logos
  – Additional Fact Sheets
TrafficSafetyMarketing.gov Road Tour to PEAK
Distracted Driving Materials for Law Enforcement
U Drive. U Text. U Pay & PEAK Screen Shots
Products for Enforcement Action Kit (PEAK) Contents
Examples of how PEAK materials can be used
Social Norming Resources That Can Be Used After the Enforcement Period
Examples of how additional social norming materials can be used:
APRIL IS COMING

THAT MEANS: THE U DRIVE. U TEXT. U PAY. ENFORCEMENT CAMPAIGN
Questions?

• Questions?

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