



The Evolution of Distracted Driving

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CAA/TIRF Distracted Driving Conference

Toronto, ON, March 1st, 2012.



Overview

- > **About TIRF.**
- > **Overview of 2005 distracted driving conference.**
 - > Magnitude, definition, sources, consequences, priorities
- > **Progress achieved in past six years.**
- > **Distracted driving today.**
- > **Today's goals and objectives.**



About TIRF

- > **National, independent road safety research institute**
- > **Registered charity**
- > **Funding**
- > **Emphasis on road users**
- > **Scope of activities**



Evolution of distracted driving

- > Generally estimated that distraction is a factor in 20-30% of crashes.
- > TIRF data show:
 - > 13-16% of fatality crashes
 - > 23-27% of injury crashes
- > 100-Car Naturalistic Study showed distraction a factor in 33% of crashes and 27% of near-crashes.
- > Measurement challenging.



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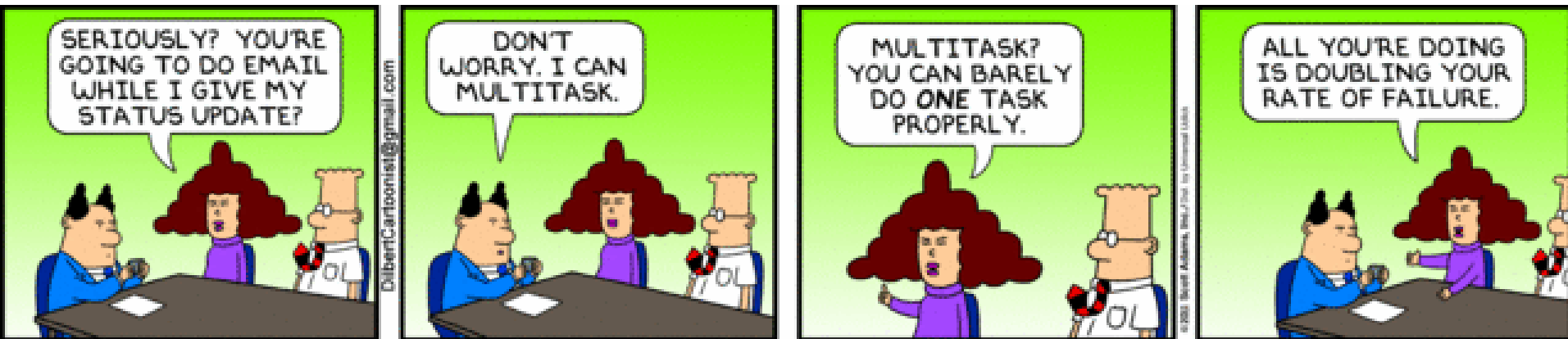
What is distracted driving?

- > "Distraction involves a diversion of attention from driving, because a person is temporarily focused on an object, person, task or event unrelated to driving, which reduces the driver's awareness, decision-making and/or performance, leading to an increased risk of corrective actions, near-crashes, or crashes."



Sources of distraction

- > Cell phones.
- > Multi-tasking and cognitive overload.



- > Distractions can be manual, visual or mental.
- > In-vehicle vs. external distractions.
- > Risks! Can be challenging to convey.

Consequences

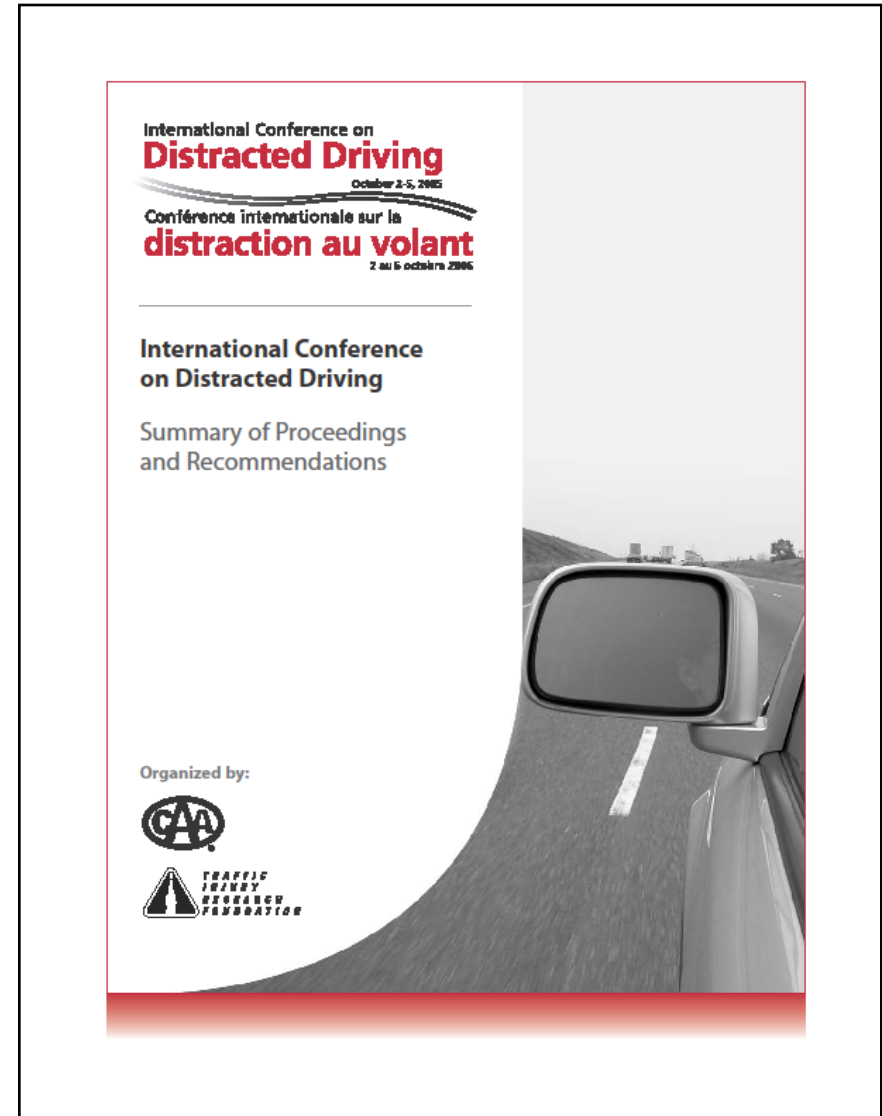
- > Inattention blindness
- > Reduced visual scans, use of mirrors, instruments
- > Weaving in lane
- > Following too close
- > Irregular speed
- > Fail to recognize hazards/obey signs
- > Slower reactions





Priorities

- > Research and evaluation
- > Laws/enforcement
- > Incentives and penalties
- > Public awareness and education
- > Industry and government cooperation





- > **Scope and characteristics of issue are recognized by research community but less so by practitioners and public.**



Progress since 2005

- > Research continues around the world.
- > Tremendous government leadership at Federal and provincial/territorial levels.
- > Political leadership in United States and Europe.





Progress since 2005

- > Legislation is widely adopted across Canadian and U.S. jurisdictions.
- > Scope and focus of laws varies.
- > Publicity and enforcement are prominent.
- > Warnings and fines.





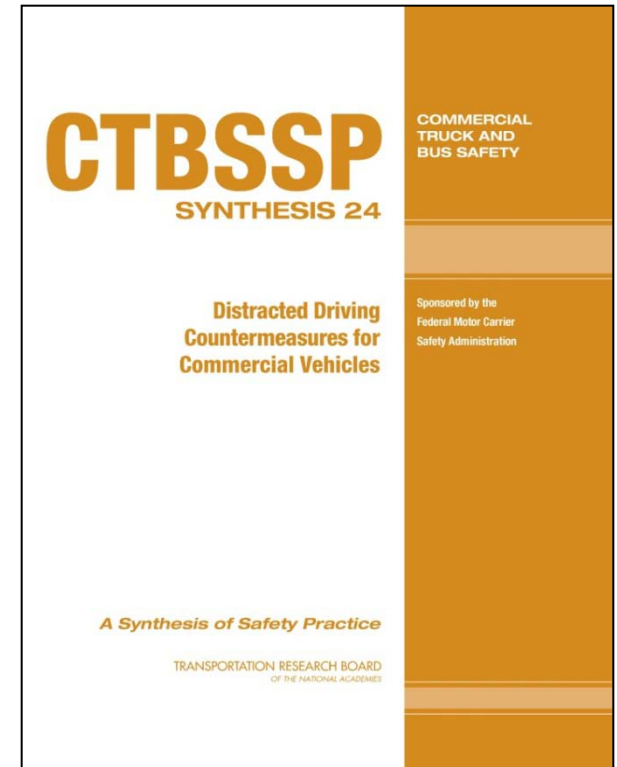
Progress since 2005

- > Industry leadership with the implementation of policies and practices.



- > Grassroots activities blossom

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- > Growing media coverage of issue



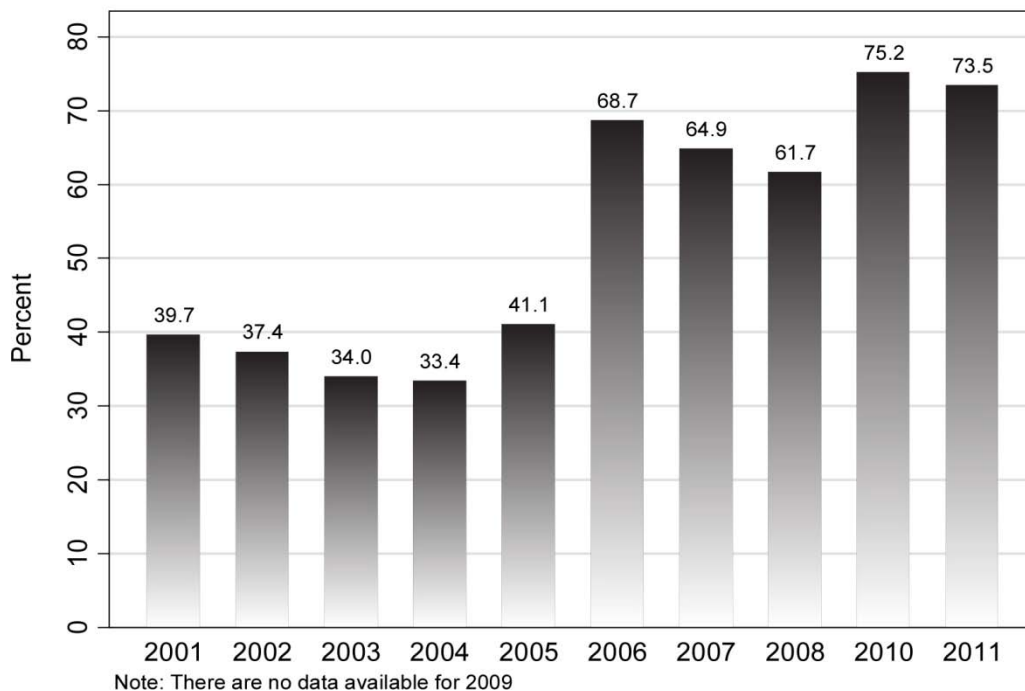
Distracted driving today

- > Enforcement shows drivers not getting message.
- > MD study on pedestrians wearing headphones.
- > RSM data reveal a good news/bad news story:
 - » 4.3% of drivers admitted to being in crash from external distraction; 2.7% from internal (2010).
 - » 23% admitted to having to brake or steer to avoid crash in last 30 days due to external distraction; 6% due to internal (2011).
 - » 30% think talking on phone only dangerous if it is a hand-held phone (2010).



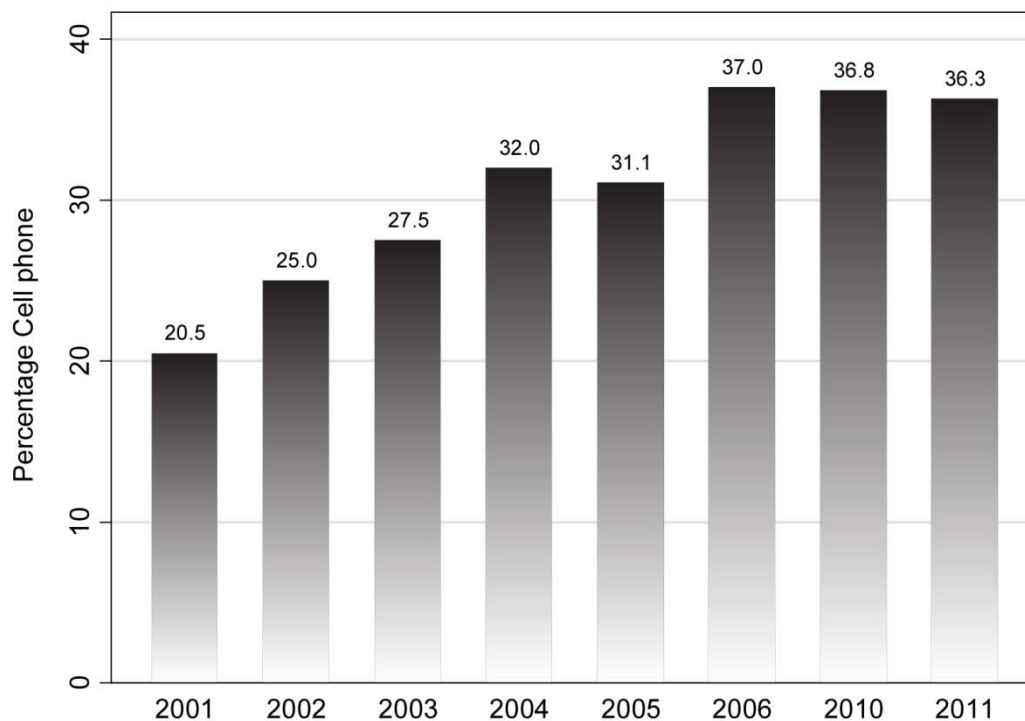
Percentage that perceive distracted drivers as a very or extremely serious problem

(From 2001- 2005: "Drivers distracted by such things as tape decks, CD's or radios"; from 2006-2011: "Distracted drivers")



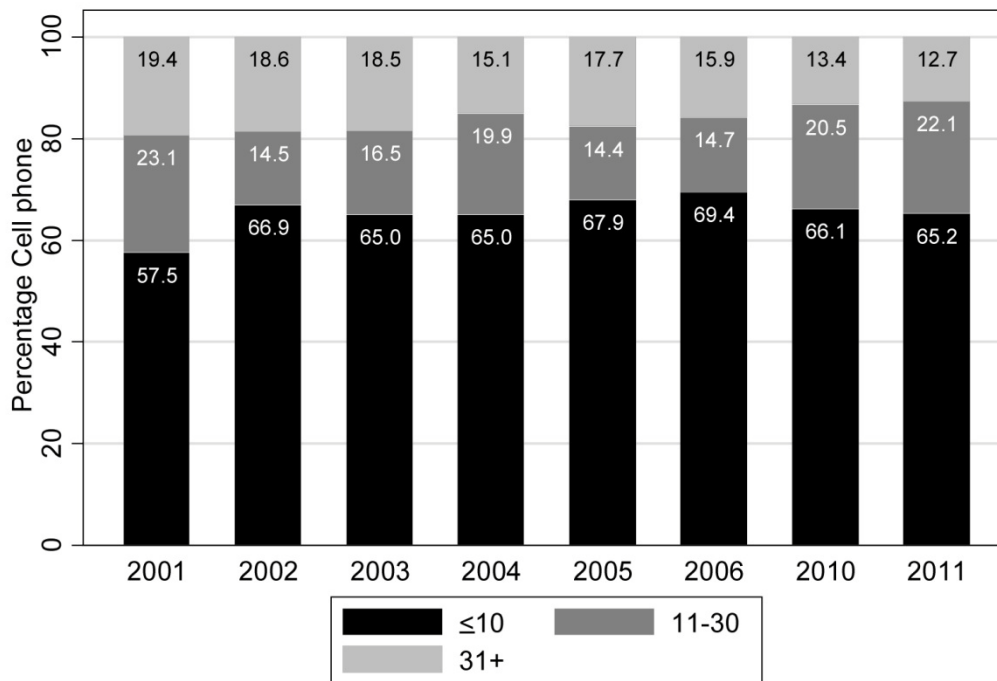


Percentage who used a cell phone while driving in last seven days by year





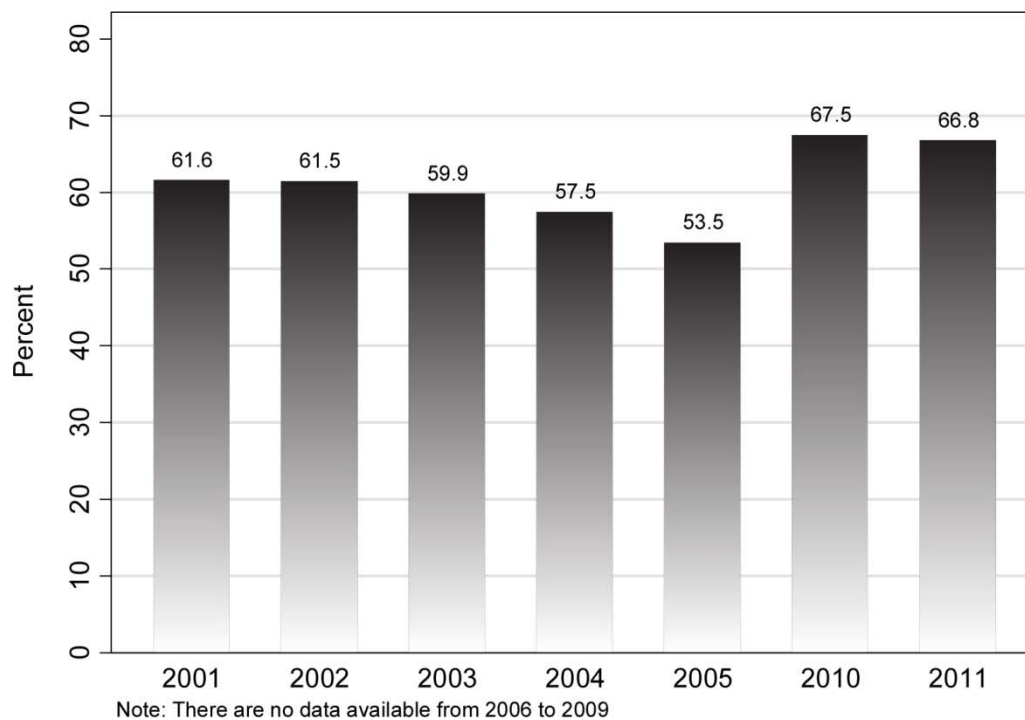
Minutes of cell phone use while driving in past seven days by year



Note: There are no data available from 2007 to 2009



Percentage who agree or strongly agree cell phone use should be banned when driving





Distracted driving today

- > Experiencing clash between technological advances and information age with strong desires for increased health and safety.
- > This has raised important public policy issues.
- > Need to balance competing interests.



2012 Event

- > Goal is to explore the progress that has been achieved and lessons learned to inform future efforts.
- > Distracted driving is unique from other road safety issues.
- > Success with traditional approaches may be more difficult to achieve.
- > Does this suggest a larger role for education and social norming approaches???

2012 Event



Driven to Distraction

Conference



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