

Driver Distraction:

Overview of the Problem & NHTSA Activities

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What is Driver Distraction?

Distraction is anything that takes away visual, manual, or cognitive resources from the driving task

[does not include other types of inattention (ex., fatigue)]



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Driver Distraction Problem

- Reported in 16 percent of all fatal crashes
- Younger drivers most at risk
- Observations indicate that about 11 percent of drivers use cell phones at any point in time
- Naturalistic driving study indicates distraction contributes to 22 percent of crashes and near-crashes



Driver Distraction Problem

Distracted drivers are involved in:

- 11 percent of bicyclist fatalities
- 16 percent of bicyclist injuries

- 9 percent of pedestrian fatalities
- 15 percent of pedestrian injuries



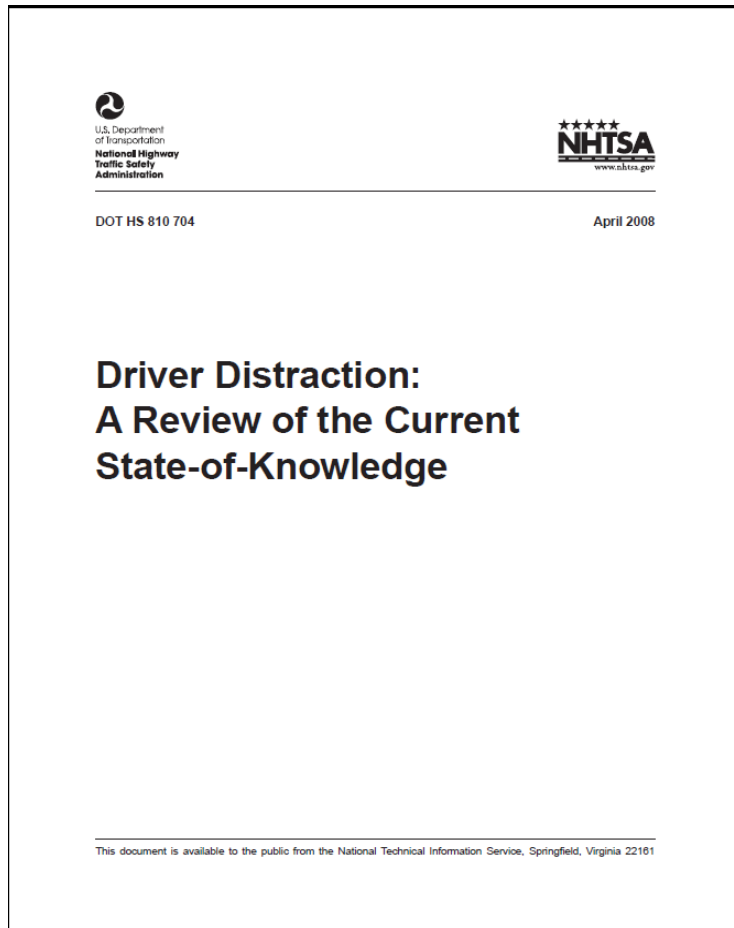
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Naturalistic Driving Behavior Study

- Instrumented extensively 100 vehicles for one year, continuously recording drivers
- 42,300 hours of driving data collected/ ~2 M miles of driving
- 109 primary drivers, 241 total drivers
- Ages 18-73
- 82 “crashes” and collisions (15 police reported)

Type of Secondary Task	Odds Ratio
Reaching for a moving object	8.82
Insect in Vehicle	6.37
Looking at external object	3.70
Reading	3.38
Applying makeup	3.13
Dialing hand-held device	2.79
Inserting/retrieving CD	2.25
Eating	1.57
Reaching for non-moving object	1.38
Talking/listening to a hand-held device	1.29
Drinking from open container	1.03
Other personal hygiene	0.70
Adjusting radio	0.55
Passenger in adjacent seat	0.50
Passenger in rear seat	0.39
Child in rear seat	0.33

Previous NHTSA Research – Distraction Summary



- Provides a comprehensive summary of relevant research to date
- All reports are available on the NHTSA web page

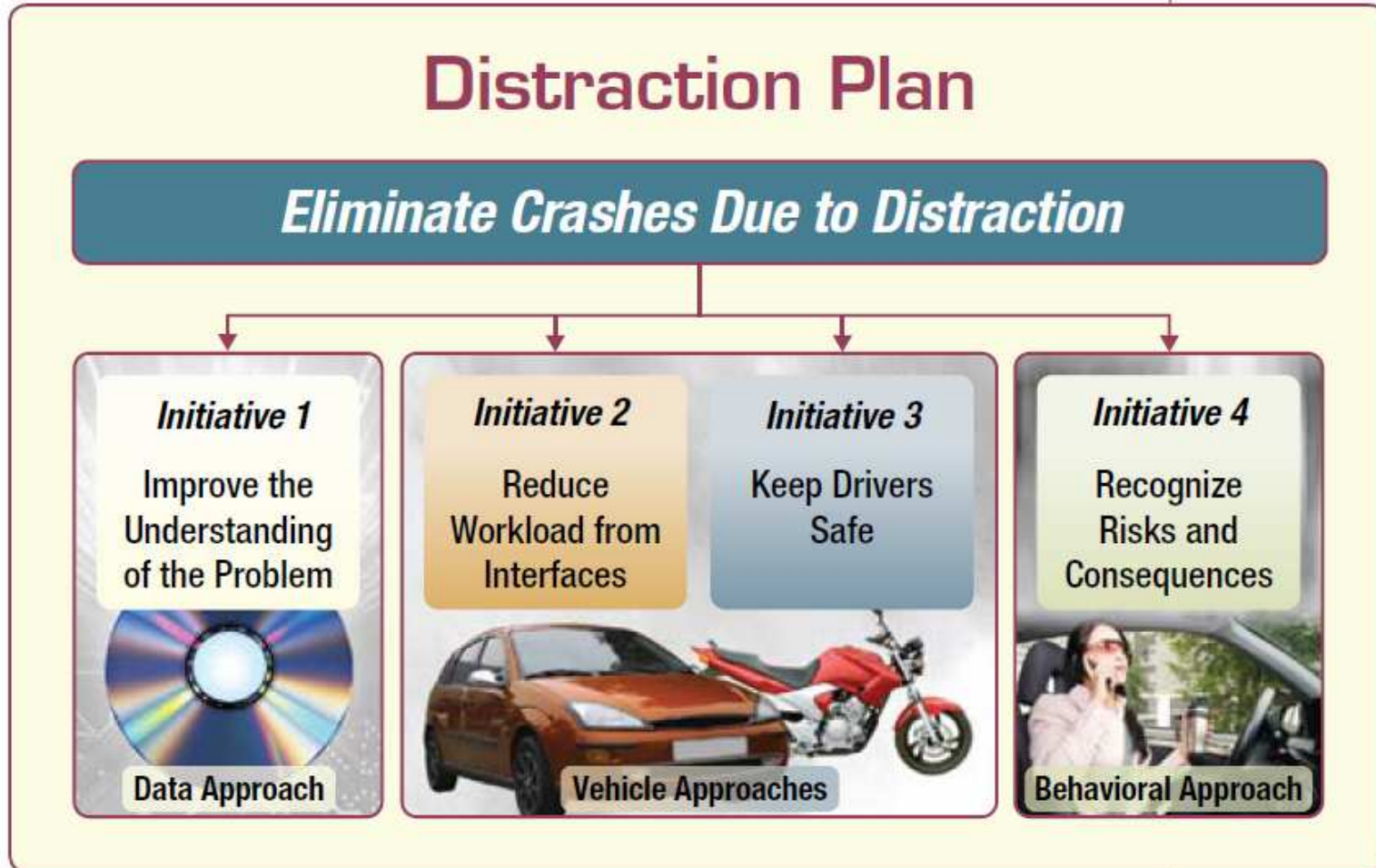
Current and Future Research

- NHTSA goal: Eliminate distraction-related crashes.
- To move toward this goal, we developed an agency-wide research plan, which outlines current and future research projects.
- The plan was released in April and is posted on www.Distracted.gov

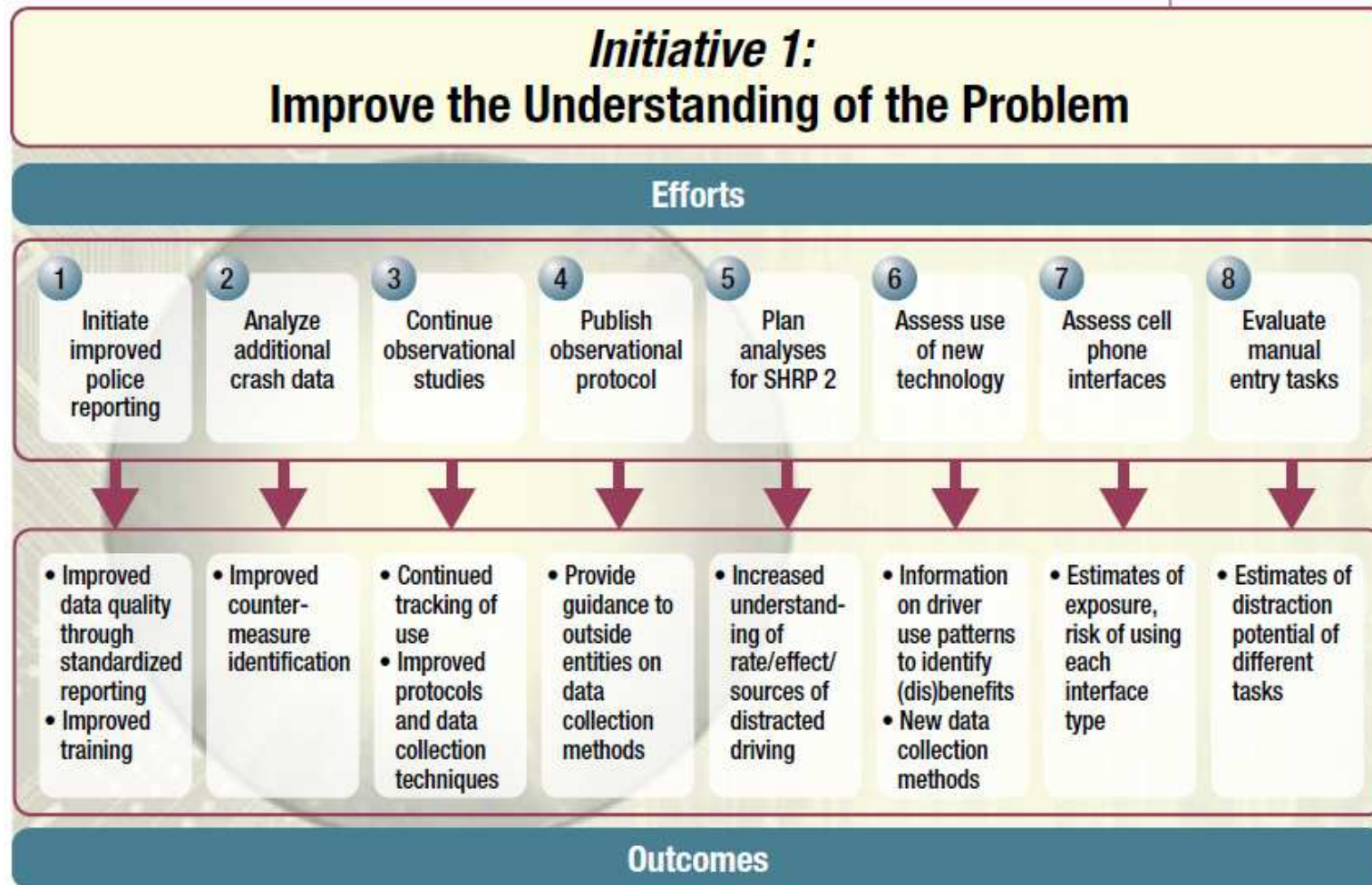


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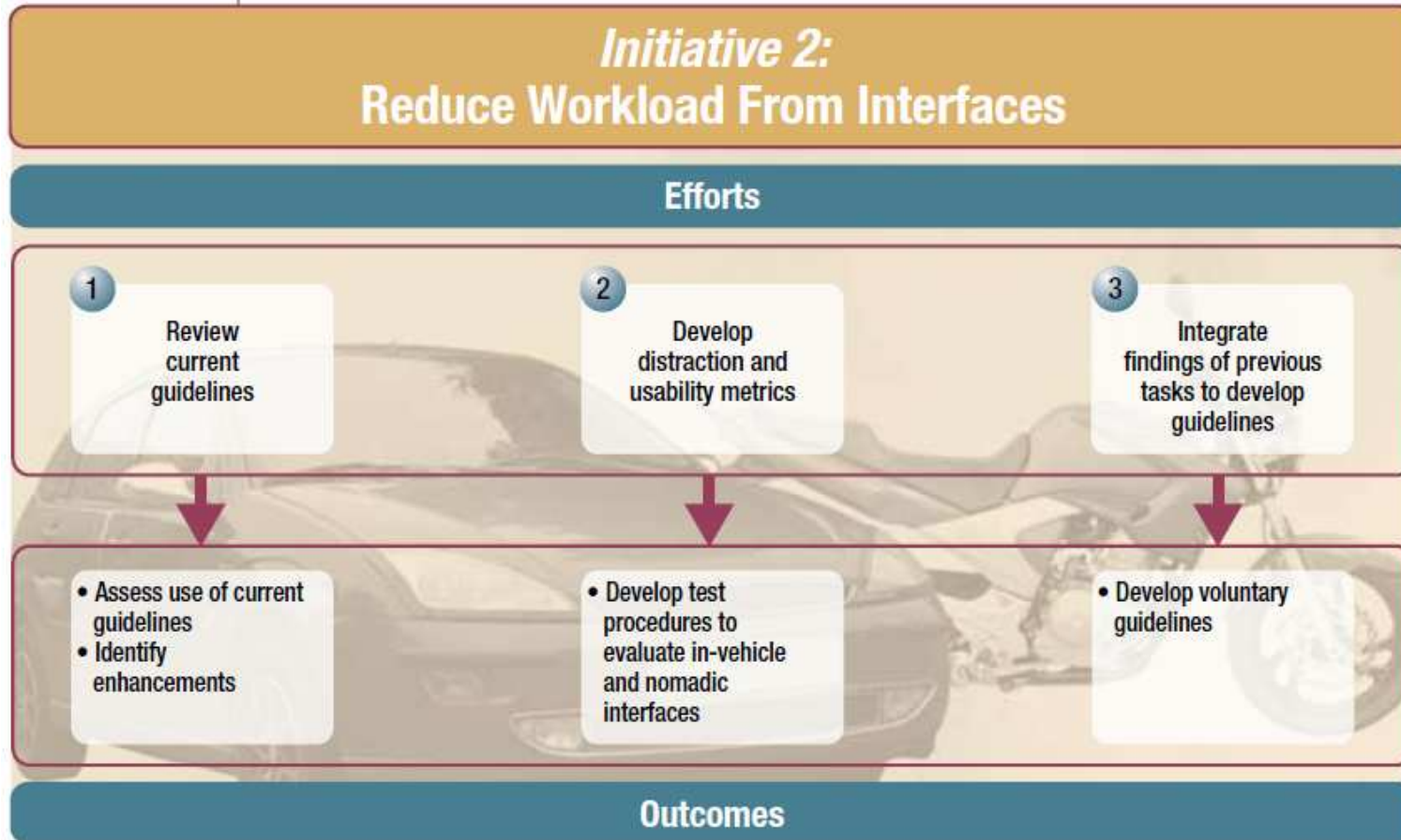
NHTSA Distraction Plan



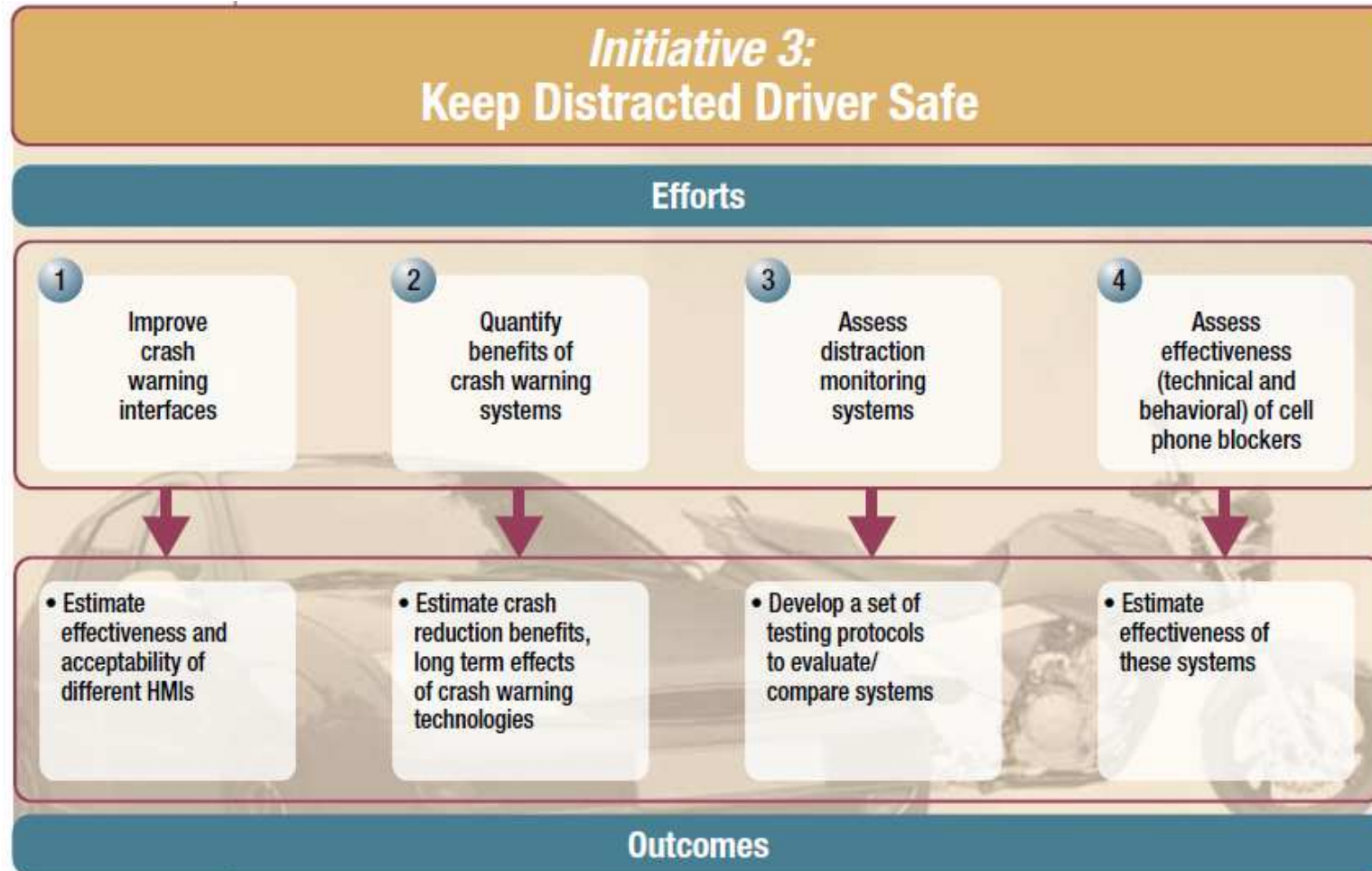
Improve Understanding



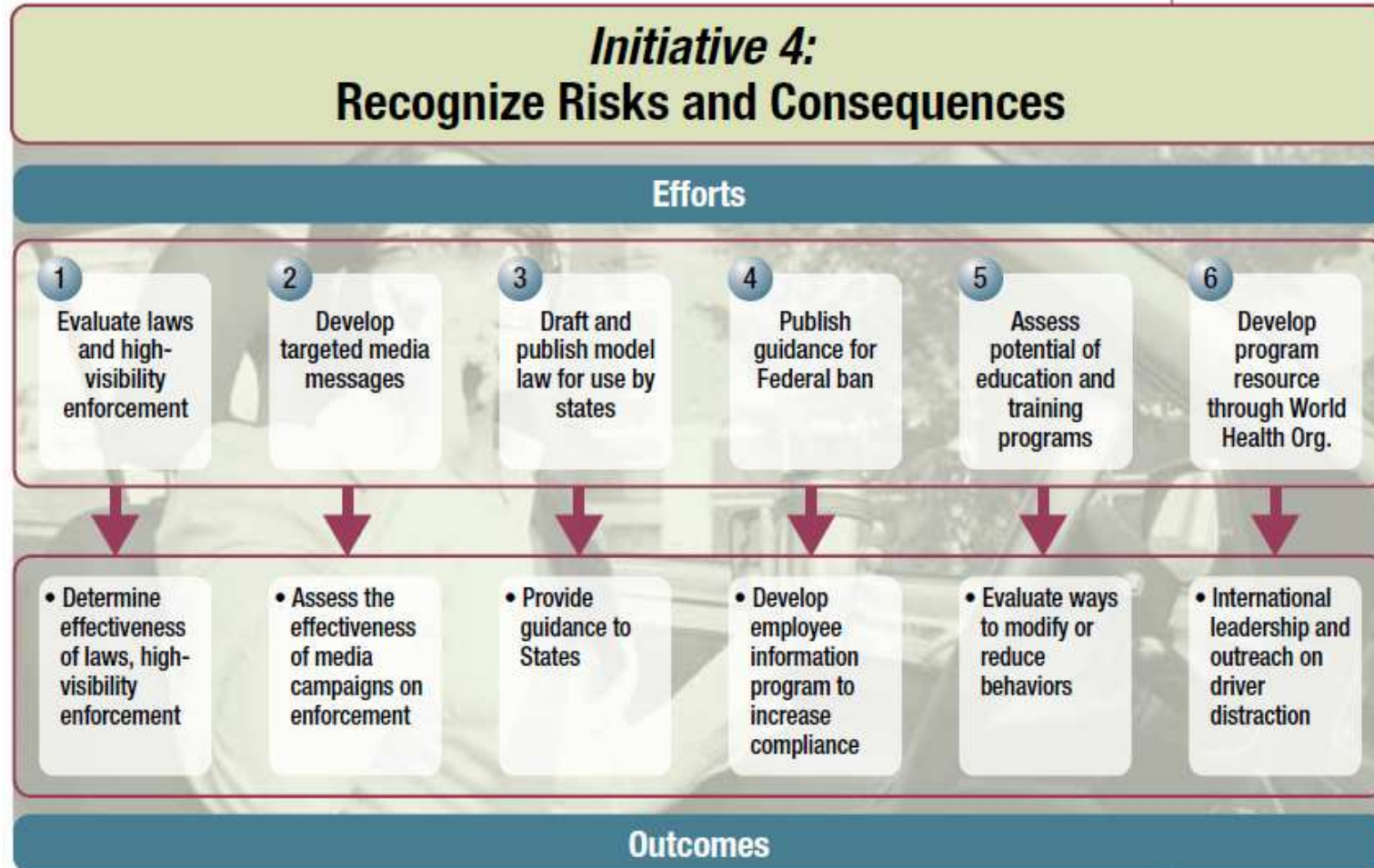
Reduce Workload (Distraction) from Interfaces



Keep Drivers Safe



Recognize Risks and Consequences



Stop Distracted Driving Demonstration Projects

- Hartford, CT and Syracuse, NY
- Demonstration projects consist of four waves of high visibility enforcement in April, July, October 2010, and February/April 2011 coupled with strong paid media and earned media campaigns



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Distracted Driving Program Information Kit

- Developed in cooperation with WHO, UNRSC, and UNECE
- Provide information to develop & implement a distracted driving program
- Focused on portable electronic devices
- Two sections:
 - Report on the status of the problem & available countermeasures
 - A series of information/factoid sheets



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Distracted Driving Summit

- Second National Distracted Driving Summit will be held on September 21, 2010, in Washington, DC.
- Meeting of leading transportation officials, safety advocates, law enforcement, industry, researchers, and victims affected by distraction-related crashes
- Address challenges and identify opportunities for national anti-distracted driving efforts.



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Distraction.gov

D!STRACTION.GOV

A Message from Ray LaHood
Every single time someone takes their eyes or their focus off the road – even for just a few seconds – they put their lives and the lives of others in danger. Distracted driving is unsafe, irresponsible and in a split second, its consequences can be devastating.

CLICK TO LEARN MORE

Distorted Driving 00:30
Air Date: 12.23.09 • [Download Script](#)

NEWS

New York Times on proposed distracted driving state legislation in the works:
When its legislature convenes this year, Kansas will consider banning motorists from sending text messages. South Carolina will, too, and debate whether to prohibit drivers from using phones altogether, or requiring them to use hands-free devices when they call. [READ MORE](#)

NBC Nightly News roundup of new state laws (including distracted driving)
The administration has issued rules on texting for government employees and plans to issue regulations for the public transportation sector. [READ MORE](#)

Obama Administration acts to combat distracted driving
[CLICK HERE](#) to view the nightly news segment on new state distracted driving laws

Transportation Secretary addresses Alabama meeting
Secretary Ray LaHood commended university and state leaders for convening the first-ever statewide summit on distracted driving. [READ MORE](#)

Secretary LaHood speaks to American Chamber board
The Transportation Secretary addressed the Chamber's Executive Board on transportation projects, jobs and

STATS & FACTS

STATE LAWS

FAQ

RESEARCH

FOR MEDIA

Welcome to the Fastlane
Last week I announced that DOT would convene a summit in late September on distracted driving. [READ MORE](#)



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