



NHTSA

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

Distracted Driving



Virginia Highway Safety Summit

05.05.2022

NHTSA's Mission

Our mission is to save lives, prevent injuries, and reduce economic costs due to road traffic crashes, through education, research, safety standards, and enforcement.

NHTSA's Current Behavioral Safety Efforts

NHTSA...

- **Collects Data** through our National Center of Statistics and Analysis
- **Develops Programs** through the Occupant Protection Division
- **Creates Communication Materials** and campaigns through our Office of Communications and Consumer Information
- **Conducts Research** through our Office of Behavioral Safety Research and Office of Vehicle Safety Research
- **Provides Grant Funding** to States through the Office of Regional Operations and Program Delivery

NHTSA's Additional Efforts

- In addition to behavioral countermeasures, it's important to note that NHTSA also works to research technology, engineer solutions, and develop guidance to address distracted driving.
- If we want to see a significant impact on these issues, it is vital to have a comprehensive approach.

Traffic Crashes in America (2020)

There were **38,824** people killed and an estimated **2,282,015** people injured on U.S. roads in 2020

38,824 people died on U.S. roads in 2020.

Fatalities compared to 2019:

↑6.8% overall

↑21% rate per 100 million VMT

↑14% in alcohol-impaired-driving crashes

↑17% in speeding-related crashes

↑11% motorcyclists

↑3.9% pedestrians

↑14% unrestrained passenger vehicle occupants

↑21% ejected passenger vehicle occupants

↑9.4% in single-vehicle crashes

↑8.5% in urban areas

↑12% during nighttime

↑9.5% during weekend

Sources: FARS 2019 Final File, 2020 ARF; VMT – FHWA's Annual Highway Statistics

Distracted Driving



Definition

NHTSA broadly defines driver distraction as anything that can take visual, manual or cognitive resources away from the driving task.



Types of Distraction

1. **Visual:** Eyes off the road



2. **Manual:** Hands off the wheel



3. **Cognitive:** Mind off the driving task



Texting while driving includes all three types of distraction.

Distracted Driving Gained Momentum

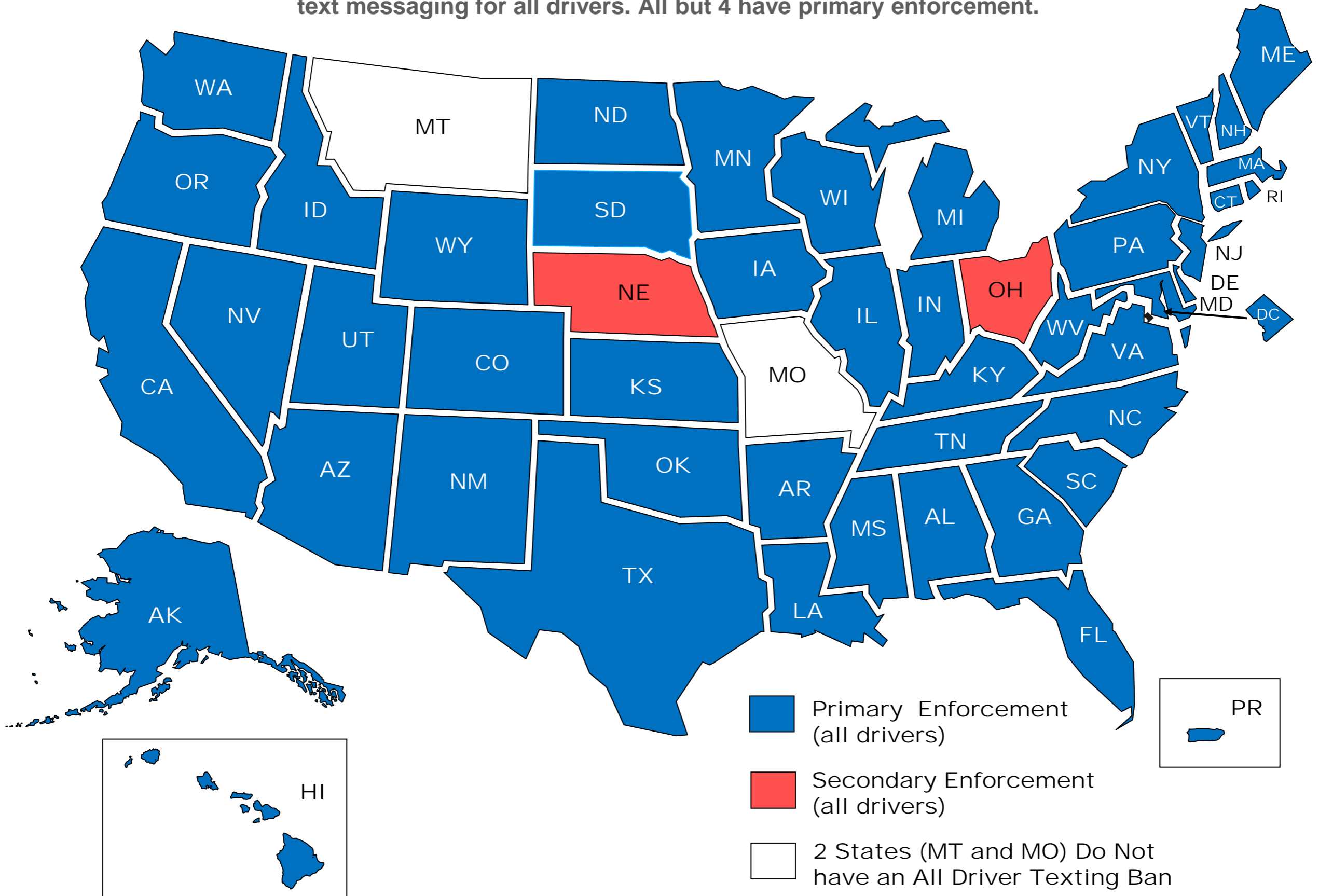
- In 2009 the DOT Secretary hosted the first Distracted Driving Summit to bring focus to the issue and identify strategies and stakeholders
- The President issued an Executive Order in Oct 2009 prohibiting Federal employees from texting while driving government vehicles or while using government-supplied cellphones while driving any vehicle

Current Legislation

- **Handheld Cellphone Use:** 24 states, D.C., Puerto Rico, Guam and the U.S. Virgin Islands prohibit **all drivers** from using handheld cellphones while driving.
- **All Cellphone Use:** No state bans all cellphone use for all drivers, but 39 states and D.C. ban all cellphone use by **novice drivers**, and 20 states and D.C. prohibit it for **school bus drivers**.
- **Text Messaging:** 48 states, D.C., Puerto Rico, Guam and the U.S. Virgin Islands ban text messaging for all drivers.

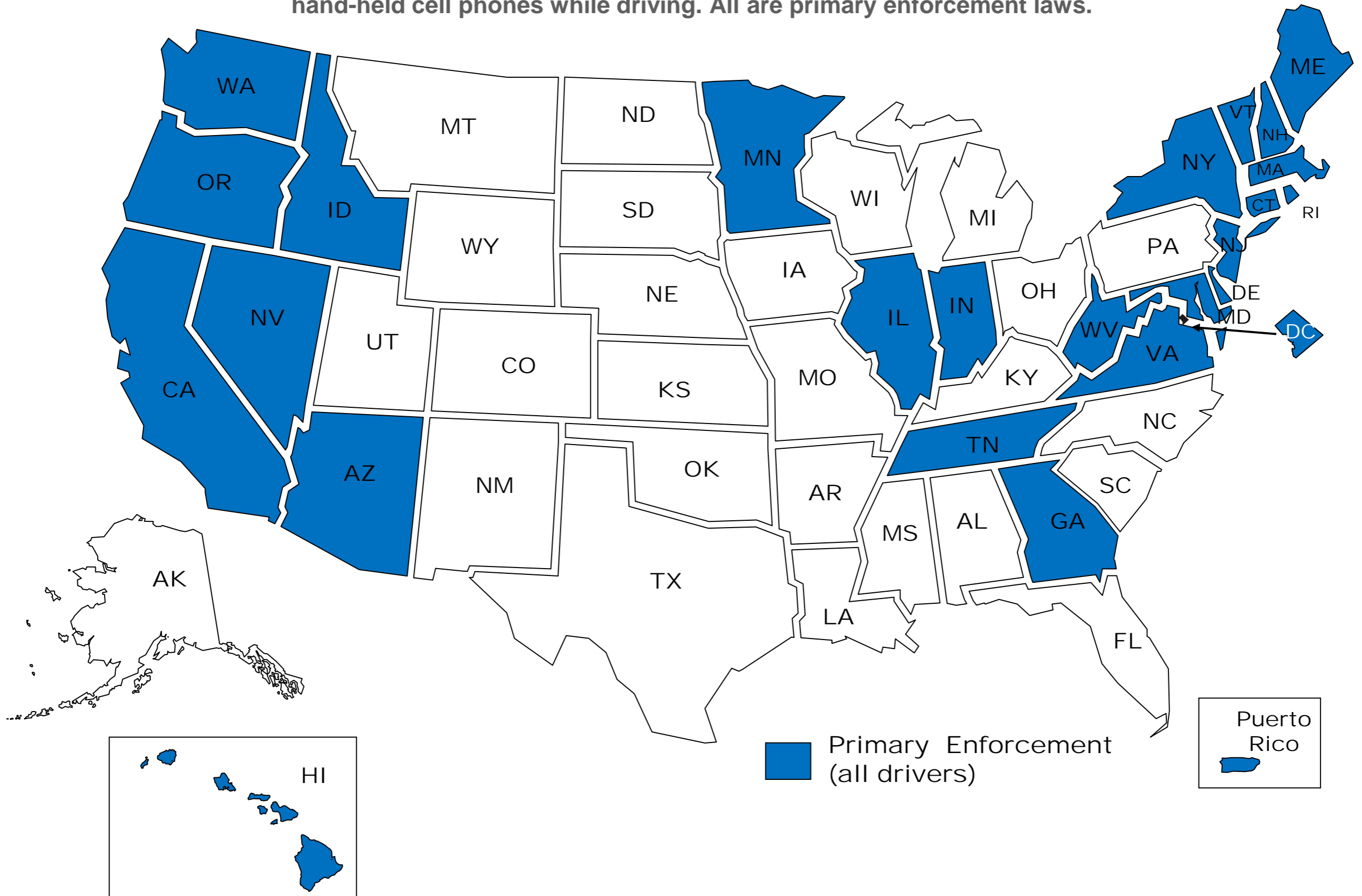
State Text Messaging Bans

48 states, D.C., Puerto Rico, Guam and the U.S. Virgin Islands ban text messaging for all drivers. All but 4 have primary enforcement.



State Hand-held Cell Phone Bans

24 states, D.C., Puerto Rico, Guam and the U.S. Virgin Islands prohibit all drivers from using hand-held cell phones while driving. All are primary enforcement laws.



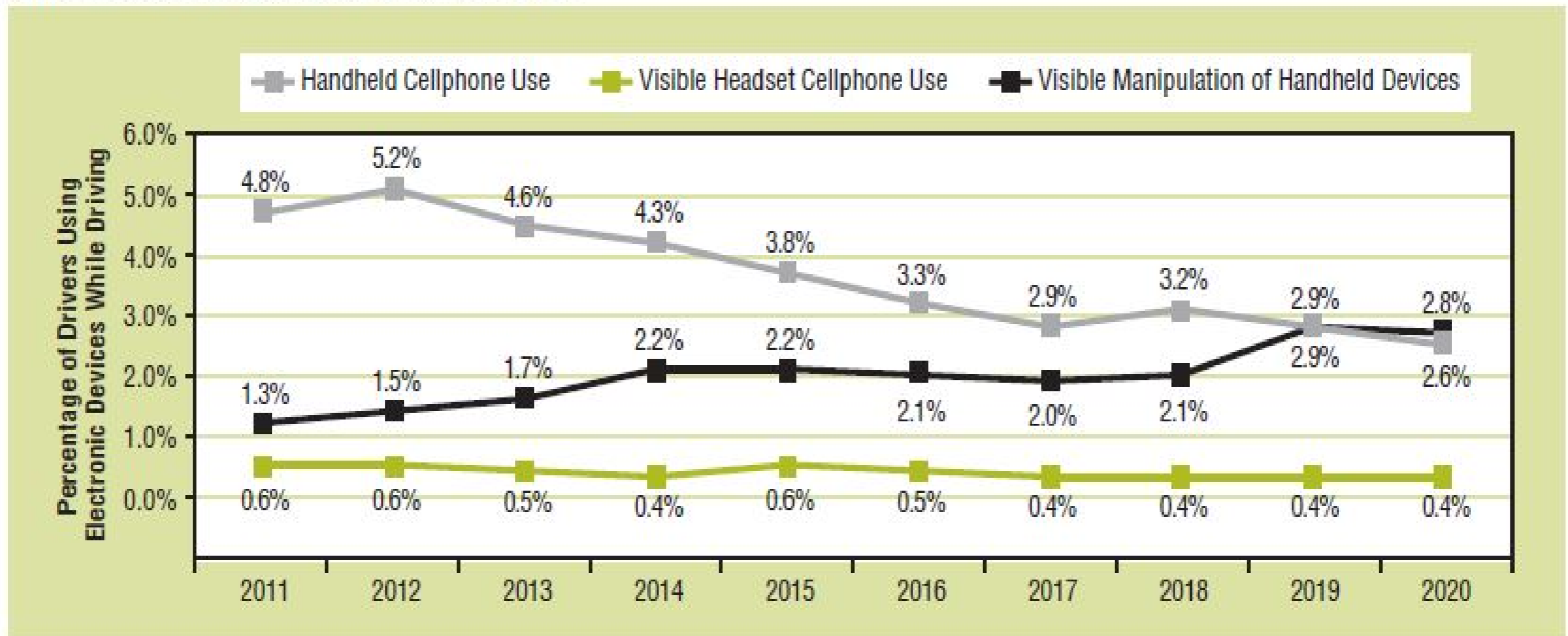
Exceptions and Caveats

Every State is Different

- Novice Drivers
- Young Drivers
- School Bus Drivers
- School Zones
- Highway Construction Zones

Driver Electronic Device Use

Driver Use of Electronic Devices, 2011-2020



The Data (FARS + CRSS)

- Eight percent of fatal crashes, 14 percent of injury crashes, and 13 percent of all police-reported motor vehicle traffic crashes in 2020 were reported as **distraction-affected crashes**.
- In 2020 there were **3,142 people killed** and an estimated additional **324,642 people injured** in motor vehicle crashes involving distracted drivers.
- In 2020 there were **587 nonoccupants** (pedestrians, pedalcyclists, and others) killed in distraction affected crashes.

National Occupant Protection Use Survey (NOPUS)

- An estimated **354,415** passenger vehicle drivers were holding cell phones to their ears while driving at a typical daylight moment in 2020.
- The 2020 NOPUS found that handheld cell phone use continued to **be slightly higher among female drivers** than male drivers.
- Handheld cell phone use continues to **be highest among 25- to 69-year-old drivers**, and lowest among drivers 70 and older.

On-going Research and Programmatic Efforts

- **State of Knowledge on Distracted Driving:** a comprehensive literature review that covers multiple aspects of distracted driving behaviors with a focus on electronic device use
- **Advanced Driver Assistance Systems (ADAS) Technology and Distracted Driving:** to examine the effects of driver assistance technologies on distracted driving behaviors and driving performance
- **Cell Phone Blocking Technology to Reduce Distracted Driving:** to create materials and design a study that would allow one to investigate the impact of cell phone blocking technology on cell phone distracted driving behaviors over an extended period
- **Reducing Distracted Driving Among Adults: Child-to-Adult Interventions:** to research child-to-adult interventions as a potential strategy to reduce distracted driving, especially interventions which focus on elementary school children
- **Buckle Up Phone Down (BUPD):** This project, inspired by the BUPD project in Missouri, combines seat belt and distracted driving messaging; It will include earned and social media materials along with community engagement through pledges. An independent process and outcome evaluation will also be conducted

Distracted Driving Awareness Month

Distracted driving awareness month is an opportunity for States and local law enforcement to implement a variety of activities to include public information, education, and outreach, as well as highly-visible enforcement and communications.



U Drive. U Text. U Pay. - The campaign encourages partners to participate in a coordinated enforcement initiative.

Law Enforcement kick-off:
Connect to Disconnect, C2D.

Connect-to-Disconnect (C2D)

- A 1-day national distracted driving enforcement and awareness initiative coordinated by State Highway Safety Offices and Law enforcement agencies across the country.
- Law enforcement joined together to send a zero-tolerance message to the public: driving distracted on America's roadways will result in a ticket.
- The initiative will be comprehensive, including creative enforcement strategies, earned and paid media, social media, and awareness efforts.

Connect-to-Disconnect 2022

NEWS

'Connect 2 Disconnect' initiative aims to crack down on distracted driving

by: [Bianca Reyes](#)
 Posted: Apr 6, 2022 / 10:47 PM EDT
 Updated: Apr 7, 2022 / 10:17 AM EDT

5 NEWS News Weather Near Me VERIFY Watch

ADVERTISE WITH US ARKANSAS PRIMARY ELECTION 2022 CORONAVIRUS CONTESTS

2022 'U Drive. U Text. U Pay.' campaign coming to Fort Smith in April

The National Highway Traffic Safety Administration says Millennials and Gen-Z are the most distracted drivers.

LOCAL NEWS

Michigan police launch distracted driving crackdown today: What to know

New Jersey DHTS
 at 10:25 AM

This April, remember #UDriveUTextUPay. Take control of your destiny by pledging to NEVER drive distracted. Officers will be out enforcing distracted driving laws all month long! Learn more at <http://NJSafeRoads.com/Destiny> #JustDrive

YOUR DREAMS ARE IN REACH - YOUR PHONE SHOULDN'T BE. DON'T DRIVE DISTRACTED.

Bloomington Police Department
 April 6 at 3:11 PM

Tomorrow, the Monroe County Traffic Safety Partnership is joining forces with law enforcement agencies across the country for a one-day "Connect to Disconnect" targeted enforcement campaign to combat texting and other forms of distracted driving. Motorists can expect to see increased patrols with officers on high alert for hands-free violations.

Cell phone use can be habit-forming. If you're struggling to not text and drive, consider activating your phone's "Do Not Disturb" ... See more

"CONNECT 2 DISCONNECT"
 HIGH-VISIBILITY DISTRACTED DRIVING PATROLS
THURSDAY, APRIL 7

Rye Police
 @ryepolice

April is National Distracted Driving Awareness Month. Connect to Disconnect: On 4/7, law enforcement will ticket texting and driving law violators to keep other road users safe. Don't forget: U Drive. U Text. U Pay. #JustDrive

Keep your eyes on the road. Don't text and drive.

0:04 346 views

9:03 AM · Apr 6, 2022 · Hootsuite Inc.

WV GHSP
 @WVhighwaysafety

Beginning today, the Connect to Disconnect (C2D) enforcement initiative commits to enforcing phone and texting bans and reducing distracted-driving practices. U Drive. U Text. U Pay. #JustDriveWV

DON'T TEXT AND DRIVE

0:06 7 views

1:45 PM · Apr 4, 2022 · Hootsuite Inc.

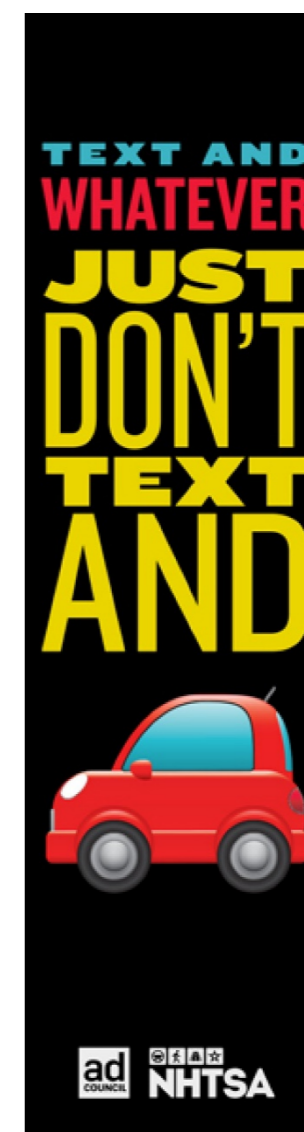
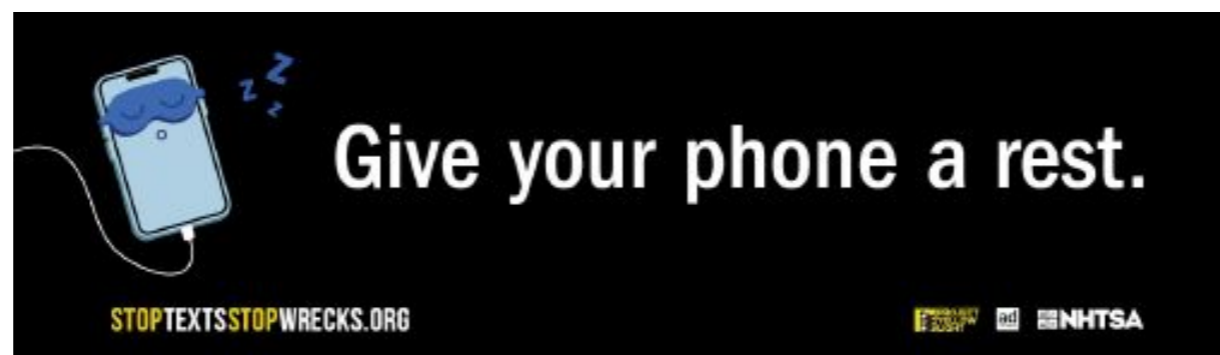
Fargo Police
 @FargoPolice

Here's a scary stat: 15% of ALL injury crashes are because of a distracted driver. Don't forget: U Drive. U Text. U Pay. Always, #JustDrive.

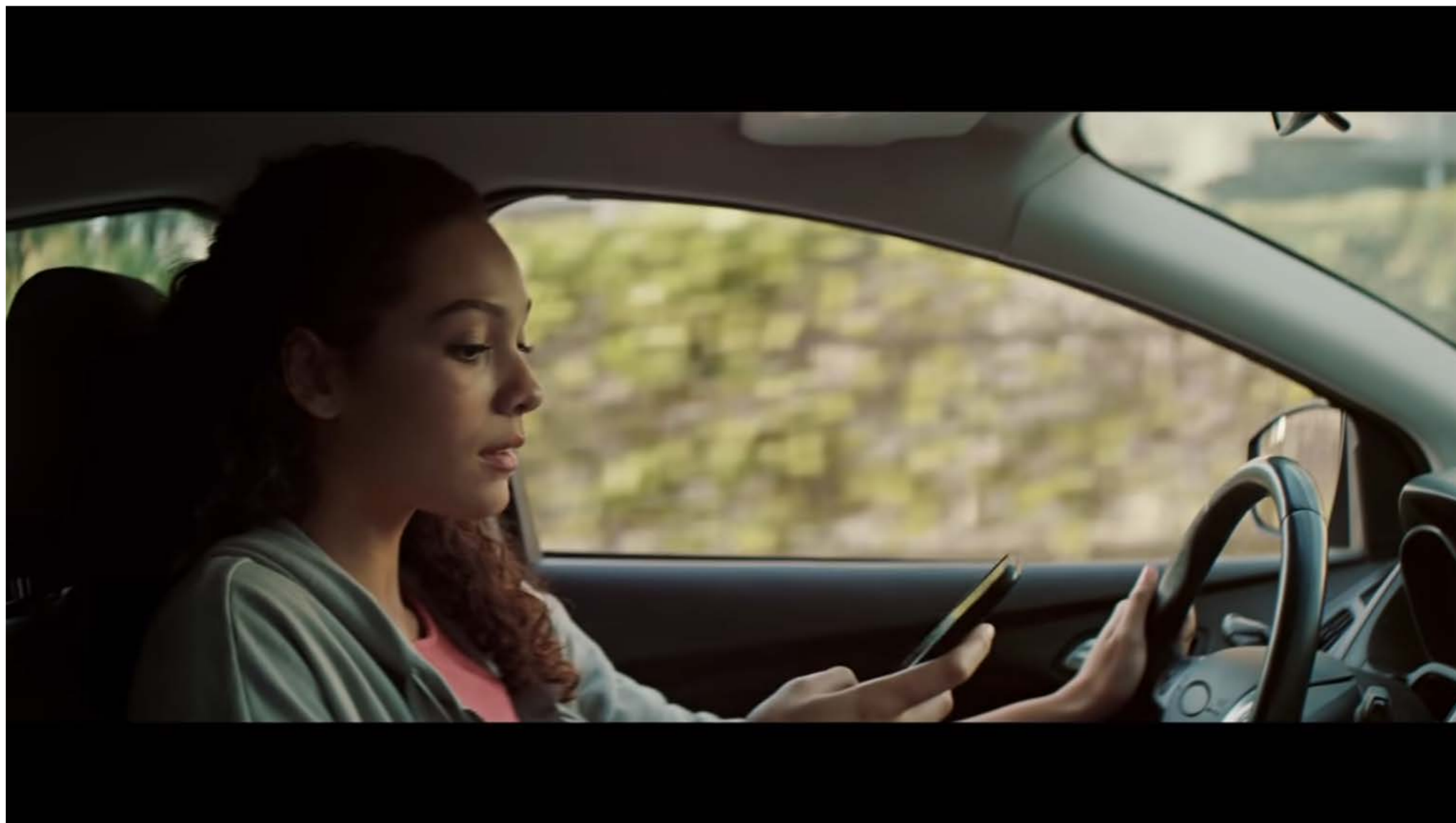
15% OF ALL INJURY CRASHES ARE CAUSED BY A DISTRACTED DRIVER

National Distracted Driving Campaign

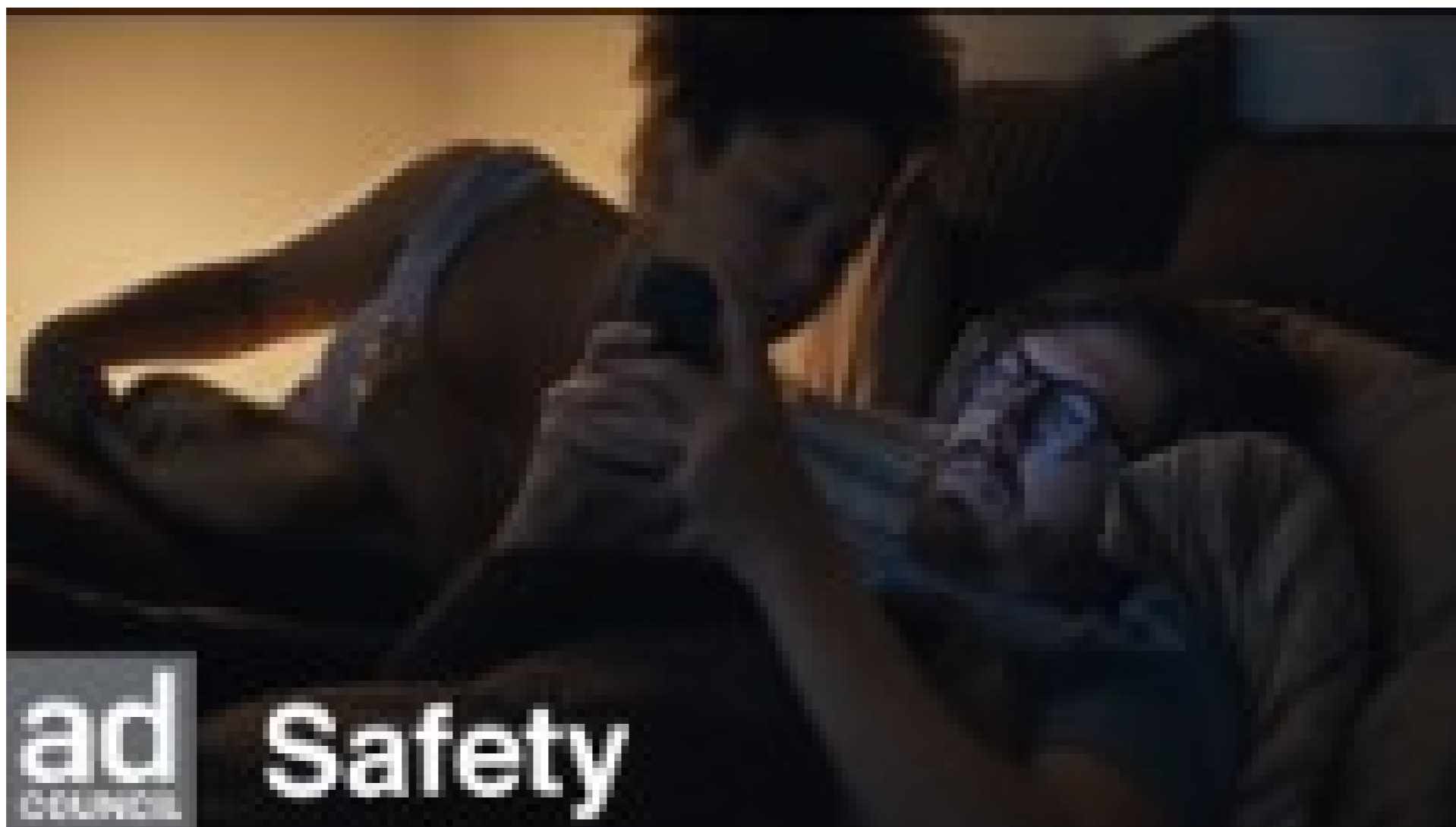
We create these materials to help our partners and law enforcement agencies create a positive shift in motorists' behaviors, which helps save lives.



National Distracted Driving Campaign



National Distracted Driving Campaign



Thank You!

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