



Who's Driving?

The Distracted Driver Campaign

A Lesson in Road Sense Campaign



The Problem

We've all seen them—people driving down the road reading the newspaper, putting on makeup, eating a snack, reading the newspaper, or concentrating on a cell phone conversation. Those are some of the more obvious examples of driver distraction but the list of possible distractions is endless. Research indicates that in more than 50% of all crashes that occur on our roadways, driver inattention is a contributing factor. This campaign was designed by the Network of Employers for Traffic Safety (NETS) to address the significant emerging cultural issues that are affecting the safety of our nation's workforce.

- ◆ American drivers tend to view driving, especially in familiar environments, as a simple everyday task that requires little or no attention. Consequently, they tend to other tasks while driving. Yet, with the increasing number of drivers and vehicles on our nation's roadways, and the consequent congestion, driving is becoming more tedious as well as more dangerous.
- ◆ We live in an increasingly fast-paced world. The traffic safety-related result of this phenomenon is faster and more aggressive driving and less patience for our fellow motorists who share the road. In addition, since drivers see driving as downtime, they multi-task, engaging in nondriving-related tasks while behind the wheel.
- ◆ Technological advances have created a variety of electronic devices that can be used while driving including radios, CD players, telephones, fax machines, VCRs and computers. Many drivers are unaware of or ignore basic safety precautions while using these devices.

The Solution

There is no simple solution to inattentive driving. More, better and consistent driver training is one potential countermeasure, especially for professional drivers. Increased driving skill may allow a driver to more safely divert some attention from the driving task. However, experience shows that simply drawing attention to the issue holds potential for helping all drivers become more aware of the distractions that may contribute to crashes, and, hence, help them stay more focused on the driving task. Most people drive responsibly when presented with information and training, especially if they are incentivized to do so.

The cornerstone of this campaign is a training and presentation tool kit, that includes a video, Leader's Guide, Rate Your Risk Quiz, incentives and other useful information to help drivers recognize distractions and manage them. The idea is to provide all the education and awareness pieces in a practical step-by-step format that virtually anyone in an organization can implement with little or no technical assistance or training. The design of the kit makes it easy for employers, highway safety professionals, law enforcement agencies, safe communities coordinators and driver training instructors to inform employees, parents and others about techniques to minimize driver distraction. In other words—it can be used by anyone who has an opportunity to educate the public about safe driving.

The Objectives of the Distracted Driver Campaign

1. Drivers will recognize when and how frequently they are distracted while driving.
2. Drivers will identify potential driver distractions.
3. Drivers will develop techniques and strategies to help manage and minimize distractions.

The Campaign Tool Kit Components

- A video that describes common distractions and how to manage them.
- A Leader's Guide to assist instructors and facilitators in teaching the program.
- A "Rate Your Risk" quiz to help participants rate their risk behind the wheel. Camera-ready artwork is provided so copies can be made.
- Pledge cards to document commitments to improve driving behavior based on what participants have learned. Camera-ready artwork is also provided with four cards on a page, so copies can be made.
- Sample incentives that can be ordered to remind participants to focus on the driving task and manage distractions. The incentives include a Road Scents air freshener and a Road Sense static cling sign to place in a car window.

For further information on the distracted driver campaign, contact NETS National at 888-221-0045 or at www.trafficsafety.org.



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