



# End Distracted Driving

Changing the Way We Think About  
Distracted Driving Will Save Lives

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## SUMMARY

- ✓ Changing the way we drive and the way those we care about drive
- ✓ Discussion about how we can work to make our communities safe

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# What did drivers believe were the largest highway concerns?

Aggressive Drivers	88%
Drugged Drivers	68%
Distracted Drivers	55%
Drunk Drivers	43%



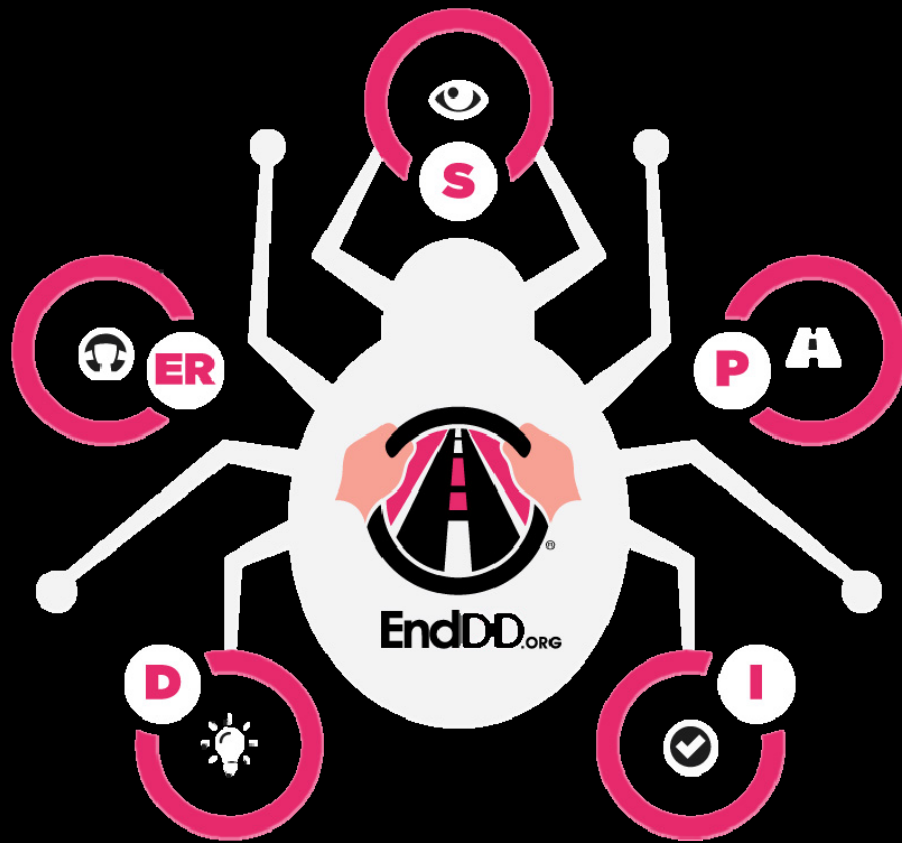
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# WHAT DO WE NEED TO DO TO BE ATTENTIVE DRIVERS?

- Attentive and defensive driving require:

SPIDER

# COGNITIVE PROCESS REQUIRED FOR ATTENTIVE DRIVING



**S** SCANNING FOR  
POTENTIAL THREATS

**P** PREDICTING WHERE  
THREATS MAY COME FROM

**I** IDENTIFYING  
VISIBLE/ACTUAL THREATS

**D** DECODING WHETHER TO ACT  
& WHAT ACTION TO TAKE

**ER** EXECUTING APPROPRIATE  
RESPONSES

**DISTRACTED DRIVERS  $\neq$   
DEFENSIVE OR ATTENTIVE  
DRIVERS**



**In the last month...**



Casey Feldman, *1988 - 2009*



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# DISTRACTED DRIVING

- ☑ kills 9 people every day and injures more than 1000
- ☑ causes more crashes than drunk driving
- ☑ Teen DD crashes are 3x the rate of any other age group



**Quebec Bus Driver**

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# WHAT IS YOUR REACTION?

## Adults

- Scary
- Selfish
- Dangerous

## Students

- Irresponsible
- Risky
- Disrespectful



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# HOW DO WE ATTEMPT TO EXPLAIN OUR CHOICE TO TEXT, SNAPCHAT, OR TWEET WHILE DRIVING?

- “It only takes a few seconds”
- “I’ve never been in a crash”
- “I’m a safe driver”
- “Everyone does it”
- “I need to be in contact with work, family,  
and friends”



# Xavier Davis-Bilbo

*Milwaukee, WI*



“I’ve never been in a crash”



Do you see the pedestrians?

Abbotsford Police Department Video



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## “I’M A SAFE DRIVER”

Are you a safe driver if you have not gotten any tickets or been in any crashes yet if...

- ✓ You Speed?
- ✓ Take your eyes off the road for texting, Snapchat or Instagram

Isn’t There a Difference Between Being a **Safe** Driver or a **Lucky** Driver?

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# WHAT % OF EMPLOYEES WHO DRIVE ANSWER OR MAKE WORK-RELATED COMMUNICATIONS WHILE DRIVING?

A. 18%

B. 31%

C. 43%

54% 18-34

54% 35-44

37% 45-54

33% 55-64



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# Do we tell our employees to drive safely...

- Yet demand responses to our texts and calls even when employees are driving?

*27% in Traveler's poll said their boss called and texted even though he knew they were driving*



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## WORRIED ABOUT YOUR CHILDREN AND DISTRACTED DRIVING?

- Motor vehicle crashes are the leading cause of death for our children
- More than 50% of teen crashes are caused by distraction

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# WHAT CAN HAPPEN WHEN YOUR CHILDREN LOOK AWAY FROM THE ROAD FOR **A FEW SECONDS**

- 2 cameras-one on driver and one on road-split screen

# Sample Videos Showing Distraction and Teen Crashes

March 2015

AAA Foundation for Traffic Safety  
Lytix



AAA Foundation and Lytx



“My mom tells me not to drive distracted but she does it all the time...I guess you could say she is a hypocrite.”

**What is the most important  
thing you can do to keep your  
children safe from distracted  
driving?**





**What have you been teaching your  
Children about distracted driving?**



“I have to be a good role model for my little brother and sister- I can’t drive distracted with them watching like my mom and dad do.”



**2019 SADD/ Lear Corporation Video Contest 1st Place Lucas Kosmyka**

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# WE CAN DO THIS!

- For our children
- For ourselves
- To be the respectful people we say we are





Travelers “Unfinished Stories” : The Tree House



**Casey Feldman, 21**

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# CHANGING THE WAY WE DRIVE WILL REQUIRE US TO:

- ✓ Be that respectful person we want to be, even when we drive
- ✓ Drive defensively to protect ourselves & our passengers from all the distracted drivers
- ✓ Be the drivers we want our children to be
- ✓ Ask those we care about to drive safer
- ✓ Support those who choose to drive safer



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# HOW TO CREATE SAFE DRIVING HABITS

- ✓ Commit to driving safer - EndDD.org Family Safe Driving Agreement
- ✓ Avoid Temptations
  - iPhone on Do Not Disturb while driving/Android equivalent
  - Airplane mode or physically beyond reach
  - Program GPS before starting to drive
  - Eat while stopped
- ✓ Plan Periodic stops for smartphone use
- ✓ Reward yourself for driving safely

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# EACH OF US HAS THE POWER TO

- Choose to drive distraction free
- Change the way those we care about drive

SO DISTRACTION-FREE DRIVING IS  
SOCIALY *ACCEPTED* AND *EXPECTED*

# TOGETHER WE CAN END DISTRACTED DRIVING



Post Photos, Comments or  
Video About Today's Event

**With #Pledge2EndDD**