

Applying the Health Belief Model to distracted driving

Commercial Motor Vehicle Distracted Driving Webinar

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Aimee Cox
Research Associate



Survey methodology

Mixed-mode:

- ▶ Landline
- ▶ Cell phone
- ▶ Web-based

n = 2,013

Licensed drivers ages 16 and older

~ 60 questions

Strongly
Agree

Agree
Completely



Device-based distractions

Half of drivers regularly drove distracted by mobile devices



Text
Email
Social media
Find information



Record and post
video, pictures



Phone calls



Play games



Program navigation



Video call
Watch videos

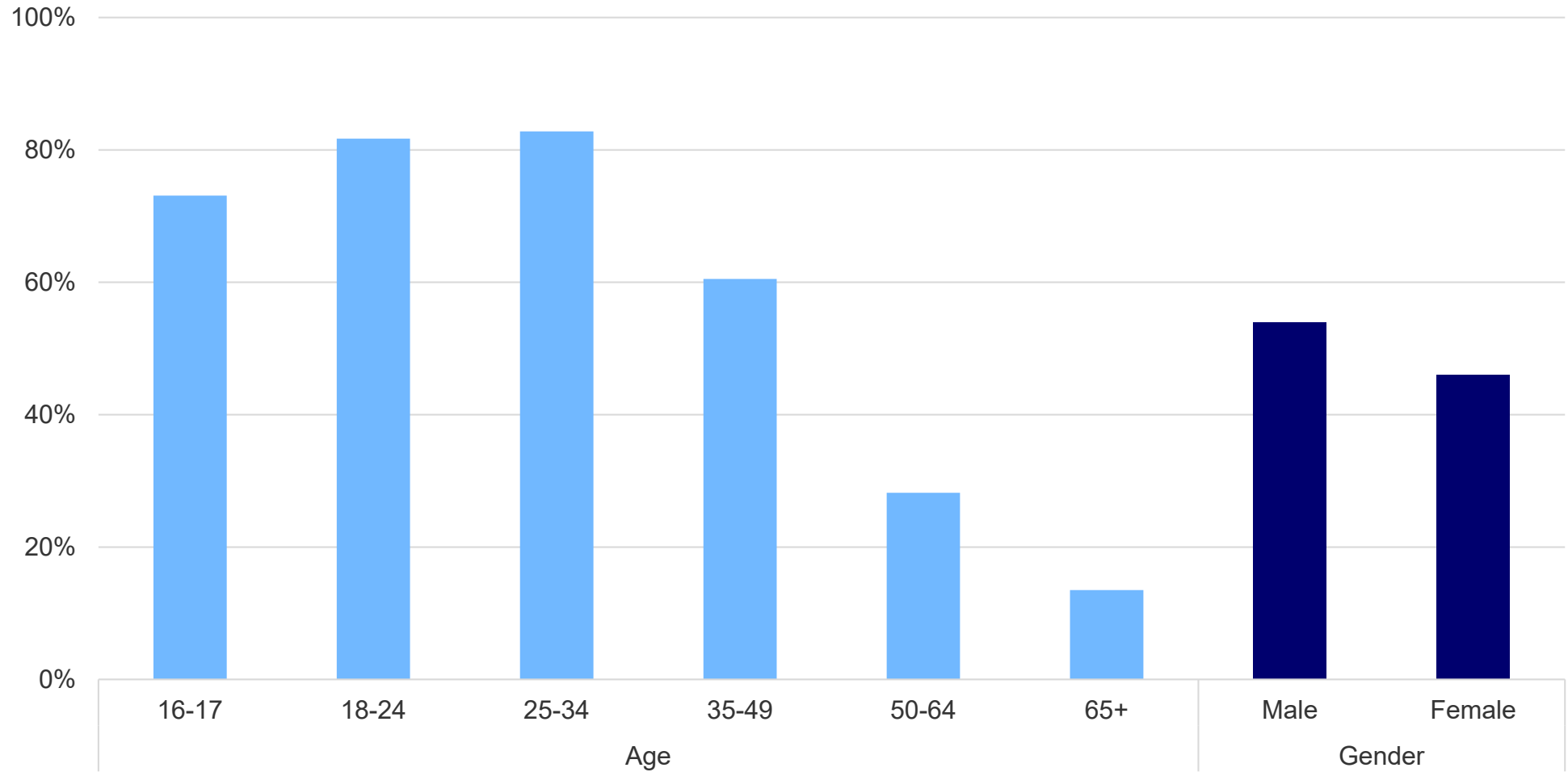


Stream music

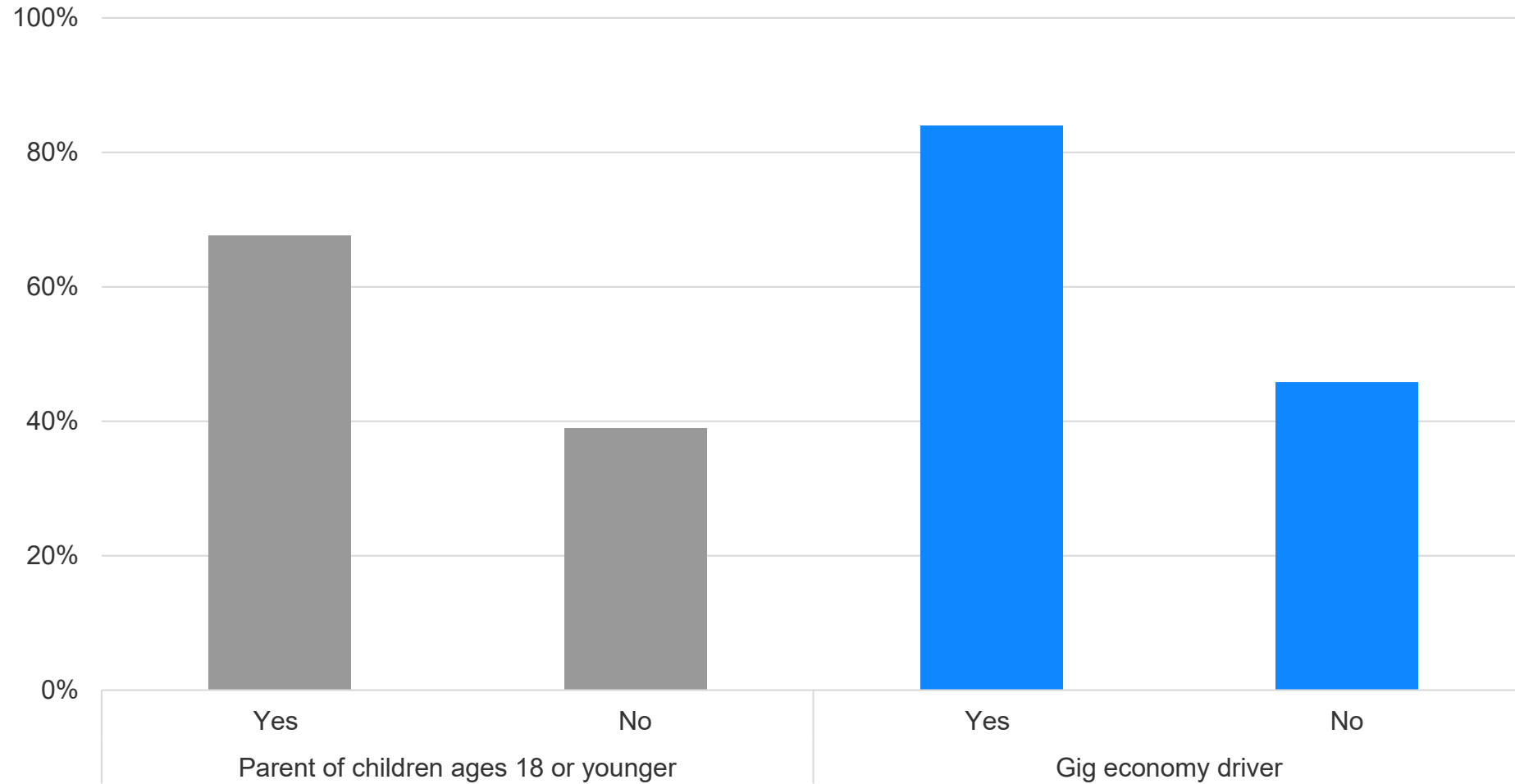


Drivers under age 35 and males most likely to drive distracted

Percentage of drivers who regularly drove distracted by devices

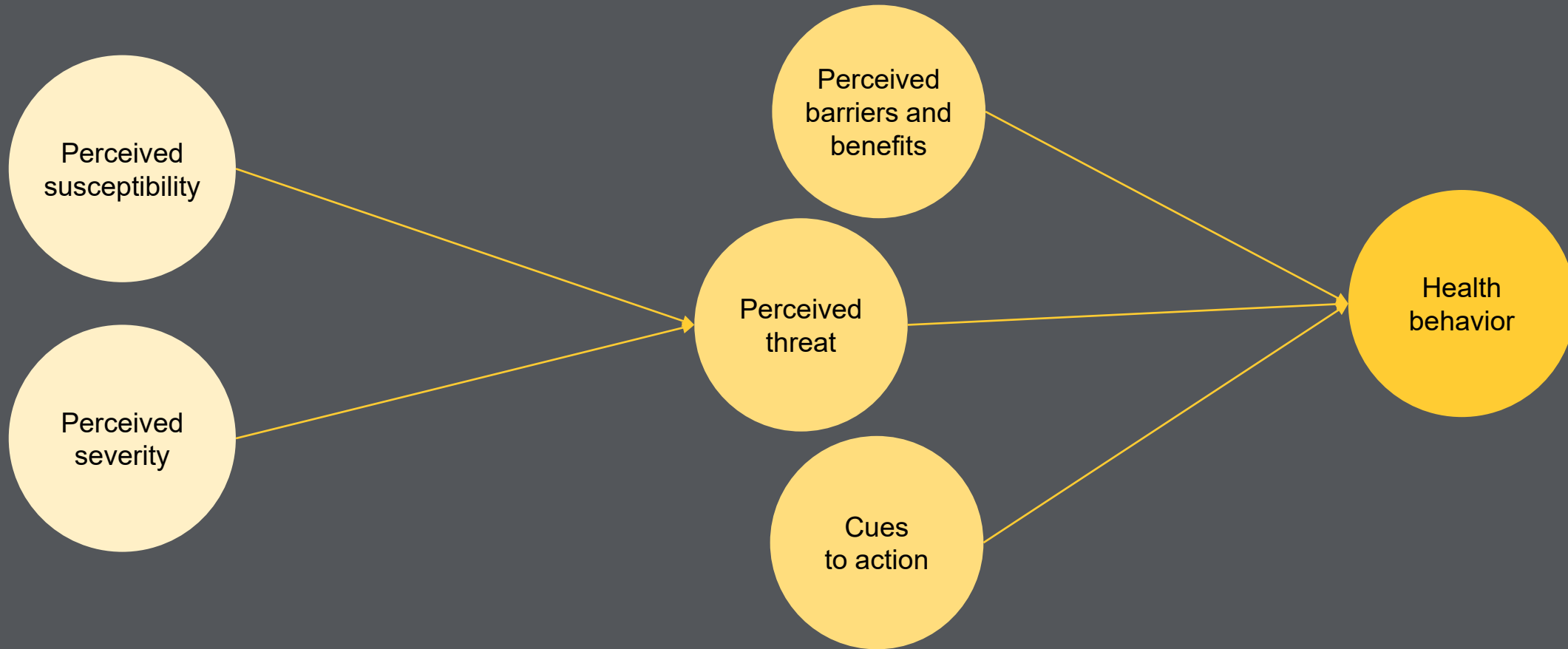


Parents and gig-economy drivers were more likely to regularly drive distracted



Health Belief Model

Developed to understand why people fail to adopt prevention strategies



How do drivers perceive the threat of device-based distraction?

Perceived susceptibility

- ▶ What is my risk of crashing from driving distracted?

Perceived severity

- ▶ How severe would vehicle damage be?
- ▶ How severe would injuries be?



What are the pros and cons of device-free driving?

Barriers

- ▶ Work
- ▶ Family
- ▶ Information needs

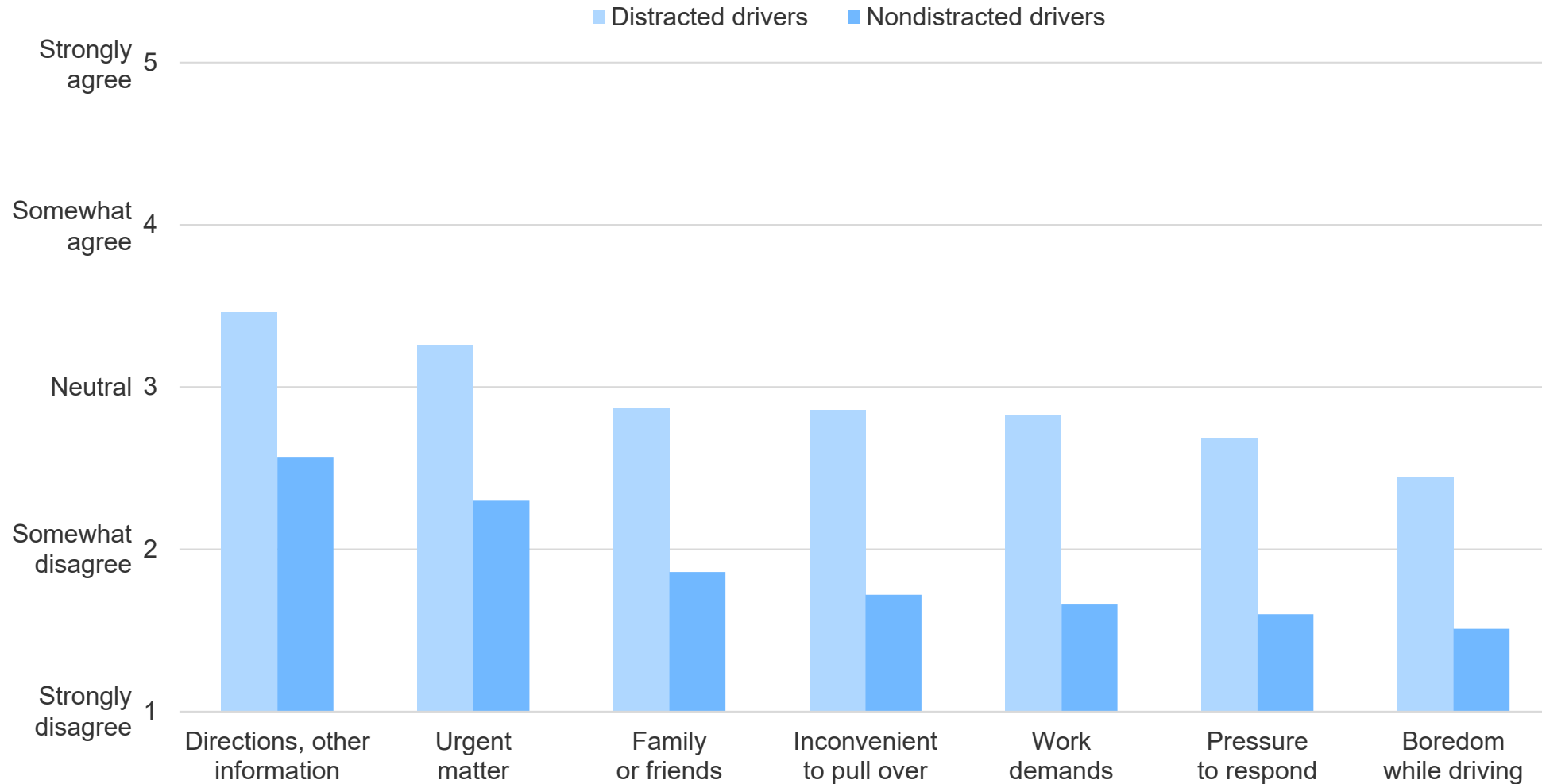
Benefits

- ▶ Feeling safer on roads
- ▶ Fewer crashes and injuries
- ▶ Insurance costs might decrease



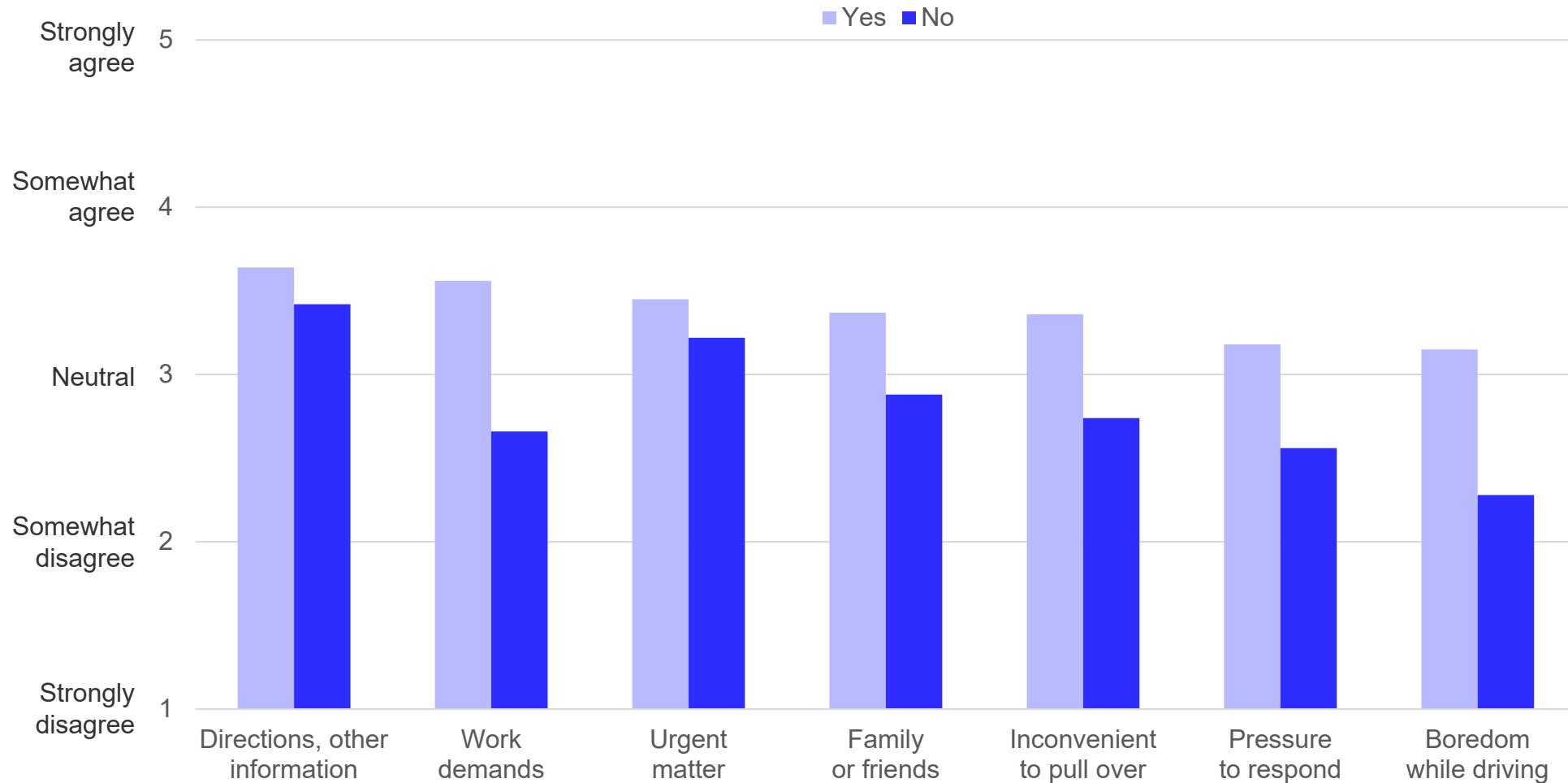
Information needs, urgent matters, and family and friends were top barriers for distracted drivers

Mean agreement with barriers



Those who work in the gig economy rated work and information barriers as strongest

Mean agreement with barriers, among distracted drivers



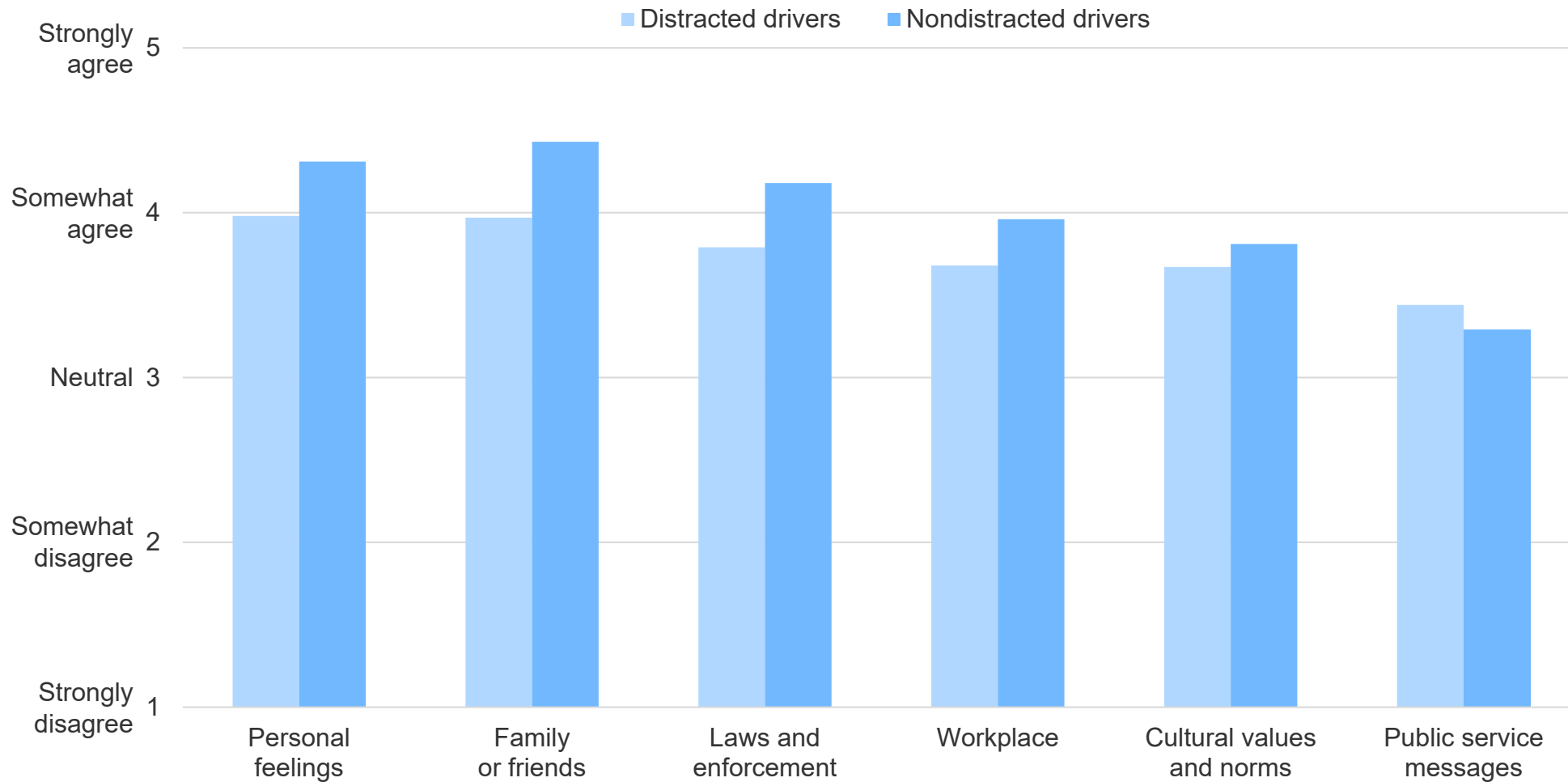


What cues might motivate change?

- ▶ Wanting to keep self and loved ones safe
- ▶ Pleas from someone close
- ▶ Workplace policies
- ▶ Cultural norms and values
- ▶ Laws prohibiting distracted driving
- ▶ Technology
- ▶ Messaging campaigns

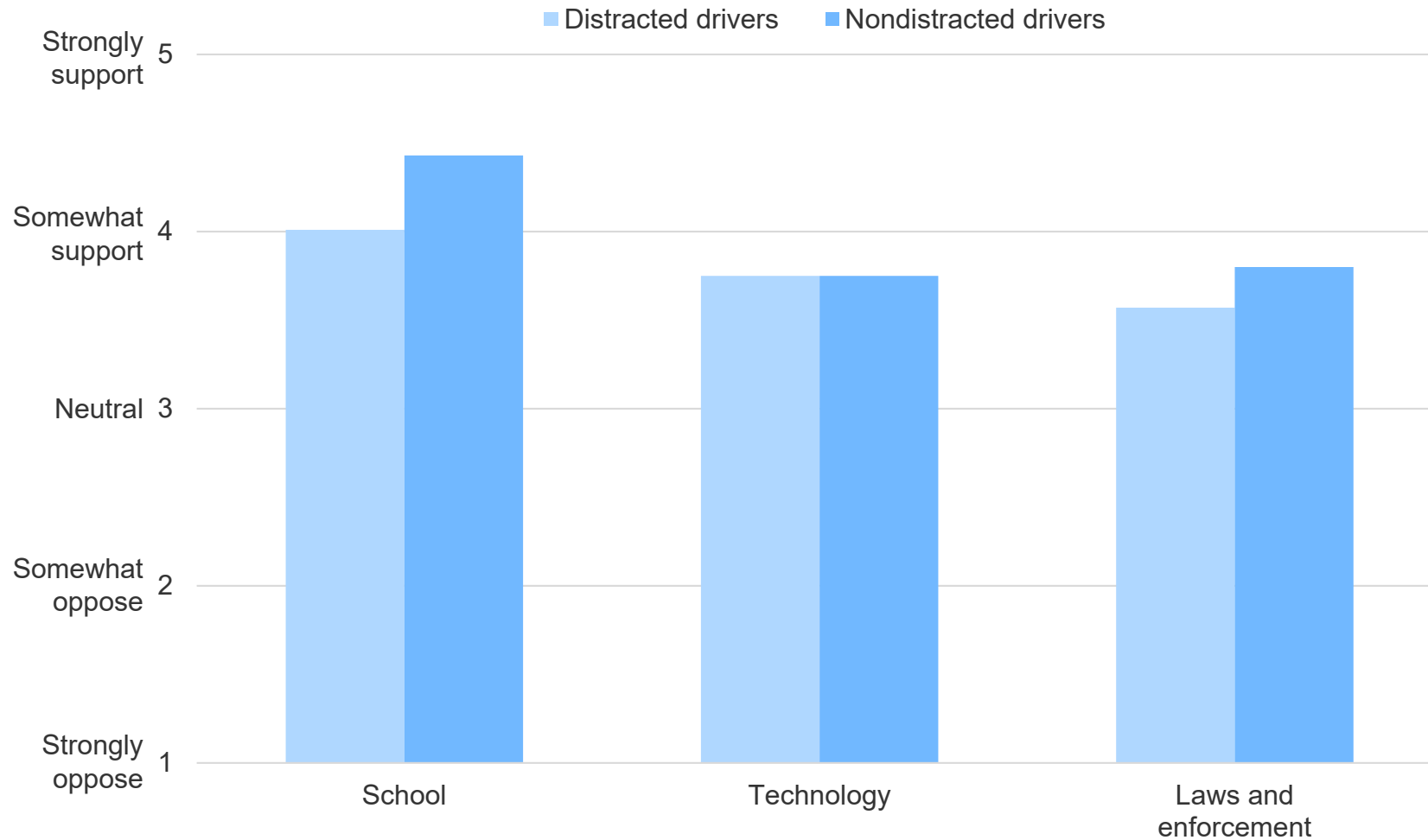
Personal feelings, family and friends, and laws might motivate behavior change

Mean agreement with cues to action



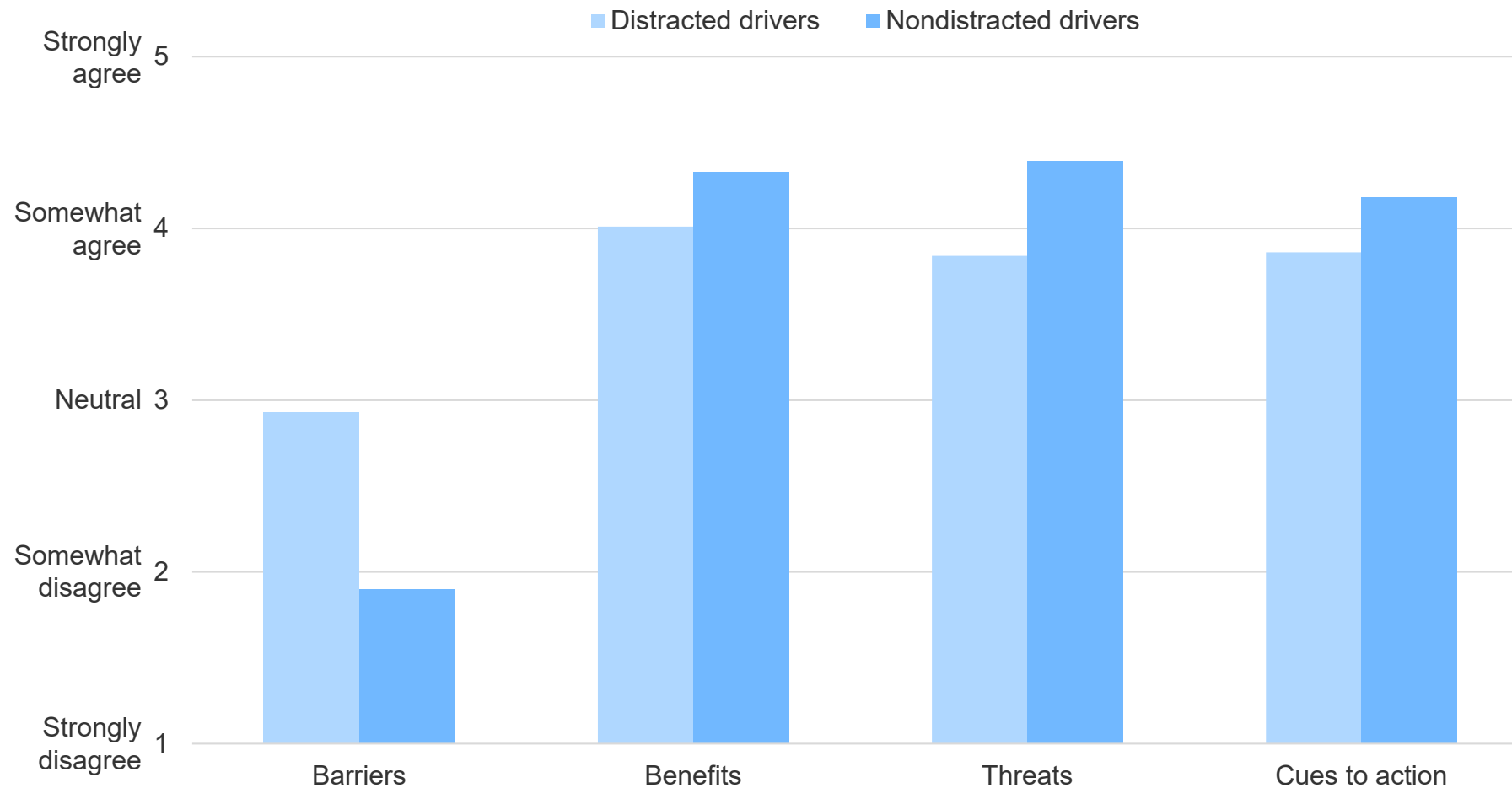
Distracted drivers most strongly supported school campaigns

Mean support for cues to action



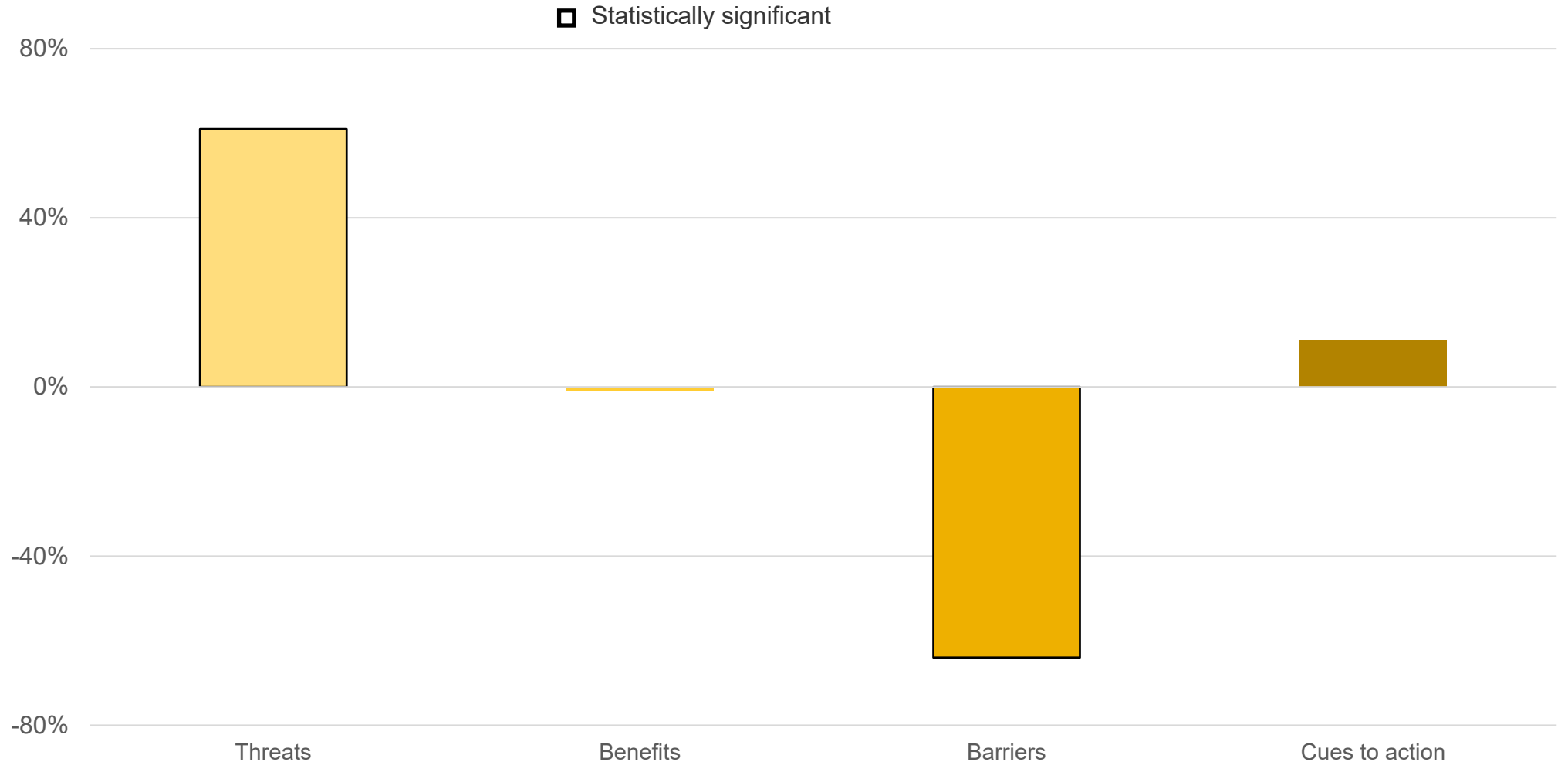
Distracted drivers had stronger agreement in the barriers

Mean agreement with Health Belief Model components



Agreement with threats, disagreement with barriers predicted not driving distracted

Change in odds of non-distracted drivers agreeing with HBM constructs, relative to distracted drivers





Conclusions

Distracted driving is widespread

- ▶ No single demographic abstains

Handsfree capabilities are used

- ▶ Some functions could be refined

Distracted drivers

- ▶ Downplay threats
- ▶ Agree more in barriers

Policy cues were supported and thought to be effective

- ▶ Evaluation of laws shows they can reduce rear-end crashes

Key takeaways

Behavior manifests for many reasons

- ▶ None are mutually exclusive

Multifaceted, systems approach

- ▶ Account for all constructs

One of many theoretical behavior change models



Insurance Institute for Highway Safety
Highway Loss Data Institute

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THANK YOU



Aimee Cox
Research Associate
acox@iihs.org

