



UC San Diego TREDs

Just Drive: Deliver Distraction-Free

Education and resources to prevent distracted driving among
commercial drivers.



U.S. Department of Transportation
Federal Motor Carrier Safety Administration

Who We Are

Training, Research and Education for Driving Safety (TREDS)



- Based at UC San Diego School of Medicine
- Nationally recognized for roadway safety curriculum, training programs and research
- Funded by California Office of Traffic Safety since 2005
- Recipient of FMCSA Priority Cooperative Agreements:
 - FY 19 (Oct 2019 – Sept 2022)
 - FY 22 (Oct 2022 – Sept 2024)

Program Components

01 'JUST DRIVE' COURSE

- 60 & 30-minute presentations in English & Spanish.
 - Instructional methods: PowerPoint, impactful videos, case examples and audience participation.
-

02 TRAIN THE TRAINER PROGRAM

- Includes a modeling of the curriculum and step-by-step overview of implementation tools and resources.
 - Workshops available upon request at no cost.
-

03 SUPPLEMENTAL RESOURCES

- Short video messages
- Distracted Driving Tip Card & Fact Sheet
- Social Media Posts
- 4-Minute Video
- Promotional Flyers

Program Background

Created in collaboration with California Highway Patrol (CHP)

Adopted by CHP Commercial Industry Education Program (CIEP)

Collaboration with California Trucking Association

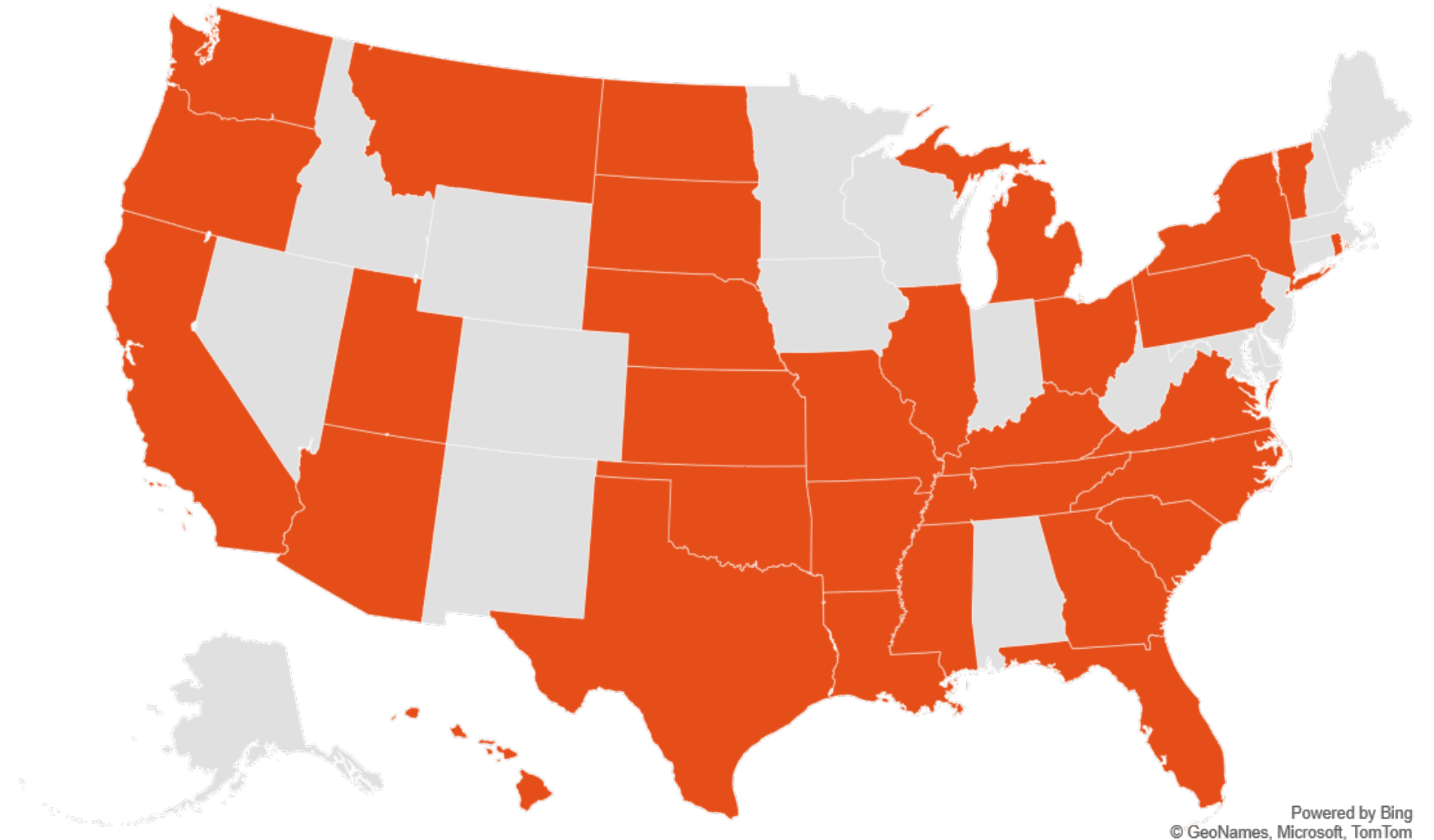
FY'19 High Priority Grant from FMCSA - National Expansion



FMCSA High Priority Cooperative Agreement

Program Expansion

- 34 States Reached
- 11 State Specific Workshops
- 2 National Workshops
- Nearly 400 Instructors Trained



CMV Driver Post-Class Feedback

96%

More aware of risks
associated with cell
phone use while driving

88%

Intended to change their own
cell phone behavior while
driving

Course Topics

The Problem Of Distracted Driving

Risk & Consequences of Distracted Driving

Laws and Regulations

Strategies to Reduce Distracted Driving

Drowsy and Fatigued Driving

Work Zone Safety (NEW)

Sample Curriculum



// Distracted Driving

Anything that takes your attention away from the task of safe driving



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Let's Take a Poll

What do you think is the most serious distraction while driving?

- A) Phone/Tablet
- B) Passengers
- C) Food
- E) Pets
- F) Reaching for objects
- G) Outside environment

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// Distracted Driving

Distraction is **third** most common driver-related factor in **fatal crashes** for large truck drivers

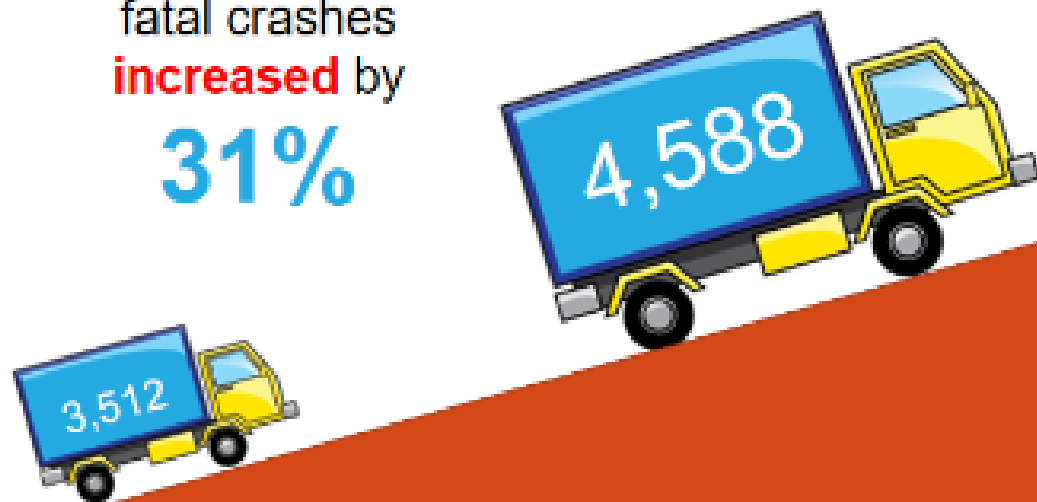
15



// Large Truck & Bus Fatal Crashes

From 2010 to 2020, fatal crashes **increased** by

31%



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// In the News

- Driver **watching video** on phone causes fatal crash
 - Sentence: 25 years in prison
- Driver kills three while talking to his wife **via headset**
 - Charges: three counts of reckless homicide
- Driver checking **text messages** crashes into 10 vehicles; kills three and injures 15
 - Awards: \$24.7 million

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// The Truth Will Come Out

- GPS locations
- Text messages
- Call logs
- Web browser use
- Photo metadata
- Open-source data

18



// Cell Phone Use

60%

Talked handheld

39%

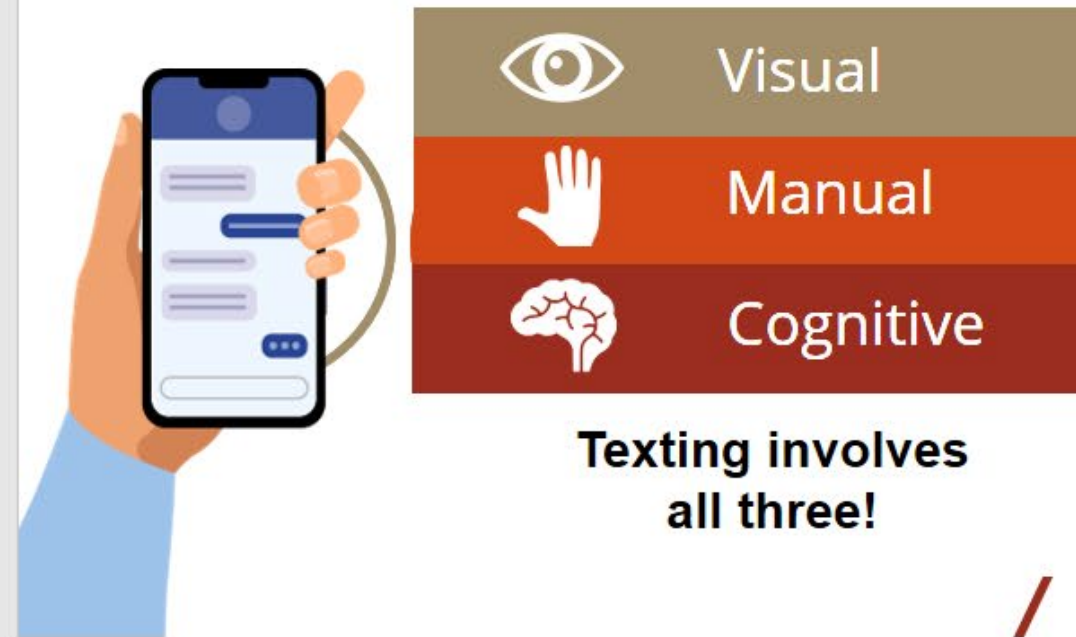
Sent a text



19



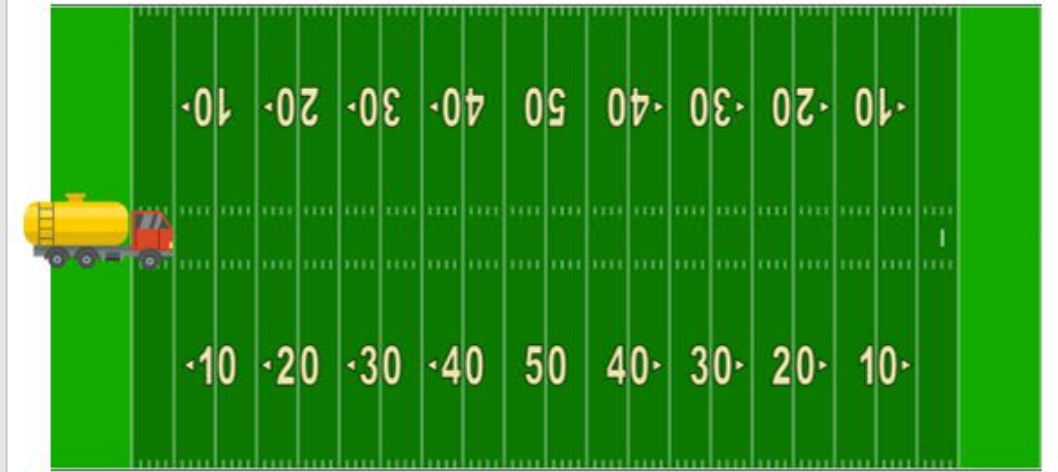
// Three Types of Distraction



20



// “Be There in 10”



Average text = 4.6 seconds
@55mph = longer than a football field

21



// In a Matter of Seconds



22



// No Second Chances



23



// Is Risk the Same?



Talking to co-driver



Talking on cell phone

24





Supplemental Resources

Short Video Messages

8 Large Truck Videos

8 Bus Videos



Social Media Messages



Tip Card & Fact Sheet

Electronic & Print Available



Just Drive
DELIVER DISTRACTION-FREE



**DO YOUR PART
MAKE THE ROADS SAFER**

Distracted driving is **any activity** that diverts your attention away from the primary task of driving. It is the second most common driver-related factor in fatal crashes for large trucks and buses.

The use of personal cell phones and electronic devices while operating a truck, bus, or motor coach, increases the risk for injuries and fatalities resulting from serious crashes.

Distracted driving crashes are 100% preventable.

HEAR FROM CMV DRIVERS

- Types of Distraction
- Risks and Consequences
- Personal Experiences
- Federal Regulations/Fines



Click  Watch Video  Scan



TREDS
TRUCK, BUS, AND MOTOR COACH DRIVER EDUCATION FOR ROAD SAFETY



**TAKE ACTION
AGAINST DISTRACTION**

WHAT YOU CAN DO:

- Delay phone use until not driving
- Program directions before you go
- Activate 'Do Not Disturb' feature
- Put phone out of reach
- Have co-driver manage phone
- End calls from others who are driving
- Model safe driving behaviors

**Baseball is like driving,
it's the one who gets
home safely that
counts.**
- Tommy Lasorda
Baseball Legend



Just Drive
DELIVER DISTRACTION-FREE



Save Lives - Just Drive

Distracted Driving is defined as any activity that diverts a person's attention away from the primary task of driving. The impact of this behavior can result in injuries and fatalities, as well as serious legal and financial consequences.

Did You Know...

- Large trucks and buses across the country were involved in nearly 5,000 fatal crashes in 2020 (FMCSA).
- Commercial Motor Vehicle (CMV) drivers have a higher crash risk; they spend long durations on the road operating heavy machinery.
- While CMV drivers comprised only 5% of vehicles on the road in 2020, large trucks were involved in 26% of fatal work zone crashes (FMCSA).
- In a study involving 250 CMV drivers, 60% admitted to using a handheld cell phone while driving (United Fire Group).

Take Action Against Distraction



1. No phone use while driving
2. Program directions before you go
3. Activate 'Do Not Disturb' feature
4. Put phone out of reach
5. Have co-driver answer phone
6. End calls from others who are driving
7. Model safe driving behaviors

Make driving your first and only priority on the road. Any change in behavior that reduces your cell phone use may prevent crashes and save lives. Make a commitment to "Just Drive" and arrive at your destination safely!



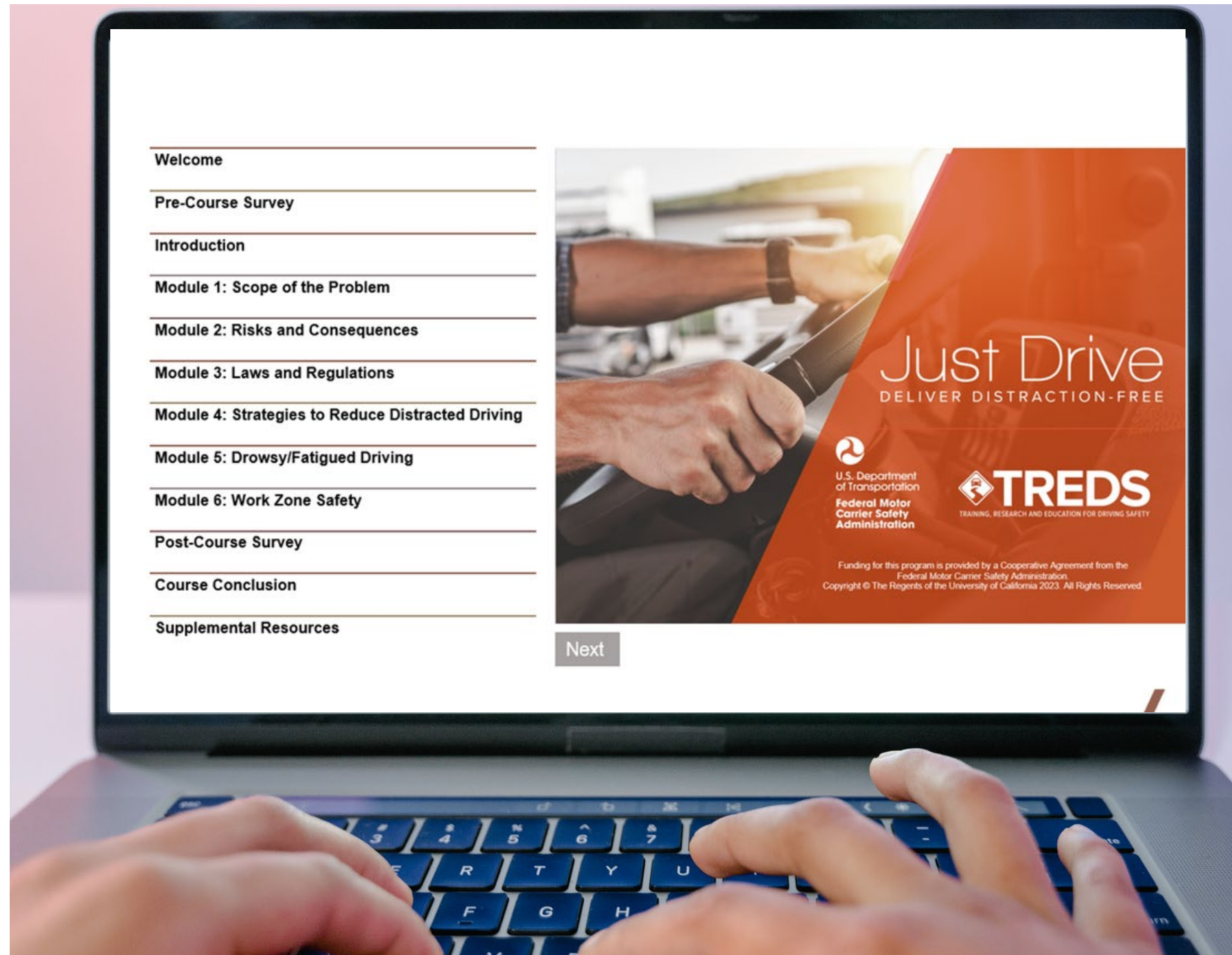
**Deliver
Distraction-Free**

4-Minute Stand Alone Video

Promotes safe driving practices among commercial drivers.

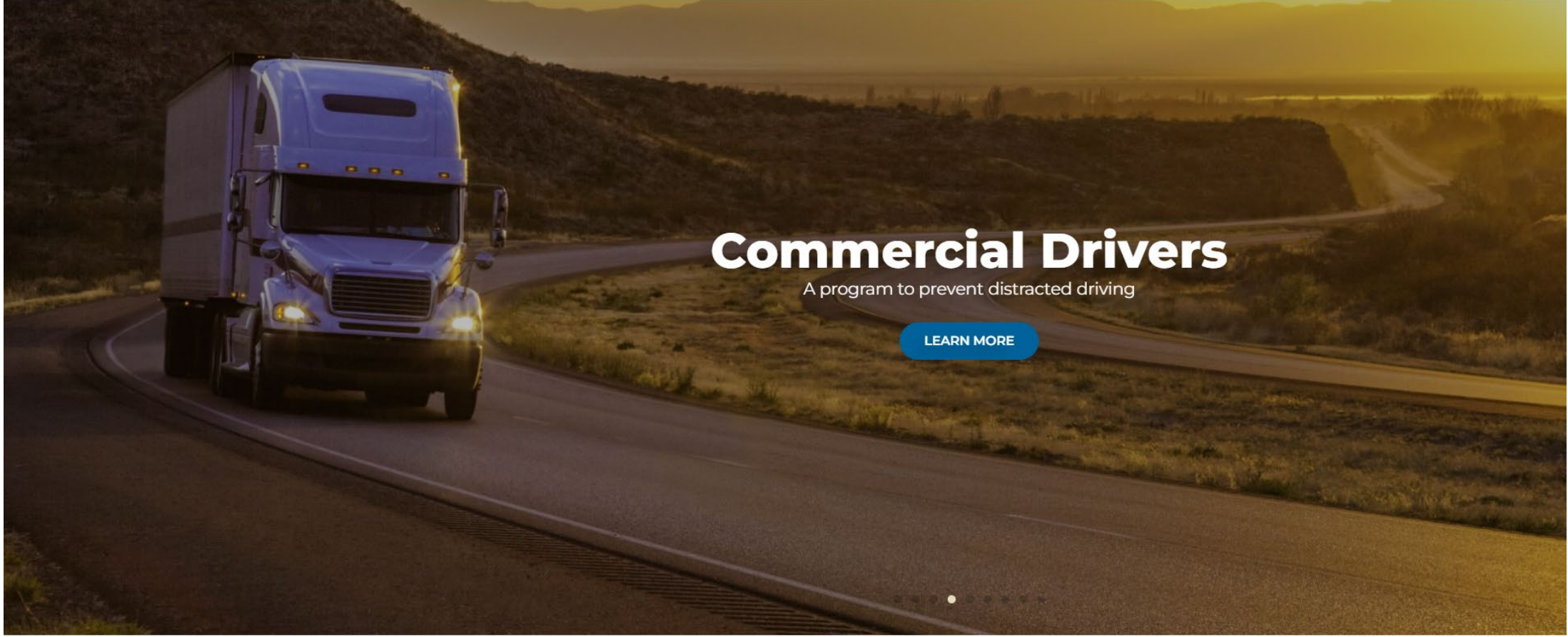
Topics of the video include:

- The problem of Distracted Driving
- Regulations
- Risks
- Experiences
- Strategies



New Online Program Coming Winter 2023!

Just Drive: Deliver Distraction-Free program will be available via an Online Learning System for both drivers and trainers.



Commercial Drivers

A program to prevent distracted driving

[LEARN MORE](#)



[UC San Diego](#)

TRAINING, RESEARCH AND EDUCATION FOR DRIVING SAFETY

TREDS delivers education and training programs to improve roadway safety and conducts research to inform public policy. Training is available for health care providers, law enforcement and other professionals, as well as education classes for the public. Topics include aging road users, distracted driving, pedestrian safety, and driving under the influence of alcohol and drugs (DUID).

TREDS is based at UC San Diego in the School of Public Health.

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[MEET THE TEAM](#)



Commercial Drivers

A program to prevent distracted driving

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Thank you

