



Partnership For Safety:

Distracted Driver Awareness Program

The California Trucking Association and
the California Highway Patrol

Hotel Northampton
November 19, 2019



UC San Diego
SCHOOL OF MEDICINE



D.R. “Ike” Iketani

Assistant Chief CHP (Ret.)

TREDS Traffic Safety Consultant



What is TRENDS?



- **T**rainning, **R**esearch and **E**ducation for **D**riving **S**afety (TRENDS)
- UC San Diego School of Medicine
- Programs for in-service professionals and public education
- Developing training with CHP since 2012



Distracted Driving Programs



2013 Just Drive – Take Action Against Distraction (General Public)



2016 Distraction Overload – Risk Reduction for First Responders



2017 Just Drive – Deliver Distraction-Free (Commercial Drivers)

Working Together



California Trucking Association (CTA)



Commercial Industry Education Program (CIEP)

Collaboration with Industry



COMMON GOAL:
Reduce crash-related
injuries and deaths

PUBLIC SAFETY

- Education
- Engineering
- Enforcement

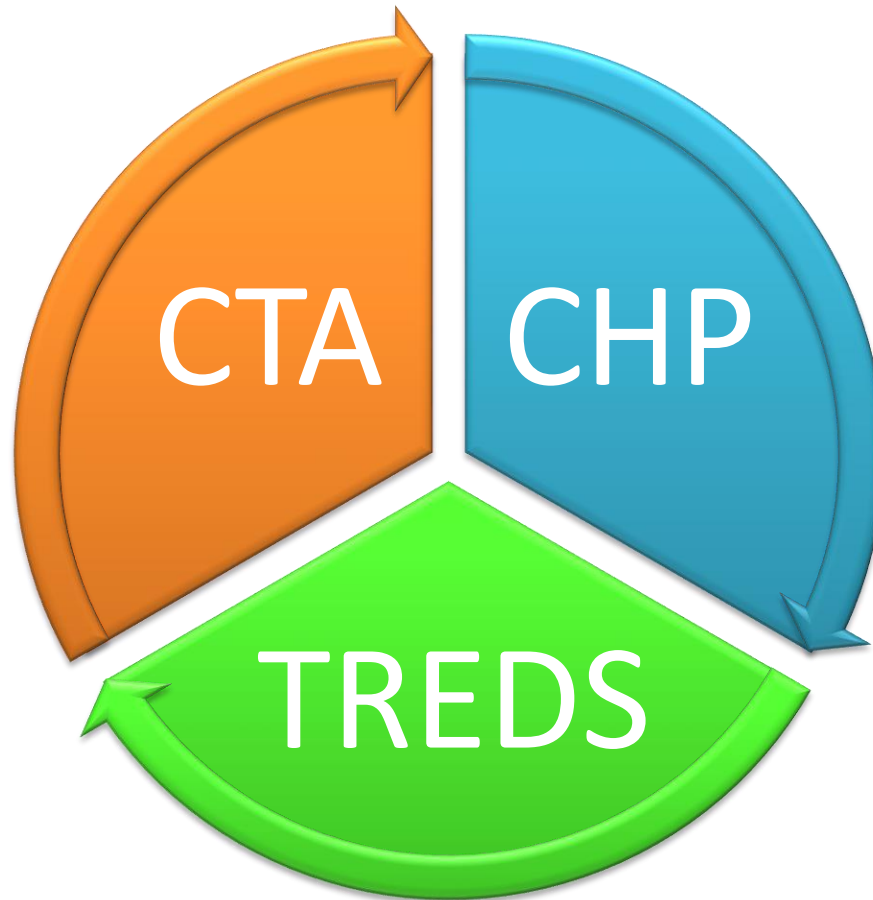
FLEET SAFETY

- Regulations
- Education
- Evaluation



Partnership increases effectiveness

Partnering for Safety





Just Drive

DELIVER DISTRACTION-FREE



TREDS

TRAINING, RESEARCH AND EDUCATION
FOR DRIVING SAFETY

“Just Drive”



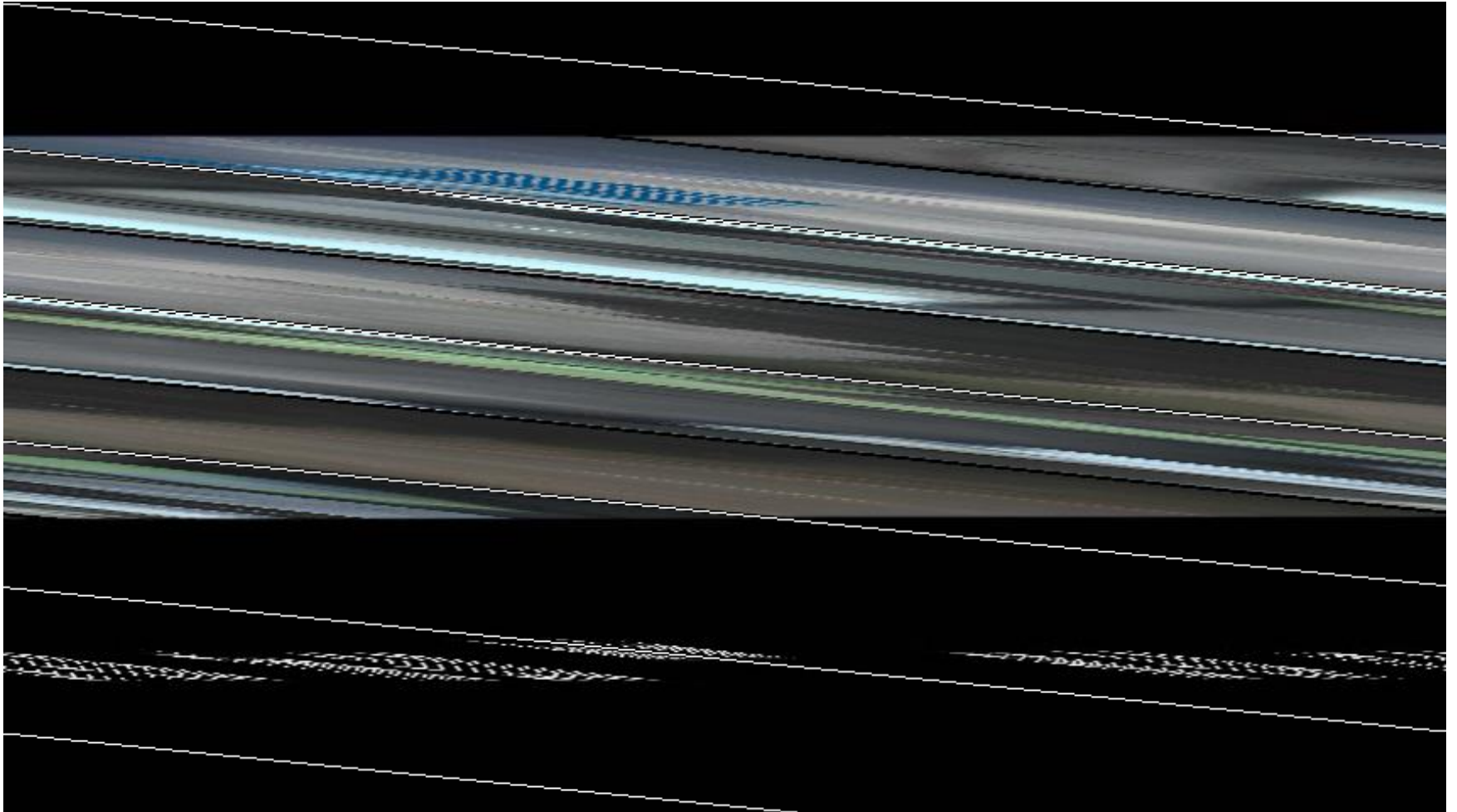
- **One-hour multimedia program:**
 - **Problem overview**
 - **Risks of phone use while driving**
 - **Federal rules/California laws**
 - **Impact of fatigue on driving**
 - **Strategies for safety**
- **Teaches participants to:**

“Take Action Against Distraction”

The Problem



Always on Video



In the News



- Driver **checking text messages** crashes into 10 vehicles; kills three and injures 15
 - Award: **\$24.7 million**
- Driver kills two while **texting**
 - Charges: **vehicular homicide, manslaughter, reckless driving**
- Fatigued bus driver on **cell phone** kills four
 - Charge: **vehicular manslaughter**

What is Distracted Driving?



- **Any activity that could divert a person's attention away from the primary task of driving**
- **All distractions endanger driver, passenger, and bystander safety**

CDL Users



In 2018:

- **3.5 million CDL Drivers**
- **Over 95% owned a smartphone**

We Can't Put Them Down



Do you have “Nomophobia?”

Anxiety caused by fear of being without one's mobile phone

[from **no** + **mo**(bile) + **phobia**]

Distracted Driving



For large trucks,
distraction is **#2**
driver-related factor in
fatal crashes

Fatalities are Increasing



From 2009 to 2017,
deaths from large
truck crashes
increased by
12%



The Forces Collide



Three types of distraction



Visual



Manual



Cognitive



**Texting
involves all three!**

Cognitive Distraction



- Brain cannot perform two thinking tasks at same time
- Brain switches quickly between tasks

Attention to driving becomes secondary to phone conversation

Drivers and Fatigue



- Commercial drivers average **less than 7 hours** of sleep
- **55%** reported driving sleepy or falling asleep
- Fatigued drivers:
 - **33%** made serious driving errors
 - **8%** caused a collision

Fatigue Impacts Crash Risk



5 to 6 hours of sleep = 2x risk

Less than 4 hours of sleep = 11x risk

Program success



July 2018 – August 2019

32 classes - **746** participants

555 completed surveys

Industry Participants



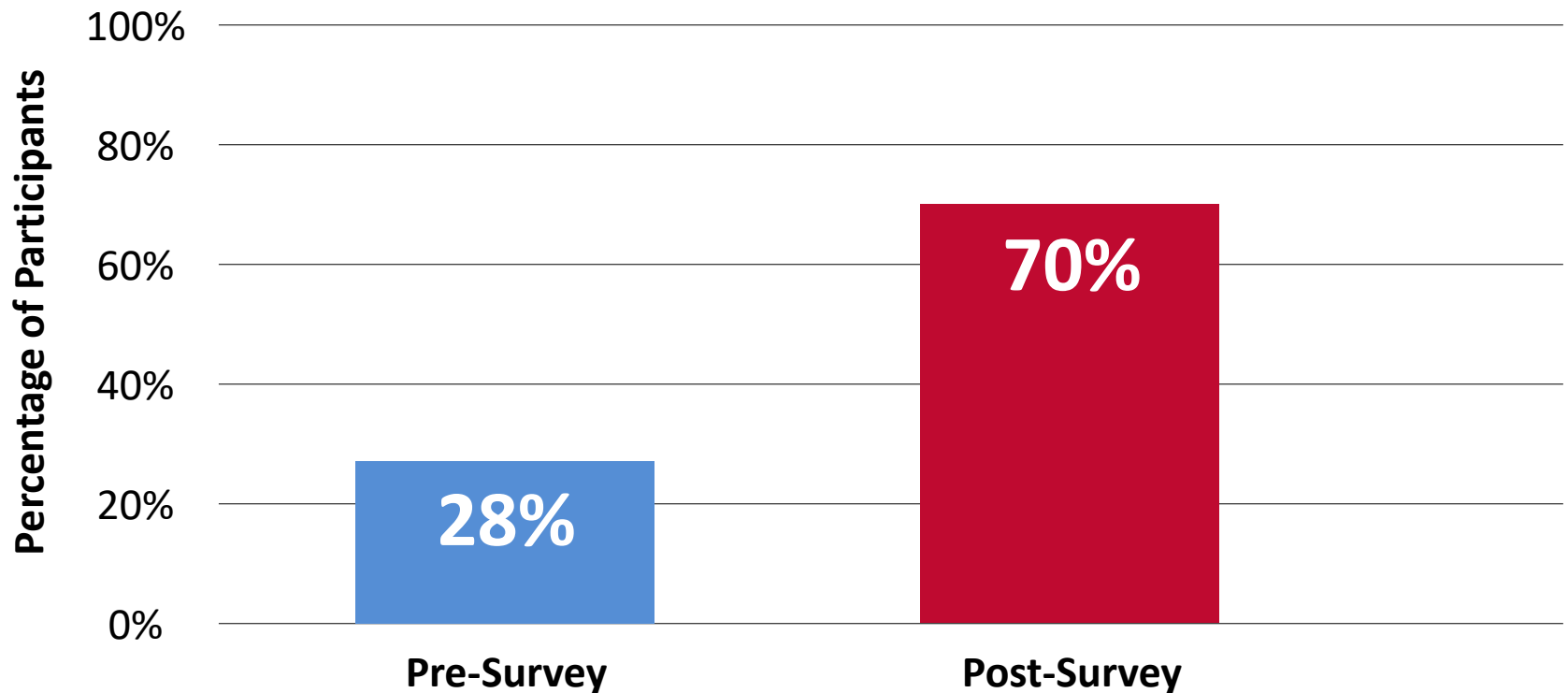
- FedEx Ground
- Winco Foods
- Irish Construction
- Tiger Lines
- Wonderful Products
- Hill Valley Trans.
- Pavement Recycling Systems
- Savage Services
- Student Transportation of America
- Winco Foods
- Monrovia Nursery
- Wulfenstein Construction
- California Department of Transportation

Change in Knowledge



While driving, it is safer to talk using a hands-free device than to talk holding a phone.

(False)

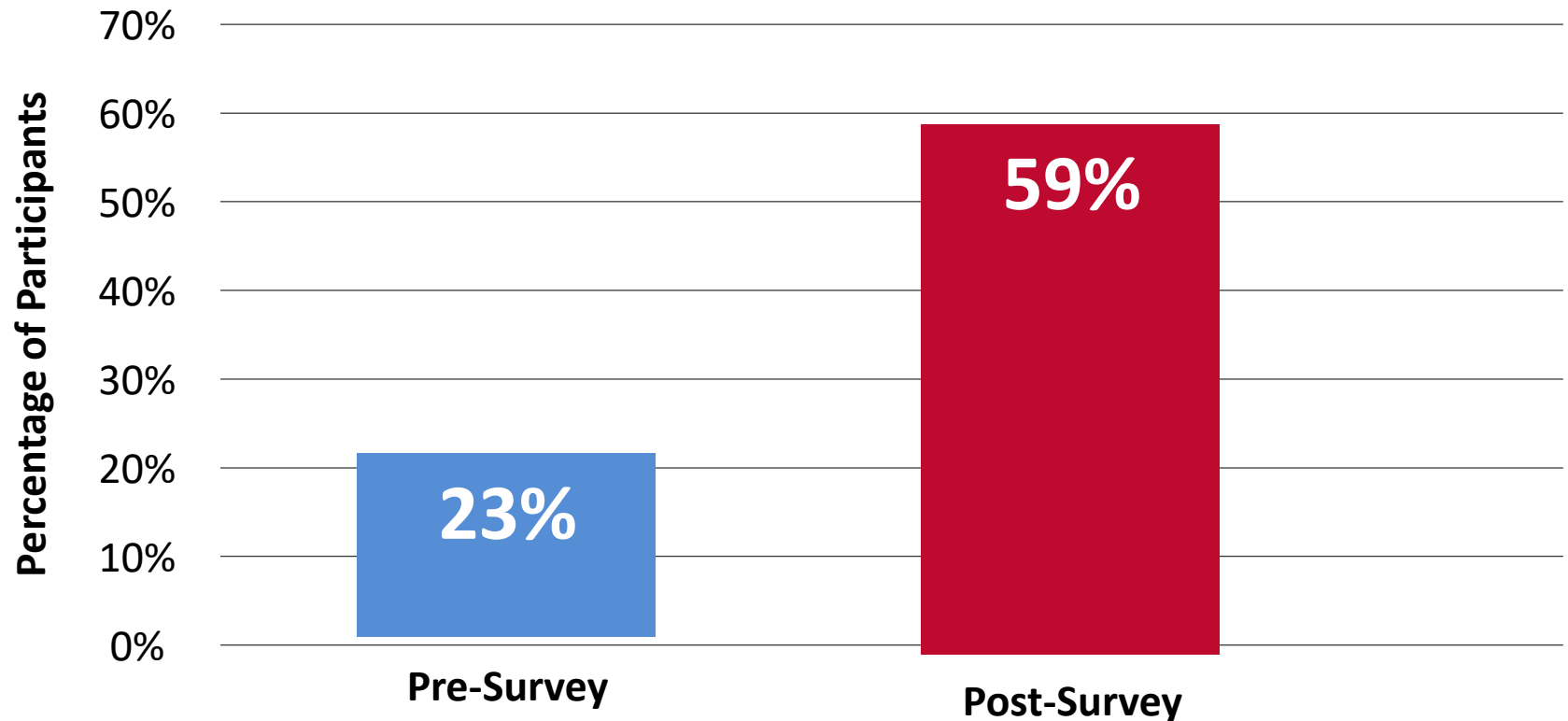


Change in Knowledge



Typing texts by hand is more distracting
than using voice-to-text.

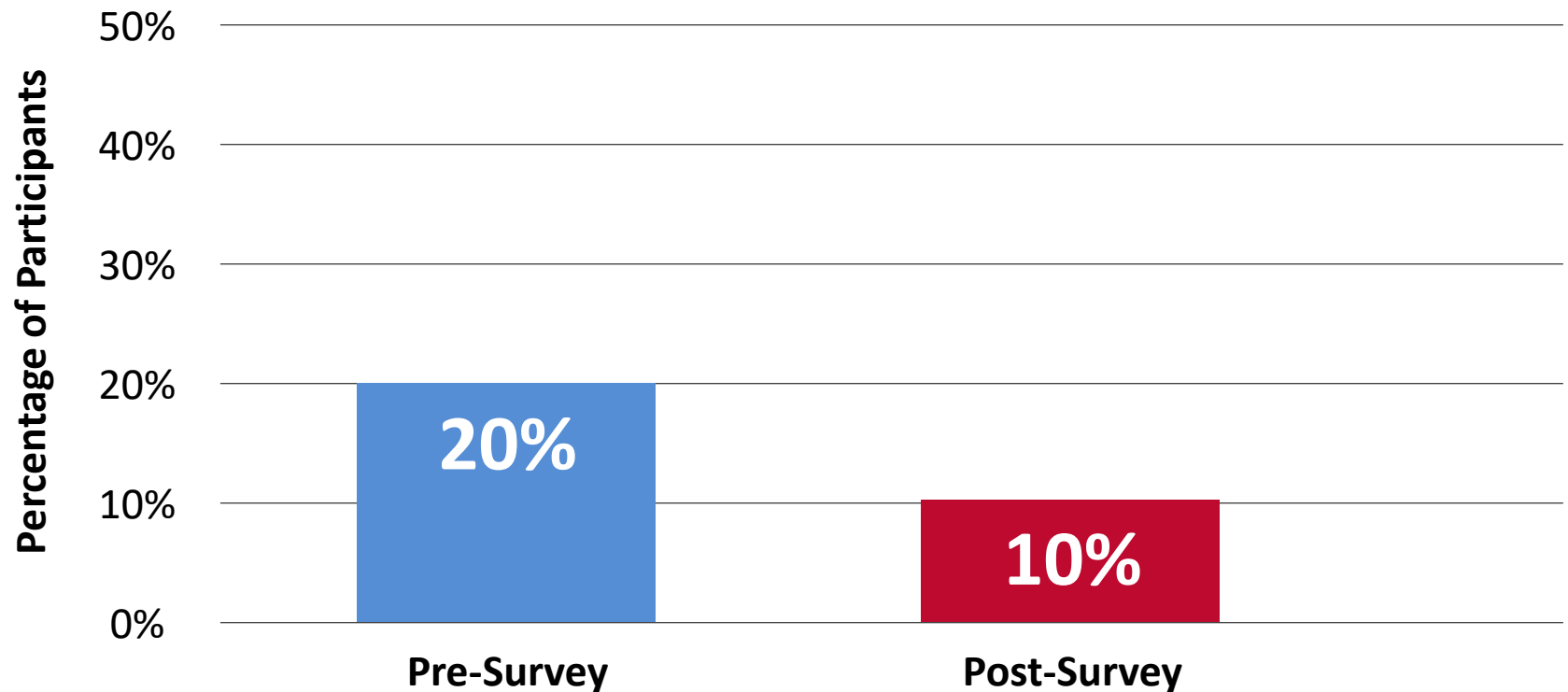
(False)



Driving Capability



To what extent are you capable of driving safely while using a cell phone?
(Capable or Very Capable)



Evaluation Results



- As a result of this class, I am more aware of the risks associated with cell phone use while driving
90.7% Agree or Strongly Agree
- As a result of this class, I intend to change my own cell phone behavior while driving on the job
87.9% Agree or Strongly Agree
- Rate your overall satisfaction with the class
95% Satisfied or Very Satisfied

CHP Message



Not Worth the Risk





Just Drive

DELIVER DISTRACTION-FREE



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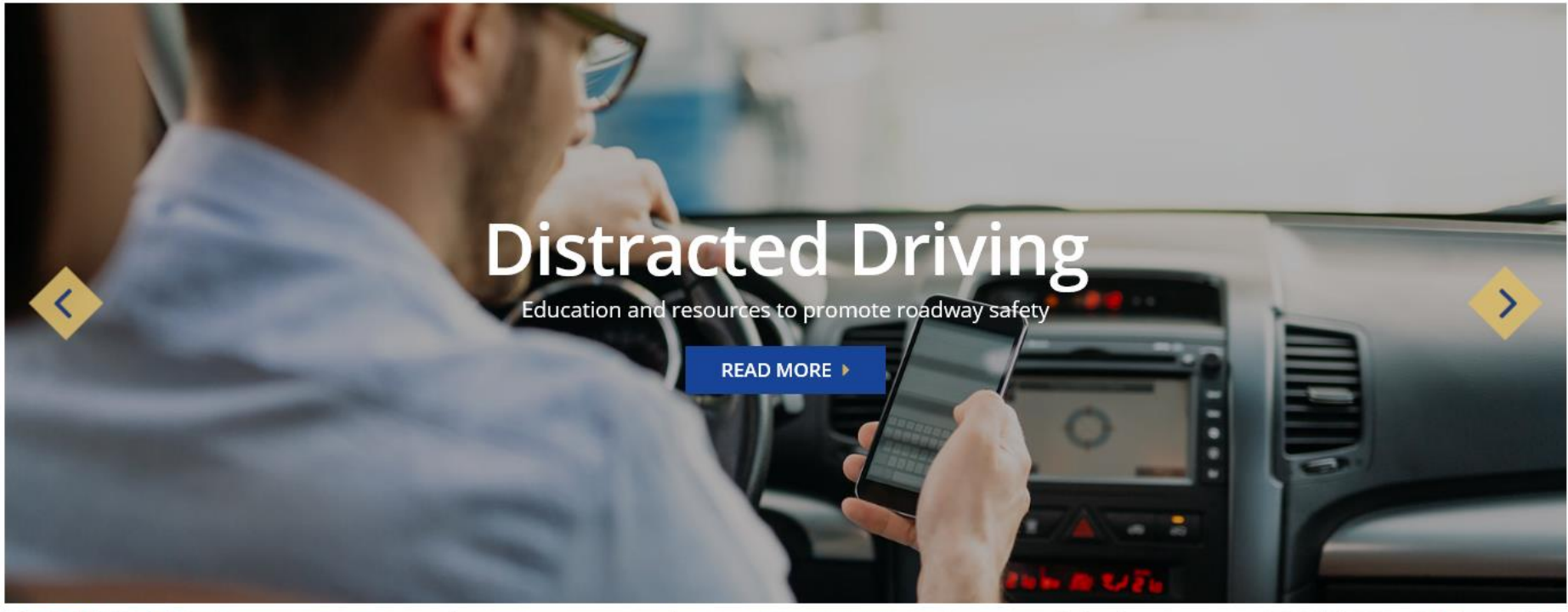
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Distracted Driving

Education and resources to promote roadway safety

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Contact



Jill Rybar, MPH

Deputy Director

jrybar@ucsd.edu

858-534-9313

treds@ucsd.edu

TREDS.ucsd.edu



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