



Commercial Vehicle Safety Research Summit

Best Practices for Advancing Safety through Partnerships with Universities

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UC San Diego
SCHOOL OF MEDICINE



Just Drive

TAKE ACTION AGAINST DISTRACTION



UC San Diego
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Grant funding provided to UC San Diego from the California Office of Traffic Safety,
through the National Highway Traffic Safety Administration

Session Overview



- Program Description
- Curriculum Methods
- Behavior Change Strategies
- Program Evaluation
- Conclusions

Collaboration



COMMON GOAL:
Reduce crash-related
injuries and deaths

UC San Diego
SCHOOL OF MEDICINE

PUBLIC SAFETY

- Education
- Engineering
- Enforcement

PUBLIC HEALTH

- Research
- Education
- Evaluation



Partnership increases effectiveness

Benefits of LE Involvement



- Credible source for information on public safety
- Builds community relations and public trust
- Conveys accurate information about traffic laws
- Expands program reach in cost-effective manner

Course Design



- **Format:** one hour program delivered by law enforcement
- **Instructional Tools:** PowerPoint, videos, audience participation, pledge cards and handouts
- **Evaluation:** pre- and post-surveys

Topics Addressed



- Distracted driving overview and risks
- Codes and statutes
- Legal and personal consequences
- Practical strategies to reduce distracted driving
- Resources

Target Audiences



- General Public
- First Responders
- CMV Drivers

Curriculum Highlights

Caught on Camera



Caught on Camera



Distracted Driving



Distraction is the **second** leading cause of death for all large truck drivers involved in fatal crashes

Cell Phone Use

1985 340,213 subscribers
(1.4% of total U.S. population)

2015 377.9 million subscribers
(118% of total U.S. population)

The Forces Collide

There are three types
of distraction



Texting
involves all three!

**Visual
Distraction**



**Manual
Distraction**



**Cognitive
Distraction**



Multi-Tasking

Petting a Dog



A **thinking** task and a non-thinking task

Reading a Book



Two **thinking** tasks

Driving a Car



Two **thinking** tasks

Let's Multi-Task

Say out loud:

- Alphabet **A-K**, then
- Numbers **1-11**

Now alternate...

A-1, B-2...

Cognitive Distraction

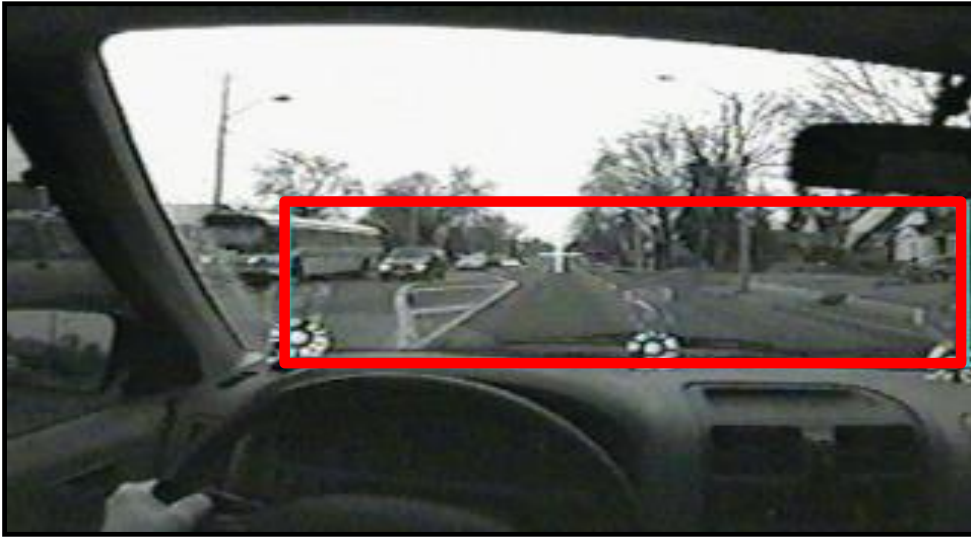
- When performing two thinking tasks, the brain switches quickly between them
 - **Attention to driving becomes secondary to a phone conversation**
- Drivers on cell phones **look at, but fail to see,** up to **50 percent** of the information in their driving environment
 - **inattention blindness**
 - **tunnel vision**

Inattention Blindness

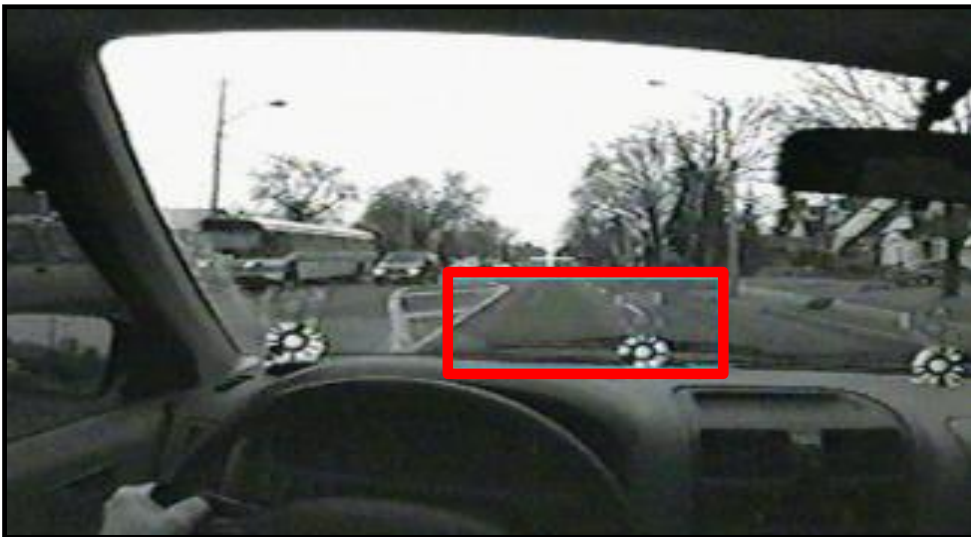
While driving, have you ever...

- Missed an off ramp exit
- Missed a stop sign or red light
- Not seen brake lights in front of you
- Arrived at your destination with no recollection of the trip

Tunnel Vision




Where drivers looked while not using a cell phone

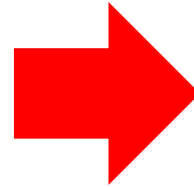


Where drivers looked while using a **hands-free** cell phone

Texting

 that is so funny...LOL

Is it still LOL 😂 ?



Crash risk up to 23x

Voice-to-text is more distracting
than typing texts by hand

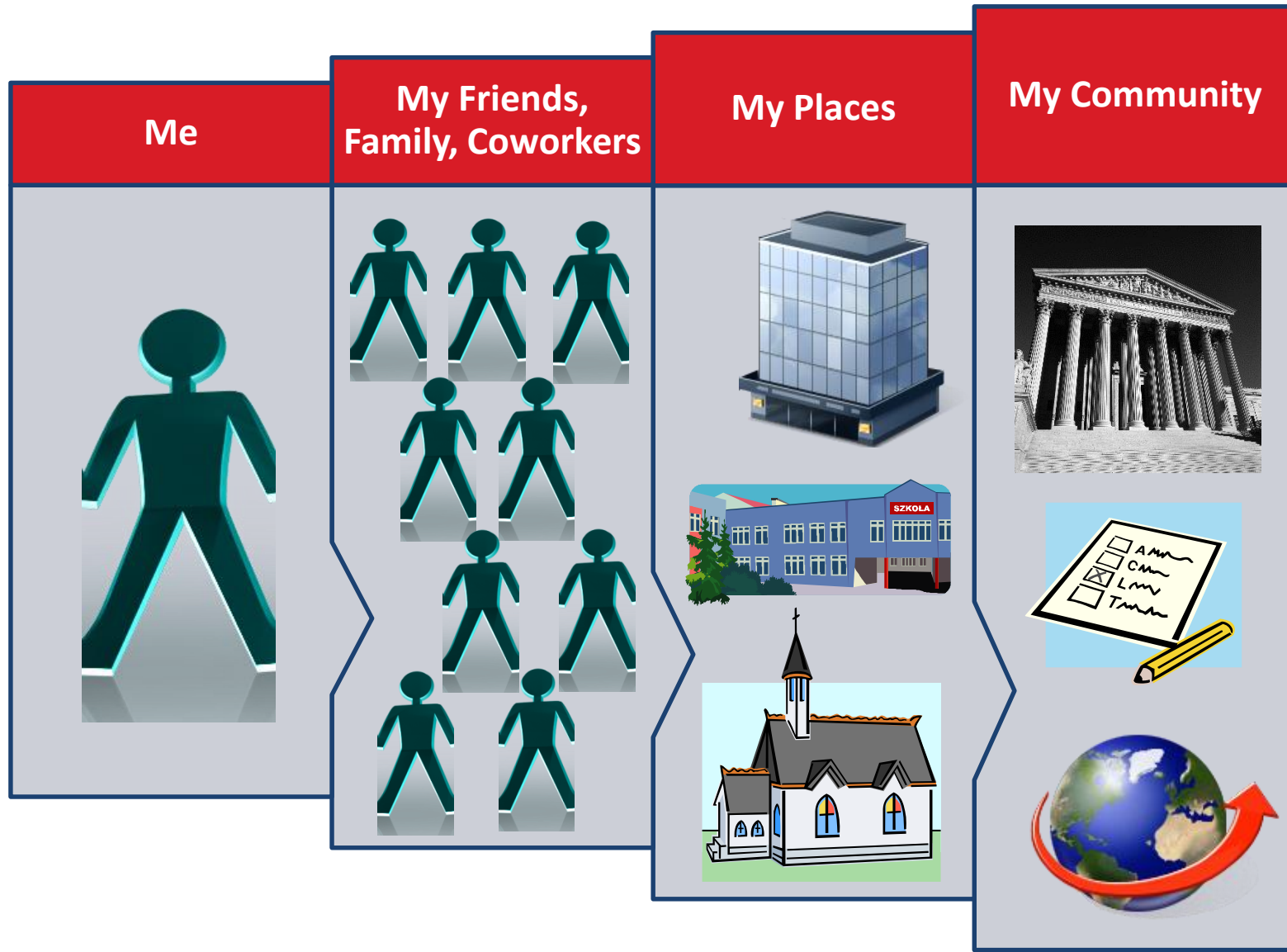
What Officers See



Caught in the Act



Socio-Ecological Model



Strategies Video



Pledge Card



Who loves me, who needs me:

My spouse

My child

My parents

With these people in
to take steps to stop d

Drive

I commit to this first step:

"Silence" my phone while driving

“It’s Your Life”





California Trucking Association
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out our new
Members Only
resource page

Available Now!



Distracted Driving

[No Texting Rule](#)

[Mobile Phone Restrictions](#)

Distracted Driving



Related Links

- [News Release: U.S. Transportation Secretary Ray LaHood Kicks Off Second National Distracted Driving Summit](#)
- [News Release: Teens to Join Roadway Safety Leaders and Families of Distracted Driving Crash Victims at "Teens & Trucks" Demo](#)
- [U.S. Transportation Secretary Ray LaHood Announces Federal Ban on Texting for Commercial Truck Drivers](#)
- [No Texting Final Rule](#)

What You Need to Know

Pre/Post Evaluation Data



Results for

- 600 commercial drivers
- October 2015 to September 2016

Evaluation Results



- As a result of this class, my awareness of the dangers of distracted driving has increased.

91% Agree or Strongly Agree

- As a result of this class, my motivation to change my own distracted driving behavior has increased.

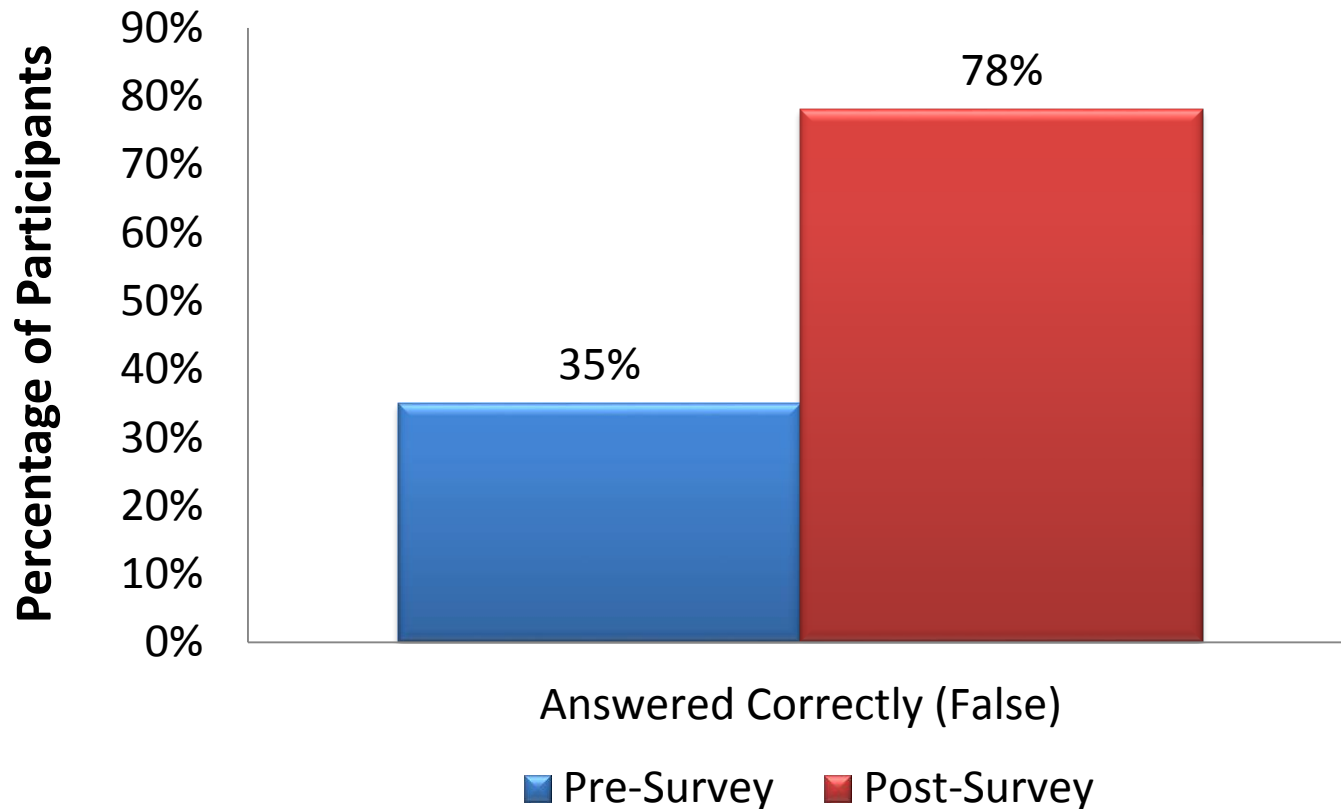
90% Agree or Strongly Agree

- Rate your overall satisfaction with the class

96% Satisfied or Very Satisfied

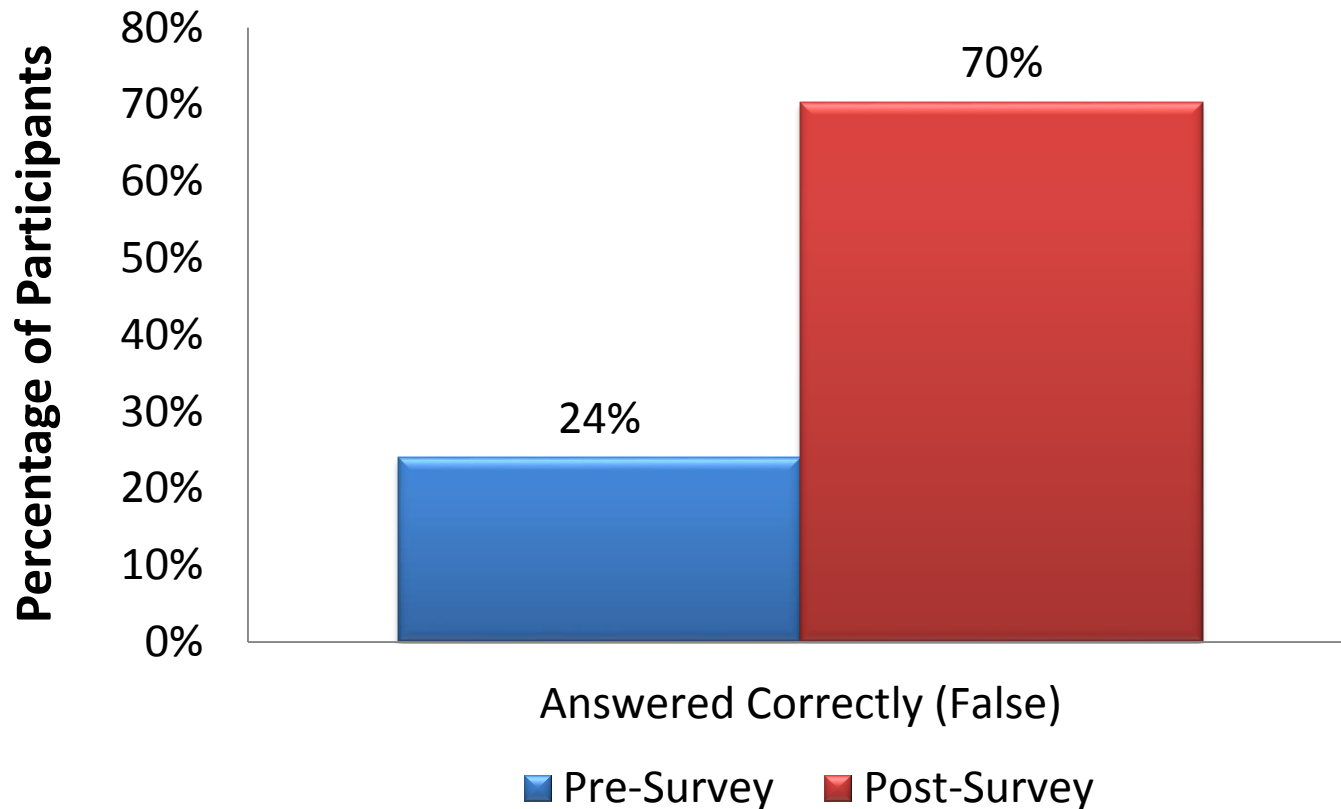
Change in Knowledge

True/False: While driving, it is safer to talk using a hands-free device than to talk handheld



Change in Knowledge

True/False: Typing texts by hand is more distracting than voice-to-text



Conclusions



- Curriculum results in substantial increases in awareness of risks and motivation to change behavior among participants
- Participant feedback is positive and course is well received
- The collaborative partnership between public health and law enforcement is instrumental in the effectiveness of ***JUST DRIVE***

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