

# **DISTRACTED DRIVING SUMMIT**

## **Tampa, Florida**



**This seminar was brought to us by;**  
**FDOT-USAA-SHRINERS Hospital With**  
**National Highway Transportation Safety Administration**  
**November 13, 2012**

# Distracted Driving

In response to concerns about distracted driving **FDOT and its many partners** have been able to update Florida's crash report forms to better capture state-specific data on distracted driving. And currently they are updating Florida's Strategic Highway Safety Plan to include distracted driving as an area of focus.



# Distracted Driving

## Welcome

**Lora Hollingsworth** - Chief Safety Officer for the Florida Department of Transportation

## Opening Remarks

**General Kevin Bergner** - (USA Ret)—President USAA-property and Casualty Insurance Group. D/D “Plague on our society”

## Hosted

**Jennifer Smith** - President Distracted Advocate Network “Distracted Driving is a Choice”

## Key Note speaker

**Ray LaHood** - Secretary United States Department of Transportation.

# Distracted Driving

- Distracted Driving is an “Epidemic” we are suffering with, but we have a choice to end it.
- 38 States have passed Distracted Driver legislation.
- 86% of us Buckle up now after the ‘Click It or Ticket” campaign.
- .08 is the National blood/Alcohol levels after “Mothers Against Drunk Drivers” started. Thank you Candace Lightener.
- 2013 Grants coming to those States that have passed Distracted Driving Laws.

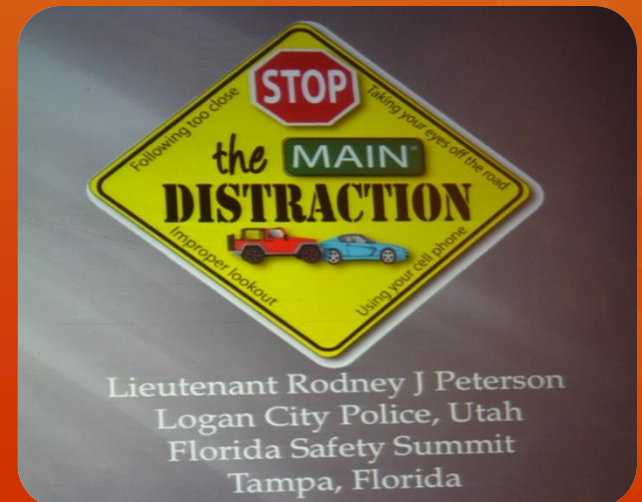




# Distracted Driving

## Three things YOU can do

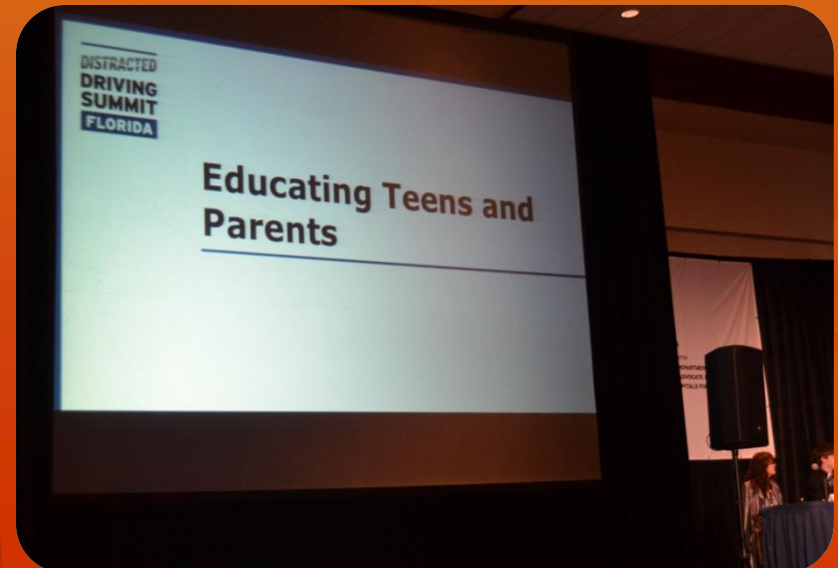
- Take “Personal Reasonability” for NOT using an electronic device while driving.
- “Call on your Legislators” to pass Good Laws.
- “Mobilize your community” to Make the Difference.



# Distracted Driving

Mr. Jay Anderson- Executive Director of “Stay Alive- Just Drive.”

- “When you drive Distracted we are all Impacted”
- Parents need to play a larger role after the Teen get their license.
- High Risk Driver program
- Young Driver Program



# Distracted Driving

## In Review

- Leave your fabulous “Multi Tasking” skills at the Office OR at Home.
- 98% of us CAN NOT sit in the comfy chair, hold a phone conversation and, follow a program on T.V.
- Put the phone in the glove box OR Turn it off while driving.
- Don’t call someone at the very time you know they are Driving.
- Attention Blindness-What is the size of your fist?



# Distracted Driving

- We need “Injunctive” norms.
- Texting is Visual-Manual-and Cognitive, resulting in a 4-Fold increase in crash risk.
- Increase your Situational Awareness- Constantly looking for the potential risk.
- Simulator and test results demonstrate how Cell phone distraction turn an experienced driver into a 15 year old novice.
- Driving while distracted DWD is the new DWI.
- Most people want to use their phone while driving, but use by the other guy scare them.



# Distracted Driving

- Utah=First offence \$ 310.00 second \$ 623.00 (+ 25.00 to attend a class)/  
California= 159/279.
- You cannot insure against punitive damages.
- Agencies/Business have only one answer that makes good business sense-  
“You need a Clear Cut Non-Discretionary, No Use Policy with training and monitoring.”
- Lawyers seek large and public punishments.



**“Why Do We Accept The Fact,  
93 People Die Each Day On Our US Highways From Fatality  
Crashes.”**

**“STUPID PEOPLE DOING DEADLY THINGS”**

**TEXTING TAKES YOUR  
EYES OFF THE ROAD  
FOR 4.6 SECONDS.**

At 55 MPH, that's like driving an entire  
football field blindfolded.

