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.
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

• 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” stared. Thank you Candace Lightener.
• 2013 Grants coming to those States that have passed Distracted Driving Laws.
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.
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
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”