

Driver Distraction:

Overview of the Problem & NHTSA Activities

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What is Driver Distraction?

Distraction is anything that takes away visual, manual, or cognitive resources from the driving task

(does not include other types of inattention (ex., fatigue))



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Driver Distraction Problem

- 16 percent of all fatal crashes
- Younger drivers most at risk
- Observations indicate that about 11 percent of drivers use cell phones at any point in time
- Naturalistic study indicates distraction contributes to 22 percent of crashes and near-crashes



Driver Distraction Problem

Distracted drivers are involved in:

- 11 percent of bicyclist fatalities
- 16 percent of bicyclist injuries

- 9 percent of pedestrian fatalities
- 15 percent of pedestrian injuries



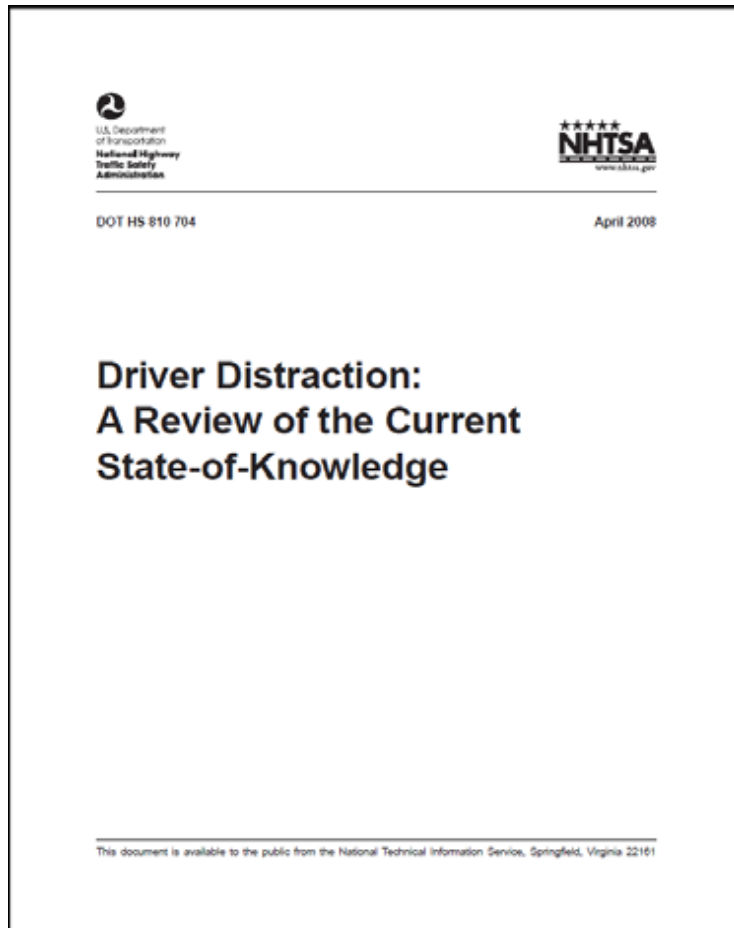
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Naturalistic Driving Behavior Study

- Instrumented extensively 100 vehicles for one year, continuously recording drivers
- 42,300 hours of driving data collected/ ~2 M miles of driving
- 109 primary drivers, 241 total drivers
- Ages 18-73
- 82 “crashes” and collisions (15 police reported)

Type of Secondary Task	Odds Ratio
Reaching for a moving object	8.82
Insect in Vehicle	6.37
Looking at external object	3.70
Reading	3.38
Applying makeup	3.13
Dialing hand-held device	2.79
Inserting/retrieving CD	2.25
Eating	1.57
Reaching for non-moving object	1.38
Talking/listening to a hand-held device	1.29
Drinking from open container	1.03
Other personal hygiene	0.70
Adjusting radio	0.55
Passenger in adjacent seat	0.50
Passenger in rear seat	0.39
Child in rear seat	0.33

Previous NHTSA Research – Distraction Summary



- Provides a comprehensive summary of relevant research to date
- All reports are available on the NHTSA web page

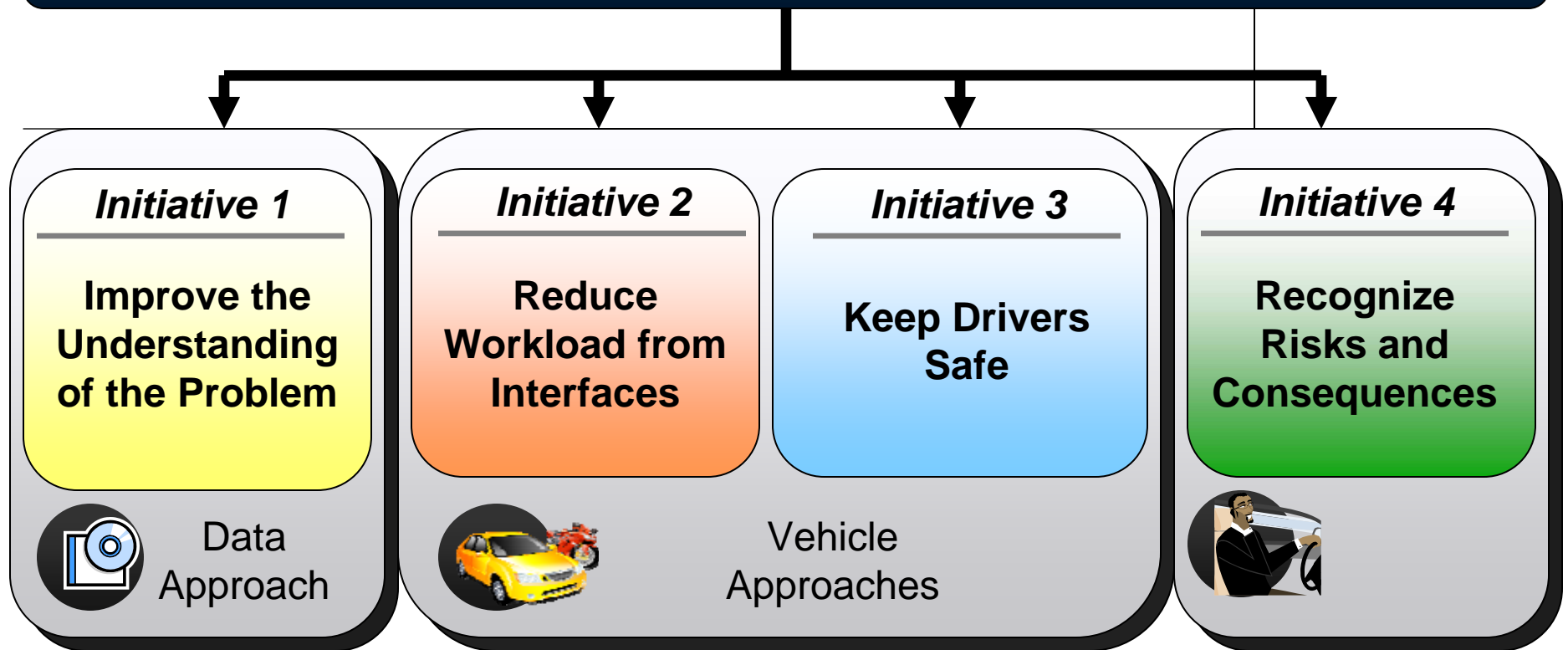
Current and Future research

- NHTSA goal: Eliminate distraction-related crashes.
- To move toward this goal, we are developing an agency-wide research plan, which outlines current and future research projects
- The plan will be finalized in the winter of 2010. Additional information will be on the NHTSA Human Factors webpage



NHTSA Distraction Plan

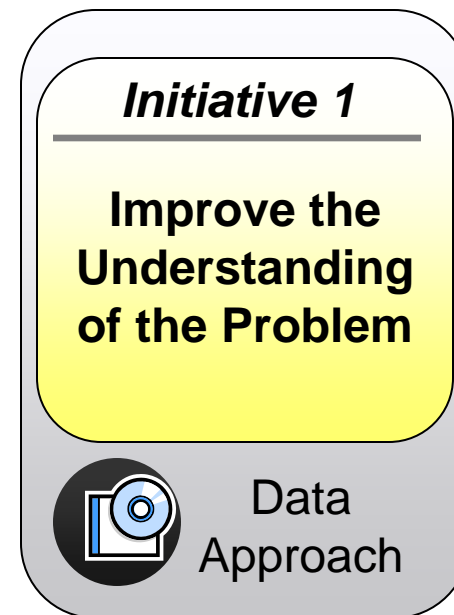
Eliminate Crashes Due to Distraction



NHTSA Distraction Plan: Examples of programs

Enhance data quality and analysis methods:

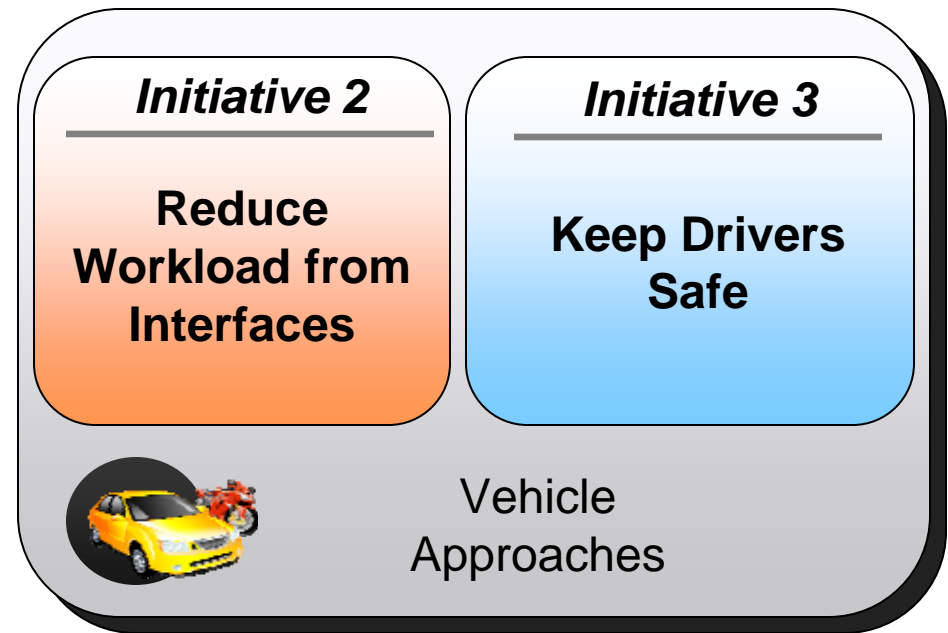
- Use the Strategic Highway Research Program (SHRP) 2 data to better understand driver behavior



NHTSA Distraction Plan: Examples of programs

Reduce workload from interfaces:

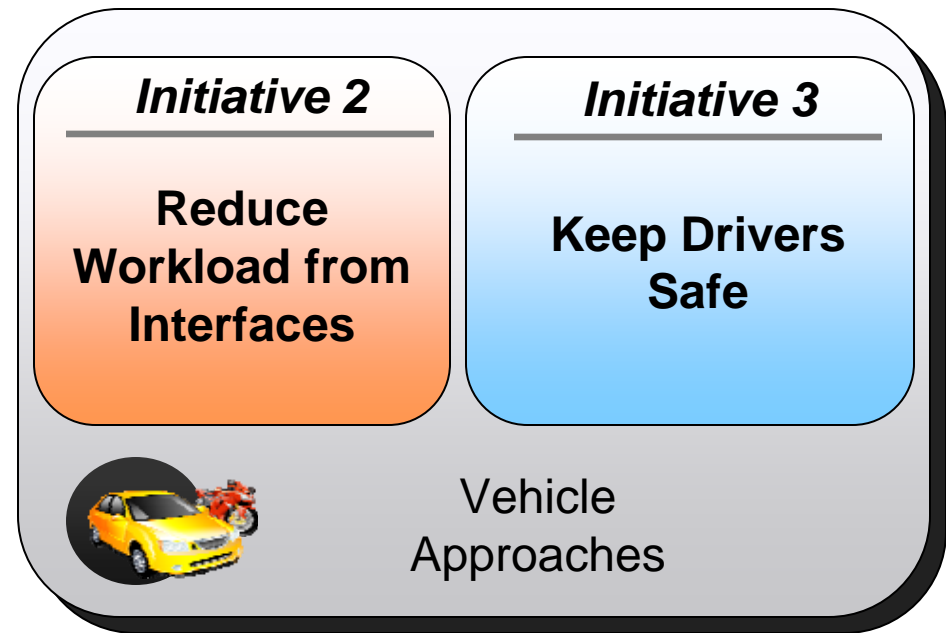
- Develop test procedures to evaluate in-vehicle and nomadic interfaces



NHTSA Distraction Plan: Examples of programs

Keep distracted drivers safe:

- Facilitate deployment of crash avoidance technologies



NHTSA Distraction Plan: Examples of programs

Recognize risks and consequences:

- Develop sample driver distraction law
- Assess the effect of high-visibility law enforcement and targeted media campaigns



Distraction.gov

The screenshot shows the Distraction.gov website layout. At the top left is the logo "D!STRACTION.GOV". Below it is a video player featuring a portrait of Ray LaHood on the left and a video thumbnail on the right showing a driver looking at a phone. The video title is "Distacted Driving 00:30". Below the video player is a "NEWS" section with four articles, each with a red headline and a "READ MORE" link. To the right of the news section is a vertical menu with links for "STATS & FACTS", "STATE LAWS", "FAQ", "RESEARCH", and "FOR MEDIA". At the bottom right is a "Welcome to the Fastlane" section with a "READ MORE" link. The background of the website is a dark, stylized image of a road at night with light trails from cars.

D!STRACTION.GOV

A Message from Ray LaHood
Every single time someone takes their eyes or their focus off the road—even for just a few seconds—they put their lives and the lives of others in danger. Distracted driving is unsafe, irresponsible and in a split second, its consequences can be devastating.

Distacted Driving 00:30
An Owl - 10/23/09 - Download Email

NEWS

New York Times on proposed distracted driving state legislation in the works:
When its legislature convenes this year, Kansas will consider banning motorists from sending text messages. South Carolina will, too, and debate whether to prohibit drivers from using phones altogether, or requiring them to use hands-free devices when they call. [READ MORE](#)

BBC Nightly News roundup of new state laws (including distracted driving):
The administration has issued rules on texting for government employees and plans to issue regulations for the public transportation sector. [READ MORE](#)

Obama Administration acts to combat distracted driving
[CLICK HERE](#) to view the nightly news segment on new state distracted driving laws

Transportation Secretary addresses Alabama meeting
Secretary Ray LaHood commended university and state leaders for convening the first ever statewide summit on distracted driving. [READ MORE](#)

Secretary LaHood speaks to American Chamber board
The Transportation Secretary addressed the Chamber's Executive Board on transportation issues. [Like our](#)

STATS & FACTS

STATE LAWS

FAQ

RESEARCH

FOR MEDIA

Welcome to the Fastlane
Last week, I announced that DOT would convene a summit in late September on distracted driving. [READ MORE](#)



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