

OVERVIEW

Distracted driving significantly contributes to motor vehicle crashes. Distractions are anything that takes a driver's eyes off the road, hands off the wheel or mind off driving, like using a cell phone, adjusting music, or even reaching for an object.

Relationships between family members or between supervisors and employees provide opportunities to reduce distracted driving.

This project used surveys among parents with teens who were driving and supervisors who supervised employees who drove for work to better understand their beliefs about distracted driving and about establishing (or clarifying) expectations and rules about distracted driving

Decrease
Distracted
Driving

Increase
Engaged
Driving

MAJOR FINDINGS

Parents: Attitudes (perceptions of safety/danger about engaging in distracting behaviors), perceived injunctive norms (perception of acceptability by important others), perceived descriptive norms (perception about prevalence of distracting driving by others), and perceived control (how easy/difficult to avoid) were all significant predictors of distracted driving behaviors by parents.

Many parents indicated they had family rules about not having hand-held cell phone conversations or texting while driving; far fewer parents indicated they had rules about not having hands-free cell phone conversations, not adjusting vehicle equipment, or not reaching for objects while driving.

Behavioral beliefs, perceived descriptive norms, and perceived control were significant predictors of parenting behaviors to reduce distracted driving among their teens.

Supervisors: While many supervisors indicated they had a workplace policy or rule prohibiting cell phone use (conversations or texting), fewer indicated they had policies about not adjusting vehicle equipment or reaching for an object while driving. Interestingly, these risky behaviors (and beliefs supportive of distracted driving) were significantly more prevalent among those required to have a commercial driver's license (CDL).

Behavioral beliefs and perceived descriptive norms were significant predictors of behaviors by supervisors to reduce distracted driving among those they supervise.



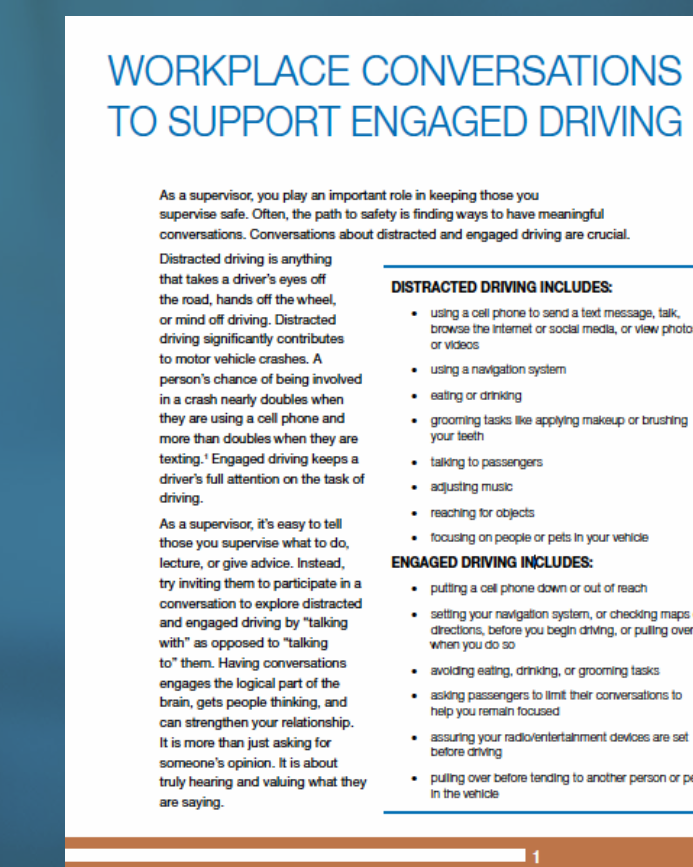
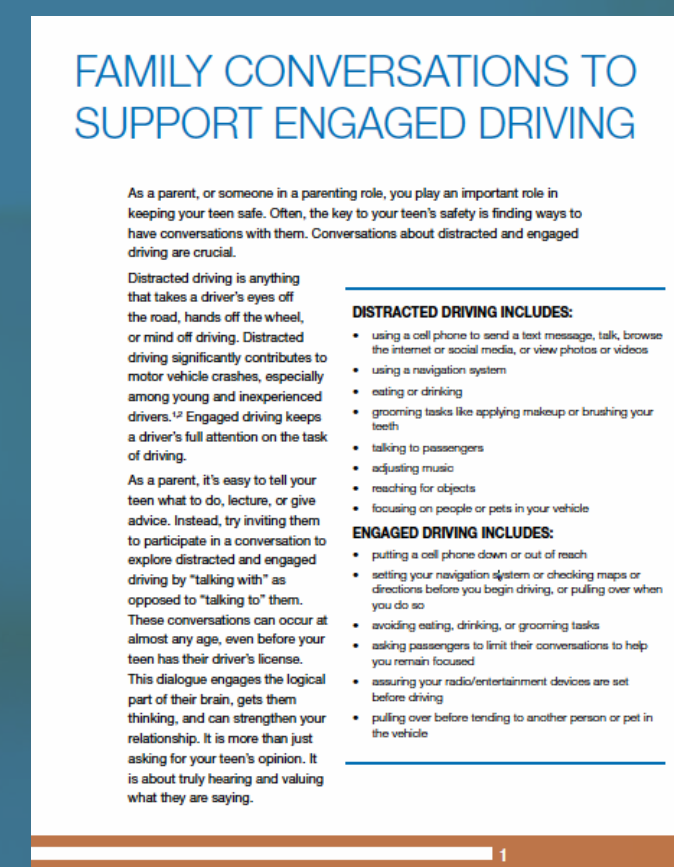
GUIDANCE ON CONVERSATIONS

Conversations between parents and teens and between supervisors and those they supervise offer important opportunities to establish (or clarify existing) rules and expectations about distracted driving. However, parents and supervisors are not always comfortable having these conversations.

Rules should seek to decrease all forms of distracted driving – including (but not limited to) using cell phones. Behaviors like adjusting entertainment systems or reaching for objects increase crash risk.

Rules and expectations should seek to increase engaged driving. Drivers should be fully engaged in the driving task and should prioritize driving over other tasks.

Two guidance documents were created for use by a wide variety of traffic safety stakeholders. Partners could place these documents on websites, share them with others, or email them directly to individuals and workplaces.



MATERIALS FOR TRAFFIC SAFETY LEADERS

Additional materials were created for traffic safety leaders to promote the use of the conversation guides. These materials can be shared with traffic safety partners at the state and local levels.

- Resources to Promote Family Conversations is a brief two-page document with guidance on ways to promote the conversation guide for families. This document contains recommendations, draft text for a 60-second public service announcement, a brief newsletter or email announcement, and draft social media posts.
- Resources to Promote Workplace Conversations is a similar document aimed at workplaces.
- Draft PowerPoint Slides can be downloaded and modified for use in presentations.
- A comprehensive report that describes the entire project and findings is also available.

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