

NOTE TO SPEAKERS

Welcome and thank you for wanting to join our campaign to save lives!

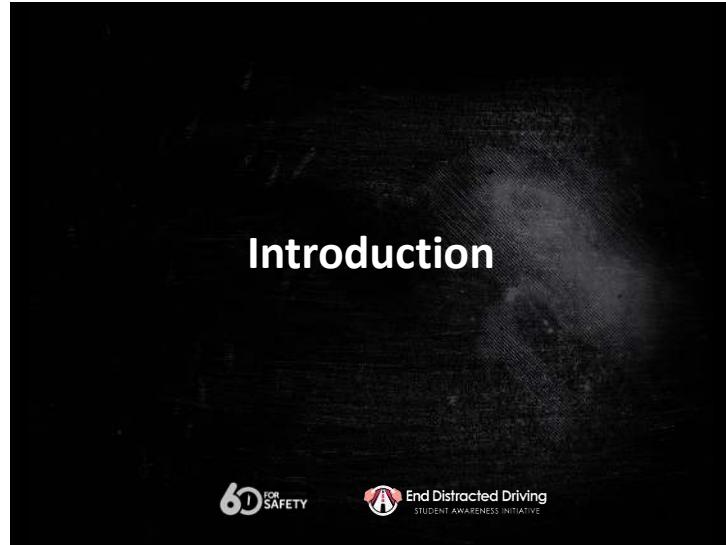
In 2009 Casey Feldman was killed by a distracted driver while crossing a street in a crosswalk. She was 21. Following her death her family and friends wanted to do something to prevent others from being injured or killed by distracted drivers. Joel Feldman, Casey's father, a trial lawyer and counselor from Philadelphia, with help from Children's Hospital of Philadelphia, 60for Safety, Joel's law firm, Anapol Schwartz and others, worked to develop a science-based presentation that would engage teens and maximize the likelihood of changing attitudes and behaviors. The presentation is based on health communication and behavior change theory and incorporates teen messaging concepts to engage and appeal to teens in a non-confrontational manner.

This is the 4th version of the presentation-updates have been made to reflect Children's Hospital of Philadelphia's April 2014 analysis of pre and post presentation surveys returned from more than 2500 teens, feedback from teens and parents and feedback from experts. Our pledge is to provide you with the most up to date and effective distracted driving presentation.

For more information about the Children's Hospital of Philadelphia White Paper "*Evaluation of EndDD.org's Student Awareness Initiative: Effectiveness of a Program to Prevent Teen Distracted Driving*" visit <http://enddd.org/distracted-driving-research/childrens-hospital-of-philadelphiachop-report/>.

With the help of volunteer speakers across the country, including safety professionals, teachers, trial lawyers, college students, driver's education instructors, physicians, nurses, occupational and physical therapists and other health care professionals, Joel's dream of reaching thousands of teens and adults with distracted driving presentations became a reality. As of the Summer of 2014 more than 215,000 teens and 25,000 adults have seen the EndDD.org presentation in 41 states and Canada. As the program has expanded talks are also being given to college students, adults and businesses and we have developed presentations for adult audiences.

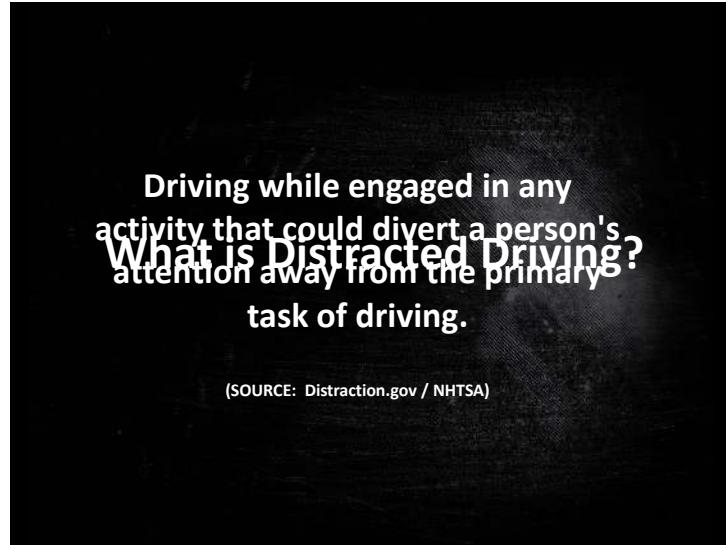
With written permission the presentation can be customized for your region and organization and we can supply links to training videos to help get you prepared to give a great presentation.



My name is [SPEAKERS NAME]. I'm a [SPEAKERS PROFESSION] and [LOCAL CONNECTION].

The first thing I want to say is that I don't believe that distracted driving is mostly a teen driver problem—I see plenty of parents, teachers, and other adults driving distracted all the time. When I hear that this is a teen problem that gets me angry. It may get you angry also. It's just not true. Distracted Driving is everyone's problem, and I think that teens can help solve it.

Secondly—I never liked it when I was in school and speakers would come in and tell me what to do—I bet you don't like that either. As a matter of fact I still don't like that. I am not going to tell you what to do. It's your choice. You know how to make good decisions and I think you can make the right decision for yourselves once you know the facts.



What do you think of when you think of distracted driving? (Encourage audience participation with the wristbands—that gets the teens involved early on by giving a wristband for participation.) So it's not just texting or using a cell phone, is it?

One definition is –

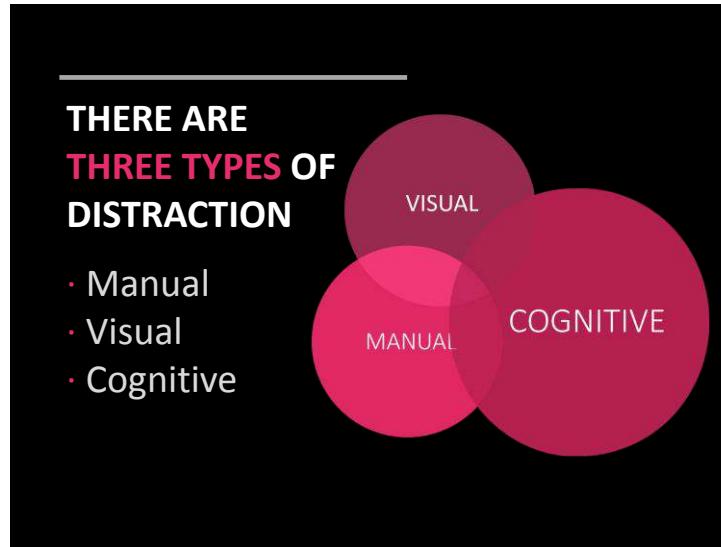
Distracted Driving is driving while engaged in any activity that could divert a person's attention away from the primary task of driving.

(SOURCE: Distraction.gov / NHTSA)

So, not just texting. Not just making calls on a cell phone. "Any" activity that diverts a driver's attention away from the task of driving is Distracted Driving.

And I think that makes sense, right?

[Note—The definition includes “primary” and it is important to make the distinction as we go through the presentation between the primary task of driving and how we try to add all the “secondary” tasks to driving. Driving versus driving and reaching for objects, driving versus texting, etc.]



You need to change the radio. You reach for the dial taking your hand off the wheel, or maybe texting you need to take both hands off the wheel – manual distraction.

You look down to see what station you're tuning in, taking your eyes off the road – visual distraction.

You think about what kind of music is playing or what kind of music you'd like to be playing, or you think about what to send or answer in a text, actually just thinking about anything other than driving – cognitive distraction.

Remember –even with your eyes on the road and your hands on the wheel if your mind is not on driving you can still be distracted-cognitive distraction.

You see that the cognitive distraction circle is larger and overlaps the other circles—That's because understanding cognitive distractions is so important to being a safe driver and more often than not it is not just one distraction at a time, but several going on at once

[Note to Speakers: *The presentation is designed to take about 60 minutes but can be modified for less or more time (40-75 minutes). A word of caution if you will not be using specific slides because of time constraints “hide” the slides as opposed to clicking through the slides. We have had overwhelming negative criticism of clicking through slides-speaker was rushed, unprepared,*

skipped important material, etc. Hide the slides and this will be avoided. To Hide slides go to the Slide Show Tab in Power Point.]



When I introduced myself I told you that adults and teens drive distracted—it is not just a teen problem. What I am going to show you now is a video of a professional driver—a bus driver who makes his living driving others and who is responsible for many people's lives and safety when he drives. This video was recorded by a passenger.

For audience participation select 3 students and say—After I show this video I will ask for your reaction so think about that —Just a one word reaction is what I am looking for.

**[NOTE: Click on center of screen to PLAY VIDEO]*

After the video plays ask the 3 students for their one-word reactions



Who would be scared to ride on this bus?

Why is what he is doing crazy?

So he is risking the safety of all of his passengers—what about all the other cars and people outside of the bus? Isn't he risking their safety also?

Does anyone agree that he is being selfish? Why? He is more concerned with filling out paperwork than with the safety of his passengers or other drivers on the road—Couldn't you say that anytime a driver decides to take their eyes off the road and concentration from the task of driving they are being selfish?

But think about all the drivers around you. What's their job? Driving, right? If you're in a car, behind the wheel, any driver's job is driving. But when you go out on the road, you see a lot of other stuff going on, don't you?

Speaker's Note - We are working on the concept that Distracted Driving is not just a teen problem and are introducing the concept that distracted driving is selfish driving, and that all of us at one time or another have been scared by someone else's distracted driving. Adults, professional drivers and teens drive distracted and it doesn't matter who is doing it—taking chances while driving is selfish and probably all of us at one time or another have been scared by someone else's driving.



Casey Feldman, 1988 - 2009

Casey Feldman was killed by a distracted driver. She was just 21. Like all of you she had dreams, and hopes and a promising future. She was a student at Fordham University in NYC when she was killed. She was killed when a driver took his eyes off the road—she was killed because a driver decided that what he wanted to do was more important than the safety of others—the driver was 58 years old. He was reaching for his GPS and took his eyes off the road for just a few seconds. Just a few seconds of distraction cost Casey her.

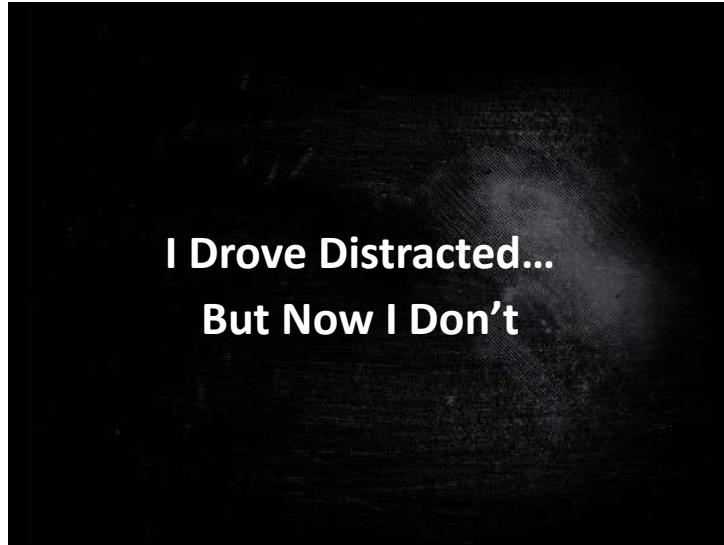
The presentation that you are seeing today was created by Casey's father. Before Casey was killed he drove distracted often. After her death he realized that he had been taking chances driving for years. He realized that he had not been a **safe** driver but rather a **lucky** driver.

What do you think about that-the difference between being a safe driver and a lucky driver?

It took Casey's death for him to change the way that he drove. Must it take a personal tragedy for each of us to change the way we drive? That is why I am here today—hoping that you can decide to drive safer before you lose a friend or family member.

[SPEAKER NOTE: People drive distracted all the time and we take chances doing it but still do it because we think we can get away with it and likely have gotten away with it many times without causing an accident—those close calls, straying onto the shoulder, looking up and having to slam on brakes so we don't rear end the car in front—but still we take chances It is

*useful to explore with the teens, and ourselves, the difference between being **lucky drivers** and **safe drivers** as you go through the presentation.]*



(Time Guide—at this point you should be close to but not over 8- minutes in order to be able to finish in 55 minutes)

[NOTE: This is where we own up to driving distracted ourselves and taking chances. This is where we set an example of admitting that we were not safe drivers, that we were wrong to drive distracted, and that we needed to change our driving habits and model that behavior for the students.

IMPORTANT— This presentation was developed with teen behavior experts and experts at teen messaging-by admitting we were also distracted drivers we are using an approach that they don't see too often at assemblies or in class rooms—the adult speaker is just as guilty of the behavior as they are—we are not talking down to them we are joining them and inviting them to look at their behaviors as we have. Eliminate “must”, “should” and telling them what “they have to do” from your presentation and you will be successful.]

Yes, I have eaten while driving, programmed my GPS while driving and dialed my cell phone. I had a few close calls but was lucky and was never in an accident—but I should know better than to take chances. Why? **[Discuss speaker's professional background and experience with consequences of distracted driving, if applicable or other personal story of the consequences of dangerous behavior you've seen or experienced].** I saw situations where texting, talking on cell phones and eating while driving caused accidents but I thought I was different. I thought it could not happen to me.

Do you think that my unsafe driving, my risk taking was somehow safer than other peoples risk taking? Was I being a safe driver or was I just lucky?

I changed the way I drive because it is that important.

Are you a safe driver if you have not gotten any tickets or been in any crashes yet if...

- ✓ You Speed?
- ✓ You take your eyes off the road to text, use your smartphone?

Lucky drivers versus being Safe drivers

[Speaker's notes—Some teens will say they are safe drivers equating never having gotten a ticket or been in a crash as proof of their safe driving. But they still may speed and will use smartphones while driving. We need to have them consider that the absence of tickets or crashes just means they have not yet occurred, not that they, or us, are necessarily safe drivers.]

Can you really be safe driver if you speed, text while driving even if you haven't gotten a ticket or been in a crash? We want to be careful not to confuse being safe drivers with lucky drivers. I was a lucky driver also but now I don't use my smartphone while driving. So when I talks about safe driving I mean driving without using my cell phone or being distracted in any other way. Does that make sense to you?



(If applicable)- I am a parent and I drove distracted with my kids in the car [Speaker raise your hand and keep it up and ask] Do your parents ever drive distracted with you in the car?

[NOTE: More than half of the students will raise their hands-this is a critically important part of the program-take your time and ask students to give examples of what their parents did while driving—kids need to feel that they are part of a group, not different from others-and right now that group is kids whose parents drive distracted with them in the car.]

What did your parent do? And your parent? And your parent?

[NOTE: If you are giving out wristbands to students who participate and answer questions during the presentation you will give out plenty here]

How many of you think I was a good role model for my kids when I would drive distracted with them in the car? I didn't think anyone would raise their hands...

[NOTE: If you want to ask directly about what kind of role models their parents have been you can but it is probably not necessary as they will get the point]

So, I became a better role model for my kids when I stopped driving distracted. Looking back it is hard to believe that I would take chances driving with people that I cared so much about sitting in the car with me—I was lucky I never caused an accident in which I hurt or killed

someone that I loved. What kind of role models have you been for your friends and maybe even your younger brothers and sisters?



Do you have any friends who drive distracted? What do they do? How are they distracted?

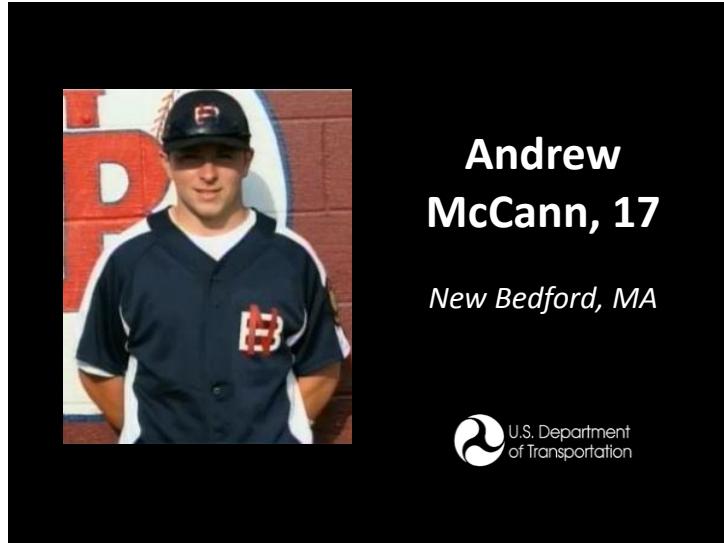
I appreciate your honesty. Now do any of you drive distracted—like I used to? What do you do from time to time? Maybe text at a stop light?

[Speaker Notes: If you ask if they might text at a stop light from time to time you will get more affirmative responses than if you just ask about texting. Focus on one or two students and ask:]

Do you know that it might be risky to do so? Then why do you do it?

[Speaker Notes: Generally there will not be a good answer given which is fine—we will examine the excuses and rationalizations later just summarize by saying:]

So we know that we might be taking a risk yet we do it anyway? Maybe that does not make sense when you look at what could happen? Let's see what could happen and what actually happened to some people...



**Andrew
McCann, 17**

New Bedford, MA

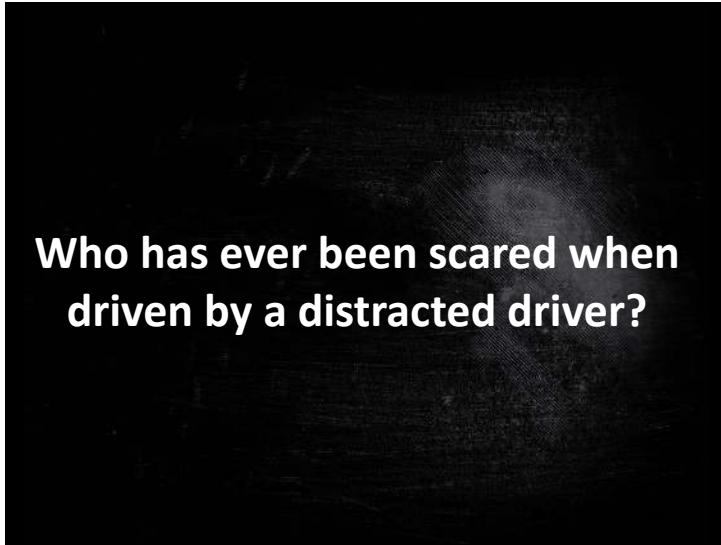
 U.S. Department
of Transportation

Andrew Thomas McCann died on the morning of January 26, 2012 while on his way to school. Andrew was a passenger in a vehicle being driven by his best friend, Julian Reis. Andrew was a very popular student and a great athlete at his high school in New Bedford, Massachusetts. He was the captain of both the football and baseball teams. Julian was driving and was texting his girlfriend when his car went into the other lane, and he swerved and over corrected causing the car to roll over. So Andrew was killed by his best friend.

Julian managed to stay out of jail but lost his license for 15 years, served three months of home confinement and sentenced to three years of probation and 80 hours of community service for those three years.

I wonder what's worse—knowing that you killed someone, your best friend or the sentence?

[Speaker Notes: We have included throughout the presentation photos and brief stories about those affected by distracted driving. EndDD.org will upon request, add photos/stories to make your presentation more "local."]



Sure-I bet most of us have been scared. If our driver is not looking at the road, is going out of his lane we should be scared. I have been nervous sometimes when my driver was not paying attention to the road—has that ever happened to you? Sometimes I would say something and other times I wouldn't-guess I did not want to criticize the driver-it was their car. The last story Andrew Mccann- I wonder if he could have spoken up when his driver started using the cell phone and maybe that awful crash would not have occurred.

What could he have said to his driver?



As passengers riding with drivers we have a choice when our driver drives distracted—nothing or speak up.

Why might you be reluctant to speak up? (Speaker's Notes—try to elicit these common reasons: Its their car, they are giving you a ride, they are a more experienced driver, maybe you might feel hypocritical because you drive distracted—maybe they would laugh and think you were making a big deal out of something)

Lets flip this—if you were driving and starting to text when your passenger nicely suggested to give him the phone and let him text for you so you could focus on driving would you feel that they cared about you? Didn't want you to get in an accident? Would you give them the phone and let them do it? So there is a positive side to this also. Don't just think that you are criticizing your driver—you are helping someone you care about.

Friends don't let friends drive drunk, right? What would you do if you saw a friend who was drunk about to get in their car and drive? Would you be hesitant because it was their car, because they might think you were criticizing them? No—

Today in many locations more teens are killed because of distracted driving than drunk driving.

Friends don't let friends drive drunk—should friends let friends drive distracted?

Speaker's Notes: It can be hard for teens, and even adults, to ask their driver to drive safer. One might feel it is being critical, that it is someone else's car and they have no right to say something, or even that in the past when they did speak up they were ignored-it did not change anything. If we can change the perspective from potentially being critical of someone to showing that we care about their safety we can have more people speaking up. This is an important segment of the EndDD.org presentation—we also have more detailed bystander intervention "AVS" materials available through EndDD.org that help build these skills and teach speaking up in a non-confrontational manner, and teach that passengers also have a responsibility with the driver to get there safely. Anyone interested can send an e-mail to info@EndDD.org for more information.



[NOTE: Bridgestone sponsors an annual teen distracted driving video contest and 2013's second place winner is titled "Technically Almost Legal". It humorously looks at the myriad activities that we can engage in that would be considered distracted driving and also shows a passenger speaking up when he sees his driver driving distracted.)

(Speaker's notes- Changing the culture of driving so that safe distraction-free driving is the norm will require teens to change the way they drive and also to influence friends to change the way they drive. This video demonstrated one teen speaking up when his driver tried to drive distracted. The teen spoke up, intervened successfully and as a result his friend will drive safer. Although it is a funny video this video lays the groundwork for a very important series of slides and discussions that follow-how to effectively speak up when driven distracted by others.)

This is a funny video but let's look at what happened. The passenger felt that his driver was doing something that was not safe and spoke up...and as a result the driver will be safer in the future. It took a little bit of courage to speak up and question the driver's behaviors but the friend did so and was successful.

Who here would like to be able to do or say something that would keep your friends safe?



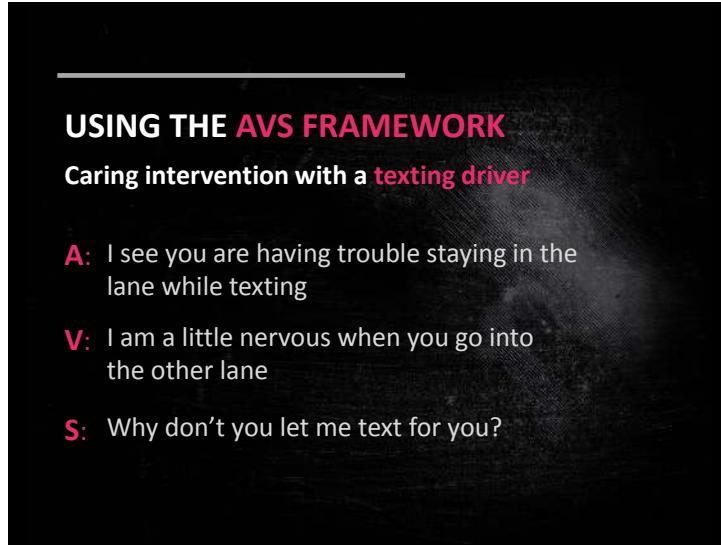
This “AVS” approach to speaking up can help you when confronted by a distracted driver. It is purposely non-confrontational—we do not accuse or tell anyone they are doing anything wrong—we take an active role with the driver, sharing responsibility with the driver for arriving safely. And we offer a solution so the driver does not have to drive distracted. This approach is meant to show that you care about your safety and also that of your driver. Here are the steps to the “AVS” approach to bystander intervention:

A-Acknowledging the behavior in a non-confrontational manner— what is the driver doing that is causing you some concern --“when you look at your phone your car starts to cross the center lane”

V -Voice your feelings-non-confrontationally tell the driver how you feel about their distracted driving— “I am a little nervous

S-Solve the problem by offering a solution---“Let me make that call for you”

(*Speaker’s Note* - Bystander intervention is offered as separate workshop that can take 40 minutes. All we have time for here is to introduce the concept and provide a framework for consideration. The AVS framework was adapted from the Bacchus Network, a college peer-to-peer health and safety organization.)



It is non-confrontational, states your feelings and offers an easy solution to the risky driving.

Who thinks they could do this? What do you think might happen? Successful-The driver could give you the phone and let you text. How good would that feel?

Might not at first be successful-they might make an excuse or ignore you. What would you do then? We don't guarantee it will work but it has been shown to be successful with a number of drivers and passengers.

USING THE AVS FRAMEWORK

Caring intervention with an eating driver (using both hands)

A: I see you are steering with your knees because your hands are full

V: I am a little nervous when you go into the other lane

S: Why don't we pull over and stop so you can eat—we have time

(Time Guide—at this point you should be close to but not over 24 minutes in order to be able to finish in 55 minutes)

So—Friends don't let friends drive drunk—friends should not let friends drive distracted. Changing the way you drive is important but we also need to help those we care about drive safer.

Here is another example

Does this approach make sense?

How else can you as a passenger help your driver give up those distractions? What solutions can you offer when your driver is

Has anyone ever successfully intervened with their distracted driver? What was the driver doing?

If you do use this approach and are successful send an e-mail into EndDD.org and let them know about it—they will be having random drawings and awarding a number of \$50 gift cards to those who successfully have used this approach.

What will you **choose to do when your driver drives distracted?**

- ✓ When being driven by a distracted driver ask the driver to drive safer.
- ✓ As a passenger share the responsibility for arriving safely with my driver and offer help so my driver does not drive distracted.

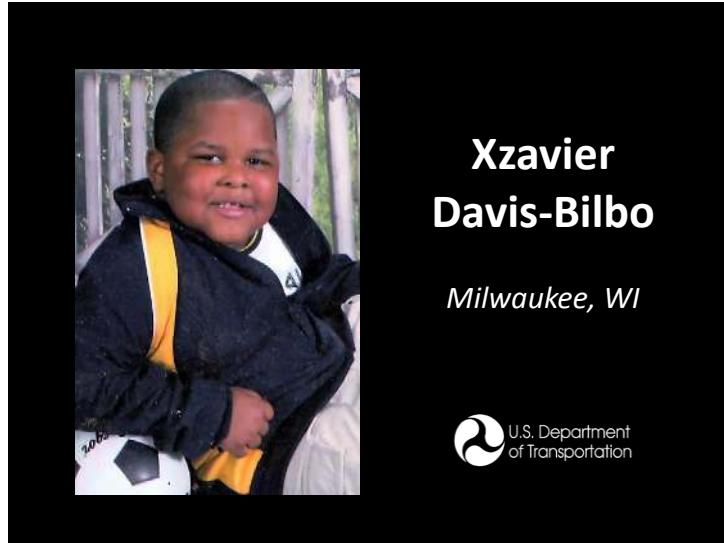
What will you do the next time you get in a car and your driver starts to drive distracted—that could even be today—

Who will speak up and use the AVS approach? To help you remember it is printed on the back of the Family Safe Driving Agreement that will be given to you.



There are so many stories so many tragedies—many involving young people like yourselves. And many involve texting.

Kassy Kerfoot, is one example, while texting a friend she lost control of her car, went into the opposing lane of traffic and was struck head on and died—she was just 18. How many of you are 18?



**Xzavier
Davis-Bilbo**

Milwaukee, WI



Xzavier Davis-Bilbo was hit by a 22 year old young woman who was texting and driving. He was five years old and he was crossing the street in a crosswalk with his sister. He was dragged for twenty feet and left paralyzed. At the time, Xavier was actually holding his sister's hand. Before he was injured Xavier was very active and used to play all day in the back yard—now he needs a machine to help him breathe—he can't breathe without that machine.

**WE KNOW IT'S RISKY, BUT WE
STILL DRIVE DISTRACTED—WHY?**

- ❑ "I am a good driver"
- ❑ "I drive more carefully when driving distracted"
- ❑ "I can multi-task"
- ❑ "I have to—I'm so busy"
- ❑ "Everyone does it"
- ❑ "Nothing bad will happen"
- ❑ "It's just for a few seconds"

[We all have made excuses or rationalized taking chances while driving- these are the most common rationalizations given. We need to get these out in the open and let the teens see if these make sense or not.]

I know I used to make these excuses when I drove distracted—maybe some of you have as well? Do these make sense? You know by now that lots of other people took chances, rationalized their behaviors and risk taking. Some of them are dead and some have killed others.

So why do we take these chances—does it make sense?

Lets look at one of these “Everyone does it” is that really true? As far as texting goes actually in a recent study more parents admitted to texting while driving than teens 49% to 43 %. So more teens do not text and drive than do-- Are there drivers here who wont text when they drive?

We are here today so that you don't wind up on either side of these terrible stories. Think about two of these excuses—Nothing bad will happen and It's just a few seconds when you watch this next video.

(Speaker note--“Nearly Half of Commuters Admit to Texting While Driving”, AT&T survey, 2013 – 49% of adults admitted to texting while driving (43% for teens) – 40% call it a habit; 6 in 10 did not do it 3 years prior <http://www.att.com/gen/press-room?pid=23969&cdvn=news&newsarticleid=36217&mapcode>)

(Speaker note-Showing that not everyone does it and many of their peers do not is really important in having teens think about how they want to drive)

We are here today so that you don't wind up on either side of these terrible stories. Think about two of these excuses—Nothing bad will happen and It's just a few seconds when you watch this next video.



What do you think I mean by the two sides of distracted driving?

In this next video you will hear from two young women—one a 17 year old, was programming her GPS and ran off the road and struck a vehicle and killed its driver. The other woman is the daughter of the man who was killed. You will hear from both of them how a choice—just a few seconds looking away from the road—changed each of their lives forever.



What would it be like to know that because you were being selfish, were trying to change music, send a text or program a GPS that you killed someone?

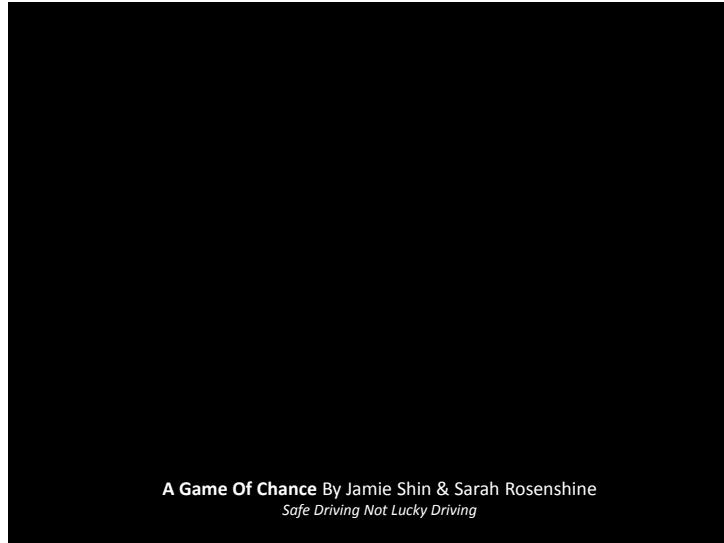
Just imagine being Kate and having to live with that for the rest of her life.

Do you agree with Kate that a selfish act killed Emily's father?

Anyone have any new babies in the family?

Speaker's Notes -

This is a sad video—but this crash, this death was 100% preventable. It is important to link the sadness of the videos with preventability so after each sad video say “This is sad but 100% preventable” and by the time you get to the last video all you need to do is to say this is sad but... and have them complete the sentence for you.



I think most of us would agree that when we text we are taking a chance—taking a chance that something bad will happen. This next video puts in perspective the chances we are taking.

Maybe we all need to think of texting while driving like holding a gun to our head?

HOW DO THOSE EXCUSES FOR DRIVING DISTRACTED SOUND NOW?

- Do they make sense?
- Do you want to gamble your future or your friends' futures based on those excuses?
- Thinking about changing the way you drive?

How do those excuses for driving distracted sound now?

Do they make sense?

Do you want to gamble your future or your friends futures based on those excuses?

Thinking about changing the way you drive?

WHAT WILL YOU CHOOSE TO DO?

- ✓ Drive without sending or receiving texts.
- ✓ Call/text before I start driving to let parents, friends and others know when I'll arrive.
- ✓ Pull over to a safe location to check texts or listen to voice mail.

(Time Guide—at this point you should be close to but not over 34- minutes in order to be able to finish in 55 minutes)

I am still tempted to use my cell phone to text or check e-mails when I drive—because I did it all the time—it was a habit—It has been a challenge to stop driving distracted—You will be tempted to drive distracted also—you will need to commit to driving safer—you will need to commit to a plan if you want to drive safer.

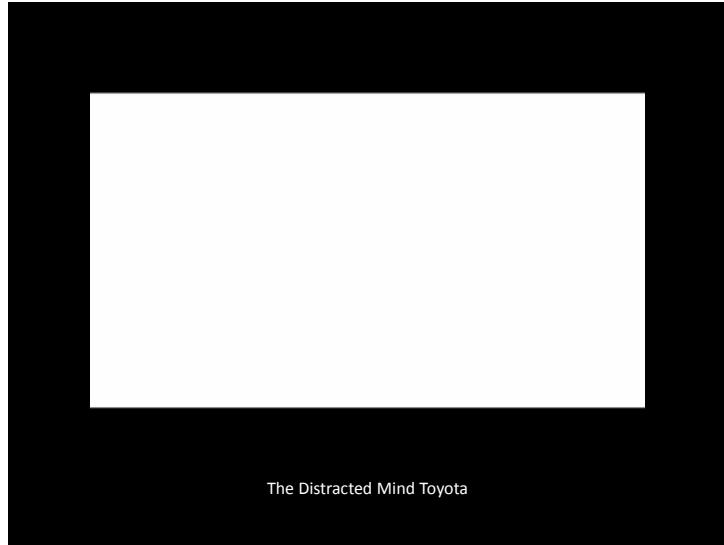
[Speaker Notes: Call on a student or two and start the process of having them make a plan, make a commitment. Ask, "So what is your plan today for when you go out to the parking lot to drive home—what will you do to be safe?"]

Still thinking about changing the way they drive as a result of what you have seen? Let's see those hands. Who here will simply turn their cell phone off or put it on vibrate when driving alone? Who will pull over to safe location to check texts and voice mail?

We are now not just thinking about being safe drivers we are choosing to be safe drivers and making a plan to do so.

So—why must it take a tragedy for us to change the way we drive? Why must it take something that will change our lives forever for us to stop making excuses and stop taking chances? Let's take our good intentions and work them into a plan to save lives.

[Note: These steps are part of the Family Safe Driving Agreement-with smaller groups the attendees should be given the Agreement so they can make choices and complete the Agreement during the presentations-with larger groups it is a judgment call-papers rustling, time to hand out, etc.]



Toyota Cognitive Distraction Video—This video looks at cognitive distractions and what we refer to often as multi-tasking-doing more than one thing at a time- while we may think we can multi-task in reality the vast majority of us really cannot multi-task— This is directly related to how our brains work. So instead of doing two things at once our brains switch attention from one activity to another and then back and forth. Our brains can't do it so we actually switch attention from one task to another.

- We really do not multi-task but switch attention and do we want to be switching attention away from driving?
- That even though we might be looking at the road, when we add a cognitively demanding task while driving our brains do not process what is in our visual field

Cognitive Distraction Exercise of Classrooms

[SPEAKER'S NOTES: This exercise is aimed at giving a concrete example of how doing two things at the same time that require concentration(driving and talking) can be difficulty and that while we may think we multi-task we are in all likelihood really switching attention-going back and forth and not really doing two things at the same time. It is best suited for a classroom as opposed to an assembly setting in an auditorium. It takes about 3 minutes.

This exercise requires two students at a blackboard or white board. The students will be given 20 seconds-timed by the speaker-to write backwards from 100 –100-99-98-97-96, etc. They will

each do it twice—the first time without any cognitive distractions and the second time with cognitive distraction. Each student will compare their performance in the two trials—we are not comparing one student to the other student. The comparison of each students' two trials should demonstrate that the ability to concentrate on the task of writing backwards was adversely affected.

The teacher will be the source of the distraction, talking with both students at once and requiring the students to respond to questions/conversation.

These are some sample questions/conversation—teacher needs to require students to answer and keep asking the questions if students do not immediately respond.]

Tell me what you did yesterday after school?

How much is 95 plus 7?

What kind of music do you like?

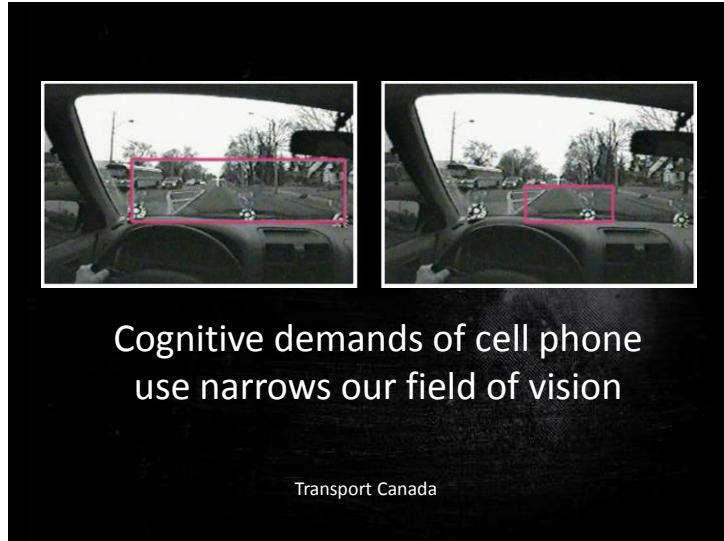
What is the month, day and year of your mom/dad/.sister's birth?

What is the capital of New York/New Jersey/Louisiana ,etc

Roanoke is the capital of Virginia-True or False?

[For classrooms: Cognitive distraction exercise-Counting backward from 100-99-98 while cognitively distracted]

[SPEAKER'S NOTES: This exercise is aimed at giving a concrete example of how doing two things at the same time that require concentration(driving and talking) can be difficult and that while we may think we multi-task we are in all likelihood really switching attention-going back and forth and not really doing two things at the same



So when we are cognitively overloaded we have seen that the brain will shift resources to try as best as it can to handle the simultaneous tasks competing for limited brain resources. In these slides the undistracted driver-on the left-fully scans about 50-60% of the roadway but with a cognitively demanding task, the right slide, the driver only scans a very limited portion of the roadway

When we are driving and have added the cognitive demand of talking on a cell phone our field of vision becomes markedly less and we do not scan as often or as effectively looking for potential hazards.

How do you think this “tunnel vision” affects our ability to drive safely?

**IF WE ARE COGNITIVELY DISTRACTED
WILL A BLUE-TOOTH OR VOICE-TO-TEXT
FEATURES BE SAFE?**

- No safety benefit for hands-free versus hand held cell phone use
NSC White Paper March 2010 "Understanding the distracted brain."
- Voice-to-text technologies are no safer than manual texting.
Texas A&M Transportation Institute, April 2013.

Many of us believe that if we are talking on our cell phones-hands-free, blue tooth or with ear buds we are being safe as we are not holding the phone in our hand. Now that you know about cognitive distractions I bet some of you are rethinking blue-tooth conversations while driving. Numerous scientific studies –more than 30– have demonstrated that there is no safety benefit when one goes from hand held to hands free—the reason is that we are still cognitively distracted—we have only given up the manual distraction.

Studies have shown that even when using voice to text technologies we still take our eyes off the road because errors are so common. So although it is supposed to keep our eyes on the road we still look down at our phones or controls on our steering wheels and voice –to-texting actually takes longer than manual texting so we are engaging in a secondary task while driving for much longer. And of course we are thinking about those texts so we are cognitively distracted.

References: "Understanding the distracted brain – Why driving while using hands-free cell phones is risky behavior", NSC White paper – Hands-free devices offer no benefit when driving; multitasking is a myth; cell phone use while driving impairs driving performance and also weakens the brain's ability to capture driving cues; drivers who use cell phones experience inattention blindness ("look at" but not "see" up to 50 percent of the info in their driving environment) – references to more than 30 scientific studies and reports "Voice-To-Text Apps Offer No Driving Safety Benefit; As With Manual Texting, Reaction Times Double", Texas A & M Transportation Institute, 2013 –

**STUDIES HAVE SHOWN THAT
TALKING ON A CELL PHONE CREATES
RISKS SIMILAR TO DRIVING WITH A
.08 BLOOD ALCOHOL LEVEL**

- Driving with a blood alcohol level of .08 results in a 4x greater likelihood of being in a crash
- Driving while talking on a cell phone results in a 4x greater likelihood of being in a crash

Drews and Strayer (2003). Fatal distraction? Comparison of the cell-phone driver and drunk driver.

There have been scientific studies that show the risk of being in a car crash is about the same for driving drunk, at .08 and for driving while talking on a cell phone. Has anyone ever watched Disney Channel's Discovery program "Mythbusters" ? They tested this and confirmed the similarities between driving drunk and driving while talking on a cell phone. You can see the video on YouTube.

But think about that the next time you are a passenger in a car with a driver talking on their cell phone or if you are tempted to talk on your cell phone while driving -- 4x the crash risk for just talking.

So if we would not get in the car with someone who was drunk shouldn't we also consider whether we want to ride with someone who is talking on a cell phone or texting?

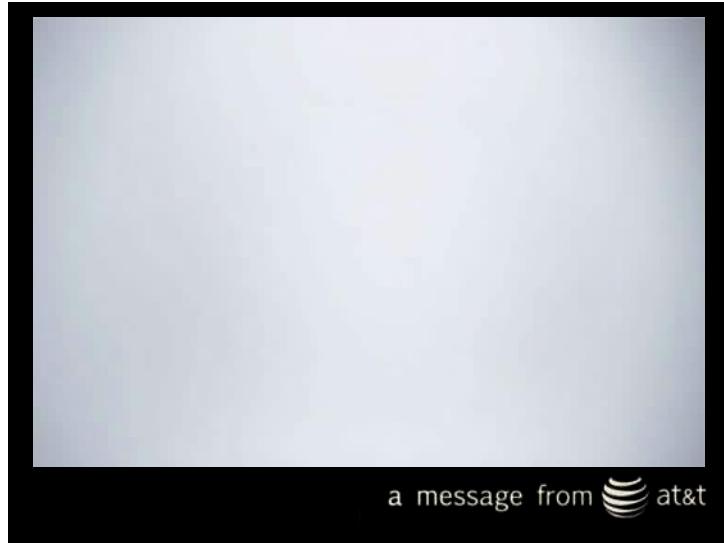
Reference: "A comparison of the cell phone driver and the drunk driver", Strayer, D., et al, 2006 (Human Factors) 2006 - When drivers were conversing on either a handheld or hands-free cell phone, braking reactions were delayed and they were involved in more traffic accidents than when they were not conversing on a cell phone; by contrast, when drivers were intoxicated from ethanol they exhibited a more aggressive driving style, following closer to the vehicle immediately in front of them and applying more force while braking; when controlling for driving conditions and time on task, cell-phone drivers exhibited greater impairment than intoxicated drivers



(Time Guide—at this point you should be close to but not over 40 minutes in order to be able to finish in 55 minutes)

So lets assume you as a driver have decided that you will drive without texting or using the cell phone.

Let's say you are at home safe and you want to text or call someone—maybe a friend or mom and dad and you know they are driving—or if you find out that they are driving—what happens if you do and they answer the call or read the text while driving?



In this video a sister texts her sister but she knows that her sister is driving when she sends that text—and the sister who is driving looks away from the road to read that text.

[NOTE: Click on center of screen to PLAY VIDEO]

Who is responsible for her death? The speaker feels she is responsible for her sister's death—should she? How would you feel if you were in this situation?

The sister feels that she killed her sister by sending that text—she knew that her sister was driving but sent the text anyway. Is she responsible for her sister's death? Even if she is not legally responsible what a thing to have to live with the rest of your life. How would you feel if it was your text that was being read at the time of a crash?

Will anyone now think twice before calling or sending a text to a friend or family member if you know they are driving? How about if you find out during the call that they are driving?

“Sad but preventable” - This is a sad video, but this crash was entirely preventable. 100% preventable.

Every time we send a text or call someone that we know is a driver we are potentially distracting them. None of us want to be the person whose text or call caused someone we care about to crash. What can we do?

Can't we simply hang up the phone or stop texting if we learn the person is driving



We have a choice when we learn that someone we are texting or calling is driving? End the conversation—it's pretty simple. Who here thinks they could do that? Who here will commit to doing so?

Telling others that you won't text or talk with them while they are driving sends a message—that not everyone drives distracted and that you care about them

This is how we start to change the way everyone views distracted driving and save lives.



Here are some basic facts to highlight the seriousness of the problem. We have used facts specific for teens but not solely for teens in keeping with our message that this is not just a teen problem.

[Note to Speakers: Here are some basic facts to highlight the seriousness of the problem. Here are a number of the references and sources for distracted driving:

Here are a number of the references and sources for distracted driving:

"Traffic Safety Facts 2012", NHTSA (DOT HS 812 032) – A compilation of motor vehicle crash data from the Fatality Analysis Reporting System and the General Estimates System

"Motor Vehicle Traffic Crashes as a Leading Cause Of Death in the United States, 2008 and 2009", NHTSA, 2012 (DOT HS 811 620) – Fatalities in motor vehicle crashes have declined by 25% since 2005, yet remained the leading cause of death for 8 to 34 year-olds in 2008 and for 8 to 24 year-olds in 2009; 2nd leading causes of death for 25 to 34 year-olds in 2009

"Crashes Involving Cell Phones: Challenges of Collecting and Reporting Reliable Crash Data", NSC, 2013 – cell phone distracted driving crashes “vastly under-reported”; review of 180 fatal crashes from 2009 to 2011, where evidence indicated driver cell phone use – in 2011 only 52% were coded in the national data as involving cell phone use; in 2012, highway fatalities increased for the first time in seven years; estimate that 25% of all crashes involve cell phone use

"Fatality Facts, Teeneagers", IIHS 2014- Fatal crash rate per mile driven for 16-19 year-olds
nearly 3 times the rate for drivers ages 20 and over and nearly twice as high for 16-17 year-olds
as for 18-19 year-olds



[TIME GUIDE: About 5 minutes to finish]

At the beginning of this talk, I told you about a father named Joel Feldman. This next video is about his daughter, Casey Feldman, and her friends and family. She was killed by a distracted driver when she was just 21 years old. Her friends decided to change the way they drive.

[NOTE: Click on center of screen to PLAY VIDEO]

This is really sad isn't it? Sad but it is 100%... what??? ... PREVENTABLE (let audience answer this for you). I am sad but I also see how Casey's friends just made the decision to change the way they drive—it's really pretty simple isn't it? Can't we do what they did—remember as sad as all of these videos might be—each of you has the power to drive safer and keep yourselves and your passengers safe—it's really not that hard to drive safely when you think about it and make the right decisions.



[NOTE: It can be difficult using the Simple Steps in an auditorium so that decision is left to individual speakers. In a classroom it is easy to do so and should be used to reinforce a plan and concrete steps for an action plan. You can e-mail the Simple Steps/Family Safe Driving Agreement in advance of your talks or bring copies that the school can distribute after your presentation to reinforce the concepts and messages.]

Here is a Safe driving Agreement for the entire family—for you and your parents. Since this is not just a teen problem moms and dads need to think about their driving as well.

So, what steps can we think about taking so we are safer and our parents are safer drivers?

We have talked about how easy it is to be distracted. Some of you offered solutions to be safer—not just for yourself but for your entire family. We talked about how distracted driving is selfish driving and I think you don't want to be seen as selfish. We also talked about how we need a plan to change habits. This agreement contains simple steps that you and those you care about can choose to take to be safe—remember it is a choice.

You have been given this agreement/will be given this agreement—take it home and talk it over with your parents and other adults. Remember this is not just a teen problem and we need your help, not to just choose to drive safer for yourself but to help your parents drive safer.

[NOTE: These steps are all affirmative actions that we **can** take—these are not “don’t do this and don’t do that: like many pledges. This is all about **what we can do**—that needs to be stressed—we can all do these and in doing them we have the power to save lives!!]

[Speaker’s Option - You can offer to the teens to take the Simple Steps home, talk it over with mom and dad and have them sign it as well as the teen and return it to the school and the school will pick one of those at random and the winner will get a \$25 gift certificate. Remind the teacher that once he or she picks the winner to give all the documents back to the students so they can take them home and use them with their family. And if you choose to do this reinforce that they have the power to save lives, including everyone in the family.]

**IT STARTS WITH YOU—CHANGE
THE WAY YOU DRIVE**



Change the way others drive

It starts with each of you—what you do will influence others and what you do will spread to others and you have the power to change the way our entire country looks at distracted driving and you will save lives—yours, your friends and your family. We can do this together.



So, you are now the experts. You most likely know more than your parents and brothers and sisters at home. And now, you can share what you know. You can talk with them or other friends, family, or neighbors.

You can now choose the type of driver you want to be. You can also show others how to drive safely by not driving distracted—you can be role models for friends and family. You can speak up when you see others drive distracted.

Each of you has the power to save lives. Friends don't let their friend drive distracted. Kids should not let their parents drive distracted.

You can now choose the type of driver you want to be.

Bring these steps home and have everyone in the family read through and sign this document. Keep it someplace where the whole family sees it everyday.

Thanks for letting me be here, today.