

Who are we?



A grassroots non-profit organization dedicated to eliminating the lifelong devastation that results when a loved one is killed or injured in a distracted driving crash. Stopdistractions.org brings together distracted driving victims, victim survivors, foundations and the general public to build awareness and recognition to this reckless behavior.

We are the faces of distracted driving

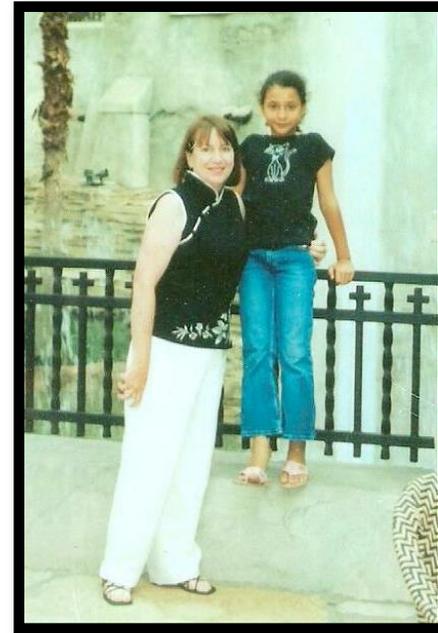


Jennifer Smith: An advocate against distracted driving since her mother was killed by a person talking on his cell phone while driving in 2008.

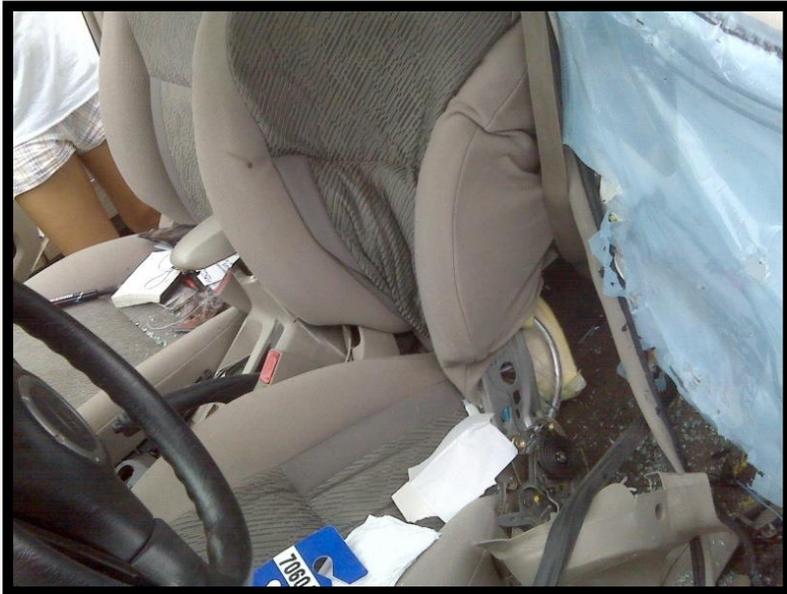
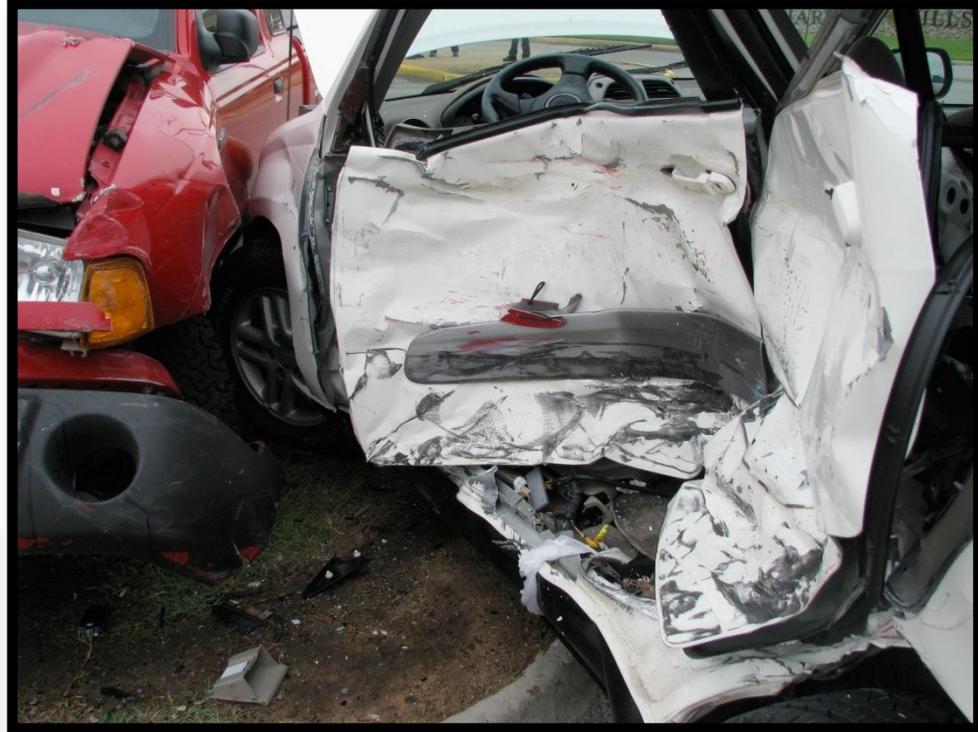
How I learned this lesson



Linda Doyle
Oklahoma City, OK



July 19, 1947 - Sept. 3, 2008

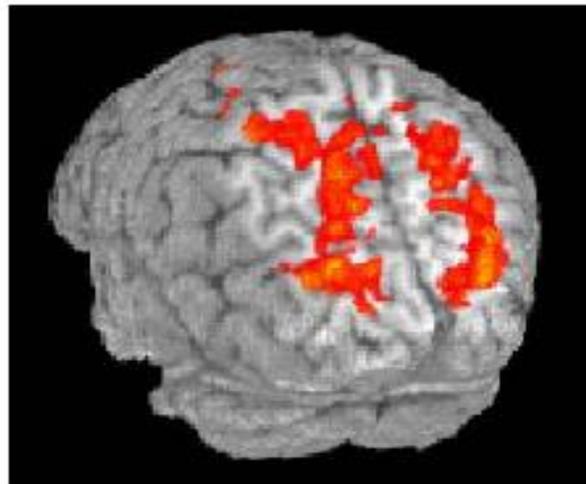


*Driver on cell phone was a
20 yr old college student*

Our Brains on Cell Phones

The parietal activation associated with driving decreases substantially (by 37%) with sentence listening.

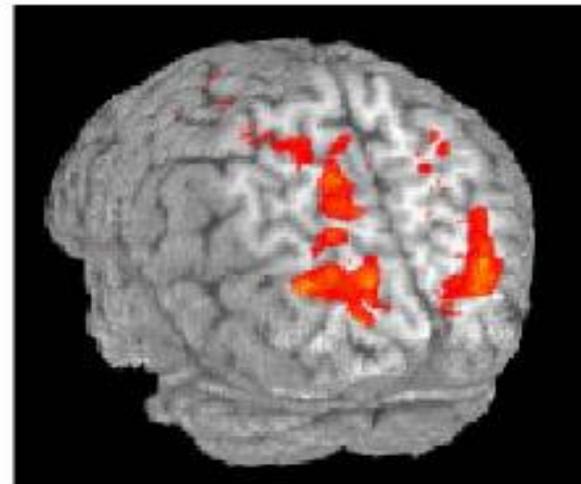
Driving Alone



L

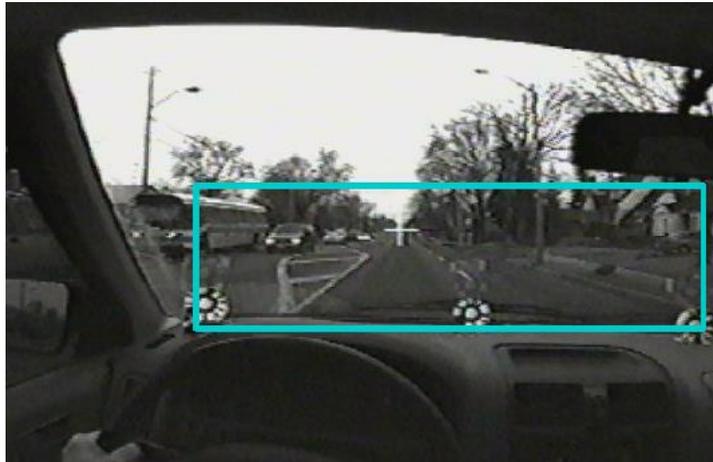
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**Driving with
Sentence Listening**

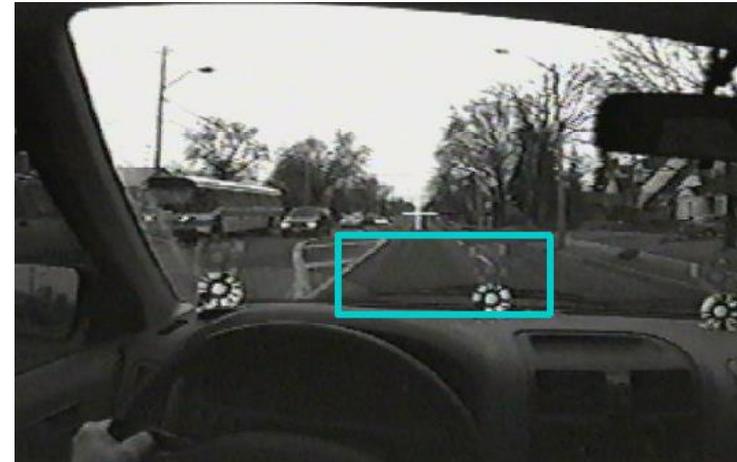


Eye Scanning Area

Driver Not Using Phone



Driver Using Hands-Free Phone



Source: Transport Canada

Inattention Blindness



You are not even aware that you are **unaware**.

Results of Distracted Driving

Smartphone Addicts Behind the Wheel

Drive Car Insurance Rates Higher

Insurers increasingly blame distracted drivers as costs related to crashes outpace premium increases, Wall Street Journal

Since 2011, the average insurance premium has jumped 16% to \$926

Insurance companies say the sharp spike is partly caused by more drivers distracted on their smartphones and getting into crashes.

Allstate said in Feb. 2017 there's a "striking" correlation between the rise in smartphone use and crashes.

SMARTPHONE ECOSYSTEM

400M+

mobile devices, that's about



1.2 devices

for every person in the country

of those devices,

273M

are data-intensive smartphones

that's equal to



of the U.S. population

Up 56%

over the last ten years



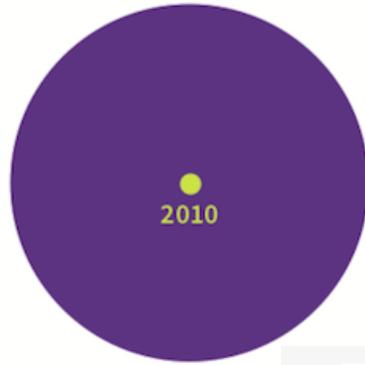
2008 2018

Driving this growth is a decades-long and continuing increase in the number of mobile devices. With over 400 million mobile devices, there are more wireless devices than Americans—in fact, about 1.2 devices for every person in the country.

More than 68% of these devices are data-intensive smartphones. On average last year, a smartphone generated more than 5 GB of data every month. This represents a 2,844% increase since 2010 as networks have become faster, phones have become more sophisticated, and new services and apps have launched.

5GB

of data generated by a smartphone each month



+2,844%
more data since 2010

It's not just texting

Source: CTIA

Smartphones in Active Use:

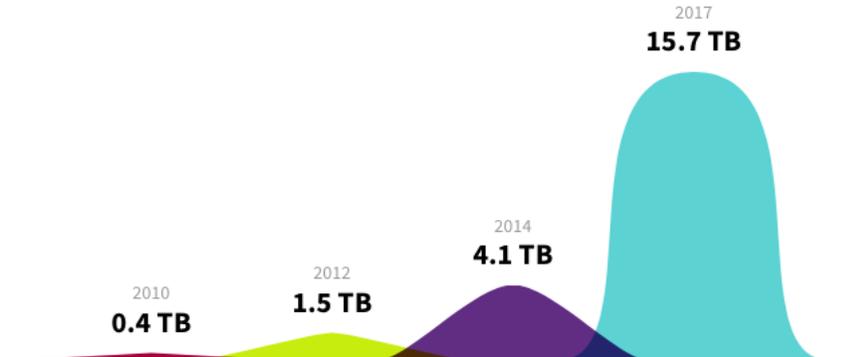
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Smartphones in Active Use

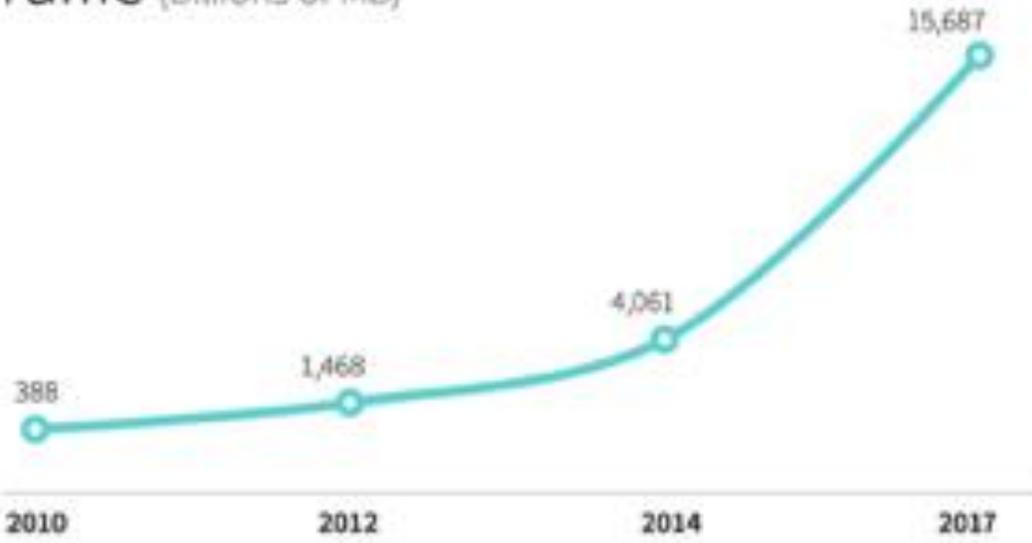


Wireless Data Traffic:

i

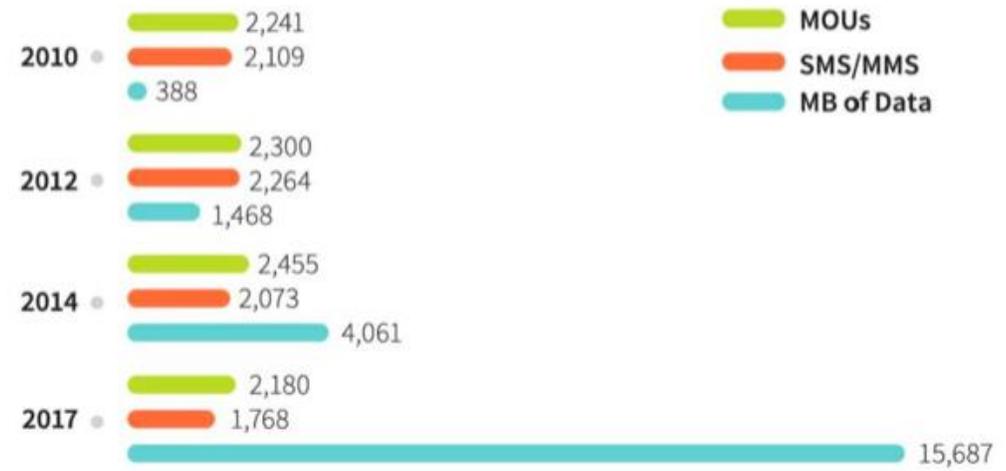


Reported Wireless Data Traffic (Billions of MB)



Reported Annual Wireless Data Traffic Grew **40** Times Since 2010, Up **4x** from 2014

Annual minutes, messages and megabytes of wireless traffic (Billions of MOUs/Messages/MB)

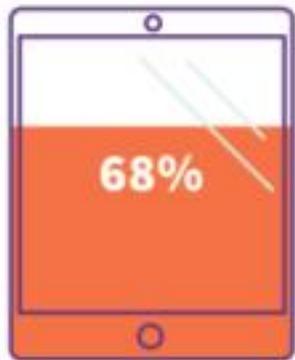


The Mix of Minutes, Messages and MBs Changes – Data Dominates

Source: CTIA – The State of Wireless 2018

How we use our phones has changed

We first used mobile phones to make calls on the go, then came text messaging for quick messages, photos, and videos. Today, Americans are using their wireless devices for even more.⁴



68% of Americans are doing more with their mobile service now than they were five years ago, including:

- Mobile banking
- Health apps
- Browsing the web
- Shopping
- Finding entertainment
- Connecting with their car and home
- And more

Smartphone Usage Has Doubled in the Past Three Years

Source: CTIA

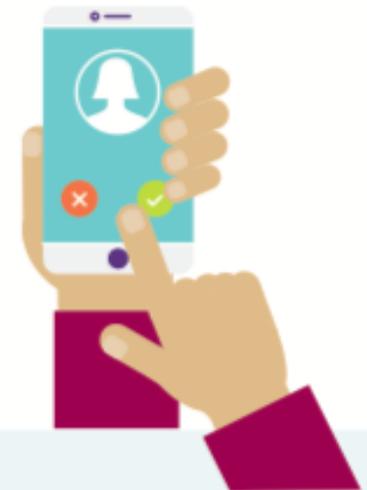
Even as consumers and businesses adopt new applications and view wireless in new ways, text/SMS/MMS and voice calls continue to be of great importance to how we communicate.



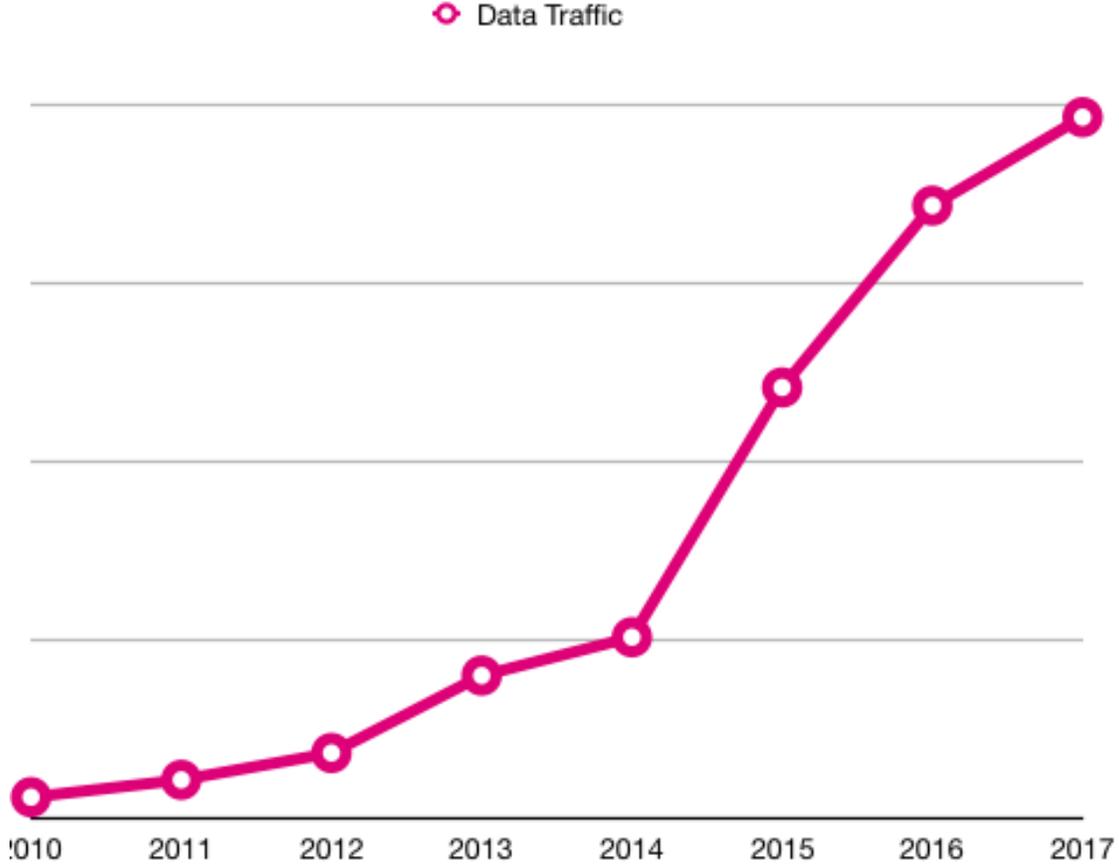
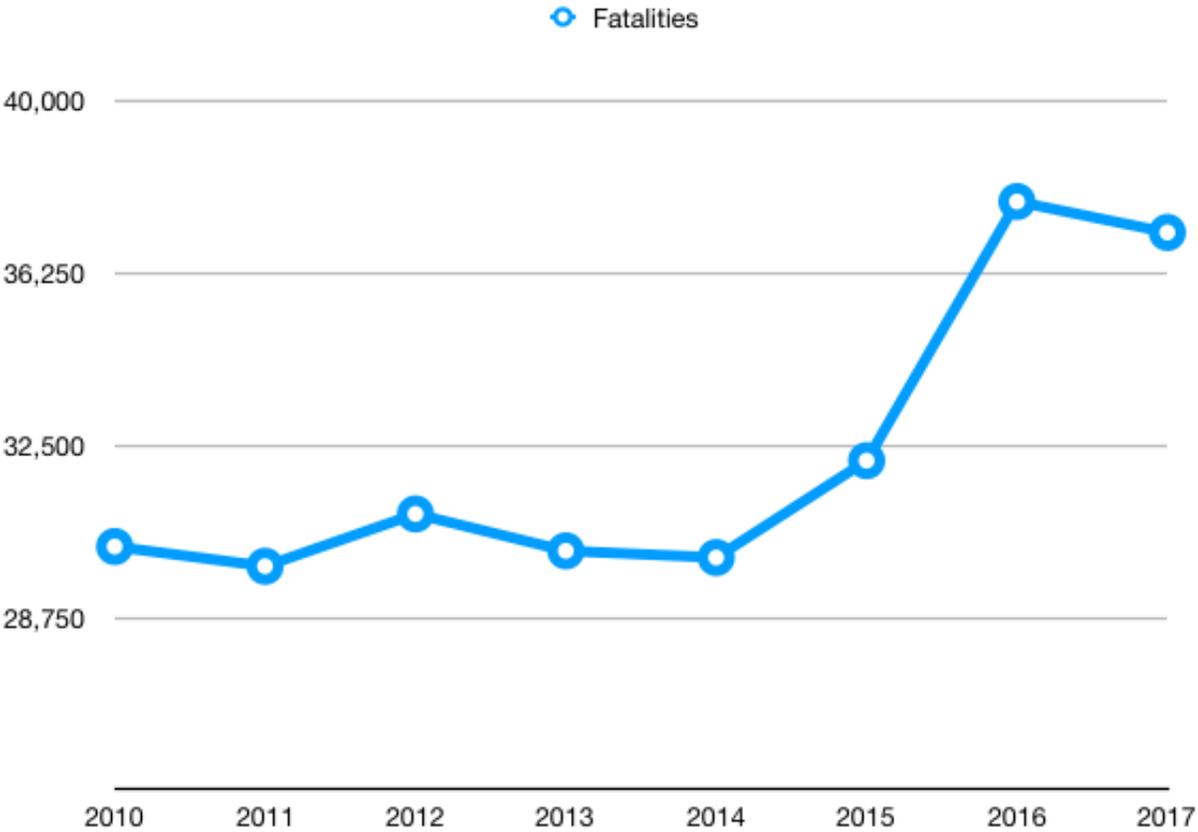
The equivalent of 56,000 messages every second of an entire year

Consumers exchanged **1.77 trillion messages** (combined SMS and MMS) in 2017.

Consumers also spent **2.2 trillion minutes** talking on their mobile devices through traditional voice services.



Smartphones & Data Traffic Increase Together



2018 Smartphone Distracted Driving Stats:

- Nearly 9-in-10 people admit to using their smartphone while driving.
- Nearly 4-in-10 drivers call distracted driving a habit.

May 2015

Smartphone activities people say they do while driving:

- Text 61%
- Email 33%
- Surf the net 28%
- Facebook 27%
- Selfie/photo 17%
- Twitter 14%
- Instagram 14%
- Shoot a video 12%
- Snapchat 11%
- Video chat 10%

April 2018

Smartphone activities people say they do while driving include:

- Text 81%
- Play music 64%
- Snap/view photos 64%
- Email 60%
- Access social media 50%
- Surf the net 47%
- Watch/stream videos 36%
- Shoot a video 31%
- Play games 28%
- Video chat 27%

April 2019

- 7-in-10 drivers say their smartphone has become essential for getting around.
- Watching videos and video chatting while driving doubled compared to our 2015 research.
- Other unsettling findings include:
 - 62% keep their smartphones within easy reach while driving.
 - 30% of people who post to Twitter while driving do it “all the time.”
 - 22% who access social networks while driving cite addiction as a reason.
 - Of those who shoot videos behind the wheel, 27% think they can do it safely while driving.

* Research commissioned by AT&T and conducted by Braun Research.





Thread



Bob Malak
@bob_malak



A millennial when they get a phone call instead of text



4.4M views

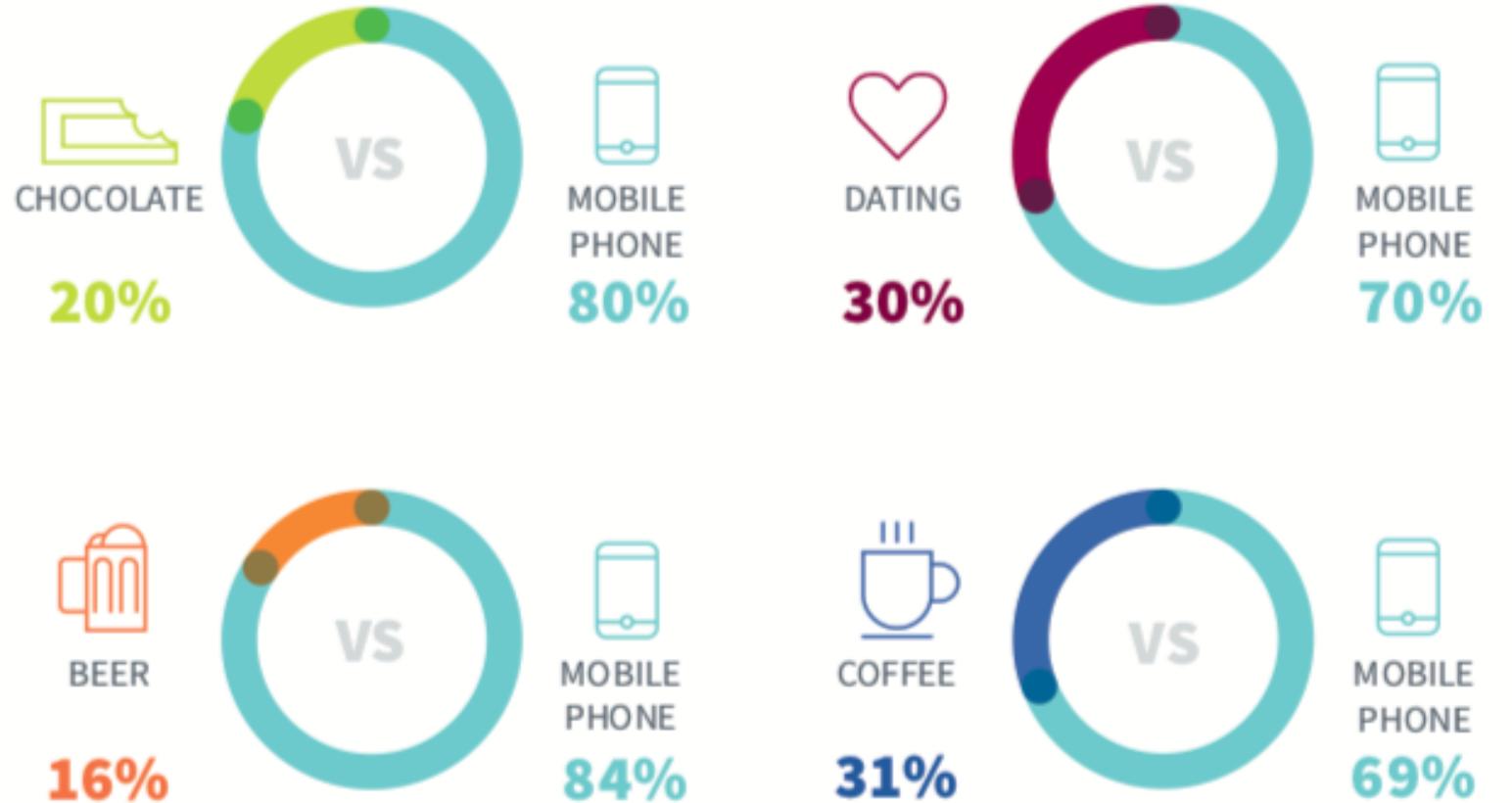
5:21 PM · 9/3/19 · [Twitter Web App](#)

Tweet your reply



GIVEN THE CHOICE, AMERICANS WOULD CHOOSE:

Just how important has mobile become to us? More and more Americans are saying they would choose their mobile phone over other popular products or activities.¹⁰



The Boston Globe

Why you can't stop checking your phone

To fight texting and driving means confronting a bigger problem, say experts: our technology is reprogramming us.

By [Leon Nevfakh](#) | GLOBE STAFF | OCTOBER 06, 2013

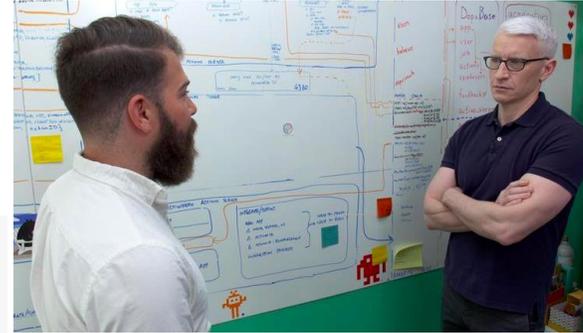


For many people, they say, using a smartphone may be less a decision than a habit—a move they make without initially thinking about what they are doing or why.



WHAT IS "BRAIN HACKING"? TECH INSIDERS ON WHY YOU SHOULD CARE

Silicon Valley is engineering your phone, apps and social media to get you hooked, says a former Google product manager. Anderson Cooper reports



MARKETPLACE

'We're designing minds': Industry insider reveals secrets of addictive app trade

A look at the science behind the 'technological arms race' to keep people fixated on their phones

Researchers Find New Brain Rhythm Triggered by Text Messaging with Smartphones

Neurologist William Tatum at the Mayo Clinic published, Cortical processing during smartphone text messaging, in the journal *Epilepsy & Behavior*
[Tatum says](#), "There is now a biological reason why people shouldn't text and drive – texting can change brain waves."



The unique 'texting rhythm' brain waves (blue box) in EEG readings from a 22-year-old woman (top right) writing a message (Image: Tatum et al / Elsevier)



A Dark Consensus About Screens and Kids Begins to Emerge in Silicon Valley

“I am convinced the devil lives in our phones.”

Technologists building these products and writers observing the tech revolution were naïve, he said.

“We thought we could control it,” Mr. Anderson said. “And this is beyond our power to control. This is going straight to the pleasure centers of the developing brain. This is beyond our capacity as regular parents to understand.”

“I try to tell him somebody wrote code to make you feel this way — I’m trying to help him understand how things are made, the values that are going into things and what people are doing to create that feeling,” Mr. Lilly said. “And he’s like, ‘I just want to spend my 20 bucks to get my Fortnite skins.’”

The truth is, **we all do it.**

1

85% of drivers

are distracted by their phone while driving.

2

1 out of 6 mins

Drivers are on their phone for 1 out of every 6 minutes while driving.

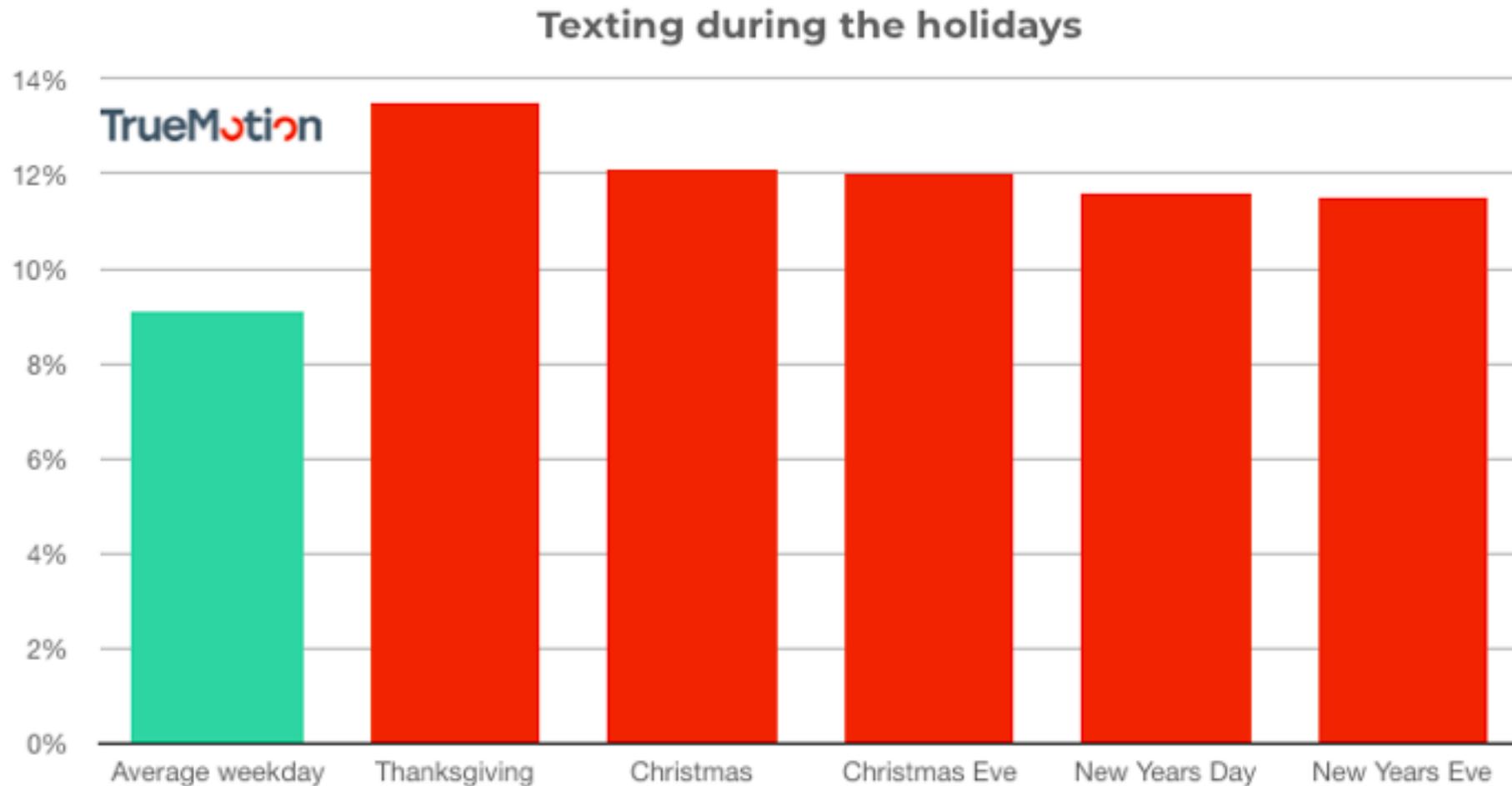
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71% are texting

71% of drivers are texting while driving.

Drivers text and use apps over 30% more during the holidays

Texting during holiday driving: It's worse than you thought



The 10 most distracted cities in America

Rank	City	Driving time distracted
1	St. Louis, Missouri	19.4%
2	Phoenix, Arizona	18.6%
3	Atlanta, Georgia	17.1%
4	Salt Lake City, Utah	16.9%
5	Fort Worth, Texas	15.9%
6	Tampa, Florida	15.3%
7	Raleigh, North Carolina	14.8%
8	Chicago, Illinois	14.7%
9	Paradise, Nevada	14.7%
10	Dallas, Texas	14.6%

2019 Snapshot
Over 160 billion miles analyzed

Distracted driving is 10X worse over 2018



Zendrive's Distracted Driving Study 2019

Research shows that drivers are getting worse every year.

The distracted driving epidemic, aka 'this generation's drunk driving', is increasing along with the rates of collisions and pedestrian deaths.

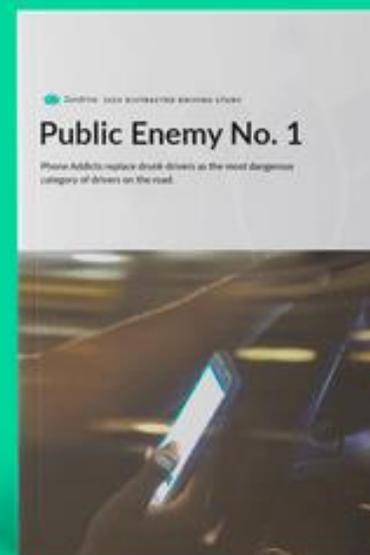
This coincides with the rise of "Phone Addicts" - a new class of drivers so obsessed with their phones, they've become worse than drunk drivers.

Download our 2019 Distracted Driving Report to learn:

- What cities are the most distracted in the nation
- How your state ranks for distracted driving
- What percentage of drivers are Phone Addicts

Get Zendrive's Distracted Driving Study

Download The Study



The most alarming trend from our 2019 study was identifying the Phone Addict driver category. Growing nationally at a shocking pace, **Phone Addicts nearly doubled in 2018** from 4.6 to 8 percent of the population. They engage in the following behaviors:

- Spend 1.5x more time on the road than average
- Drive 7.6x more miles while using their devices every day
- Pick up their devices 4.3x more than average
- Spend 6x more time with their devices each time they touch it

Phone Addicts to spend almost a third of their driving time – 28% actively ignoring the road.

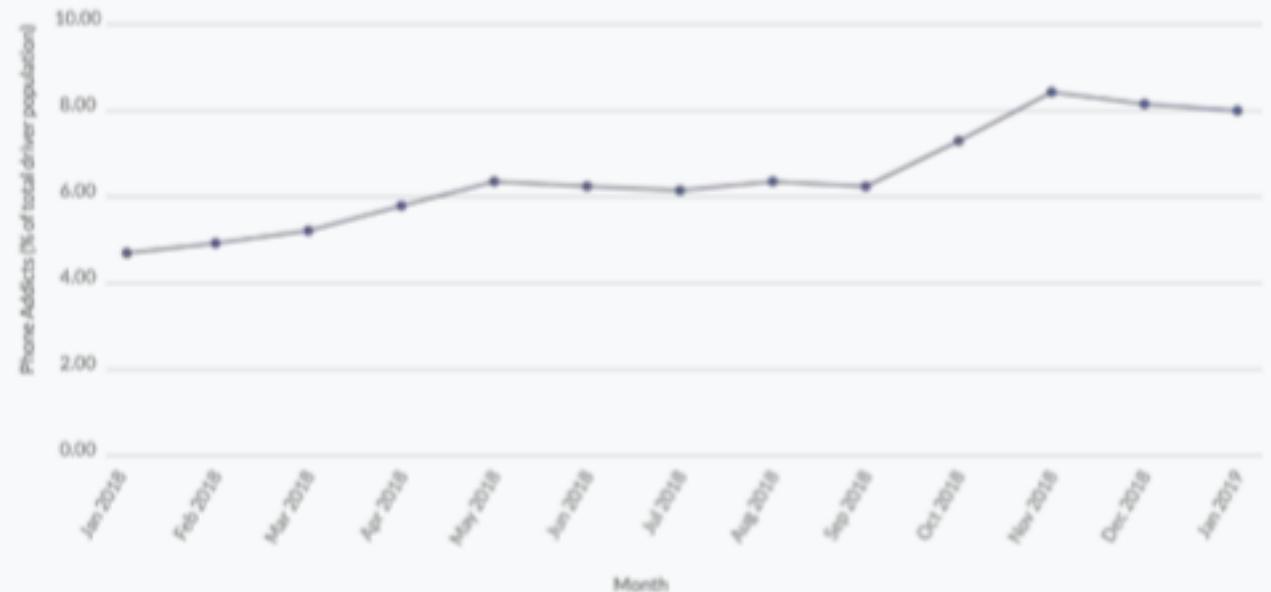
2019

One in 12 drivers is a phone addict



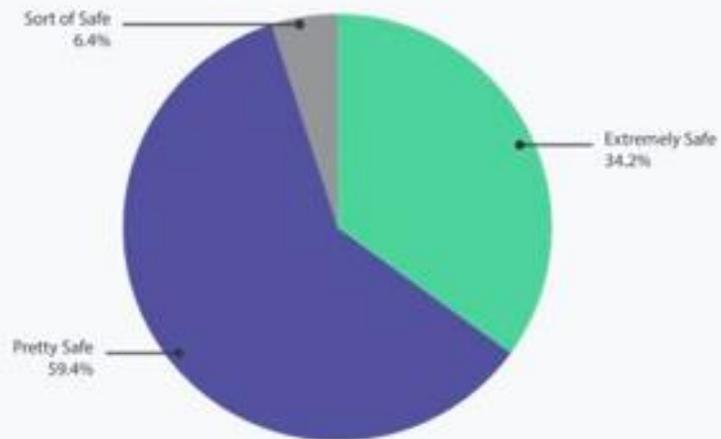
PERCENTAGE OF PHONE ADDICTS BY MONTH

Increase in phone addict percentage over a year

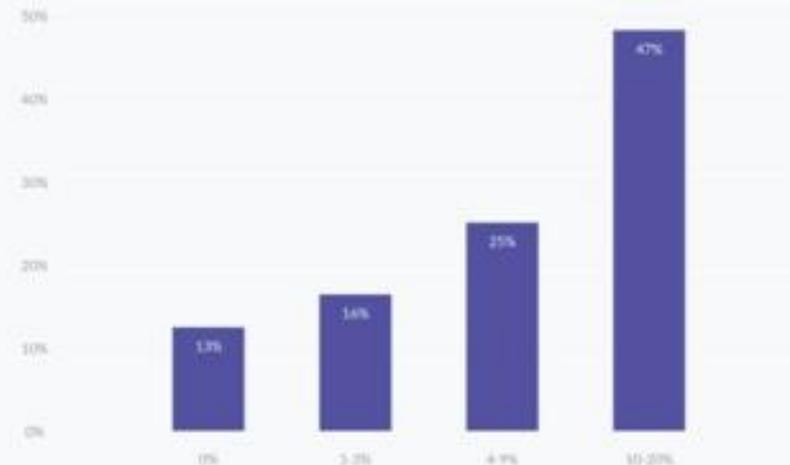


- 85% of respondents acknowledged distracted driving is a problem
- 90% claimed to be safe drivers, but...
- 47% admitted to using phones 10% or more of the time while driving, classifying them as 'Phone Addicts.'

93% OF PHONE ADDICTS SAY THEY'RE "PRETTY SAFE" OR "EXTREMELY SAFE" BEHIND THE WHEEL



NEARLY HALF SAY THEY'RE DISTRACTED ENOUGH TO BE A PHONE ADDICT BECAUSE THEY SPEND >10% OF DRIVE TIME IGNORING THE ROAD



Phone Addicts are on the road longer than drunk drivers!



DRUNK DRIVERS



PHONE ADDICTS



DISTRACTED DRIVING HAS INCREASED STEADILY DURING EVERY HOUR OF THE DAY (%)



Zendrive.com/school

The screenshot displays the Zendrive website interface. At the top, there is a navigation bar with the Zendrive logo and links for 'HOW IT WORKS', 'FOR FLEETS', 'FOR INSURERS', 'PRICING', 'CAREERS', 'SIGN IN', and 'SIGN UP'. Below the navigation bar, there are filters for 'States' (with a toggle) and 'Counties' (with a grid of letters A-F). A search bar is labeled 'Search School or County'. There are also dropdown menus for 'School Level' and 'Community Type'. The main content area is split into two parts: a map of the USA and a list of schools. The map shows states colored in green, yellow, and red, with a 'C' marker over Ohio. A pop-up window for Ohio shows a 'STATE RANKING' of 16/51 and a 'SEE COUNTIES' button. The list of schools is titled 'USA SCHOOLS BEST & WORST SCHOOLS' and includes a table with columns for 'RANK' and 'SCHOOL NAME'.

USA SCHOOLS
BEST & WORST SCHOOLS

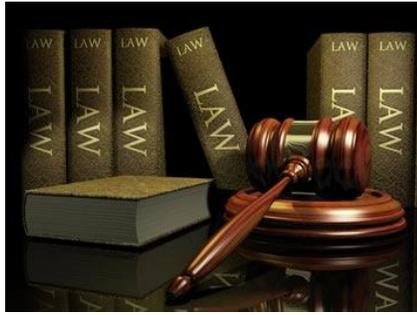
RANK	SCHOOL NAME
1	Laguna Elementary, California
2	Harrison Elementary, Maine
3	Webber School, Michigan
4	Tobe Turpen Elementary, New Mexico
5	Mercedes Academic Academy, Texas
6	Oaks Montessori School, Louisiana
7	Bolton-Edwards Elementary and Middle S...
8	Amikids Georgetown Middle and High Sch...
9	Luther High School, Oklahoma
10	Buckeye Local High School and Ohio Valle...

- At any given hour at least 40% used their phone at least once
- Over the course of the entire study, found 86% of drivers used phone at least once
- Out of the 4.5 million people - they avg. 1min. 52 seconds/hour
(habitual phone users - 3 min. 40 sec./hr (10 seconds longer than 2017 study, 3 min. 30 sec.)
- Drivers with iPhones use their phones nearly twice as much & for more than twice as long as Android owners (Android 1 min./hr - iPhone 2 mins. 45 sec./hr)

While less than 4 min. of driver phone use an hour doesn't seem long, it is deadly, so interventions need to focus on expressing the extremely high risk of using your phone for a seemingly short periods of time behind the wheel.

Criminal Punishments:

Prison time varying state to state from 1-20 years



Civil Liability

A Texas A&M student has been ordered to pay **\$21.825 million** in damages following a deadly Texas wreck in November 2007

Phone records indicated that he had sent and received 15 text messages and made seven calls in the 45 minutes prior to the fatal crash

Innovative solutions / Laws

The driver is not the only one at risk for being held liable for the crash

New Jersey Supreme Court ruled that if the sender of text messages knows that the recipient is driving and texting at the same time, a court may hold the sender responsible for distraction and hold him or her liable for the accident. Aug 2013

"We hold that the sender of a text message can potentially be liable if an accident is caused by texting, but only if the sender knew or had special reason to know that the recipient would view the text while driving and thus be distracted," the court said.

What if you were the distracted driver?



What can you do to be a more focused driver?

Lead by example Make an impact, it starts with you

Get off the phone - Take the pledge

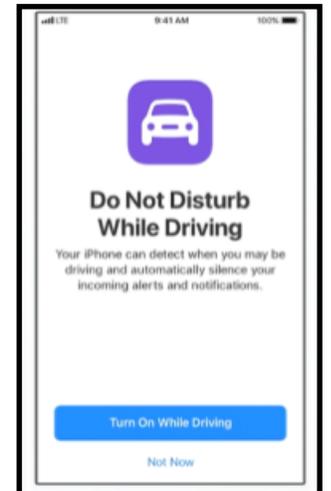
Turn your ringer off or on silent when you get behind the wheel to avoid the temptation

Use an App to break your habit ->

Have a designated texter

Change your voicemail message

Do not Disturb - iOS 11



Engineering Solutions?

Rumble Strips

Roundabouts

Connected Infrastructure

Other solutions....

Challenge yourself, think outside the box, innovate

Retrain your brain with a new driving habit

Successful approach to changing habits



USE AN IF THEN APPROACH TO INSERT GOOD HABITS OVER BAD HABITS

IF A CUE OCCURS, THEN DO THIS INSTEAD

Notice your triggers are when you tend to engage in distracting behaviors and retrain yourself when you are triggered to react with a useful behavior instead.

Persistence is needed to retrain yourself to break the bad habit and form the good, new one.

You don't really want to dump Facebook:

You just need Space

Space uses neuroscience and AI to help you kick app addiction.
No shame. No sponsors. Just a little breathing room to help you take back control.

FOR ANDROID

FOR IOS

FOR CHROME



Boundless Mind



[Why Space?](#) [How it works](#) [Get Space](#)

Get some breathing room

Space loads a Moments of Zen before apps you need space from.
This short-circuits instant gratification and puts you in charge again.



What is being done? LAWS

★ Proven successful - strict enforcement with high visibility campaigns reduce use

Enforcement Works



Laws are evolving and modernizing as the technology changes.

A Law Alone is NOT Enough

Road safety legislation needs to be followed up with implementation through social marketing campaigns and consistent and sustained enforcement activities. *

Success requires government & societal investment, such as police training, enforcement activities and public awareness campaigns.

Laws are not an overnight fix. Getting the law passed is only step 1.



* UN Resolution 66/260 - Improving Global Road Safety

Bloomberg

Smartphones Are Killing Americans, But Nobody's Counting

Amid a historic spike in U.S. traffic fatalities, federal data on the danger of distracted driving are getting worse.

Photographer: Jaap Arriens/NURPHOTO VIA GET

Public Safety

A Distracted Driving Crackdown Is Coming

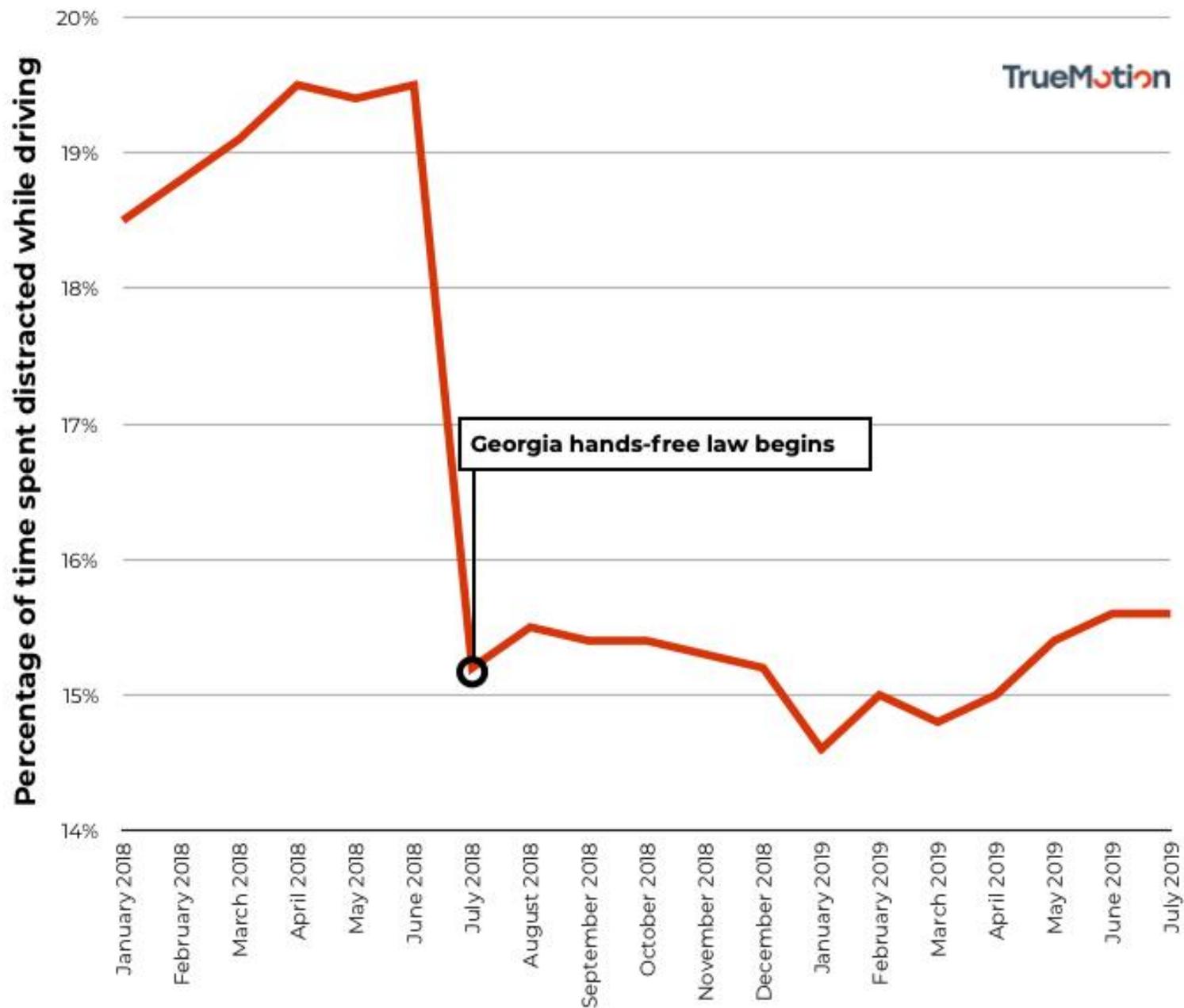
“The public is finally at the point where they’re fed up. They know this is a massive problem.”

Captain Derick Durden, a Georgia state trooper. “The law has teeth ... and the compassion period is over; we’re going to be aggressively enforcing it now.”

Report: GA Hands-Free Law decreases traffic fatalities, insurance claims

Insurance rates had risen 12.6% in that same time period and now rates have either stabilized or have gone down up to 2.5% in the state.

DISTRACTED DRIVING IN GEORGIA



Heads up, drivers! Cherokee County deputies cracking down on distracted driving

By: Wendy Corona

Updated: Apr 25, 2019 -

34 fatalities in 2017.

18 fatalities in 2018 (hands-free law went into effect 7/1)

1 fatal crash in 2019 (as of 4/25)

“Usually then, they'll try to minimize it and say, 'Well, yeah, I was holding my phone but I wasn't texting on it. I was just holding it,'" Turcotte said. “We're trying to take as much corrective action as we can to keep people safe on the roads. We've only had one fatality this year and we'd really like to keep it that way.”



Thank you

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STOP  **DISTRACTIONS**.ORG
CHANGING MINDS AND SAVING LIVES