



Presentation to Delaware Valley Regional Planning Commission

Overview of the Safety Agenda of the Nation &
Distracted Driving

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Chairman, Board of Directors
National Safety Council*

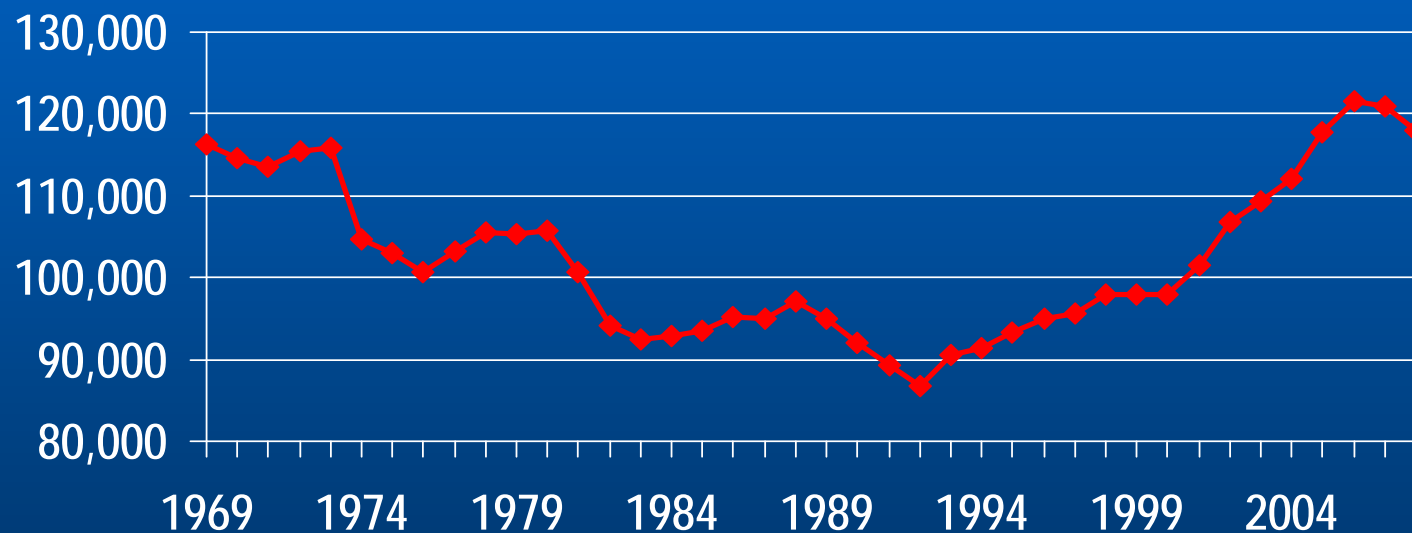
Latest Estimates: 2008

Class	2008 Deaths	Change from 2007
All U-I	118,000	-2.5%
Motor-Vehicle	39,000	-10%
Work	4,303	-11%
Home	54,500	+14%
Public	22,200	-20%



Long-Term Trends

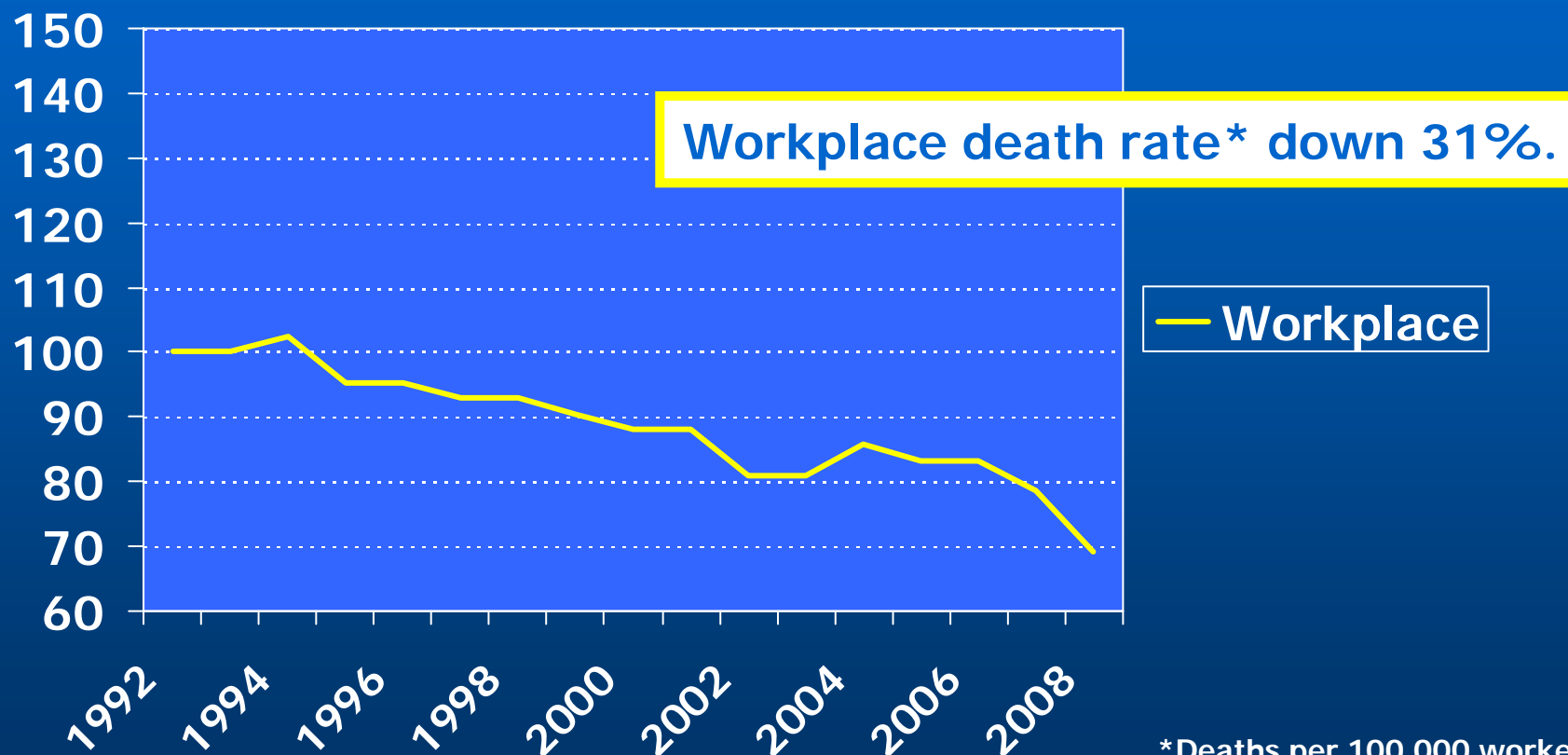
Total U-I Deaths, U.S., 1969-2008



Recent Trends



Death Rate Indexes (1992=100)



*Deaths per 100,000 workers.

Source: *Injury Facts*, 2010 Ed.

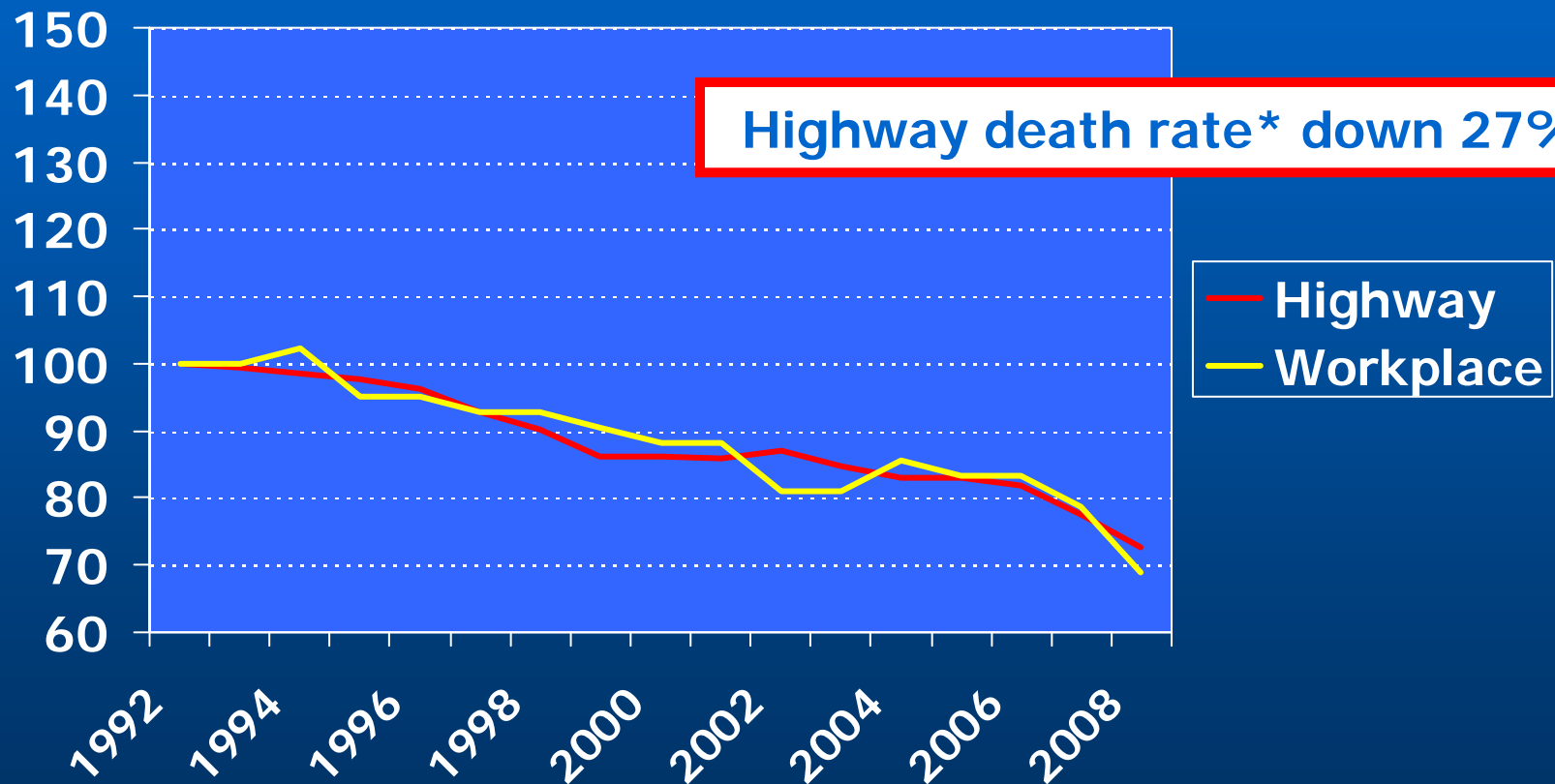


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Recent Trends (Cont.)



Death Rate Indexes (1992=100)



*Deaths per 100 million vehicle-miles traveled.

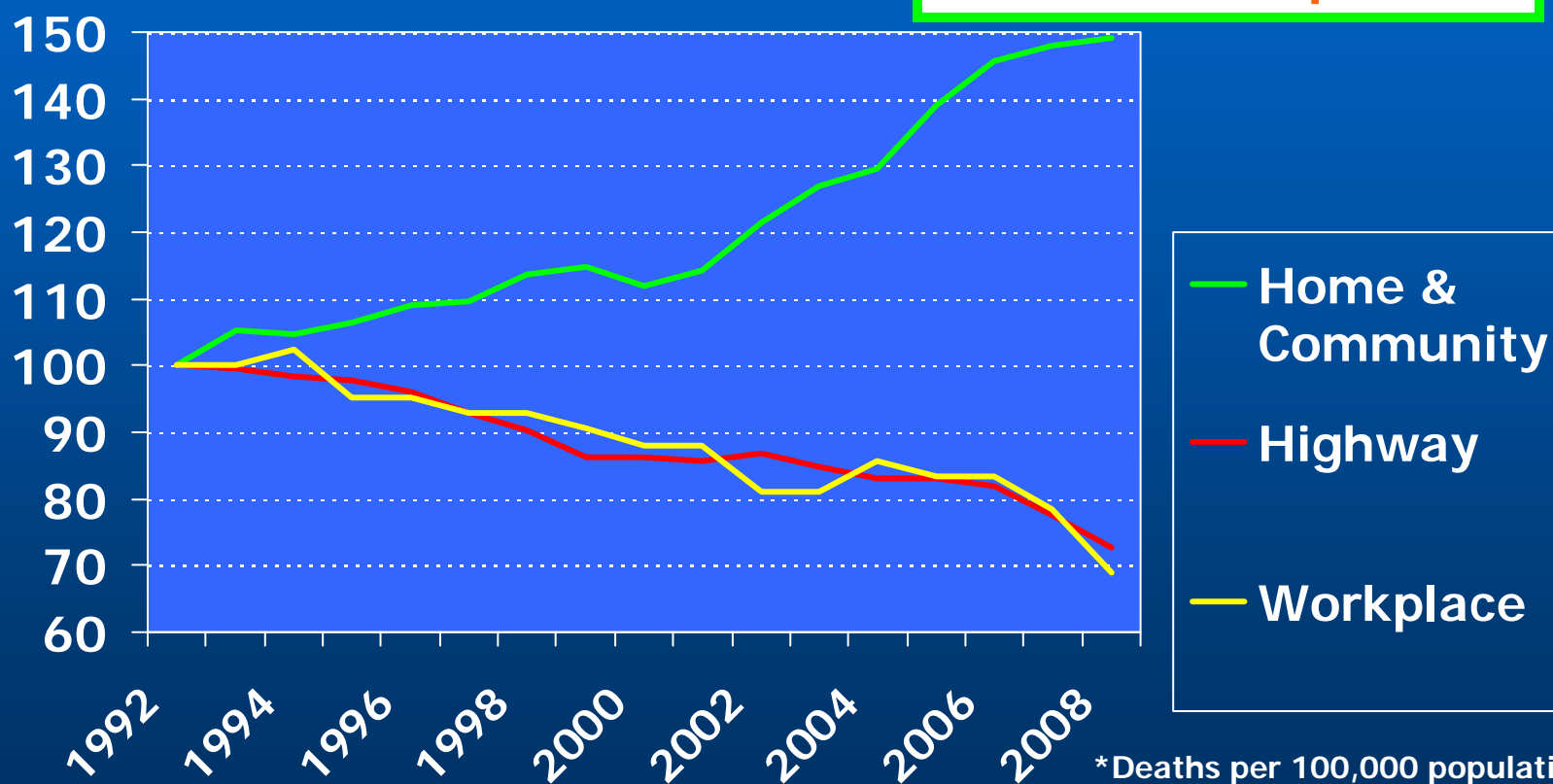




Recent Trends (Cont.)

Death Rate Indexes (1992=100)

Home & Community
death rate* up 49%.



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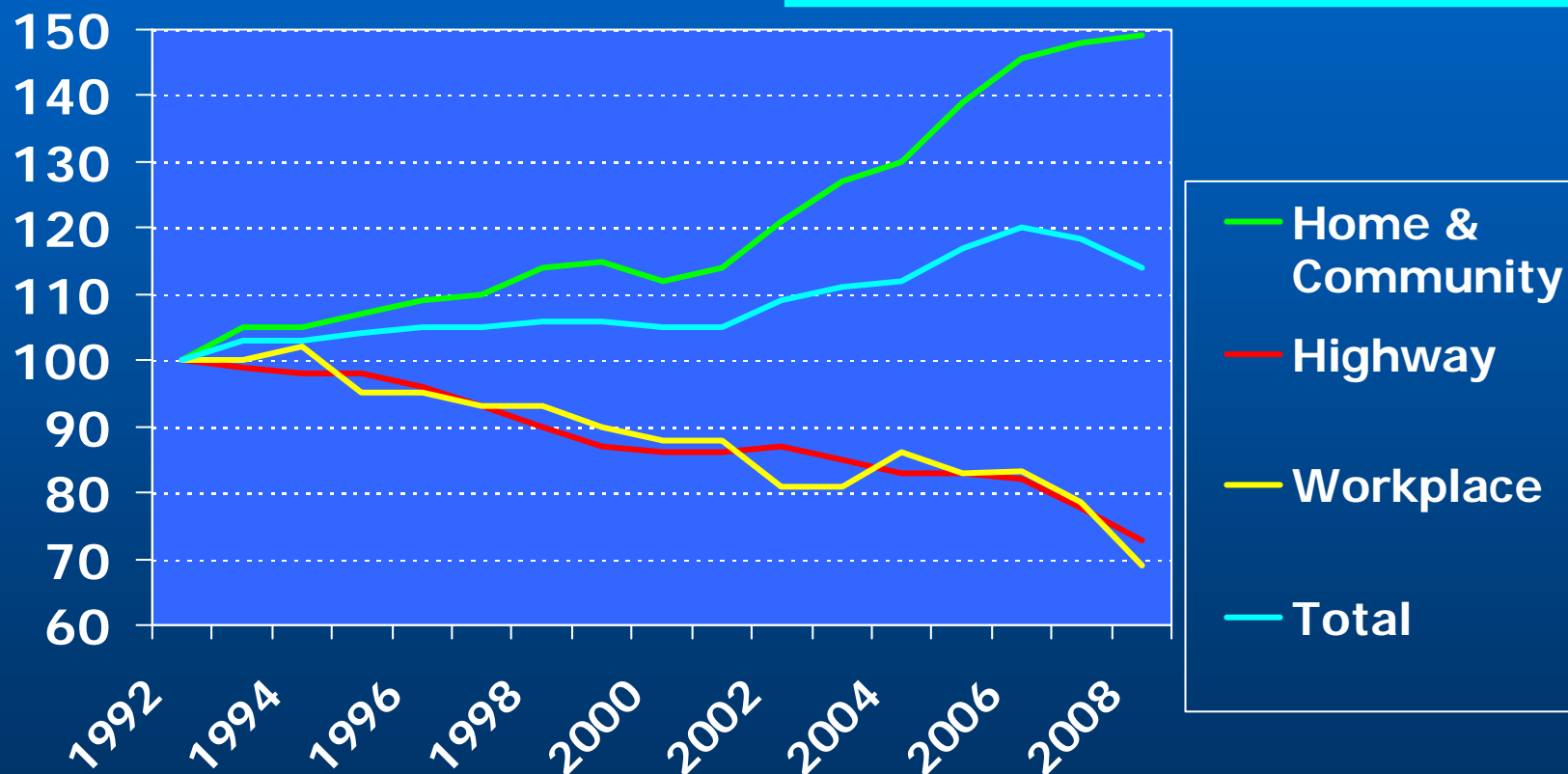
Source: *Injury Facts*, 2010 Ed.

Recent Trends (Cont.)



Death Rate Indexes (1992=100)

Total U-I death rate* up 14%.



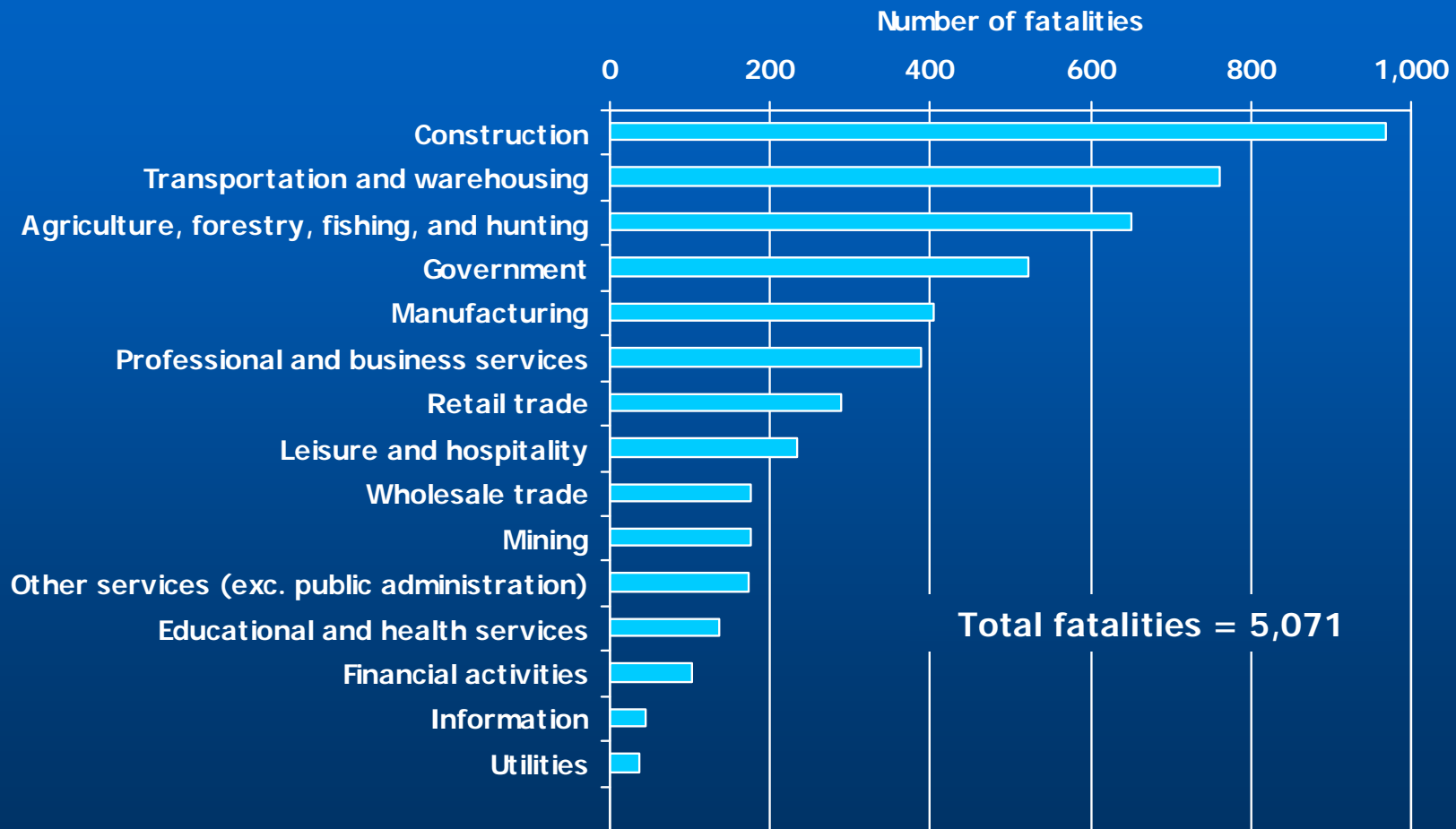
*Deaths per 100,000 population.



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Source: *Injury Facts*, 2010 Ed.

Number of Total Fatal Occupational Injuries by Industry Sector, 2008*



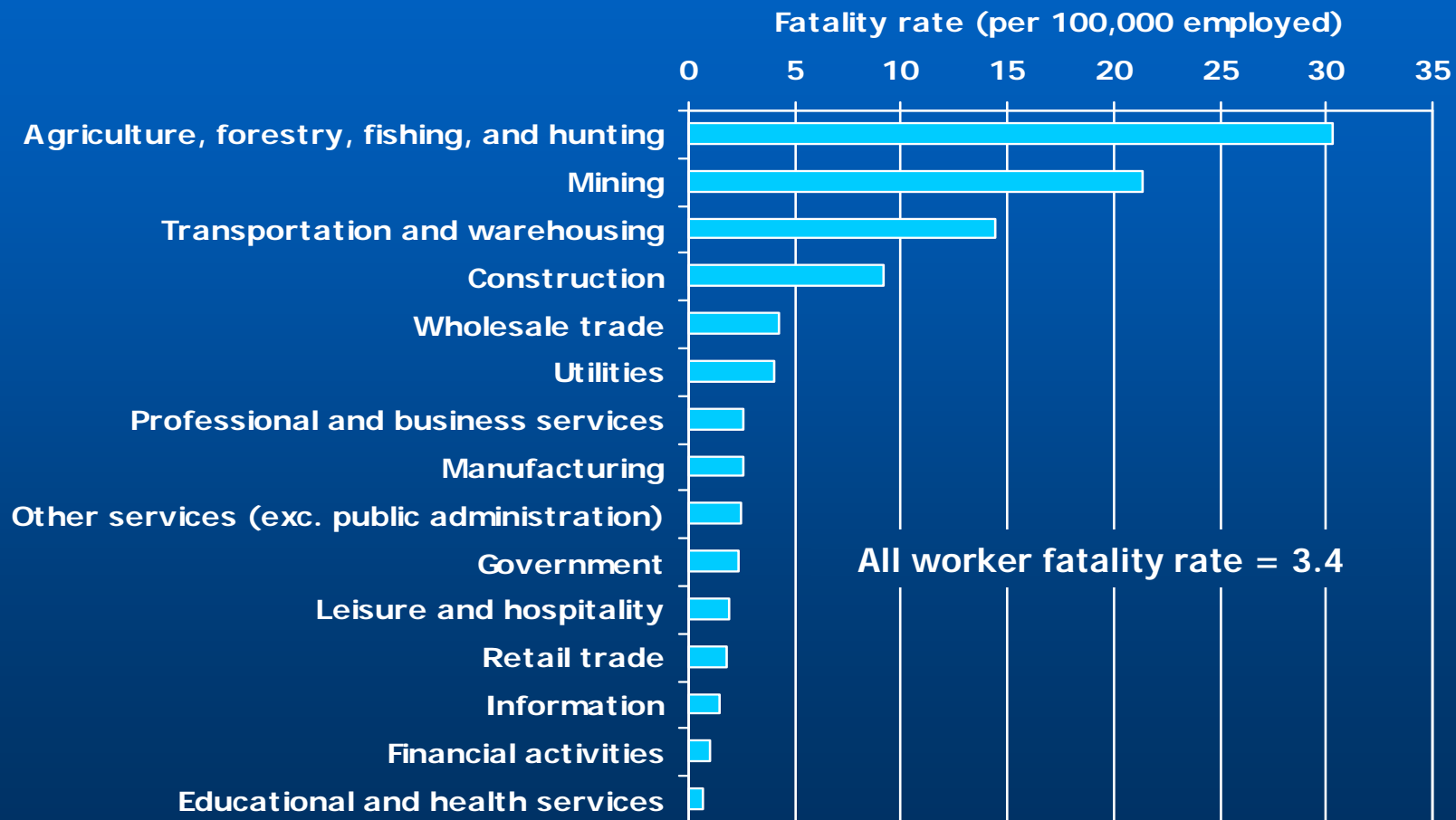
Source: Bureau of Labor Statistics

* Preliminary, includes homicides and suicides



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Rate of Total Fatal Occupational Injuries by Industry Sector, 2008*



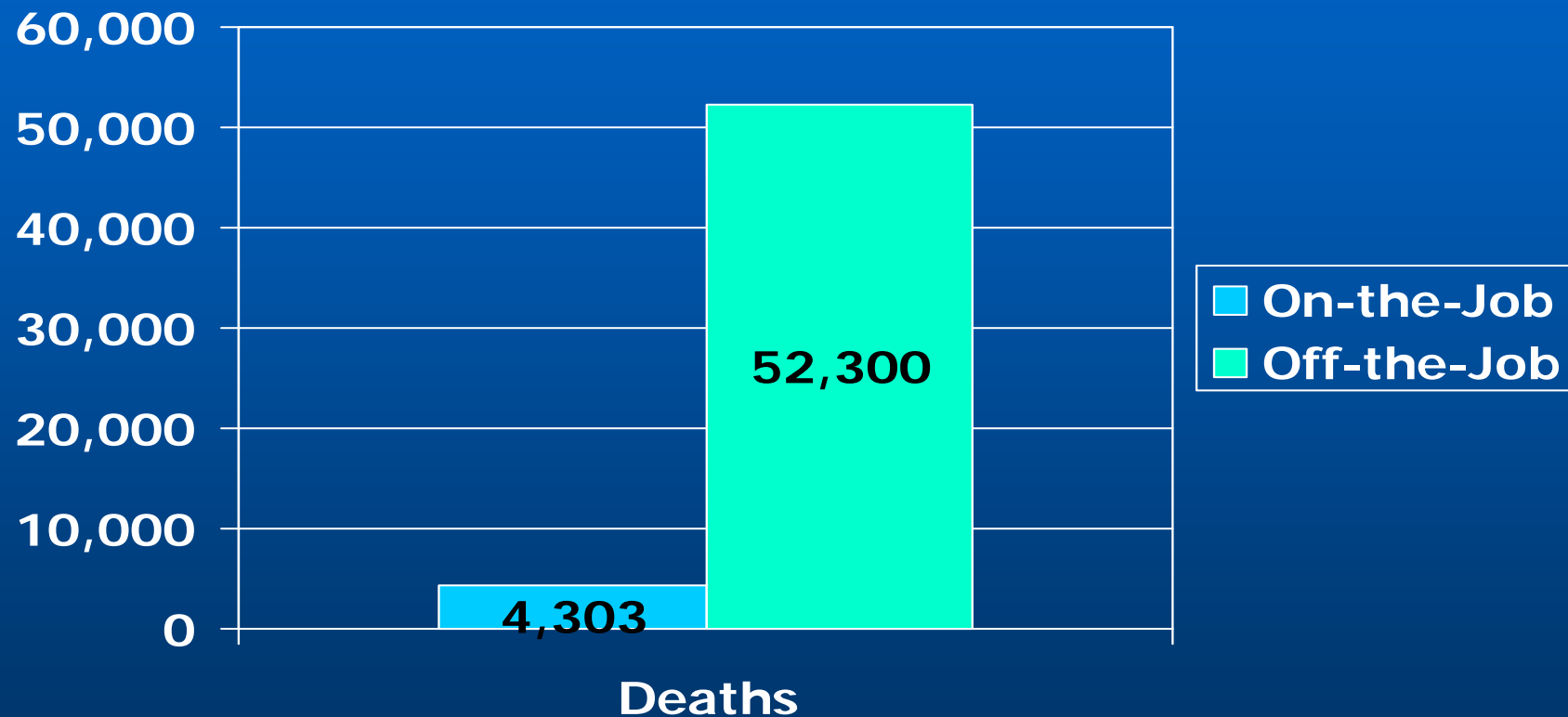
Source: Bureau of Labor Statistics

* Preliminary, includes homicides and suicides



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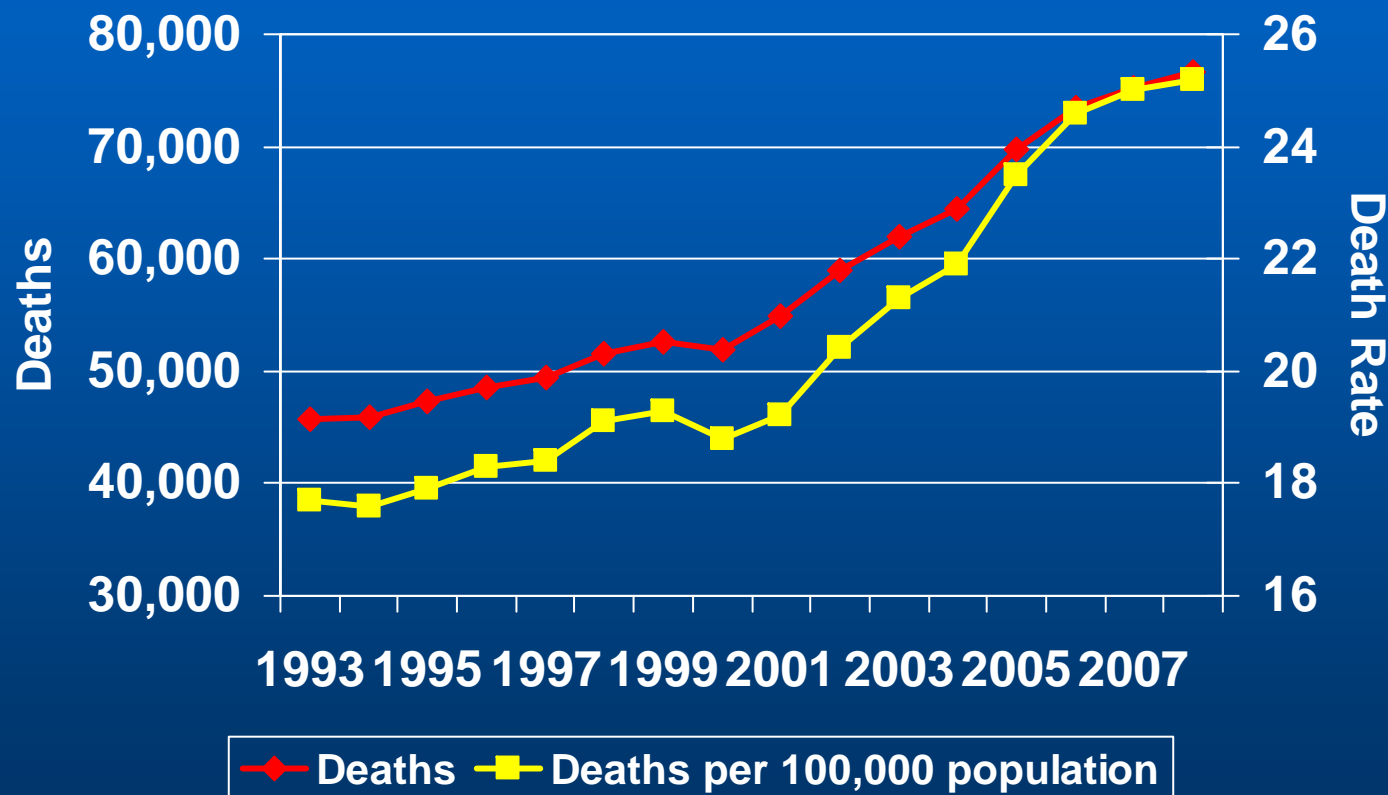
Off vs On-the-Job Deaths – 12:1



Source: *Injury Facts*, 2010 Ed.



Home and Community Trends

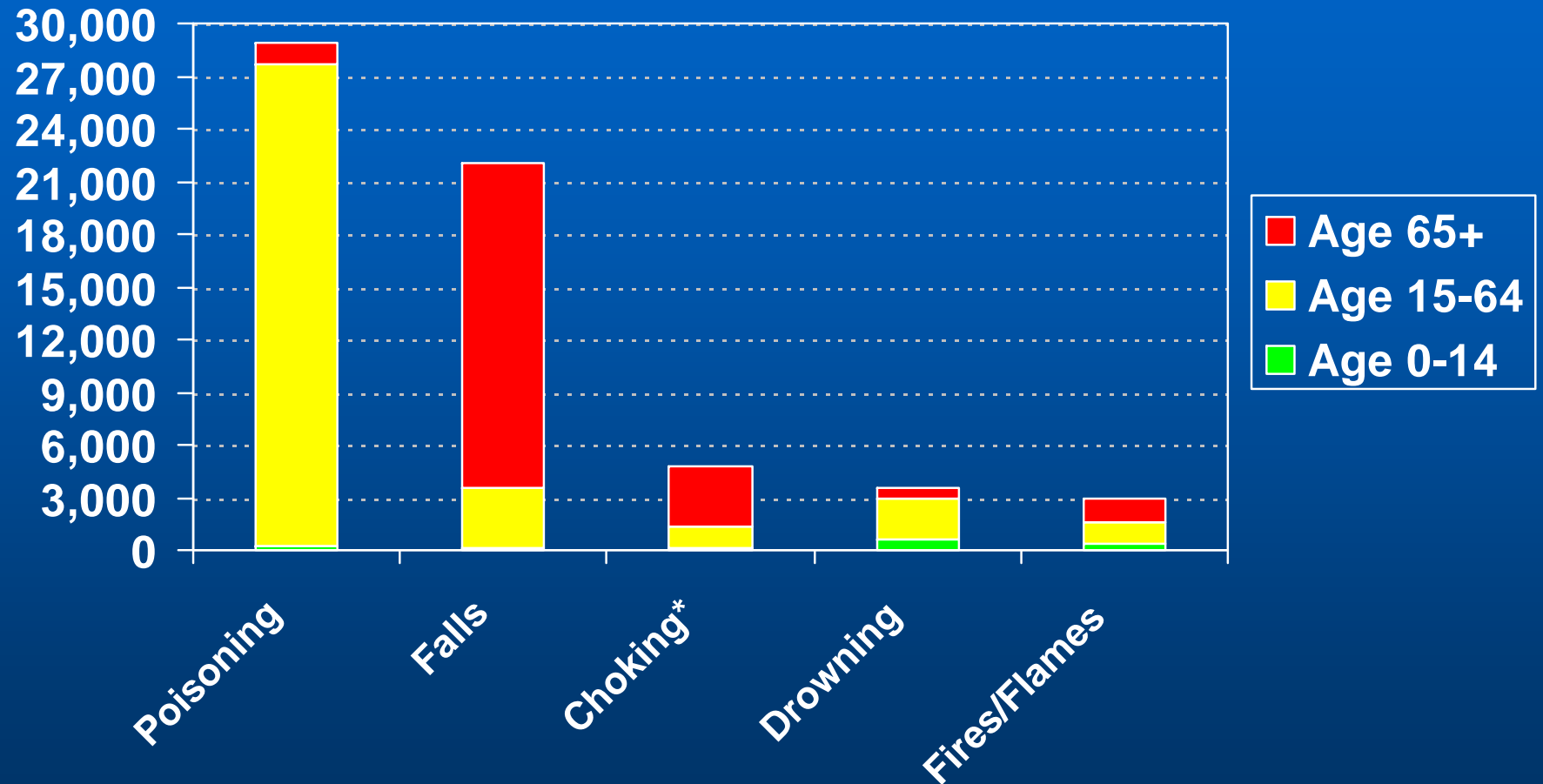


Source: *Injury Facts*, 2010 Ed. 11



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Home & Community Deaths, 2007



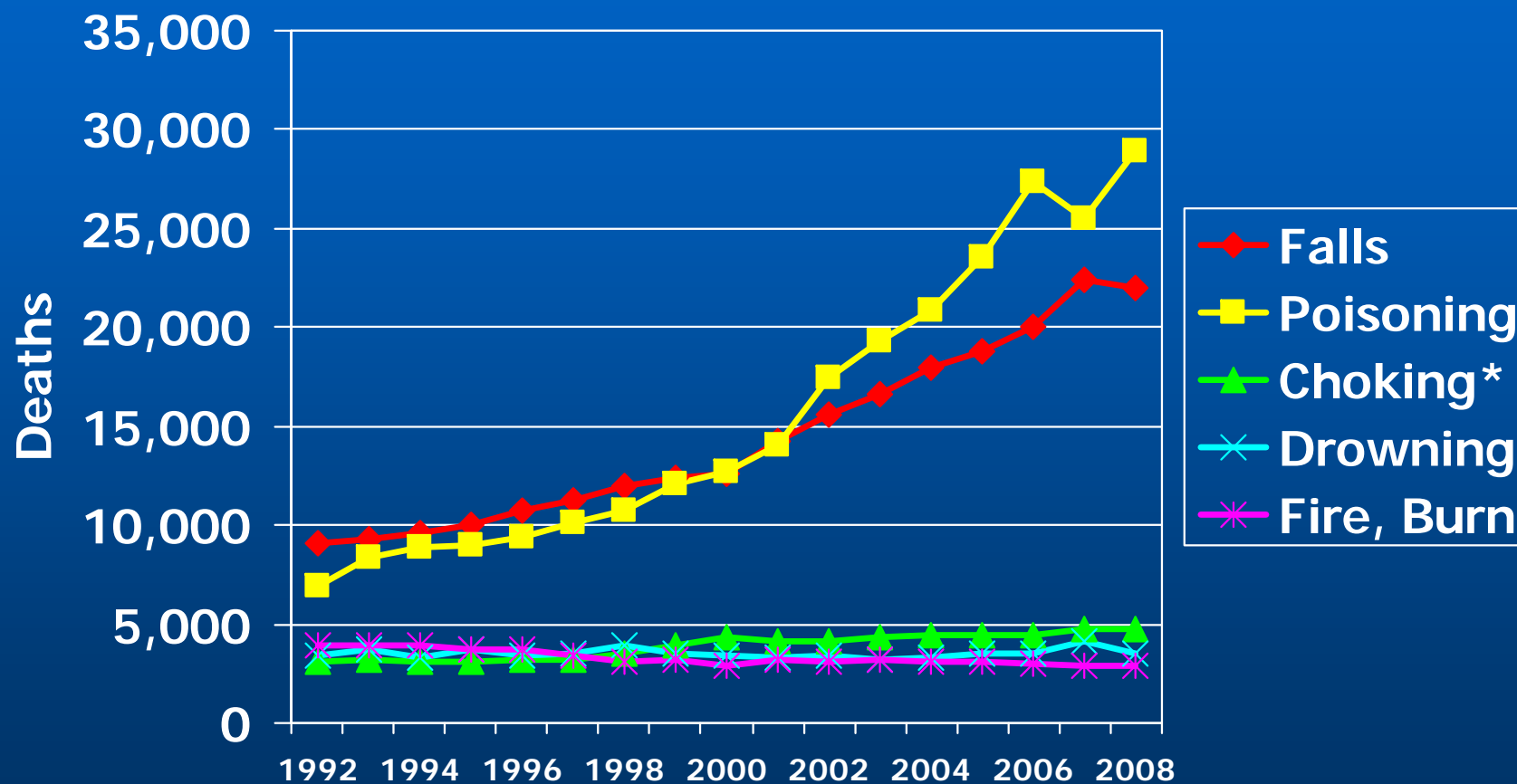
* Inhalation or ingestion of food or object obstructing breathing.

Source: *Injury Facts*, 2010 Ed.



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Trends in Leading Causes Home & Community



* Inhalation or ingestion of food or object obstructing breathing.

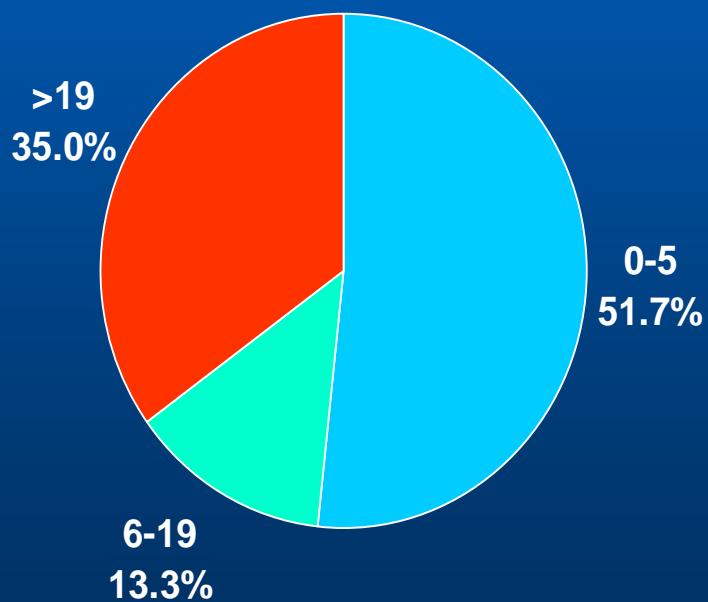


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Source: *Injury Facts*, 2010 Ed.

Unintentional Poisoning

Poisoning Exposures, 2007



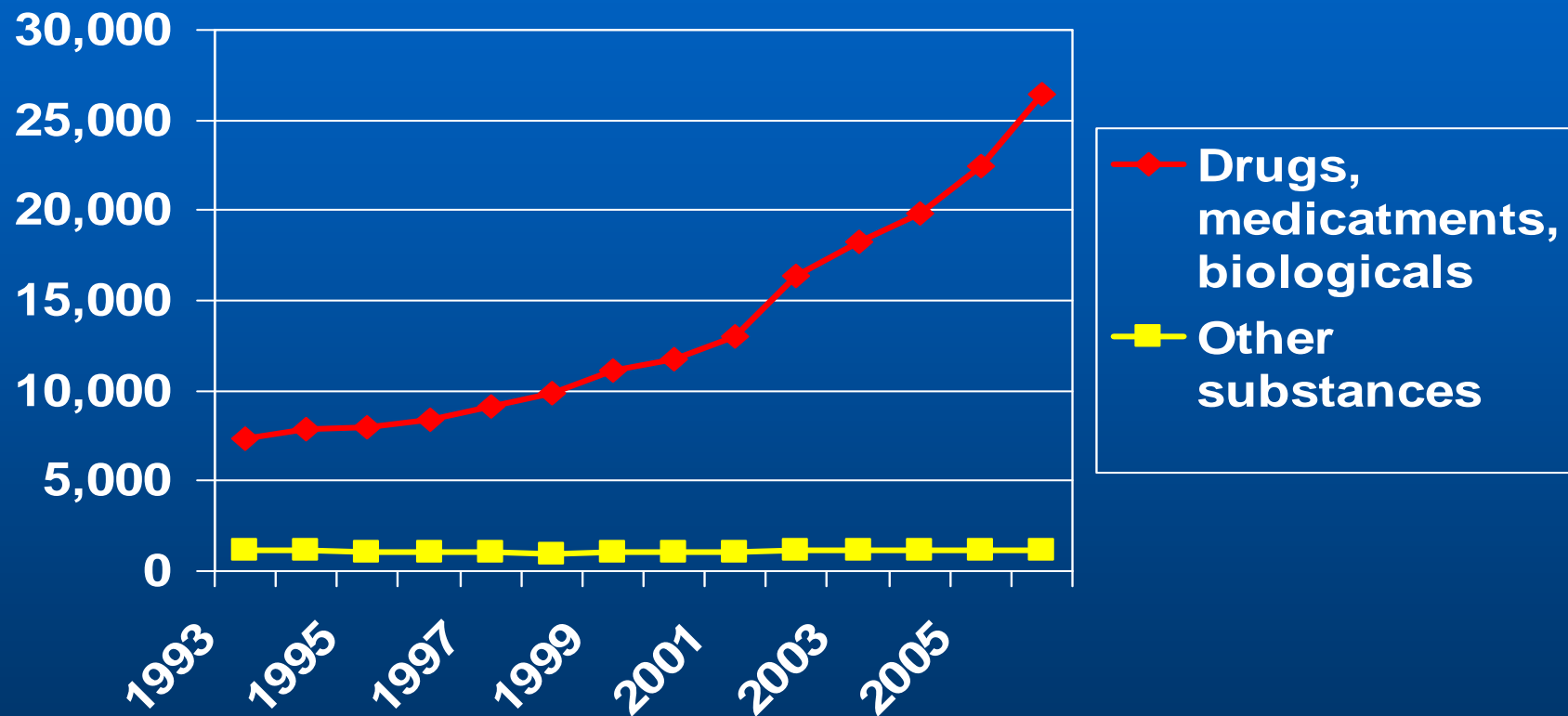
Poisoning Deaths, 2006



Source: *Injury Facts*, 2010 Ed.



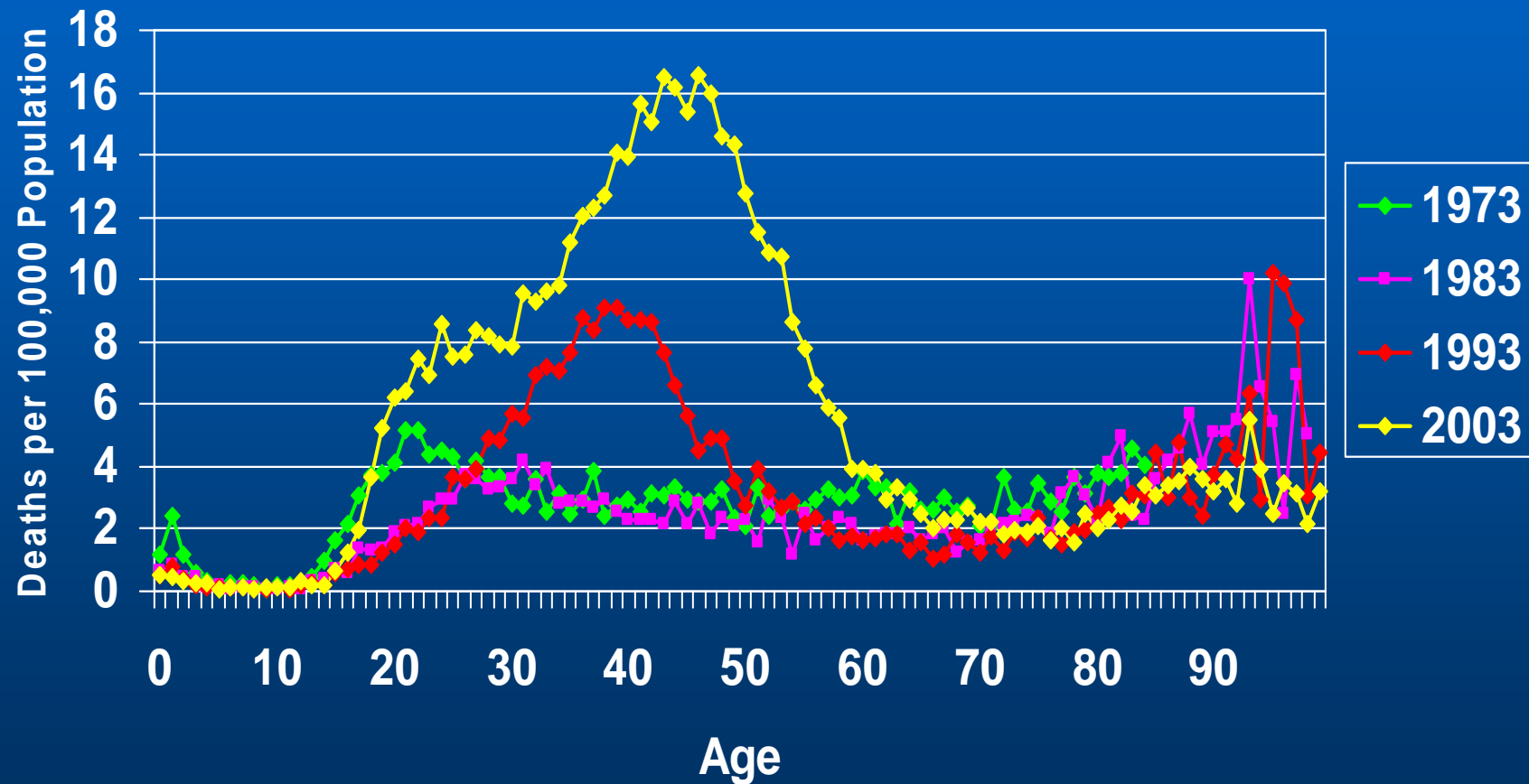
Poisoning Deaths by Substance



Source: *Injury Facts*, 2010 Ed.



Poisoning Death Rates by Age



Highway

- **2.9 *trillion* vehicle-miles of travel (-3%)**
 - 14,000 miles/driver
- **9/10 adults licensed**
 - 208 million drivers (+1%)
- **5 vehicles / 4 licensed drivers**
 - 258 million vehicles (+1%)

Source: Federal Highway Administration



Highway (Cont.)

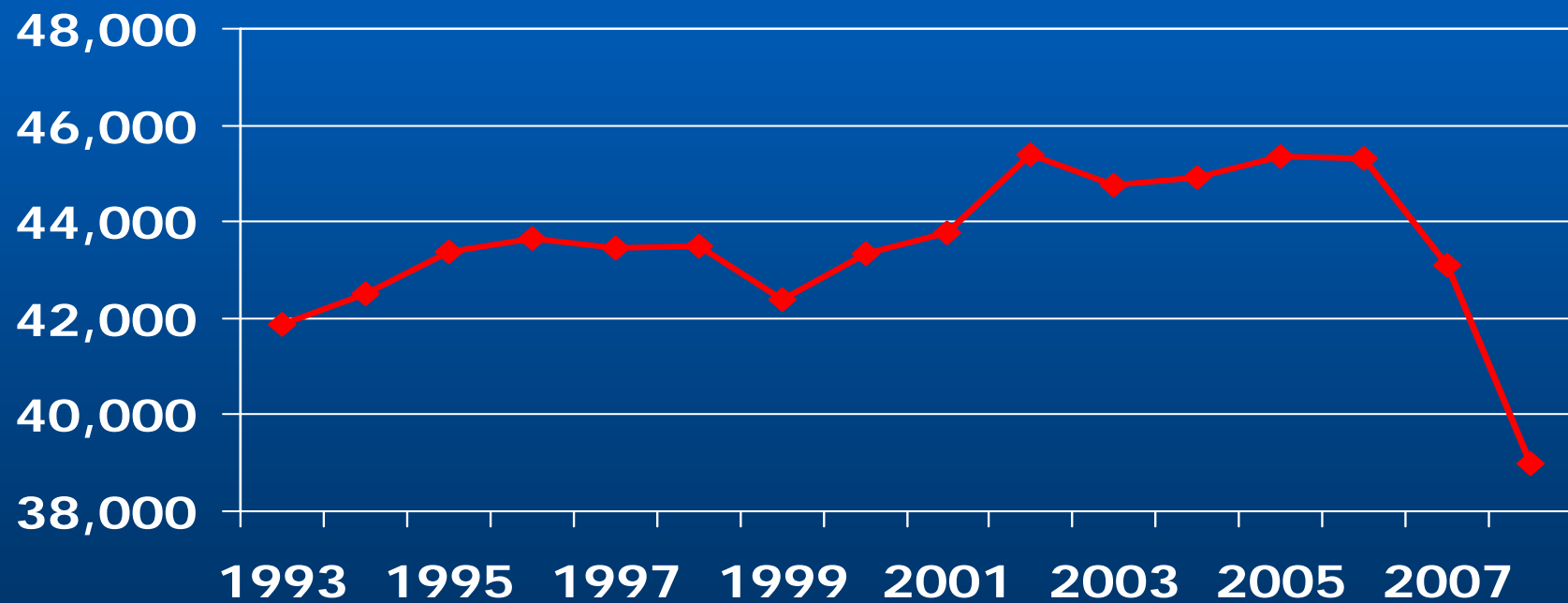
- 1.33 deaths per 100 million vehicle miles
 - lowest on record
- 12.8 deaths per 100,000 population
 - Lowest on record

Source: *Injury Facts*, 2010 Ed.



Recent Trends

M-V Deaths, U.S., 1993-2008



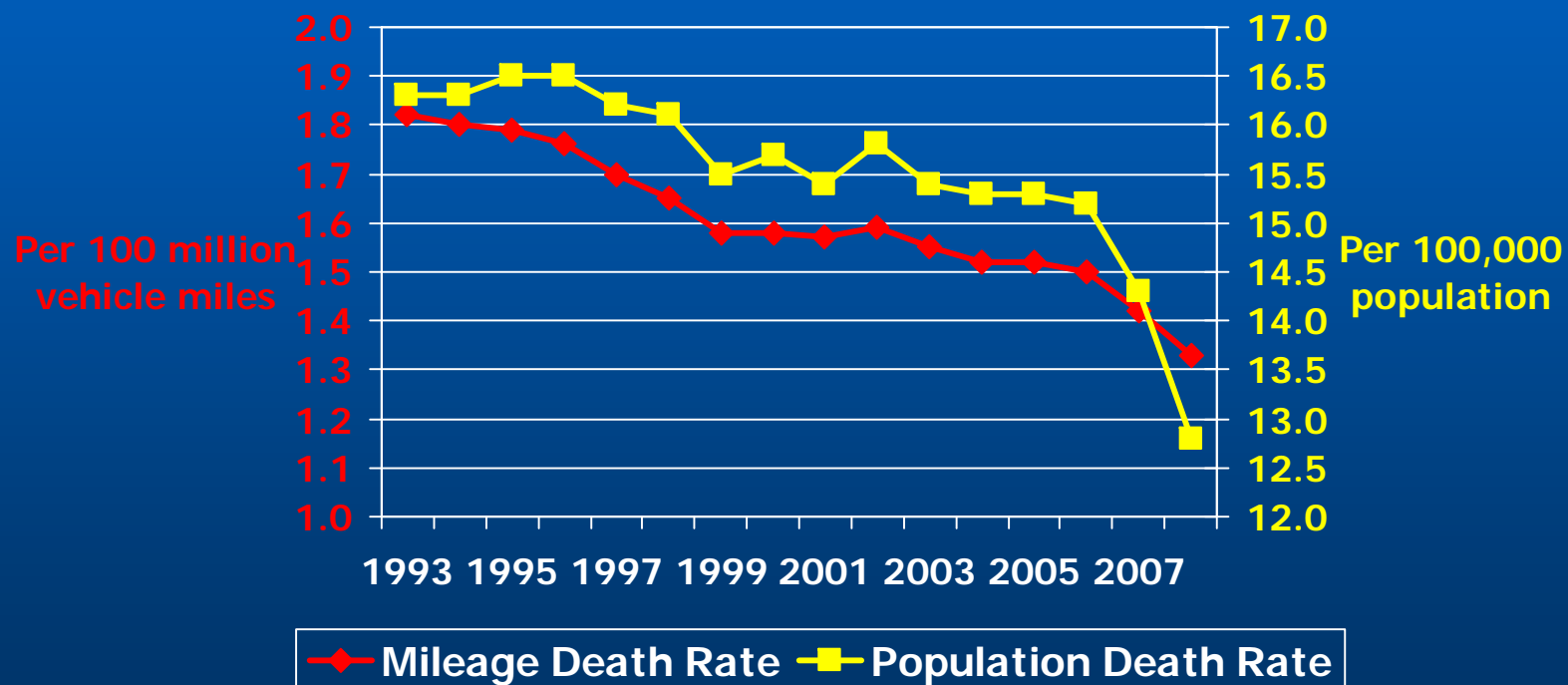
Source: *Injury Facts*, 2010 Ed.



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Recent Trends (Cont.)

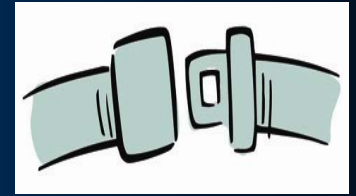
Motor-Vehicle Death Rates, U.S., 1993-2008



Source: *Injury Facts*, 2010 Ed.



Occupant Protection



- 49 states and the District of Columbia have mandatory belt use laws in effect.
 - 30 states and the District of Columbia allow standard (primary) enforcement.
- Safety belt use was 84% overall in 2009 and was statistically unchanged from the 83% use rate in 2008.
 - Belt use was at a significantly high 88% in states with primary enforcement laws.



Occupant Protection (Cont.)

- >12,800 deaths of unrestrained occupants
- Helmet use increased from 58% in 2007 to 67% in 2009.

Source: *Injury Facts*, 2010 Ed.



Alcohol



- All states and the District of Columbia have 21-year-old minimum drinking age laws and a legal threshold BAC of 0.08 g/dL or higher.
- Fatalities in alcohol-impaired crashes declined by 10% to 11,773 from 2007 to 2008.
- In 2008, there was an average of 1 alcohol-impaired fatality every 45 minutes.



Speeding

- Excessive speed was a factor in 31% of all traffic fatalities in 2008.
- The number of speeding-related (11,674) fatalities represents a decline of over 10% from 2007 to 2008.
- Speeding-related crashes cost the nation over \$40 billion annually.





Distracted Driving

- It is estimated that drivers engage in potentially distracting tasks 34% of the time their vehicles are in motion.
- In 2008, 5,870 people lost their lives and an estimated 515,000 people were injured in police reported crashes that involved distraction.
- At any given time, 11% of drivers were using cell phones in 2008.
 - Use was highest among young drivers 16-24 years old and higher among females than males.

Source: *Injury Facts*, 2010 Ed.

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Young Drivers

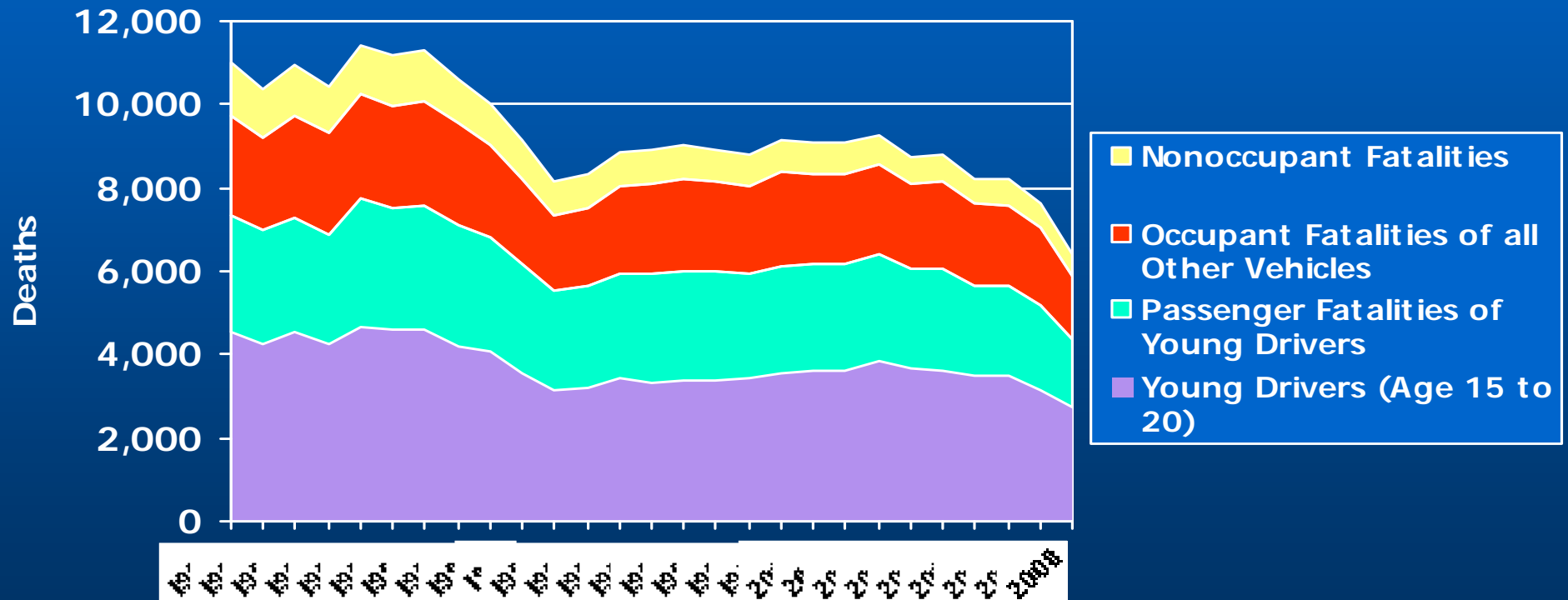
- Total fatalities in crashes involving 15-20 year old drivers exceeded 6,200 in 2008.
- The latest 2006 mortality figures show that motor-vehicle crashes are the leading cause of death for 15-20 year olds.
- Young driver fatalities account for only about half of the overall fatalities associated with young drivers.

Source: National Highway Traffic Safety Administration



Young Drivers (Cont.)

Historical Trend of Young Driver Related Fatalities

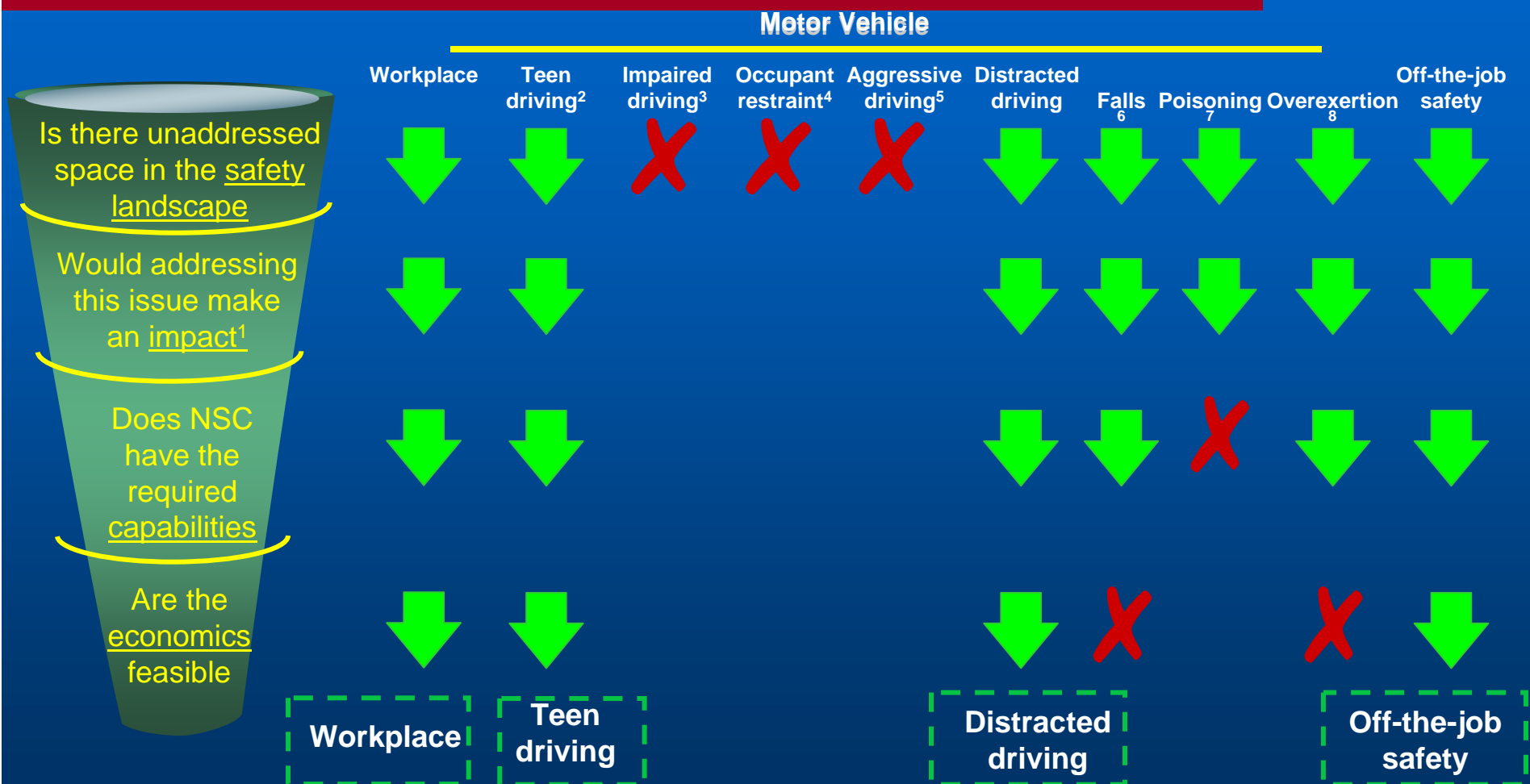


Source: *Injury Facts*, 2010 Ed.



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Teen driving, distracted driving and off-the-job safety potentially attractive focus areas for NSC beyond workplace



1. Impact fatalities and/or injuries 2. Address specific driving issues related to teen drivers and potentially expand to elderly drivers 3. Eliminated based on safety landscape—MADD leadership 4. Eliminated based on safety landscape—NHTSA leadership 5. Eliminated based on other agencies addressing this issue and presence of existing DDC programs 6. Eliminated based on economics—little financial opportunity from preventing elderly falls 7. Eliminated based on required capabilities to have an impact 8. Eliminated because of lower economic potential—limited opportunity to scale up business on single issue
Source: Injury Facts® analysis



NSC Strategies

1. Educate the public about the risks of cell phone use and texting while driving, and the special risks of cognitive distraction.
2. Engage business leaders to set policies banning cell phone use by their employees.
3. Enact laws banning texting and cell phone use.
4. Promote technologies that prevent drivers from using cell phones in moving vehicles.



Education Strategy

- Increase understanding of the risks.
- Use emotion from personal stories.
- Partner with the wireless industry to reach parents and teens.
 - Parents as enforcers for teens.
 - Peer-to-peer viral strategies to reach teens.
- Develop social norming strategies to change the culture and make it socially unacceptable to use a cell phone while driving.



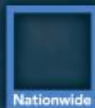
'DEATH BY CELL PHONE'

Watch their stories



Making our World Safer®

SPACE DONATED BY: **LAMAR**



Nationwide®
On Your Side



Mother, Oklahoma



Son, Michigan

deathbycellphone.org



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Example of Industry Messaging

Scientific research on the subject of wireless phone use and driving has been conducted worldwide for several years. According to the National Highway Traffic Safety Administration (NHTSA), the available research indicates that using a wireless phone while driving degrades a driver's performance, whether it is a hands-free or hand-held wireless phone.

For your well being and the well being of those around you, you should consider turning your phone off and allowing calls to go to voice mail while you are driving.

...Verizon Website



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Business Strategy

- Broad outreach to NSC members, business leaders and public sector.
- Allowing employees to conduct business on cell phones while driving represents acceptance of a 4x increase in crash risk.
- Today: 500 NSC member companies with total bans covering 1.6 million employees.
- Federal government and many businesses have taken a first step with texting bans.





Cell Phone Policy Kit



Legislative Strategy

- Support bans on teens, texting and total bans.
- Leverage public opinion.
 - 53% support total bans on cell phone use while driving;
 - 80% support bans on texting and emailing.
 - 82% say they would change their behavior if required by law.
- Support effectiveness research, ultimately to use in support of additional laws.



Applying the lessons learned from “Click it or Ticket”: Enforcement Works

- Some people believe cell phone laws cannot be enforced. Many also once believed seat belt laws could not be enforced.
- Work with local and state law enforcement agencies to build and enhance enforcement models.
- Conduct research to validate how enforcement changes behavior, increases compliance, and reduces crashes, injuries and deaths.



Technology Strategy

- Support development of products that prevent phones from operating while driving.
- Most products work off GPS chip in phones that denote when a phone is in a moving vehicle.
- Services can enable outgoing calls to 911 or other special allowances.
- Technologies include handset apps., plug-ins to cars coupled with handset software, and systems that reside on carrier networks.

