

# DISTRACTED DRIVING

SURVEY OF THE STATES



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The state survey and summary report were created and prepared by Karen Sprattler, Principal, Sprattler Group. The responses are based on surveys completed by GHSA member organizations. The views and recommendations in this publication may not reflect those of individual GHSA state representatives.

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**The Governors Highway Safety Association (GHSA)** is a nonprofit association representing the highway safety offices of states, territories, the District of Columbia and Puerto Rico. GHSA provides leadership and representation for the states and territories to improve traffic safety, influence national policy, enhance program management and promote best practices. Its members are appointed by their Governors to administer federal and state highway safety funds and implement state highway safety plans. Contact GHSA at 202-789-0942 or visit [www.ghsa.org](http://www.ghsa.org). Find us on Facebook at [www.facebook.com/GHSAhq](http://www.facebook.com/GHSAhq) or follow us on Twitter at [@GHSAHQ](https://twitter.com/GHSAHQ).

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# INTRODUCTION

It's a busy world. Multi-tasking, the need for information, and the desire to stay connected are strong forces in today's society. These activities are a significant part of life for many Americans, overlapping with both work and play. It's no surprise that the same activities can also distract our attention from operating a motor vehicle.

Driving is by its nature a task of divided attention, and our ability to drive safely depends on how successfully we can pay attention to the driving effort. While experts agree distracted driving is underreported, the 3,331 deaths attributed to distraction-affected crashes in 2011 increased 1.9 percent (to 3,267) over distraction-affected fatalities in 2010, when traffic deaths overall declined 1.9 percent. Injuries related to distraction-affected crashes declined 7 percent (from 416,000 to 387,000) over the same period.<sup>1</sup>

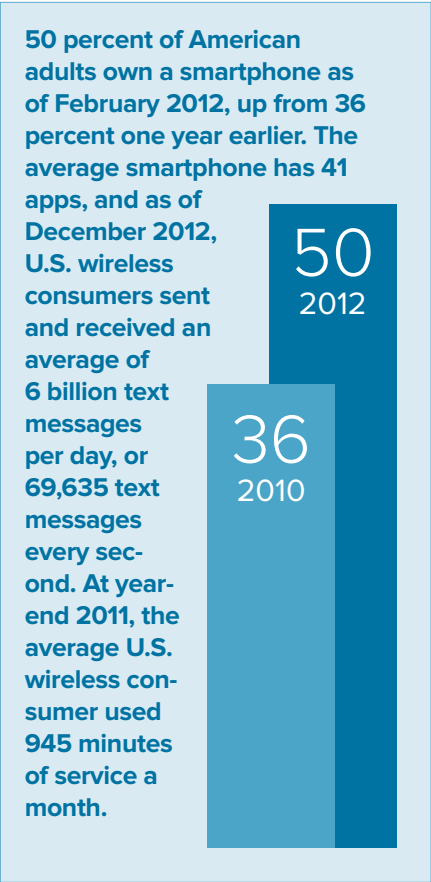
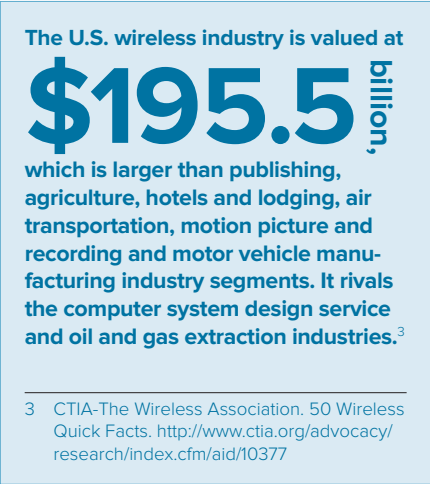
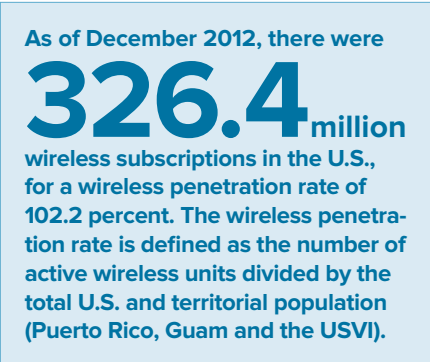
Distracted driving is not a new threat to highway safety, but new technologies both in and outside the vehicle have forced policymakers to focus attention on this issue anew. A new priority safety program to address distracted driving was created in the recent surface transportation bill that authorizes the federal surface transportation programs – including highway safety programs – for Federal Fiscal Years 2013 and 2014. MAP-21, or Moving Ahead for Progress in the 21<sup>st</sup> Century, created Section 405(e): Distracted Driving, where 8.5% of Section 405 funds are earmarked for distracted driving incentive grants to encourage states to enact and enforce prohibitions on texting as well as bans of the use of all electronic devices for all drivers aged 18 and younger, plus additional requirements.<sup>2</sup>

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1 NHTSA press release. "New NHTSA Analysis Shows 2011 Traffic Fatalities Declined by Nearly Two Percent." December 10, 2012.

2 [http://www.ghsa.org/html/stateinfo/programs/405\\_map21.html](http://www.ghsa.org/html/stateinfo/programs/405_map21.html)

Much of today's focus on distracted driving centers on the use of cell phones behind the wheel and our growing dependency on these versatile devices. From simple conversations to text messaging to mobile information sources, hand-held cell phone technology is an attractive answer to many of our mobile lifestyle needs. At the same time, rapidly advancing communication and information processing technologies have continued to capture the attention and spending of American consumers. CTIA-The Wireless Association puts the pervasiveness of this technology into context when it reports:



The explosion in ownership and use of various communication technologies and their effect on driving safety has led highway safety leaders to assess the critical issues associated with distracted driving. In 2010, the Governors Highway Safety Association (GHSA) surveyed its state highway safety office (SHSO) members to determine what efforts states were pursuing to address distracted driving. In *Curbing Distracted Driving: 2010 Survey of State Safety Programs*, GHSA found state highway safety leaders were stepping up and many had developed programs and policies aimed at reducing the costly and sometimes tragic effects of distracted driving.

GHSA surveyed its members again in late 2012 to find out how states were responding to this significant safety issue. Fifty states and the District of Columbia completed the survey, offering insights into SHSO policy, research, enforcement and educational efforts undertaken to mitigate the effects of distracted driving. The following report will show that as distracted driving has grown as a priority in the highway safety community, SHSO leaders have continued to be on the front line of efforts to address distracted driving in their states.



# SUMMARY OF KEY FINDINGS

State highway safety office leaders are on the forefront of the distracted driving problem and recognize that the combination of inattentive drivers and increasing technology use can impact the safety of our roadways. Almost every state has employed multiple strategies to address this issue and states continue to tackle the distracted driving problem from a number of perspectives. Key findings of the 2012 survey include the following.

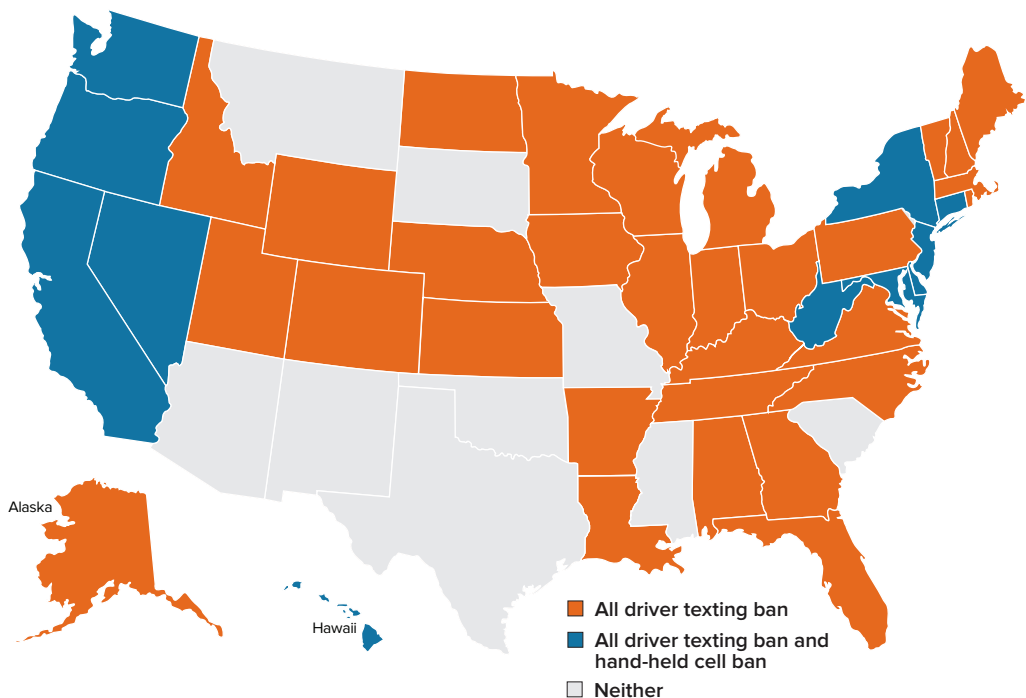
## **The recognition of and emphasis on distracted driving as a highway safety priority continues to grow.**

Whereas only three years ago 28 states reported that distracted driving was a concern which merited attention by state Strategic Highway Safety Plans (SHSPs), 40 states now report that distracted driving is addressed in their state's SHSP, a 43 percent increase. Forty-three states and DC reported that the emphasis on distracted driving has increased in their jurisdiction since 2010; only 7 states reported the emphasis on distracted driving has remained the same (AZ, AR, LA, MI, OR, SC, SD).

## **States have been passing key distracted driving-related laws.**

Forty-seven states and DC have specific laws against distracted driving; these states report that distracted driving laws are being enforced. Text messaging bans for all drivers have seen a 45 percent increase in just three years, with 41 states and DC having these bans in place, up from 28 states and DC in 2010. As of early 2013, the legislatures of the nine states without all driver texting bans are currently considering all driver bans (AZ, MS, MO, MT, NM, OK, SC, SD, TX). While no state fully bans cell phone use while driving, three additional states have added a hands-free cell phone requirement since the 2010 survey, for a total of 11 states (CA, CT, DE, HI, MD, NV, NJ, NY, OR, WA, WV) and DC that ban hand-held cell phone use, a policy position adopted by GHSA in September 2012 (see Figure 1).

Figure 1: **States That Ban Texting and Hand-Held Cell Phone Use**



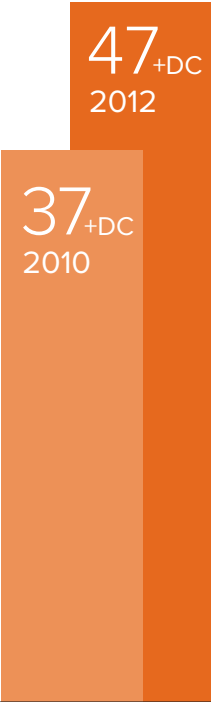
**More states collect distracted driving-related crash data.**

In order to properly assess the magnitude of the distracted driving problem, accurate data about the incidence of these crashes is critical. Forty-six states and DC collect data specifically related to distracted driving in their police crash reports, up from 43 states and DC in 2010, although the data collected varies widely from state to state. In the most recent survey, 18 states also reported that changes and/or upgrades to distracted driving data collection are planned for the near future. When respondents were asked what the crash data indicated about distracted driving in their states, results were mixed: 15 states reported distracted driving crashes were up, 11 states reported these crashes were down, and in 16 states, distracted driving crashes had remained the same.

**More states are taking steps to educate the public about distracted driving, especially using non-traditional media.**

In 2012, 47 states and DC report having taken steps to educate the public about the threat of distracted driving, up from 37 states and DC in 2010 (a 26 percent increase). States are employing a number of information strategies in connection with these campaigns, but recognizing the effectiveness of technology-based communication, 36 states have incorporated new/social media such as Twitter, YouTube and Facebook to get out their message, an astounding 125% increase over the 2010 response, when only 16 states were using these strategies. In the latest survey, SHSOs reported that efforts to include distracted driving as a requirement in driver education increased since 2010 (23 states vs. 20), and more states reported covering the topic of distracted driving in state drivers manuals (38 vs. 33) and included a question on distracted driving on the state driver license exam (21 vs. 18).

In 2012, 47 states and DC report having taken steps to educate the public about the threat of distracted driving, up from 37 states and DC in 2010 (a 26 percent increase).



**States are steadily increasing the focus on teens and their parents.**

As with many innovations, young people are often the earliest and strongest adopters of new technologies. For this reason, texting and other potentially distracting uses of technology while driving are a special concern with teen drivers, as this is when driving skills are developing. Many states take action to address distracted driving by novice drivers through both policies and programs. State bans on cell phone use by teens grew 17 percent, from 28 states and DC in 2010 to 33 states and DC in 2012. Four additional states added cell phone bans for teens in early 2013, for an overall increase of 36 percent. Twenty-two percent more states reported developing educational materials for teens and their parents in 2012 than in 2010 (28 vs. 23 states).

**States’ efforts in outreach and partnering in the area of distracted driving is continuing to expand.**

While SHSOs are leaders in most state efforts to promote safe driving, it’s often helpful to have other stakeholders carrying the message as well. Distracted driving is a growing concern for many corporate and government organizations, and SHSOs can multiply the effects of their own efforts through partnerships with these groups. Twenty percent more states (42) have worked with other agencies or private organizations to address distracted driving than reported by the GHSA survey in 2010, when 35 states were similarly engaged. Eighteen states reported sponsoring or partnering with colleges and universities on research efforts to address distracted driving.



# DISTRACTED DRIVING PROBLEM

Driving is a complex task that requires mental, physical, visual and auditory attention. Whether the driving activity occurs on a congested urban roadway or a deserted rural highway, doing anything but concentrating on the driving task puts a driver, passengers and other road users at an increased risk of being involved in a crash. NHTSA defines distracted driving as *any activity that could divert a person's attention from the primary task of driving.*<sup>4</sup>

## What Drivers Say...

Nearly

**9/10**

licensed drivers reported that they believe drivers talking on cell phones to be a “somewhat” or “very” serious threat to their personal safety.

More than

**19/20**

surveyed believed texting or emailing and checking or updating social media behind the wheel to be even more serious threats.

In 2011, fatalities in distraction-affected crashes increased by 1.9 percent, to 3,331, from 3,267 in 2010, a year when the total number of crash-related fatalities (32,367) was at its lowest since 1949 and declined 1.9 percent from 2010. In 2011, injuries due to distracted driving declined 7 percent from 416,000 to 387,000 in a year when the change in total injuries (2.22 million) was not statistically significant.<sup>5</sup>

In its 2012 *Traffic Safety Culture Index* survey<sup>6</sup>, the AAA Foundation for Traffic Safety found that the majority of people surveyed strongly object to distracted driving. Nearly 9 out of 10 licensed drivers (88.5 percent) reported that they believe drivers talking on cell phones to be a “somewhat” or “very” serious threat to their personal safety. An even greater number of those surveyed believed texting or emailing and checking or updating social media behind the wheel to be even more serious threats (95.7 and 95.1 percent, respectively). Survey respondents also believed the situation is getting worse – 90.3 percent reported distracted drivers are a “somewhat” or “much” bigger problem than they were three years ago.

Respondents in the AAA survey expressed greater rates of social disapproval for texting or emailing (94.5 percent) and checking or updating social media (95.4 percent) than for the use of hand-held cell phones (66 percent). More than half of survey respondents (56.2 percent) felt the use of hands-free devices while driving was somewhat or completely acceptable.

4 <http://www.distraction.gov/content/get-the-facts/facts-and-statistics.html>

5 NHTSA Traffic Safety Facts Research Note. 2011 Motor Vehicle Crashes: Overview. DOT HS 811 701. December 2012.

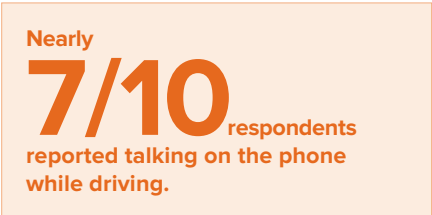
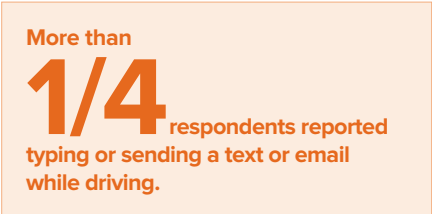
6 AAA Foundation for Traffic Safety. Distracted and Risk-Prone Drivers: Select Findings from the 2012 Traffic Safety Culture Index. January 2013.

Despite expressing strong disapproval for many distracted driving behaviors, survey respondents admitted to engaging in many of these behaviors themselves. More than one quarter of respondents (26.6 percent) reported typing or sending a text or email while driving at least once in the past 30 days, and more than one third (34.6 percent) said they read a text or email while driving during this time. Almost 7 in 10 respondents (68.9 percent) reported talking on the phone while driving at least once in the past 30 days and almost one-third of these drivers (31.9 percent) said they did so “fairly often” or “regularly.” According to NHTSA’s 2012 National Distracted Driving Attitudes and Behaviors Survey, almost half (48 percent) of drivers say they answer their cell phones while driving at least some of the time, and more than half of those (58 percent) continue to drive after answering the call.<sup>7</sup> This has not changed in the past two years.<sup>8</sup>

...What Drivers Do

State highway safety offices must navigate the significant discrepancies between the expressed concerns and the actual behaviors of drivers when it comes to distracted driving. Developing effective programs and policies to keep all roadway users safe is a challenge when the use of distracting technology is increasing. NHTSA reports that the National Occupant Protection Use Survey (NOPUS) showed the percentage of drivers text-messaging or visibly manipulating hand-held devices increased for a second year in a row, from 0.9 percent in 2010 to 1.3 percent in 2011, while driver hand-held cell phone use stood at 5 percent in 2011. This means that at any given daylight moment across America, approximately 660,000 drivers are using cell phones or manipulating electronic devices while driving, a number that has held steady since 2010. Almost double that number – 1.18 million drivers (9 percent) – were using some type of mobile device (either hand-held or hands-free) at a typical daylight moment.<sup>9</sup>

Distracted driving is a significant issue on our nation’s roadways. State highway safety leaders understand this and are engaged and leading the efforts to reduce crashes, injuries and deaths associated with this significant safety threat.



7 NHTSA. Technology Transfer Series: Traffic Tech. National Telephone Survey on Distracted Driving Attitudes and Behaviors – 2012. April 2013. [www.nhtsa.gov/staticfiles/nti/pdf/811730.pdf](http://www.nhtsa.gov/staticfiles/nti/pdf/811730.pdf)

8 NHTSA. Technology Transfer Series: Traffic Tech. National Distracted Driving Telephone Survey Finds Most Drivers Answer the Call, Hold the Phone, and Continue to Drive. April 2011. [www.nhtsa.gov/staticfiles/traffic\\_tech/tt407.pdf](http://www.nhtsa.gov/staticfiles/traffic_tech/tt407.pdf)

9 NHTSA. Research Note: Traffic Safety Facts. Driver Electronic Device Use in 2011. DOT HS 811 719. April 2013. [www-nrd.nhtsa.dot.gov/Pubs/811719.pdf](http://www-nrd.nhtsa.dot.gov/Pubs/811719.pdf)



# DISTRACTED DRIVING AS A PRIORITY IN THE STATES

SHSO leaders have heard the public’s growing concern about distracted driving across the country. Respondents to the 2012 GHSA survey from 43 states and DC reported that the emphasis on distracted driving has increased in their jurisdiction since 2010; the other seven states (AZ, AR, LA, MI, OR, SC, SD) report the emphasis on distracted driving has remained the same. Since 2010, Governors and/or legislatures in five states (FL, LA, ME, MN, and NH) have convened seven task forces or summits focused on distracted driving; two states (CT and RI) indicated there are plans to hold similar events in their states in the near future.

Another measure of how states prioritize their road safety work is reflected in their Strategic Highway Safety Plans (SHSPs), a major component and requirement of each state’s Highway Safety Improvement Program (HSIP). SHSPs are statewide, coordinated safety plans that provide data-driven frameworks for reducing highway fatalities and serious injuries on all public roads. A state’s SHSP is developed by the State Department

of Transportation in cooperation with safety stakeholders to establish statewide goals, objectives, and key emphasis areas, integrating the four E’s—engineering, education, enforcement and emergency medical services (EMS).<sup>10</sup> Three years ago, 28 states reported that distracted driving was a concern discussed in their SHSPs. In 2012, 39 states and DC reported that distracted driving is addressed in their SHSP, a 43 percent increase in states identifying distracted driving as a priority issue (see Table 1).

The 2012 survey asked state leaders to identify obstacles faced in prioritizing distracted driving in their states. The most frequently cited obstacles faced by states involved the lack of availability of funding for distracted driving-related enforcement efforts, education and media (reported by 29, 24, and 22 states, respectively). The lack of available distracted driving-related crash data was cited by 21 states, and 17 states reported the shortage of state-specific distracted driving research was a barrier. Only five states and DC reported a lack of public support for enforcement as a challenge in addressing distracted driving in their jurisdictions (DC, MD, MN, MS, MT, NM). (See Tables 2 and 3.)

SHSO leaders are uniquely positioned to determine and direct safety strategies to address states’ most pressing highway safety concerns. Prioritizing distracted driving as a critical highway safety issue has been key to state efforts to reduce death and serious injuries on states’ roadways.

## Kentucky

### Executive Level Support Against Distracted Driving

Kentucky Governor Steve Beshear joined public safety and business leaders at an event to announce a campaign to encourage Kentuckians to pledge to abstain from texting while driving. Governor Beshear signed a proclamation during the event stating that October 10, 2012 was “No Texting While Driving Day.” The event occurred in cooperation with the Kentucky State Police, the Kentucky Office of Highway Safety, Kentucky Transportation Cabinet, Kentuckians for Better Transportation, and AT&T. Window cling decals featuring the message “No Text on Board” were affixed to 11,000 Kentucky state vehicles across the Commonwealth, in addition to 4,000 state law enforcement vehicles. Motorists also saw “don’t text and drive” messages on electronic signboards along Kentucky state highways.

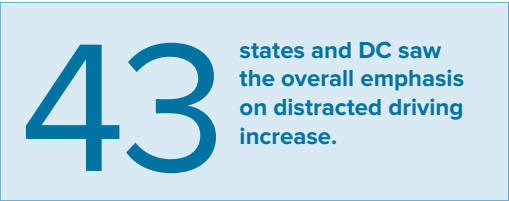
10 <http://safety.fhwa.dot.gov/hsip/shsp/>

Table 1: **Distracted Driving in Strategic Highway Safety Plans**

State/Territory	Has distracted driving in any form (cell phones when driving, texting when driving, etc.) been included in your state's strategic highway safety plan?	State/Territory	Has distracted driving in any form (cell phones when driving, texting when driving, etc.) been included in your state's strategic highway safety plan?
Alabama	Yes, in 2012	Montana	Yes, in 2010
Alaska	No	Nebraska	Yes, in 2013
Arizona	No	Nevada	Yes, in 2011
Arkansas	Yes, in 2007	New Hampshire	Yes, in 2012
California	Yes, in 2011	New Jersey	Yes, in 2007
Colorado	No	New Mexico	Yes, in 2010
Connecticut	No	New York	Yes, in 2008
Delaware	Yes, in 2010	North Carolina	No
District of Columbia	Yes, in 2007	North Dakota	Yes, in 2012
Florida	Yes, in 2012	Ohio	Yes, in 2009
Georgia	Yes, in 2010	Oklahoma	No
Hawaii	No	Oregon	Yes, in 1999
Idaho	Yes, in 2009	Pennsylvania	Yes, in 2006
Illinois	Yes, in 2009	Rhode Island	Yes, in 2012
Indiana	Yes, in 20011	South Carolina	Yes, in 2007
Iowa	Yes, in 1999	South Dakota	No
Kansas	Yes, in 2011	Tennessee	Yes, in 2011
Kentucky	Yes, in 2006	Texas	Yes, in 2006
Louisiana	Yes, in 2008	Utah	Yes
Maine	Yes, in 2010	Vermont	Yes, in 2009
Maryland	Yes, in 2008	Virginia	Yes, in 2006
Massachusetts	Yes, in 2013	Washington	Yes, in 2007
Michigan	Yes, in 2006	West Virginia	No
Minnesota	No	Wisconsin	Yes, in 2009
Mississippi	No	Wyoming	Yes, in 2012
Missouri	Yes, in 2004		

39 states and DC include distracted driving in their Strategic Highway Safety Plan.

Over the last three years...



\*Arizona, Arkansas, Kentucky, Massachusetts, Oklahoma, Rhode Island, South Carolina

Table 2: Major Obstacles in the Area of Distracted Driving

State	What challenges or obstacles does your state face in the area of distracted driving (choose as many as apply)?
Alabama	Lack of funding for enforcement; Lack of funding for education; Lack of funding for media; Other: The law as written is difficult to enforce. The law does not ban hand-held wireless devices.
Alaska	Lack of funding for enforcement
Arizona	Lack of support by enforcement; Lack of a specific distracted driving law
Arkansas	Lack of state-specific research; Other: Current laws are difficult to enforce
California	Other: CA has some research but could always use more
Colorado	Lack of funding for enforcement; Lack of funding for education; Lack of funding for media; Lack of campaign materials; Lack of distracted driving data collection; Lack of state-specific research; Lack of support by enforcement
Connecticut	Lack of funding for enforcement; Lack of funding for media; Lack of distracted driving data collection; Lack of state-specific research
Delaware	Lack of funding for education; Lack of funding for media; Lack of campaign materials; Lack of state-specific research
District of Columbia	Lack of public support for enforcement
Florida	Lack of distracted driving data collection
Georgia	Other: While we have a complete ban for cell phones and texting by persons 18 and under, we have just a texting ban for persons over 18. This makes it difficult for law enforcement to conduct proactive enforcement.
Hawaii	N/A
Idaho	Lack of funding for enforcement; Lack of funding for education; Lack of funding for media; Lack of support by enforcement; Other: Lack of political support for a stronger law
Illinois	Lack of funding for enforcement
Indiana	Lack of funding for enforcement; Lack of funding for media; Lack of campaign materials; Lack of support by enforcement; Other: Not a strong enough law that can be enforced
Iowa	Lack of funding for enforcement; Lack of funding for education; Lack of support by enforcement
Kansas	Lack of funding for enforcement; Lack of funding for media; Lack of distracted driving data collection; Lack of state-specific research; Lack of support by the judiciary
Kentucky	Lack of funding for enforcement; Lack of funding for education; Lack of funding for media; Lack of distracted driving data collection; Lack of state-specific research; Lack of support by enforcement; Lack of support by the judiciary
Louisiana	Lack of funding for enforcement; Lack of funding for media; Other: Lack of effective enforcement campaigns, issues with data quality - data is self-reported
Maine	Lack of funding for enforcement; Lack of funding for education; Lack of funding for media; Lack of distracted driving data collection; Lack of state-specific research; Lack of support by enforcement
Maryland	Lack of public support for enforcement; Lack of funding for enforcement; Lack of distracted driving data collection; Lack of state-specific research
Massachusetts	Lack of funding for education; Lack of funding for media; Lack of campaign materials; Lack of distracted driving data collection; Lack of support by enforcement
Michigan	Lack of distracted driving data collection; Lack of state-specific research; Lack of support by enforcement; Lack of a specific distracted driving law
Minnesota	Lack of public support for enforcement; Lack of funding for enforcement; Lack of funding for media; Lack of support by the judiciary; Other: It's difficult for law enforcement to issue citations since they have to be able to prove the person was texting or distracted in another manner.
Mississippi	Lack of public support for enforcement; Lack of funding for education; Lack of support by the judiciary
Missouri	Lack of funding for enforcement; Lack of funding for education; Lack of funding for media; Lack of campaign materials
Montana	Lack of public support for enforcement; Lack of funding for enforcement; Lack of funding for education; Lack of funding for media; Lack of distracted driving data collection; Lack of state-specific research; Lack of a specific distracted driving law; Other: Distracted driving violations can be difficult to detect. In rural states like Montana, driving distances can be long and tiring. Having someone to talk to via phone can be a "life line".
Nebraska	Lack of funding for enforcement; Lack of funding for education; Lack of a specific distracted driving law; Other: Lack of Special Training for Law Enforcement
Nevada	Lack of funding for enforcement; Lack of funding for education; Lack of distracted driving data collection; Lack of state-specific research

Table 2 continued...

State	What challenges or obstacles does your state face in the area of distracted driving (choose as many as apply)?
New Hampshire	Lack of funding for media; Lack of distracted driving data collection
New Jersey	Lack of funding for enforcement; Lack of funding for education; Lack of funding for media; Lack of state-specific research
New Mexico	Lack of public support for enforcement; Lack of funding for enforcement; Lack of funding for education; Lack of distracted driving data collection; Lack of state-specific research; Lack of support by enforcement; Lack of support by the judiciary; Lack of a specific distracted driving law.
New York	Lack of funding for enforcement; Lack of funding for education; Lack of funding for media
North Carolina	Other: Weak law that is hard to enforce
North Dakota	Lack of funding for enforcement; Lack of funding for education; Lack of support by enforcement
Ohio	None
Oklahoma	Lack of funding for enforcement; Lack of funding for education; Lack of funding for media; Lack of distracted driving data collection; Lack of state-specific research; Lack of a specific distracted driving law
Oregon	Lack of funding for enforcement; Lack of funding for media
Pennsylvania	Lack of distracted driving data collection; Lack of support by enforcement
Rhode Island	Other: Data does not show substantial increase
South Carolina	Lack of distracted driving data collection; Lack of a specific distracted driving law
South Dakota	N/A
Tennessee	Lack of funding for enforcement; Lack of funding for education; Lack of funding for media; Lack of campaign materials; Lack of distracted driving data collection; Lack of state-specific research; Lack of support by the judiciary
Texas	Lack of funding for enforcement; Lack of funding for education; Lack of funding for media; Lack of a specific distracted driving law
Utah	Lack of funding for enforcement; Lack of funding for media; Lack of support by enforcement
Vermont	Lack of funding for enforcement; Lack of funding for education; Lack of funding for media; Lack of distracted driving data collection; Lack of state-specific research
Virginia	Not applicable
Washington	Lack of funding for enforcement; Lack of funding for education; Lack of funding for media; Lack of distracted driving data collection
West Virginia	Lack of distracted driving data collection; Lack of support by enforcement
Wisconsin	Lack of distracted driving data collection; Lack of state-specific research; Lack of a specific distracted driving law
Wyoming	Other: FY 2012 was the first year we provided stand alone grant funding to address the distracted driving problem in Wyoming. We are continuing that effort in FY 2013. I can't check off any obstacles until we are further down the road on this issue.

Table 3: Obstacles to Prioritizing Distracted Driving

	Number of states		Number of states
Lack of funding for enforcement	29	Lack of support by enforcement	14
Lack of funding for media	24	Lack of a distracted driving law	9
Lack of funding for education	22	Lack of public support for enforcement	5 + DC
Lack of distracted driving data collection	21	Lack of campaign materials	6
Lack of state-specific research	17	Lack of support of the judiciary	6



# DISTRACTED DRIVING LAWS

Laws and policies that prohibit unsafe driving behaviors are essential because they form the basis for a societal response. Distracted driving has long been recognized as a safety issue, and 47 states and DC report having specific laws against distracted driving (see Table 4). Some states without distracted driving laws (AZ, MT, SC) have other laws against careless, reckless or inattentive driving that are used by law enforcement to address distracted driving behaviors. Although the act of distracted driving can encompass a wide variety of driver behaviors, most policymakers' concerns focus on the distraction caused by cell phones and the use of other technology in motor vehicles.

Survey respondents report that text messaging bans for all drivers have seen a 45 percent increase in just three years, with 41 states and DC having adopted these bans, up from 28 states and DC in 2010. While the trend has been to embrace all driver texting bans, six states report having novice driver texting bans (MS, MO, NM, OK, SD, TX), and three states (MS, OK, TX) have laws against bus driver texting. As of early 2013, the legislatures of all nine states without all driver texting bans (AZ, MS, MO, MT, NM, OK, SC, SD, TX) were considering bills to ban texting for all drivers.<sup>11</sup>

Because young drivers have a heightened crash incidence while using cell phones and are more likely to text while driving,<sup>12</sup> five states reported passing laws to prohibit all cell phone use by novice drivers in addition to the 28 states and DC that had these laws in 2010, for a total of 33 states in 2012. Four additional states (HI, MI, SD, UT) added teen cell phone bans in early 2013. One more state reported passing a cell phone prohibition for bus drivers, to be added the 18 states and DC that had this law at the time of the last GHSA survey. Seven states (HI, MT, NM, OH, SC, TX, WY) described ordinances that have been adopted by local authorities to address texting and cell phone use by motorists.

While no state fully bans cell phone use while driving for all drivers, four additional states reported adding a hands-free cell phone requirement since the 2010 survey, for a total of 11 states and DC that ban hand-held cell phone use (CA, CT, DC, DE, HI, MD, NV, NJ, NY, OR, WA, WV), a policy position adopted by GHSA in September 2012. GHSA supports state legislation that would ban hand-held cell phone use and text messaging for all drivers, electronic devices used for entertainment purposes with video screens that are within view of the driver and school bus drivers from text messaging or using electronic devices except in an emergency.<sup>13</sup> (See Table 5.)

With the growing focus on technology-related distracted driving, state highway safety leaders have been very active over the last three years in assisting policy makers in the development of laws and strategies to reduce distraction-related crashes, death and injury.

11 <http://www.iihs.org/laws/mapyoungcellbans.aspx>. February 2013.  
12 NHTSA. Traffic Safety Facts Research Note. Young Drivers Report the Highest Level of Phone Involvement in Crash or Near-Crash Incidences. DOT HS 811 611. April 2012.  
13 <http://www.ghsa.org/html/issues/distraction/index.html#policy>

Table 4: State Distracted Driving Laws

State	Does your state have any distracted driving law?	Does your state have a related law?
Alabama	Yes	No
Alaska	Yes	No
Arizona	No	Yes <sup>a</sup>
Arkansas	Yes	Yes <sup>b</sup>
California	Yes	No
Colorado	Yes	No
Connecticut	Yes	No
Delaware	Yes	No
District of Columbia	Yes	No
Florida	Yes	Yes
Georgia	Yes	No
Hawaii	Yes	No
Idaho	Yes	Yes <sup>c</sup>
Illinois	Yes	No
Indiana	Yes	No
Iowa	Yes	No
Kansas	Yes	No
Kentucky	Yes	No
Louisiana	Yes	No
Maine	Yes	Yes <sup>d</sup>
Maryland	Yes	No
Massachusetts	Yes	No
Michigan	Yes	No
Minnesota	Yes	No
Mississippi	Yes	No
Missouri	Yes	No
Montana	No	No
Nebraska	Yes	No
Nevada	Yes	No
New Hampshire	Yes	No
New Jersey	Yes	No
New Mexico	Yes	Yes <sup>e</sup>
New York	Yes	No
North Carolina	Yes	No
North Dakota	Yes	No
Ohio	Yes	No
Oklahoma	Yes	No
Oregon	Yes	No
Pennsylvania	Yes	No
Rhode Island	Yes	No
South Carolina	No	No
South Dakota	Yes	No
Tennessee	Yes	No
Texas	Yes	Yes <sup>f</sup>
Utah	Yes	No
Vermont	Yes	No
Virginia	Yes	No
Washington	Yes	Yes <sup>g</sup>
West Virginia	Yes	No
Wisconsin	Yes	No
Wyoming	Yes	No

Distracted Driving Related State Laws

- a. Reckless driving
- b. A.C.A 27-51-104 Careless and Prohibited Driving. It shall be unlawful for any person to drive or operate any vehicle in such a care-less manner as to evidence a failure to keep a proper lookout for other traffic, vehicular or otherwise, or in such a manner as to evidence a failure to maintain proper control on the public thoroughfares or private property in the State of Arkansas.
- c. 49-1401(3) Inattentive Driving - "applicable in those circumstances where the conduct of the operator has been inattentive, careless or impudent, in light of the circum-stances then existing, rather than heedless or wanton, or in those cases where the danger to per-sons or property the motor vehicle operator's conduct is slight." This would include cell phone use or any other distractions besides texting.
- d. Failure to Maintain Control of Vehicle. Title 29-A Section 2118 of M.R.S.A.
- e. The following cities have a local ordinance banning the use of cell phones while driving: Albuquerque; Rio Rancho; Las Cruces; Las Vegas; Santa Fe. Also, under New Mexico's Graduated Driver's Licensing Program, Drivers with an INSTRUCTION permit or PROVISIONAL license will have their time extended 30 days for each adjudication or conviction of a traffic violation including: 1) Using a mobile communication device while driving a motor vehicle (unless driver holds a valid amateur radio oper-ator license issued by FCC and is operating an amateur radio). "Mobile communication device" means wireless communication device that is designed to receive and transmit voice, text, or image.
- f. We do not have a statewide texting ban, but over 20 local jurisdictions have passed local ordinances ban-ning texting. Texas also bans cell phone use in school zones with several exceptions. You can use a cell phone in a school zone if: 1. the vehicle is stopped; 2. the wireless communication device is used with a hands-free device; 3. you have a REAL emergency and are calling 911, hospital, police etc.; or 4. there is no sign posted that states you cannot use a cell phone.
- g. For school bus drivers and com-mercial motor vehicles, we follow federal law.

Table 5: State Cell Phone and Texting Laws

✓ = yes

State/Territory	Hand-held cell ban	Novice cell ban	School bus cell ban	All driver text ban	Novice text ban	School bus text ban
Alabama		✓		✓		
Alaska				✓		
Arizona			✓			
Arkansas		✓	✓	✓		
California	✓	✓	✓	✓		
Colorado		✓		✓		
Connecticut	✓	✓	✓	✓		
Delaware	✓	✓	✓	✓		
District of Columbia	✓	✓	✓	✓		
Florida				✓		
Georgia		✓	✓	✓		
Hawaii	✓	✓		✓		
Idaho				✓		
Illinois		✓	✓	✓		
Indiana		✓		✓		
Iowa		✓		✓		
Kansas		✓		✓		
Kentucky		✓	✓	✓		
Louisiana		✓	✓	✓		
Maine		✓		✓		
Maryland	✓	✓	✓	✓		
Massachusetts		✓	✓	✓		
Michigan		✓		✓		
Minnesota		✓	✓	✓		
Mississippi			✓		✓	✓
Missouri					✓	
Montana						
Nebraska		✓		✓		
Nevada	✓			✓		
New Hampshire				✓		
New Jersey	✓	✓	✓	✓		
New Mexico		✓			✓	
New York	✓			✓		
North Carolina		✓	✓	✓		
North Dakota		✓		✓		
Ohio		✓		✓		
Oklahoma					✓	✓
Oregon	✓	✓		✓		
Pennsylvania				✓		
Rhode Island		✓	✓	✓		
South Carolina						
South Dakota		✓			✓	
Tennessee		✓	✓	✓		
Texas		✓	✓		✓	✓
Utah		✓		✓		
Vermont		✓		✓		
Virginia		✓	✓	✓		
Washington	✓	✓		✓		
West Virginia	✓	✓		✓		
Wisconsin		✓		✓		
Wyoming				✓		

Totals

11<sub>+ DC</sub>

37<sub>+ DC</sub>

19<sub>+ DC</sub>

41<sub>+ DC</sub>

6

3



# STATE DATA COLLECTION EFFORTS

Properly describing and understanding the elements that contribute to motor vehicle crashes can inform the development of strategies to prevent future crashes. In order to properly assess the magnitude of the distracted driving problem, accurate data about the incidence of these contributing behaviors in crashes is critical.

In the 2012 GHSA survey, 46 states and DC reported that data specifically related to distracted driving is collected in their police crash reports, up from 43 states and DC in 2010, although the history of the data and the number of attributes collected varies widely from state to state. Nine states reported collecting a single distracted driving attribute in their states' crash reports (e.g., a law enforcement officer could indicate driver distraction as a contributing element to a crash) while one state surveyed gives enforcement officers up to 15 different elements to describe the role of distraction in a particular crash (see Table 6). On average, states that collect distracted driving information on crash reports collect 4.5 data attributes related to distraction per state. Some states report that distraction information has been collected as a part of the crash report for several decades, although many of the states that collect detailed information indicated their data refinements have only occurred over the past few years (see Table 7).

## Missouri

### Distracted Driving-Related Crash Data

Missouri highway safety leaders are able to glean very detailed information about distracted driving crashes through the state's police crash report form. The comprehensive list of distracted driving-related data elements aligns with Model Minimum Uniform Crash Criteria (MMUCC) guidelines and was updated in 2012 after the 2002 introduction of the distraction component. The following 15 options are available for law enforcement officers describing a crash where distraction was involved:

- External Distraction
- Passengers
- Stereo/Audio/Video Equipment
- Navigation Device
- Communication Device—Hand-held
- Communication Device—Hands free
- Communication
  - Device—Texting/E-mailing
- Communication Device—Web Browsing
- Eating/Drinking
- Reading
- Tobacco Use
- Grooming
- Computer Equipment/Electronic Games/etc.
- Adjusting Vehicle Controls
- Other

Table 6: Number of Distraction Data Elements Collected

Number of data elements collected	Number of states	States
15	1	MO
14	2	VA, WA
13	1	DE
11	1	DC
10	1	NV
9	1	NY
8	1	AL
7	2	MA, OH
6	5	AR, HI, LA, ME, WY
5	1	WV
4	4	CO, ID, IA, ND
3	7	CA, GA, KS, KY, PA, SC, TX
2	9	MD, MI, MN, NE, NJ, NM, OK, OR, SD
1	9	IL, IN, MS, MT, NC, RI, TN, VT, WI
Unknown	2	FL, UT

Many states turn to the MMUCC Guideline for direction in the area of crash data collection. MMUCC is a minimum, standardized data set for describing motor vehicle crashes and the vehicles, persons and environment involved, designed to generate the information necessary to improve highway safety within each state and nationally.<sup>14</sup> The 4th Edition of MMUCC (2012) addresses distracted driving using the following model data elements:<sup>15</sup>

Driver Distracted by:

- Not Distracted

■ Manually Operating an Electronic Communication Device (texting, typing, dialing)

■ Talking on Hands-Free Electronic Device

■ Talking on Hand-Held Electronic Device
- Other Activity, Electronic Device

■ Passenger

■ Other Inside the Vehicle (eating, personal hygiene, etc.)

■ Outside the Vehicle (includes unspecified external distractions)

■ Unknown if Distracted

Given the rapidly changing technology landscape, it was no surprise that 18 states reported that changes and/or upgrades to distracted driving data collection are planned for the near future. When survey respondents were asked to summarize what crash data indicated about the status of distracted driving in their jurisdictions, the 41 responding states reported mixed results: 15 states reported distracted driving crashes had increased; 11 states said these crashes had decreased; and in 16 states, distracted driving crashes had remained the same (see Table 8).

With a strong focus on data-driven highway safety programs, SHSO leaders understand the need for data and information about crash causation in order to address priority safety concerns. Understanding the particular role of distracted driving in each state helps these leaders develop effective programs and policies that save lives.

<sup>14</sup> <http://www.mmucc.us>  
<sup>15</sup> <http://www.mmucctraining.us/Element/P16>

Table 7: Distracted Driving-Related Crash Data Elements Collected by States

State	Does your state crash report form include specific data elements related to distraction? If so, which crash data elements and attributes are collected?	Number of elements	How long has the state collected this data?
Alabama	Yes. Distracted by passenger, Distracted by use of electronic communication device, Distracted by use of other electronic device, Distracted by fallen object, Fatigued/Asleep, Distracted by insect/reptile, Other distraction inside the vehicle (explain in narrative), Other distraction outside the vehicle (explain in narrative)	8	2010
Alaska	No*	0	
Arizona	No	0	
Arkansas	Yes. Not Distracted, Electronic Communication Device (cell phone, pager, etc.), Other Electronic Device (navigation device, palm pilot, etc.), Other Inside the Vehicle, Other Outside the Vehicle, Unknown	6	2007
California	Yes. Distracted Driving; Phone: Hand-held; Hands-free	3	2008
Colorado	Yes. Distracted by Passenger, Distracted by Cell Phone, Distracted by Radio, Distracted by Other (Food, Objects, Pets, etc.)	4	2006
Connecticut	No	0	
Delaware	Yes. Driver Distraction, Text, Hand-held Cell Phone, Grooming/ Applying Makeup, Attending to Children, Verbal Dispute, Head Phones, Other Electronic Device (navigation device, radio), Eating, External Distraction (outside the vehicle), None, Unknown, Other Inside the Vehicle	13	2007
District of Columbia	Yes. Cell Phone (hand-held), Cell Phone (hands-free), Distracted by Passenger(s), Eating, Interacting with Pets, Interacting with Unsecured Cargo, Other, Personal Grooming, Reading, Using Personal Communication Technologies, Writing	11	Unknown
Florida	Yes	Unknown	2011
Georgia	Yes. Distracted, Cell Phone, Inattentive	3	2009
Hawaii	Yes. Cellular Phone, Other Electronic Communication Device, Other Electronic Device, Other Inside Vehicle, Other Outside Vehicle, Other Occupant	6	2008
Idaho	Yes. Driver Distracted by: Passenger, Previous Vehicle Crash, Ticketing Incident, Abandoned Vehicle	4	2011
Illinois	Yes. Driver Distracted	1	2007
Indiana	Yes. Was Cell Phone In Use at Time of Crash	1	2007
Iowa	Yes. Inattentive/Distracted by: Passenger, Use of Phone or Other Device, Fallen Object, Fatigued/Asleep	4	1990
Kansas	Yes. Cell phone, Other Electronic Devices, Other Distraction	3	2003
Kentucky	Yes. There is a box for "Human Factors." Then the user must choose specific human factors. Three of these factors are related to distracted driving.	3	Unknown
Louisiana	Yes. Cell Phone, Other Electronic Device (pager, palm pilot, navigation device, etc.), Other Inside Vehicle, Other outside Vehicle, Not distracted, Unknown	6	2005
Maine	Yes. Driver Not Distracted, Electronic Communication Devices (cell, pager, etc.), Other Electronic Devices (navigation, palm pilot, entertainment, etc.), Other Inside the Vehicle (eating, reading, grooming, smoking, passengers, etc.), External Distraction (outside the vehicle), Unknown	6	2011
Maryland	Yes. Cell Phone Use by Vehicle Operator, Failure to Pay Full Time and Attention	2	2004
Massachusetts	Yes. Cell Phone, Fax Machine, Computer, On-Board Navigation System, Two-Way Radio, Inattention, Distracted	7	2001
Michigan	Yes. Distracted, Using Cellular Phone	2	2000
Minnesota	Yes. Driver Inattention/Distraction, Driver on Phone/CB Radio	2	1982
Mississippi	Yes. Cell Phone Use by the Driver	1	2009
Missouri	Yes. External Distraction, Passengers, Stereo/Audio/Video Equipment, Navigation Device, Communication Device - Hand-held, Communication Device - Hands-free, Communication Device - Texting/E-mailing, Communication Device - Web Browsing, Eating/ Drinking, Reading, Tobacco Use, Grooming, Computer Equipment/ Electronic Games/etc., Adjusting Vehicle Controls, Other	15	Distraction: 2002; additional elements: 2012
Montana	Yes. Cell phone use	1	2002
Nebraska	Yes. Mobile Phone Distraction, Other Distraction	2	2001

\* Distracted driving data collection will begin in 2013.

Table 7 continued...

State	Does your state crash report form include specific data elements related to distraction? If so, which crash data elements and attributes are collected?	Number of elements	How long has the state collected this data?
Nevada	Yes. Cell phone use is one of ten possible choices under the 'Distracted Driving' section	10	2005
New Hampshire	No	0	
New Jersey	Yes. Driver Inattention, Cell Phone Use	2	2002
New Mexico	Yes. Cell Phone, Texting	2	2009
New York	Yes. Driver Inattention/Distraction, Passenger Distraction, Cell Phone (hands-free or hand-held), Other Electronic Device, Outside Car Distraction, Texting, Using Onboard Navigation Device, Eating or Drinking, Listening or Using Headphones	9	2010
North Carolina	Yes. Cell phone use	1	2010
North Dakota	Yes. Four contributing factors as follows: Attention Distracted - Communication Devices (Cell Phone, Pager), Attention Distracted - Electronic Device (Navigation Device, Palm Pilot), Attention Distracted - Other Inside Vehicle, Attention Distracted - Other Outside Vehicle	4	Communication and electronic devices since 2009. Other categories collected for many years.
Ohio	Yes. Driver Distracted by: No Distraction Reported, Phone, Texting/ E-Mailing, Electronic Communication Device, Other Electronic Device (Navigation Device, Radio, DVD), Other Inside the Vehicle, External Distraction	7	2012
Oklahoma	Yes. Electronic Device (either communications device or other type), Other Distraction (inside or outside the vehicle)	2	2007
Oregon	Yes. Encumbrance, Cell Phone	2	2005
Pennsylvania	Yes. Driver was Distracted, Driver was Using Hand-held Phone, Driver was Using Hands-free Phone	3	1997; Cell Phone crashes: 2001
Rhode Island	Yes. Cell Phone Use	1	2009
South Carolina	Yes. Distraction/Inattention, Cell Phone Use, Texting While Driving	3	Distraction/ Inattention: 1992; Cell Phone Use: 2007; Texting While Driving: 2011
South Dakota	Yes. Cell Phone, Other Electronic Device	2	2001
Tennessee	Yes. Cell Phones	1	2010
Texas	Yes. Distraction in Vehicle, Driver Inattention, Cell/Mobile Phone Use	3	1999
Utah	Yes	Unknown	
Vermont	Yes. Distraction	1	Unknown
Virginia	Yes. Looking at Roadside Incident, Eyes Not On the Road, Passengers, Texting, Cell Phone, Eating/Drinking, Daydreaming, Navigation Device, Other, Driver Fatigue, Looking at Scenery, Radio/CD, Adjusting Vehicle Controls, No Driver Distraction	14	2004
Washington	Yes. Inattention, Driver Distractions Outside Vehicle, Unknown Driver Distraction, Other Driver Distractions Inside Vehicle, Driver Interacting with Passengers, Animal or Object in Vehicle, Driver Operating Handheld Telecommunication Device, Driver Adjusting Audio or Entertainment System, Driver Eating or Drinking, Driver Smoking, Driver Reading or Writing, Driver Operating Other Electronic Device, Driver Operating Hands-free Wireless Telecommunication Device, Driver Grooming	14	2006
West Virginia	Yes. Driver distracted by: Electronic Device, Other Electronic Device, Other Inside Vehicle, Other Outside Vehicle or Not Distracted	5	2007
Wisconsin	Yes. Inattentive Driving	1	1992
Wyoming	Yes. Not Distracted, Electronic Communication Device (cell,pager), Other Electronic Device (palm, TV, computer), Other Distraction Inside MV (passenger, pet, etc.), Other Distraction Outside MV, Unknown.	6	2008

**Total 45 + DC**

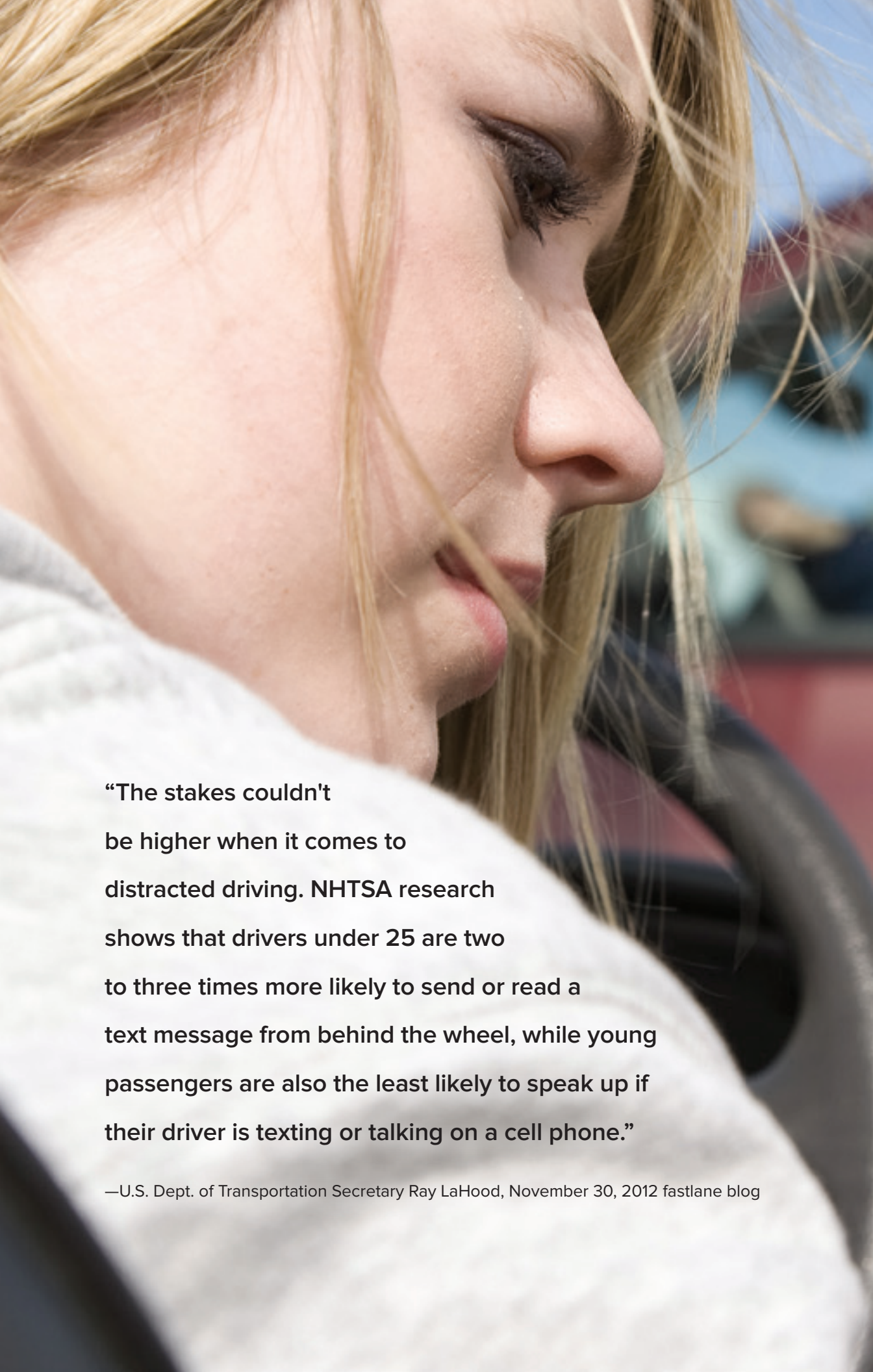
Table 8: Crash Data Improvement Plans and Distracted Driving Crash Trends

State	Are there any plans to change or update how distraction information is collected on crash reports?	If your state collects data on distracted driving crashes, in the last three years have the number of these crashes:
Alabama	Yes	Increased
Arkansas	Yes	Stayed about the same
California	No	Decreased
Colorado	No	Increased
Delaware	No	Decreased
District of Columbia	No	
Florida	No	Stayed about the same
Georgia	No	Increased
Hawaii	No	Stayed about the same
Idaho	No	
Illinois	No	Stayed about the same
Indiana	No	Stayed about the same
Iowa	Yes	Increased
Kansas	No	Increased
Kentucky	No	Decreased
Louisiana	No	Decreased
Maine	No	Decreased
Maryland	Yes	Decreased
Massachusetts	Yes	Increased
Michigan	Yes	Increased
Minnesota	Yes	Stayed about the same
Mississippi	No	Stayed about the same
Missouri	No	Stayed about the same
Montana	Yes	Increased
Nebraska	Yes	Decreased
Nevada	Yes	Stayed about the same
New Jersey	No	Increased
New Mexico	Yes	Increased
New York	No	Increased
North Carolina	No	
North Dakota	No	Decreased
Ohio	No	
Oklahoma	No	Stayed about the same
Oregon	Yes	Stayed about the same
Pennsylvania	Yes	Increased
Rhode Island	No	Stayed about the same
South Carolina	No	Stayed about the same
South Dakota	Yes	Stayed about the same
Tennessee	Yes	Increased
Texas	No	Decreased
Utah	No	Increased
Vermont	Yes	Stayed about the same
Virginia	No	Stayed about the same
Washington	Yes	Decreased
West Virginia	No	
Wisconsin	Yes	Decreased
Wyoming	No	Increased

Yes: 18  
No: 28 + DC

Increased: 15  
Decreased: 11  
About the same: 16

Alaska, Arizona, Connecticut, and New Hampshire are not included as they do not report collecting distracted driving data.



**“The stakes couldn’t  
be higher when it comes to  
distracted driving. NHTSA research  
shows that drivers under 25 are two  
to three times more likely to send or read a  
text message from behind the wheel, while young  
passengers are also the least likely to speak up if  
their driver is texting or talking on a cell phone.”**

—U.S. Dept. of Transportation Secretary Ray LaHood, November 30, 2012 fastlane blog





# DISTRACTED DRIVING ENFORCEMENT

Few have a better perspective on the negative effects of distraction on our roadways than our nation's law enforcement officers. With new technology being introduced every day, enforcement professionals understand that distracted driving is a major traffic safety issue.

In GHSA's most recent distracted driving survey, 47 states and DC report that their states have specific laws against distracted driving and are being enforced by law enforcement officers in their states. This represents a significant change from the 2010 GHSA survey when only a few states were actively enforcing distracted driving laws. SHSOs report a variety of enforcement strategies being employed, from routine traffic patrols that have incorporated distracted driving into regular enforcement protocols, to school and work zone enforcement of distracted driving laws, to targeted enforcement efforts centered upon specific events such as NHTSA's Distracted Driving Awareness Month (see Tables 9 and 10).

However, SHSOs have also noted a number of concerns and complexities exist in the actual enforcement of distracted driving laws. Some of these concerns are related to the target of the particular distracted driving law. For instance, laws that are specific to certain age groups - like novice drivers - can be challenging for officers when they are forced to make judgments about driver age before stopping a vehicle and issuing a citation. Other concerns are related to distracted driving laws that have been adopted as secondary laws – officers must first find another offense that will permit a vehicle stop and the issuance of a citation before the distracted driving behavior can be addressed. SHSOs recognize that getting law enforcement support for secondary traffic laws can be an obstacle.

Enforcement efforts can also be hampered by the complexities involved in actually discerning the distracted driving behavior, especially when it comes to texting. States cited concerns about officers' abilities to determine if a driver was texting or dialing a cell phone, given that dialing might not be an illegal activity. Officers in some states report that without SUVs or spotters, enforcement can be impeded by the need to get into the necessary physical position to observe the texting behavior.

Once distracted driving citations have been written, it becomes the responsibility of the criminal justice system to follow through on sanctioning a distracted driving offender. It is critical that judges and other criminal justice system stakeholders understand the nature of these offenses and the risk distracted drivers pose to highway safety. Seven states (FL, ID, OR, PA, TX, VA, WY) reported that their highway safety programming includes outreach to and judicial training on the topic of distracted driving, down from 8 states in 2010 (see Table 11).

The enforcement of traffic laws is a critical component of every state's highway safety program. SHSOs are helping enforcement and judicial partners find the resources and most effective strategies to successfully respond to distracted driving.

Table 9: Distracted Driving Enforcement

State	If your state has a distracted driving law, is it being enforced? If yes, please briefly describe how it is being enforced.
Alabama	Yes. New law. Enforcement has been in effect almost 60 days. No specific enforcement campaigns have been conducted.
Alaska	No
Arkansas	Yes. No cell phone use by individuals under 18 years of age, handsfree devices for individuals 18 - 20 years, and cell phone use in school zones and work zones are all secondary offenses. No texting while driving is a primary offense and law enforcement can initiate a traffic stop by observing that offense alone.
California	Yes. CA has actively participated in NHTSA's Distracting Driving Awareness Month in April 2011 and again in 2012. In April 2012, CA OTS led a statewide effort that resulted in 265 police departments and CHP issuing more than 57,000 hand-held citations. In 2011, there were 460,487 hand-held convictions, up from 361,260 in 2010. Beginning Oct. 2012, for the first time OTS will provide grant funding to 80 police departments to conduct hand-held and texting enforcement operations.
Colorado	Yes. Several Police Departments around the State have applied for NHTSA funds for Distracted Driving Enforcement efforts in the past 2 years. Police are also taking action more often when they see a distracted driving event.
Connecticut	Yes. Through citations given to motorists by law enforcement. Some municipalities are more committed to enforcing the State's cell phone/texting/distracted driving laws than others.
Delaware	Yes. It is enforced by all law enforcement agencies in their daily traffic patrols. Delaware has also received a grant for the pilot program "Phone In One Hand. Ticket In The Other" and will be doing 3 waves of overtime enforcement.
District of Columbia	Yes. As all laws, MPD routinely enforces the distracted driving law each and every day.
Georgia	Yes. The law is being enforced, however not pervasively because it is difficult to determine a person's age in the case of the all cell phone ban for persons 18 and under and difficult to determine if a person is texting or making a call if over 18.
Idaho	Yes. From July 1 - September 15, 2012 there have been 130 citations issued on the no-texting law, 49-1401A.
Illinois	Yes. When a crash occurs that could involve distraction due to texting or banned phone use, the device records can be verified. Also, law enforcement officers observing texting activity or inappropriate phone use (work zones, for instance) amounts to a primary offense.
Indiana	Yes. It is being enforced, but lightly. Many officers are reluctant to enforce it because they claim they cannot tell if someone is dialing a number or texting. In the first year of the law roughly 400 citations were written.
Iowa	Yes. The use of electronic device law in Iowa states that a driver of a vehicle cannot text behind the wheel. This is a very difficult law for law enforcement officers to enforce since it is a secondary law which requires an officer to find another violation before the driver could be cited for texting and driving. Iowa law also states that anyone under age 18 is prohibited to have a cellular device in their hand when they operate a motor vehicle.
Kansas	Yes. Mainly using spotters.
Kentucky	Yes. It is being enforced, but there are obstacles. Officers have stated that our law is difficult to enforce. But, citations are being written.
Louisiana	Yes. Uniform patrol.
Maine	Yes. Officers will stop a vehicle for observed texting, or obvious distraction. Citations are written for texting and failure to control a motor vehicle.
Maryland	Yes. Several Counties and State Law Enforcement Agencies recently initiated enforcement of texting laws during regular duty and overtime-funded efforts.
Massachusetts	Yes. Law enforcement is doing the best they can considering it is difficult to tell whether a driver is texting or dialing a phone number.
Michigan	Yes. Through primary enforcement. The fine is \$100 for the first offense and \$200 for each offense thereafter.
Minnesota	Yes. Our office funds local law enforcement and have a dedicated day just for distracted driving. We also do media pushes on the subject.
Mississippi	Yes. Officers' observation.
Missouri	Yes
Nebraska	Yes
Nevada	Yes. Became effective Jan. 1, 2012 (after six months of education); all law enforcement agencies participating in the SHSO's Joining Forces Program (HVE), which is 29 of 36 agencies, participate in required distracted driving events, as well as enforce the new law on their own, regular time.

Table 9 continued...

State	If your state has a distracted driving law, is it being enforced? If yes, please briefly describe how it is being enforced.
New Hampshire	Yes. However, it is very difficult for officers/troopers to enforce.
New Jersey	Yes. The law is being enforced through regular patrols and select overtime grants to municipal police departments.
New Mexico	Yes. The law is being enforced in the various communities through use of a local ordinance and through the state's graduated license system which is new and became effective June 17, 2011.
New York	Yes. Law enforcement are utilizing grant funds and state resources to enforce the state's distracted driving laws. In addition, the city of Syracuse, NY participated in the NHTSA demonstration project in 2010 to help curb distracted driving.
North Carolina	Yes. Some agencies are enforcing the texting law, but it is hard for law enforcement to make a determination on whether or not the person is texting. The law is beneficial in cases of serious injury or fatal crashes, allowing officers to do crash investigations determining if there was texting involved at the time of the crash.
North Dakota	Yes. Only enforced in larger cities in the state. The law is viewed in general by law enforcement as difficult to enforce.
Ohio	Yes. Primary law for under 18. Secondary law for 18 and over. Several jurisdictions have a more severe distracted driving law than the state law.
Oklahoma	Yes. Oklahoma does have a law requiring a driver to devote his/her full attention to driving (not specific to electronic device or other type of distractions). Previously, officers could enforce the inattentive driving law only in the event of a crash; now the law has primary enforcement capability.
Oregon	Yes. Routine traffic enforcement of cell phone use.
Pennsylvania	Yes. Texting is a primary offense. Law enforcement will issue a citation if they witness a motorist texting while driving.
Rhode Island	Yes. Police stop individuals using hand-held devices and cite as warranted. Also used to follow up on crash investigations involving serious injury or fatal crashes.
South Dakota	Yes. If charges are filed for driver distraction, statute is being used and applied. Not specific to just electronic devices.
Tennessee	Yes. In certain jurisdictions. SUVs have been utilized as well as more attention by the THP. However, without total hand-held ban it will continue to grow.
Texas	Yes. School zone enforcement around the state and for novice drivers and school bus drivers. Local enforcement of local ordinances.
Utah	Yes
Vermont	No
Virginia	Yes. Through daily enforcement efforts as well as special campaigns such as CIOT and DUI Checkpoint Strike Force.
Washington	Yes. We have laws against texting while driving, all cell phone use is prohibited for drivers up to age 18 under the IDL law, and there is a law against using a cell phone without a headset. Tickets are being written to motorists who violate all three laws.
West Virginia	Yes. Primary offense citations for drivers using an electronic device to text since 7-1-2012. Then on 7-1-2013 and after as a primary offense for cell phone use.
Wisconsin	Yes. Citations are given.
Wyoming	Yes. As part of normal state and local law enforcement efforts. Especially noteworthy has been the efforts of local law enforcement where city ordinances prohibit cell phone use while driving. In the City of Cheyenne, for example, the Police Department does periodic enhanced enforcement campaigns coupled with the use of portable digital messaging signs in high traffic areas of the City. These campaigns target drivers using cell phones in violation of the city ordinance and texting in violation of state law.

Florida and Hawaii passed distracted driving laws in 2013, but are not represented in this Table. Arizona, Montana and South Carolina are not included as they do not have a distracted driving law.

Table 10: Other Enforcement Efforts Targeting Distracted Driving

State	If your state does not have a distracted driving law, have state or local law enforcement agencies conducted any enforcement efforts targeting distracted drivers?
Arizona	Yes.
Montana	Yes, City ordinances in certain Montana cities.
South Carolina	Yes, some local jurisdictions have ordinances banning texting while driving.

Table 11: Distracted Driving Training for Judges

States	States that have provided training or other assistance to the judiciary on distracted driving
Florida	We work directly with judicial outreach.
Idaho	During the highway safety summit there was a panel of prosecutors, a judge and law enforcement. Additionally the state's TSRP assists with questions.
Oregon	Annual Judicial Conference Workshop.
Pennsylvania	We try to reach all district judges via judge outreach presentations state-wide.
Texas	Through traffic safety grants with judicial organizations.
Virginia	Through the Annual Judicial Transportation Safety Conference, the Virginia Highway Safety Office provides information on distracted driving through legislative updates, crash and causation data and question and answer sessions.
Wyoming	On April 19, 2012 our NHTSA Region 8 Judicial Outreach Liaison (JOL) made a presentation to the Conference of Circuit Court Judges in Jackson, Wyoming. A portion of that presentation addressed the various types of NHTSA programming that a JOL is involved in. Mention was made of the issue of distracted driving and NHTSA's perspective on that.

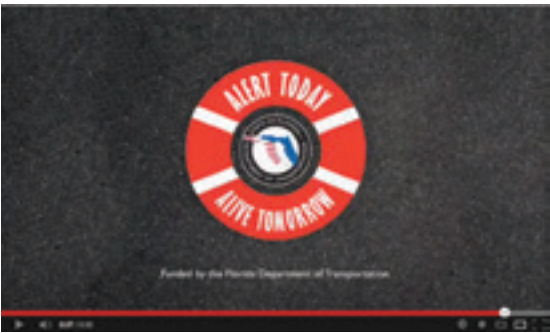


# DISTRACTED DRIVING PUBLIC EDUCATION

SHSOs understand the need to remind drivers about the dangers of distracted driving, and have undertaken significant efforts in this area since GHSA's state survey in 2010. In the most recent survey, 47 states and DC—up from 37 states and DC in 2010 (a 26 percent increase)—report having taken steps to educate the public about the threat of distracted driving. Twenty-seven SHSOs indicated that they had developed campaign messaging and/or taglines to accompany these efforts; two states report using NHTSA's tagline “One Text or Call Could Wreck it All.” (See Table 12.)

States are employing a number of information strategies in connection with these campaigns, but recognizing the effectiveness of technology-based communication, 35 states and DC have incorporated new/social media such as Twitter, YouTube and Facebook to get out their message, an astounding 125% increase over the 2010 response, when only 16 states were using these strategies (see Table 13).

The tasks of educating drivers and shaping societal norms through public information are central to successful highway safety programs. State highway safety leaders have expanded both their efforts and distribution channels to keep the message about the dangers of distracted driving in front of the motoring public.



Clockwise from top left:  
The State Attorneys General and the National Highway Traffic Safety Administration’s web campaign, The Florida Pedestrian and Bicycling Safety Resource Center’s online video, Texas’s Think Street anti-texting campaign.

Table 12: Distracted Driving Public Education Efforts

State	Has your state taken steps to educate the public about the dangers of distracted driving?		Has your state developed a distracted driving campaign message/tagline?	If yes, please provide.
	2010	2012		
Alabama	No	No	No	
Alaska	Yes	No	No	
Arizona	Yes	Yes	Yes	
Arkansas	Yes	Yes	Yes	Stay Alive - Don't Text and Drive
California	Yes	Yes	Yes	It's Not Worth It
Colorado	Yes	Yes	No	
Connecticut	No	Yes	No	
Delaware	No	Yes	Yes	Phone Hands Free. Arrive Alive DE
District of Columbia	Yes	Yes	Yes	
Florida	Yes	Yes	Yes	Alert Today...Alive Tomorrow
Georgia	No	Yes	No	
Hawaii	Yes	No	No	
Idaho	Yes	Yes	No	
Illinois	Yes	Yes	Yes	"Drive Now, Text Later" and (with partner AT&T) "It Can Wait"
Indiana	Yes	Yes	No	
Iowa	No	Yes	No	
Kansas	Yes	Yes	No	
Kentucky	Yes	Yes	Yes	"One Text or Call Could Wreck It All"
Louisiana	Yes	Yes	No	
Maine	Yes	Yes	No	
Maryland	Yes	Yes	No	
Massachusetts	Yes	Yes	Yes	Drive Safely - you hold the keys
Michigan	Yes	Yes	Yes	Thumbs on the Wheel
Minnesota	Yes	Yes	Yes	"Don't Thumb It Up" and "One text or call can wreck it all"
Mississippi	No	Yes	No	
Missouri	Yes	Yes	Yes	U TXT UR NXT, NO DWT (Drive while texting), Just Drive
Montana	Yes	Yes	No	
Nebraska	Yes	Yes	Yes	Belt on - Phone off!
Nevada	Yes	Yes	Yes	Eyes on the Road
New Hampshire	Yes	Yes	Yes	"Driving Toward Zero Deaths"
New Jersey	Yes	Yes	Yes	Hang Up! Just Drive
New Mexico	No	Yes	Yes	"DNTXT" (NMDOT) and with other stakeholders "W82TXT"
New York	Yes	Yes	Yes	Put it Down!!
North Carolina	Yes	Yes	No	
North Dakota	No	Yes	No	
Ohio	Yes	Yes	Yes	STAY ALIVE don't TXT & drive
Oklahoma	No	Yes	No	
Oregon	Yes	Yes	Yes	Hang Up & Drive, Free Your Mind - Limit Distractions
Pennsylvania	Yes	Yes	No	
Rhode Island	Yes	Yes	Yes	DRIVE NOW TEXT LATER
South Carolina	Yes	Yes	No	
South Dakota	Yes	Yes	No	
Tennessee	No	Yes	No	
Texas	Yes	Yes	Yes	Talk. Text. Crash
Utah	Yes	Yes	Yes	
Vermont	Yes	Yes	No	
Virginia	Yes	Yes	No	
Washington	No	Yes	Yes	Text Talk Ticket, Hang Up and Drive
West Virginia	No	Yes	Yes	Turn it Off. Put it Down. Just Drive
Wisconsin	Yes	Yes	No	
Wyoming	No	Yes	Yes	The road is no place for distractions.

Table 13: **Social Media and Websites**

State	Is your state using new media/social networking sites to educate motorists about distracted driving?		If yes, please briefly describe.	Website addresses for any additional educational materials.
	2010	2012		
Alabama	No	No		
Alaska	Yes	No		
Arizona	No	Yes		
Arkansas	No	No		<a href="http://ardrivesafe.relevatetechnology.com/">http://ardrivesafe.relevatetechnology.com/</a>
California	Yes	Yes	Facebook and Twitter	<a href="http://www.ots.ca.gov">www.ots.ca.gov</a>
Colorado	Yes	No		<a href="http://www.coloradodot.info/programs/colorado-teen-drivers/driving-tool-kit">www.coloradodot.info/programs/colorado-teen-drivers/driving-tool-kit</a>
Connecticut	No	Yes	We post educational stories and related materials on our Highway Safety Facebook page.	Our state used the national "Phone In One Hand Ticket in The Other" campaign logo and associated materials available from NHTSA.
Delaware	Yes	Yes	<a href="http://www.facebook.com/ArriveAliveDE">www.facebook.com/ArriveAliveDE</a> <a href="http://www.twitter.com/DEHighwaySafe">www.twitter.com/DEHighwaySafe</a>	<a href="http://ohs.delaware.gov/CellPhone">http://ohs.delaware.gov/CellPhone</a>
District of Columbia	No	Yes		<a href="http://www.ddot-hso.com">www.ddot-hso.com</a>
Florida	Yes	Yes	We use Facebook and Twitter in addition to the standard media outlets.	<a href="http://www.flhsmv.gov/teens/teen_home.html">www.flhsmv.gov/teens/teen_home.html</a>
Georgia	Yes	Yes	On existing Facebook and Twitter connections, posts and tweets have been sent regarding the new law as well as follow up educational informaion.	<a href="http://www.gahighsafety.org">www.gahighsafety.org</a>
Hawaii	No	No		
Idaho	No	Yes	We use Facebook, YouTube and Twitter to send messages, attach resources and link to articles.	<a href="http://www.youtube.com/watch?v=ALNamqA-3Ltc&amp;list=UUULOGd2FNzmWtXfGeb-3vIA&amp;index=5&amp;feature=plpp_video">www.youtube.com/watch?v=ALNamqA-3Ltc&amp;list=UUULOGd2FNzmWtXfGeb-3vIA&amp;index=5&amp;feature=plpp_video</a>
Illinois	No	Yes	We note distracted driving events and announcements on our state Facebook and Twitter accounts.	Mainly in partnership with private partners such as AT&T, which provides all materials. Illinois is beginning to formulate its own campaign on distracted driving with federal money now available for reimbursements.
Indiana	No	Yes	Our traffic safety Facebook page. <a href="http://www.facebook.com/IndianaTrafficSafety">www.facebook.com/IndianaTrafficSafety</a>	We have partnered with AT&T around the state at 5 events to promote the dangers of texting and driving.
Iowa	No	Yes	Actively using Facebook. Updated on a regular basis.	<a href="http://www.dps.state.ia.us/commis/gtsb/index.shtml">www.dps.state.ia.us/commis/gtsb/index.shtml</a> <a href="http://www.iowadot.gov">www.iowadot.gov</a>
Kansas	No	Yes	We use Facebook, Twitter and YouTube.	

Table 13 continued...

State	Is your state using new media/social networking sites to educate motorists about distracted driving?		If yes, please briefly describe.	Website addresses for any additional educational materials.
	2010	2012		
Kentucky	Yes	Yes	We utilize both Facebook and Twitter to share NHTSA messages about distracted driving, and to promote the distraction.gov website.	<p>Website with our distracted driving simulator demonstration video, no texting pledge and distracted driving tip sheet: <a href="http://transportation.ky.gov/Highway-Safety/Pages/Distracted-Driving.aspx">http://transportation.ky.gov/Highway-Safety/Pages/Distracted-Driving.aspx</a></p> <p>We utilized Kentucky distracted driving crash survivor, Hillary Coltharp, in a PSA campaign:</p> <ul style="list-style-type: none"><li>• “We Said Goodbye”: <a href="http://www.youtube.com/watch?v=-9mDv7i6f5k&amp;feature=BFa&amp;list=UUJF7NVVqrDc76231oLXR8jw">www.youtube.com/watch?v=-9mDv7i6f5k&amp;feature=BFa&amp;list=UUJF7NVVqrDc76231oLXR8jw</a></li><li>• “The Aftermath”: <a href="http://www.youtube.com/watch?v=_O7QGteLJag&amp;feature=BFa&amp;list=UUJF7NVVqrDc76231oLXR8jw">www.youtube.com/watch?v=_O7QGteLJag&amp;feature=BFa&amp;list=UUJF7NVVqrDc76231oLXR8jw</a></li><li>• The Hillary Coltharp Story: <a href="http://www.youtube.com/watch?v=BHkZ63DvY7o&amp;list=UUJF7NVVqrDc76231oLXR8jw&amp;index=5&amp;feature=plcp">www.youtube.com/watch?v=BHkZ63DvY7o&amp;list=UUJF7NVVqrDc76231oLXR8jw&amp;index=5&amp;feature=plcp</a></li><li>• Hillary Coltharp local news story: <a href="http://www.wpsdlocal6.com/news/ky-state-news/One-Text-or-Call-Could-Wreck-It-All-campaign-highlights-Distracted-Driver-Awareness-Month-145796205.html">www.wpsdlocal6.com/news/ky-state-news/One-Text-or-Call-Could-Wreck-It-All-campaign-highlights-Distracted-Driver-Awareness-Month-145796205.html</a></li></ul>
Louisiana	No	Yes	The LHSC shares all of their media releases to their Twitter and Facebook.	<a href="http://www.lahighwaysafety.org/media.html">www.lahighwaysafety.org/media.html</a> <a href="http://www.destinationzerodeaths.com/marketing/#categories">www.destinationzerodeaths.com/marketing/#categories</a>
Maine	No	No		
Maryland	No	Yes	The Maryland Motor Vehicle Administration is utilizing Facebook, Twitter and YouTube.	<a href="http://www.wbalv.com/news/maryland/baltimore-city/Graphic-video-to-deter-distracted-motorists/-/10131532/16524592/-/116xn7nz/-/index.html#.UE34CRxeK2g.facebook">www.wbalv.com/news/maryland/baltimore-city/Graphic-video-to-deter-distracted-motorists/-/10131532/16524592/-/116xn7nz/-/index.html#.UE34CRxeK2g.facebook</a>
Massachusetts	Yes	Yes	The Massachusetts Highway Safety Division does not use social media, but the Registry of Motor Vehicles does. Information can be found here: <a href="http://www.massdot.state.ma.us">www.massdot.state.ma.us</a> .	<a href="http://www.consumerreports.org/cro/resources/streaming/PDFs/distracted-driving-brochure.pdf">www.consumerreports.org/cro/resources/streaming/PDFs/distracted-driving-brochure.pdf</a>  <a href="http://www.massdot.state.ma.us/rmv/SafeDrivingLawSummary.aspx">www.massdot.state.ma.us/rmv/SafeDrivingLawSummary.aspx</a>  <a href="http://distractology.com">distractology.com</a>
Michigan	No	No		<a href="http://www.michigan.gov/msp/0,4643,7-123-58984---,00.html">www.michigan.gov/msp/0,4643,7-123-58984---,00.html</a>
Minnesota	Yes	Yes	There are no websites or social media accounts specific to distracted driving – we use one account for our social media on Twitter and Facebook to push all our traffic safety messages.	
Mississippi	No	Yes	By making State SADD website available to teen groups. Also, partnership with AT&T and C-Spire Wireless and the Traumatic Brain Injury Association.	
Missouri	Yes	Yes	Facebook, Twitter, web	<a href="http://www.saveMOlives.com">www.saveMOlives.com</a>
Montana	No	No		<a href="http://www.mdt.mt.gov/safety/distracted_driving.shtml">www.mdt.mt.gov/safety/distracted_driving.shtml</a>
Nebraska	No	Yes	Message apps that link to Distraction.gov website.	

Table 13 continued...

State	Is your state using new media/social networking sites to educate motorists about distracted driving?		If yes, please briefly describe.	Website addresses for any additional educational materials.
	2010	2012		
Nevada	No	Yes	Hulu, YouTube, Internet banners, other social media.	<a href="http://www.nophonezonenv.com/links.htm">www.nophonezonenv.com/links.htm</a> <a href="http://www.zerofatalitiesnv.com">www.zerofatalitiesnv.com</a>
New Hampshire	No	Yes	Through the "Driving Toward Zero Deaths" campaign administered by NH Department of Transportation. Use of website.	
New Jersey	Yes	No		Brochures and a PSA can be found at <a href="http://www.njsaferoads.com">www.njsaferoads.com</a> .
New Mexico	No	Yes	YouTube, Facebook, Twitter	<a href="http://endwl.com">endwl.com</a>
New York	No	No		<a href="http://www.safeny.ny.gov">www.safeny.ny.gov</a> <a href="http://www.safeny.ny.gov/media/phon-bro.htm">www.safeny.ny.gov/media/phon-bro.htm</a>
North Carolina	No	Yes	GHSP uses Facebook to get messages out to followers.	
North Dakota	Yes	Yes	We post distracted driving information to traffic safety Facebook pages.	Distracted driving PSAs from the annual teen traffic safety contests can be viewed at the following links. The SHSO uses as paid media during identified distracted driving periods per the media calendar. <a href="http://www.youtube.com/watch?v=2Wbs7zb2EV8">www.youtube.com/watch?v=2Wbs7zb2EV8</a> <a href="http://www.youtube.com/watch?v=mgaGeimCtUw">www.youtube.com/watch?v=mgaGeimCtUw</a> We've also aired this ad (developed by SD SHSO) during distracted driving awareness month: <a href="http://www.youtube.com/watch?v=L62p5r8OMtc">www.youtube.com/watch?v=L62p5r8OMtc</a> .
Ohio	No	No		
Oklahoma	No	Yes	The OHSO Facebook page includes frequent messages about distracted driving.	<a href="http://www.stoptextsstopwrecks.org">www.stoptextsstopwrecks.org</a>
Oregon	No	Yes	Oregon is poised to release a web video on this issue.	<a href="http://www.oregon.gov/ODOT/TS/pages/tsdbrochures.aspx">www.oregon.gov/ODOT/TS/pages/tsdbrochures.aspx</a>
Pennsylvania	Yes	Yes	Facebook and Twitter	<a href="http://www.justdrivepa.org/Traffic-Safety-Information-Center/Distracted-Driving/">www.justdrivepa.org/Traffic-Safety-Information-Center/Distracted-Driving/</a>
Rhode Island	Yes	Yes	Facebook and Twitter messages sent	
South Carolina	No	No		
South Dakota	No	Yes	Hiring social media director	YouTube SD texting commercial
Tennessee	Yes	No		<a href="http://tntrafficsafety.org">tntrafficsafety.org</a>
Texas	No	Yes	Facebook, Twitter	<a href="http://txdot.gov/driver/share-road/distracted.html">http://txdot.gov/driver/share-road/distracted.html</a>
Utah	Yes	Yes		
Vermont	No	No		<a href="http://ghsp.vermont.gov/">http://ghsp.vermont.gov/</a>
Virginia	No	Yes	Virginia uses various partner websites, Facebook to educate motorists about distracted driving. Also uses media through CIOT and DUI Checkpoint Strike Force campaigns.	Virginia has taken steps to educate the public about the dangers of distracted driving. See websites <a href="http://dmvnow.com">dmvnow.com</a> , <a href="http://drivesmartva.org">drivesmartva.org</a> , <a href="http://yovaso.net">yovaso.net</a> and <a href="http://midatlantic.aaa.com">midatlantic.aaa.com</a> . In addition, DMV has issued news releases ( <a href="http://dmvnow.com">dmvnow.com</a> ) cautioning motorists against distracted driving.
Washington	No	No		<a href="http://www.wtsc.wa.gov">www.wtsc.wa.gov</a>
West Virginia	No	Yes	New media: Yes, using "Tab-On's" on the front page of highly circulated newspapers. Social Media: No	
Wisconsin	No	Yes	Facebook, Twitter, YouTube	<a href="http://fox47.com/sections/contests/msg2teens/">http://fox47.com/sections/contests/msg2teens/</a> <a href="http://www.zeroinwisconsin.gov/texting.asp">www.zeroinwisconsin.gov/texting.asp</a> <a href="http://www.dot.wisconsin.gov/safety/motorist/behaviors/distractions/index.htm">www.dot.wisconsin.gov/safety/motorist/behaviors/distractions/index.htm</a> <a href="http://www.dot.wisconsin.gov/drivers/teens/docs/teen-drive-safely.pdf">www.dot.wisconsin.gov/drivers/teens/docs/teen-drive-safely.pdf</a>
Wyoming	No	Yes	Drive Safe Wyoming has a Facebook page.	<a href="http://DriveSafeWyoming.com">DriveSafeWyoming.com</a>



# EDUCATION AND TRAINING EFFORTS FOR TEENS AND PARENTS

Drivers of all ages can and do drive with less than perfect focus on the driving task. However, a special emphasis on younger drivers is often warranted when it comes to distracted driving prevention.

Young drivers, aged 15 to 20, are especially vulnerable to death and injury on our roadways – traffic crashes are the leading cause of death for teens in the U.S. Research shows that inexperience and immaturity combined with risky driving behaviors such as distracted driving (cell phone use, loud music, other teen passengers, etc.) can contribute negatively to teen crashes.<sup>16</sup> As a result, our youngest and most inexperienced drivers are most at risk, with 10 percent of all fatal distracted driving crashes in 2010 involving a driver under the age of 20<sup>17</sup>, even though drivers in this age group comprised only 6.4 percent of all licensed drivers.<sup>18</sup>

The decision to focus on teen drivers also makes sense because young people are often the earliest and strongest adopters of new technologies. In the AAA Foundation's *2012 Traffic Safety Culture Index*, researchers found 16-24 year old drivers had the highest rates of self-reported texting, emailing and checking of social media behind the wheel. This age group also had the lowest rates of disapproval for hand-held cell phone use and for texting and sending emails while driving.<sup>19</sup>

Highway safety leaders responding to GHSA's 2012 survey reported that 22 percent more states had developed educational materials targeting teen drivers and/or their parents as a response to concerns about the involvement of this age group in distracted driving than in 2010 (27 and DC vs. 23). (See Tables 14 and 15.) These materials take many forms, and most states are using multiple communication channels, including Twitter, YouTube and Facebook, to reach teens and their parents about the dangers of distracted driving.

## Idaho

### Teen Distracted Driving Education Efforts

A desire to educate Idaho youth of all ages and their parents about distracted driving and other unsafe driving behaviors is the focus of [www.idahoteendriving.com](http://www.idahoteendriving.com), a website developed by the Idaho Transportation Department. The website offers pre-drivers, teens and the adults in their lives a diverse array of resources designed to provide news, research, statistics and additional resources related to a variety of teen-related driving concerns, including distracted driving. The site features 21 web links related specifically to distracted driving and free text-blocking apps for Android phones, and it connects parents to NHTSA's *Under Your Influence* website for further information about the key role parents play in teen safe driving.

<sup>16</sup> <http://www.nhtsa.gov/Driving+Safety/Teen+Drivers>

<sup>17</sup> NHTSA. Teens and Distracted Driving, 2010 Data. DOT HS 811 649. September 2012.

<sup>18</sup> NHTSA. Traffic Safety Facts. 2010 Data. Young Drivers. DOT 811 622. May 2012

<sup>19</sup> AAA Foundation for Traffic Safety. January 2013.

# Getting the Word Out to New Drivers

In Maryland, distracted driving is covered in both the Motor Vehicle Administration’s (MVA) driver license manual ([www.mva.maryland.gov/Maryland-Drivers-Handbook/](http://www.mva.maryland.gov/Maryland-Drivers-Handbook/)) and in the licensing exam for new drivers. Citing numerous examples of distracted driving – such as eating or drinking, adjusting the radio or a GPS device, attending to children or pets, talking or texting on a cell phone, smoking, putting on makeup, shaving, reading and interacting with others in the vehicle – the Maryland MVA manual reminds drivers that distracted driving can be anything that takes a driver’s eyes, hands or mind away from the task of driving. In the MVA’s online tutorial, novice drivers can answer practice licensing exam questions on a variety of driving-related topics, including the following: Texting while driving a motor vehicle is A) Permitted when driving at low speed; B) Not legal; or C) Legal if the driver is 21 years of age or older. In Maryland, the correct answer is “B.”

As reported in earlier sections, many states have taken action to address distracted driving by novice drivers through both policies and programs. State bans on cell phone use by teens grew 17 percent, from 28 states and DC in 2010 to 33 states and DC by 2012. Four additional states passed novice driver cell phone bans in early 2013, a 36 percent overall increase in these policies since 2010. Since the 2010 survey: three more states included distracted driving as a requirement in driver education (22 states and DC vs. 19 states and DC); five additional states covered the topic of distracted driving in state drivers manuals (37 states and DC vs. 32 states and DC); and three new states included a question on distracted driving on their driver license exam (20 states and DC vs. 17 states and DC). (See Table 14.)

For many reasons, states have given special attention to addressing distracted driving by teens. This makes good sense because of teens’ greater use of distracting technology behind the wheel and their still-developing driving skills. Strong distracted driving policies and targeted outreach to teens and their parents will help keep novice drivers safe behind the wheel.

Table 14: Teen/Parent Education and Training

✓ = yes

State/Territory	Has your office or state developed distracted driving materials targeting teen drivers and/or their parents?		Is distracted driving a required component of driver education in your state?		Is information on distracted driving included in your state's driver manual?		Is a question on distracted driving included on your state's driver license test?	
	2012	2010	2012	2010	2012	2010	2012	2010
Alabama								
Alaska		✓			✓	✓	✓	✓
Arizona	✓					✓		
Arkansas	✓	✓		✓	✓	✓	✓	✓
California	✓	✓	✓	✓	✓	✓	✓	
Colorado	✓	✓	✓		✓	✓	✓	
Connecticut		✓	✓	✓	✓	✓	✓	✓
Delaware			✓		✓	✓		
District of Columbia	✓		✓	✓	✓	✓	✓	✓
Florida	✓		✓		✓	✓		
Georgia					✓			
Hawaii						✓		
Idaho	✓		✓	✓	✓	✓		
Illinois			✓	✓		✓	✓	✓
Indiana		✓			✓	✓		
Iowa	✓				✓		✓	
Kansas								
Kentucky	✓	✓	✓		✓		✓	
Louisiana					✓	✓		
Maine		✓		✓				
Maryland	✓	✓	✓		✓	✓	✓	✓
Massachusetts	✓	✓	✓	✓	✓	✓	✓	
Michigan			✓		✓		✓	
Minnesota	✓	✓			✓	✓		
Mississippi								
Missouri		✓						
Montana			✓	✓	✓		✓	
Nebraska					✓	✓		✓
Nevada	✓	✓			✓		✓	
New Hampshire								
New Jersey	✓	✓			✓	✓		
New Mexico	✓		✓		✓	✓	✓	✓
New York	✓	✓		✓	✓	✓		✓
North Carolina	✓			✓	✓	✓	✓	✓
North Dakota	✓	✓			✓		✓	
Ohio	✓		✓	✓				
Oklahoma			✓		✓	✓		
Oregon	✓	✓	✓	✓	✓	✓	✓	✓
Pennsylvania		✓		✓	✓	✓		✓
Rhode Island		✓	✓	✓	✓	✓	✓	✓
South Carolina	✓	✓						
South Dakota	✓				✓			
Tennessee	✓				✓	✓	✓	✓
Texas		✓	✓	✓	✓	✓		
Utah	✓	✓	✓			✓	✓	
Vermont			✓					
Virginia	✓	✓	✓	✓	✓	✓		✓
Washington	✓			✓	✓	✓		✓
West Virginia			✓	✓	✓	✓		✓
Wisconsin	✓			✓	✓	✓		✓
Wyoming	✓				✓			
27 + DC      23      22 + DC      19 + DC      37 + DC      32 + DC      20 + DC      17 + DC								

Table 15: **Website Addresses for Additional Materials**

State	Website addresses for any additional materials targeting teen drivers and/or their parents
Arkansas	<a href="http://ardrivesafet.relevatetechnology.com">http://ardrivesafet.relevatetechnology.com</a>
California	<a href="http://www.ots.ca.gov">www.ots.ca.gov</a>
Colorado	<a href="http://www.coloradodot.info/programs/colorado-teen-drivers/driving-tool-kit">www.coloradodot.info/programs/colorado-teen-drivers/driving-tool-kit</a>
Idaho	<a href="http://www.idahoteendriving.com">www.idahoteendriving.com</a> . We link all of our paid media materials to the website.
Kentucky	Distracted driving tip sheet: <a href="http://transportation.ky.gov/Highway-Safety/Documents/Distracted.pdf">http://transportation.ky.gov/Highway-Safety/Documents/Distracted.pdf</a> Young driver tip sheet: <a href="http://transportation.ky.gov/Highway-Safety/Documents/YoungDrivers.pdf">http://transportation.ky.gov/Highway-Safety/Documents/YoungDrivers.pdf</a> Graduated Driver Licensing website for teens and parents: <a href="http://transportation.ky.gov/Driver-Licensing/Pages/Information-for-Teen-Drivers-and-Parents.aspx">http://transportation.ky.gov/Driver-Licensing/Pages/Information-for-Teen-Drivers-and-Parents.aspx</a>
New Jersey	<a href="http://www.njsaferoads.com">www.njsaferoads.com</a>
New Mexico	<a href="http://endwi.com">endwi.com</a>
New York	<a href="http://www.safeny.ny.gov">www.safeny.ny.gov</a> <a href="http://dmv.ny.gov/youngerdriver/default.html">http://dmv.ny.gov/youngerdriver/default.html</a>
North Carolina	VIP for a VIP program website: <a href="http://www.vipforavip.com/">www.vipforavip.com/</a> Street Safe program website: <a href="http://www.streetsafeus.com/locations.asp">www.streetsafeus.com/locations.asp</a>
North Dakota	<a href="http://www.youtube.com/watch?v=2Wbs7zb2EV8">www.youtube.com/watch?v=2Wbs7zb2EV8</a> <a href="http://www.youtube.com/watch?v=mgaGeimCtUw">www.youtube.com/watch?v=mgaGeimCtUw</a> We've also aired this ad (developed by SD SHSO) during distracted driving awareness month: <a href="http://www.youtube.com/watch?v=L62p5r8OMtc">www.youtube.com/watch?v=L62p5r8OMtc</a>
Oregon	<a href="http://www.oregon.gov/ODOT/TS/Pages/Driver-Education-Parent-Teen-Resources.aspx">www.oregon.gov/ODOT/TS/Pages/Driver-Education-Parent-Teen-Resources.aspx</a> <a href="http://www.oregon.gov/ODOT/DMV/TEEN/pages/index.aspx">www.oregon.gov/ODOT/DMV/TEEN/pages/index.aspx</a>
Tennessee	<a href="http://tntrafficsafety.org">tntrafficsafety.org</a>
Virginia	<a href="http://dmvnow.com">dmvnow.com</a> , <a href="http://drivesmartva.org">drivesmartva.org</a> , <a href="http://yovaso.net">yovaso.net</a> and <a href="http://midatlantic.aaa.com">midatlantic.aaa.com</a>
Washington	<a href="http://www.wtsc.wa.gov">www.wtsc.wa.gov</a>
Wisconsin	<a href="http://www.zeroinwisconsin.gov/mediaspots.html">www.zeroinwisconsin.gov/mediaspots.html</a>
Wyoming	<a href="http://DriveSafeWyoming.com">DriveSafeWyoming.com</a>



# PARTNERSHIPS

“Many hands make the burden light.” When drivers see or hear a safety message repeated by more than one entity, credibility of the message increases and the likelihood of message penetration grows. Distracted driving is a concern for many corporate and government organizations, and SHSO leaders in many states have increased their efforts to understand and reduce distracted driving by partnering with other safety-minded groups. Safer roadways for all are the positive result.

## Working with employers

In the 2012 GHSA survey, 17 states and DC reported efforts to work with employers to educate their employees about distracted driving; this number remained the same as in the 2010 survey. Collaboration with employers is accomplished in many different ways: four states (CA, MN, NE, TX) indicated that their SHSO works with state affiliates of the National Safety Council to reach employers, and two SHSOs (DE, KY) reported that they have corporate outreach coordinators on staff that are responsible for working with employers (see Table 16).

## Research efforts with colleges and universities

Earlier, it was noted that one-third of the states responding to the 2012 survey felt that a lack of state-specific distracted driving research was an obstacle to focusing on this issue in their states. Eighteen states are addressing this concern by sponsoring or partnering on research efforts with colleges and universities to study distracted driving. Nine states (GA, IN, LA, MD, MT, NV, OH, SD, WY) indicated that they were working with research partners to conduct attitudinal surveys about distracted driving in their states; six (CO, HI, LA, NC, OH, TX) reported sponsoring observational studies of the incidence of distracted driving behaviors in their states; and five (AL, CA, IN, KS, NY) had engaged institutions of higher learning to analyze distracted driving-related crash data to further their understanding of the problem (see Table 17).

### North Dakota

## Community Partnerships for Teen Driving

The North Dakota DOT’s Traffic Safety Office held its second annual *Ford Driving Skills for Life* event in June 2012 in Fargo. Fifty-eight teens participated in the day-long event which included a ride and drive session conducted by the North Dakota Highway Patrol and Cass County Sheriff’s Office Emergency Vehicle Operator Course (EVOC) officers. Teens drove through the course under normal conditions, while being texted, and while distracted by the radio, and with the EVOC officer talking to them as they drove to simulate many of the distractions that teen drivers encounter. Hector International Airport donated space at its facility to conduct this event, and the North Dakota National Guard provided the North Dakota Armed Forces Reserve Center and volunteers for various event activities. Several community partners including Safe Communities program stakeholders, AAA of North Dakota, Altru Health Systems, State Farm Insurance, the North Dakota Association of Counties, and the North Dakota Safety Council, provided activity stations and volunteers to be present throughout the event. The Luther Family Ford dealership contributed funds for refreshments for the event attendees. [http://www.wday.com/event/article/id/64825/publisher\\_ID/29/](http://www.wday.com/event/article/id/64825/publisher_ID/29/)

## Public/private partnerships

The growing concern over distracted driving led 20 percent more states (42) to work with other government agencies or private organizations to address distracted driving in 2012 than reported in the 2010 survey, when 35 states were similarly engaged. These collaborations were varied in their participants and target audiences, but can be generally described as follows: 15 states (CA, FL, IL, KY, LA, MA, MO, NV, NH, NY, NC, OH, RI, SC, VA) reported working with other state or local government agencies to address employees or the general public; seven states (DE, ID, IN, IA, NJ, NC, WY) described working in partnership with business entities to target employees or business customers (see Table 18). With limited federal and state resources for safety programs, private sector partnerships and funding can help states reach their critical target populations. Since 2003, GHSA and more than 40 states have actively addressed distracted driving through the *Ford Driving Skills for Life* program. GHSA members partner with Ford to bring this program to their states; many states have received funding from Ford to complement their own teen driving efforts. State Farm® has also been a strong partner with GHSA in the area of teen safe driving, supporting SHSO initiatives to keep young drivers and their passengers safe behind the wheel.

### Massachusetts

#### “Distractology 101”

In January 2011, officials from the SHSO and the Massachusetts Department of Transportation gathered at Revere High School to tour the “Distractology 101” mobile classroom operated by the Arbella Insurance Foundation. The free course teaches teens how texting and talking on a cell phone can impair their driving skills by utilizing driving simulators and software programs developed by professors at the University of Massachusetts, Amherst. With the 36-foot long, bright yellow “Distractology 101” trailer as a backdrop, state officials were flanked by law enforcement, local legislators and other safe driving partners to send the strong message that distracted driving is dangerous, unsafe and that laws will be enforced. In addition, the website associated with the training, [www.distractu.com](http://www.distractu.com), has a section with dedicated information for parents.

The Allstate Foundation and the National Safety Council also work with many GHSA members to enhance state laws as well as offer educational resources on distracted driving. Five states (NC, ND, RI, SD, VA) worked with nonprofit organizations to speak to nonprofit clients or the general public; and general public awareness in partnership with media/business partners was the goal for eight states (FL, KS, ME, MD, NM, OR, TN, TX). Four states (CO, GA, MI, WA) collaborated with educational institutions to focus on student populations, and five states (MN, NE, NJ, OR, PA) partnered with funded grantees to address distracted driving in their communities.

State highway safety leaders have clearly recognized the value in working with partners to reduce distracted driving and improve highway safety. Through constructive collaborations, SHSOs can multiply the effects of their own efforts and reach more people through partnerships with diverse organizations.

Table 16: **Working with Employers**

State/Territory	Has your state worked with employers to help them develop workforce distracted driving policies? If so, please briefly describe your state's efforts.
Alabama	No
Alaska	No
Arizona	No
Arkansas	No
California	Yes. CA OTS is initiating a new grant in So. Cal. to include outreach by the National Safety Council to conduct employer cell phone policy workshops.
Colorado	No
Connecticut	No
Delaware	Yes. Our Corporate Outreach Coordinator has provided information about the new cell phone law to all our corporate partners so they can establish work/fleet policies on cell phones while driving.
District of Columbia	Yes
Florida	Yes. The Department of Health is working on this initiative.
Georgia	No
Hawaii	No
Idaho	Yes. Provided recommended policy statements for employers through partnership with the ASSE.
Illinois	No
Indiana	No
Iowa	No
Kansas	Yes. The SHSO has worked with some of the larger employers on distracted driving policies, signage, etc.
Kentucky	Yes. We have a program coordinator who specializes in Corporate Outreach. In addition, the Executive Director of KOHS has also started a parallel campaign to urge companies to adopt policies banning the use of cell phones/electronic devices while operating company vehicles. This has been done so far through networking and PSAs.
Louisiana	No
Maine	Yes. Maine State Police have issued a distracted driving policy for sworn officers.
Maryland	No
Massachusetts	No
Michigan	No
Minnesota	Yes. In partnership with the Minnesota Safety Council and MN Office of Traffic Safety program, and Network of Employers for Traffic Safety (NETS). Best Buy and Xcel Energy are two businesses in Minnesota that are working to give employees comprehensive education and enacting policies for hands-free cell phone use only while driving.
Mississippi	No
Missouri	No
Montana	No
Nebraska	Yes. Through both of the state Safety Council organizations to their employer membership.
Nevada	Yes. Our office consults with MGM and other large employers in the state, as they have monthly safety focuses for their employees; but we do not fund these, as they are for-profit organizations.
New Hampshire	No
New Jersey	No
New Mexico	No
New York	Yes. Sample company policies are available from GTSC.
North Carolina	No

Table 16 continued...

State/Territory	Has your state worked with employers to help them develop workforce distracted driving policies? If so, please briefly describe your state's efforts.
North Dakota	Yes. North Dakota has a statewide worksite wellness program in which traffic safety policies are encouraged. Additionally, the SHSO has a contract with the ND Association of Counties where a portion of the scope of work is to assure all counties have a distracted driving policy that employees are aware of and abide by.
Ohio	No
Oklahoma	No
Oregon	Yes. Distribution of NETS materials.
Pennsylvania	Yes. Our statewide network of Community Traffic Safety Grants help address workforce distracted driving policies in their respective counties.
Rhode Island	No
South Carolina	No
South Dakota	No
Tennessee	No
Texas	Yes. Through a traffic safety grant with the National Safety Council and Texas Employers.
Utah	No
Vermont	No
Virginia	Yes. Virginia has worked with employers, government agencies, law enforcement, and safety advocates to educate Virginia drivers on how to be safe behind the wheel. Throughout the year, but especially in April which is Distracted Driving Awareness Month, you'll find events highlighting the dangers of distracted driving. You can order materials and download items from our Toolkit, including a sample press release, activity ideas, employee letters and emails.
Washington	Yes. We worked with a teen group that sent a model distracted driving policy to every business in their town along with a letter encouraging employers to adopt policies prohibiting cell phone use while driving the company car or on company time.
West Virginia	No
Wisconsin	No
Wyoming	No

Table 17: Research Efforts with Colleges and Universities

State/Territory	Has your state highway safety office funded or partnered with any colleges or universities to conduct research on distracted driving? If so, please briefly describe your state's efforts.
Alabama	Yes. Analyses of distracted driving crash data.
Alaska	No
Arizona	No
Arkansas	No
California	Yes. Hand-held cell phone driver deaths down 47 percent – Two years before and after hand-held and texting bans. 40 percent of CA drivers reported they talk less (hand-held and hands-free) since enactment of the hand-held cell phone ban. We work with the University of California at Berkeley to analyze data.
Colorado	Yes. The HSO has contracted with Colorado State University to complete a Distracted Driving observational study this year.
Connecticut	No
Delaware	No
District of Columbia	No
Florida	No
Georgia	Yes. We have funded the University of Georgia Survey Research Center to determine knowledge and awareness about distracted driving laws.
Hawaii	Yes. The University of Hawaii conducts an annual observation survey to determine cell phone use.
Idaho	No
Illinois	No
Indiana	Yes. Distracted driving attitudinal surveys and crash analysis.
Iowa	No
Kansas	Yes. Attitudinal surveys on distracted driving.

Table 17 continued...

State/Territory	Has your state highway safety office funded or partnered with any colleges or universities to conduct research on distracted driving? If so, please briefly describe your state's efforts.
Kentucky	Yes. The University of Kentucky compiles information for the Strategic Highway Safety Plan which includes Distracted Driving as a dedicated emphasis area.
Louisiana	Yes. The LHSC has funded and partnered with LSU to conduct an analysis of hand-held versus hands-free cell phone use while driving, as well as to conduct observational and attitudinal surveys on hand-held electronic devices.
Maine	No
Maryland	Yes. 1. 51.7% of 1,502 respondents during the July 2011 Maryland Annual Driving Survey stated that they would be very supportive of Maryland changing its cell phone law from a secondary to a primary offense, allowing police to stop and ticket for using a cell phone while driving. 2. We are waiting for National Study Center Researchers to publish papers on the final outcomes of the Southern Maryland DriveCam study.
Massachusetts	No
Michigan	No
Minnesota	No
Mississippi	No
Missouri	No
Montana	Yes. Attitudinal surveys on distracted driving.
Nebraska	No
Nevada	Yes. Attitudinal survey conducted by University Nevada-Reno.
New Hampshire	No
New Jersey	No
New Mexico	No
New York	Yes. <a href="http://www.itsmr.org/pdf/ITSMR%20RESEARCH%20NOTE%20EFFECTS%20OF%20CELL%20PHONES%202006%20UPDATE.pdf">www.itsmr.org/pdf/ITSMR%20RESEARCH%20NOTE%20EFFECTS%20OF%20CELL%20PHONES%202006%20UPDATE.pdf</a> . Driver distraction continues to increase and is a contributory factor in 1 out of 5 crashes. We work with the University of Albany Institute for Traffic Safety Management and Research.
North Carolina	Yes. GHSP has funded observational studies of distracted driving with the Highway Safety Research Center at UNC-Chapel Hill.
North Dakota	No
Ohio	Yes. Miami University - Oxford, Ohio conducted both telephone survey and observational survey on cell phone use.
Oklahoma	No
Oregon	No
Pennsylvania	No
Rhode Island	No
South Carolina	No
South Dakota	Yes. Ongoing research with the University of South Dakota Government Research Bureau. Part of attitudinal survey.
Tennessee	No
Texas	Yes. Have a grant in FY 2013 with the Texas A & M Transportation Institute to do a cell phone observation survey.
Utah	No
Vermont	No
Virginia	No
Washington	No
West Virginia	No
Wisconsin	No
Wyoming	Yes. For the past three years the SHSO has funded an annual telephone survey entitled the "Wyoming Drivers Survey." Survey done by the Wyoming Survey & Analysis Center (WYSAC) at the University of Wyoming. Included in the wide-ranging questions are two questions related to driver distraction (i.e. cell phone use and texting).

Table 18: Other State Agencies and Private Organizations

State/Territory	Has your state worked with other state agencies and/or private organizations to address the issue of distracted driving? If so, please briefly describe.	
	2010	2012
Alabama	No	No
Alaska	No	No
Arizona	Yes	Yes
Arkansas	Yes	Yes. The state has established the Arkansas Coalition Against Texting While Driving.
California	Yes	Yes. Distracted Driving is Challenge Area #17 in the State Strategic Highway Safety Plan (SHSP). More than 300 people and 180 public and private organizations participate in the SHSP process.
Colorado	Yes	Yes. Colorado is contracting with: Drive Smart Colorado on a high school Distracted Driving challenge; Aurora Police Department on a DD Enforcement and Education Campaign; and Bacchus on Decreasing DD among College Students.
Connecticut	Yes	Yes
Delaware	Yes	Yes. Through our Corporate Outreach Coordinator and the corporate partners program, we have distributed information regarding distracted driving and given presentations to several safety groups and employees of corporate partners to share within their organizations.
District of Columbia	No	No
Florida	Yes	Yes. FL DOT works on distracted driving programs and campaigns with the FL Departments of Health, Public Safety, Motor Vehicles, AT&T, Verizon, law enforcement, and insurance companies. Just Drive campaign. Alert Today...Alive Tomorrow. Put it Down campaign
Georgia	No	Yes. We have worked with schools and colleges in our SADD and Young Adult Program to do distracted driving education and awareness.
Hawaii	Yes	No
Idaho	Yes	Yes. We have partnered with the American Society of Safety Engineers, who represent many industries, to address the issue.
Illinois	Yes	Yes. Working closely with Illinois State Police and Illinois Secretary of State.
Indiana	Yes	Yes. AT&T It Can Wait campaign
Iowa	Yes	Yes. GTSB staff member has attended Distracted Driving summit in Missouri. Have also partnered with Allied Insurance and State Farm insurance.
Kansas	Yes	Yes. Working with AAA and other safety advocates to bring awareness about the dangers of distractions.
Kentucky	Yes	Yes. Governor Steve Beshear recently signed a proclamation stating that October 10th is No Texting While Driving Day. This was done with the cooperation of state police, the Office of Highway Safety, Kentucky Transportation Cabinet, Kentuckians for Better Transportation, and AT&T.
Louisiana	No	Yes. Louisiana Department of Transportation and Development, and Louisiana State University
Maine	Yes	Yes. Distraction is being addressed through our media contractor and sports marketing contractor.
Maryland	Yes	Yes. A partnership between the Maryland Motor Vehicle Administration and Maryland Shock Trauma produced "Get the Message" video.
Massachusetts	Yes	Yes. We have worked with the Massachusetts Department of Transportation (MassDOT), Registry of Motor Vehicles, Massachusetts Bay Transportation Authority, AAA, law enforcement, and the MassDOT-led Safe Driving Group that deals with distracted driving.
Michigan	Yes	Yes. Michigan State University, AAA of Michigan, Ford Driving Skills for Life: development of a Strive for a Safer Drive program for high schools throughout Michigan. Oakland County Traffic Improvement Association: currently in the process of coordinating and enhancing an existing program called Remembering Ally for use by speakers for presentations to high school students on distracted driving.
Minnesota	Yes	Yes. We fund coalitions which addresses many driving issues with distracted driving being one of them.
Mississippi	No	No
Missouri	No	Yes. Distracted Driving Summit was conducted jointly by the MO State Highway Patrol and the MO Highway Safety Office. State and private organizations were in attendance.
Montana	Yes	No
Nebraska	Yes	Yes. All grantees, safety partners, and other organizations are provided with the latest data, information, and materials regarding distracted driving through presentations, workshops, and group meetings.
Nevada	Yes	Yes. We work with the many partners of the state's Strategic Highway Safety Plan, as well as the marketing firm on the 'Zero Fatalities' goal, that includes distracted driving as a problem area.

Table 18 continued...

State/Territory	Has your state worked with other state agencies and/or private organizations to address the issue of distracted driving? If so, please briefly describe.	
	2010	2012
New Hampshire	No	Yes. Working with the NH Department of Transportation on a public information campaign that will include distracted driving as part of the “Driving Toward Zero Deaths” campaign.
New Jersey	Yes	Yes. The State has partnered with AT&T to promote the dangers of cell phone use while driving. Several local and non-profit grantees also use grant funds to promote the dangers of cell phone use while driving.
New Mexico	No	Yes. The State of NM highway safety office has partnered with Vaughn Wedeen Kuhn, media contractor to develop television, radio, print, collateral to address distracted driving. Also, the media placement contractor to place the media on television, radio, newspaper, etc. The highway safety office also works with Safer New Mexico Now and the state Law Enforcement Liaisons to promote and discuss the issue with law enforcement. The state also has an annual Law Enforcement Coordinators Symposium where annual training and updates are held on the issue of Distracted Driving. The NMDOT has partnered with other stakeholders to support other media efforts such as W82TXT.
New York	Yes	Yes. GTSC is made up of 11 state agencies all having missions related to traffic safety, and we partner with each of these agencies throughout the year to improve highway safety, including distracted driving.
North Carolina	Yes	Yes. GHSP has partnered with NCDOT and AT&T to help get the message out concerning distracted driving. GHSP also sponsors a program with two non-profit groups that stresses the issue with teens. These groups are “VIP for a VIP” and “Street Safe”.
North Dakota	Yes	Yes. The SHSO holds an annual Driving Skills for Life event in cooperation with program partners (ND National Guard, AAA of North Dakota, ND Safety Council, Ford dealerships, local Safe Communities programs, etc.). The DSFL event includes distracted driving prevention activities.
Ohio	Yes	Yes. Working closely with the Ohio Department of Transportation.
Oklahoma	Yes	Yes. The OHSO is a partner agency in “Drive Aware Oklahoma,” a grassroots coalition of state agencies and non-profit organizations who are working together to decrease injuries and fatalities caused by inattentive driving in Oklahoma through public education. Although the state HSO has no program or tagline and the governor/legislature has not convened a task force/summit, the OHSO supports the efforts of this organization, participates in their activities, and works with them to distribute materials and information.
Oregon	Yes	Yes. Local Traffic Safety groups, targeted law enforcement effort.
Pennsylvania	No	Yes. We have grants with county offices to fund local Community Traffic Safety Grants. These grants focus on addressing all aspects of traffic safety in their respective communities, including distracted driving.
Rhode Island	Yes	Yes. We have worked with AAA, The Departments of Health, Motor Vehicles, CCRI & MADD as well as all local & State Police Departments
South Carolina	No	Yes. The State partnered with the SC Department of Transportation and local FHWA staff, as well as NHTSA staff in the development of the State’s Strategic Highway Safety Plan, which includes distracted driving issues.
South Dakota	Yes	Yes. Volunteers of America—an outreach group to areas we can’t hit—is taking this on.
Tennessee	No	Yes. Worked with numerous insurance agencies and TV stations to promote awareness
Texas	No	Yes. Texas Municipal Police Association (offers distracted driving courses under a grant with TxDOT). Grant with an ad agency to conduct a public awareness campaign.
Utah	Yes	Yes
Vermont	Yes	No
Virginia	Yes	Yes. Virginia works with state and local law enforcement, several non-profit groups and other state agencies to address distracted driving.
Washington	Yes	Yes. The Washington Traffic Safety Commission has received \$130,000 from State Farm to promote distracted driving awareness with high schools. From February - June, 2012, 49 high schools across the state conducted distracted driving awareness projects.
West Virginia	No	No
Wisconsin	No	No
Wyoming	No	Yes. On May 31, 2012 the SHSO and Cathy Jarosh with Montgomery Broadcasting did a presentation on distracted driving for Basin Electric Power Plant employees near Wheatland, Wyoming. This presentation request was made by Basin’s Employee Wellness Committee of the SHSO.



# DISTRACTED DRIVING POLICIES

Beyond laws and public education, organizational dictates are another possible way to influence driver behavior. Employers are often in a significant position of authority when it comes to driving and motor vehicle-related rules, and their enforcement of strict driving policies can reduce crashes and potential organizational liability.

In GHSA's 2012 survey, SHSOs were asked about distracted driving policies at several levels of their organizational structure. Twenty-seven highway safety representatives responded that their jurisdictions have policies in place that address distracted driving. The policies of five states and DC broadly restrict distracted driving, but 21 states' policies specifically limit particular behaviors behind the wheel such as cell phone use or texting (see Table 19).

In most cases, SHSOs exist within a state agency and could potentially have a stand-alone distracted driving policy apart from policies of the state. This was the case in five additional states (AR, FL, HI, MI, TX), with a majority of state agencies overseeing SHSOs reported having implemented distracted driving policies for their employees (two states—NC and WY—reported state, but not agency, distracted driving restrictions). Twenty-four states reported that their SHSO had a policy against distracted driving, including NE, which had an SHSO policy against distracted driving but had neither a state nor agency policy that prohibited distracted driving behavior.

GHSA also asked states if any required their grantees to have a distracted driving policy in place as a condition of funding. Although no SHSOs have this promising strategy at present, a handful of survey respondents indicated their offices were working on a similar policy for the future. Finally, states were asked to share information about additional distracted driving efforts taking place in their states (see Table 20).

Clearly, many states have found it beneficial to be on record that distracted driving is not acceptable for their employees when they are behind the wheel of a motor vehicle. These policies send a strong message to employees about the dangers of distracted driving and establish a positive culture of safety within the organization.

Table 19: Distracted Driving Policies

State/Territory	Does your state have a distracted driving policy for state employees? If so, does it:	Does the agency that houses your office (i.e., Department of Transportation, Department of Public Safety, etc.) have a distracted driving policy for its employees? If so, please briefly describe this policy.	Does your State Highway Safety Office have a distracted driving policy for its employees? If so, please briefly describe this policy.
Alabama	No	No	No
Alaska	No	No	No
Arizona	No	No	No
Arkansas	No	Yes. All Department vehicles are to be operated in compliance with all Arkansas Traffic Laws.	Yes. Same as Department
California	Yes. More broadly restrict distracted driving	Yes. Not sure	Yes. CA OTS has a total cell phone ban while driving any vehicle on state business.
Colorado	No	No	No
Connecticut	Yes. Limit specific behaviors such as texting or using a cell phone while operating state vehicles	Yes. Employees are not to use hand-held mobile devices while operating a motor vehicle.	Yes. Falls under DOT policy
Delaware	Yes. Limit specific behaviors such as texting or using a cell phone while operating state vehicles	Yes. Our agency is required to follow the State of Delaware fleet policy regarding Distracted Driving.	No
District of Columbia	Yes. More broadly restricts distracted driving	Yes	Yes
Florida	No	Yes. Our policy actually requires employees to drive with care.	Yes. Our policy actually requires employees to drive with care.
Georgia	Yes. More broadly restrict distracted driving	Yes. Our office has a specific policy regarding cell phone and texting use.	Yes. Independent office
Hawaii	No	Yes. Requires all employees to follow all state and local laws - including distracted driving	No
Idaho	Yes. Limit specific behaviors such as texting or using a cell phone while operating state vehicles	Yes. Any use of cell phones or other messaging devices, including hands-free or text messaging, for any reason, is prohibited while operating a moving ground vehicle or off-road motorized equipment.	No
Illinois	Yes. Limit specific behaviors such as texting or using a cell phone while operating state vehicles	Yes. State employees driving on state business must obey all state laws on texting and cell phone use. Violation could result in immediate dismissal.	Yes. Same as the agency policy. Violation of the distracted driving laws may result in immediate dismissal of the employee.
Indiana	No	No	No
Iowa	No	No	No
Kansas	No	No	No
Kentucky	Yes. Limit specific behaviors such as texting or using a cell phone while operating state vehicles	Yes. It mirrors the state policy.	Yes. The KOHS also bans the use of hand-held electronic devices when driving a state vehicle.

Table 19 continued...

State/Territory	Does your state have a distracted driving policy for state employees? If so, does it:	Does the agency that houses your office (i.e., Department of Transportation, Department of Public Safety, etc.) have a distracted driving policy for its employees? If so, please briefly describe this policy.	Does your State Highway Safety Office have a distracted driving policy for its employees? If so, please briefly describe this policy.
Louisiana	Yes. Limit specific behaviors such as texting or using a cell phone while operating state vehicles	Yes. State of Louisiana, PPM 49, Louisiana Travel Guide, states that no vehicle may be operated in violation of state or local laws. Louisiana Department of Public Safety, Policy and Procedure, Chapter 1, 01-03.01, states that an employee shall conform to, and abide by, the laws of the United States, the State of Louisiana, all other states of the United States and subdivisions when present therein. Louisiana Department of Public Safety, Policy and Procedure, Chapter 4, 04-01.02, states that an employee shall observe all traffic laws and agency regulations when operating Department vehicles.	Yes. The LHSC follows the Louisiana Department of Public Safety policies.
Maine	No	No	No
Maryland	Yes. Limit specific behaviors such as texting or using a cell phone while operating state vehicles	Yes. Hand-held cell phone use is prohibited unless it is for emergency use, employees are encouraged to keep all hands-free use to a minimum. <a href="http://dbm.maryland.gov/agencies/documents/driverimprovement-program/handsfreecellphoneuse-policy.pdf">http://dbm.maryland.gov/agencies/documents/driverimprovement-program/handsfreecellphoneuse-policy.pdf</a>	Yes. Employees driving State vehicles are required to comply with all State and local laws regarding the use of mobile communications devices while driving.
Massachusetts	No	No	No
Michigan	No	Yes. Employees are restricted from texting, surfing the Internet, or reading or responding to e-mail while on state business, whether operating a department vehicle or a personal vehicle. Employees are also instructed to avoid all driver distractions by stopping the vehicle they are operating in a safe location and attending to the distraction, whether it be electronic (e.g., cell phones, portable music devices), reading directions, eating, or any other activity that reduces driver focus.	Yes. Office of Highway Safety Planning staff are prohibited from using a cell phone while on state business whether in a state-owned or personal vehicle. This prohibition includes receiving or placing calls, text messaging, accessing the Internet, receiving or responding to email, checking for phone messages, or for any other purpose. Staff are advised that if they need to use a cell phone, they shall stop their vehicle in a safe location so that they can safely use their cell phone or text messaging device.
Minnesota	Yes. More broadly restrict distracted driving	Yes. The department now refers to the statewide cell phone policy for consistency. It can be found at: <a href="http://www.mmb.state.mn.us/doc/hr/policy/policy-electronic.pdf">www.mmb.state.mn.us/doc/hr/policy/policy-electronic.pdf</a>	Yes. Our policy refers to the state policy.
Mississippi	Yes. Limit specific behaviors such as texting or using a cell phone while operating state vehicles	Yes. No texting while driving.	Yes. No texting while driving in state vehicles.
Missouri	No	No	No
Montana	No	No	No

Table 19 continued...

State/Territory	Does your state have a distracted driving policy for state employees? If so, does it:	Does the agency that houses your office (i.e., Department of Transportation, Department of Public Safety, etc.) have a distracted driving policy for its employees? If so, please briefly describe this policy.	Does your State Highway Safety Office have a distracted driving policy for its employees? If so, please briefly describe this policy.
Nebraska	No	No	Yes. If operating a state vehicle or personal vehicle while on state business, unless an emergency situation exists, driver is prohibited from using an electronic communication device while vehicle is in motion.
Nevada	Yes. Limit specific behaviors such as texting or using a cell phone while operating state vehicles	Yes. Very similar to the President's Executive Order for federal employees.	Yes. Same as the Department's
New Hampshire	No	No	No
New Jersey	Yes. Limit specific behaviors such as texting or using a cell phone while operating state vehicles	Yes. The use of a cell phone while driving a state vehicle is only permitted when conducting state business and only when a hands-free device is utilized.	Yes. State policy is in effect.
New Mexico	Yes. Limit specific behaviors such as texting or using a cell phone while operating state vehicles	Yes. No hand-held devices while operating a state vehicle except for a two-way radio in the premise of conducting duties.	Yes. It would follow the NMDOT policy overall banning the use of a cell phone while driving a state vehicle.
New York	No	No	No
North Carolina	Yes. More broadly restrict distracted driving	No	No
North Dakota	Yes. Limit specific behaviors such as texting or using a cell phone while operating state vehicles	Yes. Same as state policy.	Yes. Same as state policy.
Ohio	Yes. Limit specific behaviors such as texting or using a cell phone while operating state vehicles	Yes. Use of cell phone while driving a state vehicle is prohibited.	Yes. Same as state policy.
Oklahoma	Yes. Limit specific behaviors such as texting or using a cell phone while operating state vehicles	No	No
Oregon	Yes. Limit specific behaviors such as texting or using a cell phone while operating state vehicles	Yes. Limited to hands-free cell phone use.	Yes. Limited to hands-free cell phone use.
Pennsylvania	No	No	No
Rhode Island	No	No	No
South Carolina	Yes. Limit specific behaviors such as texting or using a cell phone while operating state vehicles	Yes. The policy prohibits texting while driving state vehicles.	Yes. Same as the agency policy.
South Dakota	Yes. Limit specific behaviors such as texting or using a cell phone while operating state vehicles	Yes. Covered by state policy.	No
Tennessee	Yes. Limit specific behaviors such as texting or using a cell phone while operating state vehicles	Yes. No cell phone usage except in case of emergency	No
Texas	No	Yes. Bans hand-held cell phones/texting	Yes. Follow TxDOT policy.
Utah	No	No	No
Vermont	No	No	No

Table 19 continued...

State/Territory	Does your state have a distracted driving policy for state employees? If so, does it:	Does the agency that houses your office (i.e., Department of Transportation, Department of Public Safety, etc.) have a distracted driving policy for its employees? If so, please briefly describe this policy.	Does your State Highway Safety Office have a distracted driving policy for its employees? If so, please briefly describe this policy.
Virginia	Yes. More broadly restricts distracted driving	Yes. DMV's policy covers cell phone usage and texting, as well as other types of distraction such as eating/drinking.	Yes. The Virginia Highway Safety Office's policy mirrors DMV/state policy.
Washington	No	No	No
West Virginia	Yes. Limit specific behaviors such as texting or using a cell phone while operating state vehicles	Yes. Same as state policy; when using state vehicles cell use or texting is prohibited	No
Wisconsin	Yes. Limit specific behaviors such as texting or using a cell phone while operating state vehicles	Yes. Same as state policy.	Yes. Same as state policy.
Wyoming	Yes. Limit specific behaviors such as texting or using a cell phone while operating state vehicles	No	No

Table 20: State Distracted Driving Efforts: Other Information

State/Territory	Please provide any additional information you'd like to share about your state's efforts to address distracted driving.
Alabama	
Alaska	
Arizona	We have statutes in AZ that can be used to cite for distracted driving.
Arkansas	
California	
Colorado	
Connecticut	
Delaware	
District of Columbia	
Florida	Just Drive, Put it Down, Alert Today...Alive Tomorrow
Georgia	
Hawaii	
Idaho	The State HSO does not currently require grantee organizations to have a distracted driving policy; it is optional. However, starting grant year 2014 it will be a requirement of receiving a grant. The HSO does not have a distracted driving policy because it is housed under the Idaho DOT which does have a policy.
Illinois	Ramping up our efforts now that federal funding has been specified for reimbursements on distracted driving campaigns.
Indiana	
Iowa	
Kansas	As far as state/agency policies on distracted driving, the only thing mentioned is that employees have to follow all state laws (we have a texting ban), but there are no other specific state policies on distractions. The SHSO cannot make our own distracted driving policies for employees, it would have to be done by the DOT as a whole. The SHSO is currently working on distracted driving policies for grantees.
Kentucky	The KOHS also has paid TV spots in our largest market addressing several issues including distracted driving. Former national championship coach Howard Schnellenberger (Kentucky native) will be joining the KOHS on a future PSA on distracted driving.
Louisiana	
Maine	
Maryland	
Massachusetts	In January 2011, officials from the our office and the Massachusetts Department of Transportation gathered at Revere High School to tour the "Distractology 101" mobile classroom operated by the Arbella Insurance Foundation. The course teaches teens how texting and talking on a cell phone can impair their driving skills by utilizing driving simulators and software programs developed by professors at the University of Massachusetts Amherst. With the 36-foot long, bright yellow "Distractology 101" trailer as a backdrop, state officials were flanked by law enforcement, local legislators and other safe driving partners to send the strong message that distracted driving is dangerous, unsafe and laws will be enforced.
Michigan	
Minnesota	
Mississippi	This is a consistent topic with the MS Association of Highway Leaders (MAHSL) group. Also, there is a pilot program with the Mississippi State University to do research on distracted driving.
Missouri	
Montana	Legislation to address this issue was raised in the 2009 and 2011 sessions but died in committee. Because distracted driving reporting relies in large measure on driver honesty, incidents are suspected to be underreported. Lacking the data then limits our state in making this a priority issue, and obtaining funding for education or other programs.
Nebraska	
Nevada	The requirement in MAP-21 for distracted driving funds that requires state statutes to "Require distracted driving issues to be tested as part of the State's driver's license examination" is challenging; NV was proactive in seeking and obtaining a distracted driving law that meets all other federal requirements...except this one. Even though our DMV driver test does ask two distracted driving questions, it's not REQUIRED by law.
New Hampshire	
New Jersey	

Table 20 continued...

State/Territory	Please provide any additional information you'd like to share about your state's efforts to address distracted driving.
New Mexico	Continued education to law enforcement and stakeholders. The state's Traffic Safety Resource Prosecutor is developing legislation and partnering with the New Mexico Attorney General for a statewide ban on cell phone use at this next legislative session. Last year's attempt did not make it to the Governor's desk.
New York	
North Carolina	It would be extremely difficult to implement a distracted driving policy with grantee organizations. The vast majority of our funding is directed toward law enforcement, and they have more distractions that most other motorists on the roadway. Removing their distractions would render them useless for traffic enforcement.
North Dakota	Distracted driving is a difficult area to address. Distracted driving data is often underreported on crash reports therefore it is not easy to identify the extent of the problem nor justify adequate allocation of funds when data doesn't necessarily support it.
Ohio	
Oklahoma	The Drive Aware Oklahoma group has chosen to use the "Stop the Texts, Stop the Wrecks" messaging and materials (available at <a href="http://www.stoptextsstopwrecks.org">www.stoptextsstopwrecks.org</a> ). Press events are planned in the Tulsa and Oklahoma City areas during October, with materials and PSAs distributed in the metro areas; other activities will follow in the next several months. Partner agencies and organizations have opted to use the "Stop the Texts" materials in order to present a cohesive outreach effort across the state.
Oregon	
Pennsylvania	We have already addressed distracted driving through earned media.
Rhode Island	
South Carolina	
South Dakota	Not really - it is a huge frustration.
Tennessee	
Texas	TxDOT co-hosted our first Distract Driving Summit in April 2012. Secretary LaHood spoke at the Summit.
Utah	
Vermont	
Virginia	
Washington	WTSC encourages grant recipient organizations to adopt policies prohibiting distracted driving, but we don't require it. WTSC is currently looking at policies for our agency on this issue, but we haven't adopted one yet.
West Virginia	Drivers Handbook is currently under revision. It will include a section on Distracted Driving to include questions on the written test.
Wisconsin	
Wyoming	While the Wyoming Department of Transportation (WYDOT) does not have a policy per se for its employees, our agency Director has alternatively addressed this issue with employees. Shortly after the passage of the grace period associated with the City of Cheyenne's municipal ordinance prohibiting the use of cell phones while driving, WYDOT Director John Cox sent an email to agency employees stating that the purpose of his email was to remind all agency employees that the City of Cheyenne ordinance is in effect when agency employees are on duty. Director Cox's email added, "Do not place or receive calls while your vehicle is in motion, if you are the driver." The email ends by further reminding agency employees statewide that similar ordinances have passed (i.e., Rock Springs) or are in the works. Also, at the end of the annual WYSAC telephone survey the final question is "We appreciate your help in this study. Is there anything you would like to add?" Of the 99 comments, 14 made a reference to cell phone usage or texting or both. Most of those comments sought stricter enforcement of cell phone prohibitions (where they exist by local ordinance) and texting (statewide prohibition by law). These survey responses, along with crash data, provide the SHSO with information to share with local and state policymakers.



# SUMMARY

While not an entirely new issue, distracted driving has become a serious highway safety problem that has been increasing in significance with the advent and use of ever-more-sophisticated communications and information technology. State highway safety leaders have been quick to recognize the challenges and complexities of this problem and have responded with targeted programs and policies that address this multifaceted issue.

Working alongside policymakers, enforcement, education, corporate and nonprofit partners, state highway safety offices can provide the leadership and resources necessary to promote data-driven solutions and strategies that will reduce the crashes, death and injury associated with distracted driving.





**“The research makes it clear that using a hand-held device behind the wheel creates the perfect storm of visual, manual, and cognitive distraction ... Look, the dangers of distracted driving are real, and we know that good laws, good enforcement, and personal responsibility can make a critical safety difference on our roadways whether you're in Florida or anywhere else in America.”**

—November 14, 2012 FL Distracted Driving Summit,  
U.S. Dept. of Transportation Secretary Ray LaHood's Keynote Address



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