



# AAA to Z: A Safety Summit for the Next Generation of Drivers

## Distracted & Drowsy Driving

**Jake Nelson, MPH, MPP**

**Director, Traffic Safety Advocacy**

AAA National Office

Washington, DC

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# Driver Crashes Car Into School Because Of Pokemon Go

PokéStop(ped)... After crashing through a fence and into a building.

🕒 29/07/2016 7:52 AM AEST | Updated July 29, 2016 08:26



 **Josh Butler**    
Acting Politics Editor, HuffPost Australia

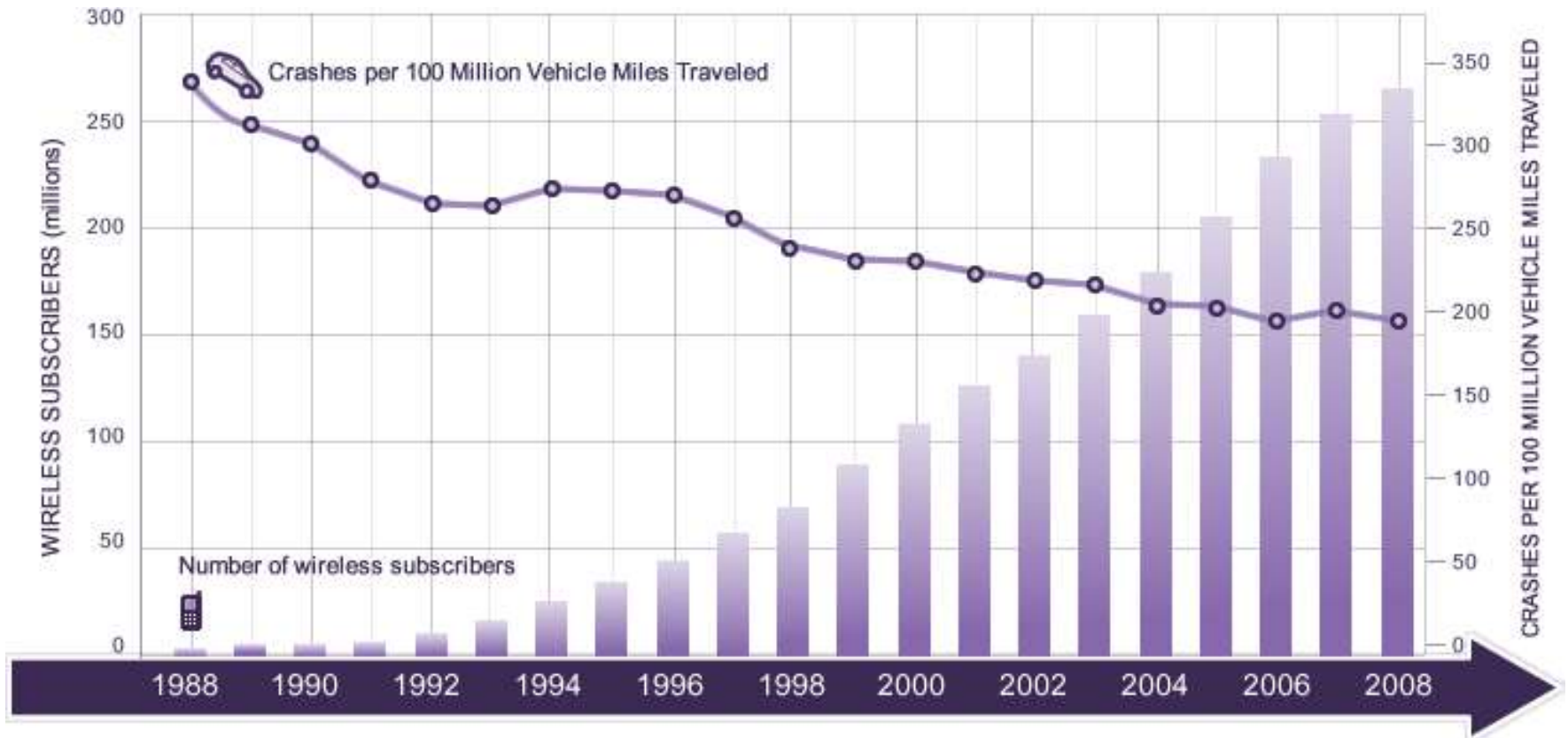


APRIGETTY IMAGES  
Don't Pokémon and drive.

It was only a matter of time, really.



# What is the impact of distracted driving on crashes?





of teens admit to  
**talking on a  
cell phone  
while driving**  
in the past 30 days.

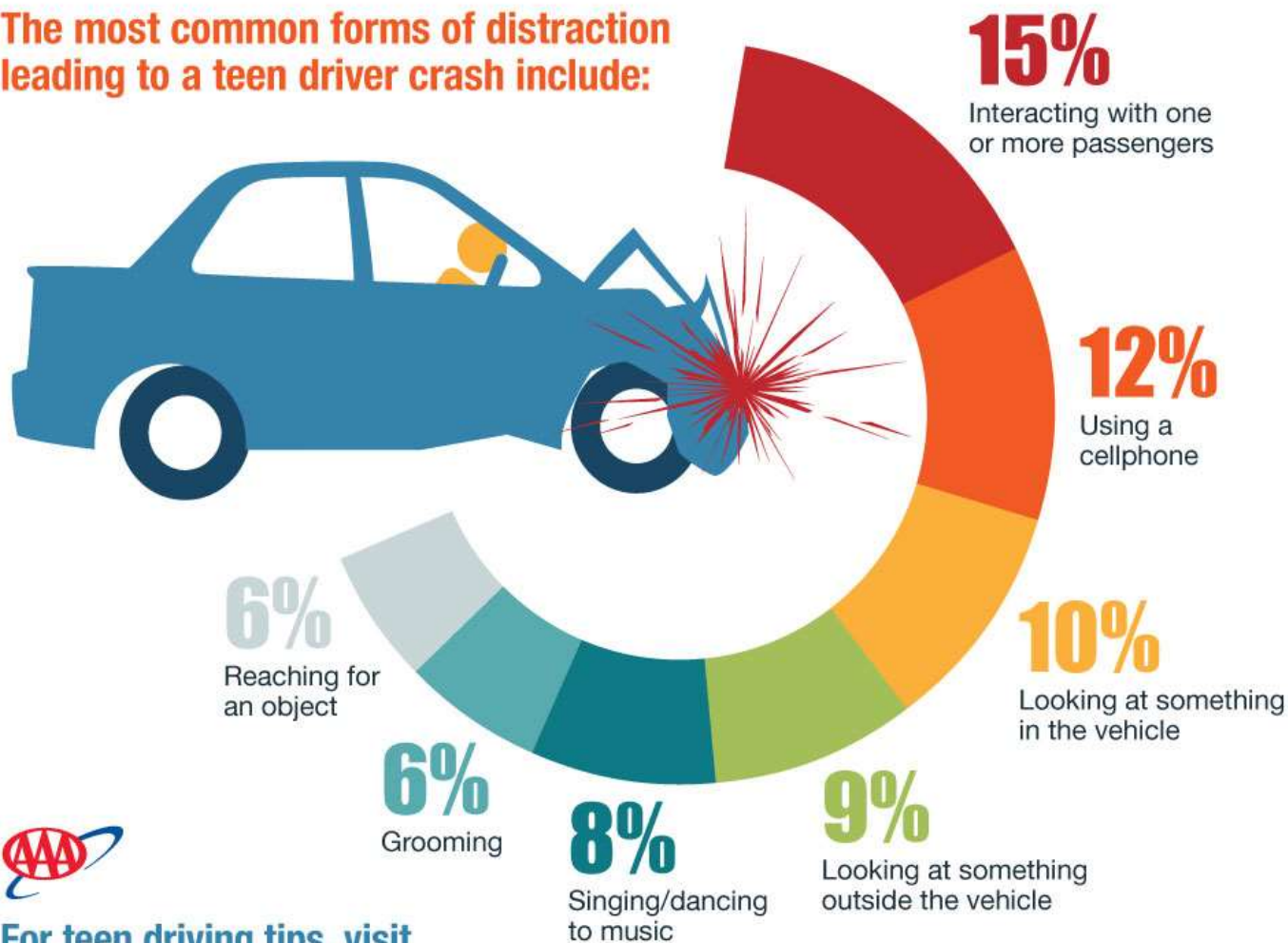


of teens admit to  
**reading a text  
message or email  
while driving**  
in the past 30 days.



# 6 OUT OF 10 teen crashes involve driver distraction.

The most common forms of distraction leading to a teen driver crash include:



For teen driving tips, visit  
[TeenDriving.AAA.com](http://TeenDriving.AAA.com)

# Teen Drivers Risk Death with Young Passengers

A 16- or 17-year-old driver's **RISK OF BEING KILLED IN A CRASH** increases when there are young passengers in the vehicle.

Compared to driving without any passengers, **THE RISK:**



**QUADRUPLES** when carrying  
3 or more passengers younger than 21



**DOUBLES** when carrying  
2 passengers younger than 21



**INCREASES** by 44 % when  
carrying 1 passenger younger than 21



**DECREASES** by 62 %  
when an adult age 35+ is in the vehicle

Adults 35+



Passengers under 21



Teen Drivers (ages 16 or 17)



# Crash Impact Is Probably Under-Estimated

## Distraction-affected crashes in 2015:

- 10 percent of fatal crashes
- 15 percent of injury crashes
- 14 percent of all police-reported crashes



## VISUAL



Keep your  
**eyes on the road.**

**Pull over to read**  
directions.

Put your **phone** in “**Do**  
**Not Disturb**” mode.



## MANUAL



Keep your  
**phone out of reach.**

**Make all adjustments**  
before driving.

**Don't reach** for items  
while driving.



## COGNITIVE



**Avoid phone calls,**  
even hands-free.

**Stay focused** on the  
road.

Keep your  
**emotions in check.**

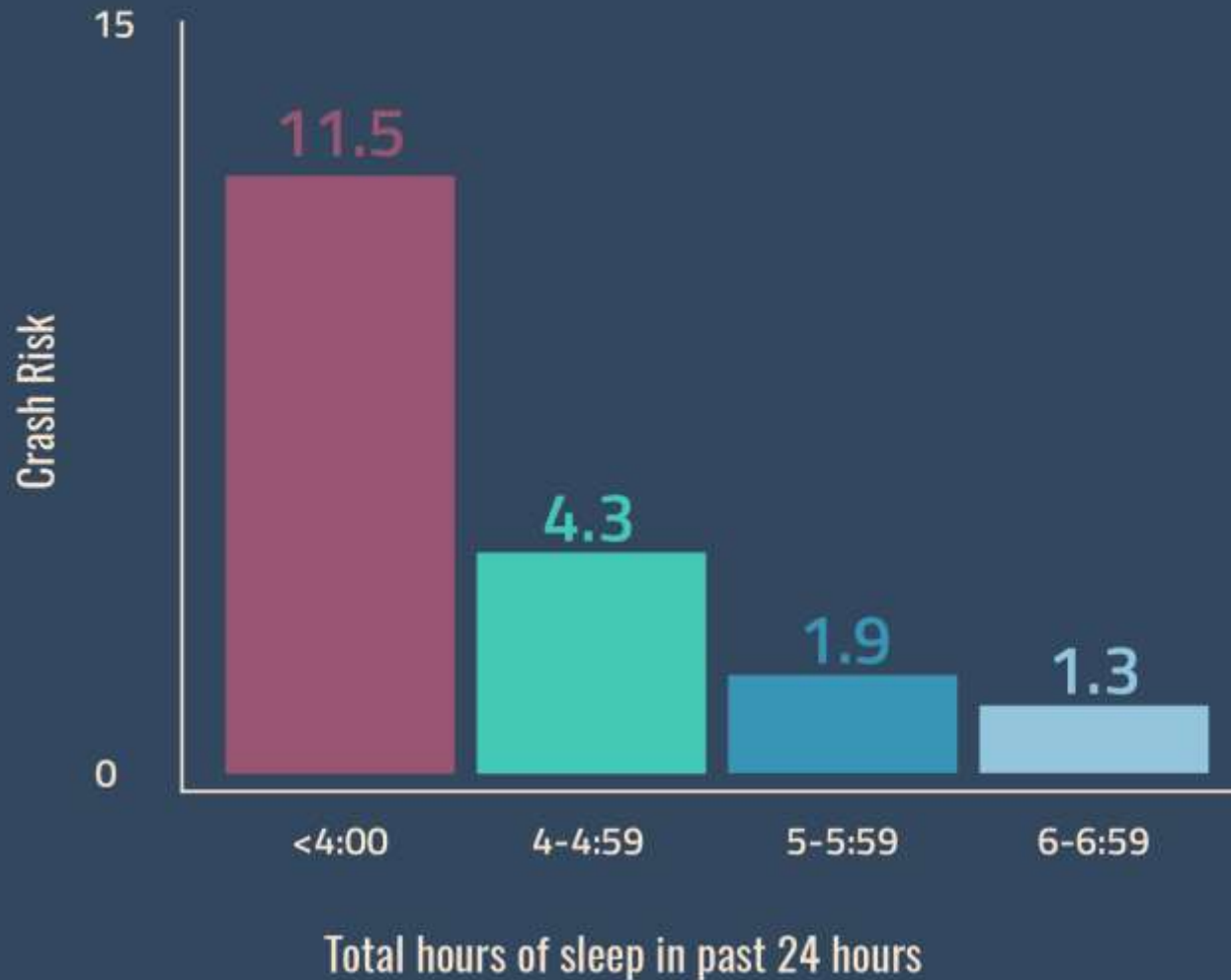




**Asleep at  
the Wheel**

# IMPACT OF SLEEP ON CRASH RISK

CRASH RATES OF SLEEP-DEPRIVED DRIVERS COMPARED TO DRIVERS WHO GET THE EXPERT-RECOMMENDED 7+ HOURS OF SLEEP



Source: AAA Foundation for Traffic Safety, 2016

# DANGERS OF DROWSY DRIVING



## IMPAIRMENT

Drivers who get less than 5 hours of sleep have a crash risk similar to driving

**over the legal limit  
for alcohol.**

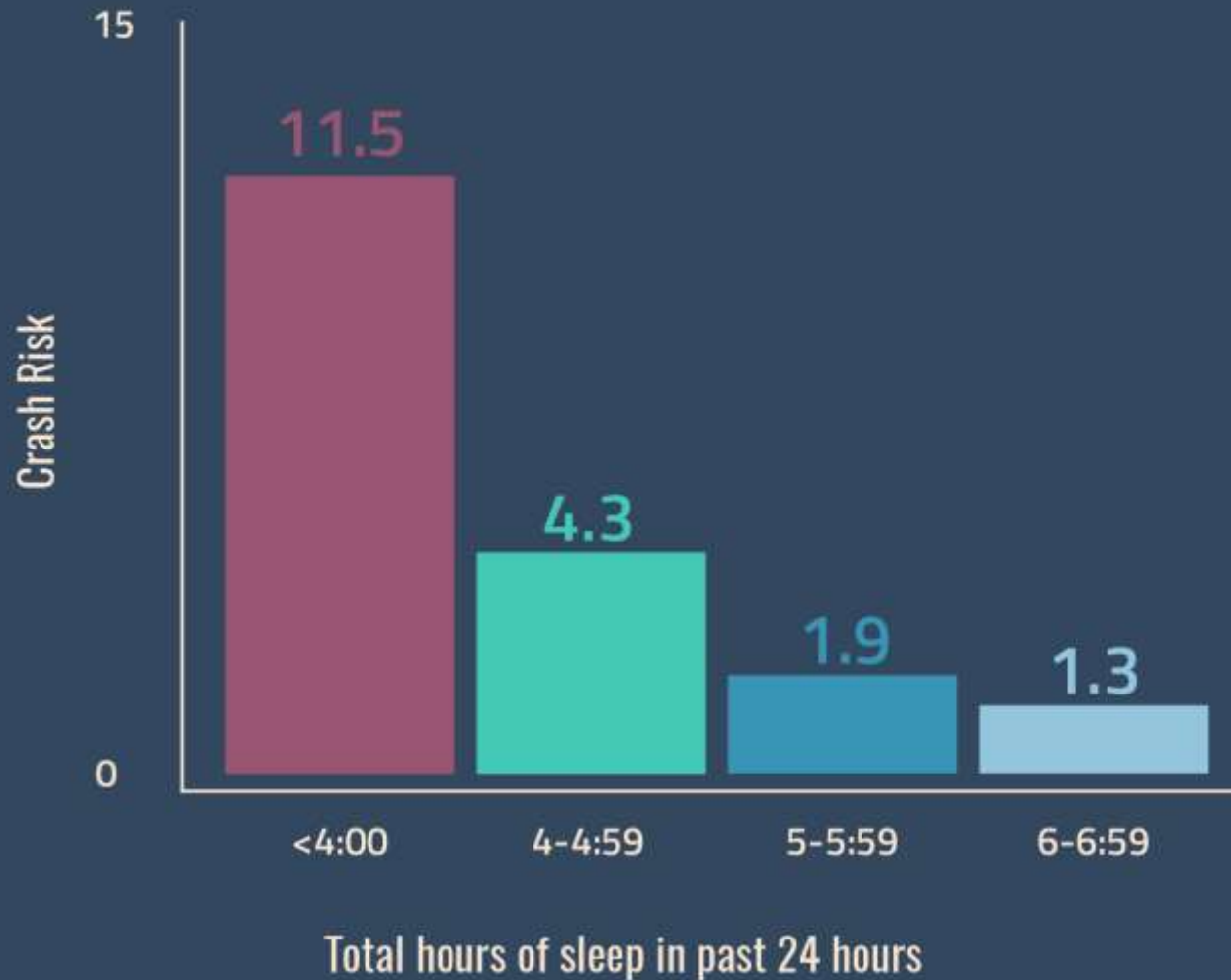


[AAA.com/DrowsyDriving](https://www.aaa.com/DrowsyDriving)

Source: AAA Foundation for Traffic Safety, 2016

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Source: AAA Foundation for Traffic Safety, 2016

# Life Hacks for the Drowsy Driver

Travel when normally awake

Rest every two hours/100 miles

Avoid heavy foods

Avoid CNS depressants

**Naps aren't just for babies!**





**Thank You!**  
**Jake Nelson**