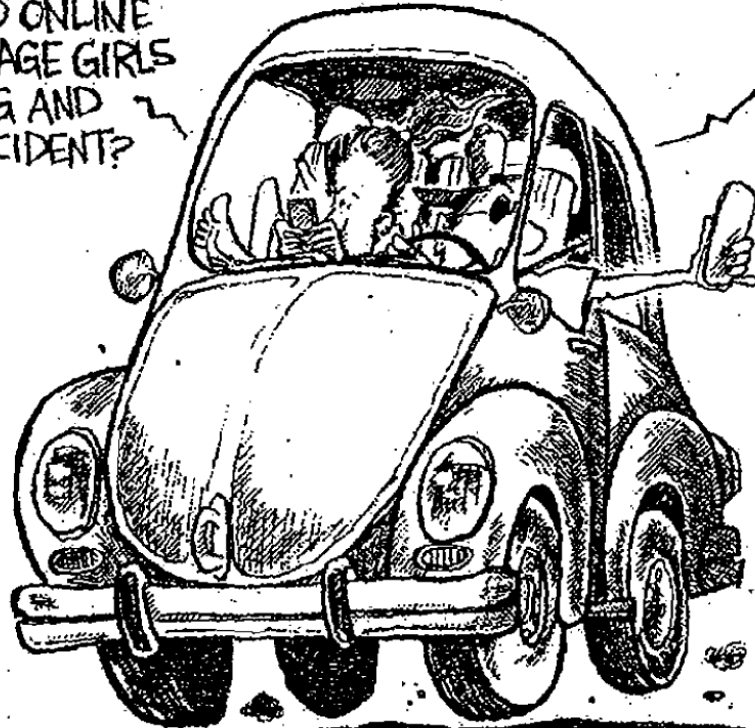


DID YOU SEE THAT
GRAPHIC VIDEO ONLINE
OF THREE TEENAGE GIRLS
IN A TEXTING AND
DRIVING ACCIDENT?

I'M WATCHING
IT NOW...



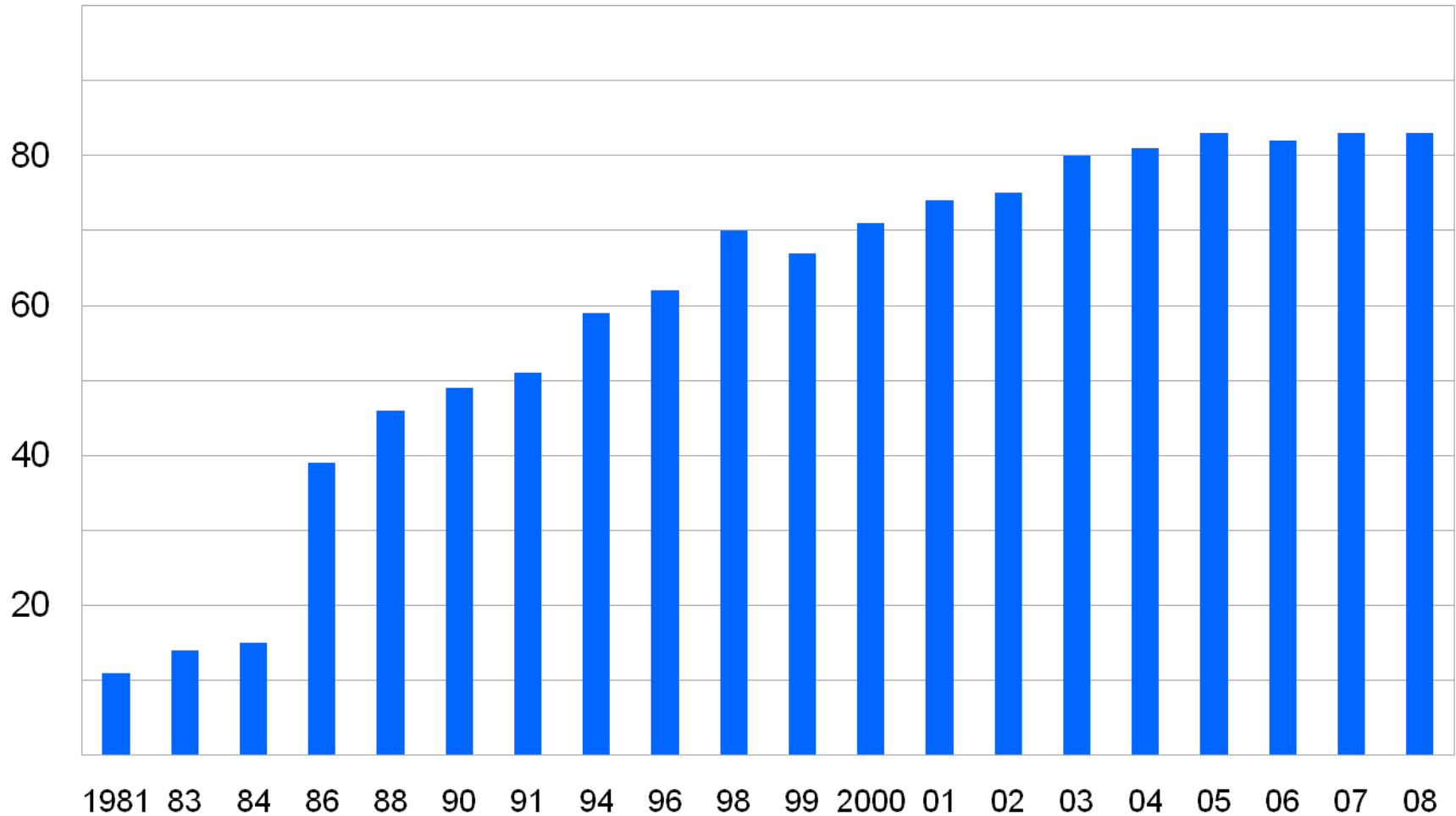
Joe Heller © 2009 GREEN BAY PRESS-GAZETTE

By Joe Heller, Green Bay (Wis.) Press-Gazette

USA Today, 9-4-09

Percent driver belt use in the United States

By calendar year



Experimental study of ads to increase belt use

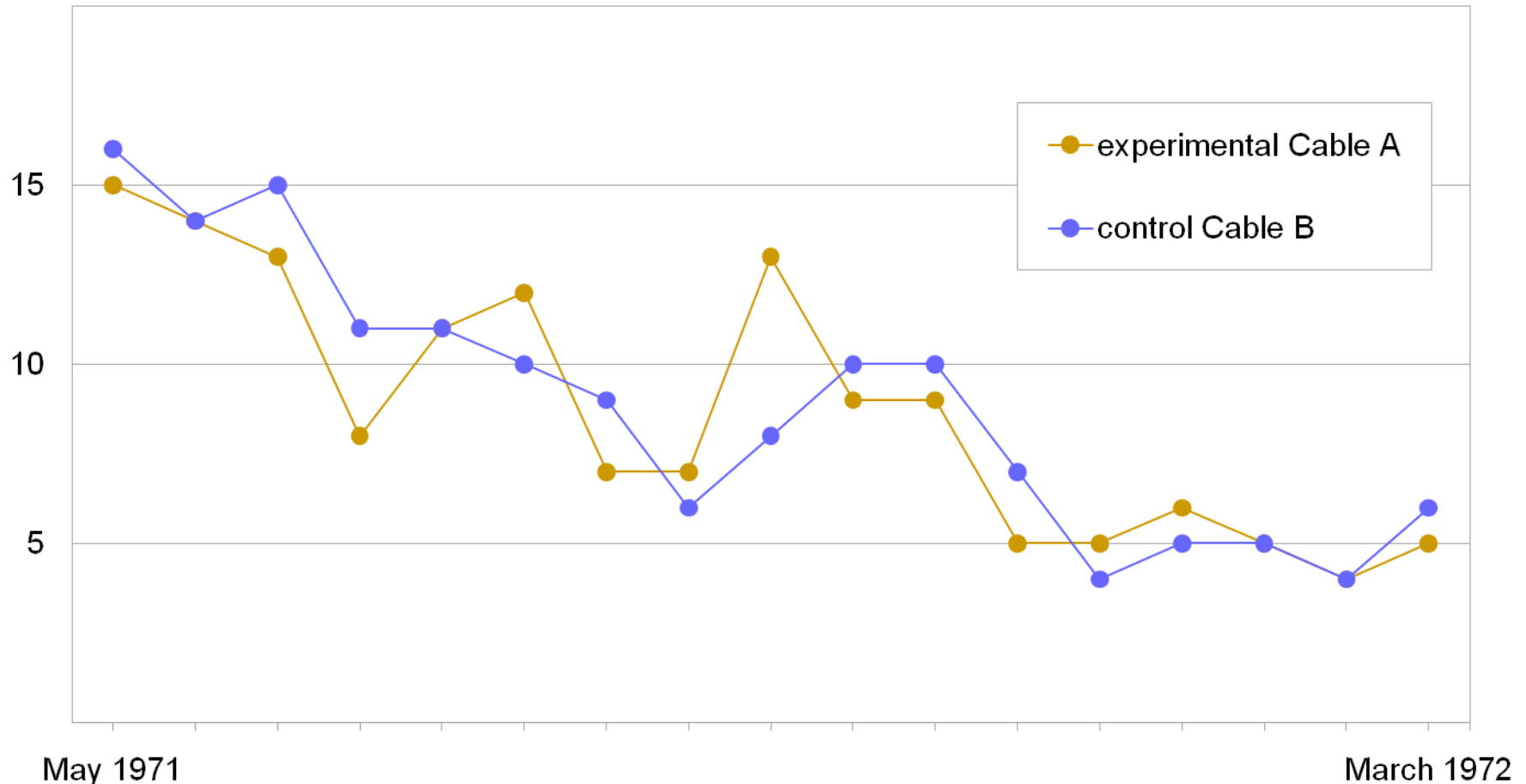
IIHS, 1972 – Equivalent of \$5,000,000 national campaign

"FAMILY ACCIDENT"

**A 30 second message for
parents and young children.**

Television messages and observed safety belt use (percent)

IIHS, 1972



Is public information and education still important?

Not only important but **CRUCIAL**

- It does change some behavior – but most people already know about the risk of cell phones and have made their choices
- It can motivate creative policy makers and engineers
- When new policies are enacted that restrict or encourage behavior, public reminders of the reasons are imperative
- If enforcement is part of the policy, the public needs to know it is happening
- Evaluation and public feedback on effects validates policy and legitimizes the intrusion on personal choice – important for the next big problem
- **BUT** – By itself, information will achieve little or no change

What is the message?

- Public

- Limiting phone use while driving reduces crash risk
- Manual dialing/texting seems especially risky
- But the act of talking alone raises risk and occupies more time

There is a need to limit these activities while driving

- Policy makers

- Hand-held bans reduce hand-held use but may increase hands-free
- Hands-free and texting bans will be difficult to enforce
- Unknown whether any bans have reduced crash risk
- Simply passing laws for teens has little (no?) effect – enforcement?
- Large increases in cell phone use not matched by crashes

How much intrusion on personal choice do these facts justify?