

# Reducing Distracted Driving in Oregon: *An Interdisciplinary Approach to a Statewide Problem*



**Oregon Department of Transportation  
Distracted Driving Task Force  
February 2017**



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# Executive Summary

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## Background on Distracted Driving

Traffic fatalities and injuries have seen substantial increases nationally and in Oregon. One of the contributing factors to these increases is distracted driving. The National Highway Transportation Safety Administration defines distracted driving as “a specific type of inattention that occurs when drivers divert their attention away from the driving task to focus on another activity.”<sup>1</sup> Distraction-affected crashes were involved in ten percent of traffic fatalities and eighteen percent of injuries nationwide.<sup>2</sup> In Oregon, a crash caused by distracted driving occurs approximately every three hours.<sup>3</sup> It has become an epidemic facing the country and the state with traffic fatalities and injuries increasing each year.

## Purpose of Distracted Driving Task Force

Oregon acted on addressing this issue by organizing a task force to identify the causes of distracted driving and developed recommendations to reduce its occurrence. The Oregon Department of Transportation, Oregon State Police, and the American Automobile Association of Oregon/Idaho brought professionals from a variety of backgrounds and disciplines in working together to significantly reduce fatal and injury crashes by changing the cultural norms around distracted driving. Subject experts from the fields of transportation, research, law enforcement, communications, health, judicial, legislation, behavioral and policy met once a month from May through December 2016. The Task Force focused efforts on producing recommendations through four subcommittees – data and reporting, legislation and policy, enforcement, and education and communication.

## Root Causes of Distracted Driving

The subcommittees engaged in a root cause analysis to determine the primary causes of distracted driving in Oregon. Identification of these root causes were valuable to guiding discussions and developing the recommendations to address distracted driving. The major root causes identified were:

- Oregon’s cell phone law, ORS 811.507, is written in such a way that it is misinterpreted and includes too many exceptions making it difficult to educate, enforce, cite and convict.
- Due to the 2015 Appellate Court Decision, *State vs Rabanales-Ramos*,<sup>4</sup> limitations were applied to the current cell phone law creating further enforcement difficulties..
- Lack of data on crashes, citations, and convictions for distracted driving.
- Variability of education curriculum and providers utilized by courts, law enforcement, and traffic schools (both commercial and private).
- Reward-seeking behavior patterns associated with cell phone use.
- Misunderstanding of distracted driving – i.e. more than just cell phone use.
- Silos in communication and activities between stakeholders involved in distracted driving.

Many of the root causes identified converged between the subcommittees indicating the need for comprehensive solutions across many disciplines to address distracted driving.

## Recommendations

Distracted driving is a unique issue requiring innovative and evidence-based solutions to decrease its occurrence on Oregon’s roads. The Distracted Driving Task Force identified several recommendations to reduce distracted driving throughout the state.

**Engage in distracted driving research.** There is limited research on incidence and prevalence of driving distracted as well as the efficacy of distracted driving interventions. Interagency and academic partnerships will provide opportunities to creatively address this issue. The Task Force identified this need and submitted a research proposal to the ODOT Research Team to improve the understanding of distracted driving in Oregon. Establishing a solid evidentiary foundation is essential to improving the safety of Oregon’s roads.

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<sup>1</sup> NHTSA, Visual-Manual NHTSA Driver Distraction Guidelines for Portable and Aftermarket Devices

<sup>2</sup> [crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/812260](https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/812260)

<sup>3</sup> [www.oregon.gov/ODOT/TS/docs/Safe\\_Communities/2016%20NDDA%20Month.pdf](http://www.oregon.gov/ODOT/TS/docs/Safe_Communities/2016%20NDDA%20Month.pdf)

<sup>4</sup> [www.publications.ojd.state.or.us/docs/A156353.pdf](http://www.publications.ojd.state.or.us/docs/A156353.pdf)

**Amend the current cell phone statute.** The Task Force developed Legislative Concept 927 to improve enforcement of distracted driving and promote education on distracted driving. This was done through redefining “mobile communication device” to “mobile electronic device,” broadening the definition of device usage and removing many exceptions to the statute. The option of a distracted driving diversion course instead of a first-time conviction emphasizes the need for cultural behavior change to address distracted driving. There was a second legislative concept developed to address overall distraction while driving, but the group decided it was better for Oregon to stay focused on LC 927 that could result in better communication, education, enforcement and conviction, with the intent to reduce distracted driving statewide.

**Implement coordinated education and media campaign.** Coordination between education and communication efforts is a powerful tool to reducing distracted driving. The Task Force strongly supports the development of positive messaging to empower Oregonians to engage in healthy driving and eliminate hand held device distractions. This positive message in the media combined with innovative educational strategies utilizing technology, presentations, and community influencers will help promote awareness of distracted driving and the adoption of healthy driving behaviors.

**Develop distracted driving toolkit.** Local communities play an important role influencing the cultural norms of their environments. The Task Force recommends developing a comprehensive distracted driving toolkit that can be locally tailored for different communities throughout Oregon. This toolkit would provide resources for research, education, policy, and enforcement of distracted driving.

## **Next Steps**

Distracted driving is an issue Oregon must prioritize to improve the health and safety of its citizens. The Task Force believes a combination of interventions needs to take place over the next few years to create a lasting impact. We cannot afford to let up on the pressure to change behaviors.

Changing cultural norms takes time. By applying evidence-based interventions, successful partnerships, and community involvement Oregon can make significant positive changes to the serious-injury and fatal crashes caused by distracted driving. These recommendations represent the first steps towards reducing distracted driving and promoting healthy driving throughout Oregon.

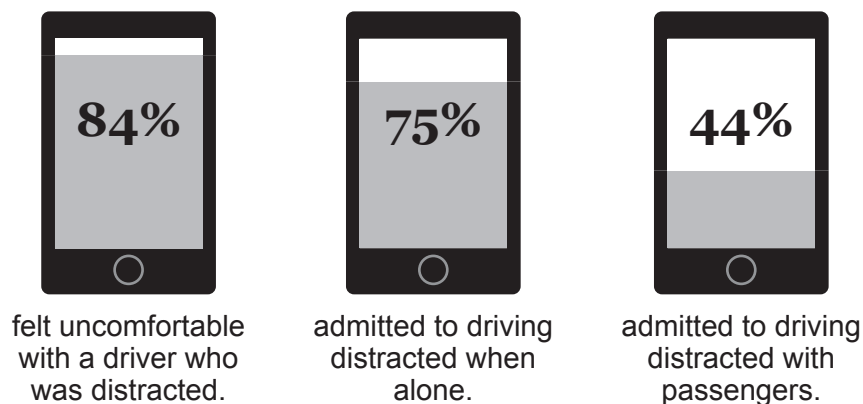
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## Background on Distracted Driving

Traffic fatalities and injuries in Oregon have significantly increased in recent years.<sup>5</sup> This increase is due to a number of factors, one being distraction. The National Highway Transportation Safety Administration defines distracted driving as, “a specific type of inattention that occurs when drivers divert their attention away from the driving task to focus on another activity.”<sup>6</sup> Distraction is often described regarding cell phone use but also occurs with other activities such as consuming food or beverage, performing personal grooming, reading, interacting with a permanently installed device, or interacting with other passengers and pets. Distraction-involved crashes represented ten percent of traffic fatalities and eighteen percent of injuries nationwide in 2014.<sup>7</sup>

### Distracted Driving in Oregon

More than 4,000 crashes were caused by distraction in Oregon during 2014.<sup>8</sup> The number of distraction-involved crashes is likely to be higher since distracted driving is underreported due to self-reporting and limitations to detection.<sup>9</sup> A study was done in 2016 by ODOT and Southern Oregon University to better understand the behaviors and beliefs of distracted driving among Oregonians. The following results were found from the Oregonians who chose to respond to an open-ended survey:



Most Oregonians that responded felt uncomfortable with a driver who is distracted yet also drive distracted when alone.<sup>10</sup> The top reasons why Oregonians drive distracted were for work, social interaction, who the caller was, and how urgently they needed to respond.<sup>11</sup> These findings confirmed that distracted driving was an issue Oregon needed to address with a variety of stakeholders and disciplines.

### Opportunity for Change

Recognizing the need for change, Oregon acted by organizing a task force to identify the causes of distracted driving, issues with preventing distracted driving, and developed recommendations to significantly reduce the number of crashes resulting in fatalities and injuries from distracted driving. The following report outlines the goals, discussions, findings, and recommendations that developed out of the Distracted Driving Task Force.

<sup>5</sup> Oregon Department of Transportation, Crash Analysis & Reporting — [www.oregon.gov/ODOT/TD/TDATA/car/docs/2015\\_QuickFacts.pdf](http://www.oregon.gov/ODOT/TD/TDATA/car/docs/2015_QuickFacts.pdf)

<sup>6</sup> NHTSA, Visual-Manual NHTSA Driver Distraction Guidelines for Portable and Aftermarket Devices

<sup>7</sup> NHTSA, Visual-Manual NHTSA Driver Distraction Guidelines for Portable and Aftermarket Devices

<sup>8</sup> ODOT CARs

<sup>9</sup> [crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/812132](http://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/812132)

<sup>10</sup> Southern Oregon University. Distracted Driving: An Epidemic, A Study of Distracted Driving Attitudes, Behaviors and Barriers Preventing Change (2016). — [www.oregon.gov/ODOT/Documents/Distracted Driving](http://www.oregon.gov/ODOT/Documents/Distracted_Driving)

<sup>11</sup> ODOT, Distracted Driving Attitudes and Behaviors Survey: Bend, OR (2015) — [www.oregon.gov/ODOT/COMM/docs/ts\\_pdfs/Bend\\_Distracted\\_Driving\\_2015\\_FinalReport.pdf](http://www.oregon.gov/ODOT/COMM/docs/ts_pdfs/Bend_Distracted_Driving_2015_FinalReport.pdf)

## Purpose of Oregon's Distracted Driving Task Force

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Oregon Department of Transportation, Oregon State Police, and American Automobile Association assembled a task force involving more than twenty partners to identify the root causes of and interventions for distracted driving. The Task Force was charged to develop recommendations to significantly reduce fatal and injury crashes by changing the cultural norms around distracted driving through four main areas: data and reporting, education and communication, legislation and policy, and enforcement.

### Aims

The Task Force subcommittees met monthly to fully understand how to make a positive impact on reducing distracted driving. Each subcommittee engaged in discussion and research about how to effectively increase awareness of distracted driving and improve healthy driving behaviors for all Oregonians. Ongoing activities the Task Force engaged in included:

- Research and analyze data to inform all educational, policy, enforcement and judicial recommendations with evidence or note the lack of reliable data
- Identify the key factors influencing distracted driving
- Develop legislation to reduce distracted driving
- Explore alternatives to first time offenses through utilizing a distracted driving course, educating and promoting safe driving behavior change
- Partner with law enforcement officers and researchers to identify techniques to develop and improve reporting of citations, convictions and crashes
- Strategize and develop creative ways to communicate the risks associated with distracted driving
- Create an educational framework for distracted driving intervention strategies to be adopted at the local and statewide levels

### Process

The Distracted Driving Task Force was divided into four subcommittees to comprehensively address the issue through legislation and policy, data and reporting, enforcement, and education and communication. These subcommittees met to discuss distracted driving in Oregon, research potential causes of distracted driving, and develop recommendations and countermeasures for the state to implement.

## Root Cause of Distracted Driving in Oregon

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The first meetings involved engaging members to discuss distracted driving from their professional perspectives and identifying root causes of distracted driving. Members were prompted by questions to discuss why distracted driving is a major issue in Oregon. Through this process, members of the Task Force were able to determine issues and root causes to propose solutions to help reduce distracted driving. Many of the subcommittees identified overlapping issues between subject areas. The major root causes identified were:

- Reward-seeking behavior patterns with cell phone use. The Task Force identified difficulties in effectively communicating the risks of distracted driving in such a way that it changes behavior. One of these is the social benefit and rewards associated with social connection through mobile electronic devices.
- Limitations with current cell phone law (ORS 811.507) creating difficulties to cite convict and receive federal funding. One of the primary root causes was the applicability of Oregon's cell phone law, ORS 811.507 following a court of appeals case.<sup>12</sup> This case resulted in a lack of enforcement and convictions due to the interpretation of use.
- Lack of data for crashes, citations, and convictions. Distracted driving is significantly underreported; mainly due to the difficulties in determining distraction was the cause at the crash site, and the lack of self-reporting.
- Variability of education programs utilized statewide. Currently, there is no consistent curriculum or standard used in the design and implementation of education to prevent distracted driving.
- Silos in communication and activities between stakeholders, professions and disciplines. Groups actively working to reduce distracted driving have not had a consistent method of communicating with other groups

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<sup>12</sup> [www.publications.ojd.state.or.us/docs/A156353.pdf](http://www.publications.ojd.state.or.us/docs/A156353.pdf)



doing similar work. Convening the Task Force brought stakeholders from different fields to communicate about distracted driving issues and solutions.

Identification of these issues and barriers was valuable in guiding discussions and developing recommendations. The root cause analysis served as a guide to the information and discussions needed to fully understand the issues within each subcommittee.

## Discussion and Findings from the Task Force

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### ***Data and Reporting***

The data and reporting subcommittee was tasked with determining what data was needed to identify the problem and issues, prevent distracted driving, and to improve reporting of distracted driving. The research done within this subcommittee helped inform the other subcommittees by identifying what data exists for distracted driving and how this research helps create evidence-based recommendations. Research was done through investigating current literature on distracted driving both nationally and within Oregon. Information was also gathered from local experts in enforcement, data collection, and research.

### **Determining Distraction at Crash Site**

The data and reporting subcommittee identified the difficulties in determining distraction as the primary cause of a crash through a distracted driving crash case study with OSP. An OSP lieutenant presented the process and barriers to determining that distraction actually caused a crash. This is due to a number of factors such as if there were witnesses, difficulties in obtaining cell phone information, and barriers to gathering data external to a cell phone. These factors can be very time, resource and cost intensive in determining that distraction was the primary cause of the crash. This information was important to understand the difficulties and barriers of accurately reporting distracted driving data in Oregon.

### **Difficulties in Research**

Distracted driving is a challenging issue to research due to the inability to capture quality data. The existing data specific to Oregon is dependent on crash reports, citations, convictions, and self-reported behaviors. One issue identified was distracted driving is often underreported due to the difficulties outlined above about determining distraction at the crash site; but also there are gaps in crash and conviction data. Oregon currently does not have a citation tracking system or data base. The gaps in crash and conviction data were determined to be due to silos and lack of standardized data sharing methods between different agencies and offices statewide. The Task Force determined that pursuing new research ideas in partnership with other agencies and academic partners will help to improve the reporting and accuracy of the data on distracted driving.

### **Reporting Form Correction**

The subcommittee was able to identify discrepancies in the use of the correct electronic law enforcement crash reporting form and corrected this issue. Quick action was taken once the issue was identified, law enforcement was contacted, and all agencies now have the most current crash reporting form.\*

### ***Legislation and Policy***

The legislation and policy subcommittee was tasked with exploring legislation to enable better practices at reducing distracted driving. Two legislative concepts were developed through robust discussions about current laws and case law in Oregon and in other states. One legislative concept amends the current cell phone law, which the Task Force saw as the most important issue to address. The other legislative concept was an attempt at developing a broader distracted driving law. These concepts were developed with the understanding from all subcommittee members that distracted driving cannot be addressed solely through enforcement. Improved legislation and enforcement will expand the tools utilized to decrease the incidence of distracted driving.

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\*APS software is currently updating the electronic crash form for those Oregon law enforcement agencies that utilize their services for electronic crash reporting

## **Amending current cell phone law**

HB2597 is modeled from the current ORS 811.507. This legislative concept improves current Oregon statute by redefining “mobile communication device” to “mobile electronic device,” broadening the definition of use and removing many exceptions to the statute. The bill increases the penalty for offense, and further increases the penalty if the offense contributes to an accident or is a second or subsequent offense, punishable by a maximum fine of \$2,000. The concept includes a traffic safety diversion course upon first offense to emphasize the need for education in creating cultural change with distracted driving. HB 2597 received positive feedback and consensus from the Task Force as a legislative tool that will positively impact the enforcement and education of distracted driving.

## **Development of broad distracted driving legislative concept**

LC 989 is an attempt at a new legislative concept to address distracted driving broadly. This creates a new traffic offense if behaviors such as interacting with an animal, consuming food or beverage, personal grooming, reading, or interacting with an installed device, interfere with an individual’s ability to safely operate the vehicle. The subcommittee went through many different draft versions of LC 989 to construct the best language for a broad distracted driving concept. After reflecting and discussing laws in other states and case law, the Task Force came to the consensus that LC 989 would not be an option to pursue currently.

## **Integration of distracted driver education**

The House Bill establishes and integrates a distracted driving course to divert the fine associated with a first offense. This distracted driving course within the bill is crucial to supporting enforcement while using community education to change the social norm and behaviors of these potentially high risk drivers.

## ***Enforcement***

The enforcement subcommittee was tasked with developing effective legislation that is enforceable by officers. This subcommittee worked closely with the legislation and policy subcommittee on developing the LCs outlined above. It was emphasized throughout the meetings that distracted driving cannot be addressed solely through enforcement. Members of this subcommittee also explored new methods, tools and countermeasures to improve enforcement of distracted driving.

## **Legislative Concepts for Distracted Driving**

The legislative concepts developed to address distracted driving were discussed at length within the enforcement subcommittee. Both concepts received extensive feedback from law enforcement representing state, county, and city jurisdictions on how applicable they would be in the field. Judges from different courts also provided insight and comments to the enforceability of these concepts within the courtroom. LC 927 (HB 2597) was seen as a top priority for the enforcement subcommittee to correct the appeals court case that has limited the ability to enforce Oregon’s cell phone law. The broad distracted driving concept, LC 989, involved lengthy discussions over the ability to enforce. The subcommittee agreed that both the primary and secondary offense drafts of LC 989 would be difficult to enforce in the field with law enforcement and in the courts. While distracted driving is more than just mobile electronic use, the enforcement subcommittee consensus was to move forward with recommending LC 927 at this time.

## **Enforcement Tool Research**

Data from the Oregon State Police presented to the enforcement subcommittee showed an increase and subsequent plateau in citations for cell phone use following the implementation of forty unmarked vehicles. This information and discussions from the subcommittee highlighted the difficulties of enforcing distracted driving in the field. Members expressed that it is easier to enforce when stopped at a light than when in motion or using an unmarked car, since drivers tend to just drop their cell phone when they see a marked car. The subcommittee researched and discussed different tools that could be utilized to improve the enforcement of cell phone use across Oregon agencies. Tools researched and discussed are used by other law enforcement agencies across the country and include coordinated high visibility enforcement campaigns,<sup>13</sup> enforcement from buses<sup>14</sup> or commercial trucks, and photo enforcement.<sup>15</sup>

<sup>13</sup> 2015 Bend/2016 Roseburg Distracted Driving Attitude & Behavior Survey, Final Report

<sup>14</sup> [kxan.com/2016/09/21/bus-hauling-police-around-austin-seeking-distracted-drivers/](http://kxan.com/2016/09/21/bus-hauling-police-around-austin-seeking-distracted-drivers/)

<sup>15</sup> [www.startribune.com/with-photos-and-videos-police-push-for-evidence-to-catch-texting-drivers/375913271/](http://www.startribune.com/with-photos-and-videos-police-push-for-evidence-to-catch-texting-drivers/375913271/) or [www.thedenverchannel.com/news/local-news/new-technology-helps-catch-traffic-violators-on-video-for-offenses-other-than-just-speeding](http://www.thedenverchannel.com/news/local-news/new-technology-helps-catch-traffic-violators-on-video-for-offenses-other-than-just-speeding)

## **Education and Communication**

The education and communication subcommittee was tasked with developing broad education and communications efforts to change the cultural norms around distracted driving. Interventions from other safety and health initiatives such as seat belt usage, cigarette use, and driving while intoxicated were examined to understand the success and challenges each faced. Members across different fields worked together to understand how to communicate the risks of distracted driving, develop a comprehensive communication strategy, research educational efforts in other states, and discuss implementation of a distracted driving toolkit throughout Oregon.

## **Communicating Risks of Distracted Driving**

Communicating risk perceptions of behaviors is difficult as outlined in the root cause analysis. The education and communication subcommittee discussed how the risks of distracted driving can be effectively communicated. Subject experts in psychology and communications provided information on the difficulties in conveying statistics and research to influence risk perceptions, decision making, and cultural norms.<sup>16</sup> The subcommittee used this background information to brainstorm ideas on how to convey the serious risks associated with distracted driving. These ideas include using technology to create community and competition, distracted driving apps that track driving behaviors, using color visuals with stadium seating at events, and engaging distracted driving crash victim speakers to educate individuals on the risks and consequences involved. Brainstorming these ideas helped in constructing the recommendation to implement a coordinated media and education campaign.

## **Technology to Prevent Distracted Driving**

Using technology to prevent distracted driving was a reoccurring discussion throughout the subcommittee. Various tools have been created to prevent distracted driving by blocking calls or texts from going through, sending an alert to callers that the individual is driving, or creating friendly competition by scoring driving behaviors. The subcommittee determined based on the evidence presented on risk perception and decision making that technology providing individual feedback as well as creating community and competition would likely be an effective part of a campaign to deter unwanted behavior. The discussion on using technology to prevent distracted driving helped to shape the coordinated media and education campaign as well as the distracted driving toolkit recommendations.

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<sup>16</sup>Weller, J. A., Ceschi, A., & Randolph, C. (2015). Decision-making competence predicts domain-specific risk attitudes. *Frontiers in Psychology*, 6, 540. doi.org/10.3389/fpsyg.2015.00540

## Recommendations

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Addressing distracted driving requires innovative, evidence-based solutions to decrease its occurrence on Oregon's roads. The Distracted Driving Task Force identified several recommendations to reduce distracted driving throughout the state.

### Overview of Recommendations:

- **Amend the current cell phone statute.** The Task Force developed LC 927 to improve legislation, enforcement and convictions and offer the opportunity for distracted driving education in lieu of the driver's first cell phone conviction for distracted driving. This was partially done through redefining "mobile communication device" to "mobile electronic device," clarifying the definition of use, removing most exceptions to the statute, increasing the fine and increasing more if a crash is involved. The addition of attending a distracted driving course to the legislative concept emphasizes the need for cultural behavior change to address distracted driving.
- **Implement coordinated education and media campaign.** Coordination between education and communication efforts is a powerful tool to reducing distracted driving. The Task Force strongly supports the development of positive messaging to empower Oregonians to engage in healthy driving and decrease distractions. This positive message in the media combined with innovative educational strategies utilizing technology, presentations, and community influencers will help promote awareness of distracted driving and the adoption of healthy driving behaviors.
- **Develop distracted driving toolkit.** Local communities play an important role influencing the cultural norms of their environments. The Task Force recommends developing a comprehensive distracted driving toolkit that can be locally tailored for different communities and organizations throughout Oregon. This toolkit would provide resources for research, education, policy, and enforcement of distracted driving to empower local communities to address distracted driving at no to low-cost
- **Engage in distracted driving research.** There is limited research on incidence and prevalence of driving distracted as well as the efficacy of distracted driving interventions. Interagency and academic partnerships will provide opportunities to creatively address this issue. The Task Force identified this need and has submitted a research proposal to the ODOT Research Team to improve the understanding of distracted driving in Oregon. Establishing a solid evidentiary foundation is essential to improving the safety of Oregon's roads.
- **Sustain distracted driving efforts.** Distracted driving is an issue Oregon must prioritize to improve the health and safety of its citizens. The Task Force believes a combination of interventions must take place over the next years to create a lasting impact. Changing cultural norms takes time to recognize the positive impact that can occur by applying evidence-based interventions, successful partnerships, and community involvement.

The recommendations from the Task Force have been organized into an ecological framework, which identifies the different environments and influences that affect individual behavior.<sup>17</sup> Each recommendation has components within the various environments to provide a comprehensive recommendation plan that addresses distracted driving from the individual to the societal levels.

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<sup>17</sup> McLeroy, K. R., Steckler, A. and Bibeau, D. (Eds.) (1988). The social ecology of health promotion interventions. *Health Education Quarterly*, 15(4):351-377. Retrieved May 1, 2012, from [tamhsc.academia.edu/KennethMcLeroy/Papers/81901/An\\_Ecological\\_Perspective\\_on\\_Health\\_Promotion\\_Programs](http://tamhsc.academia.edu/KennethMcLeroy/Papers/81901/An_Ecological_Perspective_on_Health_Promotion_Programs).

**Recommendation 1:**  
**Amend current cell phone statute to improve enforcement**

*Rationale:* Oregon’s current cell phone law is insufficient for enforcement and conviction to utilize following a 2015 court of appeals case. This has reduced the number of citations and convictions given for individuals who are driving while using a handheld cell phone. The Task Force believes that amending ORS 811.507 will improve the enforcement ability for officers and judges. Additionally, pairing the enforcement with an educational component will provide tools to create a cultural change making distracted driving less socially acceptable. The Task Force worked diligently on LC 927 to best address the needs outlined above.

*Actionable:* Amend ORS 811.507 to improve enforcement, convictions and provide an opportunity for an educational component to individuals who are cited for using a mobile electronic device while driving for first offenses.

*Value Added:* Improves enforcement mechanisms for law enforcement and the courts. LC 927 includes an educational component for individuals cited for using a mobile electronic device.

*Risks:* Individuals may attempt to hide electronic devices increasing the risk of crashing.

*Time Frame:* 2017 – TBD

*PDSA cycle:*

<b>Stage</b>	<b>Description</b>	<b>Steps</b>
<i>Plan</i>	Develop legislative concept to address the gaps in current cell phone law and further limitations caused by the Appellate Court Case	Research relevant state law and case law regarding enforcement of hand held cell phone use while driving.
<i>Do</i>	Introduce legislative concept for the 2017 session.	Provide evidence for the legislative concept. And show legislative intent (since this is what was used against our ORS by the Appellate Court Case.)  Develop standards for a distracted driving education course.
<i>Study</i>	Evaluate the efficacy of new legislation.	Track enforcement efforts and determine the effect on distracted driving.  Evaluate education efforts through the distracted driving course.
<i>Act</i>	Determine if any changes need to be made to improve efficacy of enforcement and education efforts through legislation.	Utilize metrics and evaluations to make changes improving enforcement.  Assess and make needed changes improving the distracted driving course when needed.

## **Recommendation 2: Implement coordinated education and media campaign**

**Rationale:** Decreasing incidence of fatal and serious injuries caused by distracted driving requires a widespread educational component to be effectively communicated throughout the state. This is a crucial step towards creating a cultural change reducing distracted driving behaviors. Successful behavior change campaigns such as seat belt use have used this type of coordinated effort to change perceptions and beliefs of individuals. This coordination represents a pilot model campaign for sustaining efforts in creating cultural change with distracted driving.

**Actionable:** Develop and implement coordinated education and media campaigns.

**Value Added:** Campaigns work together to effectively communicate the risks, prevalence, and tools to combat distracted driving. Creative messaging and tools to educate individuals improves healthy driving behaviors across Oregon.

**Risks:** Education and communication campaign has no effect on improving awareness or prevention of distracted driving. Audience experiences messaging fatigue and does not internalize the importance of decreasing distracted driving.

**Time Frame:** 2017

**PDSA ramp up:**

<b>Stage</b>	<b>Description</b>	<b>Steps</b>
<i>Plan</i>	Research and develop a coordinated, state-wide education and media campaign on distracted driving.	<p>Research best practices in communicating perceptions, risk, and beliefs about behaviors.</p> <p>Utilize this research to develop educational media messaging for campaign.</p> <p>Develop educational tools for audience to utilize in changing distracted driving behavior.</p>
<i>Do</i>	Implement the coordinated education and media campaign.	<p>Work with local media and law enforcement to push messaging statewide about distracted driving through public service announcements, local stories about distracted driving and word of mouth.</p> <p>Outreach to communities about educational tools developed to combat distracted driving.</p>
<i>Study</i>	Evaluate the efficacy of the distracted driving education and communication/media campaign.	Determine and track evaluations on perceptions, beliefs, behaviors and learning before and after implementation.
<i>Act</i>	Make changes needed for improving and sustaining education and communication/media campaign long-term.	Utilize evaluations to make changes to improve educational tools.

**Recommendation 3:  
Develop distracted driving toolkit for local use**

*Rationale:* Local communities should be equipped to address distracted driving. The development of a distracted driving toolkit will give communities the resources needed to understand and implement a locally tailored campaign. Tools to support local distracted driving campaigns would include observational research framework, model workplace policies, pledges for friends, family and workplaces, various messaging materials, availability of a mobile phone app to create competition between groups, and talking points for presentations. Communities would be able to utilize these tools to create local campaigns to identify and address distracted driving within their county, city, or neighborhood at low to no cost.

*Actionable:* Research and create distracted driving toolkit for Oregon communities.

*Value Added:* Tools provide communities with the resources needed to implement local distracted driving campaigns. Increased awareness of distracted driving within communities establishes a foundation to create widespread cultural change throughout Oregon in local counties, cities, and neighborhoods, resulting in fewer crashes, fatalities and injuries.

*Risks:* Tools within the toolkit have no effect on improving awareness or prevention of distracted driving within communities. Toolkit is perceived as having little value or utility to communities.

*Time Frame:* 2017

PDSA ramp up:

Stage	Description	Steps
<i>Plan</i>	Research data and best practices to create tools for the distracted driving toolkit.	<p>Research best practices for basic observational research, workplace policies, communication strategies, and out-reach methods for distracted driving.</p> <p>Compile data on distracted driving to be utilized as talking points in presentations.</p>
<i>Do</i>	Create tools for the distracted driving toolkit and outreach to communities for implementation.	<p>Create tools for the toolkit based on the data and research compiled.</p> <p>Assemble toolkit both electronically and in paper form to be distributed to communities across Oregon.</p> <p>Outreach to communities and local leaders interested in implementing the distracted driving toolkit.</p> <p>Evaluate and track data for communities implementing distracted driving toolkit. Make improvements if needed.</p>
<i>Study</i>	Assess the impact of the distracted driving toolkit within communities that implemented local campaigns.	<p>Utilize evaluations from communities to determine the effect of distracted driving tools on improving awareness.</p> <p>Utilize evaluations from communities to determine the impact of distracted driving tools on changing behavior.</p>
<i>Act</i>	Determine changes necessary to sustain outreach and implementation of distracted driving toolkit within Oregon communities.	<p>Identify and address changes needed within distracted driving toolkit.</p> <p>Continue outreach to communities about the distracted driving toolkit and the impact of the tools on distracted driving awareness and behaviors.</p>

**Recommendation 4:  
Engage in research to improve understanding of distracted driving**

*Rationale:* There is limited data and research on distracted driving nationally and throughout the state.

Improving this body of knowledge is essential to understanding how to properly address distracted driving. Studies conducted through ODOT on high visibility enforcement campaigns, then surveying and reporting on the distracted driving attitudes and behaviors represent the first steps to improving data and research.

*Value Added:* Improves the data and research for distracted driving. The data gathered will be used to understand and develop effective countermeasures for distracted driving in Oregon.

*Risks:* Difficulties in study design and implementation to gather data. Limited funding or resources to conduct research.

*Time Frame:* On-going

*PDSA ramp up:*

<b>Stage</b>	<b>Description</b>	<b>Steps</b>
<i>Plan</i>	Develop a research agenda based on the gaps of knowledge for distracted driving.	Identify topic areas to conduct research.  Establish a research agenda based on funding and the timeline for the research projects.
<i>Do</i>	Conduct research at ODOT and/or with partner organizations.	Develop research proposals with ODOT Research Office, academic partners, or community organizations.
<i>Study</i>	Analyze the research findings and determine where the information needs to be distributed.	Use analytic tools to determine any associations seen within data gathered.  Discuss results with subject matter experts in distracted driving.
<i>Act</i>	Apply research to new interventions or determine what aspects of distracted driving should be researched next.	Disseminate information on research to stakeholders involved in distracted driving prevention.  Integrate results to inform new intervention practice or to guide the development of new research.



## **Recommendation 5: Sustainability of Task Force recommendations**

**Rationale:** Distracted driving requires long-term investment to create cultural and behavioral changes reducing serious injuries and fatalities. The Task Force found a lot of value in the interdisciplinary discussions and development of the distracted driving recommendations. Sustainability of this dialogue, the recommendations, and the efforts to decrease serious injuries and fatalities distracted driving in Oregon is necessary for success.

**Actionable:** Determine the best way to sustain interdisciplinary distracted driving efforts long-term.

**Value Added:** Sustainability of dialogue and activities with subject matter experts provides communication across disciplines about new distracted driving research or practices. Changes to interventions can be made efficiently with input from many stakeholders.

**Risks:** Costs associated with coordination and maintenance of efforts. Inactivity of distracted driving efforts if not properly maintained.

**Time Frame:** May 2017 - TBD

**PDSA ramp up:**

<b>Stage</b>	<b>Description</b>	<b>Steps</b>
<i>Plan</i>	Determine different sustainability models for the Distracted Driving Task Force recommendations.	Develop a list of various models for sustaining the Distracted Driving Task Force recommendations.  Establish the value and risks for the different models of sustainability.
<i>Do</i>	Decide the appropriate sustainability model for Distracted Driving Task Force recommendations.	Present the sustainability models to distracted driving stakeholders.  Determine the most suitable model for sustaining the distracted driving effort long-term.
<i>Study</i>	Evaluate the model chosen to sustain long-term distracted driving efforts.	Assess the performance and sustainability of the model for long-term distracted driving efforts.
<i>Act</i>	Use the assessment to make any changes or next steps needed to continue the long-term distracted driving efforts.	Analyze performance measures and evaluations for successes and challenges faced with the model long-term distracted driving efforts.  Determine any changes or next steps based on the performance measures and evaluations of the model long-term distracted driving efforts.

## **Conclusion**

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Oregon must prioritize addressing distracted driving to improve the health and safety of its citizens. The Task Force believes a combination of interventions needs to take place over the next few years to create a lasting impact. The efforts from Oregon's Distracted Driving Task Force represent the initial steps towards improving prevention of and changing behaviors regarding distracted driving. Changing cultural norms takes time. By applying evidence-based interventions, successful partnerships, and community involvement Oregon can make significant positive changes to the serious-injury and fatal crashes caused by distracted driving. These recommendations represent the first steps towards reducing distracted driving and promoting healthy driving throughout Oregon.

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