

Moving Towards Hands-Free

A Case for Support, Jennifer Smith, CEO



#HandsFreeKentucky



DISTRACTIONS.ORG

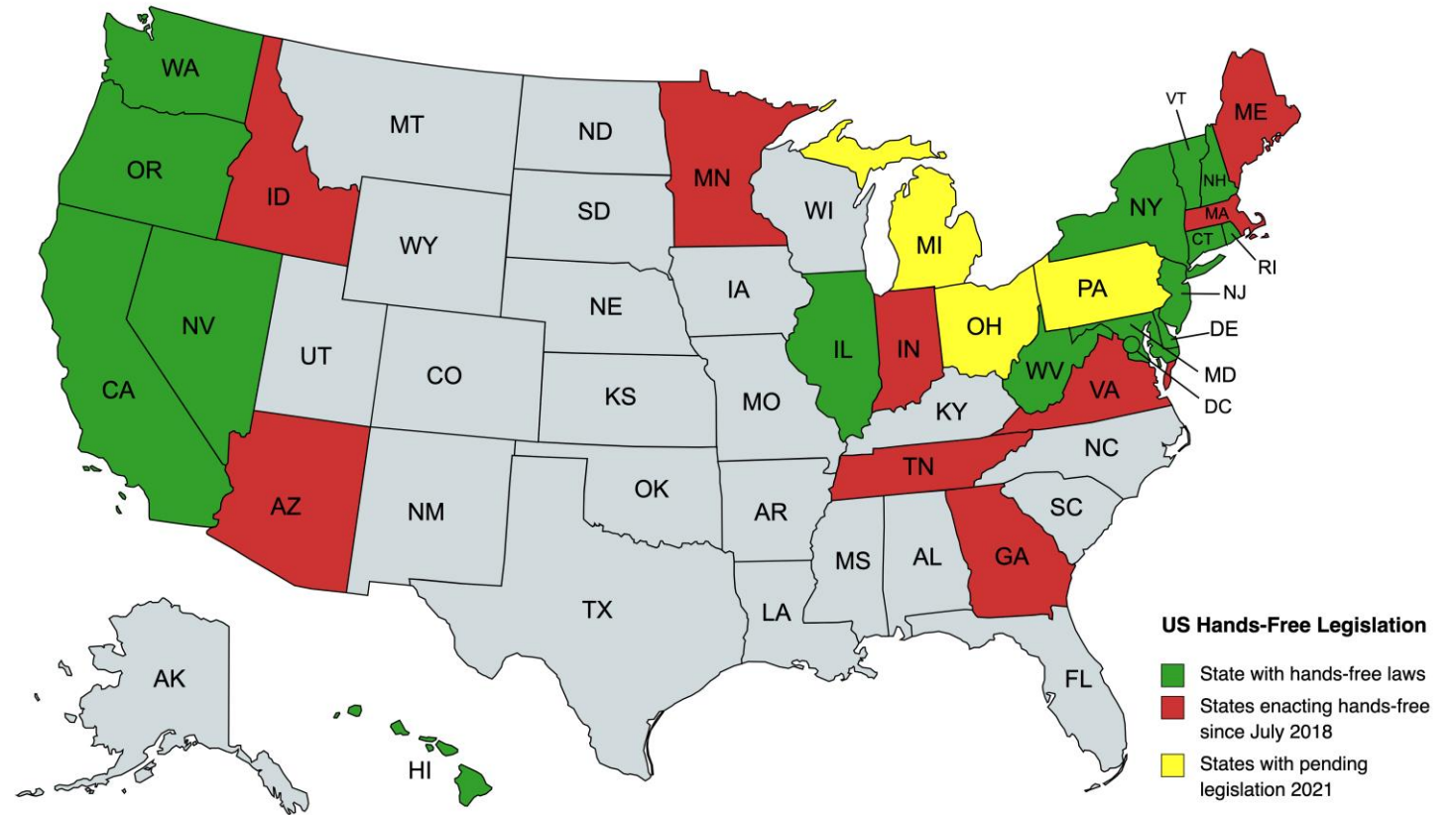
Changing Minds and Saving Lives

Who are we:

StopDistractions.org is a grassroots non-profit organization dedicated to eliminating the lifelong devastation that results when a loved one is killed or injured in a distracted driving crash. We bring together distracted driving victims, victim survivors, foundations and the general public to build awareness and recognition to this reckless behavior. We are the faces of distracted driving.



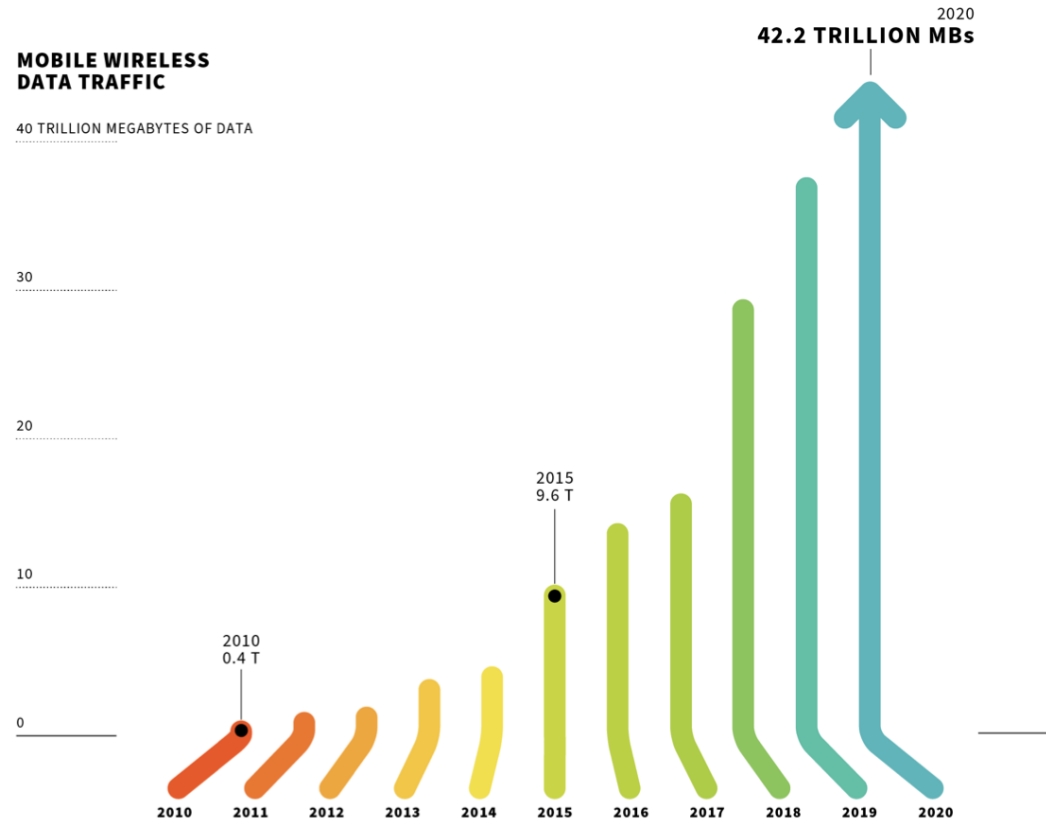
24 States + D.C. have Hands-Free Laws



Wireless Data Traffic

Source: CTIA 2020 Annual Report

Mobile Wireless Data Traffic Continues to Increase



108x
INCREASE

in mobile traffic since 2010

Mobile wireless data traffic had another record year, topping **42 trillion MBs**—a ~207% increase since 2016. Over the past decade, Americans have driven a 108x increase in mobile data traffic.

Driver cellphone interactions increase 57 percent

January 24, 2019



IIHS data 1/17/2019- Americans are using their phones in riskier ways while driving, worsening the nation's crisis- according to a new reporting.

Drivers were observed manipulating their phones 57% more than they were in 2014.

People are talking on the phone less but manipulating more which includes texting, browsing, shopping, etc...

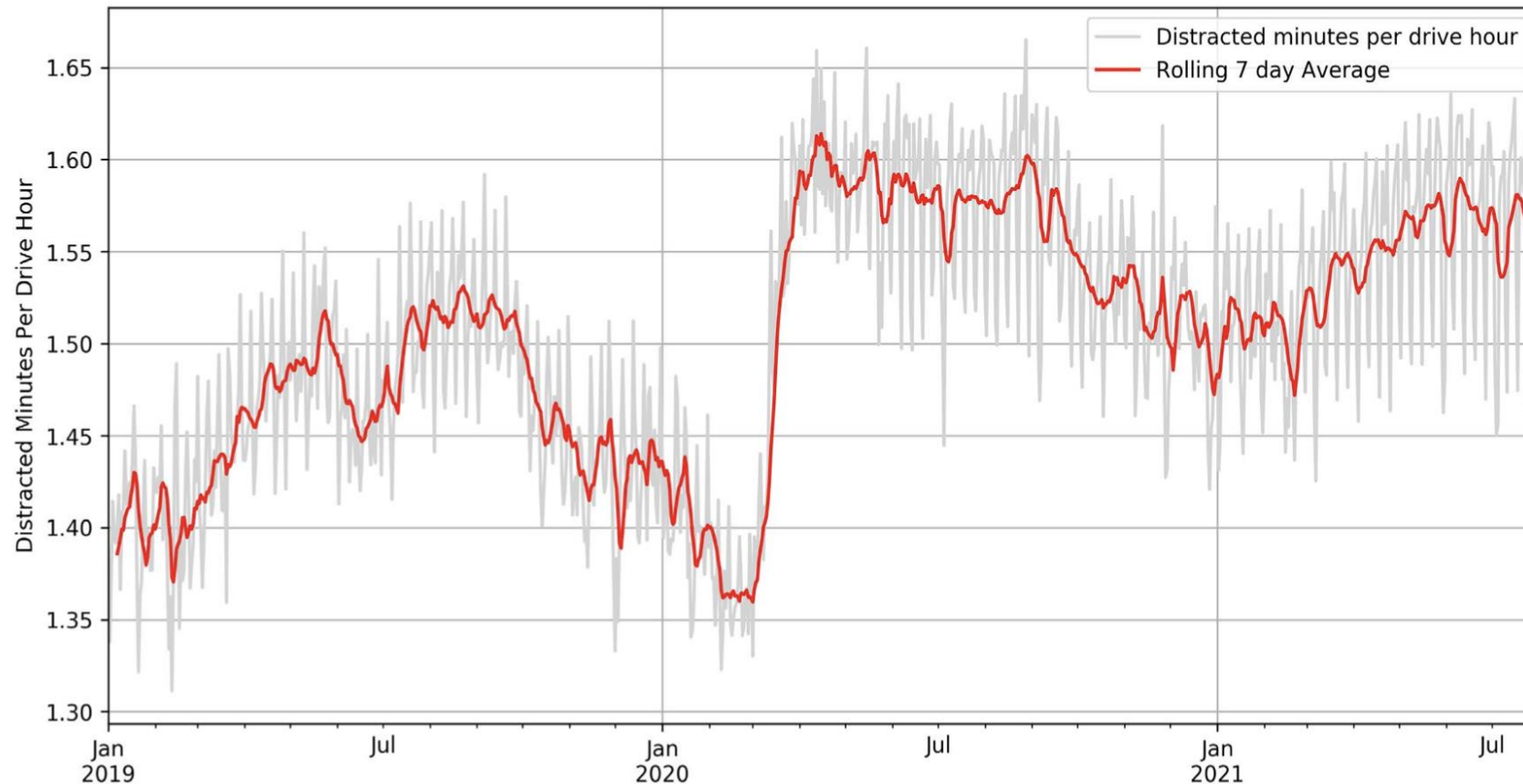
During COVID distracted driving increased

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AUTO INSURANCE REPORT

October 4, 2021

Distracted Driving Due to Cell Phone Use Soared When Covid Hit ...



Source: Cambridge Mobile Telematics



Financial Aspects:

- Allstate said in Feb. 2017 there's a "striking" correlation between the rise in smartphone use and crashes.
- Smartphone Addicts Behind the Wheel Drive Car Insurance Rates Higher
Insurers increasingly blame distracted drivers as costs related to crashes outpace premium increases, Wall Street Journal
- Since 2011, the average insurance premium has jumped 16% to \$926
Insurance companies say the sharp spike is partly caused by more drivers distracted on their smartphones and getting into crashes.

Other Costs:

Public Health Threat
Loss of Life

Medical / Injury
Property Damage

Public Polling Overwhelmingly in Support

Tennessee

Would you support or oppose enacting a “hands-free” law that would prohibit holding a phone to talk or text while driving?

	<u>Support</u>	<u>Oppose</u>	<u>Undecided</u>
• Statewide	91%	6%	3%
• Democrat	93%	5%	2%
• Republican	89%	7%	4%
• Independent	91%	6%	3%

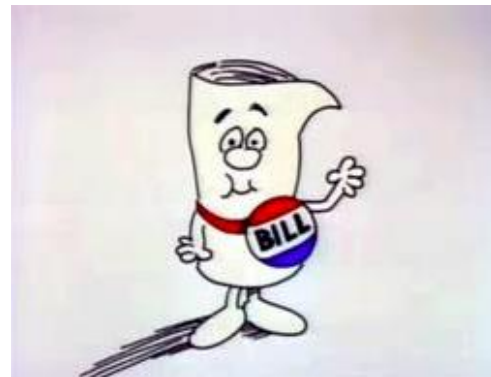
#HandsFreeTennessee



The proposed hands-free bill will ban the use of hand-held cell phones while driving.

You can still use gps and make & take calls hands-free.

Hands-free laws give law enforcement and the public a clear interpretation of the law, if the phone is in your hand then you are in violation. No more grey areas or loopholes this law makes enforcement easy and possible.



Results of hands-free
laws?



PEDIATRICS®

OFFICIAL JOURNAL OF THE AMERICAN ACADEMY OF PEDIATRICS

Article

Distracted Driving Laws and Motor Vehicle Crash Fatalities

Michael R. Flaherty, Alexander M. Kim, Michael D. Salt and Lois K. Lee

Pediatrics June 2020, 145 (6) e20193621; DOI: <https://doi.org/10.1542/peds.2019-3621>

In the United States, primarily enforced distracted driving laws are associated with a lower incidence of fatal MVCs involving 16- to 19-year-old drivers. [Bans on all handheld device use and texting bans for all drivers are associated with the greatest decrease in fatal MVCs.](#) Adoption of universal handheld cellphone bans in all states may reduce the incidence of distracted driving and decrease MVC fatalities.

Hands-Free Cellphone Laws And Fewer Driver Deaths Linked In New Study

Bans on hand-held cellphone use while driving prevent nearly 14,000 serious injuries and 140 driver fatalities each year in the United States, lowering the overall death toll by an estimated 7%.

“[Bans on Cellphone Use While Driving and Traffic Fatalities in the United States](#),” published on Thursday in the journal [Epidemiology](#), indicated that hands-free cell phone laws were associated with fewer driver deaths, but calling-only, texting-only, texting plus phone-manipulating and calling and texting bans were not. Currently, [less than half the states](#) have enacted a comprehensive hands-free ban.

The [new study was conducted](#) by the [Center for Injury Research and Policy](#) at Nationwide Children’s Hospital in Columbus, Ohio.

Distracted driving-related crashes are a major burden on emergency medical and trauma systems and result in significant expenditures for treatment and rehabilitation, the study noted. In Ohio, for example, the associated societal costs for distracted driving-related crashes are about \$1.2 billion every year, which is equal to \$2,300 every minute.- Dr. Zhu

Bloomberg

Public Safety

Photographer: Jaap Arriens/NurPhoto via Get

A Distracted Driving Crackdown Is Coming

“The public is finally at the point where they’re fed up. They know this is a massive problem.”

Report: GA Hands-Free Law decreases traffic fatalities, insurance claims

Insurance rates had risen 12.6% in that same time period and now rates have either stabilized or have gone down up to 2.5% in the state.

Georgia passed a hands-free law in July 2018:



Traffic fatalities are **DOWN 3.4%** from 2017 to 2018 (the largest decrease in 10 years).¹



Phone use while driving **DROPPED 22%** in the first month.²

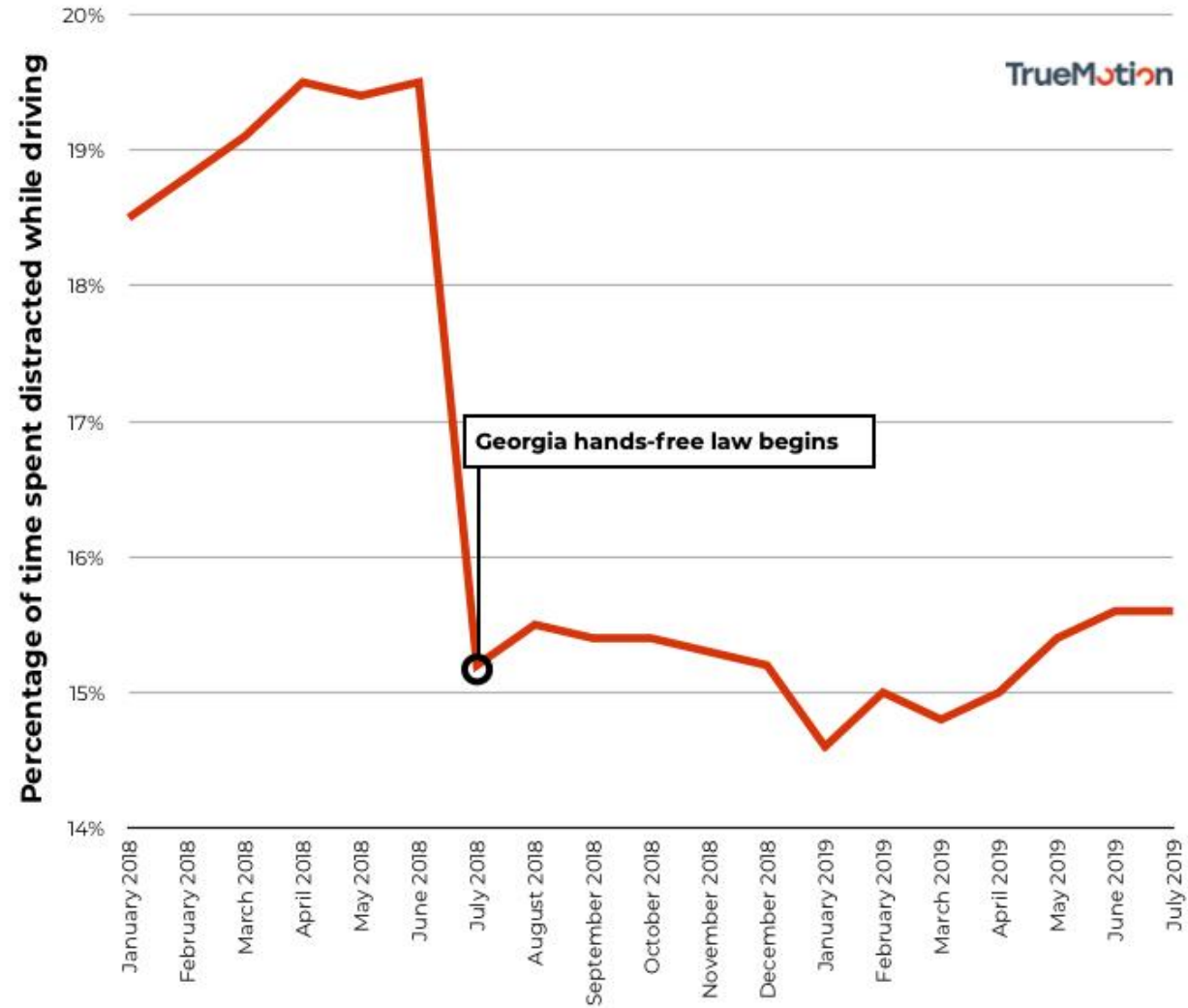


15% REDUCTION in commercial motor vehicle fatalities over 2017.³



In 12 states traffic fatalities **DECREASED 16%** within 2 years of passing handheld bans.⁴

DISTRACTED DRIVING IN GEORGIA



Heads up, drivers! Cherokee County deputies cracking down on distracted driving

34 Fatalities in 2017

18 Fatalities in 2018 (hands-free law in eff. 7/1)

09 Fatalities in 2019 (as of 12/19)



#HandsFreeGeorgia

“Usually then, they'll try to minimize it and say, 'Well, yeah, I was holding my phone but I wasn't texting on it. I was just holding it,'" Turcotte said. “We're trying to take as much corrective action as we can to keep people safe on the roads. We've only had one fatality this year and we'd really like to keep it that way.” Lt. Pete Turcotte, April 2019

#HandsFreeGeorgia



Fatalities down 7% in 18 months of date law went into effect
with estimated 150 lives saved since 2017.
This was after a 34% rise in fatal crashes in Georgia from 2014-16.

**All
Fatalities
Down
7%**

2019 reductions in fatalities:

30% reduction - bicyclists
11% reduction - pedestrians
10% reduction - ages 15-24
11% reduction - ages 25-65
11% reduction - intersections
12% reduction - lane departures

**Bicyclist
Fatalities
Down
30%**

Insurance rates had risen 12.6% in that same time period and now rates have either stabilized or have gone down up to 2.5% in the state.

Distracted Driving Crashes 2018

Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Total
6	6	3	4	8	6	60
552	594	558	585	485	472	6,186
1,411	1,610	1,552	1,678	1,606	1,573	18,440
1,969	2,210	2,113	2,267	2,099	2,051	24,686

Distracted Driving Crashes 2019

Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Total
10	8	8	4	3	8	66
482	497	566	591	511	506	6,107
1,370	1,401	1,419	1,578	1,601	1,481	17,565
1,862	1,906	1,993	2,173	2,115	1,995	23,738

Down
3.84%

2020 - Year to date In Tennessee

Fatalities
Down
9.6%

Crashes
Down
4.1%

#HandsFreeTennessee



TN Traffic Fatality

Fatality YTD

122

9.6% ▼

As of 2/21/2020 6:05:05 AM

Fatal & Serious Injury Crashes

Crashes YTD

608

4.1% ▼

As of 2/21/2020 6:10:43 AM

Indiana's hands-free law showing results

Starting July 1, points can be assessed against licenses

By Lisa Trigg

Tribune-Star Jan 31, 2021

According to the Indiana Criminal Justice Institute, total collisions with distracted driving as a factor dropped from 10,132 in 2019 – as submitted by all law enforcement agencies in the state – to a 10-year low of 8,761 in 2020.

In the seven months since, police agencies have mostly issued warnings to motorists rather than writing tickets when they stop a driver with a phone or other electronic device in hand.

“We have seen a sharp decrease in the number of drivers holding a phone while driving,” Sheriff Clark Cottom of Sullivan County said recently when asked about enforcement of the new law.

“It’s not always about writing tickets,” Ames said. “It’s about saving lives. We will continue to educate the public about the law and take proper enforcement actions whether it be a citation or a warning.”

It doesn't cost constituents any additional \$\$\$

Any smartphone can work with voice activation for free. (Apple - Siri, Android - FREE apps to download to work with voice tech, Google Assistant).

Currently, over 90% of the population own a smartphone.

If a mount is needed those can be found online for very low price \$5 and under.



- Texting laws are unenforceable and obsolete. It is too difficult to see what the driver is doing on their phone (texting, dialing, holding, etc) The laws are outdated and obsolete due to drivers taking the word texting literally. They claim they are not texting, instead they are snapchatting or on social media.
- Law enforcement has training developed already on how to enforce these laws. This is offered as a free course through NHTSA/DOT Traffic Safety Services. IACP (Intl. Assoc. of the Chiefs of Police) also has a toolkit for enforcement.

Key Points for Support

- Current laws are unenforceable, need expanded language. People don't just "text" anymore
- No organized opposition
- No individual opposition
- Overwhelming public support – Polling #'s
- Broad coalitions pushing legislation
- The law will work! Data on reduction in crashes, fatalities, insurance rates, & use (telematics data)