

2019 6th National Distracted Driving Awareness Month Kickoff News Event

April 11, Thursday

Pioneer Courthouse Square
715 SW Morrison ST, Portland, OR 97205

Event: 11:00-1:30

Speakers begin: 12:15

Speakers include:

- ODOT Director / Matt Garrett
- Oregon State Police / Sergeant Shephard
- Oregon State Sheriff's Association / Sergeant Bryan White
- Oregon Association of Chiefs of Police / Sergeant Engstrom

National Advertising Campaign: April 8-15, 2019

National Enforcement Mobilization: April 11-15, 2019

Focus:

- **Statewide high visibility ENFORCEMENT**

Hi-lights:

- Proclamation making April Distracted Driving Awareness Month
- Distracted driving law
- Statewide participation/enforcement in national effort: C2D – Connect 2 Disconnect, April 11, 2019 / NHTSA
- Statewide high visibility enforcement and media during April
- ODOT/OSP Partnership OSP in distracted driving enforcement efforts
- Oregon awarded \$1.2 million to fight distracted driving
- ODOT grants \$600,000 for statewide high visibility law enforcement, up from \$30,000
- Law enforcement media ride alongs
- Marked and unmarked law enforcement cars
- Law enforcement motorcycles
- Distracted driving simulation glasses
- Variable message boards lit up statewide: U drive. U text. U pay.
- New media campaign
- Educational materials and more...

Media opportunity:

- Members of the media are invited to talk with law enforcement and safety advocates.
- Media ride alongs with OSP, schedule with OSP: Sergeant Yvette Shephard / Yvette.Shephard@oregon.gov

Event Coordinator:

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Media Coordinator:

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DISTRACTED DRIVING IN OREGON

- “Distracted Driving” is a dangerous behavior for drivers, passengers, and non-occupants alike. Distraction is a specific type of inattention that occurs when drivers divert their attention from the driving task to focus on some other activity instead (per NHTSA).
- From 2013-2017 there were 12,006 fatal and injury crashes involving a **distracted driver** resulting in 95 fatalities and 18,429 injuries caused by crashes in Oregon (**all ages**).
- 2013-2017 there were 1,089 fatal and injury crashes involving a driver (**all ages**) reported to have been **using a cell phone** at the time of the crash: 20 fatalities and 1,557 people injured.
- 2013-2017 there were 112 fatal and injury crashes involving a driver age **16-18** reported to have been **using a cell phone** at the time of the crash: 0 fatalities and 158 people injured.
- 2013-2017 there were 73,572 **convictions for using a mobile electronic device** offense.

Convictions for using a mobile electronic device 2013-2017*

2013 - 21,520

2014 - 17,723

2015 - 15,264

2016 - 10,317

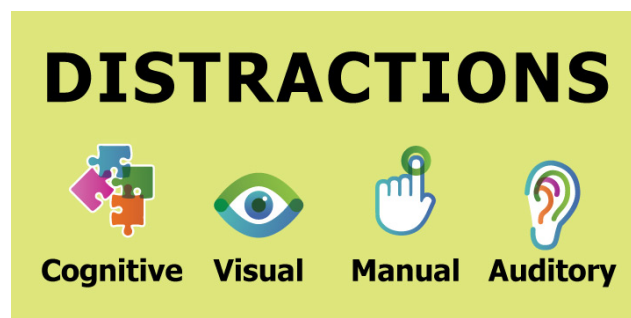
2017 - 8,748

Total – 73,572

*Source: Oregon Driver and Motor Vehicle Services

New legislation and enforcement in 2017 and 2018 has resulted in 13,086 mobile electronic convictions in 2018.

- 2013-2017 there were 32 fatal and injury crashes involving, but not limited to a **Pedestrian, using a cell phone**: 2 fatalities and 30 injuries.
- 2013-2017 there were 10 fatal and injury crashes involving, but not limited to a **Pedalcyclist, using a cell phone**: 0 fatalities and 10 people injured.
- 2013-2017 there were 224 fatal and injury **work zone distracted driving** crashes: 4 fatalities and 381 people injured.



What is distracted driving?

Distraction occurs when a driver voluntarily diverts attention to something not related to driving that uses the driver's eyes, ears, or hands. There are four types of driver distraction:

- **Visual** -- looking at something other than the road
- **Auditory** -- hearing something not related to driving
- **Manual** -- manipulating something other than the wheel
- **Cognitive** -- thinking about something other than driving

Most distractions involve more than one of these types, with both a sensory -- eyes, ears, or touch -- and a mental component.



Additional Distracted Driving Campaign Information/Resources:

<https://www.oregon.gov/ODOT/TS/Pages/SafeandCourteousDriving.aspx>

ODOT Oregon Distracted Driving Videos:

<https://www.youtube.com/playlist?list=PL6mL7JnVXhphVM3RyS1YTZa6ky4LJZs6B>

NHTSA's Distracted Driving Website:

<https://www.nhtsa.gov/risky-driving/distracted-driving#nhtsa-action>

Traffic Safety Marketing / U drive. U text. U pay. Materials:

<https://www.trafficsafetymarketing.gov/get-materials/distracted-driving/u-drive-u-text-u-pay/peak-enforcement-kit>

