



Distracted Driving Offender Pilot Program

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TIRF Drop It And Drive® Education Program

Traffic Injury Research Foundation

CARSP/PRI Virtual Road Safety Conference

August 23-25, 2021



TIRF.CA

- > Registered Canadian charity established in 1964
- > Ensure people using roads make it home safely every day by eliminating road deaths, serious injuries & their social costs.
- > TIRF services:
 - » Research on road crashes
 - » Program & policy development
 - » Evaluation
 - » Knowledge transfer & exchange



DIAD.TIRF.CA / DroptAndDrive.com

- > Founded in 2010, based in BC
- > TIRF education program
- > Science and real-life stories are shared to motivate safer behaviours in the workplace and at home
- > Ongoing program development
- > 60,000+ participants from across North America, multi-industry
- > New virtual, interactive workplace safety seminars & youth sessions



Distracted driving: a behaviour-based issue

- > Technology is only part of the problem, e.g., hand-held electronic devices vs. cognitive distraction, complacency, boredom, etc.
- > 90%+ of collisions are attributed to driver behaviour or condition.
- > Study: 37% of Canadian drivers self-reported it will take injuring themselves or killing/injuring someone else to stop using phone while driving (Allstate Insurance Company of Canada, 2014).



Effectiveness of sanctions

- > Distracted driving fatalities is a major contributing factor in road crashes.
- > Increasing fines, demerits & other sanctions are not changing behaviour fast enough.
- > Criminalization of distracted driving has been raised in some provinces.
- > Law enforcement face competing priorities and current challenges.
- > Currently, there are no remedial programs for distracted driving.



DIAD offender pilot program

- > Evidence-based approach to pilot.
- > Developed using leading theories of behaviour change.
- > Emphasizes personal relevance, self-efficacy, and positive messaging.
- > Combines research evidence, real world examples and practical exercises.
- > Incorporates leading evidence associated with educational theories and acknowledges different learning styles.



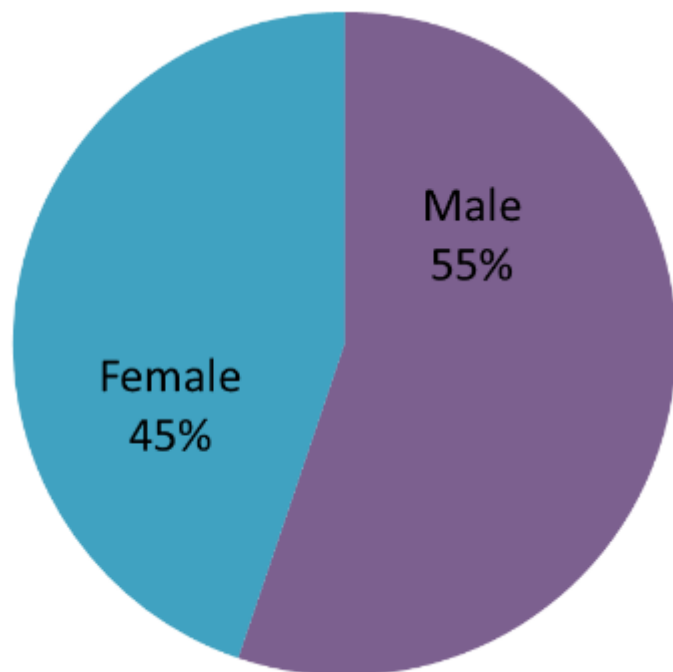
Building on success

- > Success of 1st pilot in 2017 led to 2nd pilot.
- > Second pilot program November 1, 2018.
 - » New locations for enforcement campaign
 - » Different times of day to target school drop off/pick up and regular commuters
 - » DIAD seminar hosted at University of Victoria
- > 100% of participants “think the pilot program can help reduce distracted driving among distracted drivers.”

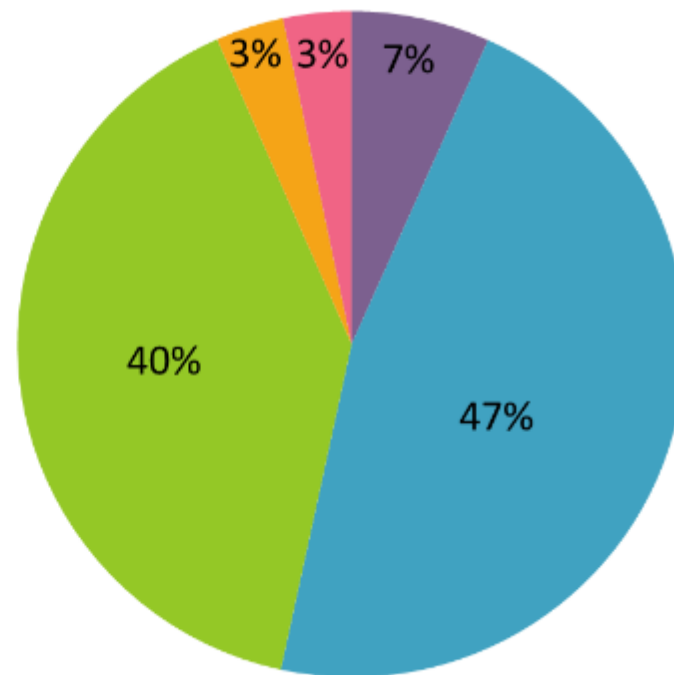


Participant demographics - 2017

Sex



Age



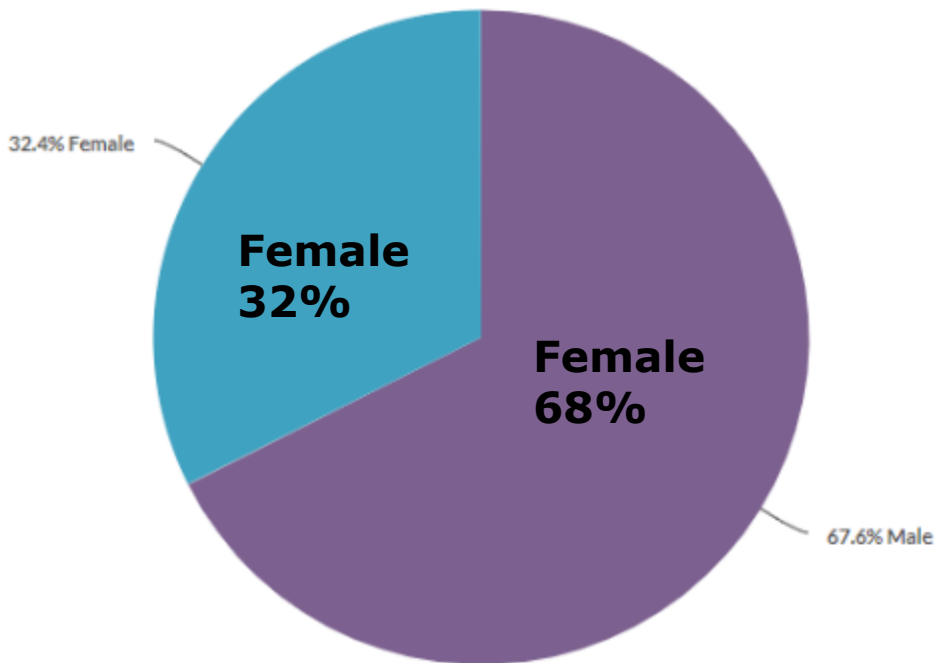
Years



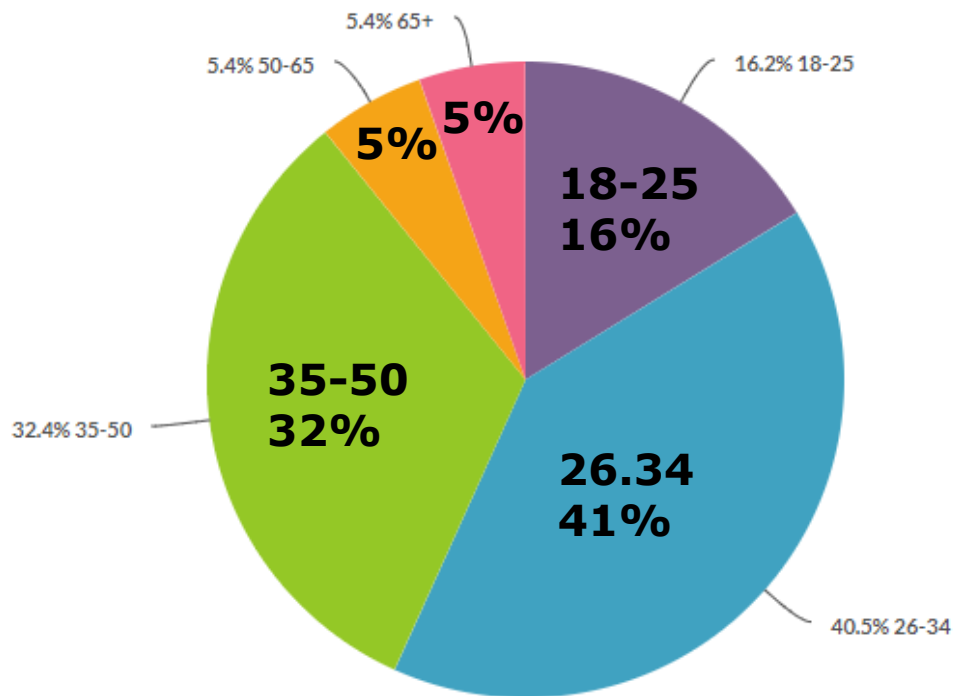


Participant demographics - 2018

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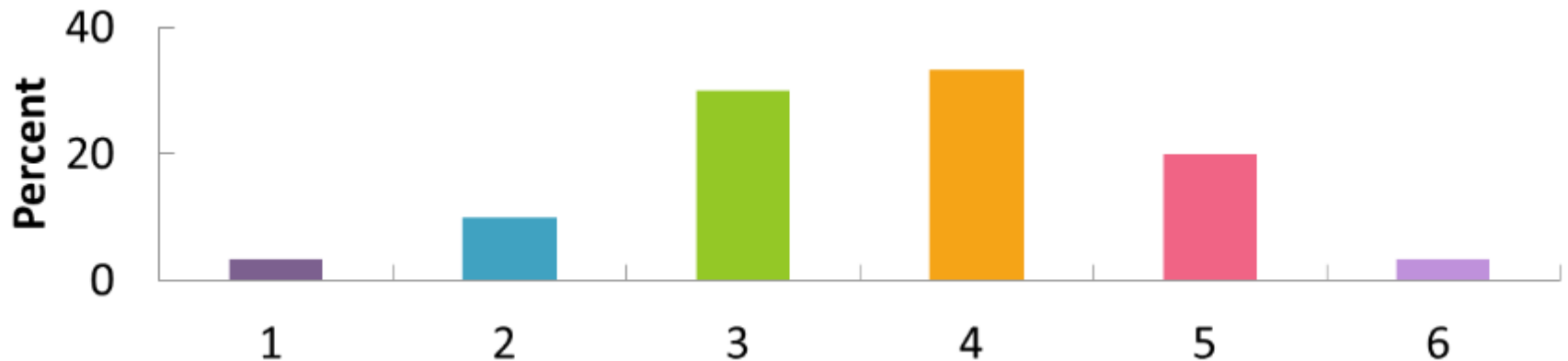
Age





Awareness of issues & risks: prior – 2017

7. How aware were you of the issues and risks of distracted driving BEFORE this seminar?

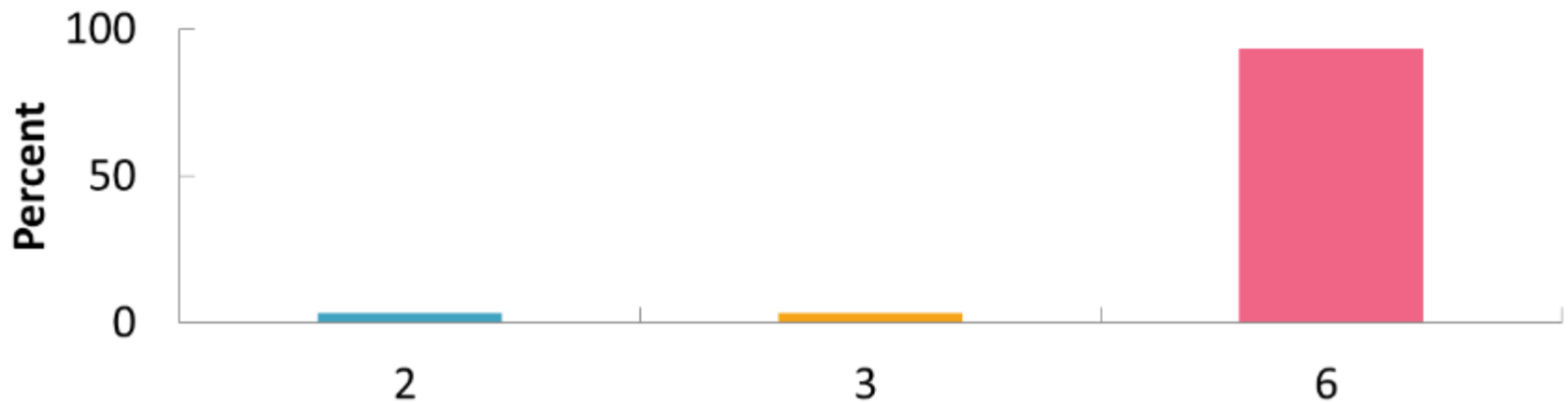


(1-not at all aware and 6-extremely aware)



Awareness of issues & risks: post - 2017

8. How aware are you of the issues and risks of distracted driving AFTER this seminar?

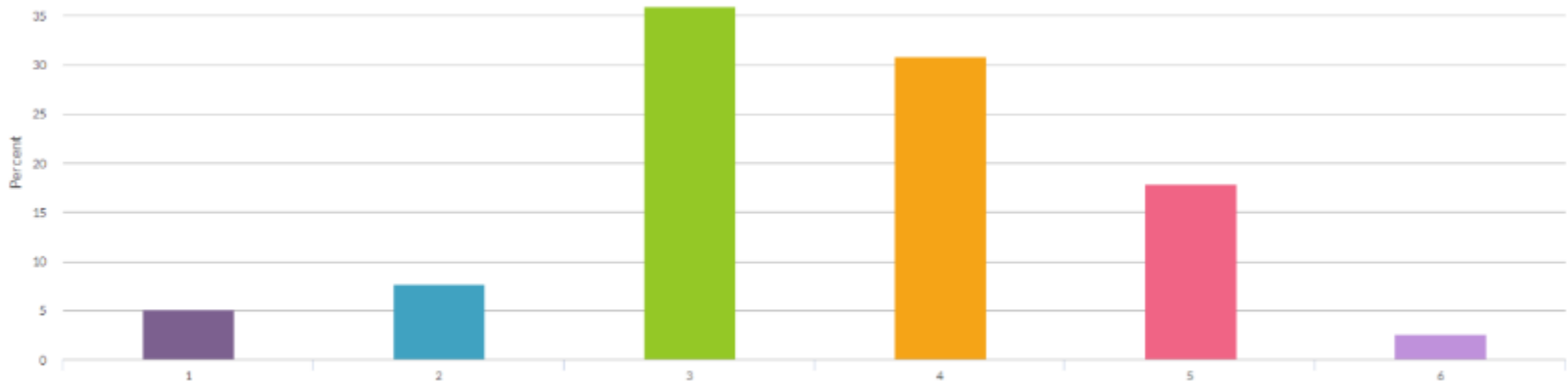


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Post-seminar outcomes

- > 71 participants attended the two DIAD seminars and completed both onsite and post-seminar online surveys at 3, 6 and 12 months.
- > 2nd pilot - 25 out of 40 participants completed the 3-month follow-up survey; 21 respondents for the 6-month survey, and 15 for the final 1-year survey.
- > *"I was pleasantly surprised by this program. It was much more interesting and informative than I expected, and I believe it has positively influenced my driving habits."*
- > *"It really made me more aware of how distracted I was."*



Post-seminar outcomes

- > 97% of participants reported their driving behaviour had changed since they participated in the pilot program.
- > Participants were asked to rank the top 3 ways their behaviour had changed

Item	Overall rank	No. of rankings
I am less distracted while driving	1	45
I turn off my phone/put it on silent/put it out of reach when I am driving	2	37
I only use Bluetooth and not handheld	3	28



Post-seminar outcomes

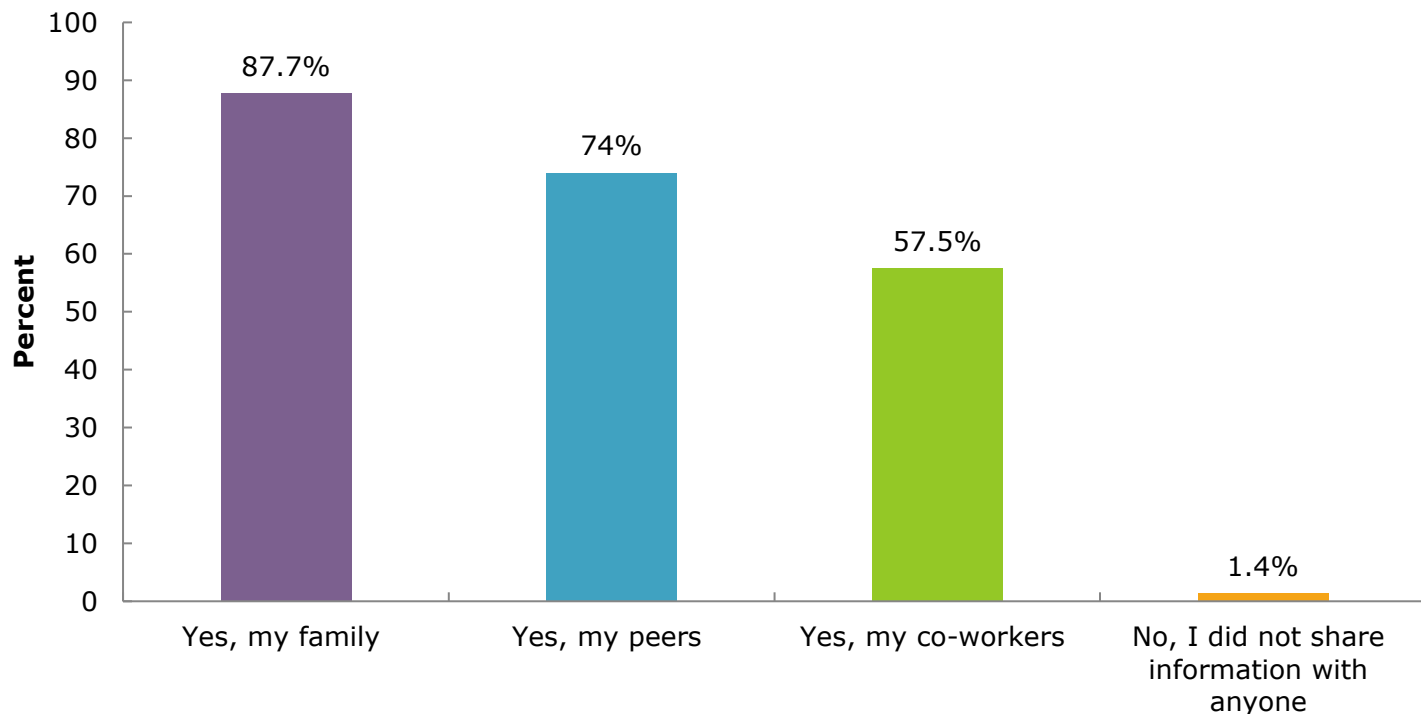
- > Participants rank-ordered program components most influencing/motivating changes in driving behaviour.

Item	Overall Rank	Total Respondents
Facts about the increased risk of crashing due to distraction	1	35
Facts about the effects of distraction on the brain and driving skills	2	35
Personal stories about victims, their families, and first responders	3	32
Facts about laws and penalties	4	18
Strategies to help avoid distractions	5	11
Setting a bad example for my children	6	8



Post-seminar outcomes

- > Participants were asked with whom they had shared information from the seminar.





Participant comments – 2017 & 2018

- > *"I appreciate being a part of this pilot project. It was a very impactful experience."*
- > *"Thank you for your work, I really believe this type of education is essential for everyone to have."*
- > *"Great! I'm an ER doc and routinely drive distracted despite my ER experiences. Complacency, plain and simple. Thanks!"*
- > *"This program was well-delivered and completely changed my behaviour. I owe it to myself and my family to keep my distractions to a minimum. I will never use my device while driving again. Thank you!"*



CCDD E-Hub: DIAD.TIRF.CA/EHUB



Stay informed. Connect with us!

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www.tirf.ca & www.dropitanddrive.com

DIAD Partners



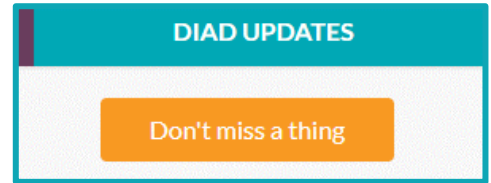
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