MAJOR FINDINGS

Parents: Attitudes (perceptions of safety/danger about engaging in distracting behaviors), perceived injunctive norms (perception of importance by important others), perceived descriptive norms (perception about prevalence of distracting driving by others), and perceived control (how easy/difficult to avoid) were all significant predictors of distracted driving behaviors by parents. Many parents indicated they had family rules about not having hands-free cell phone conversations or texting while driving; far fewer parents indicated they had rules about not having hands-free cell phone conversations, not adjusting vehicle equipment, or not reaching for objects while driving.

Behaviors, beliefs, perceived descriptive norms, and perceived control were significant predictors of parenting behaviors to reduce distracted driving among their teens.

Supervisors: While many supervisors indicated they had a workplace policy (but not limited to) using cell phones. Behaviors like adjusting entertainment systems or reaching for objects increase crash risk.

Rules and expectations should seek to increase engaged driving. Drivers should be fully engaged in the driving task and should prioritize driving over other tasks.

Ten guidance documents were created for use by a wide variety of traffic safety stakeholders. Partners could place these documents on websites, share them with others, or email them directly to individuals and workplaces.

Guidance to Promote Family Rules and Workplace Policies to Reduce Cell Phone Use While Driving and Promote Engaged Driving

OVERVIEW

Distracted driving significantly contributes to motor vehicle crashes. Distractions are anything that takes a driver’s eyes off the road, hands off the wheel or mind off driving, like using a cell phone, adjusting music, or even reaching for an object. Relationships between family members or between supervisors and employees provide opportunities to reduce distracted driving.

This project used surveys among parents with teens who were driving and supervisors who supervised employees who drove for work to better understand expectations and rules about distracted driving.

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