



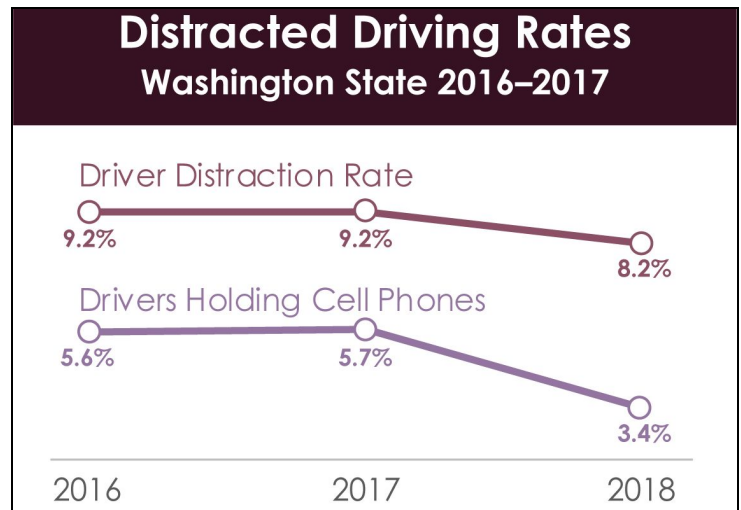
Washington State Strategic Highway Safety Plan 2019: Distraction
Learn More - Page 60 of the Plan

Challenge: Distracted driving has risen to be the second most common emphasis area under high risk behavior, just after impairment.

From 2015–2017, 502 people died in crashes involving distracted drivers, pedestrians, or bicyclists. Crashes involving distraction are believed to be underreported, especially for cell phone use.

Distracted driving comes in three different forms:

- Cognitive/mental distraction. The driver's mind is not focused on driving.
- Visual distraction. The driver looks at anything other than the road ahead.
- Manual distraction. The driver takes one or both hands off the wheel for any reason.



Strategies and Objectives for Positive Change:

Young drivers, older drivers, and pedestrians and bicyclists are all at-risk populations for distraction-related crashes.

Key 2019 countermeasures to combat distracted driving include:

- High Visibility Enforcement campaigns
- King County Distracted Driving Prevention Campaign Project
- Training, Research, and Education for Driving Safety (TREDS) program
- Reducing distracted driving in the workplace

What You Can Do:

- Support the strategies for reducing distraction – see page 70
- Emphasize positive community norms – most people (91 percent) focus on the road
- Use communication materials about distraction found on www.WTSCpartners.com
- Educate the public about misconceptions about distraction, and requirements of the E-DUI law
- Encourage workplace intervention programs