

# CASE Newsletter

California Association for Safety Education Volume XXV, No. 4 - Dec. 2014

## Survey shows people text and drive even though they're aware of the danger

In an AT&T-sponsored survey of drivers who text every day, 98 percent said they knew about the dangers of texting behind the wheel. Even with this understanding, three-quarters of them admitted to texting while driving.

Two-thirds of the drivers said they have read text messages while stopped at a red light or stop sign, while more than a quarter said they have sent texts while driving. More than a quarter of those who texted while driving believed they "can easily do several things at once, even while driving."

The telephone survey of 1,004 U.S. adults was released November 5 by AT&T as part of an anti-texting-and-driving campaign. AT&T designed the survey in conjunction with The Center for Internet and Technology Addiction and a professor at the University of Connecticut's School of Medicine.

AT&T has expanded availability of a free app that silences text message alerts and activates automatically when a person is moving 15 miles per hour or faster. The app can be turned off by passengers. The DriveMode app is now available for iPhones after being previously available on Android and BlackBerry phones for AT&T users only. The iPhone version will be available to customers of competing carriers as well, but some functions will work only on AT&T devices.

The study was conducted in May and surveyed cellphone owners ages 16 to 65 who drive almost every day and text at least once a day. It has a margin of sampling error of plus or minus 3.1 percentage points.

The survey found a broad range of reasons why drivers text. Forty-three percent of the texting drivers said they want to "stay connected" to friends, family and work. Nearly a third did it out of habit.

Among other reasons for texting and driving:

—Twenty-eight percent said they are worried about missing out on something important if they don't check their phones right away.

—More than a quarter believe that their driving performance is not affected by texting, and just as many people said they believe that others expect them to respond to texts "right away."

—Just 6 percent answered that they are "addicted to texting," although 14 percent admitted that they are "anxious" if they don't respond to a text right away, and 17 percent feel "a sense of satisfaction" when they can read or respond to a text message.



## State Updating Strategic Highway Safety Plan

By Jerry Gaines, CASE Representative to SHSP

The state is currently going through update activities of the existing Strategic Highway Safety Plan to meet federal requirements. On November 12 in southern California at Cal State Los Angeles, and November 14 in northern California at Cal State Sacramento, state officials from Cal Trans, OTS, CHP, and other supporting agencies conducted seminars. Input was sought by stakeholders to integrate into a revised draft during the coming months updates of various strategies to improve traffic safety on the state's highways. The target date for presenting the final plan is in April 2015. A series of webinars was also scheduled early in the month to foster stakeholder input.

CASE members Bart Schwartz, Larry Woodruff, and Jerry Gaines spent the morning at Cal State Los Angeles participating in various breakout sessions where focus exercises were conducted to provide input, mainly as it relates to teen drivers. Driver Behavior, Focus Populations, and Active Transportation (Pedestrians and Bicyclists) were breakout groups of interest to CASE.

The issues introduced to the discussion from CASE included noting the fact that the State Department of Education reports that only one-fourth of the state's public high schools are currently offering a course in driver education, and the death and injury rate for teens 18-20 years of age is increasing as there is a growing trend to not seek a

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## State Updating Strategic Highway Safety Plan

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first license until age 18, thus avoiding the graduated licensing process for younger 16-17 year-old teen drivers. Note was also made of earlier NHTSA efforts to encourage states to adopt the published state guideline standards for teen driver education/training which CASE members Shannon Woods and Jerry Gaines worked with a few years ago at a national conference in Phoenix, Arizona. The revised plan will be shared by CASE members and other stakeholders in the coming months.

## Project Yellow Light Scholarship Competition

Students enter to win a college scholarship by creating either a 25 or 55 second video convincing their friends to not drive distracted. Three prizes will be awarded for the top three high school and college finishers.

1st place - \$5000 PLUS the student's video will be turned into a PSA and distributed to over 1,600 TV stations nationwide.

2nd place - \$2,000

3rd place - \$1000

All high school juniors & seniors as well as full time college students are eligible.

Visit [www.projectyellowlight](http://www.projectyellowlight) for details. Submissions accepted from 10/31/14 TO 4/1/15.

*Notable Noys Newsletter*

## 2015 CASE Conference

The 2015 annual CASE conference will be held on Saturday, October 10 in the Sacramento region.

The conference has been moved to the fall to avoid school calendar conflicts in the later part of the school calendar. The specific conference location and other details will be provided in a future *CASE Newsletter*.

## AT&T DriveMode® App is Now Available for iPhone

The AT&T DriveMode mobile application for iPhone is now available on the *App Store*. It is the first free no-texting-while-driving application offered by a major U.S. wireless carrier that works on the iPhone.

The app is easy to use. It silences incoming text message alerts, turns on automatically when one drives 15 mph or more, and turns off shortly after one stops. When activated, it automatically responds to incoming SMS and MMS text messages, so the sender knows the text recipient is driving. It also allows parents with young drivers to receive a text message if the app is turned off.

The Android version of the app is available for download on *Google Play*.

*Notable Noys Newsletter*

## 2015 Drive2Life Student PSA Contest

### Open to Students in Grades 6–12

Students in grades 6–12 can help promote pedestrian safety by entering the **2015 Drive2Life Contest** sponsored by Scholastic Magazine.

**Contest Topic:** Help prevent distracted walking

### How to Enter

To enter, each participating student must create a storyboard or written script for a 30-second public service announcement (PSA) to help prevent distracted walking.

One Grand Prize winner will win \$1,000 and a trip to NYC to have his or her PSA filmed professionally. Plus, the winner and PSA video will be featured on *Teen Kids News* and in select Scholastic magazines.

For complete details on the contest and how to enter: [www.scholastic.com/drive2life/contest](http://www.scholastic.com/drive2life/contest)

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## CASE Calendar

**December 2014** - National Drunk and Drugged Driving Prevention Month (3D). Contact: [www.nhtsa.gov/StopImpairedDriving](http://www.nhtsa.gov/StopImpairedDriving)

**April 2015** - National Distracted Driving Awareness Month. Contact: [www.focusdriven.org](http://www.focusdriven.org)

**May 2015** - National Youth Traffic Safety Month. Contact: [www.noys.org](http://www.noys.org)

**July 12-15, 2015** - ADTSEA Conference, Raleigh, North Carolina. Contact: [www.adtsea.org](http://www.adtsea.org)

**September 13-19, 2015** - Child Passenger Safety Week. Contact: [www.safercar.gov](http://www.safercar.gov)

**October 10, 2015** - 63rd Annual CASE Conference, Sacramento area (location to be determined).

**October 19-25, 2015** - National Teen Driver Safety Week. Contact: [www.teendriversource.org](http://www.teendriversource.org)

