

“Don’t Be That Guy”: A Campaign Against Phone Use At Stoplights

Clara Grim¹, Hanna Karpstein¹, Sophie Leibsohn¹, Ila Sharma¹, Pallavi Shoroff¹, Alex Sorenson¹, Allyson O’Connor, MPH^{1,2} [Mentor], Beth E. Ebel, MD, MSc, MPH^{1,3} [Mentor]

¹ Harborview Injury Prevention & Research Center INSIGHT High School Program, University of Washington, ² Department of Health Services, University of Washington, ³ Departments of Pediatrics, Health Services, and Epidemiology, University of Washington

Background

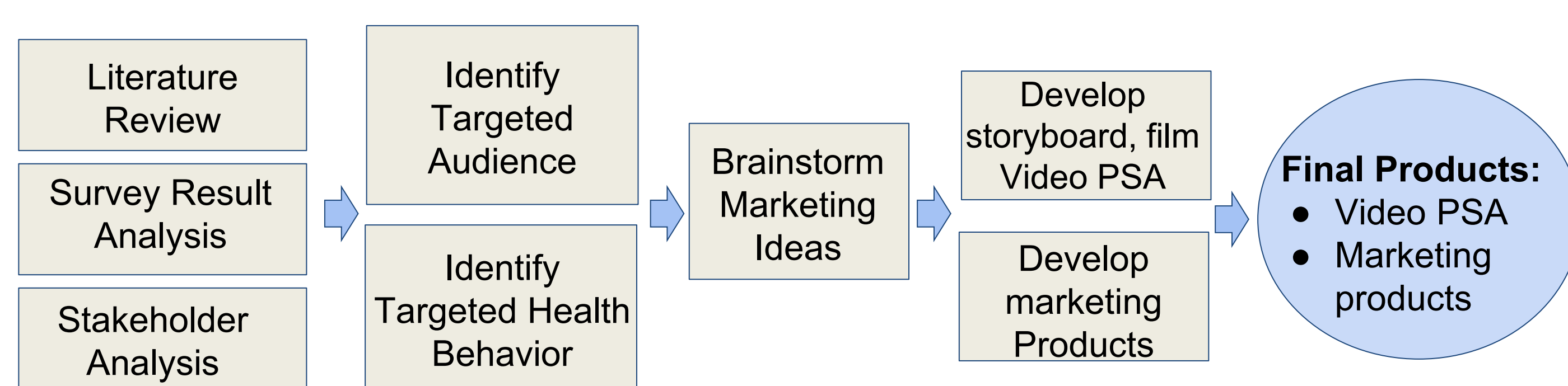
- Washington State updated and strengthened distracted driving laws in 2017 to cover all handheld cell phone use while driving. Hand-held phone use while driving is a ticketable offense, with an initial \$136 fine. Citations will be reported to the Dept. of Licensing and may be shared with insurance companies (Driving Under the Influence of Electronics Act, 2017).
- This law specifically bans phone use, even at stoplights.
- Young adults and teen drivers are most at risk for distracted driving (Centers for Disease Control, “Distracted Driving”, 2017).
- Young adults and teen drivers have less risk perception, compared to adults, and are more likely to participate in risky behaviors (Rhodes & Pivik, 2011).
- Phone use at stoplights is correlated with slower response times to lights (Huang, et al., 2011), distracted driving contributes to traffic delays.

Aims

- Encourage younger drivers to stop using cellphones at stoplights
- Develop a media campaign to inform drivers of the new Washington law

Methods

- We conducted a web-based survey to identify common distracted driving behaviors, explore participant perceptions of cell phone use while driving, and explore strategies what might motivate them to change their behavior.
- A cross-sectional survey was collected using an web-based data survey tool (REDCap). The anonymous survey was shared through social media and an in-person paper survey was collected at Green Lake Park.
- Participants were 13 years old and older and consented to participate.
- Statistical analysis was conducted using Stata[®] 13.
- Based upon survey results, we chose to focus our campaign on phone use at stoplights, given that it is now illegal and it was a commonly reported behavior in our survey, indicating that there was a need to address the behavior.



Results

Survey Data

Table 1. Participant Characteristics

| Characteristic | All respondents N=518 | |
|----------------|--------------------------|----------------|
| | N | % ¹ |
| Age | | |
| 13-15 | 42 | 8.1 |
| 16-20 | 163 | 31.5 |
| 21-30 | 81 | 15.6 |
| 31-40 | 51 | 9.9 |
| 41-50 | 79 | 15.3 |
| Over 50 | 91 | 17.6 |
| Gender | | |
| Female | 379 | 73.2 |
| Male | 125 | 24.1 |
| Non-binary | 3 | 0.6 |
| Driver? | | |
| Yes | 460 | 88.8 |
| No | 48 | 9.3 |

¹ May not sum to 100% due to missing data

Table 2. Distracted driving behaviors and attitudes

| Behavior or Attitude | Younger Respondents Age 16-30 | Older Respondents Age 31+ |
|--|----------------------------------|------------------------------|
| | N=244 | N=220 |
| | % | % |
| Regularly use phone at stoplight | 55.3% | 33.8% |
| On a scale ² from 0-2 (Safe to Very Unsafe), how unsafe do passengers feel when driver: | Mean | Mean |
| Sends text or email | 1.75 | 1.90 |
| Reads text or email | 1.58 | 1.84 |
| Uses phone while stopped at a stoplight | 0.71 | 0.94 |

² Scale: 0=Safe, no problem, 1= Somewhat Safe, 2= Very Unsafe

- 47% of survey respondents were ages 16-30
- 72% of survey respondents were female
- 43% of all drivers surveyed used their phone at a stoplight regularly
- Four out of five (82%) use cell phones at a stop light some of the time
- The group which reported highest regular use of cell phone at a stoplight were 21-30 year olds.
- From this knowledge and high rates of distraction and crash risk for young drivers, we decided to target young drivers 16-30 years of age.

Marketing Products



Air fresheners:

- A staple in cars that serve a useful function
- This product will remind drivers not to “be that guy” and discourage phone use at stop lights each time it is seen, without being distracting.

EVERYONE HATES TRAFFIC

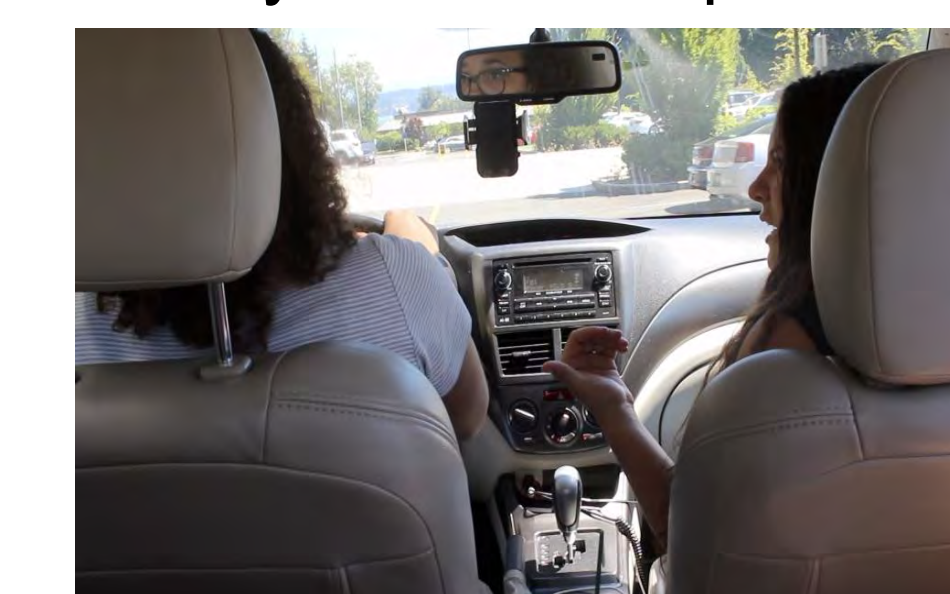
DON'T BE THAT GUY

Wristbands: As a popular fashion accessory, wristbands will not only increase recognition and spread publicity of our campaign but also remind wearers of their responsibility to follow the law and not use their phone at stoplights.

Video PSA



When you text at a stoplight you are less likely to notice a light changing. Then you won't respond fast enough and other drivers will get mad.



Passenger reminds driver of the law and accompanying \$136 fine.



Everybody hates traffic. “Don’t be that guy.”

Conclusions

Summary

- Our message aims to increase awareness of the new law banning cellphone use at stoplights and dissuade drivers from participating in this activity as well as to encourage passenger accountability.
- The primary goal of our campaign is to create an association between phone use at stoplights and traffic to discourage the behavior.
- We utilized the additional strategy of societal pressure by creating an implication of societal disapproval of the action.

Implications

- From our campaign, we hope viewers will stop using their phones at stoplights, ultimately making the roads safer and with less traffic.

Next steps

- To assess the performance and reception of our campaign, we will review the number of views our video gets and will assess the responses to our campaign.

Limitations

- The main limitations were the brief amount of time the survey was open; survey respondents may not have been characteristic of all drivers. For these reasons, our results may have been skewed from what we would have observed from surveying the general community.

Acknowledgements

Thanks to: Kelsey McGuire, MPH; Smita Stepanova-Pednekar, MSW; Harriet Saxe, JD; Dr. Monica Vavilala, MD; Kelsie Cleboski; Devin Moore; Katie Budd; Dr. Brianna Mills, PhD; and PEMCO Insurance for their support of the INSIGHT Program.



References

Huang, D., Kapur, A. K., Ling, P., Pursell, R., Henneberry, R. J., Champagne, C. R., ... Francescutti, L. H. (2010). CAEP position statement on cellphone use while driving. *Canadian Journal of Emergency Medicine*, 12(04), 365-370. doi:10.1017/s1481803500012483.
Rhodes, N., & Pivik, K. (2011). Age and gender differences in risky driving: The roles of positive affect and risk perception. *Accident Analysis & Prevention*, 45(3), 923-931. doi:10.1016/j.aap.2010.11.015
Distracted Driving. (2017, June 09). Retrieved July 28, 2017, from https://www.cdc.gov/motorvehiclesafety/distracted_driving/index.html
S. 5289, 65th Leg., Et. al (2017) (enacted).

Developing a Public Health Campaign to Reduce Social Media Usage While Driving

Priya Kumar¹, Akshitha Vijay¹, Suraj Dhulipalla¹, Deeya Sharma¹, Uma Sharma¹, Sophia Garson¹, Christine Hau¹, Allyson O'Connor, MPH^{1,2} [Mentor], Beth E. Ebel, MD, MSc, MPH^{1,3} [Mentor]

¹ Harborview Injury Prevention & Research Center INSIGHT High School Program, University of Washington, ² Department of Health Services, University of Washington, ³ Departments of Pediatrics, Health Services, and Epidemiology, University of Washington

Background

- The Washington State Driving Under the Influence of Electronics Act was adopted in 2017. It prohibits use of any handheld cell phone while driving, even at a stoplight. Violations are reported to the Dept. of Licensing and to insurance companies.
- Young drivers between 16-24 years are at greatest risk of crash, and admit to frequent cell phone distraction while driving, including use of social media apps.
- Studies in the US, Canada and Australia conclude that drivers who talk on a handheld cell phone are 4 times more likely to have a near-crash event; those who are texting are up to 23 times more likely to have a near-crash event.

Aims

- Develop a media campaign to encourages young adults to stop driving under the influence of social media.
- Educate drivers about new distracted driving legislation in Washington State.

Methods

- We conducted a cross-sectional survey of teens, young drivers and adults using a web-based data management tool (REDCap).
- Respondents were asked about driving practices, parent driving practices, and behavioral barriers and motivators for driving free of cell phone distraction.
- The survey was shared through social media channels; a separate in-person paper survey collection was undertaken at Green Lake Park in Seattle.
- Survey results informed development of campaign messages.



Bumper Sticker
\$223.75 to produce 125

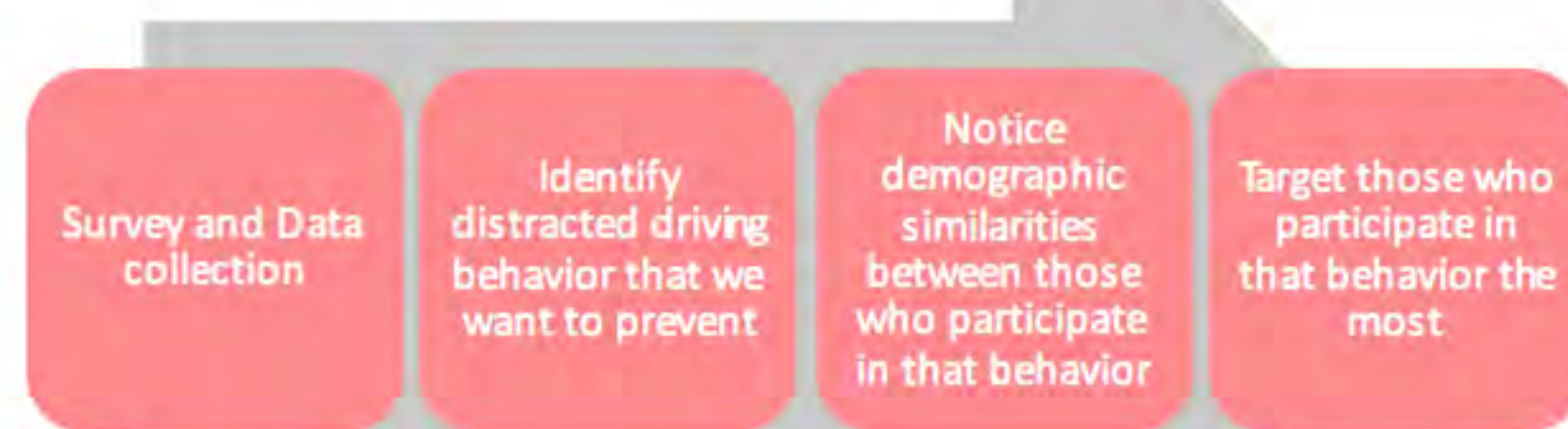


Cell Phone Popsocket
\$539.00 to produce 100



Adhesive Phone Wallet
\$165.00 to produce 100

General Outline



Media Campaign Outline

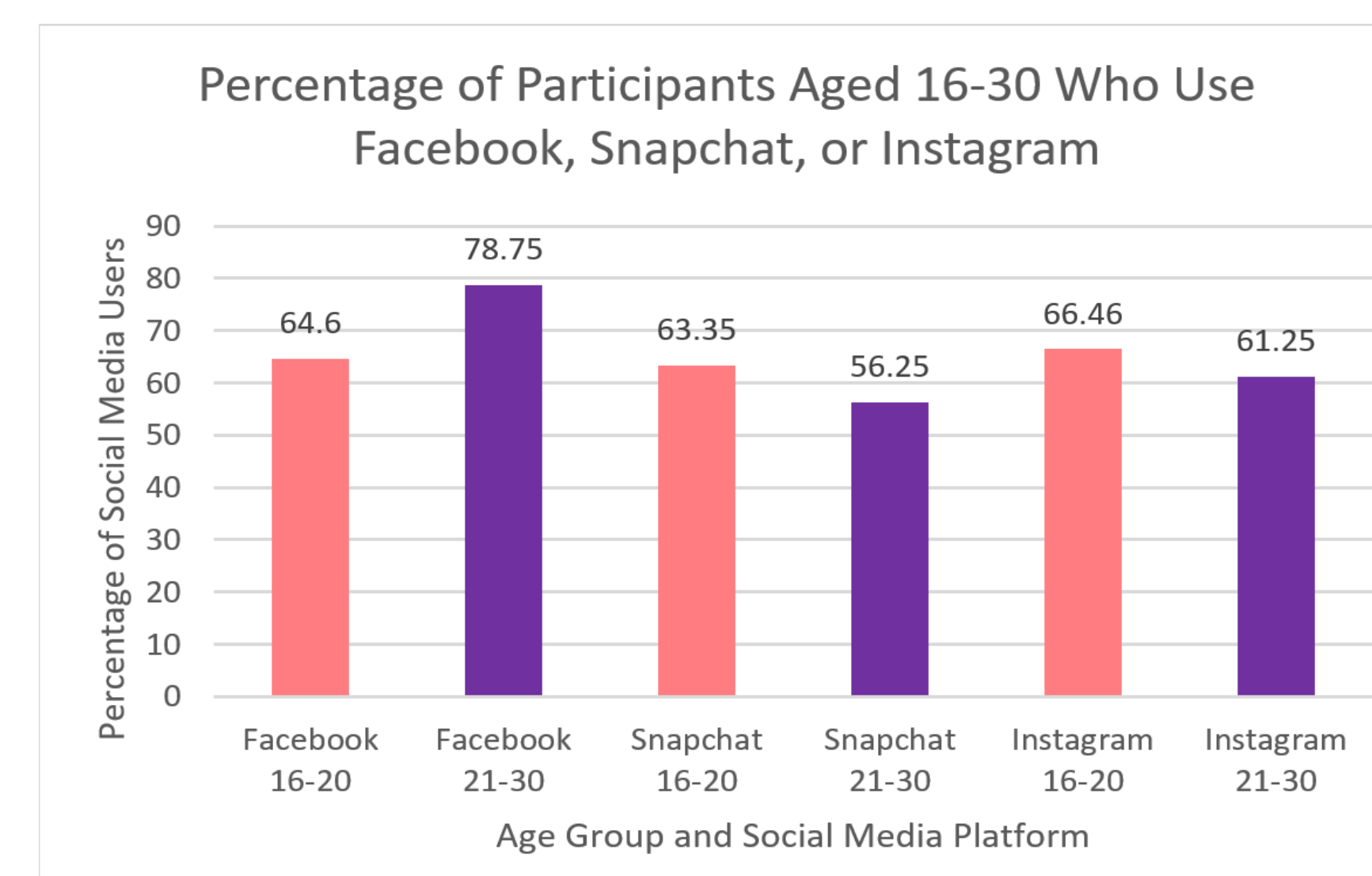
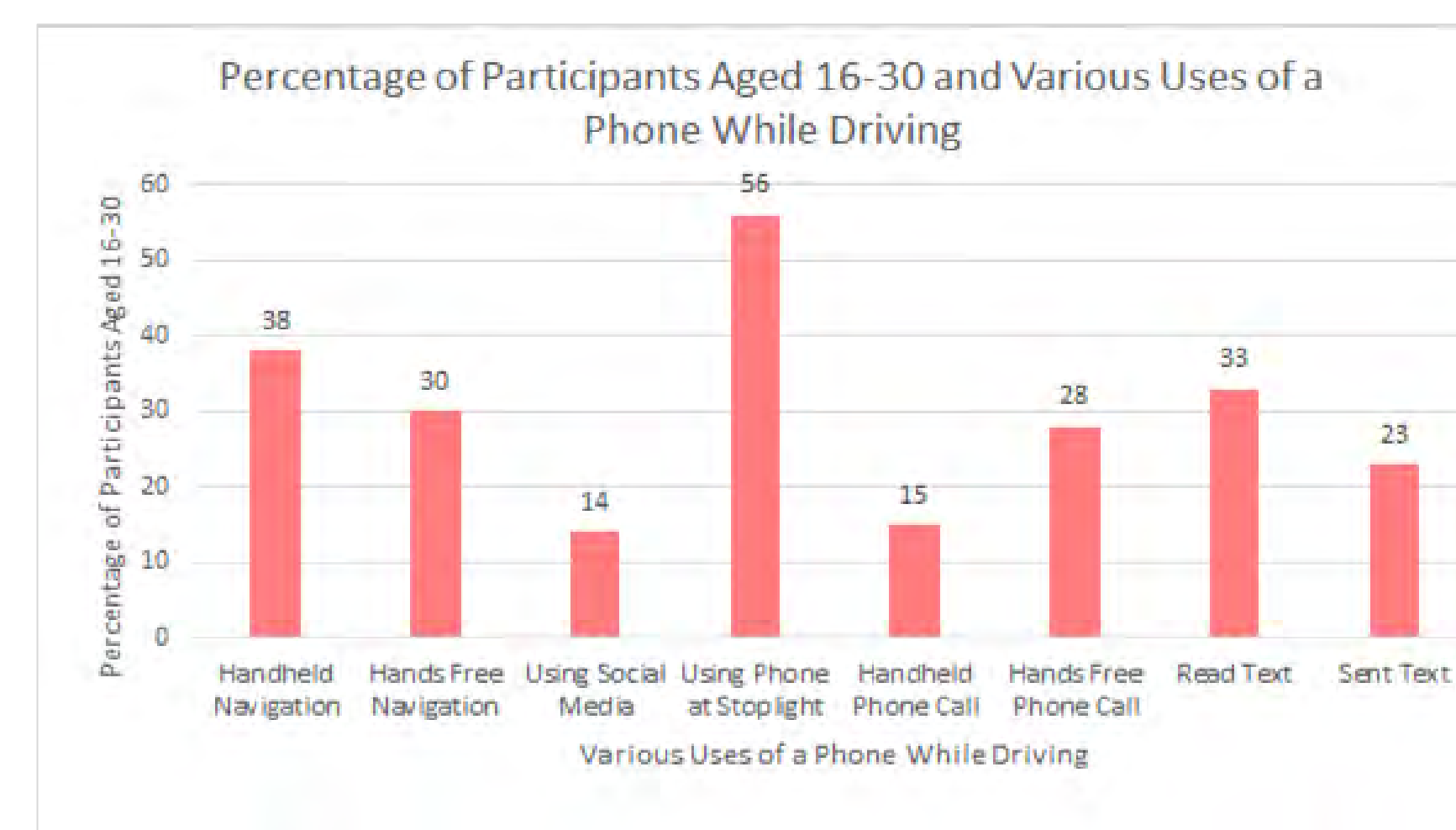


Survey Participant Characteristics

| Characteristic | All respondents N=518 N % ¹ | | Respondents 16-30y N=244 N % ¹ | |
|---|--|------|---|------|
| Age (years) | | | | |
| 13-15 | 42 | 8.1 | | |
| 16-20 | 163 | 31.5 | 163 | 66.8 |
| 21-30 | 81 | 15.6 | 81 | 33.2 |
| 31-40 | 51 | 9.9 | | |
| 41-50 | 79 | 15.3 | | |
| Over 50 | 91 | 17.6 | | |
| Gender | | | | |
| Female | 379 | 73.2 | 190 | 77.9 |
| Male | 125 | 24.1 | 52 | 21.3 |
| Non-binary/non-conforming | 3 | 0.6 | 2 | 0.8 |
| Aware of new DD law² | | | | |
| Yes | 215 | 61.8 | 92 | 52.9 |
| No | 76 | 21.8 | 49 | 28.2 |
| Don't know | 23 | 6.6 | 11 | 6.3 |
| Driver? | | | | |
| Yes | 460 | 88.8 | 227 | 93.0 |
| No | 48 | 9.3 | 17 | 7.0 |
| Driving frequency³ | | | | |
| Multiple days a week | 358 | 77.8 | 163 | 71.8 |
| Few days a month | 88 | 19.1 | 56 | 24.7 |
| Few days a year/never | 14 | 3.0 | 8 | 3.5 |
| Distracted driving habits³ | | | | |
| Regularly (habitual DD) | 343 | 74.6 | 176 | 77.5 |
| Rarely (occasional DD) | 80 | 17.4 | 26 | 11.5 |
| Never | 26 | 5.7 | 18 | 7.9 |
| Motor vehicle crash in past year³ | | | | |
| Yes | 53 | 11.5 | 31 | 13.7 |
| No | 363 | 70.1 | 168 | 74.0 |
| Was using phone at time of crash⁴ | | | | |
| Yes | 7 | 13.2 | 3 | 9.7 |

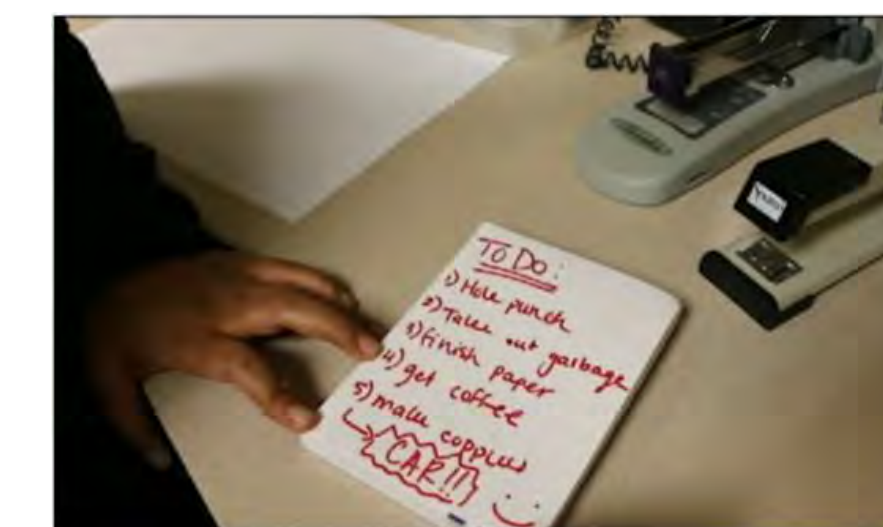
¹ May not sum to 100 due to missingness
² Limited to WA residents only
³ Limited to drivers only
⁴ Limited to drivers involved in crashes

Young Driver Cell Phone And Social Media Use



Results

Video Message



Raising Awareness on the Community Impacts of Distracted Driving

Abdul Baig¹, Melat Feseha¹, Maria Garcia¹, Stacie Keck¹, Katye Mayora¹, JinBi Tian¹, Allyson O'Connor, MPH^{1,2} [Mentor], Beth Ebel, MD, MSc, MPH^{1,3} [Mentor]

¹ Harborview Injury Prevention & Research Center INSIGHT High School Program, University of Washington, ² Department of Health Services, University of Washington, ³ Departments of Pediatrics, Health Services, and Epidemiology, University of Washington

Background

- Distracted driving is any action that takes a driver's attention away from the road. These actions can range from texting while driving to something as simple as changing the temperature.¹
- In 2011, 69% of drivers in the United States had used their phone while driving within the previous 30 days.²
- In 2015, 3,477 people were killed and an estimated additional 391,000 injured in motor vehicle crashes involving distracted drivers.¹
- Drivers who talk on a mobile phone are approximately four times more likely to be involved in a crash than those who are not.³
- The Driving Under the Influence of Electronics (DUIE) Act took effect on July 23, 2017 in the State of Washington. The law prohibits any hand-held device use while driving, even while one's vehicle is fully stopped in traffic.⁴

Aims

- To raise awareness of the dangers of distracted driving and inform Washington state residents about the new distracted driving law
- To reduce distracted driving behaviors among parents from a community perspective

Methods

- Using the Health Belief Model, we developed survey questions focused on understanding people's current driving behavior, attitude, and knowledge of the new distracted driving law.
- A cross-sectional survey using a convenience sample was collected using an online REDCap survey promoted through social media and using in-person paper survey collection at Green Lake park.
- Using survey data, we selected our target audience, developed campaign messages, and created marketing materials for our public health awareness campaign.
- We posted our video on YouTube and shared it via social media: email, Facebook, and twitter.
- To reach more drivers, we designed a bumper sticker in addition to our campaign video.

Marketing Product

- Bumper Sticker

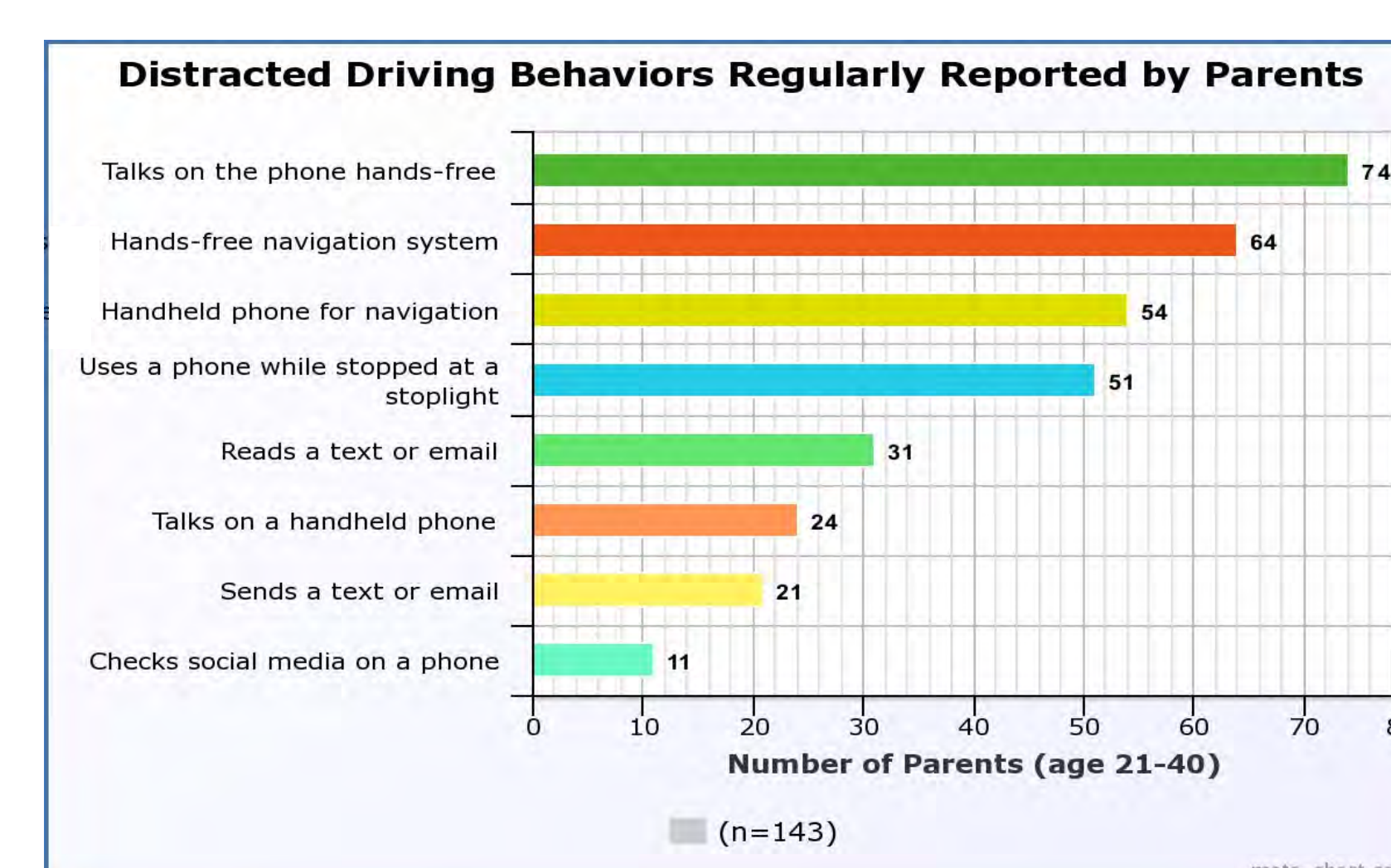
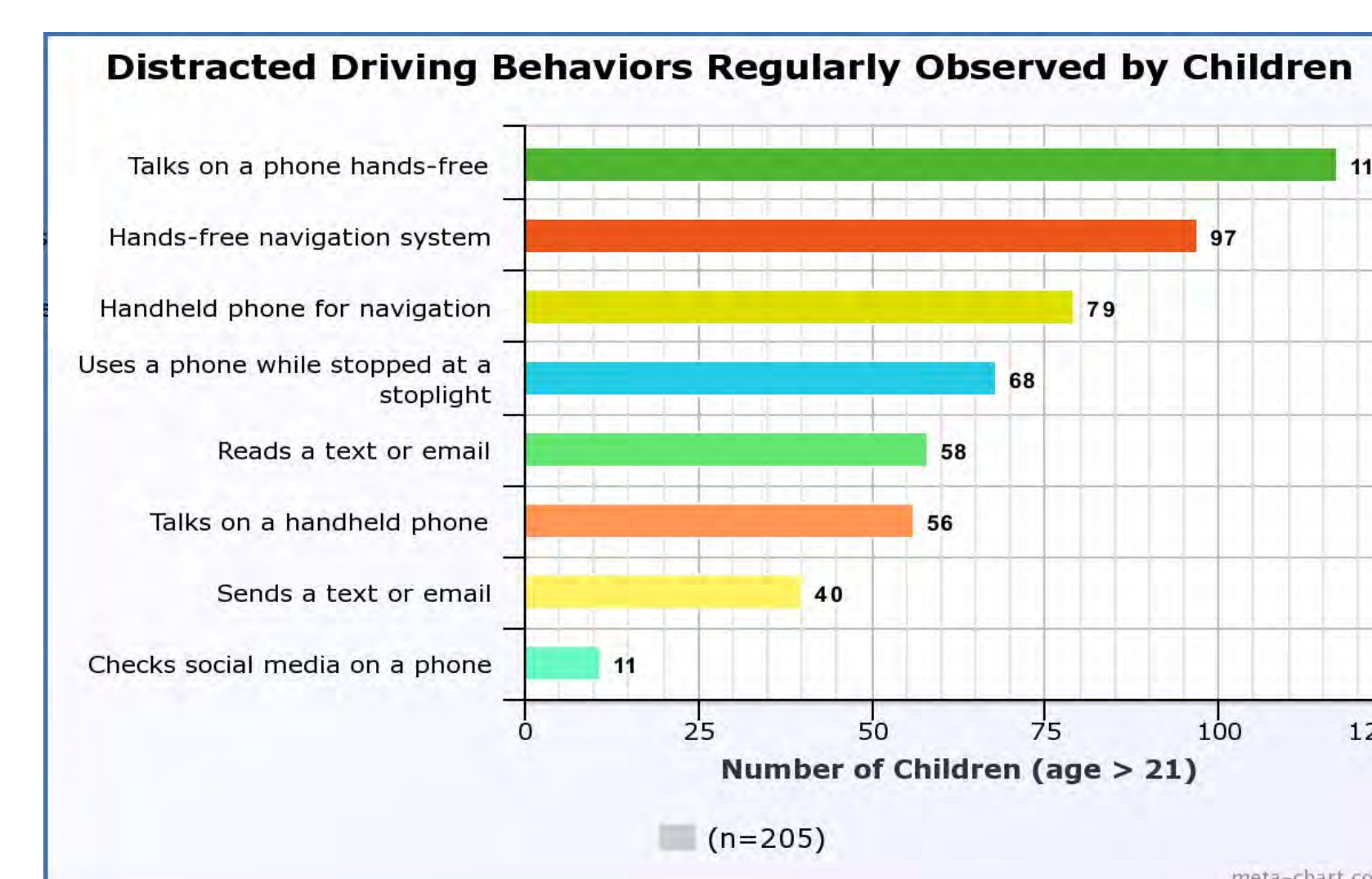


Table 1: Survey Demographics

| Characteristic | All respondents N=518 | | Parents N=144 | |
|---|--------------------------|------|------------------|------|
| | N | % | N | % |
| Age | | | | |
| 13-15 | 42 | 8.1 | 2 | 1.4 |
| 16-20 | 163 | 31.5 | 4 | 2.8 |
| 21-30 | 81 | 15.6 | 7 | 4.9 |
| 31-40 | 51 | 9.9 | 28 | 19.4 |
| 41-50 | 79 | 15.3 | 70 | 48.6 |
| Over 50 | 91 | 17.6 | 33 | 22.9 |
| Gender | | | | |
| Female | 379 | 73.2 | 109 | 75.7 |
| Male | 125 | 24.1 | 34 | 23.6 |
| Non-binary/non-conforming | 3 | 0.6 | 0 | - |
| Washington State resident? | | | | |
| Yes | 348 | 67.2 | 90 | 62.5 |
| No | 156 | 30.1 | 53 | 36.8 |
| Parent/guardian of child under 21? | | | | |
| Yes | 144 | 27.8 | 144 | 100 |
| No | 361 | 69.7 | 0 | - |
| Aware of new DD law?* | | | | |
| Yes | 215 | 61.8 | 69 | 76.7 |
| No | 76 | 21.8 | 15 | 16.7 |
| Don't know | 23 | 6.6 | 3 | 3.3 |
| Driver? | | | | |
| Yes | 460 | 88.8 | 143 | 99.3 |
| No | 48 | 9.3 | 1 | 0.7 |
| Driving frequency^ | | | | |
| Multiple days a week | 358 | 77.8 | 134 | 93.7 |
| Few days a month | 88 | 19.1 | 9 | 6.3 |
| Few days a year/never | 14 | 3.0 | 0 | - |
| Distracted driving habits^ | | | | |
| Regularly (habitual DD) | 343 | 74.6 | 116 | 81.1 |
| Rarely (occasional DD) | 80 | 17.4 | 22 | 15.4 |
| Never | 26 | 5.7 | 4 | 2.8 |

*Limited to WA residents only (N=348 overall)
^ Limited to drivers only (N=460)

Figure 2: Driving Behaviors



Results

It's not just you: We are on the road together

Our video shows how distracted driving puts the lives of others in danger along with your own.



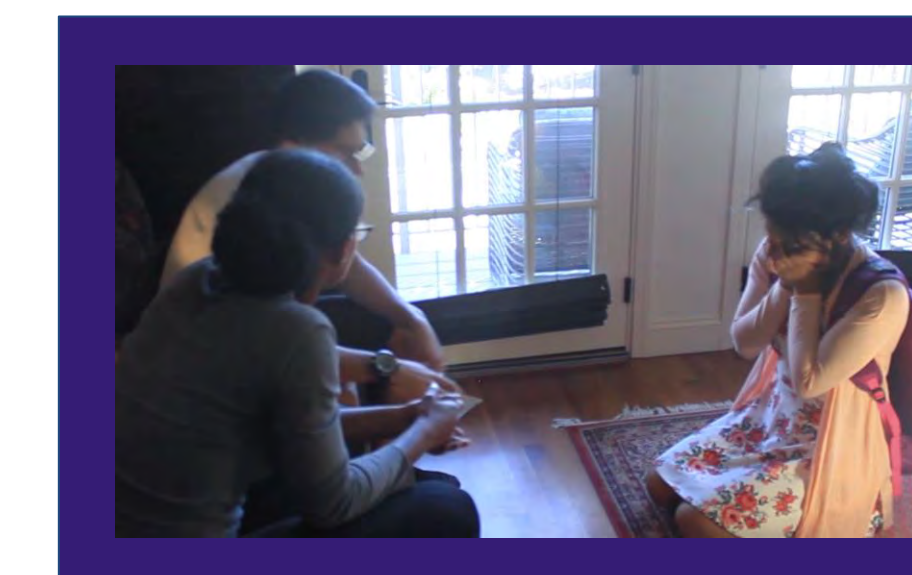
1. A substitute teacher comes in and tells the class that their teacher is not present.



2. A student in the class remembers an event that happened that morning.



3. The student's parent is reading an email from work while driving and ends up hitting the car in front of them. The driver in the car was his child's teacher.



4. The student comes home and talks to their parents about the situation.



5. "It's not just you. We are on the road together. It's the Law #WADriveSafe"

Conclusions

Summary

- Children reported observing distracted driving habits by their parents more regularly than parents did through self-report of their own distracted driving behaviors.
- Our message aims to reduce distracted driving behaviors among parents by invoking an emotional response from a community perspective.
- We created a video and bumper sticker for this public health awareness campaign focused on ultimately reducing morbidity and mortality associated with distracted driving.

Next steps

- We would like to create more video PSA's and apply the message of "It's Not Just You: We are on the Road Together" to more storylines.
- Promote our messaging to parents to develop safe driving behaviors in order to serve as role models to their children.

Limitations

- Convenience sampling in the survey does not produce representative results due to selection bias.

Acknowledgements

Special thanks to: Dr. Monica Vavilala, MD, Kelsey McGuire, MPH, Kelsie Cleboski, Devin Moore, Katie Budd, Brianna Mills, PhD, Smita Stepanova-Pednekar, MSW, Harriet Saxe, JD, and to PEMCO Insurance for supporting the INSIGHT Program.



References

- National Center for Statistics and Analysis. (2017, March). Distracted driving 2015. (Traffic Safety Facts Research Note Report No. DOT HS 812 381). Washington, DC: National Highway Traffic Safety Administration.
- Centers for Disease Prevention and Control. Mobile device use while driving — United States and seven European countries, 2011. Morbidity and Mortality Weekly Report (MMWR). 2013;62(10):177-182
- Evans E. In Safety Data, Analysis, and Evaluation 2013. The effects on accident risk of using mobile phones: problems of meta-analysis when studies are few and bad.
- <http://wadrivezero.com/> Washington Traffic Safety Commission. (2017). Target zero. Retrieved August 2, 2017, from WA Drive to zero website: <http://wadrivezero.com/>