

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

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Background

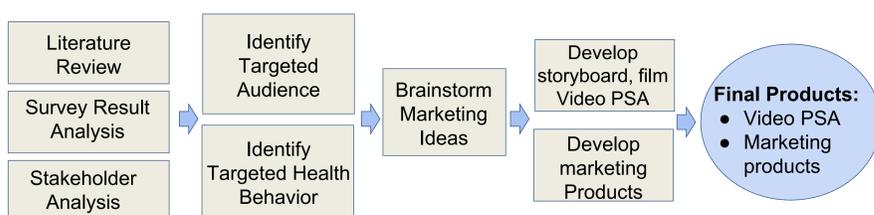
- Washington State updated and strengthened distracted driving laws in 2017 to cover all handheld cell phone use while driving. Hand-held phone use while driving is a ticketable offense, with an initial \$136 fine. Citations will be reported to the Dept. of Licensing and may be shared with insurance 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

- 47% of survey respondents were ages 16-30
- 72% of survey respondents were female

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

- 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.

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.



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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/s148180300012483.
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
S. 5289, 65th Leg. Et. al (2017). (enacted).

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.

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

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Background

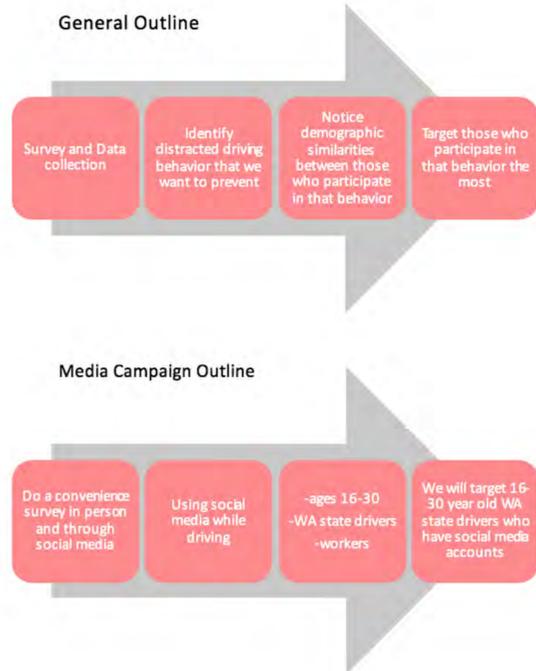
- The Washington State Driving Under the Influence of Electronics Act was adopted in 2017. It prohibits use of any handheld cell phone while driving, even at a stoplight. Violations are reported to the Dept. of Licensing and to insurance companies.
- Young drivers between 16-24 years are at greatest 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 encourage 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



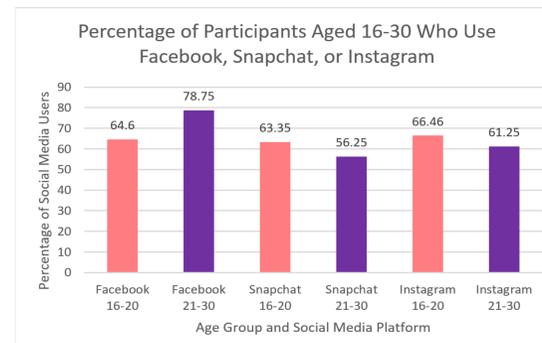
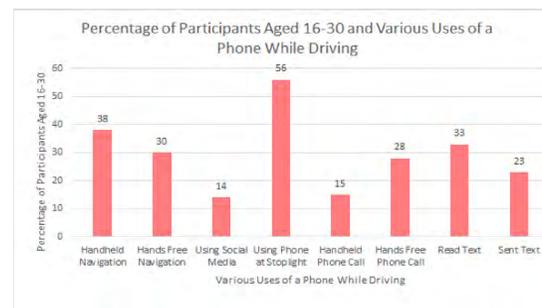
Adhesive Phone Wallet
\$165.00 to produce 100

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				
	7	13.2	3	9.7

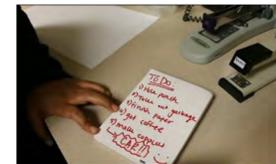
¹ May not sum to 100 due to missingness
² Limited to WA residents only
³ Limited to drivers only
⁴ Limited to drivers involved in crashes

Young Driver Cell Phone And Social Media Use



Results

Video Message



A teenage girl is very determined to get a car, so she plans out what she needs to do in order to gain money.

She works hard and saves up money to buy the car.



The girl finally purchases her car and posts a picture of it on Instagram. However, due to her FOMO (fear of missing out), she crashes the car.

- The girl in the video worked hard to buy a car but wasted her efforts by using social media while driving.
- This PSA shows how using social media in the car is not worth the possible consequences.

Conclusions

Summary

- Campaign aimed to discourage social media use while driving
- Using handheld phones at stoplights is a common, even though it is illegal
- Video designed to embed message in an engaging narrative that is relatable to young drivers
- Pathos: car crash after months of saving appeals to people's emotions
- Ethos: the last slide shows resources about the new distracted driving law
- Logos: the consequences of driving distracted (financial, health, relations, etc.)

Implications

- Raise awareness about risky and costly distracted driving behaviors
- Emphasize that cell phone use while driving -> REALLY missing out with costly crash
- Educate about strict new distracted driving law

Next steps

- Focus group testing for video messages
- Do campaign messages (+ context of new law) -> reduction in distracted driving?

Limitations

- Need further research to determine whether campaign + law improve knowledge, attitudes or practice

Acknowledgements

Thanks to staff at the Harborview Injury Prevention & Research Center: Dr. Monica Vavilala, MD; Kelsey McGuire, MPH; Kelsie Cleboski; Devin Moore; Katie Budd; Brianna Mills, PhD; Smita Stepanova-Pednekar, MSW; and Harriet Saxe, JD. Special thanks to PEMCO Insurance for supporting the INSIGHT Program.



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- Rupp, M. A., Gentzler, M. D., & Smither, J. A. (2016, October 19). Driving under the influence of distraction: Examining dissociations between risk perception and engagement in distracted driving. Retrieved August 03, 2017, from <http://www.sciencedirect.com/science/article/pii/S0001457516303335>

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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

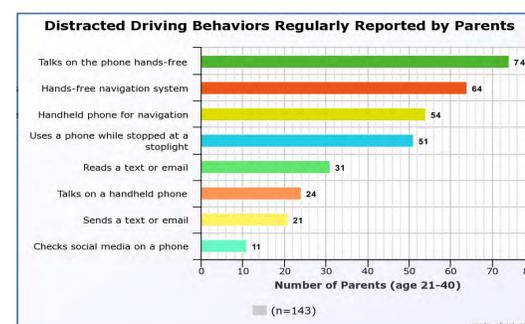
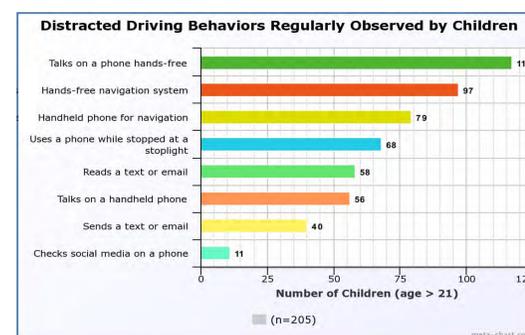


Table 1: Survey Demographics

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.



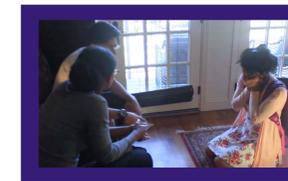
1. A substitute teacher comes in and tells the class that their teacher is not present.



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.



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4. <http://wadrivetozero.com/> Washington Traffic Safety Commission. (2017). Target zero. Retrieved August 2, 2017, from WA Drive to zero website: <http://wadrivetozero.com/>