

# Cellular Phones and Distracted Driving Crashes

## Causation to Prevention

Kwei Quaye – Saskatchewan Government Insurance

1

## Framework for improving safety

Evidence

Toolkit for Prevention

Evaluate and loop back

2

## Genesis

1996 -- cell phones became more mainstream

Redelmeier and Tibshirani study – cell phone talking; 4x risk

2001 to 2004 – texting took hold

An emerging issue

3

## 2002

Nunavut	Northwest Territories	Yukon
Not yet passed any legislation in this regard but the issue will be included in our forthcoming legislative review.	Has not taken a position politically; it has not been identified as an issue yet.	No immediate plans to attend to this issue through legislation.

4

British Columbia	Alberta	Saskatchewan
British Columbia does not currently have legislation or regulations that restrict the use of cellular phones while driving. ICBC is dedicating resources to a public awareness campaign, aimed at highlighting the risks of driver distraction, and is also undertaking research to assess the impact of cellular phone usage. ICBC is exploring several options at this time; however, no decision has been made to make any legislative changes at this time.	Presently using education and safety information programs to manager cell phone use. Persons driving without due care and attention may also presently be charged under provincial legislation. We will continue to review and monitor approaches to this matter for further consideration.	Saskatchewan is not at this time proposing any legislative changes regarding cell phones. We continue to pursue the education option.

5

Manitoba	Ontario	Quebec
Public education and awareness campaigns that raise the public's awareness of the dangers of driver distractions while driving and enforcement of existing legislation are currently employed in Manitoba to address this issue. We are continuing to review and monitor available data related to the use of cellular phone by drivers but have no immediate plans to introduce legislation to prohibit/restrict the use of cellular phones.	Concerns are being addressed through public education and enforcement of existing laws. We support police officers cracking down on drivers doing anything that distracts them from driving. Continue to work with road safety partners to raise pulbic awareness about dangers of driver distractions while driving.	Addressing the issues through public awareness and education campaigns.

6

New Brunswick	Nova Scotia
<p>The issue is currently being addressed through public education and with existing law. Proposes that RSRP conduct a review of the effectiveness of legislation in reducing accident rates in jurisdictions where all phones have been banned for use in vehicles.</p>	<p>At the present time, we are not going to move forward with any type of legislation in relation to the use of cell phones.</p>

7

<p>Newfoundland ban -- 2003</p> <p>Others followed starting in 2008</p>
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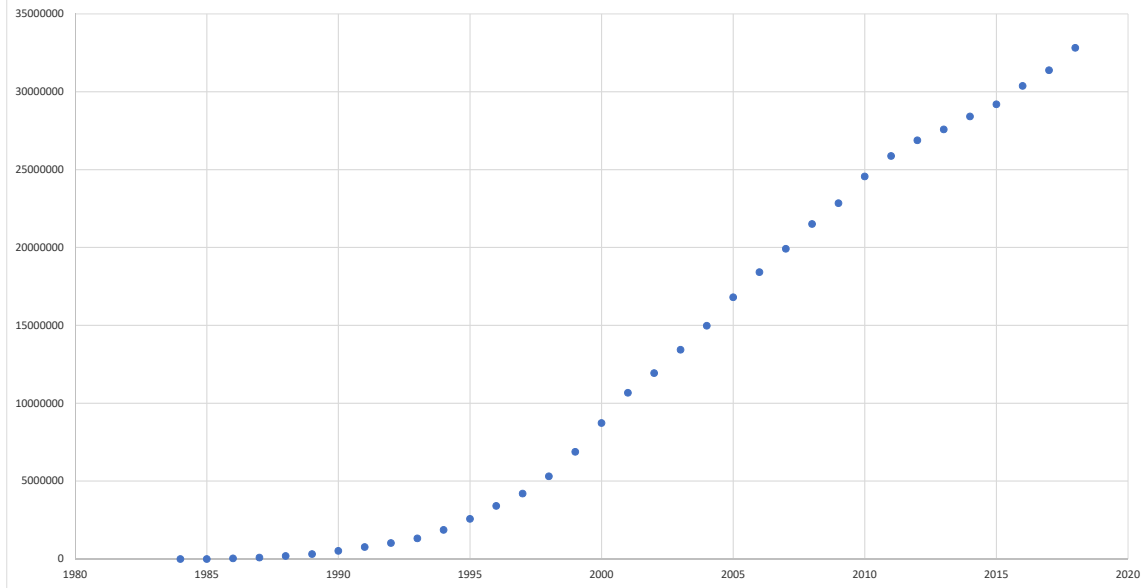
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## Today

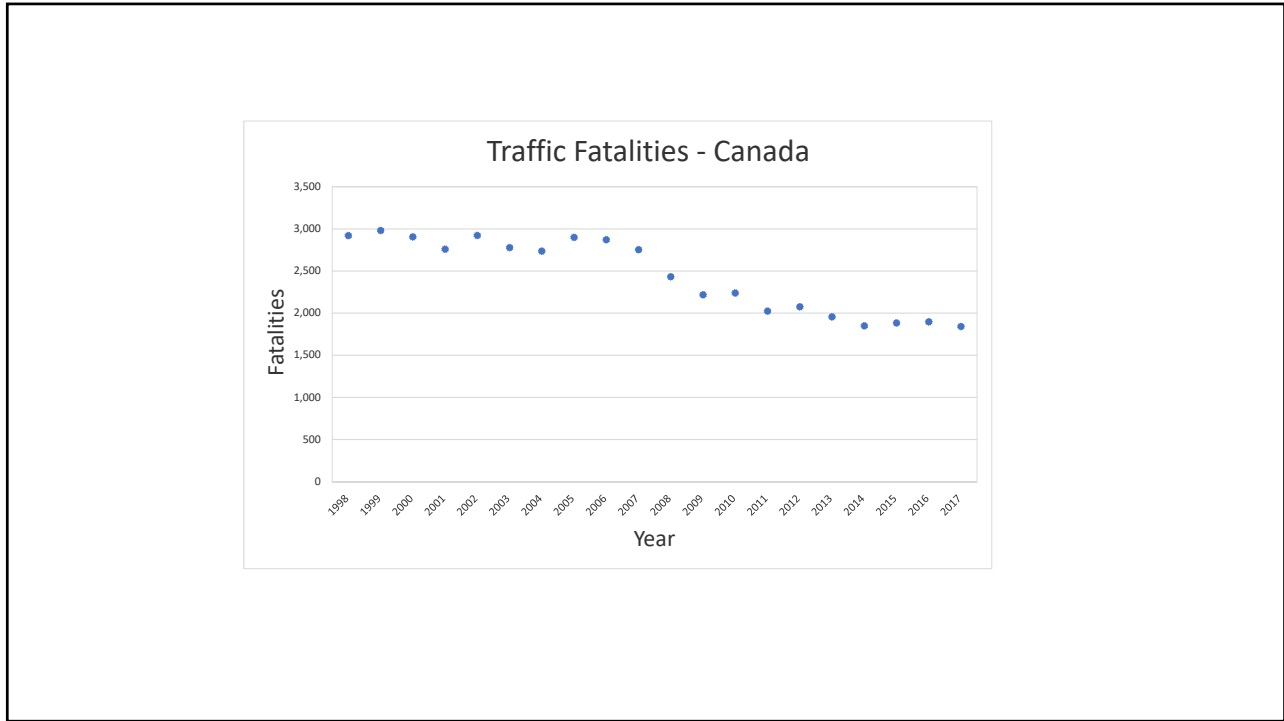
Province/Territory	First Enacted
British Columbia	February 2010
Alberta	September 2011
Saskatchewan	January 2010
Manitoba	July 2010
Ontario	October 2009
Quebec	April 2008
Newfoundland	April 2003
PEI	January 2010
Nova Scotia	April 2008
New Brunswick	June 2011
Yukon	April 2011
NWT	January 2012
Nunavut	N/A

9

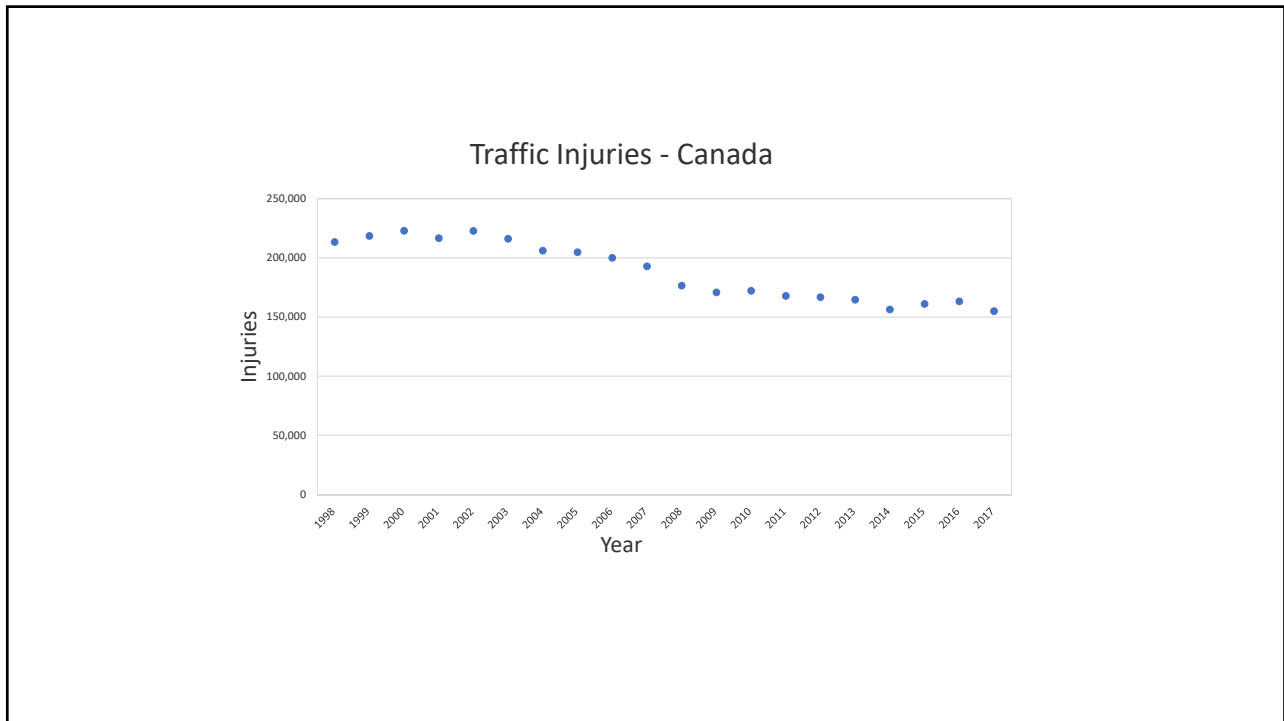
Canadian Cellphone Total Subscribers Per Year -- CWTA



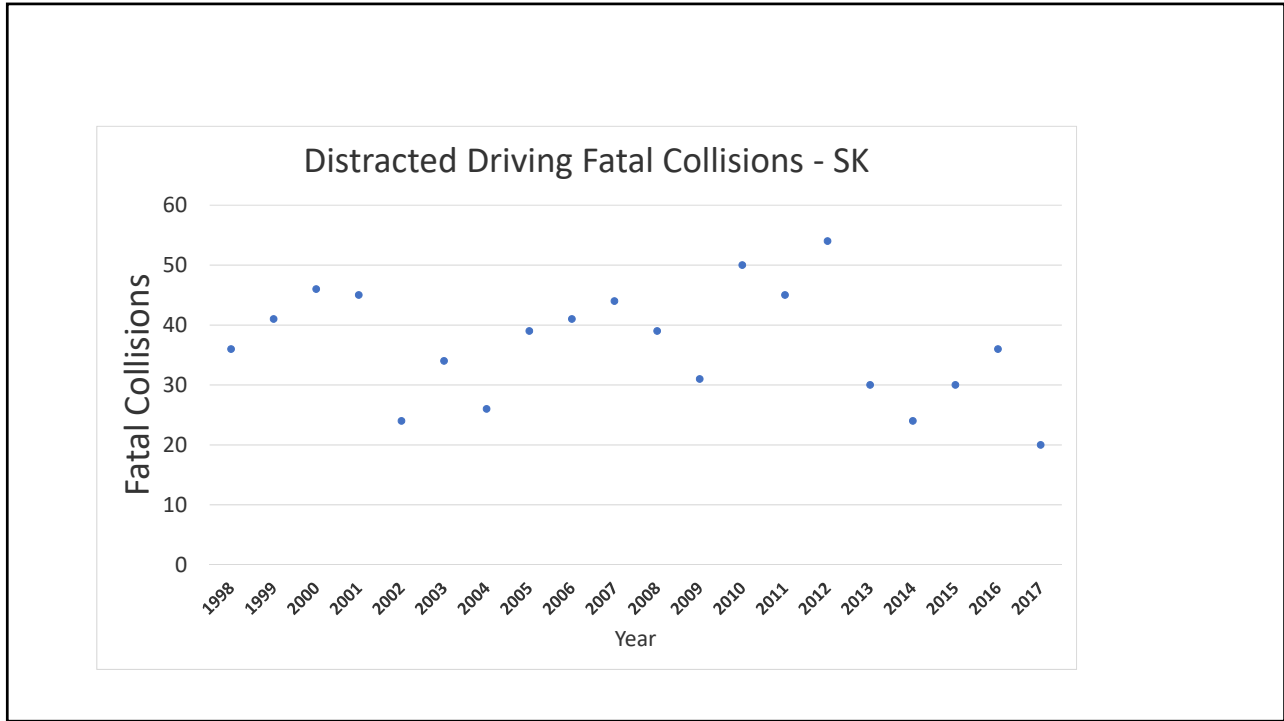
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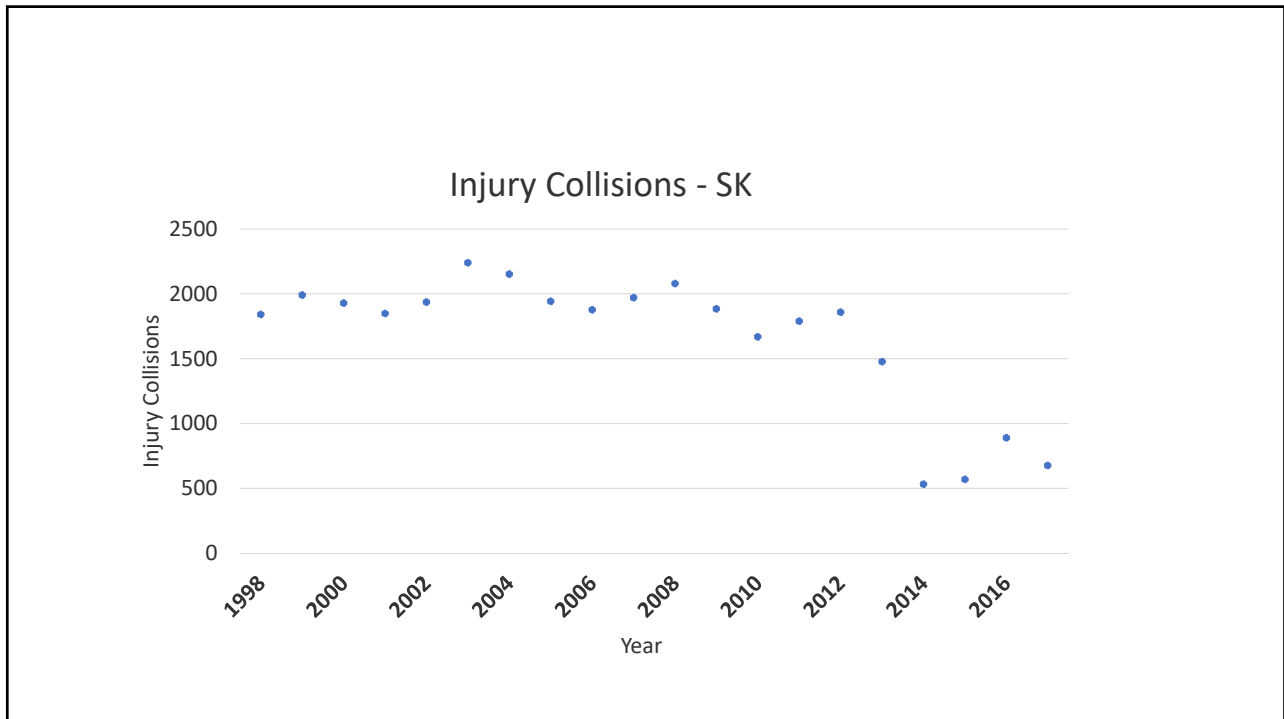
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12



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14

## Evidence

No meaningful crash data on cell phone distractions

Redelmeier and Tibshirani study – cell phone talking; 4x risk - 1997

Simulation studies: Strayer et al -- 2003

CAA study: Caird, Scialfa, Ho and Smiley -- 2004

NHTSA 100-car naturalistic driver study -- 2006

VTTI naturalistic driver study -- 2009

15

## Toolkit for Prevention

Education

Legislation

Enforcement

Engineering

16



## What we know today?

Drivers seem not to be really putting down their phone

More laws and more fines ...

Effective enforcement seems to be difficult

We still don't have credible data on cell phone related crashes

We don't know the impact of all these bans

17

## Closing thoughts

The road from causation to prevention is challenging

Risk aversion tends to be very pervasive

Bad beginnings (causation studies) complicates this journey

Bounded rationality limits selection of tools from the prevention kit

So ...

18