

Emphasis Area

DISTRACTED DRIVING



Overview

Driving is a complex behavior that demands constant attention to the road. The three main types of distracted driving involve drivers removing:

1. Their eyes from the road
2. Their hands from the wheel
3. Their minds from the task of driving

Distracted driving is a mounting concern, as modern technology contributes to all three types of distraction. The risk of a crash escalates when drivers send texts, make or receive calls on their cell phones, or interact with social media

while driving. When operating a vehicle all of these activities can distract a driver from the task at hand, increasing the likelihood of a fatal crash.

Of the 3,733 highway fatalities in Kentucky between 2014 and 2018, 843 involved distracted driving—22 percent of all deaths. These numbers likely understate the problem, as it can be difficult to identify and/or prove distraction as a contributing factor to a crash.

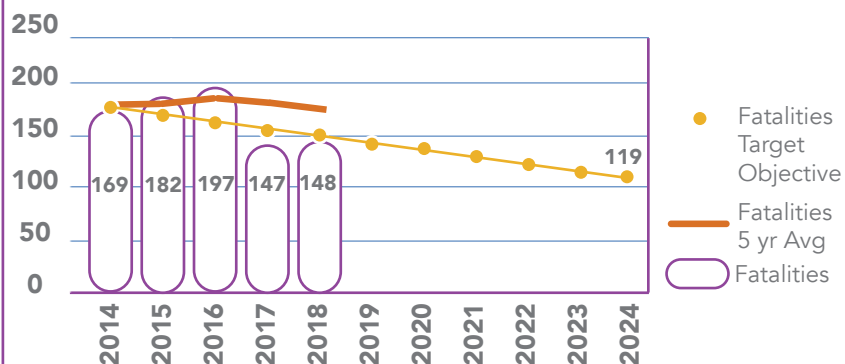
Opportunities

Attitudes toward the usage of cell phones while driving must be changed in order to prevent the negative outcomes associated with distracted driving. To that end, this SHSP includes multiple strategies for combatting distracted driving in Kentucky, including:

- Supporting legislative action to ban handheld devices while driving.
- Developing media campaigns that emphasize “Buckle up, phone down.”
- Implementing intersection design improvements to increase the visibility of signals, signage, and delineation.



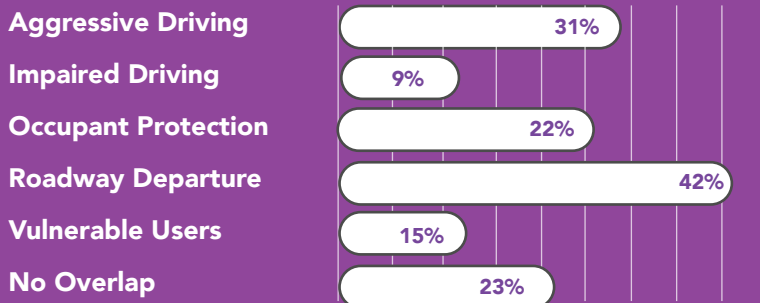
DISTRACTED DRIVING Goal & Objective



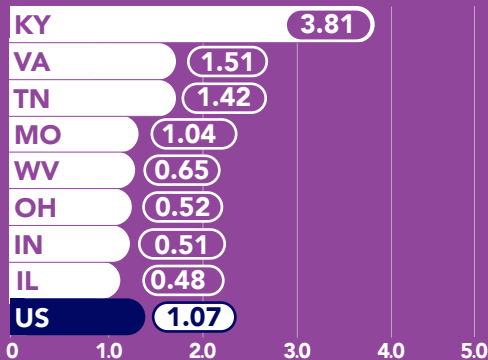
Kentucky has identified Distracted Driving as an emphasis area due to the severity of the problem and opportunity for improvement. A goal of this SHSP is to identify and implement strategies that prevent future distracted driving-related fatalities and serious injuries.

To measure progress toward this goal, an objective has been set to prevent future distracted driving-related fatalities such that the annual total will fall at or below 119 by December 31, 2024.

DISTRACTED DRIVING: Overlap with other Areas (% Fatalities + Serious Injuries 2014-2018)



Distracted Driving Crashes Fatality Rate for KY & Bordering States 2013-17



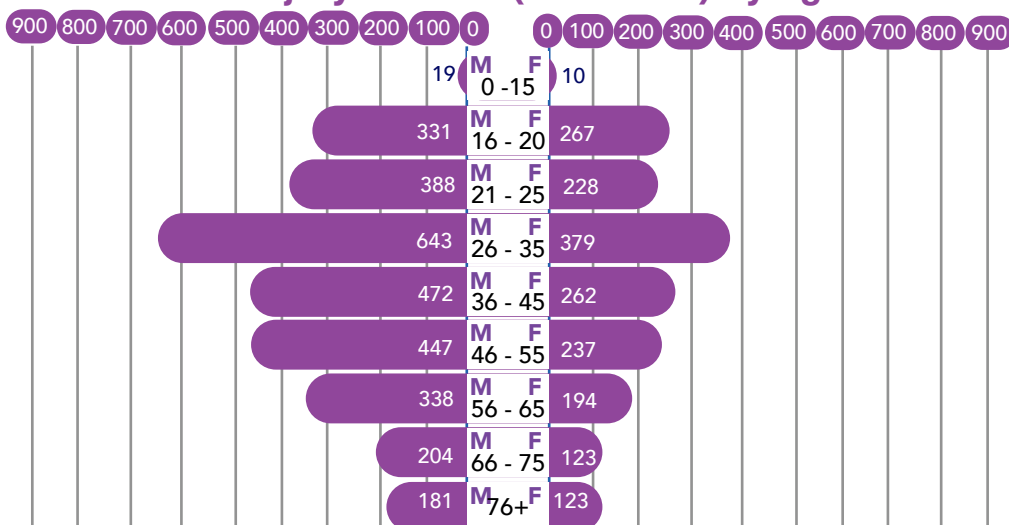
42%

of Distracted Driving fatalities & serious injuries occurred in crashes where Roadway Departure was also a factor.

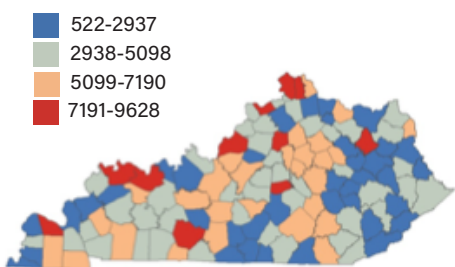
The Driver was Male in
62%

of fatal & serious injury crashes involving Distracted Driving.

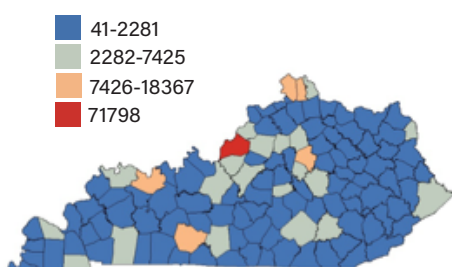
Distracted Driving: Fatal & Serious Injury Crashes (2014-2018) By Age & Gender



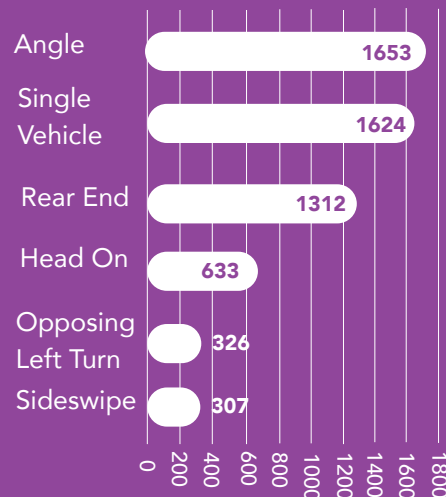
Distracted Driving Crashes per 100K Population 2014-2018



Total Distracted Driving Crashes by County 2014-2018



Distracted Driving: Fatalities & Serious Injuries by Crash Type



BUCKLE UP **PHONE DOWN**

Be safe, Kentucky.