

# **HIGHWAY SAFETY HYPOCRISY & DANGERS OF DRIVING INTEXICATED**

**PAT MOODY**



Don't drive intoxicated.  
Don't drive intoxicated.

A sobering message from AAA



1. Latest Facts & Figures
2. AAA's Campaign
3. Types of Distractions
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5. The Hangover Effect
6. Maine's Law
7. Prevention Tips
8. Slow Down Move Over



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# BEING DISTRACTED CAN BE FUNNY...

- See Media 1 for video

# IT ISN'T A LAUGHING MATTER...





Northern  
New England



TRAVEL & INSURANCE

PORTLAND FOOT & ANKLE

68 MARGINAL WAY

TRADER  
JOE'S





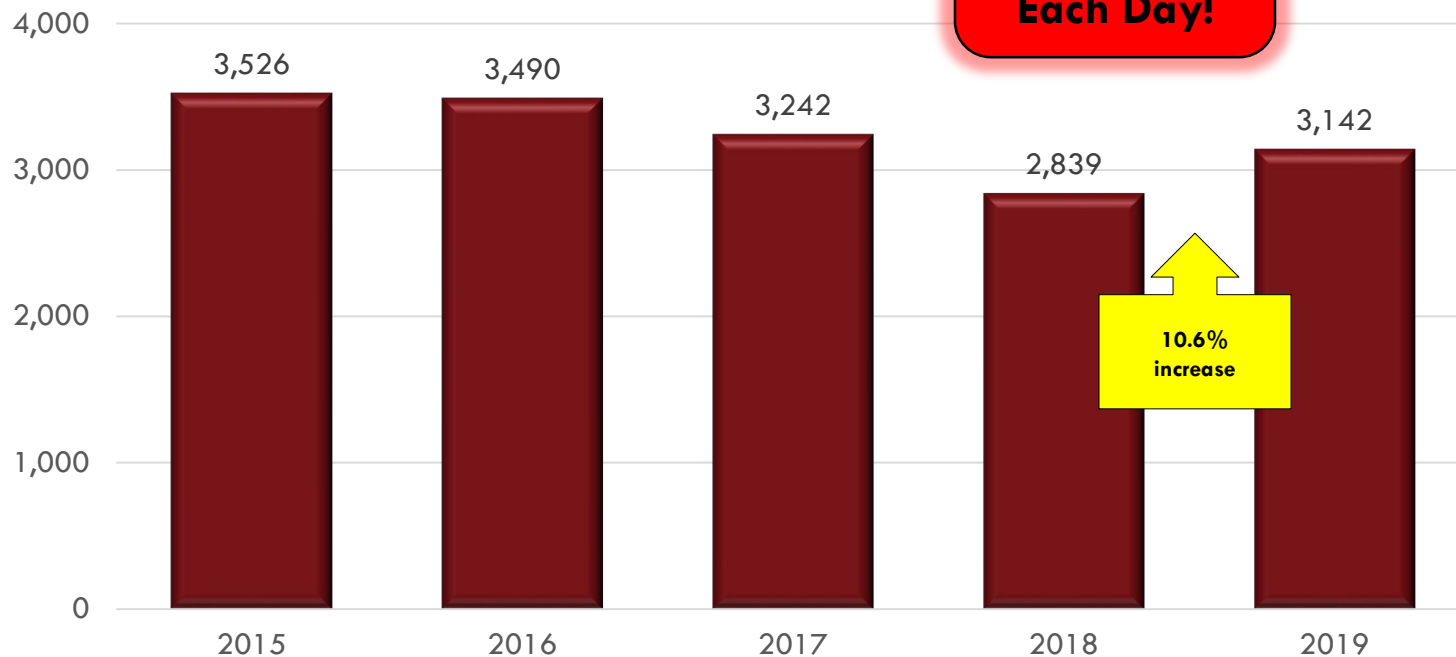
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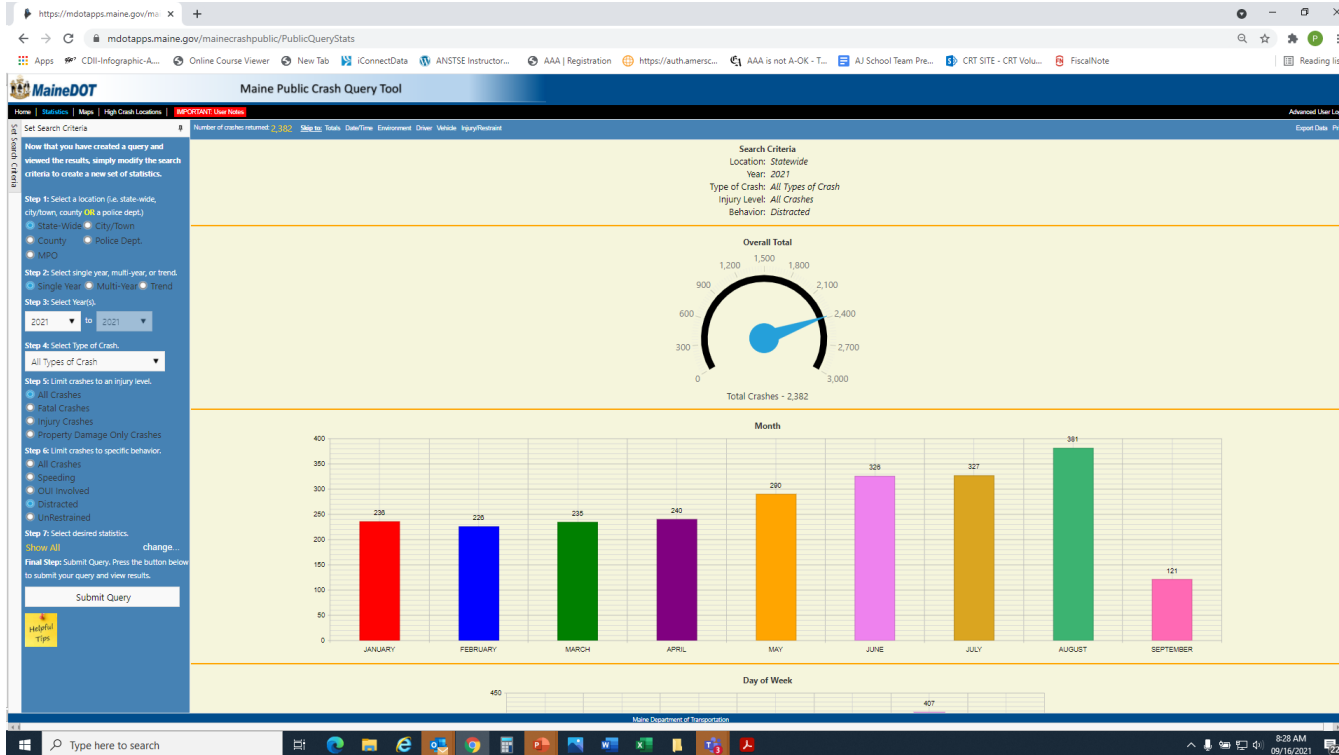
## THE LATEST FACTS & FIGURES

# NATIONAL FATALITIES

**Nearly 9  
People Die  
Each Day!**



# MAINE 2021



- 2400
- Summer
- Sunday
- 97 Trucks
- Rearend
- 22-64

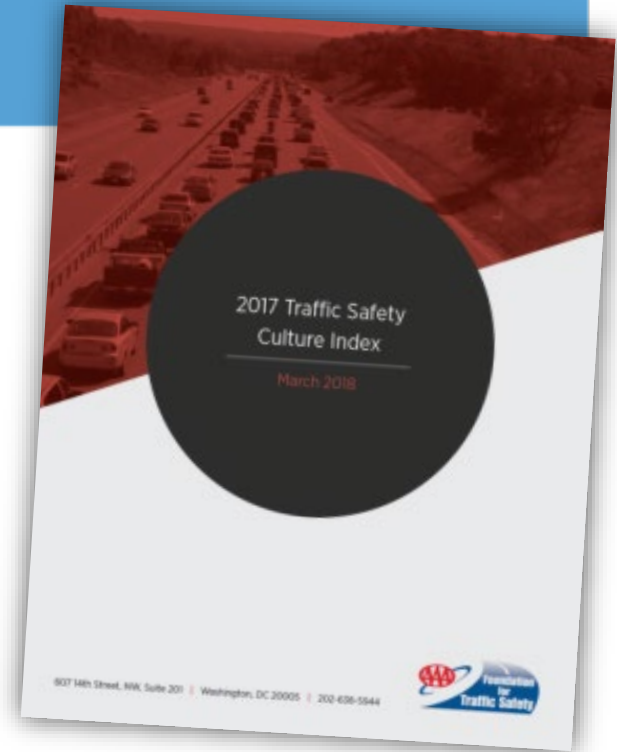


# NUMBERS DON'T TELL ALL

- The problem is under-reported.
  - Police cannot always tell.
  - Drivers won't admit it.
  - Difficult to prove.
  - Crash reports vary.

# “DO AS I SAY, NOT AS I DO”

- AAA Foundation Traffic Safety Culture Index (2017)
  - **97%** of drivers say texting/emailing while driving is a serious threat to safety.
  - **45%** read a text or email while driving in past 30 days.
  - **35%** of them admitted to typing one.



# THE SOLO DRIVER

□ 2020 online survey by AAA revealed:

- **51%** admitted to texting/emailing when alone in vehicle.
- **59%** of people age 25-34 are likely to text/email when driving alone.
- **26%** say it's OK to use a cell phone if alone in vehicle & at a complete stop.



# AAA FOUNDATION FOR TRAFFIC SAFETY



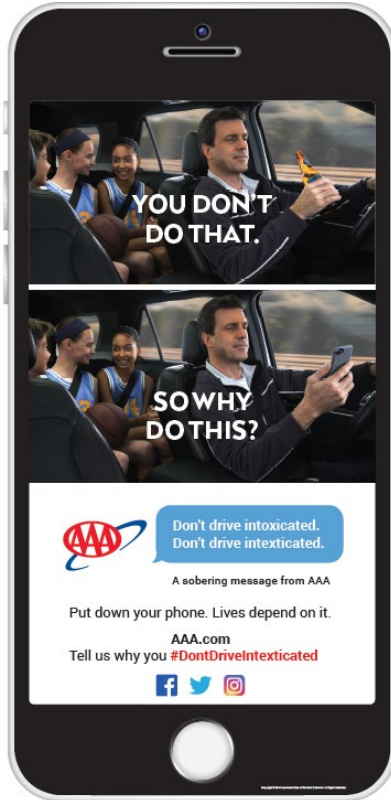


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## AAA'S INTEXTICATED CAMPAIGN

# GOALS



- ❑ Educate drivers.
- ❑ Inspire change.
- ❑ Encourage passengers to speak up.
- ❑ Build public support for laws & enforcement.
- ❑ Make it socially unacceptable.

“DAD”

- See Media 2 for video



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## TYPES OF DISTRACTIONS



# TEXTING IS ONLY PART OF THE PROBLEM

- ❑ 48 states ban texting & driving.
- ❑ Smartphones still distract drivers:
  - ❑ Email
  - ❑ Social Media
  - ❑ Maps & Navigation Tools
  - ❑ Videos, Photos, Music & Podcasts



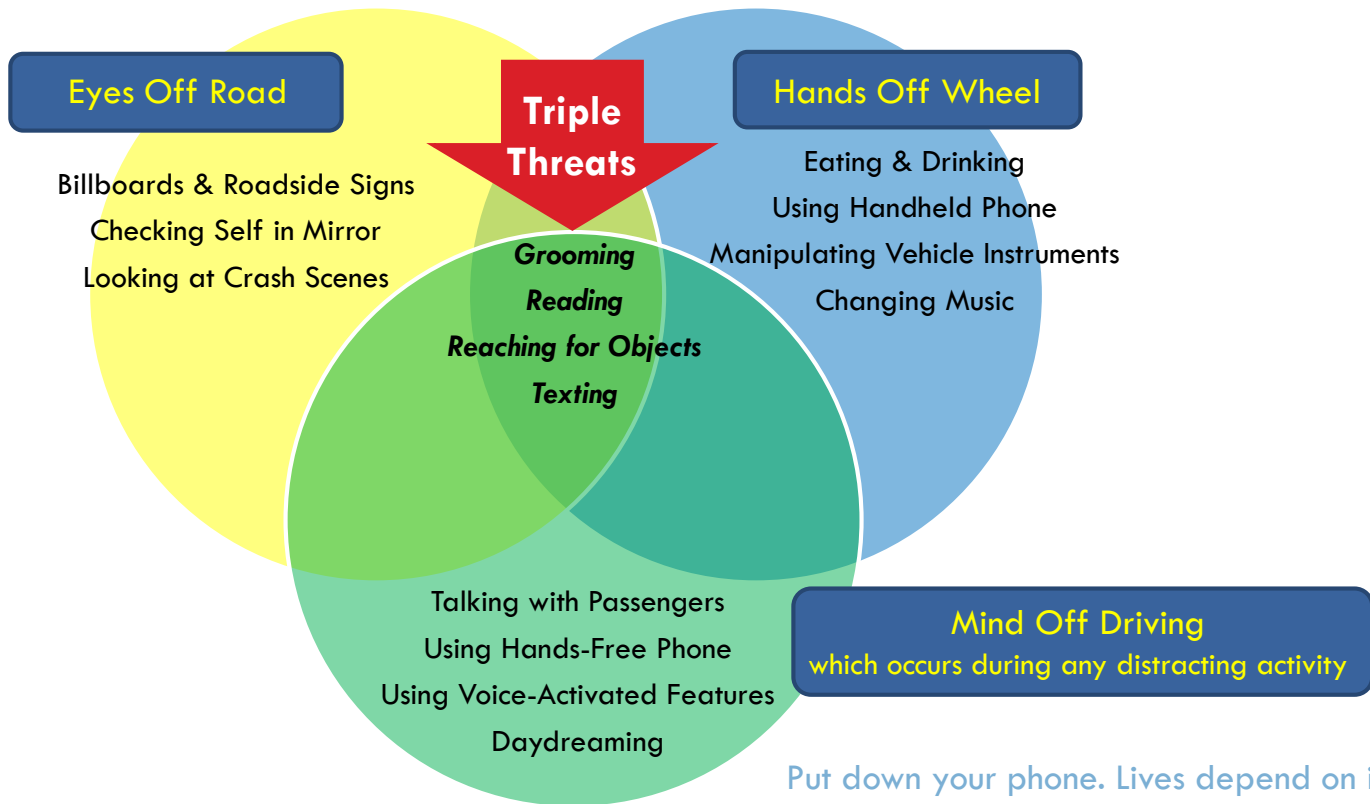
# CRASH RISK ODDS ARE CLEAR

- Visual-manual cell phone interactions...
  - ▣ **Triple** the odds of a road departure crash.
  - ▣ Increase the odds of rear-ending the vehicle ahead by more than a multiple of **7**.

# WHAT DISTRACTS YOU?



# UNDERSTANDING DISTRACTIONS



# HOW DISTRACTIONS IMPACT DRIVING



Slower  
Reaction  
Times



Decreased  
Visual  
Scanning



Suppressed  
Brain  
Activity



Missed  
Cues &  
Decreased  
Accuracy

# A REAL LIFE LOOK

- See Media 3 for video

## CAN YOU MULTI-TASK?

It's using **very** electronic **difficult** devices **to** like **pay** cell **attention** phones **to** can **two** be **things** extremely **at** dangerous **once**.



# CAN YOU TELL ME WHAT IT SAID?

It's using **very** electronic **difficult** devices **to** like **pay** cell **attention** phones **to** can **two** be **things** extremely **at** dangerous **once**.

It's using very electronic difficult devices to like pay cell attention phones to can two be things extremely at dangerous once.



# A REAL LIFE LOOK

- See Media 4 for video

# A REAL LIFE LOOK

- See *Media 5* for video



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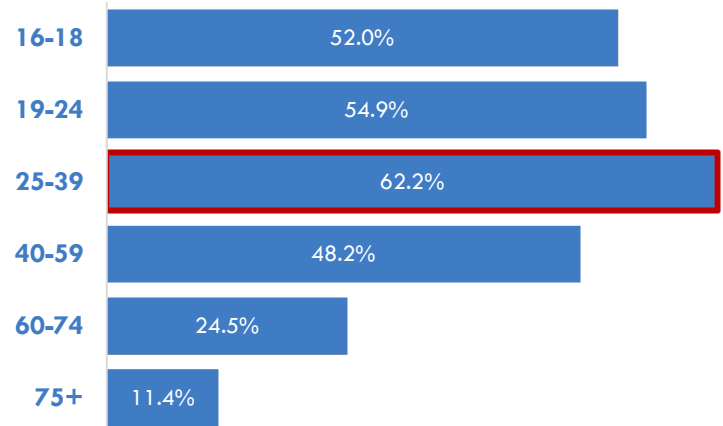
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# WHO'S GUILTY

# ADULTS ARE THE WORST OFFENDERS

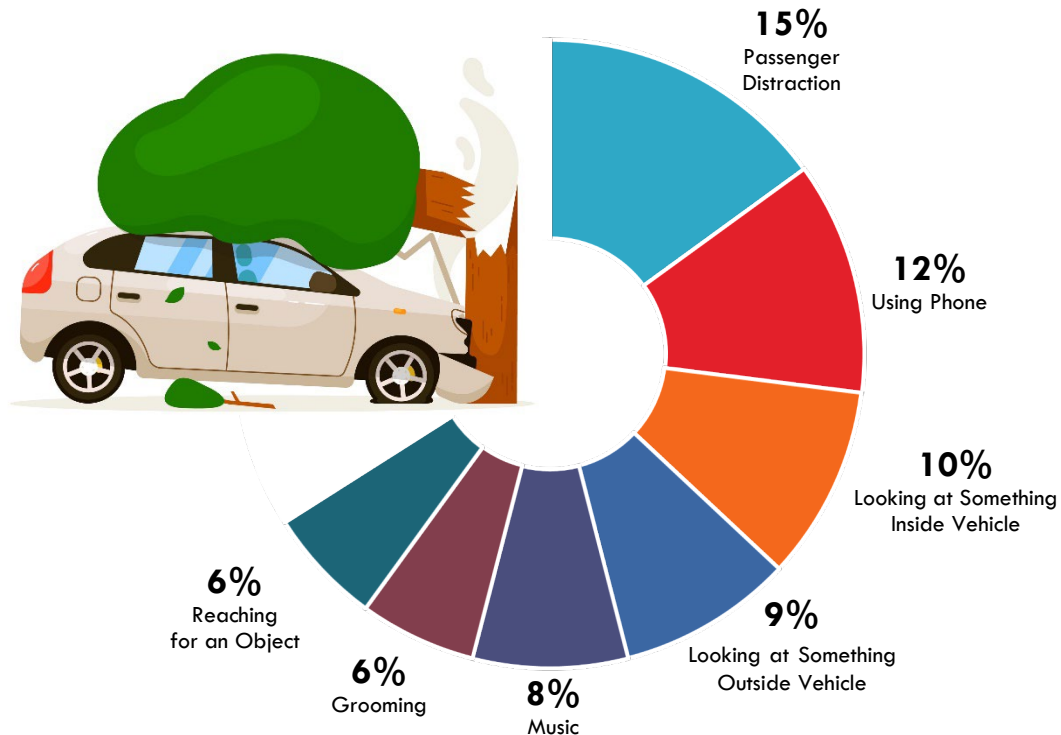


Drivers who reported reading a text or email while driving at least once in the past 30 days:



# TEENS ARE NOT IMMUNE

**6 of 10**  
teen crashes  
involve driver  
distraction.





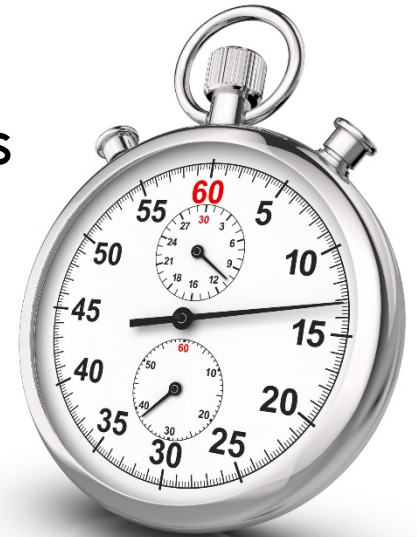
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## THE HANGOVER EFFECT

# THE HANGOVER EFFECT

- A mental distraction that continues up to **27 seconds** after completing such tasks as texting, making or receiving phone calls, viewing or posting social media, checking email, or taking photos.



# “GAME DAY”

- See Media 6 for video



# “SPEAK UP!”

- See Media 7 for video

## SPEAK UP

- See Media 8 for video

# OVERLAY SPEAK UP





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# Maine's Law

# MAINE LAW UPDATED 2019

## Maine's Hands-Free Driving Law



### What is the hands-free driving law?

The law under Title 29-A section 2121 prohibits the use of mobile telephones, handheld electronic devices, and portable electronic devices while operating a motor vehicle unless specifically exempted by law.

### What is the penalty?

A person who violates this section commits a traffic infraction for which a fine of \$85 (with surcharges) for the first offense and \$325 (with surcharges) for a 2nd or subsequent offense may be adjudged.



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# PREVENTING DISTRACTIONS

# FOLLOW THESE SAFETY TIPS

- ❑ Put phones away to prevent temptation.
- ❑ Use Do Not Disturb feature.
- ❑ Program GPS before driving.
- ❑ Pull over to make call or send a text.
- ❑ Ask passengers for help.
- ❑ Be a good passenger; don't be a distraction.



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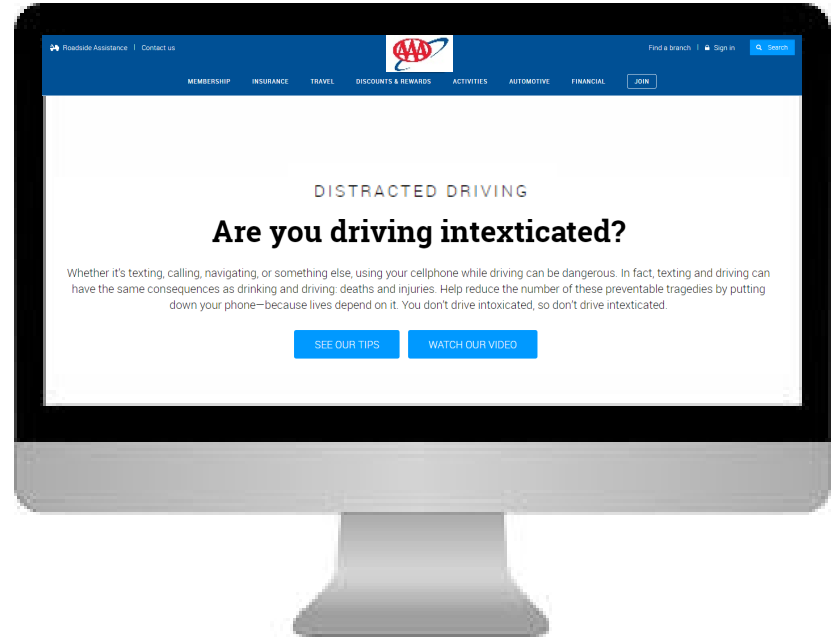
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## ADDITIONAL RESOURCES



# AAA.com/DONTDRIVEDISTRACTED

- AAA Foundation research highlights
- Distracted driving prevention tips
- Public service announcements
- Real life stories



# RESOURCES

**PREVENT DRIVING INTOXICATED PLEDGE CARD**

Please join us in the fight to end distracted driving by signing the pledge below.

By signing, I acknowledge that I take distracted driving seriously.

**I will:**

- Put my mobile device out of sight to prevent temptation.
- Be a positive role model by speaking out if a driver is driving distracted.
- Help spread the message by encouraging others to never drive distracted.


**I will not:**

- Use social media while driving.
- Check or send emails or texts or use my phone camera when driving.
- Call or text others when I know they are driving.

I am signing this pledge because or in honor of:

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

 Don't drive intoxicated. Don't drive intoxicated.  
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Distracted driving  
kills an average of 9 people  
and injures over 1,000 every  
day in America\*

Put down your phone.  
Lives depend on it.



Don't drive intoxicated.  
Don't drive intoxicated.

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\*Annual road deaths from 2012-2016 attributed to cell phone use. Copyright © 2018 AAA Auto Club International. All rights reserved.

## PREVENT DRIVING INTOXICATED

**Put it away**  
Place your mobile device out of sight to prevent temptation.

**Know where you're going**  
If using a navigation system, program your destination before driving.

**Pull over**  
If you have to call or text while driving, pull off the road safely and stop first.

**Ask passengers for help**  
If riding with someone, seek their help to navigate, make a call or send a message.

**Be a good passenger**  
Speak out if the driver of your vehicle is distracted.

**Don't be a distraction**  
Avoid calling or texting others when you know they are driving.

**Everyone should prevent being intoxicated**  
Just as drivers need to pay attention, so do pedestrians and bicyclists: Never call, text or play games while walking or cycling.

For more information visit:  
AAA.com



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\*Annual road deaths from 2012-2016 attributed to cell phone use. Copyright © 2018 AAA Auto Club International. All rights reserved.

# SLOW DOWN MOVE OVER



# SDMO – MAINE LAW

- Maine \$275
- <https://www.newscentermaine.com/video/news/crime/maine-state-police-remind-people-of-move-over-law/97-e66c1067-3b42-4e5f-875c-e1c5ca20c101?jwsourc=cl>

# QUESTIONS?

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Thank you!



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