DRIVER DISTRACTION IS ONE OF THE FATAL FIVE

TACKLING DRIVER DISTRACTION IN AUSTRALIA

If you use your phone illegally while driving, you're just as dangerous as a drink driver.[1]

Evidence shows that the use of mobile devices while driving is a significant contributor to driver distraction and is increasingly implicated in road crashes, casualties and fatalities.

Queensland's Department of Transport and Main Roads sought to address the issue of driver distraction through a large program of work including the National Summit on Driver Distraction in 2019.

ENGAGING STAKEHOLDERS

It is the driver's decision to engage with a mobile phone device while driving, however, there are a number of elements that influence a driver's decision. The following stakeholders were critical to take part in finding a solution.

- Drivers and Passengers
- Educators and Researchers
- Telecommunications Industry
- Infrastructure Planners
- Mobile Connectivity Industry
- Employers
- Government Regulators and Enforcement Bodies
- Automotive Industry
- Insurance Industry

OBJECTIVE

Develop a common purpose and shared responsibility for improving driver safety by actively involving stakeholders in developing more effective solutions for driver distraction.

STREAMS OF WORK

Stakeholders were engaged across four separate yet inter-related streams of work:
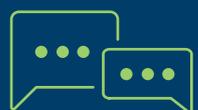
Stakeholder Engagement

Penalty Regime

Technology Solutions

Chain of Responsibility

Australian Government

Office of Road Safety

Queensland Government

03851

ACTIVITIES

Engaging stakeholders was critical for the development of innovative solutions to reduce distraction related crashes and casualties on Australian roads.

Key engagement activities included:

- Stakeholder interviews
- Workshops
- National two-day summit
- Request for Information on emerging technology
- Technology Discovery Days

# NATIONAL ROADMAP ON DRIVER DISTRACTION

DESIGNING FOR A SAFER INTERACTION

Focuses on the Human Machine Interface and designing safer interactions with devices while driving.

MAPPING OUT THE ADOPTION OF IN-VEHICLE DISTRACTION MITIGATION TECHNOLOGY

Focuses on increasing the availability and implementation of distraction mitigation technology through Australian Design Rules and ANCAP safety ratings.
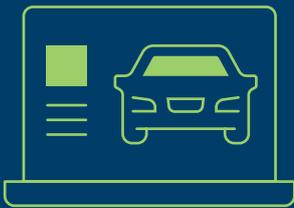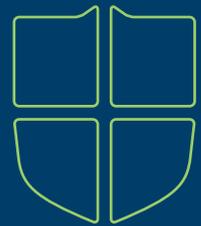
RECOGNISING THE VEHICLE AS A WORKPLACE

Focuses on working with employers and workplace health and safety regulators to improve employer approaches to driver distraction.

ENCOURAGING GREATER COMPLIANCE THROUGH ENFORCEMENT

Focuses on strengthening existing enforcement mechanisms through three levers; a redesign of current rules; enhancing detection initiatives and, the ability to access and share crash and infringement data.
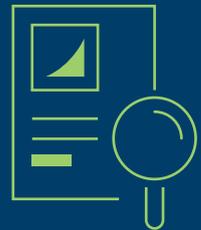
CHANGING DRIVER BEHAVIOUR

Focuses on innovative campaign and educational strategies to influence driver behaviour.

KEY PROGRAMS

Evaluate Human Machine Interfaces; Develop a safer device design.

Shape vehicle design rules; Work with technology vendors to highlight availability of after market technology; ANCAP to refine incoming protocols; Work with manufacturers on product roadmaps.

Application of Workplace Health and Safety Regulation; Insurance as a lever for corporate fleets; Develop and disseminate industry guidelines for workplaces.

Evolve Australian Road Rules and corresponding penalties; Enhance detection, deterrence and offender management; Expand data access and sharing.

Drive change through education and campaigns; Explore the use of infrastructure as a nudge tool; lever open data as a nudge tool.

[1] Strayer, D., Drews, F. and Crouch, D. (2006). 'A comparison of the cell phone driver and the drunk driver.' Human Factors 48(2): 381-91.