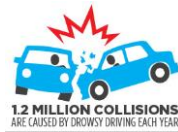


A National Compendium of Efforts to Eliminate Drowsy Driving

Richard P. Compton , Ph.D.
**10th International Conference on
Managing Fatigue 2017**

NHTSA
NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION



How we got here



The Compendium



Shared Media



Asleep at the Wheel: A Nation of Drowsy Drivers

	Measurement & Analysis	Education	Vehicle Technology	Policy	Other
Short-Term (Before Spring 2017)					
Long-Term (After Spring 2017)					



U.S. Department of Transportation
National Highway Traffic Safety Administration

NHTSA Drowsy Driving Research and Program Plan

U.S. Department of Transportation
National Highway Traffic Safety Administration

Safer drivers. Safer cars. Safer roads.



A National Compendium of Efforts to Eliminate Drowsy Driving

MARCH 2017

U.S. Department of Transportation
National Highway Traffic Safety Administration

Asleep at the Wheel: A Nation of Drowsy Drivers

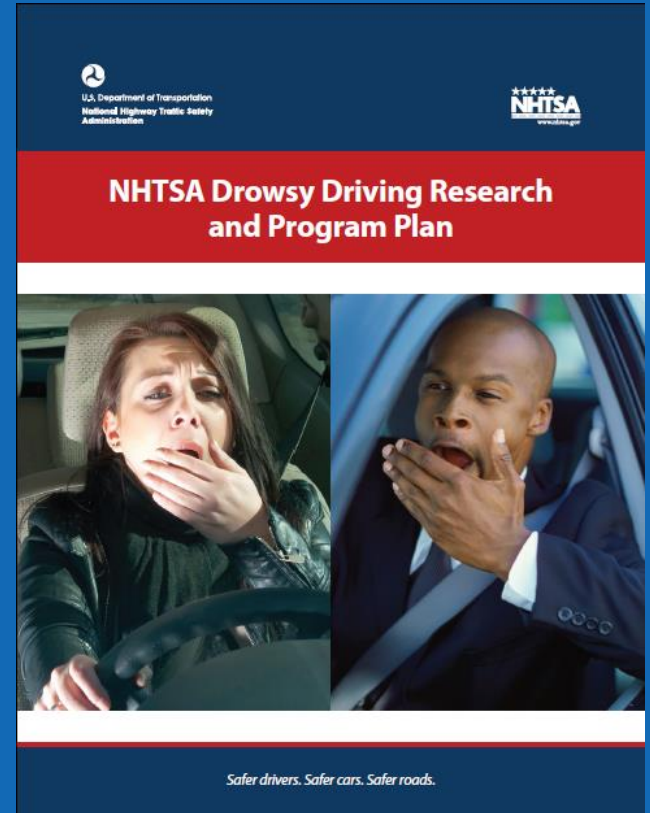
- November 5-6, 2015
- Experts on: sleep science and traffic safety, state legislatures, vehicle manufacturers, Federal agencies, insurance industry, advocacy groups, and other public and work safety organizations.
- 100+ Participants, 5 panels, a Matrix, and a call to action





The NHTSA Drowsy Driving Research and Program Plan

http://www.nhtsa.gov/staticfiles/nti/pdf/DrowsyDriving_StrategicPlan_030316.pdf





A National Compendium of Efforts to Eliminate Drowsy Driving





Organizations Contributing to the Compendium

- American Academy of Sleep Medicine (AASM)
- Centers for Disease Control and Prevention (CDC)
- Faurecia S.A.
- Federal Aviation Administration (FAA)
- Governors Highway Safety Association (GHSA)
- U.S. Food and Drug Administration (FDA)
- General Motors
- Honda
- Insurance Institute for Highway Safety (IIHS)
- State of Iowa
- University of Michigan Transportation Research Institute (UMTRI)
- National Association of State Emergency Medical Services Officials (NASEMSO)
- National Highway Traffic Safety Administration (NHTSA)
- National Safety Council (NSC)
- National Sleep Foundation (NSF)
- Network of Employers for Traffic Safety (NETS)
- Sleep Research Society (SRS)
- Start School Later, Inc.
- Westat, Inc.



RESEARCH AND DEVELOPMENT NEEDS

- Expand and share crash risk research using converging methodologies (e.g., naturalistic, case-control studies, crash investigations, mobile technologies)
- Improve crash reporting
- Document the economic impact
- Research and develop new methods for detecting fatigue and sleep restriction (e.g., biomarkers)



PUBLIC AND PRIVATE POLICY NEEDS

- Develop and promote model drowsy-driving laws for States
- Evaluate effectiveness of existing (and new) laws
- Promote corporate fatigue-management policies
- Develop fatigue risk management programs for high-risk professions such as EMS and public safety
- Explore potential of graduated driver licensing (GDL) laws for reducing drowsy driving
- Facilitate regular engagement of sleep societies with corporations and insurance industry
- Develop government employee drowsy-driving policy
- Provide guidance for State policy and program action



PUBLIC EDUCATION AND AWARENESS NEEDS

- Support the use of victims' messages
- Develop new education and awareness campaign material
- Promote adoption of driver's manuals/license exam questions
- Conduct education in New Jersey and Arkansas regarding existing laws to affect social norms
- Conduct broad public health campaign on sleep and health
- Promote corporate wellness programs



VEHICLE TECHNOLOGY NEEDS

- Promote research, development, and adoption of drowsiness detection, alerting, and vehicle response systems
- Educate consumers on use of new vehicle technology that will help prevent drowsy-driving crashes
- Encourage adoption of collision avoidance technologies

Drowsy Driving Campaign Materials

Some past examples
of successful
NHTSA campaigns





Welcome

Traffic Safety Marketing

Welcome to the National Highway Traffic Safety Administration communications resource for states, partner organizations, and highway safety professionals. This is your one-stop shop for the latest communications news, campaign materials, and marketing techniques.

Drowsy Driving



Search



- Fact Sheet
- Op Ed
- Logos
- Infographics
- Web Videos

**DROWSY
DRIVING**



Take a break. Drive awake.

**DROWSY
DRIVING**



Take a break. Drive awake.

**MANEJAR
CON SUEÑO**



Tómate un descanso. Maneja alerta.

**DROWSY
DRIVING**



Take a break. Drive awake.



Infographics

DROWSY IS DEADLY

DROWSY DRIVING KILLS BETWEEN **5000 & 8000** PEOPLE EVERY YEAR NEARLY TWICE AS MANY AS **DISTRACTED DRIVING & 5 TIMES** AS MANY AS THE TITANIC

REST AREA IF YOU FEEL **DROWSY,** PULL OVER AND TAKE A NAP



1.2 MILLION COLLISIONS ARE CAUSED BY DROWSY DRIVING EACH YEAR

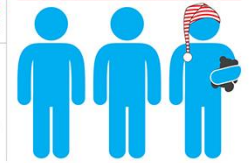


7 IS GOOD **8 IS GREAT!** DRIVERS NEED AT LEAST 7 HOURS OF SLEEP TO ENSURE SAFE DRIVING ABILITIES

1 of 3 DRIVERS ADMIT TO DRIVING DROWSY

83.6 MILLION PEOPLE DRIVE WHILE **SLEEP-DEPRIVED EVERY DAY**

DROWSY DRIVING INCIDENTS COST THE COUNTRY **\$109 BILLION** IN 2015



83.6 MILLION PEOPLE DRIVE WHILE **SLEEP-DEPRIVED EVERY DAY**

DROWSY DRIVING KILLS BETWEEN **5000 & 8000** PEOPLE EVERY YEAR, TWICE AS MANY AS DISTRACTED DRIVING

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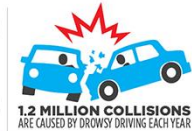
THE DANGER ZONE **THE MOST DANGEROUS TIMES OF DAY**

TAKE A BREAK **DRIVE AWAKE**



1.2 MILLION COLLISIONS ARE CAUSED BY DROWSY DRIVING EACH YEAR

SLEEP DEPRIVED **IS NO WAY TO DRIVE**



1.2 MILLION COLLISIONS ARE CAUSED BY DROWSY DRIVING EACH YEAR

ADULTS AGED **18-29** ARE MOST AT RISK

00100

STOP EVERY 2 HOURS! SCHEDULE BREAKS EVERY 100 MILES TO STRETCH AND MOVE AROUND



VEHICLES WITH AT LEAST ONE PASSENGER ARE LESS LIKELY TO BE INVOLVED IN A CRASH

1 IN 3 DRIVERS ADMIT TO HAVING A HARD TIME KEEPING THEIR EYES OPEN WHILE DRIVING

PAY ATTENTION TO THE WARNING SIGNS

- TROUBLE KEEPING EYES OPEN**
- TROUBLE KEEPING HEAD UP**
- DAYDREAMING**
- DRIFTING OUT OF YOUR LANE**
- YAWNING FREQUENTLY**
- MISSING SIGNS OR YOUR INTENDED TURN**
- FEELING IRRITABLE**

TRICKS WON'T HELP



ROLLING DOWN THE WINDOW



TURNING UP THE RADIO



BLASTING THE A/C

THEY AREN'T ENOUGH TO STAVE OFF DROWSINESS!



Web Videos





Web Videos





Web Videos





What's next

- Dr. Hans Van Dongen - The Sleep Research Society Partner Perspective on the Compendium
- Dr. Timothy Brown - Mitigating Drowsiness during Short Drives: Implications of Staged and Discrete Alerts
- Dr. Daniel Patterson - Evidence-Based Guidelines for Fatigue Risk Management in Emergency Medical Services
- Emily Watson, M.PH. - The National Safety Council Workplace Fatigue Survey

NHTSA

THANK YOU

**FOR MORE INFORMATION:
RICHARD.COMPTON@DOT.GOV**

