Mobile Phone Use While Driving

Martin Small

Regional Meeting on the Regional Plan for the Decade of Action for Road Safety and
Expert Group Meeting on Improving Road Safety

Hybrid Meeting, Bangkok, 9-10 August 2022
Mobile Phone Use While Driving

Martin Small

Regional Meeting on the Regional Plan for the Decade of Action for Road Safety and
Expert Group Meeting on Improving Road Safety

Hybrid Meeting, Bangkok, 9-10 August 2022
Outline

• UNESCAP road safety agenda
• SDGs, road safety, and mobile phones
• Distraction and mobile phone use
• Attitudes and behaviours
• Interventions
• Legislation
UNESCAP road safety agenda

Recommendations for Member Countries

• Strengthening of Road Safety Management
• Improving Road Safety Related Data
• Emphasising Vulnerable Road User Safety
• Improving Road Infrastructure
• Utilizing Intelligent Transport Systems
• Strengthening the Safe System Approach in the new Decade
• Enhancing collaboration related to road safety
• Financing for Road Safety Initiatives
# UN voluntary road safety targets

<table>
<thead>
<tr>
<th>Target</th>
<th>Year</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2020</td>
<td>All countries establish a comprehensive multisectoral national road safety action plan with time-bound targets</td>
</tr>
<tr>
<td>2</td>
<td>2020</td>
<td>All countries accede to one or more of the core road safety-related UN legal instruments</td>
</tr>
<tr>
<td>3</td>
<td>2020</td>
<td>All new roads achieve technical standards for all road users that take into account road safety or meet a three star rating or better</td>
</tr>
<tr>
<td>4</td>
<td>2020</td>
<td>More than 75% of travel on existing roads is on roads that meet technical standards for all road users that take into account road safety</td>
</tr>
<tr>
<td>5</td>
<td>2030</td>
<td>100% of new and used vehicles meet high quality safety standards such as the recommended priority UN Regulations</td>
</tr>
<tr>
<td>6</td>
<td>2030</td>
<td>Halve the proportion of vehicles travelling over the posted speed limit and achieve a reduction in speed-related injuries and fatalities</td>
</tr>
<tr>
<td>7</td>
<td>2030</td>
<td>Increase the proportion of motorcycle riders correctly using standard helmets to close to 100%</td>
</tr>
<tr>
<td>8</td>
<td>2030</td>
<td>Increase the proportion of motor vehicle occupants using safety belts or standard child restraint systems to close to 100%</td>
</tr>
<tr>
<td>9</td>
<td>2030</td>
<td>50% reduction in injuries/fatalities related to alcohol and/or reduce injury/fatalities related to psychoactive substances</td>
</tr>
<tr>
<td>10</td>
<td>2030</td>
<td>All countries have national laws to restrict or prohibit the use of mobile phones while driving</td>
</tr>
<tr>
<td>11</td>
<td>2030</td>
<td>All countries regulate driving time and rest periods for professional drivers and/or accede to relevant international regulation</td>
</tr>
<tr>
<td>12</td>
<td>2030</td>
<td>All countries establish and achieve national targets to minimize the time between a crash and the provision of first professional care</td>
</tr>
</tbody>
</table>
Speeding

UNESCAP Countries with laws in place
Motorcycle helmets

UNESCAP Countries with laws in place
Seatbelts

UNESCAP Countries with laws in place

Strategies to Tackle the Issue of Seat Belt and Child Restraint Use for Road Safety in the Asia-Pacific Region: Implementation Framework
Drink driving

UNESCAP Countries with laws in place
No multilateral guidance

- Hand-held use of mobile phones is very risky
- There is little evaluation of effective behavioural countermeasures
- There are good practice principles which apply in how to address the problem
Road safety in the Sustainable Development Goals

**Goal 3 Good Health and Wellbeing**
Target: By 2030, halve the number of global deaths and injuries from road traffic accidents

**Goal 11 Sustainable Cities and Communities**
Target: By 2030 provide access to safe, affordable, accessible, and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older person
Mobile phones in the Sustainable Development Goals

**Goal 5 Gender Equality and Women’s Empowerment**

Target: Enhance the use of enabling technology, in particular information and communications technology, to promote the empowerment of women

Indicator: Proportion of individuals who own a mobile telephone, by sex

**Goal 9 Industry, Innovation and Infrastructure**

Target: Significantly increase access to information and communications technology and strive to provide universal and affordable access to the Internet in least developed countries by 2020

Indicator: Proportion of population covered by a mobile network, by technology
Sources of distraction

• Driver distraction is “the diversion of attention from activities critical for safe driving to a competing activity.”

• Sources of distraction
  • Objects (eg, mobile phone or advertising billboard)
  • Events (eg, weather event or roadside incident)
  • Passengers
  • Other road users and vehicles
  • Animals
  • Internal stimulus and thought
Impact of distraction

• Distraction can cause the following unsafe responses
  • Eyes off the Road (visual distraction – the driver takes eyes off activities critical for safe driving)
  • Mind off the Road (cognitive distraction – the driver takes mind off activities critical for safe driving)
  • Ears off the Road (arising from cognitive distraction – as a result of having their mind off the road, the driver is unable to listen for audible cues)
  • Hands off the Controls (physical interference – the driver takes hands off controls that are critical for safe driving).
Distraction and mobile phones

• Research shows that dialling, texting and talking on a mobile phone while driving can lead to:
  • Riskier decision making (judgement of distances, speed etc)
  • Slower reactions
  • Speed and vehicle control variations
  • Less controlled braking

• Use of a mobile phone while in control of a motor vehicle is a defined safety risk leading to visual distraction, cognitive distraction, and physical interference from safe control of the motor vehicle, thus creating risk of injury.
Risks associated with mobile phone use while driving

• Naturalistic driving studies show hand-held phone use increasing crash risk by three and a half times.

• Five types of activity:
  • **Texting** is the highest risk activity
  • **Locating, reaching** for, and **dialling** the mobile phone are also high-risk activities, particularly for novice drivers
  • It is unclear whether or not **talking** on a mobile phone significantly increases risk.
  • Mobile phone related activities which take **eyes off the road** or **hands off the controls** are of greatest concern.
Scope of problem

• It is, however, difficult to say exactly what the scale of the injury issue is relating to mobile phone use

• Crash involvement data is considered to be under-reported because it is difficult for at scene Police to find evidence of illegal mobile phone use

• Regular reporting by National Highway Traffic Safety Administration, most recently:
  • 8% of fatal crashes involved distraction
  • 1% of crashes (12% of all distraction-involved crashes) involved mobile phone use

• Insurance Institute of Highway Safety concludes that “there are no reliable estimates of the number of crashes caused by distracted drivers.”
Attitudes and behaviours

• There is widespread hand-held use across of mobile phones including reading/texting/web-browsing while driving or riding

• Drivers in Australia, India, Korea and Japan correctly perceive that hands-free use is not as dangerous as hand-held phone use and consider talking on a hand-held phone or texting is unacceptable

• There is a dominant view that mobile phone laws/penalties should be stricter, and are not checked sufficiently, and only a minority view that the laws/penalties are too severe
Self-reported behaviour (last 30 days)

<table>
<thead>
<tr>
<th>Country</th>
<th>Moped or motorcyclist: Read a text/message/email or check social media while riding a moped or motorcycle</th>
<th>Car driver: Talk on hand-held phone while driving</th>
<th>Car driver: Talk on hands-free phone while driving</th>
<th>Car driver: Read a text/message/email or check social media while driving</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rep Korea</td>
<td>26.3 %</td>
<td>42.6 %</td>
<td>67.0 %</td>
<td>41.7 %</td>
</tr>
<tr>
<td>India</td>
<td>29.5 %</td>
<td>41.6 %</td>
<td>57.4 %</td>
<td>38.7 %</td>
</tr>
<tr>
<td>Japan</td>
<td>14.8 %</td>
<td>17.8 %</td>
<td>27.6 %</td>
<td>25.7 %</td>
</tr>
<tr>
<td>Australia</td>
<td>29.3 %</td>
<td>12.4 %</td>
<td>41.3 %</td>
<td>19.1 %</td>
</tr>
<tr>
<td>Malaysia</td>
<td>40.6 %</td>
<td>56.7 %</td>
<td>72.8 %</td>
<td>50.4 %</td>
</tr>
<tr>
<td>Thailand</td>
<td>32 %</td>
<td>55.3 %</td>
<td>65.9 %</td>
<td>40.7 %</td>
</tr>
<tr>
<td>Viet Nam</td>
<td>28.2 %</td>
<td>45.4 %</td>
<td>52.2 %</td>
<td>42.4 %</td>
</tr>
</tbody>
</table>
Realistic perspective on own ability

• Less than one in ten car drivers or motorcycle riders in Korea, India, Japan and Australia report that they:
  • use a mobile phone while driving because they always want to be available
  • often use a mobile phone while driving to save time
  • trust themselves when they check my messages on the mobile phone while driving
  • have the ability to write a message on the mobile phone while driving
  • are able to talk on a hand-held mobile phone while driving
### Attitudes to mobile phone regulation

<table>
<thead>
<tr>
<th>Country</th>
<th>Car drivers’ perceived likelihood of being checked by the police for the use of hand-held mobile phone to talk or text while driving</th>
<th>Traffic rules/penalties should be stricter</th>
<th>Traffic rules/penalties should be stricter</th>
<th>Traffic rules are not being checked sufficiently</th>
<th>Traffic rules/penalties are too severe</th>
<th>Support for zero tolerance for using any type of mobile phone while driving (hand-held or hands-free) for all drivers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rep Korea</td>
<td>10.5 %</td>
<td>89.8 %</td>
<td>89.8 %</td>
<td>89.4 %</td>
<td>8.8 %</td>
<td>51.1 %</td>
</tr>
<tr>
<td>India</td>
<td>26.9 %</td>
<td>93.6 %</td>
<td>93.6 %</td>
<td>78.7 %</td>
<td>37.4 %</td>
<td>70.9 %</td>
</tr>
<tr>
<td>Japan</td>
<td>19.4 %</td>
<td>87.5 %</td>
<td>87.5 %</td>
<td>85.6 %</td>
<td>23.5 %</td>
<td>51.0 %</td>
</tr>
<tr>
<td>Australia</td>
<td>21.1 %</td>
<td>66.8 %</td>
<td>66.8 %</td>
<td>68.3 %</td>
<td>23.3 %</td>
<td>57.6 %</td>
</tr>
<tr>
<td>Malaysia</td>
<td>38 %</td>
<td>94.1 %</td>
<td>94.1 %</td>
<td>79.2 %</td>
<td>34.4 %</td>
<td>58.0 %</td>
</tr>
<tr>
<td>Thailand</td>
<td>25.2 %</td>
<td>91.1 %</td>
<td>91.1 %</td>
<td>90.3 %</td>
<td>31 %</td>
<td>56.9 %</td>
</tr>
<tr>
<td>Viet Nam</td>
<td>24 %</td>
<td>92.4 %</td>
<td>92.4 %</td>
<td>79.3 %</td>
<td>31.3 %</td>
<td>71.8 %</td>
</tr>
</tbody>
</table>
# Mobile phone laws in place

<table>
<thead>
<tr>
<th>Country</th>
<th>Hand-held phone use</th>
<th>Hands-free phone use</th>
<th>Hand-held phone use</th>
<th>Hands-free phone use</th>
<th>Hand-held phone use</th>
<th>Hands-free phone use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Afghanistan</td>
<td></td>
<td>Kazakhstan</td>
<td>P</td>
<td></td>
<td>Russian Federation</td>
<td>P</td>
</tr>
<tr>
<td>Armenia</td>
<td>P</td>
<td>Kiribati</td>
<td>P</td>
<td></td>
<td>Samoa</td>
<td>P</td>
</tr>
<tr>
<td>Australia</td>
<td></td>
<td>Kyrgyzstan</td>
<td>P</td>
<td></td>
<td>Singapore</td>
<td>P</td>
</tr>
<tr>
<td>Azerbaijan</td>
<td>P</td>
<td>Laos</td>
<td>P</td>
<td>P</td>
<td>Solomon Islands</td>
<td>P</td>
</tr>
<tr>
<td>Bangladesh</td>
<td>P</td>
<td>Malaysia</td>
<td>P</td>
<td></td>
<td>Sri Lanka</td>
<td>P</td>
</tr>
<tr>
<td>Bhutan</td>
<td>P</td>
<td>Maldives</td>
<td>P</td>
<td></td>
<td>Tajikistan</td>
<td>P</td>
</tr>
<tr>
<td>Cambodia</td>
<td>P</td>
<td>Micronesia</td>
<td></td>
<td></td>
<td>Thailand</td>
<td>P</td>
</tr>
<tr>
<td>China</td>
<td>P</td>
<td>Mongolia</td>
<td>P</td>
<td></td>
<td>Timor-Leste</td>
<td>P</td>
</tr>
<tr>
<td>Cook Islands</td>
<td></td>
<td>Myanmar</td>
<td></td>
<td></td>
<td>Tonga</td>
<td></td>
</tr>
<tr>
<td>Fiji</td>
<td>P P</td>
<td>Nepal</td>
<td></td>
<td></td>
<td>Türkiye</td>
<td>P P</td>
</tr>
<tr>
<td>Georgia</td>
<td>P</td>
<td>New Zealand</td>
<td>P</td>
<td></td>
<td>Turkmenistan</td>
<td>P P</td>
</tr>
<tr>
<td>India</td>
<td>P P</td>
<td>Pakistan</td>
<td>P</td>
<td></td>
<td>Uzbekistan</td>
<td>P P</td>
</tr>
<tr>
<td>Indonesia</td>
<td></td>
<td>Papua New Guinea</td>
<td></td>
<td></td>
<td>Vanuatu</td>
<td></td>
</tr>
<tr>
<td>Iran</td>
<td>P P</td>
<td>Philippines</td>
<td>P</td>
<td></td>
<td>Viet Nam</td>
<td>P</td>
</tr>
<tr>
<td>Japan</td>
<td>P</td>
<td>Republic of Korea</td>
<td>P</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Road, vehicle, speed countermeasures
Behavioural countermeasures

Characteristics of effective behavioural programs

• A strong sense of political and community support for the measure
• A law in place which can be easily communicated and complied with
• A clear enforcement strategy in place to deter the undesired behaviour within the whole community
• A supporting communications strategy which delivers key messages to reinforce the enforcement strategy
• An ongoing evaluation and improvement program
Effective laws and programs

Study of mobile phone use by US Governor’s Highway Safety Association (50 states and ten Canadian provinces)

The most effective laws and state safety efforts involved:

- Unambiguous legal language that clearly defines when and how a wireless device can and cannot be used
- Penalties and fines in line with other traffic citations
- A combination of high-visibility enforcement of the law and targeted public information, education and outreach campaigns
- Sustained coalition-building efforts
Rating mobile phone laws

A protocol was developed to rate mobile phone laws. Four key pieces of advice:

- **Behaviours covered:** The law should apply to any phone or electronic device being held in the hand, and not be limited to texting, or manipulating or dialing.

- **Types of drivers covered:** The law should cover all drivers and riders.

- **When law is enforceable:** The law should apply at all times, whether stationary or in motion.

- **Penalty range for first offence:** The penalty points and fines applying to prosecution should be at the high end of the spectrum.
Mobile phone law texts

• Mobile phone laws in Australia, India, Japan, Korea, New Zealand and Singapore are summarised, using best available legal text, for comparison

• Member Countries seeking to introduce or improve law relating to mobile phone use are recommended to specify the policy intent, and then draft the traffic law in a manner consistent with national legal style
Australia

Australian Road Rules: Rule 300 Use of mobile phones

• The driver of a vehicle must not use a mobile phone while the vehicle is moving, or is stationary but not parked, unless:
  • the phone is being used to make or receive an audio phone call or to perform an audio playing function and the body of the phone:
    • is secured in a mounting affixed to the vehicle while being so used, or
    • is not secured in a mounting affixed to the vehicle and is not being held by the driver, and the use of the phone does not require the driver, at any time while using it, to press anything on the body of the phone or to otherwise manipulate any part of the body of the phone, or
  • the phone is functioning as a visual display unit that is being used as a driver's aid (for example, dispatch or navigation systems) and the phone is secured in a mounting affixed to the vehicle, or
  • the vehicle is an emergency vehicle or a police vehicle.
India

Motor Vehicles (Driving) Regulations, 2017: Clause 37 Use of mobile telephones and communication devices
• The driver shall not use any hand held mobile phone or other communication device

Central Motor Vehicles (Eleventh Amendment) Rules, 2020: Rule 165 Use of handheld device
Use of handheld communications devices while driving shall solely be used for route navigation in such a manner that shall not disturb the concentration of the driver while driving
Japan

Road Traffic Act (Act No. 105 of 1960): Article 71 (Rules to Be Observed by Drivers)

- The driver of a vehicle or streetcar must neither use a cellular telephone, car phone, or other wireless telephone (but only one that cannot be used to transmit or receive communications unless all or part of it is held in the hand) to make telephone calls (other than essential emergency calls to aid injured or sick persons or to maintain public safety while a motor vehicle or motorized bicycle is in motion) nor focus attention on the screen of a device (other than one as prescribed in the Vehicles for Road Transportation Act) installed or carried into a motor vehicle or onto a motorized bicycle while driving that motor-powered vehicle, except when it is at a stop.
Japan

Road Traffic Act (Act No. 105 of 1960): Article 71 (Rules to Be Observed by Drivers)

• The driver of a vehicle or streetcar must neither use a cellular telephone, car phone, or other wireless telephone (but only one that cannot be used to transmit or receive communications unless all or part of it is held in the hand) to make telephone calls (other than essential emergency calls to aid injured or sick persons or to maintain public safety while a motor vehicle or motorized bicycle is in motion) nor focus attention on the screen of a device (other than one as prescribed in the Vehicles for Road Transportation Act) installed or carried into a motor vehicle or onto a motorized bicycle while driving that motor-powered vehicle, except when it is at a stop.
Korea

Road Traffic Act (Act No. 7969, Jul. 19, 2006): Article 49 (Matters to be observed by any driver)

• No driver shall use a cell phone (including a car phone) while driving a motor vehicle, except in the following cases:
  • Where the motor vehicle comes to a stop
  • Where an emergency motor vehicle is being driven
  • Where it is necessary to report without delay various kinds of crimes or any accident, and
  • Where any device prescribed by Presidential Decree as not impeding the safe driving of any motor vehicle is being used
New Zealand

Land Transport (Road User) Rule 2004: Clause 73A Ban on use of mobile phones while driving

• A driver must not, while driving a vehicle:
  • use a mobile phone to make, receive, or terminate a telephone call; or
  • use a mobile phone to create, send, or read a text message; or
  • use a mobile phone to create, send, or read an email; or
  • use a mobile phone to create, send, or view a video message; or

• Except, a driver may, while driving a vehicle, use a mobile phone to make, receive, or terminate a telephone call if:
  • the phone does not require the driver to hold or manipulate it to make, receive, or terminate the call
  • the vehicle has stopped for a reason other than the normal starting and stopping of vehicles in a flow of traffic
  • the phone is secured in a mounting fixed to the vehicle and if the driver manipulates or looks at the phone, he or she does so infrequently and briefly.
“Anti-Distracted Driving Act” 2016: Section 4. Distracted Driving & Section 5. Extent of Coverage

• Distracted driving refers to the performance by a motorist of any of the following acts in a motor vehicle in motion or temporarily stopped at a red light, whether diplomatic, public or private, which are hereby declared unlawful:
  • Using a mobile communications device to write, send, or read a text-based communication or to make or receive calls, and other similar acts; and
  • Using an electronic entertainment or computing device to play games, watch movies, surf the internet, compose messages, read e-books, perform calculations, and other similar acts.

• The operation of a mobile communications device is not considered to be distracted driving if done using the aid of a hands-free function or similar device such as, but not limited to, a speaker phone, earphones and microphones or other similar devices which allow a person to make and receive calls without having to hold the mobile communications device: Provided, That the placement of the mobile communications device or the hands-free device does not interfere with the line of sight of the driver.
Singapore

Road Traffic Act 1961: Section 65B Use of mobile communication device while driving

- A driver of a vehicle who holds in his or her hand a mobile communication device and operates any of its communicative or other functions, while the vehicle is in motion on a road or in a public place is guilty of an offence.
Philippines promotion

Australian enforcement
Summary

• Use of mobile phones while driving is dangerous
• Good system interventions (road, vehicle, speed) will reduce injury risks
• Good practice behavioural principles apply
• Mobile phone law bans promoted by UN are in place in most UNESCAP Countries
• Mobile phone laws should
  • Focus on hand-held use
  • Address all hand-held devices
  • Be enforced and communicated
Mobile Phone Use While Driving

DISCUSSION & SHARING EXPERIENCE
Outline

• UNESCAP road safety agenda
• SDGs, road safety, and mobile phones
• Distraction and mobile phone use
• Attitudes and behaviours
• Interventions
• Legislation
UNESCAP road safety agenda

Recommendations for Member Countries

• Strengthening of Road Safety Management
• Improving Road Safety Related Data
• Emphasising Vulnerable Road User Safety
• Improving Road Infrastructure
• Utilizing Intelligent Transport Systems
• Strengthening the Safe System Approach in the new Decade
• Enhancing collaboration related to road safety
• Financing for Road Safety Initiatives
# UN voluntary road safety targets

<table>
<thead>
<tr>
<th>TARGET</th>
<th>%</th>
<th>2030</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>100%</td>
<td>2020</td>
<td>All countries establish a comprehensive multisectoral national road safety action plan with time-bound targets</td>
</tr>
<tr>
<td>2</td>
<td>100%</td>
<td>2020</td>
<td>All countries accede to one or more of the core road safety-related UN legal instruments</td>
</tr>
<tr>
<td>3</td>
<td>100%</td>
<td>2020</td>
<td>All new roads achieve technical standards for all road users that take into account road safety or meet a three star rating or better</td>
</tr>
<tr>
<td>4</td>
<td>More than 75%</td>
<td>2020</td>
<td>More than 75% of travel on existing roads is on roads that meet technical standards for all road users that take into account road safety</td>
</tr>
<tr>
<td>5</td>
<td>100%</td>
<td>2030</td>
<td>100% of new and used vehicles meet high quality safety standards such as the recommended priority UN Regulations</td>
</tr>
<tr>
<td>6</td>
<td>50%</td>
<td>2030</td>
<td>Halve the proportion of vehicles travelling over the posted speed limit and achieve a reduction in speed-related injuries and fatalities</td>
</tr>
<tr>
<td>7</td>
<td>100%</td>
<td>2030</td>
<td>Increase the proportion of motorcycle riders correctly using standard helmets to close to 100%</td>
</tr>
<tr>
<td>8</td>
<td>100%</td>
<td>2030</td>
<td>Increase the proportion of motor vehicle occupants using safety belts or standard child restraint systems to close to 100%</td>
</tr>
<tr>
<td>9</td>
<td>50%</td>
<td>2030</td>
<td>50% reduction in injuries/fatalities related to alcohol and/or reduce injury/fatalities related to psychoactive substances</td>
</tr>
<tr>
<td>10</td>
<td>100%</td>
<td>2030</td>
<td>All countries have national laws to restrict or prohibit the use of mobile phones while driving</td>
</tr>
<tr>
<td>11</td>
<td>100%</td>
<td>2030</td>
<td>All countries regulate driving time and rest periods for professional drivers and/or accede to relevant international regulation</td>
</tr>
<tr>
<td>12</td>
<td>100%</td>
<td>2030</td>
<td>All countries establish and achieve national targets to minimize the time between a crash and the provision of first professional care</td>
</tr>
</tbody>
</table>
Speeding

UNESCAP Countries with laws in place

TARGET 6
2030
50%

Strategies to Tackle Mass-Excess Speed for Road Safety in the Asia Pacific Region: Implementable Solutions
Motorcycle helmets

UNESCAP Countries with laws in place
Seatbelts

UNESCAP Countries with laws in place
Drink driving

UNESCAP Countries with laws in place

TARGET 9 2030 50%
Mobile phone use while driving

No multilateral guidance

- Hand-held use of mobile phones is very risky
- There is little evaluation of effective behavioural countermeasures
- There are good practice principles which apply in how to address the problem

UNESCAP Countries with laws in place

10
34
Road safety in the Sustainable Development Goals

Goal 3 Good Health and Wellbeing
Target: By 2030, halve the number of global deaths and injuries from road traffic accidents

Goal 11 Sustainable Cities and Communities
Target: By 2030 provide access to safe, affordable, accessible, and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older person
Mobile phones in the Sustainable Development Goals

**Goal 5 Gender Equality and Women’s Empowerment**

Target: Enhance the use of enabling technology, in particular information and communications technology, to promote the empowerment of women

Indicator: Proportion of individuals who own a mobile telephone, by sex

**Goal 9 Industry, Innovation and Infrastructure**

Target: Significantly increase access to information and communications technology and strive to provide universal and affordable access to the Internet in least developed countries by 2020

Indicator: Proportion of population covered by a mobile network, by technology
Sources of distraction

• Driver distraction is “the diversion of attention from activities critical for safe driving to a competing activity.”

• Sources of distraction
  • Objects (eg, mobile phone or advertising billboard)
  • Events (eg, weather event or roadside incident)
  • Passengers
  • Other road users and vehicles
  • Animals
  • Internal stimulus and thought
Impact of distraction

• Distraction can cause the following unsafe responses
  • Eyes off the Road (visual distraction – the driver takes eyes off activities critical for safe driving)
  • Mind off the Road (cognitive distraction – the driver takes mind off activities critical for safe driving)
  • Ears off the Road (arising from cognitive distraction – as a result of having their mind off the road, the driver is unable to listen for audible cues)
  • Hands off the Controls (physical interference – the driver takes hands off controls that are critical for safe driving).
Distraction and mobile phones

- Research shows that dialling, texting and talking on a mobile phone while driving can lead to:
  - Riskier decision making (judgement of distances, speed etc)
  - Slower reactions
  - Speed and vehicle control variations
  - Less controlled braking

- Use of a mobile phone while in control of a motor vehicle is a defined safety risk leading to visual distraction, cognitive distraction, and physical interference from safe control of the motor vehicle, thus creating risk of injury.
Risks associated with mobile phone use while driving

- Naturalistic driving studies show hand-held phone use increasing crash risk by three and a half times.
- Five types of activity:
  - **Texting** is the highest risk activity
  - **Locating**, **reaching** for, and **dialling** the mobile phone are also high-risk activities, particularly for novice drivers
  - It is unclear whether or not **talking** on a mobile phone significantly increases risk.
  - Mobile phone related activities which take **eyes off the road** or **hands off the controls** are of greatest concern.
Scope of problem

• It is, however, difficult to say exactly what the scale of the injury issue is relating to mobile phone use

• Crash involvement data is considered to be under-reported because it is difficult for at scene Police to find evidence of illegal mobile phone use

• Regular reporting by National Highway Traffic Safety Administration, most recently:
  • 8% of fatal crashes involved distraction
  • 1% of crashes (12% of all distraction-involved crashes) involved mobile phone use

• Insurance Institute of Highway Safety concludes that “there are no reliable estimates of the number of crashes caused by distracted drivers.”
Attitudes and behaviours

• There is widespread hand-held use across of mobile phones including reading/texting/web-browsing while driving or riding
• Drivers in Australia, India, Korea and Japan correctly perceive that hands-free use is not as dangerous as hand-held phone use and consider talking on a hand-held phone or texting is unacceptable
• There is a dominant view that mobile phone laws/penalties should be stricter, and are not checked sufficiently, and only a minority view that the laws/penalties are too severe
## Self-reported behaviour (last 30 days)

<table>
<thead>
<tr>
<th>Country</th>
<th>Moped or motorcyclist: Read a text/message/email or check social media while riding a moped or motorcycle</th>
<th>Car driver: Talk on handheld phone while driving</th>
<th>Car driver: Talk on hands-free phone while driving</th>
<th>Car driver: Read a text/message/email or check social media while driving</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rep Korea</td>
<td>26.3 %</td>
<td>42.6 %</td>
<td>67.0 %</td>
<td>41.7 %</td>
</tr>
<tr>
<td>India</td>
<td>29.5 %</td>
<td>41.6 %</td>
<td>57.4 %</td>
<td>38.7 %</td>
</tr>
<tr>
<td>Japan</td>
<td>14.8 %</td>
<td>17.8 %</td>
<td>27.6 %</td>
<td>25.7 %</td>
</tr>
<tr>
<td>Australia</td>
<td>29.3 %</td>
<td>12.4 %</td>
<td>41.3 %</td>
<td>19.1 %</td>
</tr>
<tr>
<td>Malaysia</td>
<td>40.6 %</td>
<td>56.7 %</td>
<td>72.8 %</td>
<td>50.4 %</td>
</tr>
<tr>
<td>Thailand</td>
<td>32 %</td>
<td>55.3 %</td>
<td>65.9 %</td>
<td>40.7 %</td>
</tr>
<tr>
<td>Viet Nam</td>
<td>28.2 %</td>
<td>45.4 %</td>
<td>52.2 %</td>
<td>42.4 %</td>
</tr>
</tbody>
</table>
Realistic perspective on own ability

• Less than one in ten car drivers or motorcycle riders in Korea, India, Japan and Australia report that they:
  • use a mobile phone while driving because they always want to be available
  • often use a mobile phone while driving to save time
  • trust themselves when they check my messages on the mobile phone while driving
  • have the ability to write a message on the mobile phone while driving
  • are able to talk on a hand-held mobile phone while driving
Attitudes to mobile phone regulation

<table>
<thead>
<tr>
<th>Country</th>
<th>Car drivers’ perceived likelihood of being checked by the police for the use of hand-held mobile phone to talk or text while driving</th>
<th>Traffic rules/penalties should be stricter</th>
<th>Traffic rules/penalties should be stricter</th>
<th>Traffic rules are not being checked sufficiently</th>
<th>Traffic rules/penalties are too severe</th>
<th>Support for zero tolerance for using any type of mobile phone while driving (hand-held or hands-free) for all drivers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rep Korea</td>
<td>10.5 %</td>
<td>89.8 %</td>
<td>89.8 %</td>
<td>89.4 %</td>
<td>8.8 %</td>
<td>51.1 %</td>
</tr>
<tr>
<td>India</td>
<td>26.9 %</td>
<td>93.6 %</td>
<td>93.6 %</td>
<td>78.7 %</td>
<td>37.4 %</td>
<td>70.9 %</td>
</tr>
<tr>
<td>Japan</td>
<td>19.4 %</td>
<td>87.5 %</td>
<td>87.5 %</td>
<td>85.6 %</td>
<td>23.5 %</td>
<td>51.0 %</td>
</tr>
<tr>
<td>Australia</td>
<td>21.1 %</td>
<td>66.8 %</td>
<td>66.8 %</td>
<td>68.3 %</td>
<td>23.3 %</td>
<td>57.6 %</td>
</tr>
<tr>
<td>Malaysia</td>
<td>38 %</td>
<td>94.1 %</td>
<td>94.1 %</td>
<td>79.2 %</td>
<td>34.4 %</td>
<td>58.0 %</td>
</tr>
<tr>
<td>Thailand</td>
<td>25.2 %</td>
<td>91.1 %</td>
<td>91.1 %</td>
<td>90.3 %</td>
<td>31 %</td>
<td>56.9 %</td>
</tr>
<tr>
<td>Viet Nam</td>
<td>24 %</td>
<td>92.4 %</td>
<td>92.4 %</td>
<td>79.3 %</td>
<td>31.3 %</td>
<td>71.8 %</td>
</tr>
</tbody>
</table>
Mobile phone laws in place

<table>
<thead>
<tr>
<th></th>
<th>Hand-held phone use</th>
<th>Hands-free phone use</th>
<th>Hand-held phone use</th>
<th>Hands-free phone use</th>
<th>Hand-held phone use</th>
<th>Hands-free phone use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Afghanistan</td>
<td></td>
<td>Kazakhstan</td>
<td>P</td>
<td>Russian Federation</td>
<td>P</td>
<td></td>
</tr>
<tr>
<td>Armenia</td>
<td></td>
<td>Kiribati</td>
<td>P</td>
<td>Samoa</td>
<td>P</td>
<td></td>
</tr>
<tr>
<td>Australia</td>
<td>P</td>
<td>Kyrgyzstan</td>
<td>P</td>
<td>Singapore</td>
<td>P</td>
<td></td>
</tr>
<tr>
<td>Azerbaijan</td>
<td>P</td>
<td>Laos</td>
<td>P</td>
<td></td>
<td>P</td>
<td>Solomon Islands</td>
</tr>
<tr>
<td>Bangladesh</td>
<td>P</td>
<td>Malaysia</td>
<td>P</td>
<td>Sri Lanka</td>
<td>P</td>
<td></td>
</tr>
<tr>
<td>Bhutan</td>
<td>P</td>
<td>Maldives</td>
<td>P</td>
<td>Tajikistan</td>
<td>P</td>
<td></td>
</tr>
<tr>
<td>Cambodia</td>
<td>P</td>
<td>Micronesia</td>
<td></td>
<td>Thailand</td>
<td>P</td>
<td></td>
</tr>
<tr>
<td>China</td>
<td>P</td>
<td>Mongolia</td>
<td>P</td>
<td>Timor-Leste</td>
<td>P</td>
<td></td>
</tr>
<tr>
<td>Cook Islands</td>
<td></td>
<td>Myanmar</td>
<td></td>
<td>Tonga</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fiji</td>
<td>P</td>
<td>Nepal</td>
<td></td>
<td>Türkiye</td>
<td>P</td>
<td></td>
</tr>
<tr>
<td>Georgia</td>
<td>P</td>
<td>New Zealand</td>
<td>P</td>
<td>Turkmkenistan</td>
<td>P</td>
<td></td>
</tr>
<tr>
<td>India</td>
<td>P</td>
<td>Pakistan</td>
<td>P</td>
<td>Uzbekistan</td>
<td>P</td>
<td></td>
</tr>
<tr>
<td>Indonesia</td>
<td></td>
<td>Papua New Guinea</td>
<td></td>
<td>Vanuatu</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Iran</td>
<td>P</td>
<td>Philippines</td>
<td>P</td>
<td>Viet Nam</td>
<td>P</td>
<td></td>
</tr>
<tr>
<td>Japan</td>
<td>P</td>
<td>Republic of Korea</td>
<td>P</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Road, vehicle, speed countermeasures
Behavioural countermeasures

Characteristics of effective behavioural programs

• A strong sense of political and community support for the measure
• A law in place which can be easily communicated and complied with
• A clear enforcement strategy in place to deter the undesired behaviour within the whole community
• A supporting communications strategy which delivers key messages to reinforce the enforcement strategy
• An ongoing evaluation and improvement program
Effective laws and programs

Study of mobile phone use by US Governor’s Highway Safety Association (50 states and ten Canadian provinces)

The most effective laws and state safety efforts involved:

• Unambiguous legal language that clearly defines when and how a wireless device can and cannot be used

• Penalties and fines in line with other traffic citations

• A combination of high-visibility enforcement of the law and targeted public information, education and outreach campaigns

• Sustained coalition-building efforts
Rating mobile phone laws

A protocol was developed to rate mobile phone laws. Four key pieces of advice:

- **Behaviours covered**: The law should apply to any phone or electronic device being held in the hand, and not be limited to texting, or manipulating or dialing

- **Types of drivers covered**: The law should cover all drivers and riders

- **When law is enforceable**: The law should apply at all times, whether stationary or in motion

- **Penalty range for first offence**: The penalty points and fines applying to prosecution should be at the high end of the spectrum

**Components**

- **Drivers covered**: The law should apply to any phone or electronic device being held in the hand, and not be limited to texting, or manipulating or dialing
- **Types of drivers covered**: The law should cover all drivers and riders
- **When law is enforceable**: The law should apply at all times, whether stationary or in motion
- **Penalty range for first offence**: The penalty points and fines applying to prosecution should be at the high end of the spectrum
Mobile phone law texts

• Mobile phone laws in Australia, India, Japan, Korea, New Zealand and Singapore are summarised, using best available legal text, for comparison

• Member Countries seeking to introduce or improve law relating to mobile phone use are recommended to specify the policy intent, and then draft the traffic law in a manner consistent with national legal style
Australia

Australian Road Rules: Rule 300 Use of mobile phones

• The driver of a vehicle must not use a mobile phone while the vehicle is moving, or is stationary but not parked, unless:
  • the phone is being used to make or receive an audio phone call or to perform an audio playing function and the body of the phone:
    • is secured in a mounting affixed to the vehicle while being so used, or
    • is not secured in a mounting affixed to the vehicle and is not being held by the driver, and the use of the phone does not require the driver, at any time while using it, to press anything on the body of the phone or to otherwise manipulate any part of the body of the phone, or
  • the phone is functioning as a visual display unit that is being used as a driver's aid (for example, dispatch or navigation systems) and the phone is secured in a mounting affixed to the vehicle, or
  • the vehicle is an emergency vehicle or a police vehicle.
India

Motor Vehicles (Driving) Regulations, 2017: Clause 37 Use of mobile telephones and communication devices

• The driver shall not use any hand held mobile phone or other communication device

Central Motor Vehicles (Eleventh Amendment) Rules, 2020: Rule 165 Use of handheld device

Use of handheld communications devices while driving shall solely be used for route navigation in such a manner that shall not disturb the concentration of the driver while driving
Japan

Road Traffic Act (Act No. 105 of 1960): Article 71 (Rules to Be Observed by Drivers)

• The driver of a vehicle or streetcar must neither use a cellular telephone, car phone, or other wireless telephone (but only one that cannot be used to transmit or receive communications unless all or part of it is held in the hand) to make telephone calls (other than essential emergency calls to aid injured or sick persons or to maintain public safety while a motor vehicle or motorized bicycle is in motion) nor focus attention on the screen of a device (other than one as prescribed in the Vehicles for Road Transportation Act) installed or carried into a motor vehicle or onto a motorized bicycle while driving that motor-powered vehicle, except when it is at a stop.
Japan

Road Traffic Act (Act No. 105 of 1960): Article 71 (Rules to Be Observed by Drivers)

• The driver of a vehicle or streetcar must neither use a cellular telephone, car phone, or other wireless telephone (but only one that cannot be used to transmit or receive communications unless all or part of it is held in the hand) to make telephone calls (other than essential emergency calls to aid injured or sick persons or to maintain public safety while a motor vehicle or motorized bicycle is in motion) nor focus attention on the screen of a device (other than one as prescribed in the Vehicles for Road Transportation Act) installed or carried into a motor vehicle or onto a motorized bicycle while driving that motor-powered vehicle, except when it is at a stop.
Korea

Road Traffic Act (Act No. 7969, Jul. 19, 2006): Article 49 (Matters to be observed by any driver)

- No driver shall use a cell phone (including a car phone) while driving a motor vehicle, except in the following cases:
  - Where the motor vehicle comes to a stop
  - Where an emergency motor vehicle is being driven
  - Where it is necessary to report without delay various kinds of crimes or any accident, and
  - Where any device prescribed by Presidential Decree as not impeding the safe driving of any motor vehicle is being used
New Zealand

Land Transport (Road User) Rule 2004: Clause 73A Ban on use of mobile phones while driving

• A driver must not, while driving a vehicle:
  • use a mobile phone to make, receive, or terminate a telephone call; or
  • use a mobile phone to create, send, or read a text message; or
  • use a mobile phone to create, send, or read an email; or
  • use a mobile phone to create, send, or view a video message; or

• Except, a driver may, while driving a vehicle, use a mobile phone to make, receive, or terminate a telephone call if:
  • the phone does not require the driver to hold or manipulate it to make, receive, or terminate the call
  • the vehicle has stopped for a reason other than the normal starting and stopping of vehicles in a flow of traffic
  • the phone is secured in a mounting fixed to the vehicle and if the driver manipulates or looks at the phone, he or she does so infrequently and briefly.
Philippines

“Anti-Distracted Driving Act” 2016: Section 4. Distracted Driving & Section 5. Extent of Coverage

• Distracted driving refers to the performance by a motorist of any of the following acts in a motor vehicle in motion or temporarily stopped at a red light, whether diplomatic, public or private, which are hereby declared unlawful:
  • Using a mobile communications device to write, send, or read a text-based communication or to make or receive calls, and other similar acts; and
  • Using an electronic entertainment or computing device to play games, watch movies, surf the internet, compose messages, read e-books, perform calculations, and other similar acts.

• The operation of a mobile communications device is not considered to be distracted driving if done using the aid of a hands-free function or similar device such as, but not limited to, a speaker phone, earphones and microphones or other similar devices which allow a person to make and receive calls without having to hold the mobile communications device: Provided, That the placement of the mobile communications device or the hands-free device does not interfere with the line of sight of the driver.
Singapore

Road Traffic Act 1961: Section 65B Use of mobile communication device while driving

• A driver of a vehicle who holds in his or her hand a mobile communication device and operates any of its communicative or other functions, while the vehicle is in motion on a road or in a public place is guilty of an offence.
Philippines promotion

Australian enforcement

MARTIN SMALL CONSULTING
Summary

• Use of mobile phones while driving is dangerous
• Good system interventions (road, vehicle, speed) will reduce injury risks
• Good practice behavioural principles apply
• Mobile phone law bans promoted by UN are in place in most UNESCAP Countries
• Mobile phone laws should
  • Focus on hand-held use
  • Address all hand-held devices
  • Be enforced and communicated
Mobile Phone Use While Driving

DISCUSSION & SHARING EXPERIENCE