

# INATTENTION AND DISTRACTION

Towards Zero Action Plan 2020-2024

## THE SITUATION



Of the 'Fatal Five', driver inattention and distraction is the least understood and hardest to enforce. It also has a far greater impact than current data suggests.



### Why does driver distraction continue to be a challenge?

- Driver inattention and distraction continues to contribute to road trauma.
- There is no reliable way of collecting data around driver inattention and distraction.
- It is a complex problem - solutions might include telecommunications, vehicle manufacturers, regulation, enforcement.
- Driver behaviour is difficult to change.
- There are significant challenges with enforcement.

## PERCEIVED RISK VERSUS REWARD OF DRIVER DISTRACTION



From an individual's perspective, actions within a vehicle carry varying levels of risk and also varying levels of reward. Acceptable thresholds for drivers exist where the level of reward outweighs the risk.



## WHAT STRATEGIES ARE EMERGING?



### Designs for safer interaction.

Improved dashboard interface and vehicle controls to better enable the driver to focus on the task of driving and the adoption of active technologies to prevent distracted driving.



### Encouraging compliance through enforcement.

Strengthening existing enforcement mechanisms by redesigning current rules, enhancing detection initiatives and accessing and sharing crash and infringement data.



### Recognising the vehicle as a workplace.

Working with employers and workplace health and safety regulators to improve employer approaches to driver distraction.



### Changing driver behaviour.

Innovative campaigns and educational strategies to influence driver behaviour.