



The wireless telephone industry recognizes that drivers face many distractions in the car.

PLEASE DON'T LET YOUR WIRELESS PHONE BE ONE OF THEM.



Wireless phones make highways and roads safer when people report emergencies and unsafe situations.

Every day, more than 120,000 emergency calls are made from wireless phones - over 43 million calls annually. Wireless phones have helped reduce response times in emergency situations and have assisted in the apprehension of drunk, impaired and aggressive drivers.

With a desire to help and a wireless phone, Anthony Jackson saved an injured man's life.

When Anthony Jackson saw an enraged driver brutally attack another man with a metal pipe, he could have stayed out of harm's way. Instead, he called 911 on his wireless phone, and ran to assist the victim, who was lying in the road. Even though the assailant was still nearby, Anthony stayed with the victim until police arrived. By using his wireless phone and reaching out to someone in need, Anthony helped save a man's life.



Brenna Garnett's life was saved by quick thinking and her wireless phone.

Only a day past her 18th birthday, Brenna Garnett looked death in the eye. Swerving her car to dodge an animal, she collided with a tree and slid into a freezing creek. Trapped and numb by the rising water, she managed to grasp her wireless phone floating past her and called 911. The wireless phone was soaking wet, but it held the call for more than nine minutes until EMS

arrived. The wireless phone, according to emergency service personnel, saved her life.



“Most motorists are unaware that driving is a risky endeavor and that ordinary, even every day activities that they do while driving subject them, their families and fellow motorists to increased risk. NETS and representatives of the wireless industry are committed to promoting education and outreach programs to help drivers identify multiple distractions and to develop strategies to better manage them.”

January 18, 2001

Kathryn Lusby-Treber

*Executive Director
Network of Employers for Traffic Safety (NETS)*

Three-pronged Approach in Addressing the Larger Issue of Inattentive Driving

Learn

Additional Data Collection is Necessary.

The wireless industry supports and encourages all law enforcement agencies to collect crash data on any in-vehicle distraction whether it's tuning the radio station or the irresponsible use of a wireless phone. When a police report is made of a crash, the report should indicate whether a distraction was involved in the crash, and if so, the nature of the distraction [e.g., a child in the back seat, adjusting radio or CD controls, turning to talk to a passenger, use of a wireless phone, etc.]. Detailed data collection will insure that statistics created are as accurate as possible. As an industry, we encourage all states to collect data relating to driving distractions, including wireless phone use.

Enforce

Existing laws Prohibit Unsafe Driving Due to a Driver's Inattention or Distraction.

The wireless industry supports the enforcement of existing reckless and careless driving statutes already in place in every state and municipality. These rules give law enforcement the broad authority to cite motorists for distractions that have the potential to contribute to hazardous driving - whether it's reading a map, drinking a beverage, eating, changing the radio station, making a phone call, and/or diverting attention to children, pets or other passengers.

Teach

Education is Key.

There is near unanimity in the belief that educating drivers about how to safely and responsibly drive amid a myriad of potential distractions can ultimately result in positively changing behaviors. The wireless industry encourages states and localities to join with the wireless industry in forming important alliances to help educate motorists about how to use their wireless phones responsibly.

Safety

Industry Efforts on Responsible Driver Program

"When used responsibly, cellular telephones play an important role in safety. We consistently hear of people using them to make an urgent call from their vehicle notifying authorities of an accident or other serious situation. NAGHSR is pleased to be a partner with CTIA to ensure that people do in fact make safety their first call. "

January 3, 2001

Jonathan Adkins

*Communications Director, National Association of Governors'
Highway Safety Representatives (NAGHSR)*

"The States' Voice on Highway Safety "

The wireless telecommunications industry takes the issue of safe driving very seriously and actively promotes the responsible use of wireless phones - highlighting the vital role individuals play in the safe use of wireless phones. "Safety - Your Most Important Call," seeks to educate the public on the necessity to put safety first and to inform subscribers of ways to use wireless telephones responsibly.

Building on the industry's "safe use" programs, wireless carriers and manufacturers remind drivers to maintain their focus on the road, especially while using a wireless phone. "Safety - Your Most Important Call" incorporates numerous public outreach efforts. From January 1998 to year-end 2000 efforts have consisted of:

- Launching a national drive-time radio campaign to reach drivers when they are most receptive – behind the wheel;
- Producing a public service announcement;
- Mailing over 70 million bill stuffers to wireless customers;
- Distributing over 20 million educational brochures;
- Posting over 271,000 educational safety displays in retail stores across the country;
- Including safety information in 100% of CTIA certified wireless phone packages;
- Operating a national toll-free consumer information number, 1-888-901-SAFE, and a responsible driver website, www.driverresponsibly.org; and
- Requiring all CTIA certified wireless phones to be hands-free capable and have the ability to "wake up" with a safety message when activated.

"Immediately following a large number of medical emergencies, the severity of the injuries increase and the chances of survival diminish each second, minute and hour until treatment is administered. Medical professionals refer to this time as the 'Golden Hour.' Rapid treatment after an emergency within the Golden Hour is our best hope for complete recovery. A wireless call for help often means the difference between life and death - because it gets the response chain of survival moving."

May 2, 2000

Kellie Hubbell

*Nurse Educator
University of California Los Angeles (UCLA) Emergency Medicine
Center*

Testimony before the Santa Monica City Council

How Do Wireless Phones Rank as a Distraction to Safe Driving?

Of the 1,016 individuals surveyed, 62% of respondents listed tuning the radio station as the worst driving distraction, followed by eating with 57%, turning head around to speak 56%, reaching for something 44%, reading 32%, using the glove compartment 32%, and talking on a cell phone 29%.

Response Insurance National Driving Habits Survey

*Opinion Research Corporation International
October 1999*

Of the 948 police officers surveyed, "over 65% of the officers believed that the benefits of cellular phones (such as providing personal safety and security and reporting unsafe drivers or congested road conditions) far outweigh the risks." Also, "despite the risks of using cellular telephones, the police are not strongly in favor of new legislation to regulate the use of such devices in moving vehicles because they believe that the currently existing legislation on 'inattention to driving' is adequate and applicable to unsafe uses of the telephone and any new devices that may be used in a moving vehicle." Lastly, "in the realm of distractions to driving, cellular telephones - as well as other technological devices used in automobiles - are seen as less hazardous than the commonly experienced non-technological distractions such as noisy children, unrestrained pets, or smoking while driving."

Cellular Telephones in Hawaii: Benefits, Risks and Future Prospects

*University of Hawaii, Department of Communication
by Dineh M. Davis, Ph.D.
January 1993*

Prepared for the Hawaii State Legislature



What the Researchers Have Said

"The impact of the cell phone on driving is not straightforward." "As a major proponent of road safety in British Columbia, ICBC will continue to research the potential risks associated with driver distraction. We will develop awareness programs to educate people about the safety-related problems associated with the use of all types of communication devices while driving. In the meantime, ICBC stresses that staying focused on the road should be the driver's priority. Any type of distraction - such as talking on a cell phone, drinking coffee, adjusting radio dials or turning to talk to people in the back seat - could increase a motorist's risk of being involved in a crash."

The Impact of Auditory Tasks (as in hands-free cell phone use) on Driving Performance

*Insurance Corporation British Columbia (ICBC)
November 2000*

"In order to make more informed decisions about the use of cellular phones while driving, motorists and policymakers need better knowledge of the risks and benefits, knowledge that will require a concerted scientific research program." "Scientific evidence should not be used as an excuse to refrain from investment in promising educational efforts to reduce the risks of using cellular phones while driving. NHTSA and the industry, with support from the U.S. Congress and state legislatures, should develop a comprehensive educational effort aimed at drivers to promote the responsible use of cellular phones while driving."

Cellular Phones and Driving: Weighing the Risks and Benefits

*Harvard Center for Risk Analysis
July 2000*

"The Cellular Telecommunications & Internet Association (CTIA) has put considerable effort into getting the 'safe use' message across, using its campaign 'Safety: Your Most Important Call.'" "The campaign's central message is that it is a driver's first responsibility to drive safely and includes 10 points to consider when using a mobile phone while driving." "Aside from legislation, a government-backed national campaign involving TV or other forms of mass media advertising to promote the safe use of mobile phones while driving, may prove extremely beneficial."

Investigation of the Use of Mobile Phones While Driving

*The Center for Transportation Research (CTR)
University of South Florida
June 1999*

"Our study indicates an association but not necessarily a causal relation between the use of cellular telephones while driving and a subsequent motor vehicle collision." "We caution against interpreting our data as showing that cellular telephones are harmful and that their use should be restricted. Even if a causal relation with motor vehicle collisions were to be established, drivers are vulnerable to other distractions that could offset the potential reductions in risk due to restricting the use of cellular telephones." "The role of regulation is controversial, but the role of the individual is clear.... Additional strategies to consider in minimizing the risk might include refraining from placing or receiving unnecessary calls, interrupting telephone conversations if necessary, and keeping calls brief - particularly in hazardous driving situations."

Association between Cellular-Telephone Calls and Motor Vehicle Collisions

*University of Toronto, by Donald A. Redelmeier and Robert J. Tibshirani In: New England Journal of Medicine
February 1997*

"Drivers engage in any number of distracting activities, including eating/drinking, tuning radios, changing cassettes and compact discs, reading maps, and engaging in conversations with other vehicle occupants. It is impossible to legislate against all such activities, and despite the current absence of specific legislation, the CHP can cite inattentive drivers under more general vehicle code sections." "Enacting more laws may not discourage some drivers from using their cellular telephones while driving, just as laws do not deter some drivers from speeding or engaging in other unsafe driving practices. Education should be a key component in any efforts to reduce the risk of traffic collisions resulting from cellular telephone use, and could prove to be more effective than sanctions."

Effects of Cellular Telephone Use on Driver Behavior

*Department of California Highway Patrol,
Office of Research and Planning
September 1997*

“Not enough is known about driving distractions to enact legislation preventing their [wireless phones] use. We don’t want to throw the baby out with the bath water. Listening to the radio - not talking on the phone - was the biggest distraction listed in an AAA member survey in 1994 and 1999. This year, talking to passengers ranked as the biggest distraction”.

“It’s not so much that we’re opposed to legislation as we are trying to recognize the fact that the legislation already exists on the books. The last thing troopers want is another law, when they have what they need to enforce laws that prevent people from doing these kinds of things.”

June 27, 2000

Mark Edwards

*Managing Director
Traffic Safety Department, AAA*

*Statements made at a Network of Employers for
Traffic Safety Press Conference and from an interview
on CNN TalkBack Live*

The Cellular Telecommunications & Internet Association’s Ten Tips to Using Your Phone Responsibly and Safely While Driving



Safe driving is your first responsibility. Always buckle up and keep your hands on the wheel and your eyes on the road. The wireless industry encourages callers to use a hands-free device or speakerphone while driving. Users are also encouraged to keep their calls brief and to employ the memory dialing function on their phones to minimize the potential for distraction. Remember, state laws already prohibit distracted driving!

1. Get to know your wireless phone and its features such as speed dial and redial.
2. When available, use a hands free device.
3. Position your wireless phone within easy reach.
4. Let the person you are speaking with know you are driving; if necessary, suspend the call in heavy traffic or hazardous weather conditions.
5. Do not take notes or look up phone numbers while driving.
6. Dial sensibly and assess the traffic; if possible, place calls when you are not moving or before pulling into traffic.
7. Do not engage in stressful or emotional conversations that may divert your attention from the road.
8. Dial 9-1-1 or other local emergency numbers to report serious emergencies--it's free from your wireless phone!
9. Use your wireless phone to help others in emergencies.
10. Call roadside assistance or a special non-emergency wireless number when necessary.



For more information, please visit our website at
www.driverresponsibly.org

or call our nationwide toll-free consumer information
safety hotline at
1-888-901-SAFE

