INTRODUCTION

At the 2019 Annual Meeting, the House of Delegates amended Policy H-15.952 asking that our American Medical Association “make it a priority to create a national education and advocacy campaign on distracted driving in collaboration with the Centers for Disease Control and other interested stakeholders” and be it further “that our AMA explore developing an advertising campaign on distracted driving.”

This report discusses the development of actions in response to Policy H-15.952, Paragraph 6.

BACKGROUND

Texting and driving is one of the most dangerous forms of distracted driving. According to the National Highway Traffic Safety Administration (NHTSA) at any given moment across America, approximately 660,000 drivers are using or manipulating electronic devices while driving. A higher percentage of U.S. drivers text or use hand-held cell phones while driving compared to drivers in European countries. The CDC states that in 2016, 3,450 people were killed in crashes involving a distracted driver. The CDC also found that in 2015, 391,000 people were injured in motor vehicle crashes involving a distracted driver and one-fourth of all traffic accidents are associated with cell phone use, a number that has held steady since 2010.

There are many external resources on this topic already – including national campaigns by the National Highway Traffic Safety Administration (NHTSA) and AT&T. The NHTSA has four national campaigns to educate on distracted driving: 1) Evergreen Campaign, 2) One Text Or Call Could Wreck It All, 3) Phone In One Hand - Ticket In The Other, and 4) U Drive. U Text. U Pay. Likewise, AT&T’s “It Can Wait” campaign has successfully received over 38 million pledges to drive distraction free.

STATUS OF IMPLEMENTATION

Enterprise Communications will amplify the efforts of Advocacy, Health and Science, and JAMA through appropriate media channels and will work with Physician Engagement to amplify via AMA owned channels such as social media, AMA Wire, etc. Enterprise Communications will evaluate opportunities to support current and future advertising campaigns on distracted driving to highlight the risks to the public.