

REPORT OF THE BOARD OF TRUSTEES

B of T Report 12-I-19

Subject: Distracted Driver Education and Advocacy

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1 INTRODUCTION

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3 At the 2019 Annual Meeting, the House of Delegates amended Policy H-15.952 asking that our
4 American Medical Association “make it a priority to create a national education and advocacy
5 campaign on distracted driving in collaboration with the Centers for Disease Control and other
6 interested stakeholders” and be it further “that our AMA explore developing an advertising
7 campaign on distracted driving.”
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9 This report discusses the development of actions in response to Policy H-15.952, Paragraph 6.
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11 BACKGROUND

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13 Texting and driving is one of the most dangerous forms of distracted driving. According to
14 National Highway Traffic Safety Administration (NHTSA) at any given moment across America,
15 approximately 660,000 drivers are using or manipulating electronic devices while driving. A higher
16 percentage of U.S. drivers text or use hand-held cell phones while driving compared to drivers in
17 European countries. The CDC states that in 2016, 3,450 people were killed in crashes involving a
18 distracted driver. The CDC also found that in 2015, 391,000 people were injured in motor vehicle
19 crashes involving a distracted driver and one-fourth of all traffic accidents are associated with cell
20 phone use, a number that has held steady since 2010.
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22 There are many external resources on this topic already – including national campaigns by the
23 National Highway Traffic Safety Administration (NHTSA) and AT&T. The NHTSA has four
24 national campaigns to educate on distracted driving: 1) Evergreen Campaign, 2) One Text Or Call
25 Could Wreck It All, 3) Phone In One Hand - Ticket In The Other, and 4) U Drive. U Text. U Pay.
26 Likewise, AT&T’s “It Can Wait” campaign has successfully received over 38 million pledges to
27 drive distraction free.
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29 STATUS OF IMPLEMENTATION

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