

Drowsy Driving: Asleep at the Wheel

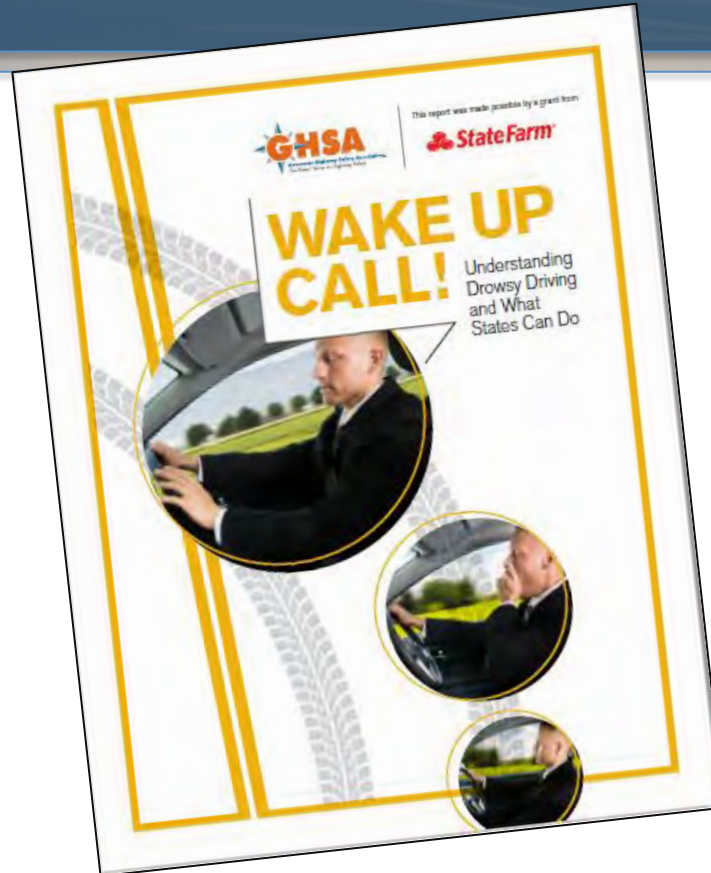
Pam Fischer

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August 29, 2016

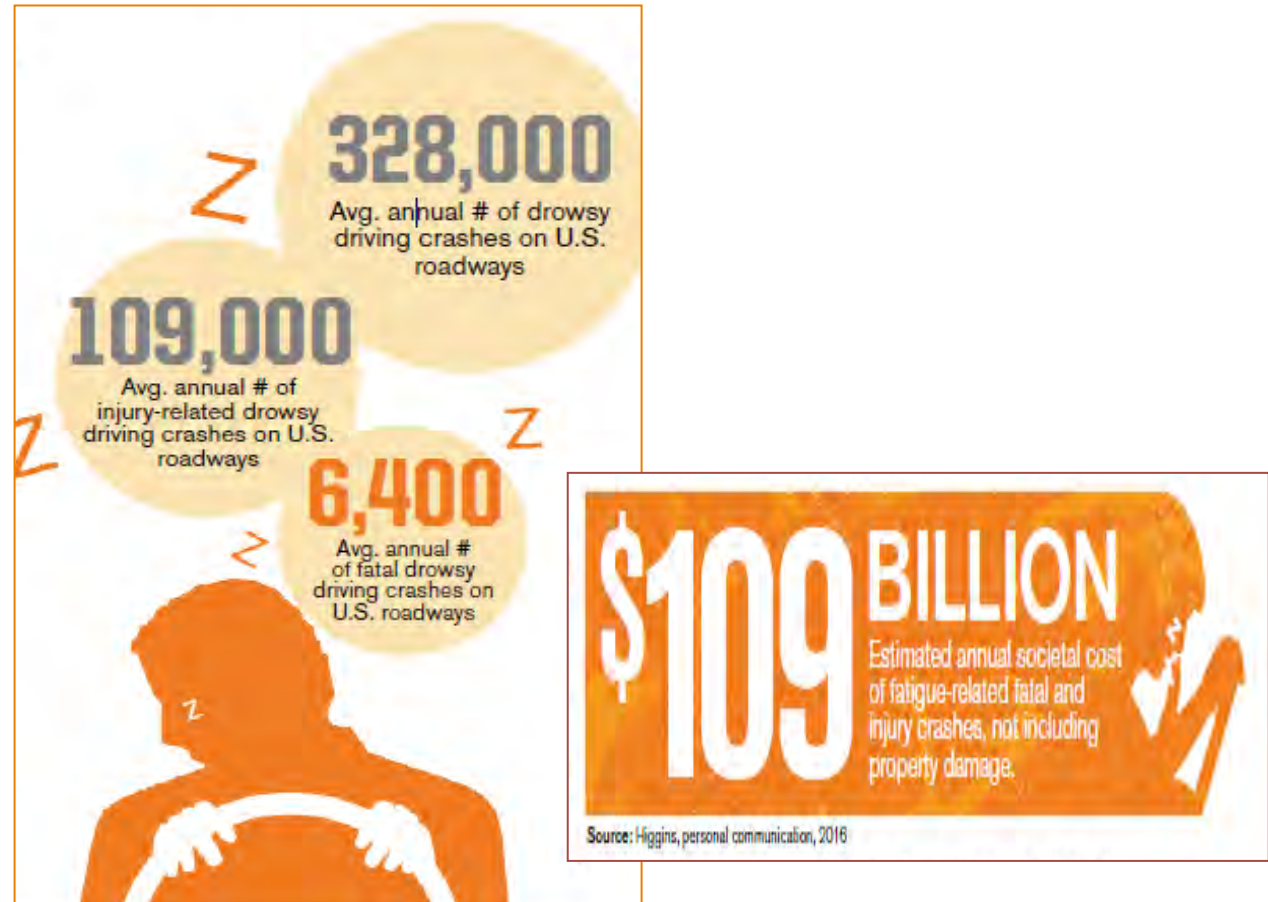


Best Practice Report



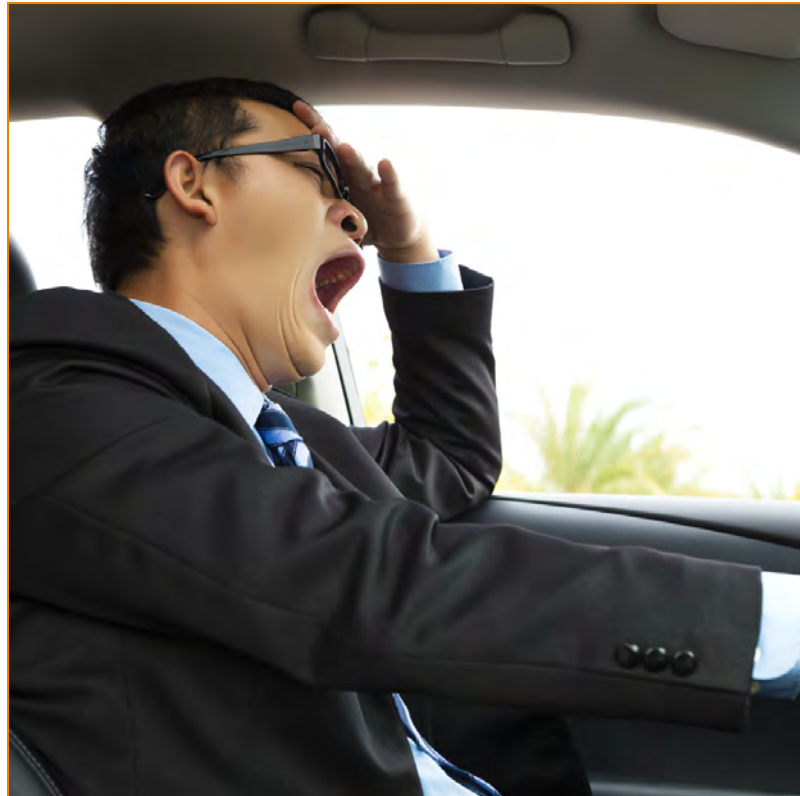
<http://www.ghsa.org/html/publications/sfdrowsy.html>

Extent of the Problem



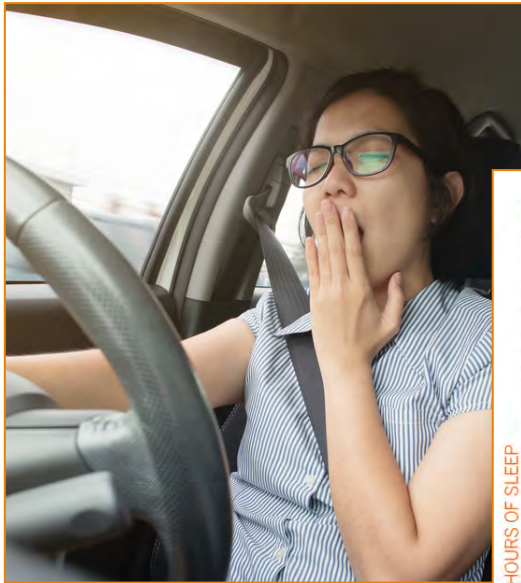
Source: Tefft/AAA Foundation
for Traffic Safety

A Nation of Drowsy Drivers

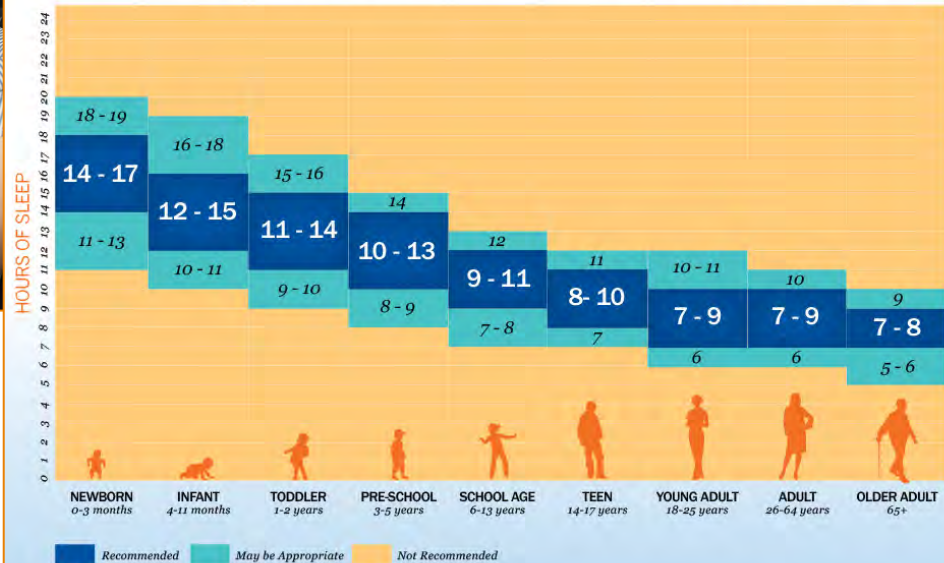


Sources: Arnold & Tefft/AAA
Foundation for Traffic Safety

Why So Tired?



SLEEP DURATION RECOMMENDATIONS



Sources: Liu et al/CDC, National Sleep Foundation

No One is Immune



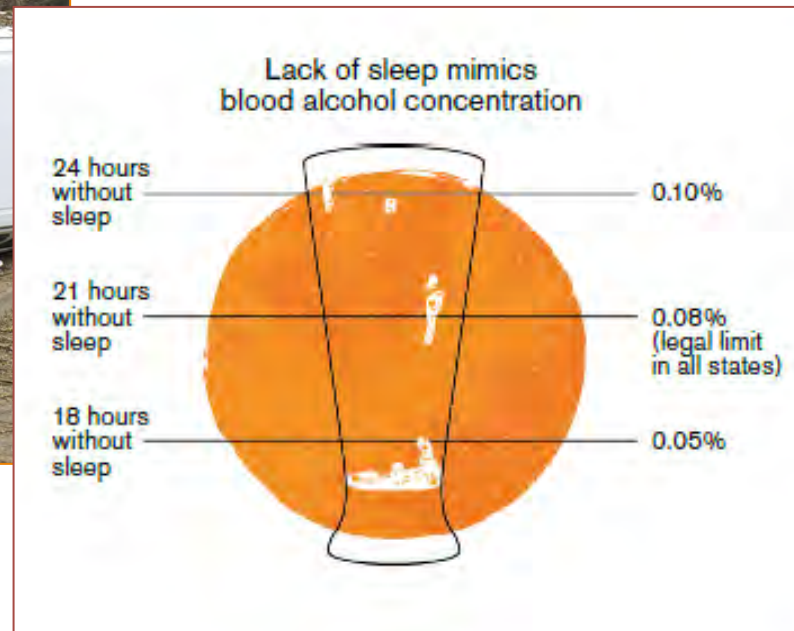
Sources: AAP, Wheaton et al., Hartmann & Prichard, Czeisler et al., Rajaratnam et al., Barger et al., FMCSA, NAS, NIH, Holohan, Arbus et al./
Hansotia as cited in NHTSA

Reframing the Issue



Sources: National Institutes of Health,
Holohan/TODAY, Huffington Post,
Peck, Che, Belvedere

Drowsy = Impaired



Sources: Rosekind/NHTSA, Dawson & Reid/
Arnedt et al.

Countermeasures

- Data Collection
- Laws
- Teen Driver Policies
- Driver Education & Licensing
- Workplace Policies
- Enforcement/Training
- Public Awareness & Education
- Engineering



Teen Policies



Sources: McCartt et al., Rajaratnam et al., AAP, The Children's National Medical Center, Wheaton et al., Wahlstrom

Workplace Policies



Sources: NETS, Che, CDC

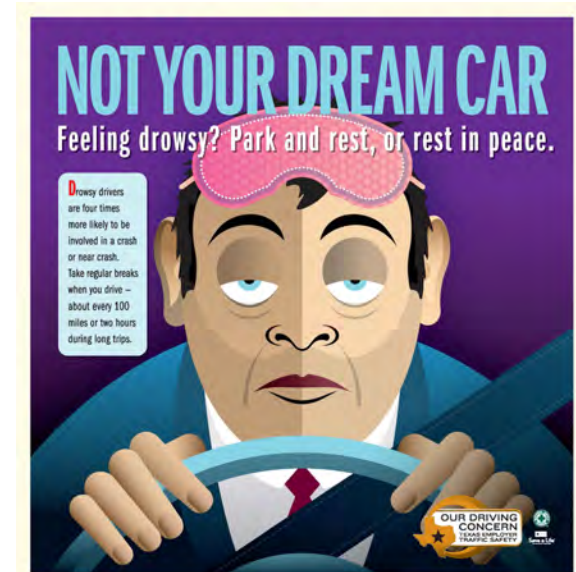
Public Awareness/Education



The screenshot shows the homepage of the Drowsy Driving Florida website. At the top, there is a navigation menu with links for Home, Roadway Design, Facts & Information, Events, Blog, Gallery, and Contact. The main content area features a video player with a man driving, overlaid with the text "CLICK HERE FOR THE WARNING SIGNS OF DROWSY DRIVING" and "Feeling Sleepy? Pull Over and take a 15 to 20 minute nap". Below the video, there is a call to action: "Help PREVENT DROWSY DRIVING and MAKE a DIFFERENCE" with a "DONATE NOW" button. The page also includes sections for "DONATION TO RAISE AWARENESS", "DROWSY DRIVING FLORIDA SHOP", "DROWSY DRIVING EVENTS", "SIGN UP" (with fields for first name, last name, email, and phone), and "LATEST NEWS".



A graphic titled "#PlanAhead Your Key to Driving Safely". It features a stylized map with various icons representing different driving conditions or hazards. At the bottom, there are logos for the Department of Transportation and the Florida Department of Transportation.



A poster titled "NOT YOUR DREAM CAR" with the subtitle "Feeling drowsy? Park and rest, or rest in peace." The central image is a cartoon illustration of a man wearing a pink sleep mask while driving. A text box on the left states: "Drowsy drivers are four times more likely to be involved in a crash or near crash. Take regular breaks when you drive - about every 100 miles or two hours during long trips." At the bottom right, there is a logo for "OUR DRIVING CONCERN" with the text "100% OF SAFETY" and "100% OF US".



A logo for the "NATIONAL HEALTHY SLEEP AWARENESS PROJECT". It features a stylized map of the United States in dark blue, with the text "NATIONAL" in white on a blue banner, "HEALTHY SLEEP" in large red letters, and "AWARENESS PROJECT" in white on a blue banner.



A logo for the "NAFMP North American Fatigue Management Program". It features a stylized sun and a road leading towards it, with the text "NAFMP" in large bold letters and "North American Fatigue Management Program" below it.

Final Thoughts

