



# RESEARCH DRIVEN

A Quarterly Newsletter from the  
AAA Foundation for Traffic Safety



2013 -- Issue # 1

## President's Corner

Dear Reader,

This is always an exciting time of year for us, as we gear up to launch a new set of research projects endorsed at our R&D Advisory Committee's annual meeting. This year, for example, we're set to tackle questions about Graduated Driver Licensing, the true causes and contributing factors of traffic crashes, and the safety and mobility needs of older Americans, among other topics. As always, we'll keep you up-to-date with our progress on new and ongoing research efforts at [www.AAAFoundation.org](http://www.AAAFoundation.org).

Already in 2013, we've released our latest *Traffic Safety Culture Index* report, which once again finds that the prevailing culture on our nation's roadways is one of complacency. Supplementing the Index this year is a special report on distracted driving and risk-prone motorists, using data from our survey. Full coverage of these new reports can be found in this issue of *Research Driven*.

As we look ahead to spring, I certainly hope that you've had a safe winter and a happy start to 2013. There is much work to be done in the fight to reduce traffic crashes, fatalities, and injuries, and we look forward to working with all of you in the months ahead.

Best regards,

Peter Kissinger  
President and CEO

## Norman Harris, AAA School Safety Patrol Patron, Passes Away at 71

The Foundation was saddened to learn of the passing of Norman Howard Harris in January. Norman was the great-grandson of Charles M. Hayes, the founder of the AAA School Safety Patrol in Chicago. The program, which now serves over 500,000 students in the USA and more

## Recently Released

### 2012 Traffic Safety Culture Index

The Foundation's [fifth-annual survey](#) of American attitudes and behaviors behind the wheel finds continued evidence of a culture of complacency. Full coverage is below!

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### Distracted and Risk-Prone Drivers

Using data from the 2012 Traffic Safety Culture Index, the Foundation released a [special report](#) on distracted driving and motorists who admit to engaging in numerous risky behaviors behind the wheel.

## Coming Soon

### Measuring Cognitive Distraction in the Vehicle

This forthcoming study investigates cognitive distraction, which has historically been the trickiest type of driver distraction to measure.

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### GDL Survey of 18-21-Year-Olds

This project examines recent trends of teens delaying licensure and explores possible reasons for this, including whether young novice drivers seek to avoid going through the Graduated Driver Licensing process.

## Save the Date!

August 20-21, 2013

than 100,000 in Canada, was a cause that Norman greatly believed in.

In honor of Mr. Harris' lifelong support of the School Safety Patrol, donations in his memory can be made to the Charles M. Hayes AAA School Safety Patrol Advancement Fund, c/o AAA Foundation for Traffic Safety, 607 14th St., N.W., Suite 201, Washington, D.C. 20005.

All of the monies in this fund go to helping create new School Safety Patrols in the USA and Canada, which foster invaluable leadership skills and appreciation for the importance of traffic safety. For more information, please [send us an email](#).

## Foundation Establishes 2013 Research Agenda

Senior safety and mobility, Graduated Driver Licensing (GDL), and Lower Anchors and Tethers for CHildren (LATCH) systems in new vehicles are among the topics to be addressed by the AAA Foundation's 2013 research program.

Meeting in Ft. Lauderdale on January 31 and February 1, the Foundation's Research and Development Advisory Committee endorsed several new starts, and approved additional funding for three ongoing studies. Projects are expected to get underway this spring.

Other efforts this year will include examining the true causes and contributing factors of crashes, and expanding the Foundation's U.S. Road Assessment Program (usRAP). Be sure to check [www.AAAFoundation.org](http://www.AAAFoundation.org) for project updates and additional information about our research.

## "Do As I Say, Not As I Do" Attitude Still Prevails on the Nation's Roads

In January, the Foundation released its fifth-annual [Traffic Safety Culture Index](#) report, a nationally-representative survey of Americans' attitudes and behaviors on the road.

The findings point to a culture that can best be characterized by the phrase "do as I say, not as I do," with many motorists admitting to doing the same dangerous things that they say are unacceptable for others to do. For example, although more than two thirds of drivers say red light running is completely unacceptable, more than one third admit to going through a red light when they could have stopped safely at least once in the past 30 days.

Join the national dialogue on the role of safety culture in eliminating fatalities and serious injuries on our roads.

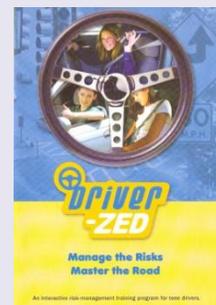
The event will be hosted by the Transportation Research Board's Roadway Safety Culture Subcommittee at TRB's Keck Center in Washington, DC. For more information, contact [roadwaysafetyculture@gmail.com](mailto:roadwaysafetyculture@gmail.com).

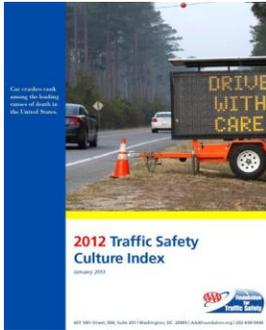
## A "Long, Short Walk" for Road Safety

May 8th marks the 2013 launch of Global Youth Traffic Safety Month! We will be joining with our friends at the National Organizations for Youth Safety (NOYS) for the DC launch event. For more information about how you can support this cause, [click here](#).

Also this year, the GYTSM partners will be joining together to support the "Long, Short Walk" for global road safety. An initiative of the Zenani Campaign, in memory of Nelson Mandela's great-granddaughter who was killed in a traffic crash, the Long, Short Walk will raise awareness around the world during Global Road Safety Week (May 6-12) and the Decade of Action for Road Safety. Visit [www.mylongshortwalk.org](http://www.mylongshortwalk.org) for more info or to register your walk!

## Driver-ZED Sale for the Month of March





This year's *Index* also finds evidence that motorists generally believe hands-free devices to be safer than their hand-held counterparts, and more than half believe it is acceptable to use them while driving. With existing research not supporting these conclusions, however, the Foundation is currently undertaking a major study of cognitive workload and distraction in order to shed light on this issue.

In addition to releasing the complete safety culture study, the Foundation published two shorter reports addressing specific topics covered in the *Index*. An examination of [drowsy driving](#) found that while almost all motorists believe driving while extremely sleepy is an unacceptable behavior, nearly half have nodded off or fallen asleep at the wheel at some point in their lives. Additionally, in looking at [distracted driving](#), the Foundation found that motorists who report more frequent cell phone use while driving also admit to a variety of other risky behaviors, as well.

This year's *Index* was based on a random sample of 3,896 U.S. residents ages 16 and older. Complete findings from the survey and its associated reports can be found at [www.AAAFoundation.org](http://www.AAAFoundation.org).

The AAA Foundation will be offering [Driver-ZED](#) at a discounted price for the month of March. Driver-ZED, a computer-based DVD software program, uses live-action situations to help teens recognize and avoid driving hazards. Through Friday, March 29th, the program will be available at \$7.50 per copy. If you would like to place an order, please contact

ABDI at:

1-800-305-7233, or

[aaafoundationorders@abdintl.com](mailto:aaafoundationorders@abdintl.com).



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## ABOUT US

AAA Foundation for Traffic Safety is a 501 (c)(3) non profit organization. The Foundation's mission is to prevent traffic deaths and injuries through research into their causes and to educate the public about strategies to prevent crashes and reduce injuries.

For more information, visit [www.AAAFoundation.org](http://www.AAAFoundation.org) or contact Bruce Hamilton, at [bhamilton@aaafoundation.org](mailto:bhamilton@aaafoundation.org) or 202.638.5944 x9

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