

Delaware's Distracted Driving Demo



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Presentation Points



- Enforcement tactics
- Messaging
- Results
- Challenges

Delaware's Law



- Title 21 Chapter 41 § 4176C *Electronic communication devices; penalties.*
- Hands Free law
- Can use hands free equipment
- Has exceptions
- Fine- 1st offense \$50 plus fees, no points.

Overview of Demo



High Visibility Enforcement with NHTSA paid media implemented on a scale much larger than the previous community level demonstrations in Hartford, CT and Syracuse, NY

Goals of Demo



- Reduce distracted driving related crashes
- Recognition of slogan
- Law enforcement ticketing rates


Enforcement



- Project agreements
- Budget allocated
- Time frames
- Agencies included
- Tactics
- Reporting

Messaging





**OFFICIALS
ARE STEPPING-UP
ENFORCEMENT
ON DISTRACTED
DRIVING
LAW!**

IF YOU USE YOUR CELL
PHONE WHILE DRIVING
YOU WILL GET A TICKET.

WWW.DISTRACTION.GOV/DELAWARE



**LOS POLICÍAS
ESTÁN APLICANDO
TODO EL PESO DE LA LEY
A
LOS CONDUCTORES DISTRAÍDOS**

SI USAS TU CELULAR
MIENTRAS MANEJAS,
SERÁS MULTADO.

WWW.DISTRACTION.GOV/DELAWARE



**PHONE
IN ONE HAND**



**TICKET
IN THE OTHER**



ARRIVE ALIVE DE

If you're caught texting or talking on your cell phone while driving, you will be fined \$106. That's for the first offense. Subsequent offenses can cost you up to \$350.

It's simple:
You talk. You text. You pay.



DigiClean^{Plus}
ultra-fine microfiber screen cleaners



Sticks to your mobile phone or case, even if rubberized or textured!

How To Use

With the fabric side of the cleaner facing down, rub the surface of your LCD Screen, Mirror or Lens to remove dirt and fingerprints. When not in use, stick the cleaner on most any surface ... then remove & re-use.

How to Wash

To refresh your DigiClean, simply wash with soap and water, rinse, and let it air dry ... good as NEW!

DigiClean is a registered trademark of Retupuri Inc. U.S. Patent 7,431,983
Produced by Flexible Innovations Ltd., USA



Ride-a-longs



- WHYY for Delaware First show
- WDDE/Delaware First Media radio
- WMDT 47 News (local broadcast station)
- Coastal Point Newspaper
- MilfordLive.com reporter
- WOCM- Bulldog & Company out of O.C.
- Dover Post newspaper
- WDEL radio
- ABC 5
- NBC 10

Results



- Media penetration rates achieved
- Over 5,600 cell phone citations issued
- Ticketing benchmark surpassed
- OT work resulted in many criminal arrests
- Message recognition achieved
- Cell phone use while driving decreased
- Earned media was a hit!

Challenges



- Spotters
- Paid media
- Getting all shifts/agency participation
- Law states “vehicle is in motion”

Wrap Up



- OHS continues cell phone enforcement
- Officers continue to write cell phone citations during all OT work

Thank you



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