

NCOIL Distracted Driving Model Act

Bri Jesionek

09/24/2020



Nationwide[®]
is on your side



The Columbus Dispatch

Column: 'Hands-free' laws
would make roads
safer

Kirt Walker, Chief Executive Officer of Nationwide

Nationwide Calls for Enactment of Hands-free Laws

Raising awareness through technology

Distracted Driving continues to be a growing problem in society. Nationwide can offer **awareness** through **technology** and **personalized experiences** that **engage** and **protect** our customers by promoting safe driving behaviors to **create safer roadways** in our **communities**.



Measurable Community Impact— preventing injuries and saving lives by providing knowledge & awareness of phone-related distractions and their risks



Personalized Customer Insights—opportunity to provide risky behavior insights specific to customer phone usage behind the wheel



Improved Driving Behavior— promoting focused driving to support roadway safety for drivers, passengers and pedestrians and ultimately save lives



Data highlights

- **41% of all car trips** between the hours of 7 am and 7 pm in 2019, involved significant phone distraction.



- Crash data analysis, **19% of crashes** attributable to **phone-based distraction**.

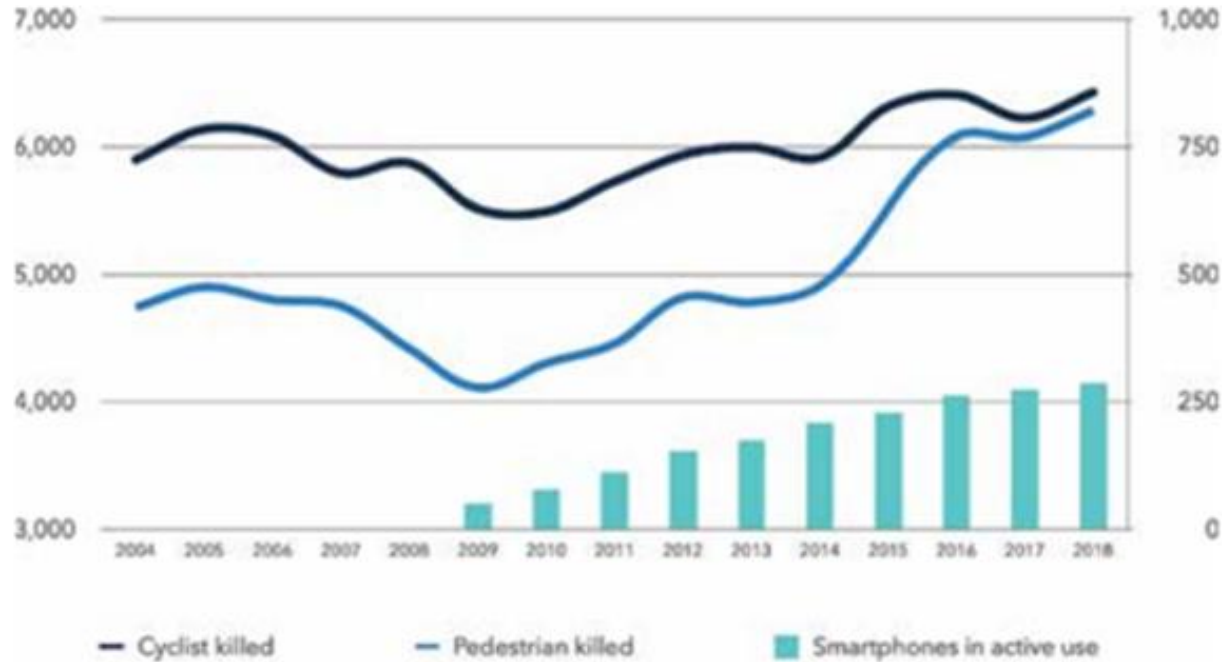
- **54 million trips** recorded across the U.S.



- State specific, **more than 50% of trips** involved significant phone distraction

Cambridge
Mobile
Telematics

Road Fatalities & Injuries in the US



Deaths up 20%
January-June
2020

National Safety Council

The graph above pairs the annual pedestrian and cyclist fatalities reported by NHTSA alongside the introduction and rise of smartphone use in the U.S. Seen over a longer scale, the impact of the smartphone on the human cost of life in the U.S. is dramatic and appears **directly correlated**. Source: CMT

The future
will bring
more
death by
distraction

- Smartphone ownership at record high
- 4,000 people will lose their life annually
- 500,000 crashes associated with smartphone distraction

The time to act is now

Ohio Politics

Gov. Mike DeWine decries deadly July on Ohio highways, pushes lawmakers to pass distracted driving bill

Updated Sep 01, 2020; Posted Sep 01, 2020



News Release

1121 Spring Lake Drive · Itasca, IL 60143 · media@nsc.org

Contact: Maureen Vogel, Director of Communications

Sept. 15, 2020

NSC Estimates: U.S. Saw a 20% Jump in Motor Vehicle Death Rates in First Six Months of 2020, Despite Quarantines

Roads were deadlier even as the country drove less, according to preliminary data



Nationwide®