

# Ania

Fondazione  
per la Sicurezza Stradale

## Distracted Driving



# Distracted driving: insights from Italy

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## The road accidents: first positive signs ...

- The road accidents are a worldwide and serious problem.
- The commitment and awareness of the Member States in tackling this tragic phenomenon, in particular, have been growing in recent years, thanks to the positions taken by the Commission and the ONU.

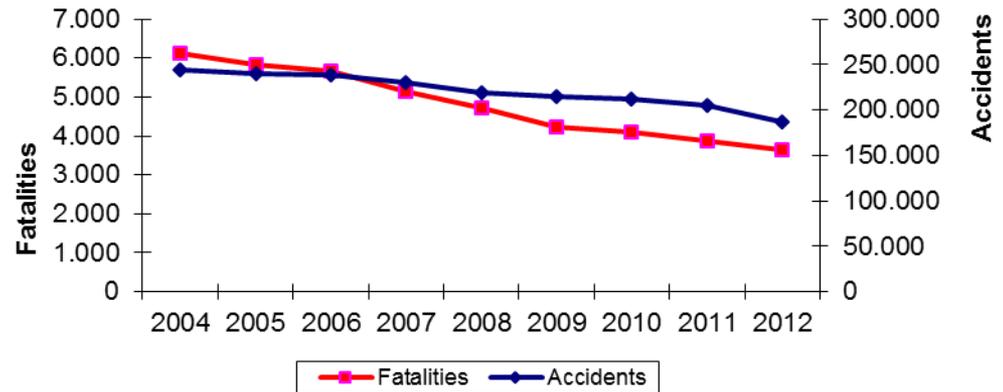
# Road accidents in Italy and in EU27

In 2012, in Italy, road accidents have been 186,726 (-9.2%) and caused 3,653 deaths (-5.4%) and 264,716 injured (-9.3%).

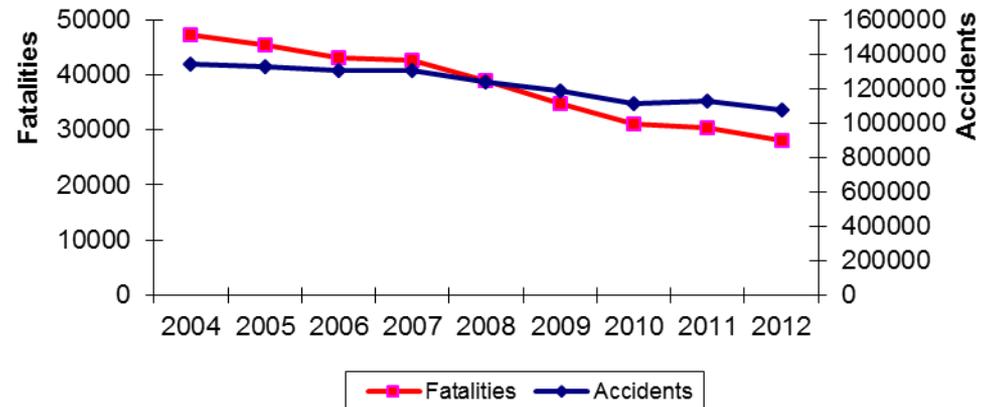
Between 2001 and 2012 in Italy the reduction of victims was 48.5%, on average with EU27 (-48.8%) .

It is a very positive result, but it's not enough to reach our goal fixed in 2001 by European Commission which foresaw that within 2010, the mortality rate for road death would be reduced by half.

DATA-ITALY

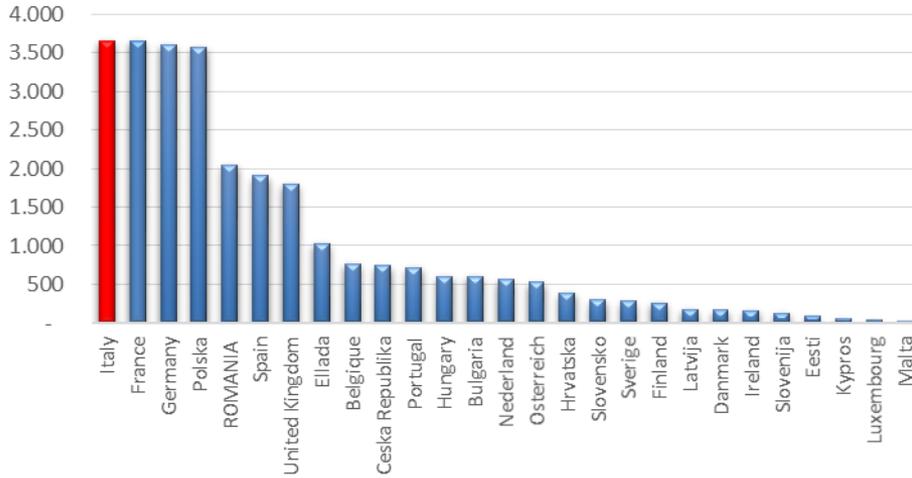


DATA-EUROPE

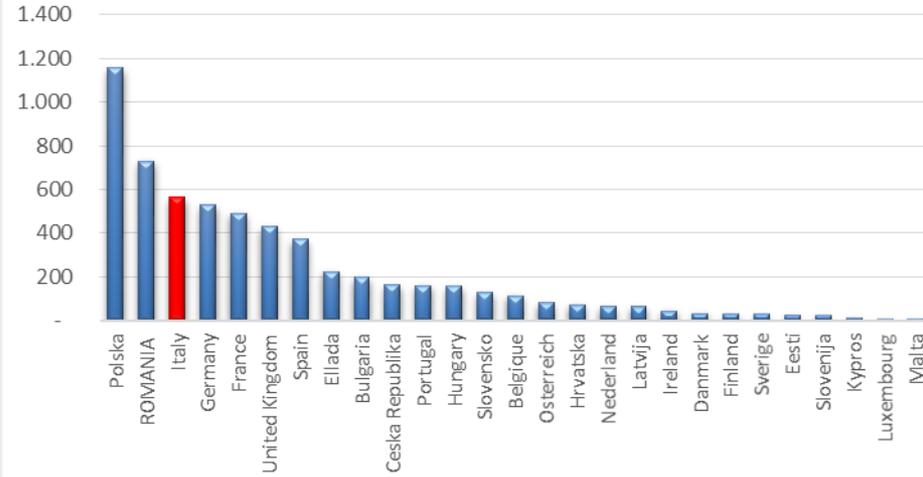


# Italy vs Europe (data CARE 2012)

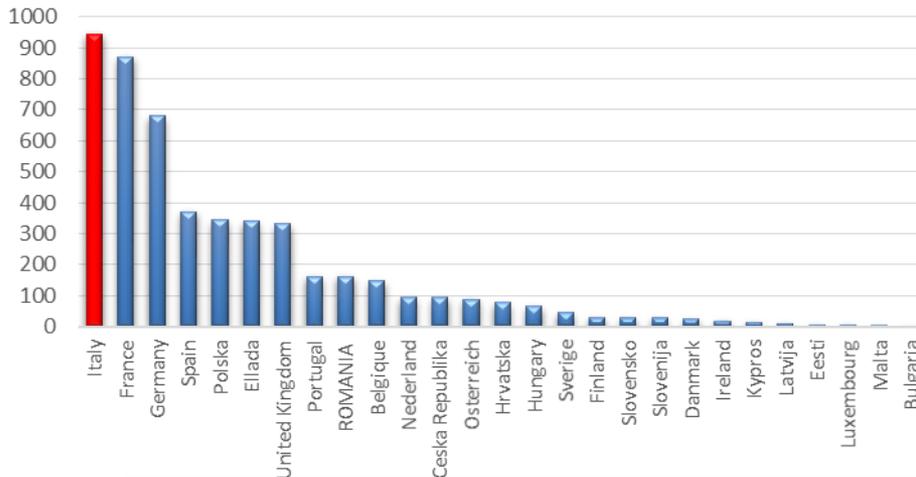
## Fatalities



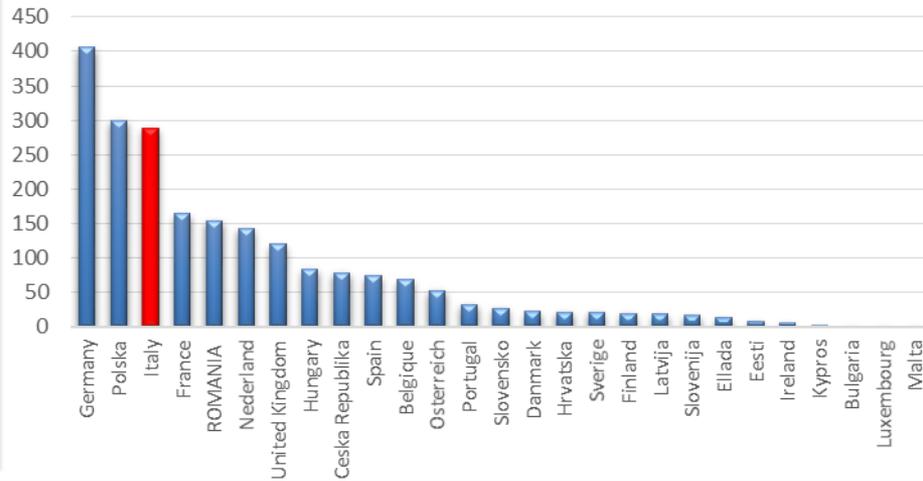
## Pedestrian fatalities



## Fatalities two-wheeled motor



## Fatalities pedal cycle



# Who we are

In 2004, insurance companies made up ANIA Foundation for Road Safety.

- **WHY**: to help reduce the number and severity of road accidents;
- **HOW**: using a social market approach

The companies have funded ANIA Foundation for Road Safety with an annual budget that has allowed us to invest tens of millions of euros, more than Italian State has done.

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2004-2014

# Social market economy approach → Analysis of road accidents'causes

In Italy 80% of road accidents are due to human factor

## DISTRACTION



## SPEED



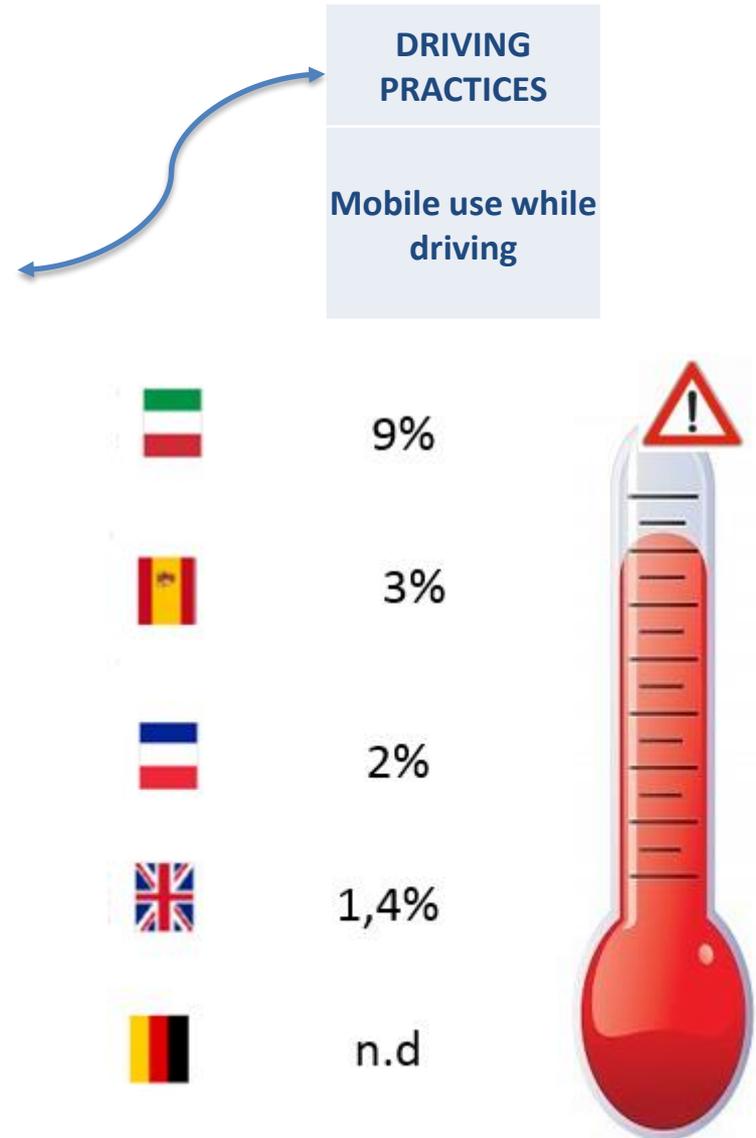
## ALCOHOL



Compared to the main European countries in Italy the risk of accidents is higher because of bad driving habits

## Italians and bad habits

A study made by Boston Consulting asserts that, in Italy, the percentage of drivers who talk on mobiles while driving is the highest in Europe.



# Distraction and road accidents



Driving distraction is difficult to measure.

That is why ANIA Foundation has conducted public opinion surveys on the Italians' driving habits

The first of these, carried out in 2010, focused on **distraction**.

# Main findings of survey (2010)

## FEELING

**ACCORDING TO THE ITALIANS, THE MAIN CAUSE OF THE ROAD ACCIDENT IS THE DISTRACTION (54%).**

Among the activities considered more dangerous there are: talking on mobile (81%), sending SMS (76%), typing the number to call (45%).

## EXPERIENCED

**56% OF RESPONDENTS STATES THAT HAD AN ACCIDENT. AMONG THEM, 76% SAID THAT IT WAS CAUSED BY THE HUMAN FACTOR, WHICH STANDS OUT AMONG THE DISTRACTION WITH 44% OF THE CASES.**

55% of young people aged between 18 and 24 years states that they are "often" distracted while driving. The distraction, combined with inexperience, can be an explosive mix for the accident.

# ANIA Foundation Response



Both the search for Boston Consulting survey and ANIA Foundation opinion poll show that the driving distraction is a cultural attitude, typical of Italian drivers.



This is a factor highly impacting on the total claims to insurance companies (which between 2010 and 2012 were on average about 3 millions).



ANIA Foundation for Road Safety faced the problem through a communication campaign to change Italians' bad driving behaviour.

# The communication campaign

In 2010, for the first time in Italy, the distraction became the core of a social message.

## HOW

- spreading a meta-message that shows driving distraction consequences

## BY

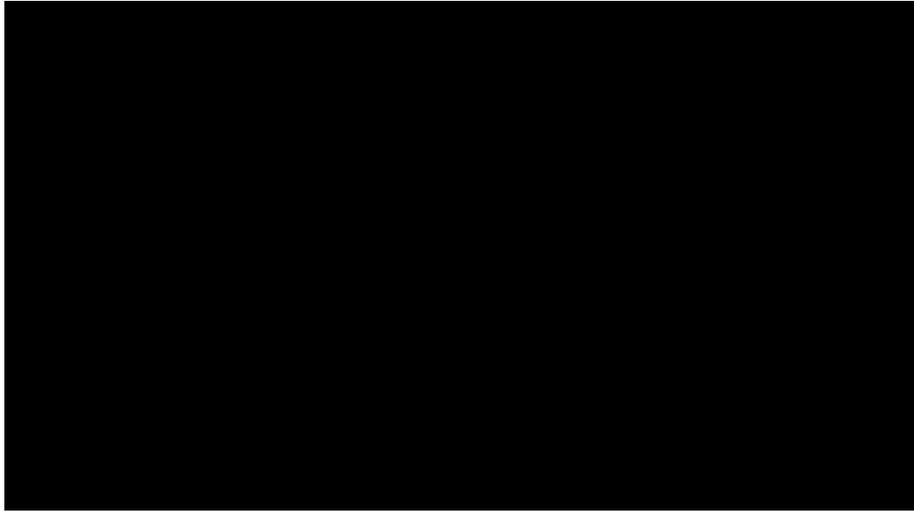
- Newspaper and Magazines
- Radio
- Tv
- Billboard

## WITH

- a direct and simple claim ...  
**PENSA A GUIDARE!!!**  
(THINK TO DRIVE !!!)

# The media campaign

## On the mobile



The spots summarize the serious consequences that a moment of distraction may cause while driving. The meta message is a sentence interrupted by the road accident.

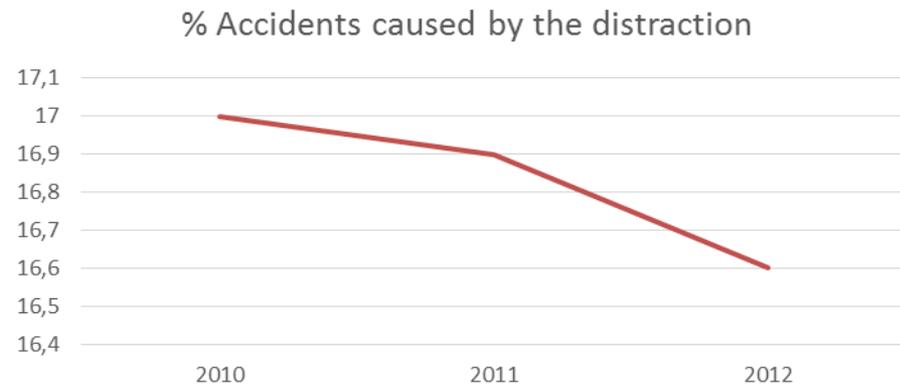


# The impact of the communication campaign

Road accidents can be caused by multiple causes, therefore it is difficult to measure the real effect of a communication campaign.

QUESTION: *After our campaign has the percentage of accidents due to distraction decreased?*

YEAR	% ACCIDENTS CAUSED BY THE DISTRACTION
2010	17,0
2011	16,9
2012	16,6



ANSWER: The data of official statistics show a little decrease in the next couple of years

CONCLUSION: Communication sensitizes the awareness of many people but not of everyone

## Why not everyone ...?

- Because changing the culture of people requires a huge investment
- The campaign raises awareness, but it must be accompanied by strict rules and strict controls: in Italy this does not always happen
- ANIA Foundation in 2014 analyzed again the status of driving distraction because it deals with a serious problem



## Main findings of the survey (2014)

- In 2014 Italians assert that the most frequent infraction who believe they make is "do not respect the speed limits" (34% of cases)
- The driving distraction is a common practice for 15% of drivers surveyed regardless the kind of vehicle
- This percentage rises to 16% for motorcyclists, 20% for boys aged between 18 and 24 years and 23% for moped drivers

	TOTAL	DRIVERS OF MOTORCYCLES	AGE (18-24)	DRIVERS OF MOPEDS
Not respecting speed limits	34%	34%	39%	28%
<b><u>DISTRACTION</u></b>	<b><u>15%</u></b>	<b><u>16%</u></b>	<b><u>20%</u></b>	<b><u>23%</u></b>

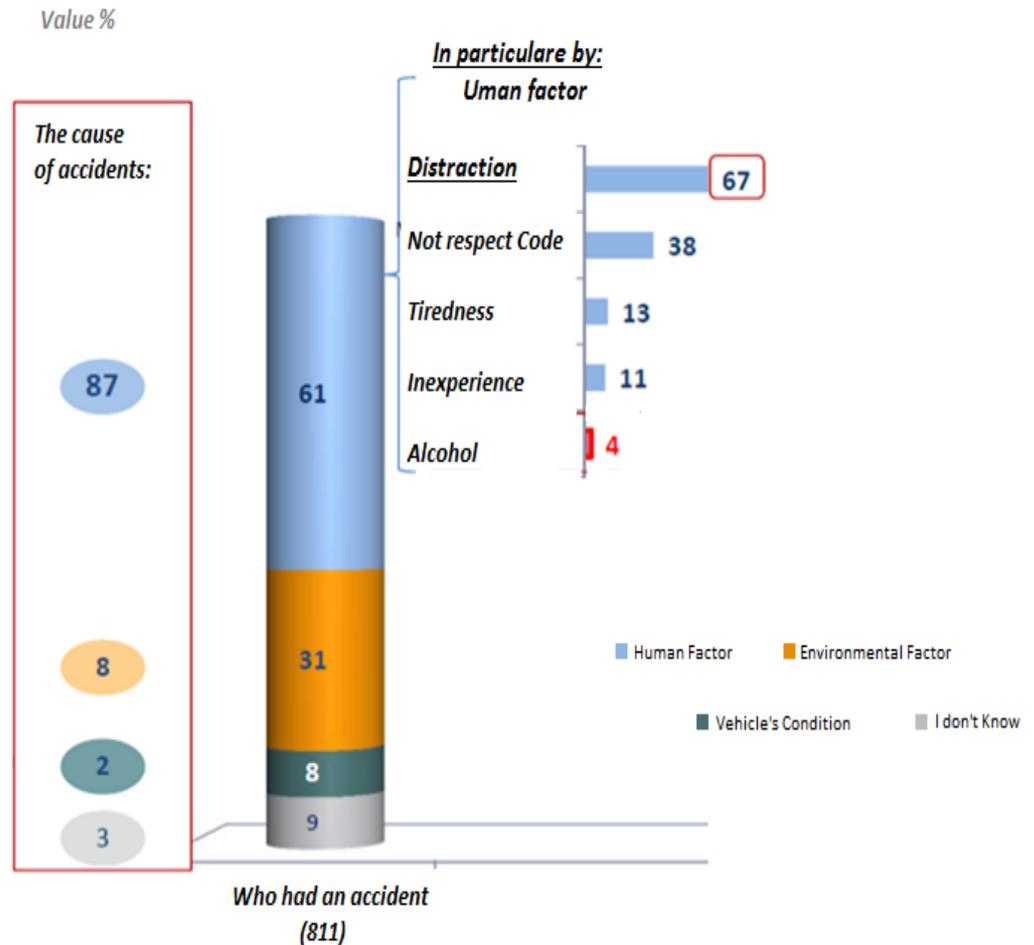


# Still... a cause for concern!

... It seems that the speed has replaced the distraction...

But is not the case!

According to the 'experienced', 61% of Italians continue to admit that they had an accident due to the human factor and that distraction is the main cause (67%).



# Conclusions

Distraction is a killer on the roads.

The danger of this attitude is even greater because:

- It is perceived and experienced by drivers who do nothing to change their behaviors
- It is not perceived the severity of the consequences that may result
- The lawmaker finds it difficult to determine the penalties for distracted behavior except for those related with mobile use
- The controls are not strict.
- It speaks little about this issue

For all these reasons, it is necessary to work as a system at the European level in order to develop a coordinated and effective action to reduce this "deadly habit."

## Concluding Remarks

A big praise goes to the initiative of ETSC and Liikenneturva aimed at maintaining the pressure on such a serious issue as the distracted driving.

ANIA Foundation is honored to be able to work alongside organizations with which it shares values and principles, which set an action capable of spreading a growing culture of compliance with the rules of the road.

The commitment of ANIA Foundation is to tackle again the problem of distracted driving in the coming years with even more effects.

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**Thanks for your kind attention**

**[www.fondazioneania.it](http://www.fondazioneania.it)**

Umberto Guidoni