



Beyond Detection: Can Police Enforcement of Mobile Phone Using Drivers Improve Road Safety?

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The enforcement challenge



Detection of offences plays an important role in the legal system.



However, increasing detection does not necessarily equate to safer roads.



Drivers may change *how* they offend rather than abandoning the behaviour.

What contributes to non-compliance?

Means – technology makes it possible.

Motive - Drivers feel the need to remain connected to the world:

- Work,
- Family,
- Productivity,
- FOMO

Opportunity – I think I can do it without consequence

The limitations of instrumental deterrence

01

Increasing probability of detection will not necessarily improve road safety.

02

It does not help drivers to develop a normative relationship with the law.

03

We must keep catching offenders to increase perceived risk of detection & reduce punishment avoidance.

04

It might just encourage drivers to switch to handsfree...

Traffic enforcement as an intervention opportunity



DETECTION



DETERRENCE



EDUCATION



LEGITIMACY

Traffic stops as intervention opportunities

Addressing and responding to motivations:

Driver motivation	Potential enforcement response
"I won't get caught"	Increase perceived detection
"I need to answer work"	Challenge perceived necessity compared to safety
"My family might need me"	Reframe priorities to support safe arrival to family
"It's only for a few seconds"	Challenge risk perceptions – educate with evidence
"Everyone does it"	Challenge/alter social norms – use stats
"The law is excessive"	Explain rationale – provide examples
"I don't think it is dangerous"	Provide credible risk information - other drivers too
"If it was so dangerous, it wouldn't be possible"	Explain disconnect between vehicle manufacturers concerns and officer concerns.

Embracing educational opportunities

Explanations of
penalty AND
safety risks

Cognitive distraction

Align with
morality

Explain underpinning
rationale for the law
and broader safety

Encourage social
norms

'We' are all in this
together

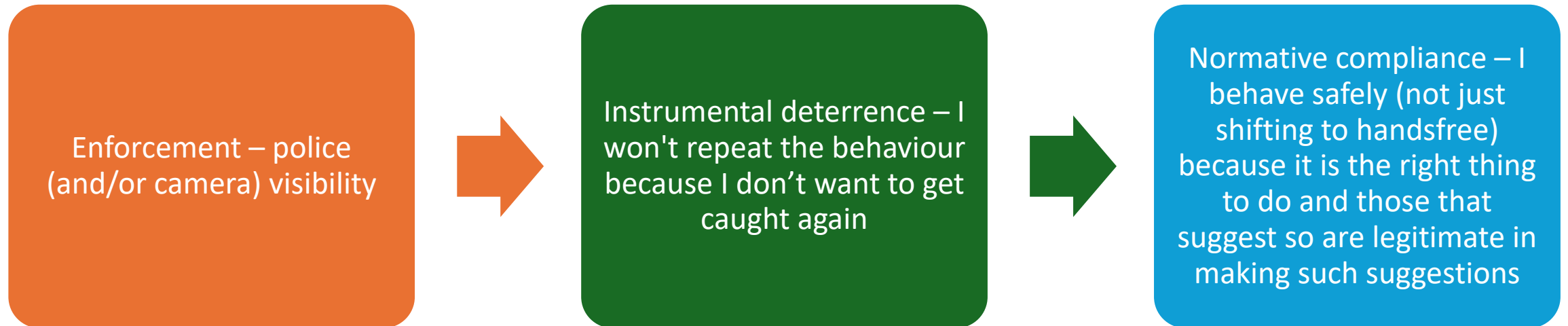
Increase
relevance where
possible

Young people likely
have different motives
to parents

Provide nudges
towards safe
behaviours

Let drivers know what
they can do to stay
safe, not just how they
are at risk of harm

The goal?



Thank you



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