DRIVER DISTRACTION AMONG YOUNG DRIVERS

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Introduction

- Most of the traffic related fatalities in Qatar are for young drivers.
Goals

• Distracted driving happens when the driver is engaged in an activity that distracts him/her from the main task of driving
• A study done by the US Department of Transportation estimated the distracted driving responsible 16% of all fatal crashes
• The goals of this project were to:
  • understand the different distracting habits among young drivers in Qatar,
  • understand their awareness of the danger of these habits,
  • and find the factors affecting their behaviors using a self-report questionnaire
Objectives

The objectives can be summarized as follows:

1. Identifying the factors affecting the involvement of the young drivers in traffic crashes
2. Investigating the different types of violations for the young Qatari
3. Understanding the reasons the young drivers get distracted while driving.
4. Investigating the reaction of young drivers towards different enforcement policies and campaign strategies.
5. Suggesting viable solutions that can be adopted to improve the young drivers’ safety.
6. Guiding policy makers in determining how to promote and enforce safer knowledge and behaviors among young drivers in Qatar.
Achievements and Outcomes

- Road safety campaigns are needed to educate young drivers about the risk associated with distracting driving
- Developing training programs that involve the young drivers related to distracted driving
- Modifying roadway designs (adding speed bumps and adopting a road diet design, etc.)
- Providing more operational restrictions (speed radars and more existence of police patrol) to reduce vehicles’ speed
- Toughening the punishment or fine and improving the automated monitoring and reporting systems
Post Project Plans

- The project ended but we did not stop working on it
- Social networking webpages were designed and developed since **December 2018** to promote safe driving
- These pages include **Instagram, YouTube, Twitter, and Facebook**
- These pages were promoted using brochures and campaigns
- Although **this task was not part of the project**, it was really needed
- The pages have now **over 150 posts and over 250 followers**
- Will not stop and will keep posting to warn young drivers
- Will also consider doing post graduate studies to find better solutions