



***The DO-IT BEST Feedback Model - Distracted Driver  
Behaviour Management and Prevention Before, While And  
After Driving. - A model on behavioural change –***

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For full paper see Proceedings of the Third International Conference on Driver Distraction and Inattention. Göteborg, Sweden. Full text also accepted for publication In M Regan, J Lee, & T Victor (Eds). *Driver Distraction and Inattention. Advances in Research and Countermeasures Volume II*. Ashgate Publishing Limited. 2014.

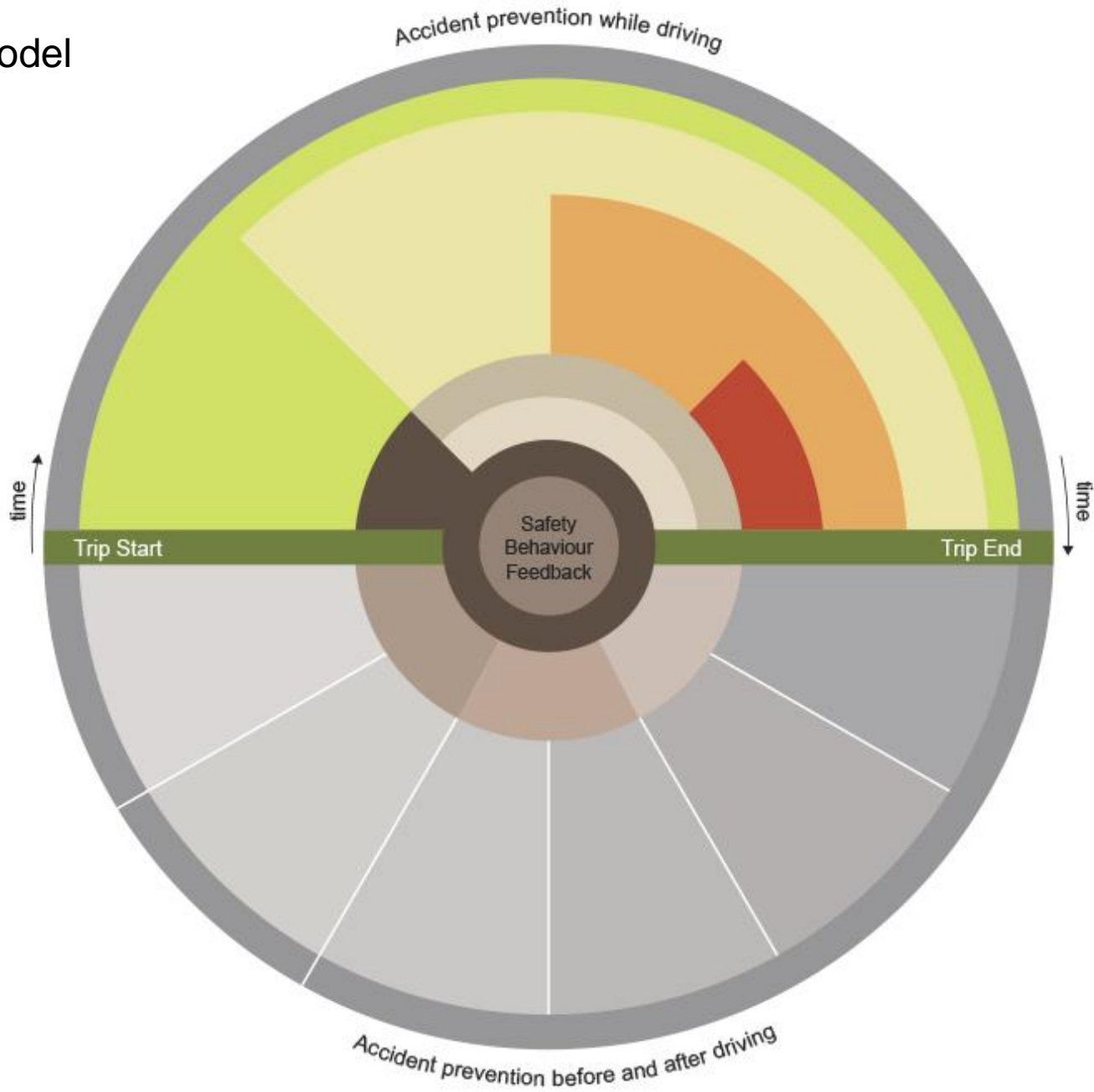
# NEED for distraction countermeasures

- State-of-the-art Literature Review
- Advanced Driver Assistance Systems & Behaviour Based Safety
- Intended goal: "SMART Recipe"

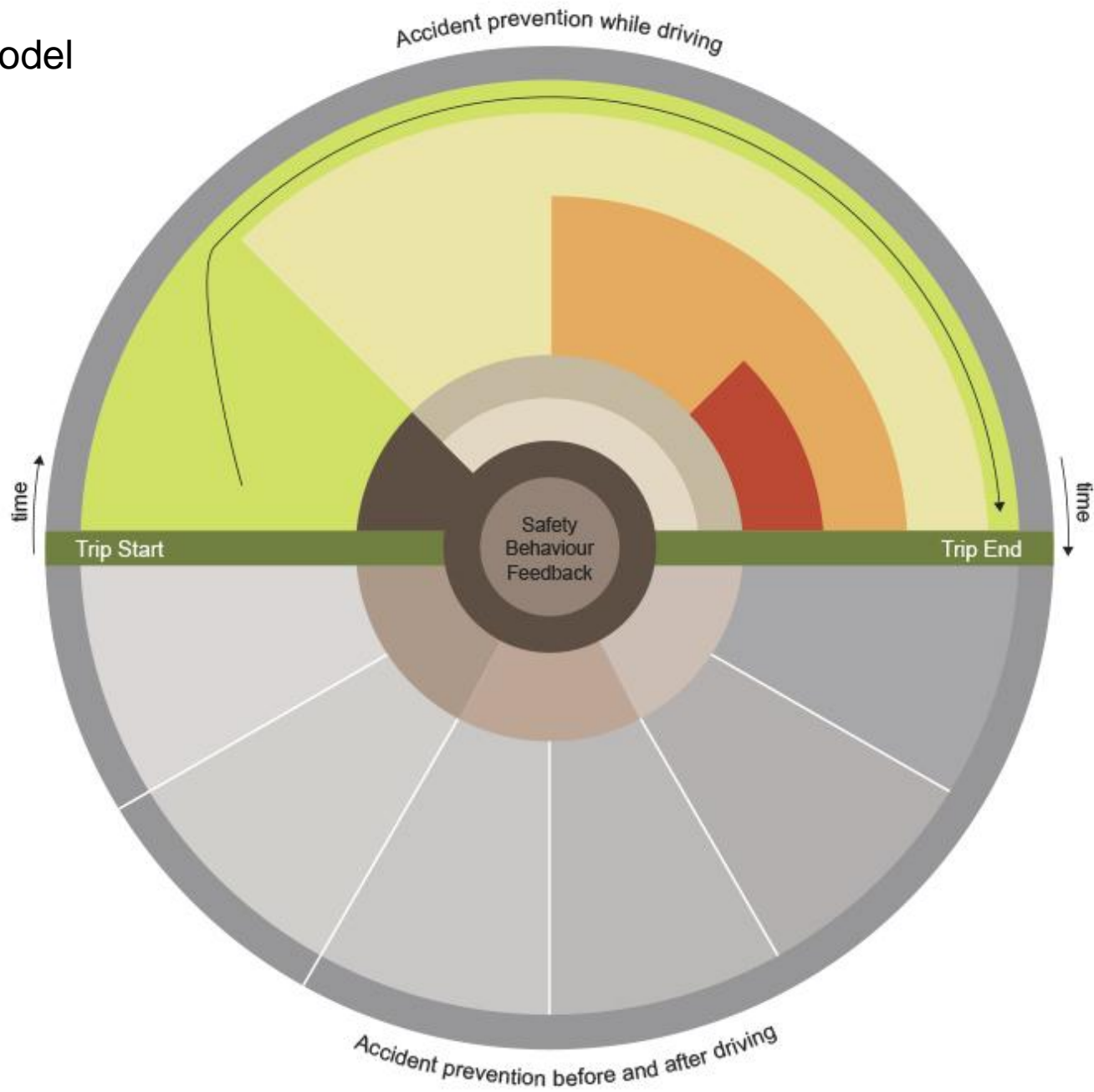
To develop a HOLISTIC, INTEGRATED driver distraction prevention and mitigation approach **which encourages a positive behavioural change** over a plurality of timeframes before, while, and after driving



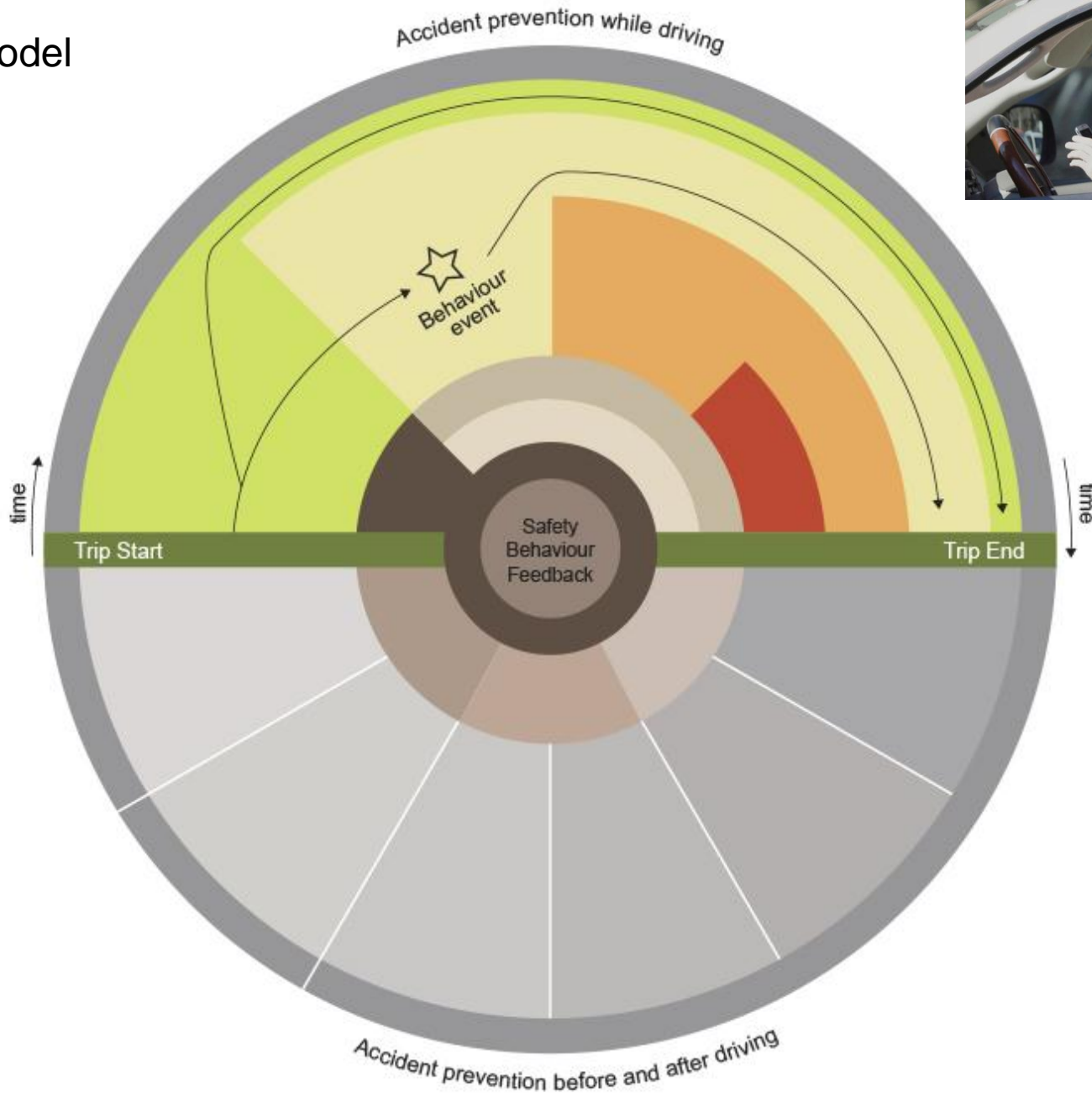
# DO-IT BEST Feedback Model



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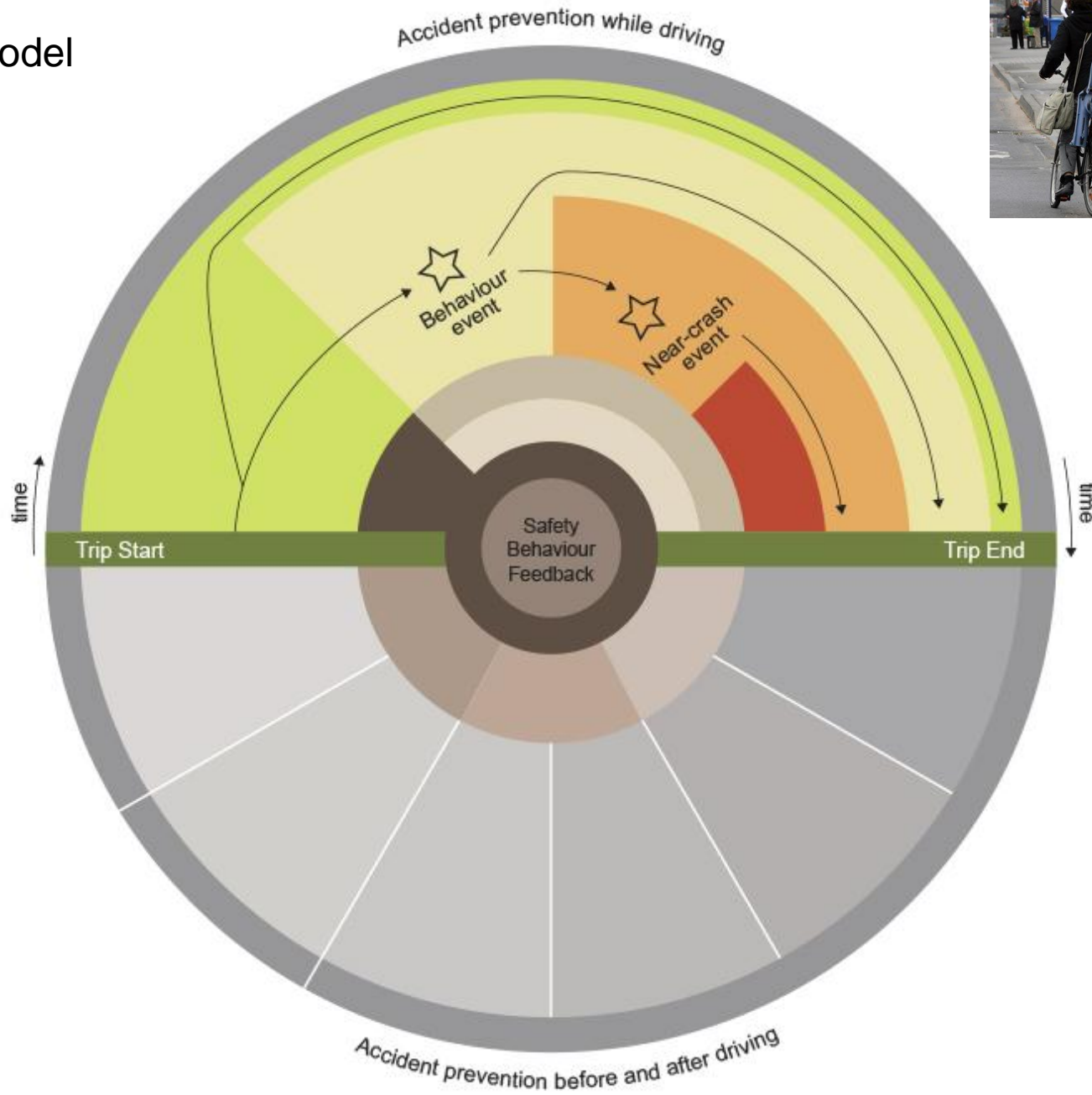


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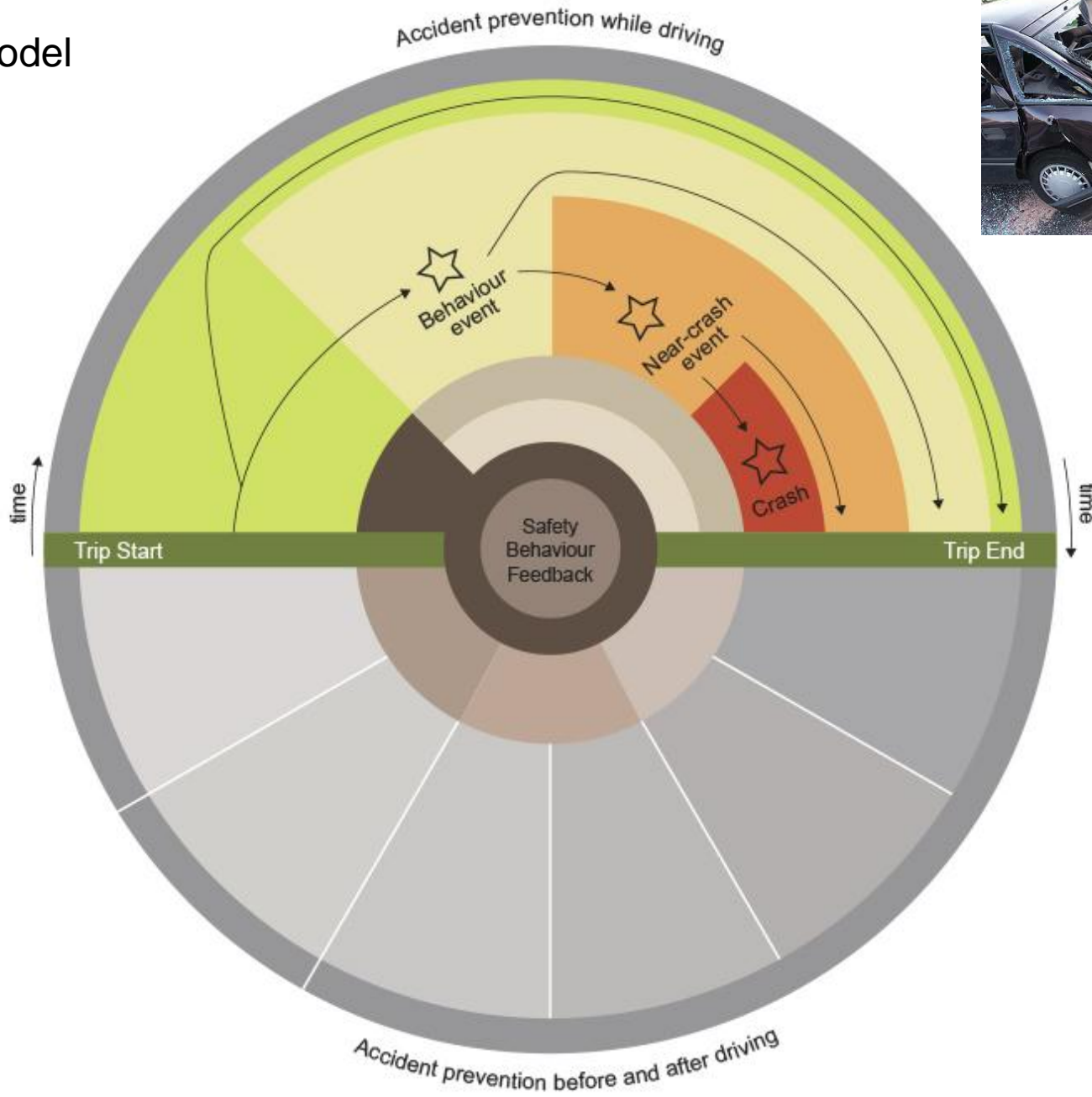




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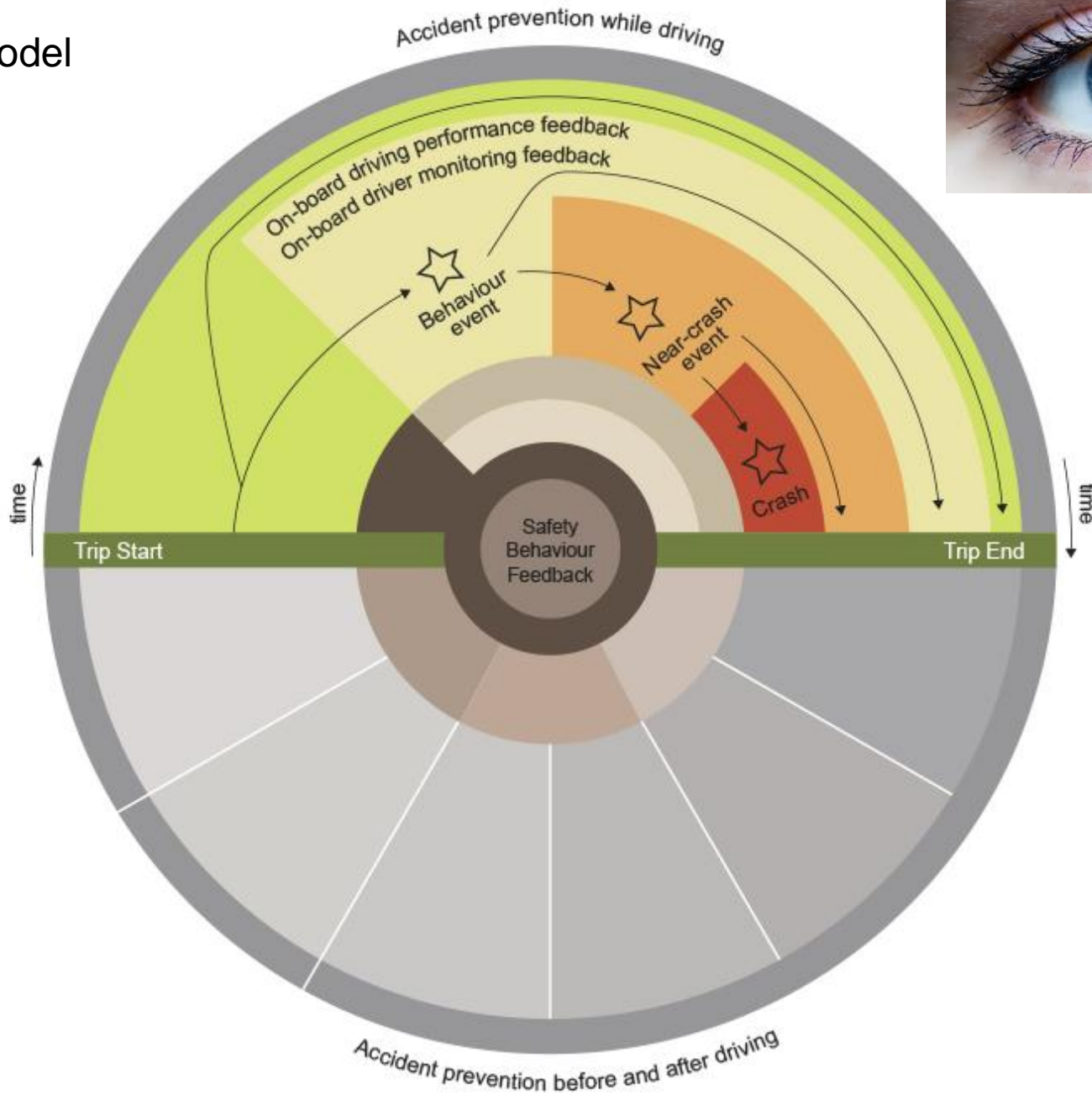


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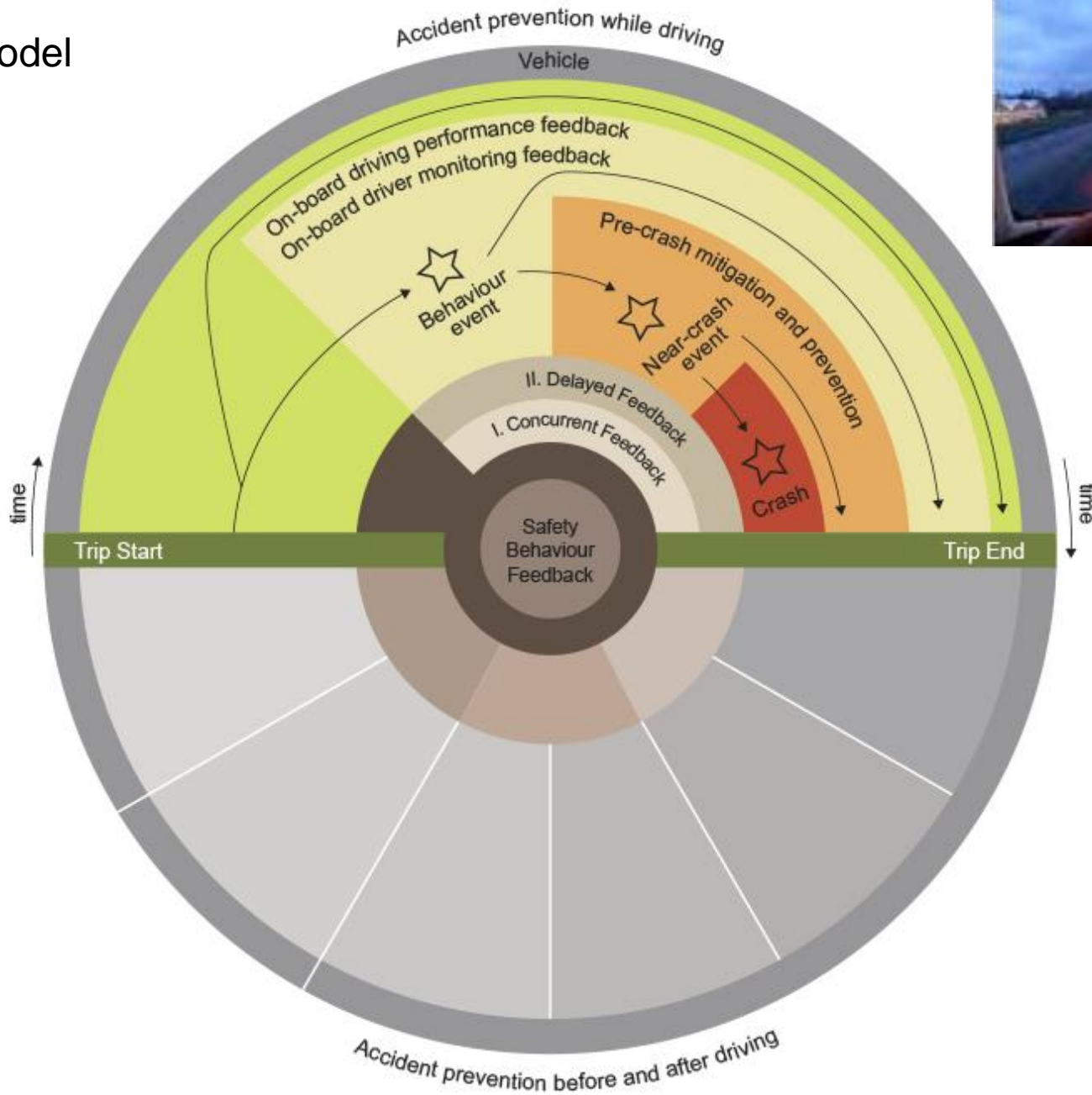




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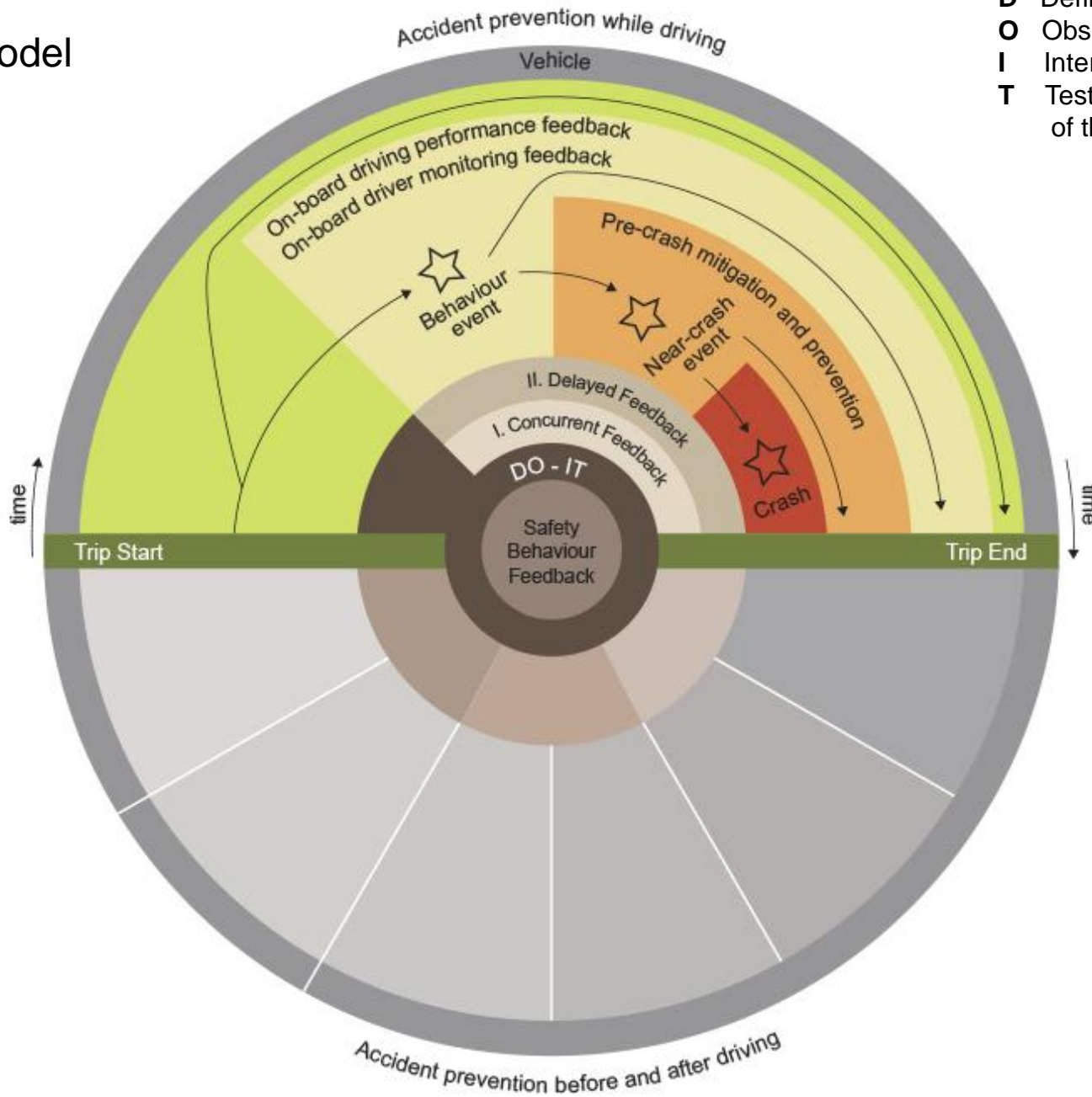


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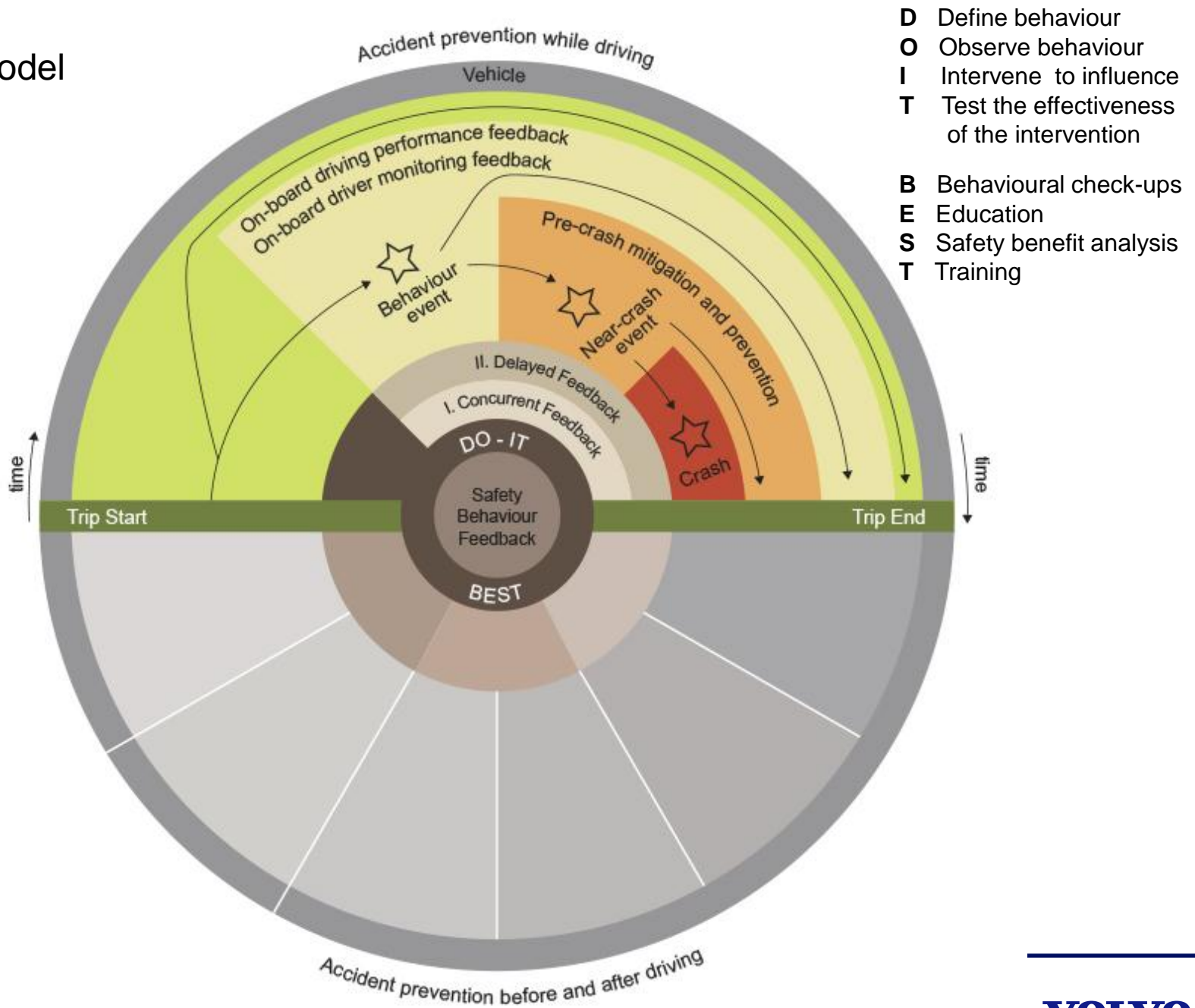


# DO-IT BEST Feedback Model

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- O** Observe behaviour
- I** Intervene to influence
- T** Test the effectiveness of the intervention

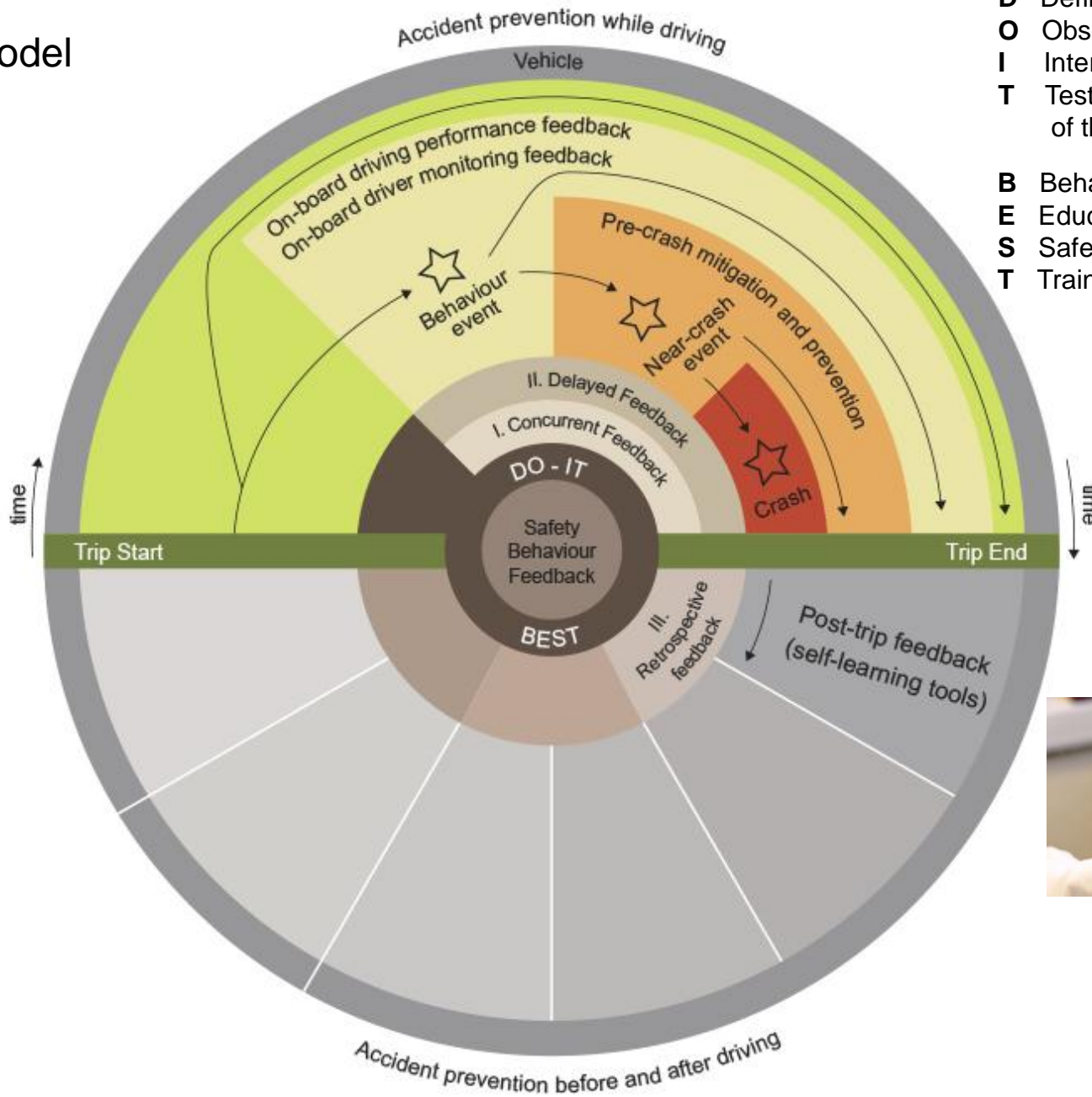


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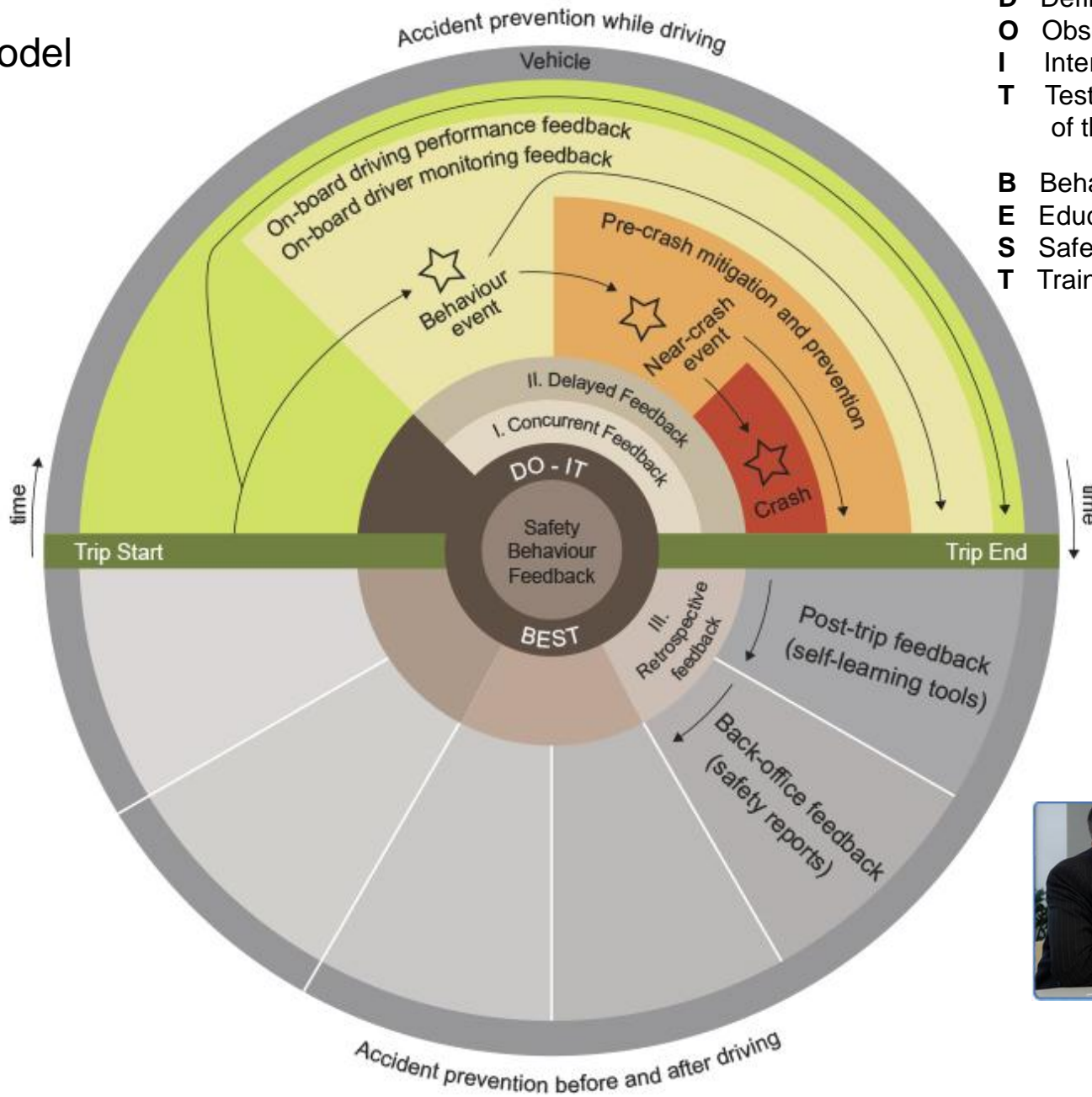


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**S** Safety benefit analysis  
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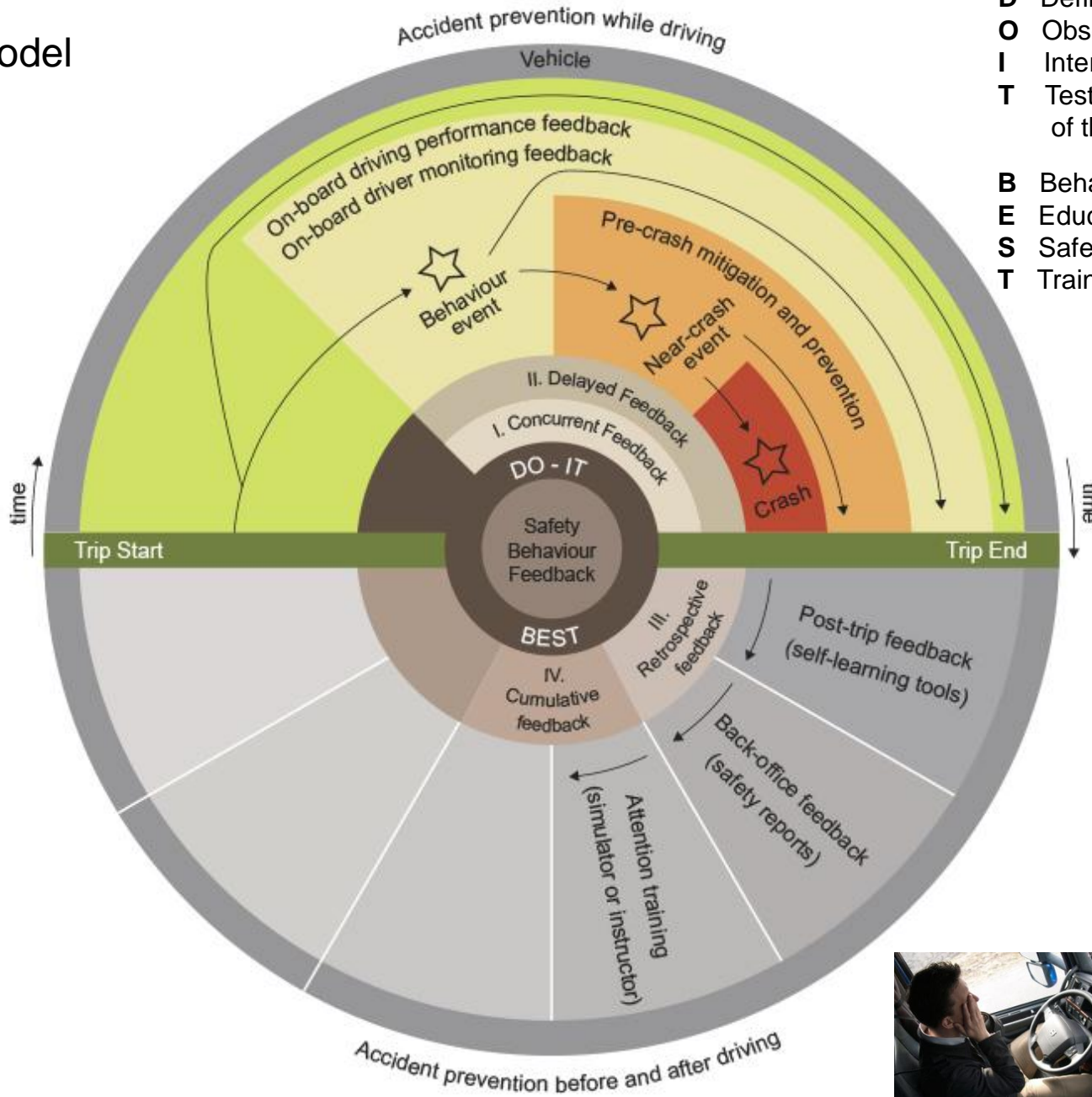


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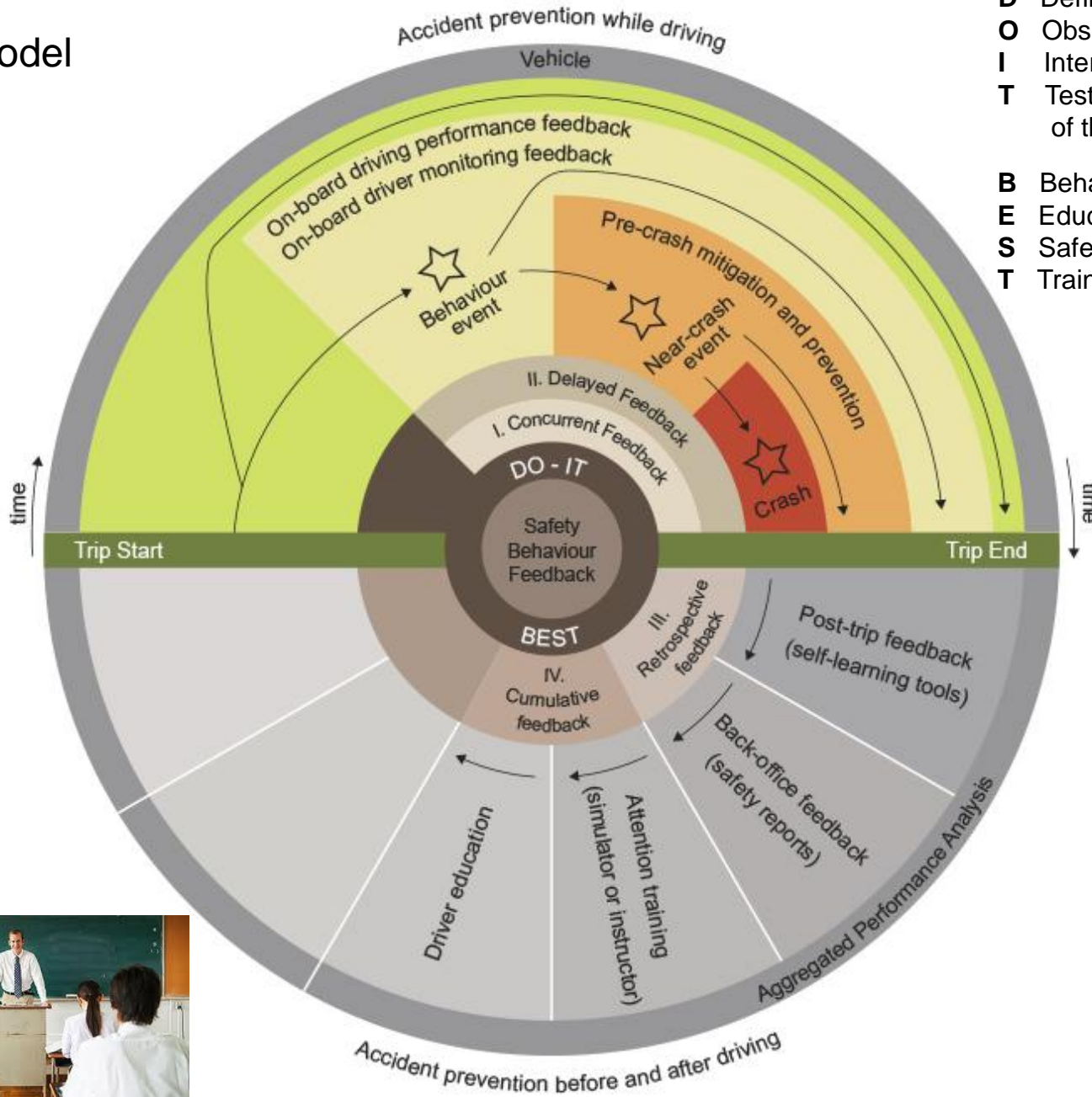
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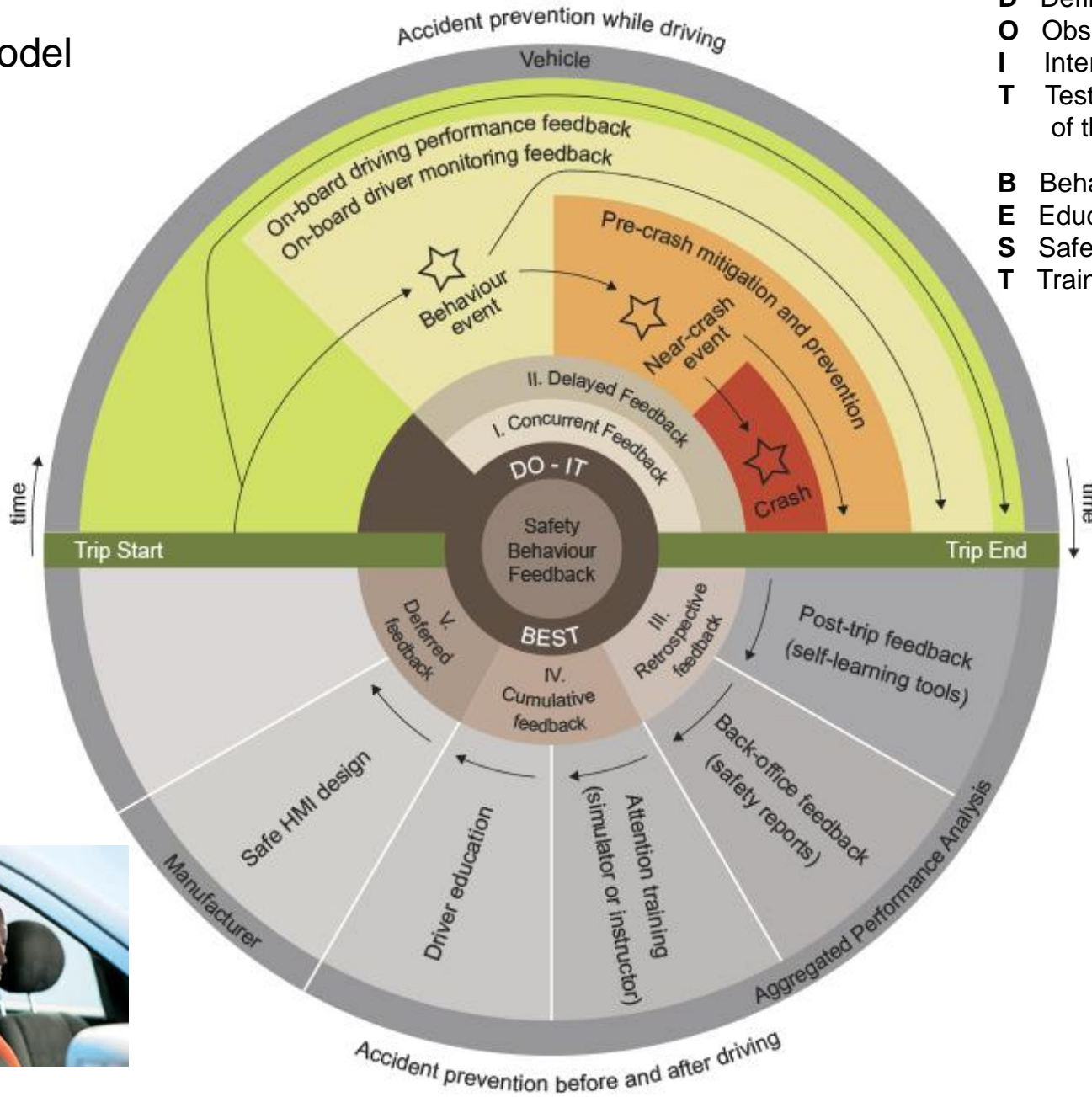
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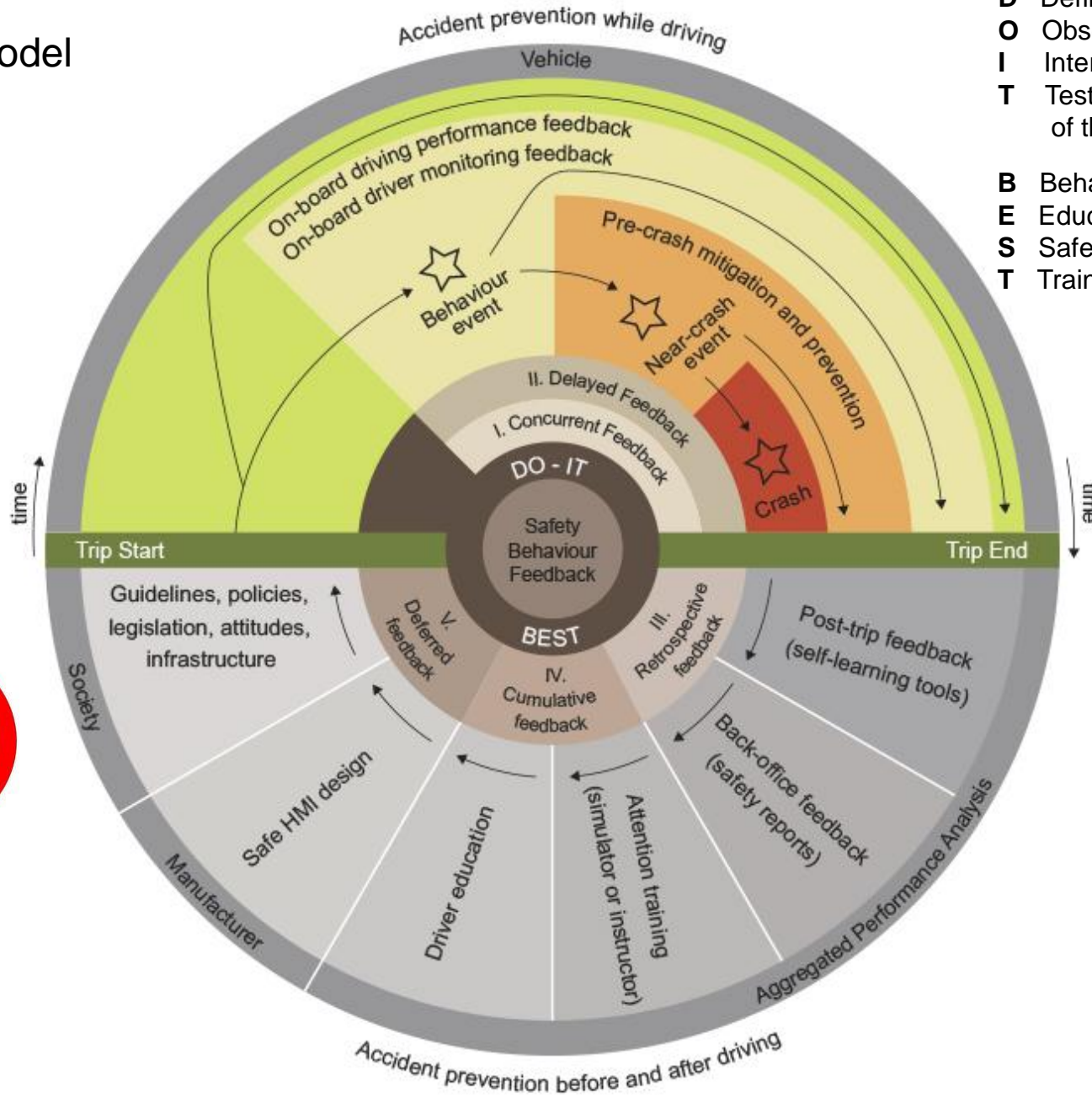
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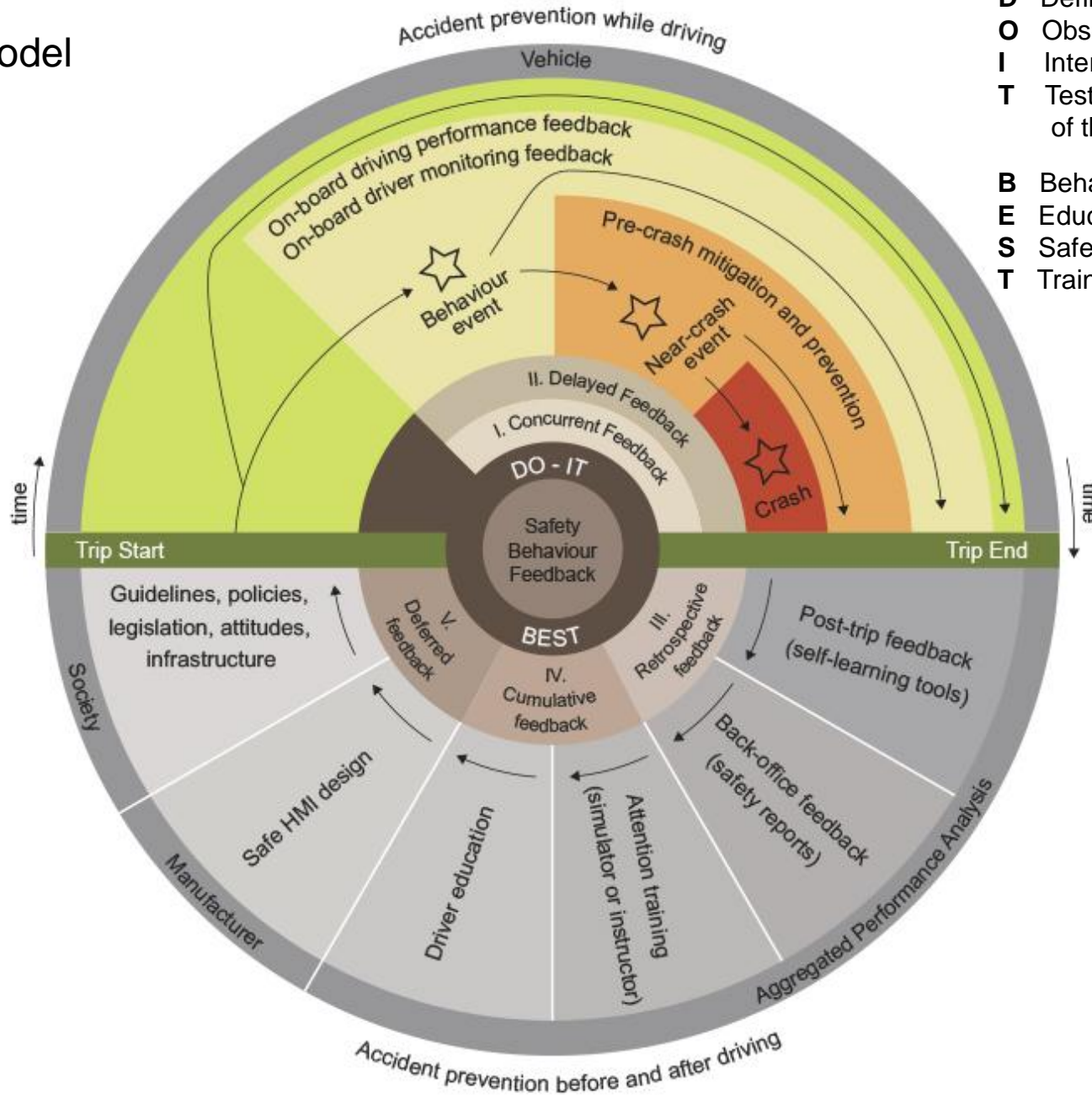


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# Conclusion

## What?

- distracted behaviour management
- Integrated, holistic model (before, while and after driving)

## How to use?

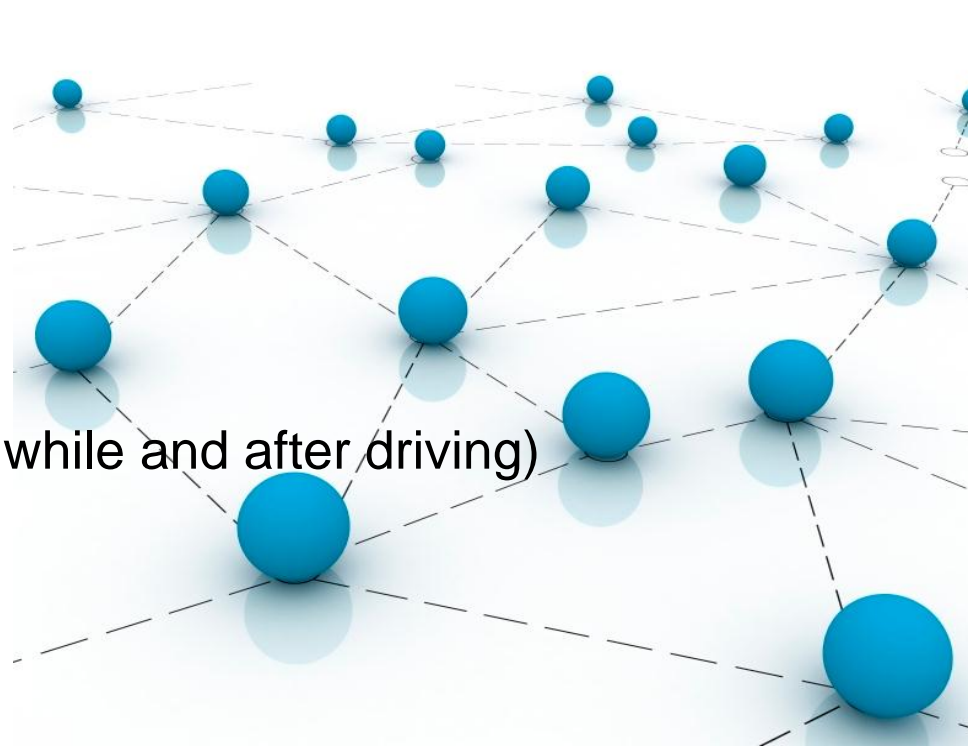
- "tool box"
- " kit" of technologies and services
- To be used continuously

## Why?

- less fatalities, less insurance costs, less property damage ...

## Who?

- transport organizations, individual drivers, parents, policy makers, researchers ...





# Thank you for your attention!



## Acknowledgments

Thanks to the EC's Seventh Framework Programme (FP7/2007-2013), grant agreement n°238833/ ADAPTATION for project funding.  
Thanks to Vanja Frankovic for help with graphic design.

## Contact

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# DO-IT BEST ACRONYMS

## **D Define target behaviour**

Target behaviour is for example defined as “poor timing of long off-road glance(s) due to distracting activities while driving”

## **O Observe target behaviour**

Behaviour is observed by means of ‘on-board driver monitoring systems’ or ‘onboard driving performance monitoring systems’

## **I Intervene to influence target behaviour**

Intervention is made by providing a concurrent (ms), or delayed (s) feedback such as a warning immediate or as soon after the target behaviour occurs

## **T Test the measured effectiveness of the intervention**

Effectiveness is measured by measuring the consequences of the intervention such as total increased on-road glance time and/or reduction of lane deviation within a defined time after the warning occurred

## **B Behavioural check-ups**

Behavioural check-ups and feedback on target behaviours over an extended period of time (e.g. per trip, per day, per week or per month) with the option of comparing them to previous periods (e.g. “Today’s trip was x improved compared to yesterday’s trip”)

## **E Education**

Goal-directed safety education can include case studies or cognitive learning activities and knowledge on risk-perception, laws, policies and regulations

## **S Safety benefit analysis**

Aggregated safety benefit analysis on a fleet, community and/or society level including the benefits on reduction of injuries, repair costs and/or insurance costs

## **T Training**

Professional and/or informal attention training in a driving simulator and/or with a (web-based) self-training tool