CELL PHONE USE WHILE DRIVING: THE BEHAVIOURAL RISK OF INJURY IN THAILAND

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In the globalisation era, the cell phones were commonly used for many purposes. Its advantages were to send email, SMS, MMS or connect to the internet every time they use. Therefore, it was not surprising that most people usually had at least one cell phone and tended to be accessible while driving on the road.

Objective To determine behaviour of cell phone use during driving in relation to car accident.

Source of data All complete data from national survey of cell phone while driving by the Road Safety Fund, Department of Land Transport, Ministry of Transport. There are 5547 samples who complete all questionnaire were analysed. Three behavioural and two risk reduction factors were analysed by logistic regression.

Result and discussion The result showed that three behavioural risk factors obtained cell phone use more than 5 min each
time, send-receive SMS/MMS/GPRS/email and Bluetooth/uncertainly used accessories were types of risk factors. Meanwhile, the risk reduction factors composed of do not reply when calling and use hands-free instead of hand-held. These distinct factors were clarified when compared with other researches.

**Suggestions** The government should increase the law enforce-
ment. The effective way was to campaign for awareness of
people to realise the risk of injury that probably occurs any
time and anywhere.