

# Driver Distractions

Arkansas Trucking Association  
Safety Management Council Meeting  
September 8, 2011

# Distracted Driving



# Question???

■ Have you ever been guilty of driving while distracted?

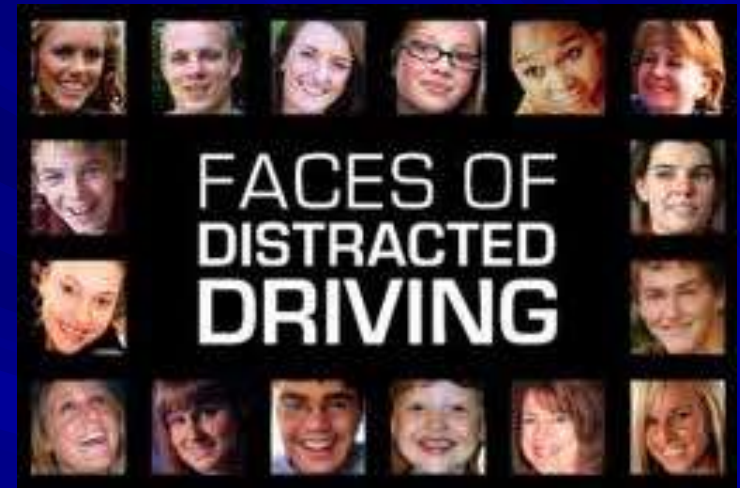


# FACES OF DISTRACTED DRIVING

- Elissa Schee's 13-year-old daughter Margay was killed in 2008 when a semi-truck crashed into the back of her school bus in Florida. The truck driver was talking on his cell phone at the time of the crash and said he never saw the bus.
- <http://www.distraction.gov/faces/margay-schee.html>

# Secretary LaHood's Distracted Driving Campaign

- Campaign was launched on November 16, 2010
- 3 Prong Strategy:
  - Faces of Distracted Driving
  - Public Awareness
  - “Distracted Driving Shatters Lives” Pamphlet





# Disturbing Statistics

- Driving Distracted Kills!
- Year 2009
  - 5,500 people died and 500,000 people were injured by distracted drivers.



# Steps CalArk is taking to reduce driver distractions....

- Implemented a policy that limits cell phone and Qualcomm communication while the vehicles are in transit.
- Cover driver distractions during the orientation process and scheduled safety meetings.
- Reemphasize to load coordinators and dispatchers the liability to the motor carrier and to personnel who may be engaged in practices that lead to an accident from a driver being distracted.
- Instituted procedures to discipline supporting personnel and drivers who disregard the company's driver distraction policy.

# Are you a Distracted Driver?

Have you ever engaged in any of the following items while driving a vehicle?



# List of Driver Distractions

- Adjust Climate Control
- Answer and/or place a cell phone call
- Check or refer to a set of directions
- Comb your hair or apply makeup
- Consult a map
- Drink a beverage
- Eat a meal or snack
- Insert a CD
- Read and/or send a text message
- Remove something from a storage bin
- Set or reset your GPS
- Tune a radio
- Turn to face a passenger while speaking

# Distracted Driving

If you have ever engaged  
in any of the items listed,  
then you have been a  
DISTRACTED DRIVER!



# What can I do?

- Get serious about things that can lead to a driver being distracted.
- Remember...it only takes a second to end your life or the life of another person.
- At 55 mph, your vehicle travels about 95 feet, and a lot can happen in one second.
- Don't become a statistic...start today to identify your bad driving habits and make it a priority to change.



Thank You and Be Safe!