

# Minimizing Distracted Driving in Your Company

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# Driving Culture Change

*“A century ago, Model T’s brought motoring to an emerging middle class.*

*A half century ago, teenagers cuddled in convertibles at drive-in movies.*

*A new generation of drivers see cars as an extension of their plugged-in lives, with iPods, DVD players, Cell Phones and other gadgets.”*

USA Today, 2-17-2009



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# Distracted Driving Facts

- Drivers using cell phones look but **fail to see up to 50% of the information** in their driving environment
- NSC estimates that 25% of all crashes involve a cell phone
- NHTSA estimates that at any given time, 11% of drivers are talking on cell phones

Source: [http://www.nsc.org/safety\\_road/Distracted\\_Driving/Documents/Dstrct\\_Drvng\\_White\\_Paper\\_1\\_2011.pdf](http://www.nsc.org/safety_road/Distracted_Driving/Documents/Dstrct_Drvng_White_Paper_1_2011.pdf)



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# Driving Distractions

- GPS or map reading
- Cell phones
- **Speeding**
- Other vehicles and their passengers / cargo
- Scenery
- Pedestrians / bicyclists
- Traffic hazards
- **Eating**
- **Drinking**
- **Smoking**
- Tuning radio, changing CDs, or iPod
- Vehicle malfunctions
- Construction zones
- **Fatigue**
- **Qualcomm**
- **Emotional**
- Medical conditions
- Day dreaming
- Accident scenes and traffic stops
- Laptops and tablets
- Drugs and alcohol
- Ads on buses and trucks
- Talking to passengers
- **Writing notes**
- Reading books, magazines, newspapers
- Billboards
- Missing a turn or exit
- Unsecure objects in cab
- Temperature too hot or cold in cab
- Insects
- Grooming
- Animals
- Adjusting seats, mirrors, etc.
- Pressure to meet delivery appointment
- Weather
- E-Readers

# R U A Safe Driver?

- Recognize the Hazard
- Understand the Defense
- Act Correctly, in Time

SOURCE: National Safety Council



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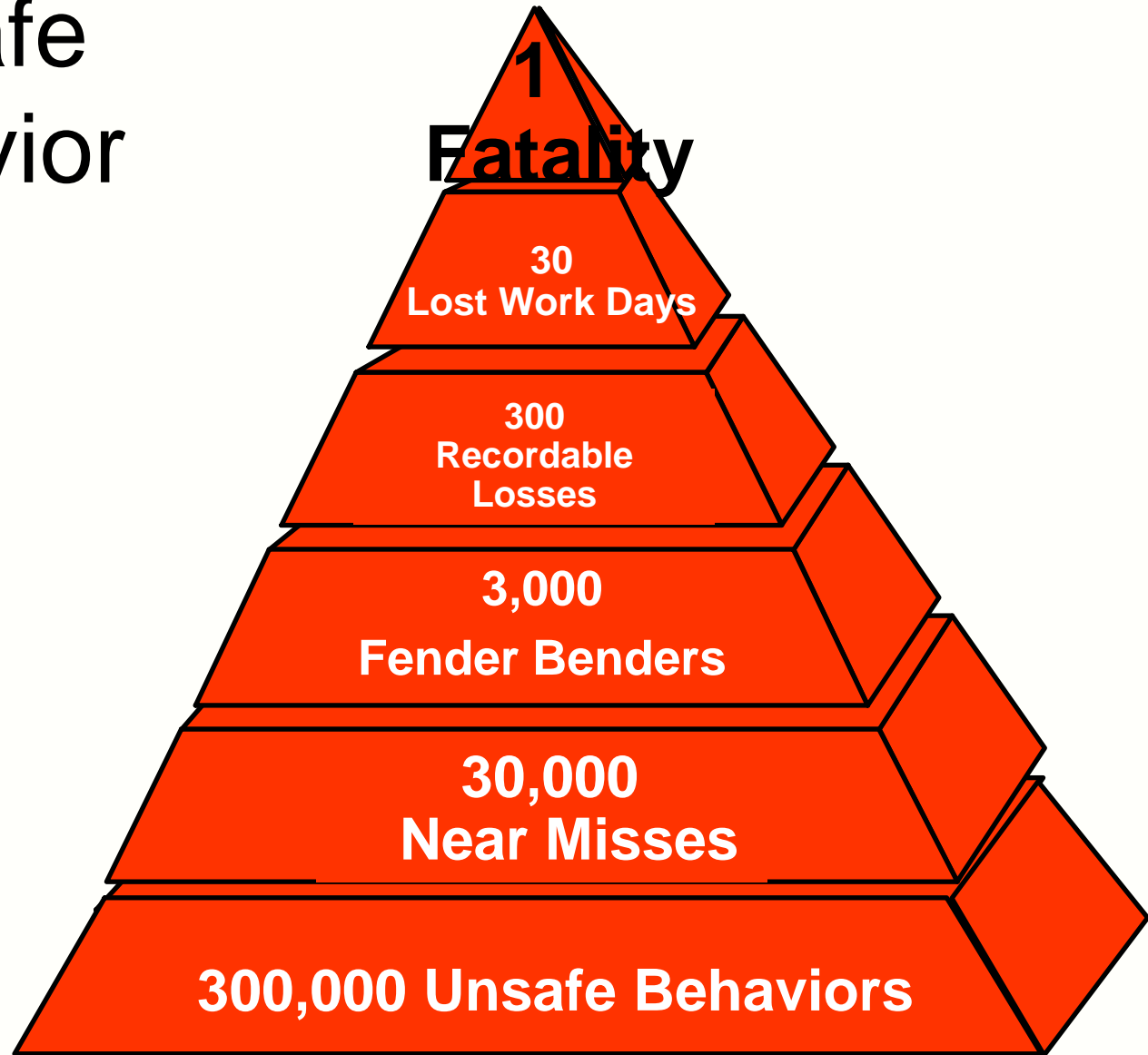


# Types of Distractions

- Visual – Eyes off road
- Mechanical – Hands off wheel
- Cognitive – Mind off driving – hands free does not help. Laws and employers in error focus on permitting hands free.
- Auditory – Unnecessary sounds drowning out important sounds



# Unsafe Behavior





# Distracted Driving Facts – Commercial Drivers

Other activities while driving that  
increase odds of a crash

Action	Increases Collision Potential
Text messaging	23.24 times
Interact with/look at dispatching device	9.93 times more likely
Look at map	7.02 times
Dial cell phone	5.93 times
Write on pad, notebook, etc.	8.98 times
Use/reach for other electronic device	6.72 times
Personal grooming	4.48 times

Source: <http://www.fmcsa.dot.gov/facts-research/research-technology/report/FMCSA-RRR-09-042.pdf>



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# Stopping Distance

Speed (Miles per Hour)	Perception Distance	+	Reaction Distance	+	Braking Distance*	=	Total Stopping Distance
<b>20 MPH</b>	51.3'		22'		30'		103.3'
<del>20 MPH</del>	51.3'		22'		19'		92.3'
<b>30 MPH</b>	77'		33'		67'		177'
<del>30 MPH</del>	77'		33'		43'		153'
<b>55 MPH</b>	141.2'		60.5'		275'		476.7'
<del>55 MPH</del>	141.2'		60.5'		144'		345.7'
<b>70 MPH</b>	180'		77'		490'		747'
<del>70 MPH</del>	180'		77'		233'		490'

\*Including air-brake lag distance for large trucks.



# The Reality

- **Most think their driving is not affected** (same thinking as a drunk driver)
- Accidents = **Insurance Companies and Plaintiff Attorney's are requesting phone records** to determine if either driver was talking/texting on the cell phone.
- Management talks to drivers on the cell phone while driving = Defense Nightmare
- Norm is policy against distracted driving = **Punitive Damages** for not having a policy?
- Even cell phone manufactures have warnings about using the product while driving.



# The Reality

- **Illegal** in many States
- **Blue Tooth Devices** are not any safer
- **Voice Recognition** eliminates dialing, but not the distraction of the call
- Cell Phone versus:
  - Passengers
  - Stereo
  - C.B. Radio



# In The Courtroom

- Vicarious Liability
  - Yoon vs. Wagner
    - An **attorney working for the firm**, Cooley Godward was talking on the phone at **10:30 PM** (well outside the time and space of her employment) was **talking** on her cell phone **to another attorney** and struck and **killed a pedestrian**. The court ruled that she was within the scope of her employment. She was ordered to pay the plaintiffs \$2M out of her pocket and the firm settled outside of court for an additional undisclosed sum.
  - Ford vs. McGrogan and International Paper
    - An employee of International Paper rear-ended another car while distracted by mobile phone use. The plaintiff (whose arm was amputated) sued International Paper under vicarious liability. Even though the **company had a policy banning cell phone use while driving**, they **settled for \$5.2M**.

Source: [http://www.thenophonezone.org/downloadfiles/DistractedDriving\\_zoomsafer.pdf](http://www.thenophonezone.org/downloadfiles/DistractedDriving_zoomsafer.pdf)



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# Multitasking: A Brain Drain

## Encoding Stage

- **Brain filters information** due to overload
- Drivers not aware of information filtered out
- Information does not get into memory
- Drivers miss critical information on potential hazards

Inattention blindness and encoding.  
Source: National Safety Council

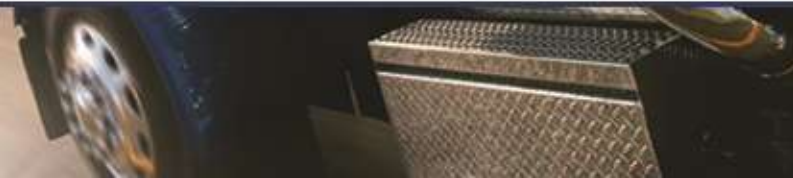


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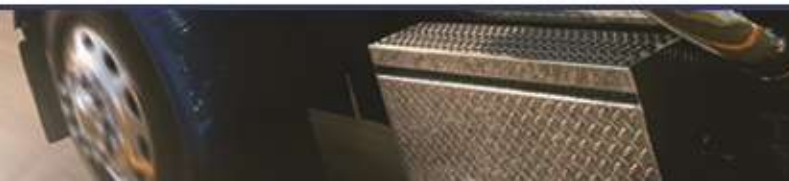
# Brain Multitasking

- Brain Multitasking is a MYTH
- Two tasks cannot be performed by human brains at same time
  - Tasks sequentially
  - Brain switches between both tasks



# Multitasking: Impairs Performance

- We can **walk and chew gum** safely because it is not a cognitively-demanding task
- But even **cell phone-using pedestrians act unsafely.** They are less likely to:
  - Look for traffic before stepping into street
  - Look at traffic while crossing street
  - Notice unusual objects placed along path





# 30 mph is 44 feet per second

X times 4 seconds to dial a cell phone  
= 176 feet that your eyes are off the road

This person is approximately 50 feet  
from the car



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# Cell Phone Policies

- **Policies should include all employees**, and not just the truck drivers.
  - If the policy doesn't include all employees, truck drivers may feel it's unfair that only they have to adhere to the policy.
  - Have a strict disciplinary policy for anyone who violates the cell phone or distracted driving policy.
- **If driver is calling on a cell phone** while driving, advise them of the company policy and hang up immediately. Advise them to call back when safely and legally parked.
- Have **policy for dispatch that they cannot call drivers on their cell phones** while they are driving. Dispatch should always ask driver if they are driving before proceeding with the conversation.



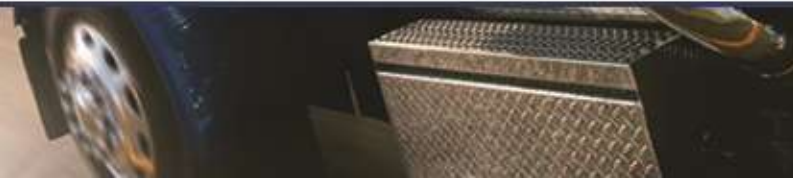
# Cell Phone Policies

- If you know **third parties (such as vendors) are driving** and talking on cell phone, hang up and make them adhere to your policy if they want to do business with your company.
- Have drivers **set voicemail message** to say that they are driving and cannot answer the phone right now, but please leave a detailed message with your name, phone number, and the nature of your call so they can be prepared when they return the call when they are safely and legally parked.



# How To Engage Your Drivers

- **Hold meetings before implementing** a policy to ask for their input and discuss the issue of distracted driving.
- Introduce policy in a safety meeting that discusses distracted driving.
  - **Show Faces of Distracted Driving videos** for more impact.
  - Have drivers **sign a pledge** at the end of the meeting that is displayed somewhere in your facility where drivers will see them as a reminder.
  - **Create handouts** with policy rules and tips on how to break the habit of using a cell phone while driving that the drivers can keep in their trucks as a reminder.



# How To Engage Your Drivers

- **Send letters to drivers' families** notifying them of the cell phone policy. Include a copy of the policy and tips on how to communicate more safely with the drivers.
  - Establish a way to differentiate between an **emergency call** or non-emergency, i.e. only call driver if it is an emergency or if I **call 3 TIMES** in a row, it's an emergency.
  - Establish that driver will always call on a certain break to check in with family.
- **Hold a distracted driving education seminar for drivers' families.**
  - Show Faces of Distracted Driving videos for more impact.
  - Have families sign pledges after meeting.
  - Make up magnets or other giveaway items that families can keep visible at home as a reminder.



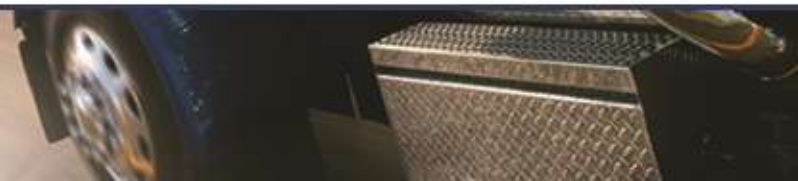
# How To Engage Your Drivers

- Participate in Drive Safely Work Week (Network of Employers for Traffic Safety annual workplace safety campaign)
  - October 3-7, 2011
  - Free materials at <http://trafficsafety.org/dsww2011/index.php>



# It's Not Just You

- Your drivers need to be trained to identify distracted drivers, so they can have an opportunity to prevent distracted driving collisions caused by the other driver.
- Signs of Distracted Driving
  - Drifting in and out of lanes
  - Hitting the gas rather than the brake
  - Driving exceptionally slow
  - Near misses (accidents)
  - Running stop signs & traffic signals
  - Failure to yield
  - Pulling out in front of others
  - Tailgating
  - Driving slow
  - Slow reactions



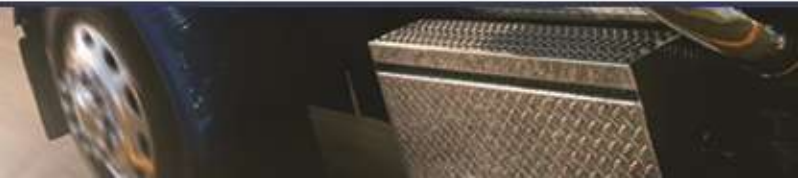
# Faces of Distracted Driving Videos

1. <http://www.distracted.gov/faces/heather-hurd.html>
  1. Heather and her fiancé were driving to their wedding planner and were sitting at a stop light on red, when a tractor-trailer travelling at 65 MPH hit their car as well as 8 other cars. The driver was texting with his company at the time of the crash and never applied the brakes. Heather died at the scene.
2. <http://distracted.gov/faces/kelson-vaillancourt.html>
  1. Kelson was a passenger in the vehicle when the driver was texting and failed to yield at a stop sign. He pulled into oncoming traffic and they were struck by a tractor-trailer. Kelson died as a result of brain injuries from the accident.
3. <http://distracted.gov/faces/jacy-good.html>
  1. Jacy Good and her parents were on their way home from her college graduation ceremony when a driver talking on his cell phone ran a red light causing a tractor-trailer to swerve and crash into the Goods' Vehicle. Both of Jacy's parents were killed instantly and she was critically injured.
  2. Oprah video: <http://www.muhenberg.edu/toc/good.htm>
4. <http://distracted.gov/faces/margay-schee.html>
  1. Margay Schee was riding home from school when a semi-truck slammed into the back of the bus. She was killed when rescuers were unable to get her out of the burning wreckage.



# Other Video Resources

- Last Text
  - <http://www.att.com/gen/press-room?pid=2964>
  - Documentary on the last text sent before a distracted driving accident involving death or severe injury
- Mythbusters Cell Phone vs. Drunk Driving
  - <http://dsc.discovery.com/videos/mythbusters-cell-phone-vs-drunk-driving-minimyth.html>
  - They found using a cell phone is potentially as dangerous as drunk driving.
- National Safety Council New Distracted Driving Video Series
  - <http://www.nsc.org/Pages/VideoSeries.aspx>



# Sample Policies

- [http://www.distraction.gov/files/get-involved/Employer/DD\\_Employer\\_Policy\\_Contract\\_3.26.10.doc](http://www.distraction.gov/files/get-involved/Employer/DD_Employer_Policy_Contract_3.26.10.doc)
- [http://www.nsc.org/safety\\_road/Distracted\\_Driving/Pages/EmployerPolicies.aspx](http://www.nsc.org/safety_road/Distracted_Driving/Pages/EmployerPolicies.aspx)
  - Also includes other resources to help with executive and employee buy-in
- <http://www.att.com/gen/press-room?pid=17440>
  - Also includes other resources (sample pledge, email messages, etc)



**Ask Yourself...**

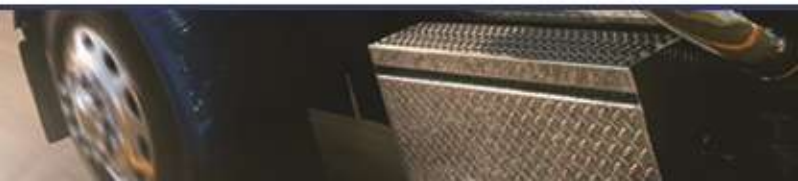
**Is the Cell Phone Call or the Text Messaging While Driving Important Enough to Risk Anyone's Life?**



Compromising safety  
means that you just put a  
lesser value on your, or  
someone else's life.



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**“In the Drivers  
Seat, Safety Isn’t  
Someone Else’s  
Job!”**

**Share the  
Road Safely**

Col. Glenn Markley



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# Thank you!

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If you have questions, please contact me:

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**Please, Use What You Have Learned  
And Share It With Others**



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