

Distracted Driving



What Can Be Done to Reduce Distractions While Driving

"Our loss control service is advisory only. We assume no responsibility for management or control of customer safety activities nor for implementation of recommended corrective measures. This presentation is based on information supplied by the customer and/or observations of conditions and practices at the time of the consultation. We have not tried to identify all hazards. We do not warrant that requirements of any federal, state, or local law, regulation or ordinance have or have not been met."



Liberty Mutual
INSURANCE

Objectives

Describe the impact of distracted driving on motor vehicle crashes



Explain how distracted driving could cost your business

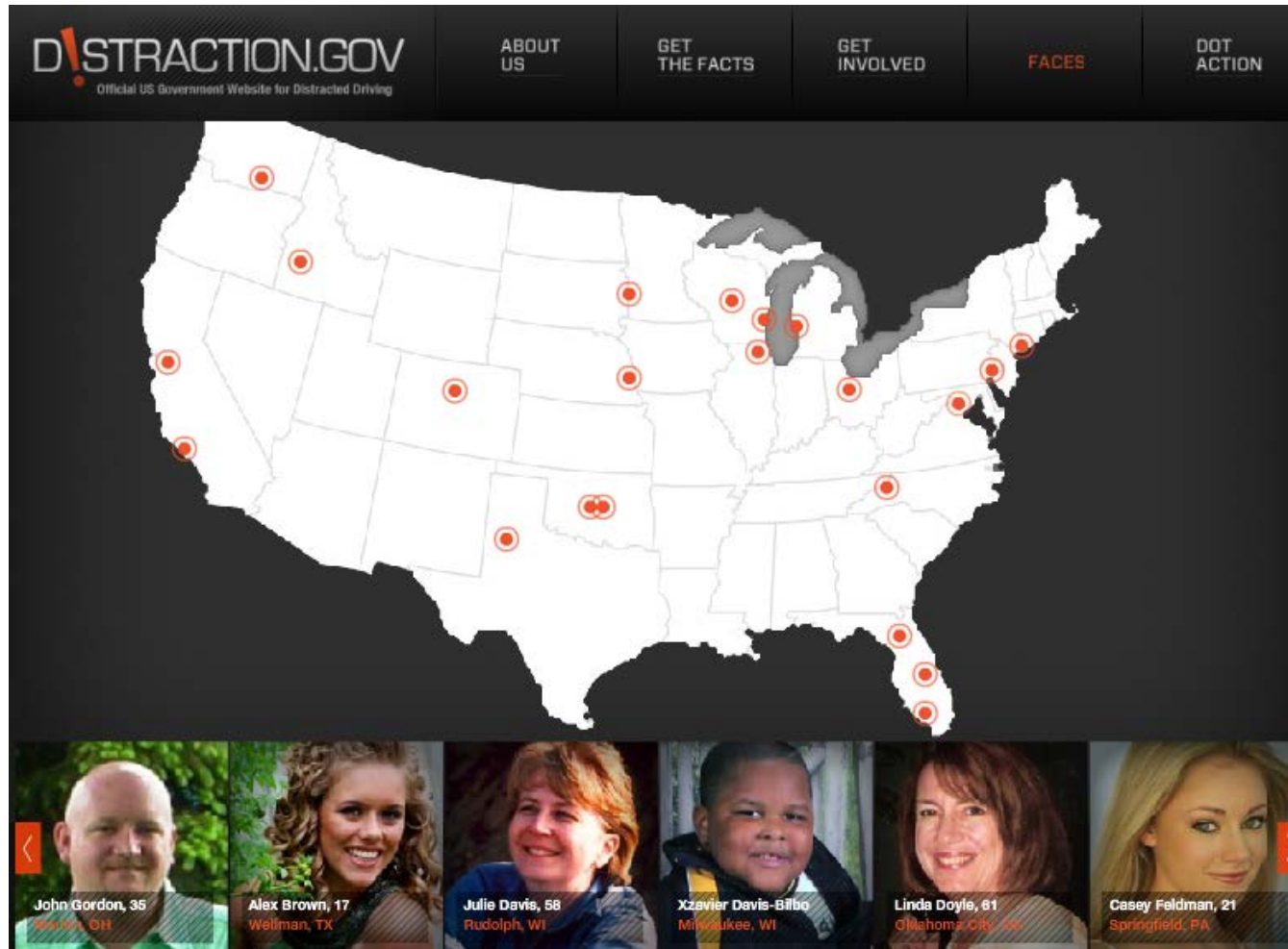


Apply program controls to minimize your exposure

Before We Get Started



The Human Side of the Problem



<http://www.distracted.gov/content/faces/index.html>

The Human Side of the Problem

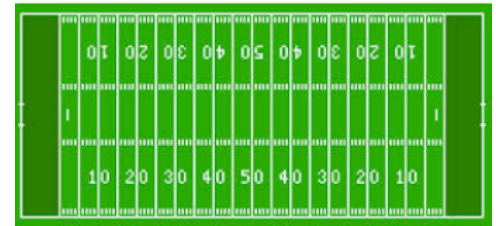
- Rochester, WA - On February 23, 2010, 19-year-old Heather Lerch was killed when she lost control of her car and crashed through a guardrail on her way home from work. She was speeding and texting at the time of the crash.
- Milwaukee, WI - On October 10, 2010, 5-year-old Xzavier Davis-Bilbo was crossing the street near his home in Milwaukee, Wisconsin when he was struck by a young woman who was texting while driving. Xzavier, who had dreams of becoming a football player when he grew up, was left paralyzed from the diaphragm down.



<http://www.distraction.gov/content/faces/index.html>

The Reality.....

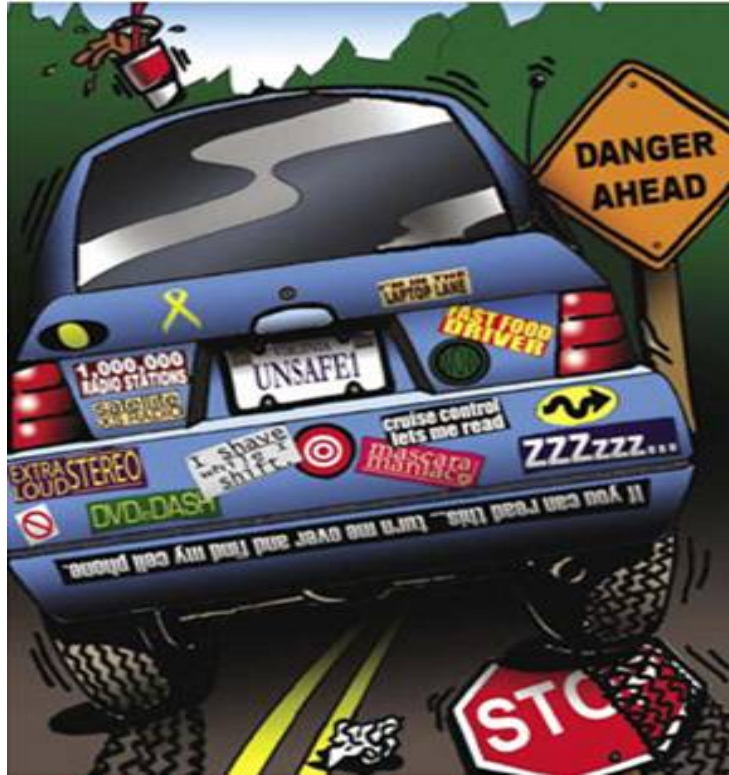
- The average distraction takes your eyes off the road for 4.6 seconds. (2009 VT Study)
- At 55 mph, you will cover more than the length of a football field!



"We've looked to see if we can find people who can talk on the phone and drive safely. There are 2% of people who might be as gifted as a skilled fighter pilot. But, we have yet to find anybody who can safely text and drive."

Dr. David Strayer, University of Utah

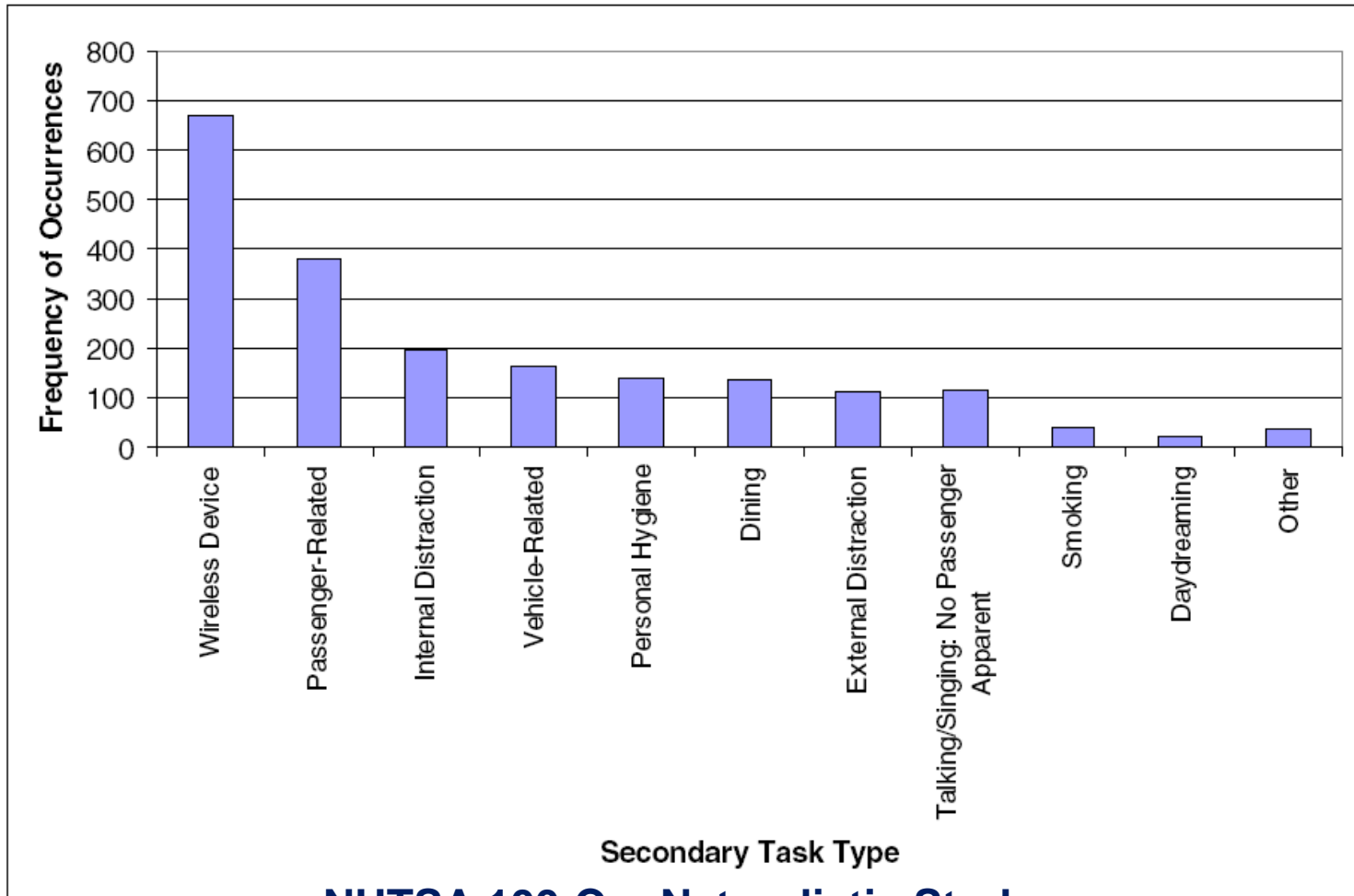
What Are Driver Distractions?



Anything
that
diverts the driver's attention
from the primary tasks of
navigating the vehicle
and
responding to critical events

*100 decisions per mile of
driving

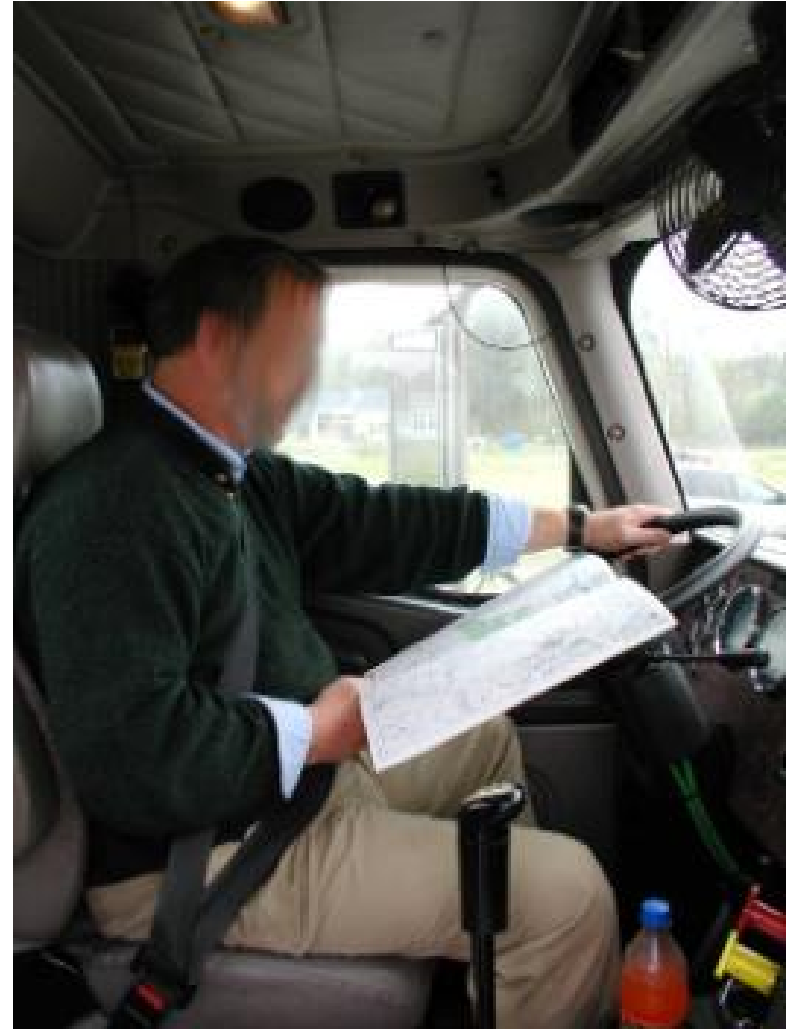
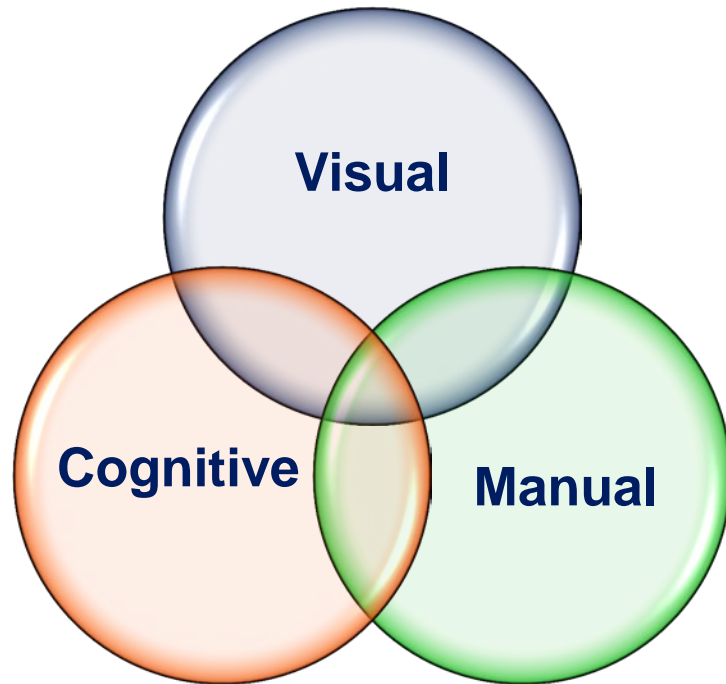
Frequency of Distractions



NHTSA 100-Car Naturalistic Study

Distractions Are Anything that Take Your...

- Eyes off the road
- Mind off the road
- Hands off the wheel



Types of Distractions

- Distractions have always existed
 - Tuning the radio, taking care of kids, eating, drinking, watching things outside the vehicle, pets, etc.
- Technology evolves and distractions from them will change over time
 - Cell phones, text messages, video players, fax machines, GPS directions, computers/WiFi
- New distractions are likely to be an issue in the future
- University of Utah Study
 - We overestimate our ability to multi-task
 - People who do it the most have the least ability to multi-task
 - Picking up the phone is deliberate, not impulsive
 - Multi-taskers in the car get bored with driving, need conversation for stimulation

http://unews.utah.edu/news_releases/frequent-multitaskers-are-bad-at-it/

Source: YouTube AT&T's ["It Can Wait" campaign](#)

Distracted Driving Increases the Potential for Vehicle Crashes



Estimates at least 25% of police-reported crashes involve some form of driver inattention



100 Car Naturalistic Study



241 drivers drove 2,000,000 miles, yielding 42,300 hours of data

- Involved in
 - 82 crashes
 - 761 near crashes
 - 8,295 critical incidents

Findings of 100 Car Naturalistic Study

- Nearly 80 percent of crashes and 65 percent of near-crashes involved some form of driver inattention within three seconds before the event
 - Use of cell phones most common
 - Dialing is more dangerous but occurs less often than talking or listening
 - Reaching for moving objects increased the risk of a crash or near-crash by 9 Xs

- | |
|--|
| • Looking at an external object by 3.7 Xs |
| • Reading by 3 times; applying makeup by 3 Xs |
| • Dialing a hand-held device (typically a cell phone) by ~ 3 Xs |
| • Talking or listening on a hand-held device by 1.3 Xs |

Additional Findings of 100 Car Naturalistic Study Found **Drivers...**



...who engage frequently in distracting activities are more likely to be involved in an inattention-related crash or near-crash



...are often unable to predict when it is safe to look away from the road to multi-task because the situation can change abruptly

Latest Research: Transportation Institute at VTTI – July 2009

CELL PHONE TASK	Risk of Crash or Near Crash event
Light Vehicle/Cars	
Dialing Cell Phone	2.8 times as high as non-distracted driving
Talking/Listening to Cell Phone	1.3 times as high as non-distracted driving
Reaching for object (i.e. electronic device and other)	1.4 times as high as non-distracted driving
Heavy Vehicles/Trucks	
Dialing Cell phone	5.9 times as high as non-distracted driving
Talking/Listening to Cell Phone	1.0 times as high as non-distracted driving
Use/Reach for electronic device	6.7 times as high as non-distracted driving
Text messaging	23.2 times as high as non-distracted driving

How Does Distraction Influence Driving?

- Changes reaction times to slowing vehicles, traffic signals and stop signs
- Impairs judgment times
- Affects ability to maintain adequate following distance
- Causes driving on curves at higher speeds
- Impairs eye scanning
- Reduces mirror use
- Negatively impacts speed management
 - Too fast, too slow or speed fluctuations



Cell Phones – Is Hands Free the Answer?

- Hand held phones may interfere with control actions ... but hands free is not much better
- Many negative effects associated with conversations are not related to control actions
- Cognitive demands of the conversation rather than manipulation of the phone cause the distraction



- <http://abcnews.go.com/GMA/video/driving-texting-calling-hands-free-technology-biggest-driving-19380666>



Distracted Driving Could Cost Your Business



- Third-party claims may arise from auto accidents allegedly caused by an employee talking on a cell phone for company business at the time the crash occurred.
- <http://www.ghsa.org/html/stateinfo/bystate/index.html>

Costs

Direct

Property damage

Rentals

Medical costs

Costs associated with lost time

Indirect

Retraining staff and covering for injured employee

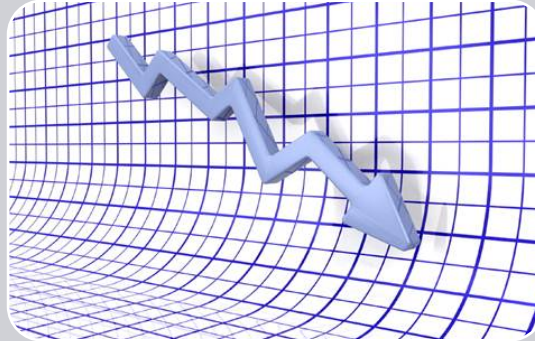
Lost productivity

Negative loss experience could increase insurance premiums

Worst Case



Potentially
named in
lawsuit



Negative
impact on
reputation



Some
actions
could be
considered
a criminal
offense

What You Can Do To Reduce Exposure

- Select the safest drivers available
- Review internal driver expectations
- Work to reduce in-vehicle tasks
- Clearly communicate expectations to drivers and managers
- Monitor driver performance
- Take actions to address unsafe behaviors



1. Select the Safest Drivers

- Drivers with past crashes or driving records that show risk taking behavior have higher risk for crashes
- Drivers that show little regard for compliance with motor vehicle laws are not as likely to follow company policies on distractions

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12/08/2005      STATE OF RHODE ISLAND AND PROVIDENCE PLANTATIONS      04:56
                DIVISION OF MOTOR VEHICLES AND ADMINISTRATIVE ADJUDICATION COURT
                DRIVING RECORD ABSTRACT                PAGE 1 OF 1

LICENSE STATE   RI
LICENSE NUMBER *****

                **COURT**
LAST   DOE                SEX F    ** LICENSE INFO **    **** CDL INFO ****
FIRST  JANE                MI A FT  EXPIRE 09/17/2008    ISSUE 06/18/1992
STREET *****                CLASS  A    CLASS A  STAT EXP
C/S/Z *****                02861    STATUS VAL          ENDRS X  REST
SSN    *****                DOB 09/17/1954    RESTR          DISQUALIFIED N
                ISSUE: / /2000          EXPIRE: 09/17/2008
                JAIL FINE

ACT DATE   SUM/CASE#   CHV/HAZ JURIS  REASON/OFFENSE/ACC TYPE SEV  COURSE
N 10/16/2001 USVT     N    USRI  SURRENDERED RI LICENSE
N 01/03/2000 USMA     N    USRI  LIC.SURR.FROM OUT-OF-ST
N 01/03/2000 USMA     N    USRI  SURRENDERED RI LICENSE
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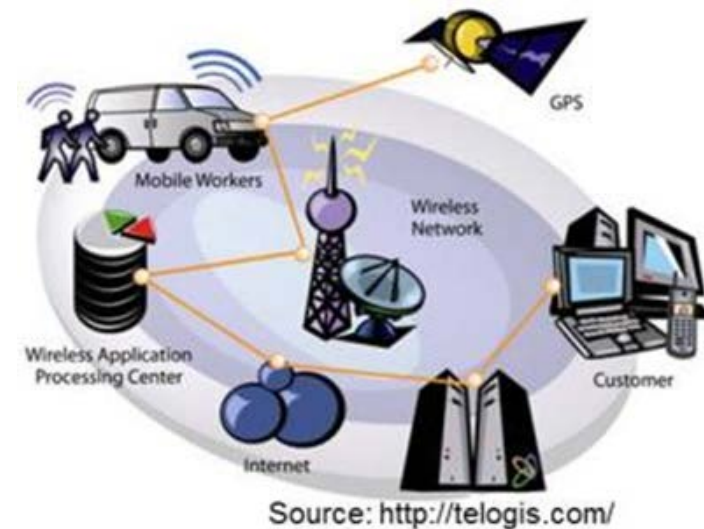
2. Review Internal Expectations with Drivers

- Jobs that require driving
 - Break the job down into specific tasks
- Time allowed for the tasks
 - Do your requirements force drivers to perform these tasks while driving?
- Routes and time schedules
 - Do you give drivers time for breaks and meals or are they expected to eat while driving?
- Compensation system
 - Will drivers be financially rewarded by multi-tasking while driving?
- “On-time departures” not just “on-time arrivals”
 - Are drivers making up time in-between stops?



3. Work to Reduce In-Vehicle Tasks

- Can technology be used while the vehicle is in motion or has it been disabled?
- Has non-essential communication been minimized or eliminated?
- Has “paperwork” flow been reviewed to keep it as simple as possible?
- Do jobs require drivers to conduct business while driving?



4. Clearly Communicate Driver & Manager Expectations

- Fleet safety policies should clearly define expectations for drivers
- Ideally, there should be a separate policy addressing Distracted Driving
 - Signed and dated by all employees

Driver Receipt

I hereby acknowledge receipt of the **Mobile Device Use Policy for Drivers**. I agree to abide by the directives set forth in this policy and to conduct myself according to the standards established therein.

Signature

Printed Name _____ *Date* _____

To be kept in employee file.

LC 5291 6

4. Clearly Communicate Driver & Manager Expectations *continued*

- Communicate policies on distractions to drivers and managers
 - Don't put the monkey just on the back of the driver
- Be sure to share how performance is measured and what happens when performance does not meet expectations
- Ensure all policies and procedures are well documented
- Lead by example

Liberty Mutual References

Mobile Phone Safety, RC 281, this reference reviews research and makes recommendations on cell phone usage in vehicles.

Model Fleet Safety Program-Motor Fleets, RC 5291, contains recommended policies for fleet management including mobile communication devices.

Distraction from In-Vehicle Devices, RC 5412, contains background information on distraction research and what companies can do to reduce exposure.

Best Practice Tips for Using Global Positioning Systems (GPS), RC 5388, contains information on GPS being a potential distraction.

Distraction Prevention Practices

Re: Calls to employees known to be driving at the time of the intended call

Limit mobile phone calls to only critical

Ask call recipients whether they are driving and suggest they move to a safe place before continuing the call

Educate all drivers and equipment operators about the hazards associated with in-vehicle telematics and that driving is their top priority while behind the wheel

From *Professional Safety* Jan 2010 “Distracted Driving”

Distraction Prevention Practices

**Re:
Operation
of
telematics
while
driving**

Integrate devices & displays

Mount telematics where they are less likely to cause distractions

Prioritize warnings from driver assistance devices

Ensure that warnings interrupt or over-ride non-critical use of in-vehicle telematics

From *Professional Safety* Jan 2010 "Distracted Driving"

Tips for Communicating Expectations

- Don't rely just on drivers to read and understand the programs
- Communicate the program policies 1-on-1 with direct managers or supervisors
- Document the communication
- Test the driver's knowledge of the program
- Keep written records of communication, knowledge tests and performance observations.

5. Monitor Driver Performance

- Review performance compared to expectations
- Use technology and observations
- Evaluate managers on their enforcement of the programs
- Keep written records on all performance evaluations
 - Document performance that meets and does not meet expectations



6. Take Action to Enforce Policies

- Do not accept performance that does not meet safety expectations because someone does other parts of their job well.
- Make enforcement part of management reviews and take action when managers or supervisors do not enforce the programs.



Wrap-up

Distracted Driving contributes significantly to the potential for crashes

Distractions can be fatal

Distractions negatively impact your bottom-line and may put your business at greater liability risk

Addressing distractions must be part of your fleet safety program

Communicate clear expectations for safe driving

Enforce your program policies

Take action to address issues before a serious crash

References

- <http://www.nhtsa.dot.gov> Distraction Testimony
- Distractive effects of cellphone use July 2008 Land Transport New Zealand Research Report 349
- Hancock, P.A., Lesch, M.F., and Simmons, L., “Distraction Effects of Phone Use During a Crucial Driving Maneuver,” Accident Analysis and Prevention, Vol. 35, No. 4, pp. 501 – 514, 2003.
- <http://www.nhtsa.dot.gov> Crash Avoidance Driver Distraction
- NHTSA, Virginia Tech Transportation Institute Release Findings of Breakthrough Research on Real-World Driver Behavior, Distraction and Crash Factors http://www.vtti.vt.edu/PDF/100-Car_Press-Release.pdf
- Hrhero.com Cell phone liability: Can you hear me now?
Johnathan Horton
- National Safety Council Distracted Driving
- Department of Transportation National Highway Traffic Safety Administration | Distraction.gov
- Horrey, W.J., Lesch, M.F., and Melton, D.F., “Distracted Driving”, Professional Safety, Vol 55, No 1, pp. 34-39, 2010.

References



- RC 281 Mobile Phone Safety
- RC 5291 Model Fleet Safety Program
- RC 5388 Best Practice Tips for Using GPS
- RC 5412 Distraction from In-Vehicle Devices

Websites
of
Interest

- U.S. Government
<http://www.distraction.gov/index.html>
- Virginia Tech Transportation Institute
<http://www.vtti.vt.edu/index.html>
- University of Michigan Transportation Research Institute
<http://www.umich.edu/~driving/distraction.html>

Take Action!

- This is an easy topic to discuss and define
 - But it's not as easy to control
 - Decide to address the issue
 - Create a policy
 - Create the expectation that everyone (including you) will follow it
 - Enforce your policies
 - Keep it in the “news”
- **Programs successes to share ??**



Questions and Comments



▼ Ask a Question

Send

▼ Answered Questions

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Submitted questions are being received but none have been answered at this time. Answered questions will not appear in this area unless the Presenter chooses to make them available.