

DISTRACTED DRIVING

Webinar Objectives

Who is at Risk

Insurance Risk

Liability

Safety Program Elements

What IS Distracted Driving?

Three main types of distraction

- Visual
- Manual
- Cognitive

Statistics

Automobile accidents

Automobile fatalities

- 2012- 3,328 distracted driving fatalities

Workplace driving accidents

Frequency of Distracted Driving

CDC Study

- 69% of US drivers, age 18-64, reported they talked on their cell phone while driving during the past 30 days
- 31% of US drivers, age 18-64, reported they read or sent text messages or email messages within past 30 days.
- NHTSA Study
- 71% of teens/young people have composed and sent text/email messages while driving
- 78% of teens/young people have read text/email messages while driving

MINIMIZE
THE RISK

Implement a Written Distracted Driving Safety Program

Scope/Applicability

Responsibilities

Procedures

Training

Accountability

Model Safe Driving Behaviors

Model safe behavior behind the wheel—never text and drive.

Always stay focused and alert when driving.

Take the pledge—commit to distraction-free driving.

Speak out if the driver in your car is distracted.

Designate business cars a “no phone” zone when driving.

Spread the word—get involved in promoting safe driving in your community.

Education yourself and have a family policy, teens are at even greater risk

Government Activities

- 44 States and DC have laws banning text messages for all drivers
- 12 states and DC prohibit all drivers from using handheld cell phones while driving
- 2009 - Federal executive order prohibiting federal workers from texting while driving
- 2010 – Federal Motor Carrier Safety Administration enacted a ban that prohibits commercial vehicle drivers from texting while driving

Resources

<http://www.cdc.gov/Features/dsDistractedDriving/>

<https://www.osha.gov/distracted-driving/index.html>

<https://www.osha.gov/distracted-driving/modelpolicies.html>

<http://www.distraction.gov/>



Dear employees:
We want to see you
back here tomorrow.

So please:

When you start your car
turn your phone off.

We value you!

ONE TEXT OR CALL COULD
WRECK
IT ALL

www.distraction.gov