



Texas Driving Concern...

Dangers of Distracted Driving

Driving or Riding in a Motor Vehicle

- Is the leading cause of death for 1 to 35 years old (National Highway Traffic Safety Administration, 2008) and the #1 cause of workplace death (Department of Labor, 2008)
- 40,000 deaths each year in the U.S. are associated with motor vehicles (National Safety Council/Injury Facts, 2008)
- Is the single most dangerous activity in which we are regularly involved
- Safety engineering has made significant advances in regards to motor vehicles

Cell Phones and Driving – A Dangerous Combination: What We Know About Cell Phone Driving

- Likelihood of an injury crash increases by 4 times when driving while using a cell phone
- Risk is raised irrespective of whether or not a hands-free device is used

Role of Mobile Phones in Motor Vehicle Crashes Resulting in Hospital Attendance
Suzanne P McEvoy, Mark R Stevenson, Anne T McCartt, et al - 2004

- 80% of crashes and 65% of near crashes were the result of driver inattention
- Cell phones were the #1 cause of this inattention

100 Car Naturalistic Study – Virginia Tech Transportation Institute, NHTSA - 2006

- Parietal activation (spatial processing in part of brain used for driving tasks) associated with driving decreases substantially by 37% with sentence listening.

http://downloads.nsc.org/pdf/tdd/NSC_Arlington_Oct_2008_for_%20NSC.pdf

- There is no difference in risk between hand held and hands free (hands-free cell phone use is as dangerous as hand-held cell phone use)
- Cell phone drivers have slower reaction times and were more likely to get in a crash than drunk drivers (at the .08 BAC level)

Comparison of the Cell Driver and Drunk Driver – Strayer, Drews, et al, University of Utah - 2004

Common Misperceptions

Talking on a cell phone is no more dangerous than putting on makeup, eating fast food, tuning your radio, or reading a map while driving.

- Cell phone driving is a visual, mechanical, and cognitive distraction.
- Must consider duration and frequency.

Unfortunately, we don't have the crash data to show that using a cell phone while driving can cause crashes.

- It is difficult to collect accident data.
- We have a plethora of evidence. We don't have statistics.
- Absence of statistics does not prove or indicate absence of a problem.

Talking to a passenger is less dangerous for adult drivers.

- A passenger is aware of driving situations/can serve as an additional look-out for hazards.
- A cell phone carries a certain obligation of immediacy.
- Having passengers in the vehicle brings a safety benefit to adult drivers (please note that this is not true for teen drivers, for whom passengers substantially increase crash risk). Crash risk is lower for adult drivers when passengers are in the vehicle than when adult drivers are using cell phones. (Strayer,/University of Utah, 2009)

Solutions

- Education: driver training and corporate training and education
- Legislation and enforcement, including public support
- Engineering and technology

Sample Cell Phone Policy

We deeply value the safety and well-being of all people who work at our company. Due to the increasing number of accidents resulting from the use of cell-phones and similar devices while driving, we are instituting a new policy.

1. Company employees are not permitted to use a cell phone, either hand-held or hands-free, while operating a motor vehicle on company business and/or on company time.
2. Company employees are not permitted to read or respond to emails or text messages while operating a motor vehicle on company business and/or on company time.
3. This policy also applies to use of PDAs.
4. While driving, calls cannot be answered and must be directed to voicemail.
5. If an employee must make an emergency call (911), the vehicle should be parked in a safe location before making the call.

Employees will be given two warnings. The third time an employee is found to be in violation of this policy, it is grounds for immediate dismissal.

Your signature below certifies your agreement to comply with this policy.

Employee Signature: _____ Date: _____

Policy Implementation Plan

Week 1	Week 2	Week 3	Week 4
Inform	Educate	Implement	Reinforce
NSC Cell Phone Ban Press Release	Frequently Asked Questions	Presentation Script for Policy Rollout	Tips for Distraction Free Driving
Call to Action	Distracted Driving Top 10 List	Policy	Pocket Policy Card
Article to Inform	Distracted Driving One Hour Training Course	Voice Mail Greeting	Safety Stuffer
Voice Mail to Employees	Pull Over Poster		Focus on Your Driving Poster

Technology... May Be the Best Solution

- Cell Block Telecommunication: Non-jamming – captures cell signal
- Gab Jammer: In development – captures cell signal
- Cell Coach: In-vehicle deterrent
- Key2Safe Driving: In-car device that wirelessly connects with a cell phone through Bluetooth
- Zoom Safer: Downloadable application on smart phones/Basic service is free
- Try Safety First: A chip in phones similar to V chip in Televisions
- Guardian Angel: Announced in April 2009/Jamming technology – FCC problems.
- DriveAssist: Wireless network solution using GPS and WiFi/Partnered with Nationwide Insurance

Strategies/Actions: What YOU (EMPLOYERS) Can Do

- Set a personal example: Stop using a cell phone when driving (change your greeting)
- Educate employees, drivers, and parents
- Implement a corporate cell phone policy/ban at your workplace
- Support legislation and enforcement

ON AND OFF THE JOB!

Our Driving Concern, the Texas Employers Traffic Safety Program, is a landmark driving initiative funded through a grant from the Texas Department of Transportation/Traffic Operations Division/Traffic Safety Section and implemented by the National Safety Council.

www.txdrivingconcern.org