



# Defeating Distracted Driving



# Wikipedia Distracted Driving Definition



- Driving while engaged in other activities
  - Talking on a cell phone
  - Texting
  - Eating, drinking
  - Watching a video
  - Reading
- Anything that requires you to take one or both hands off the steering wheel
- Anything that takes your mind off the driving task at hand



# Distracted Driving

- Is the single largest contributing factor to traffic crashes today



# Grim Reality



# The Center for Disease Control (CDC) Distracted Driving Findings



## Every Day

- More than 9 people are killed in a motor vehicle crash involving a distracted driver
- More than 1,153 people are injured in a motor vehicle crash involving a distracted driver

## 2012 Statistics

- In 2012 - 3,328 people were killed in a motor vehicle crash that involved a distracted driver
- An additional 421,000 people were injured
- The 421,000 injuries represent a 9% increase from 2011 statistics

# Distracted Driving

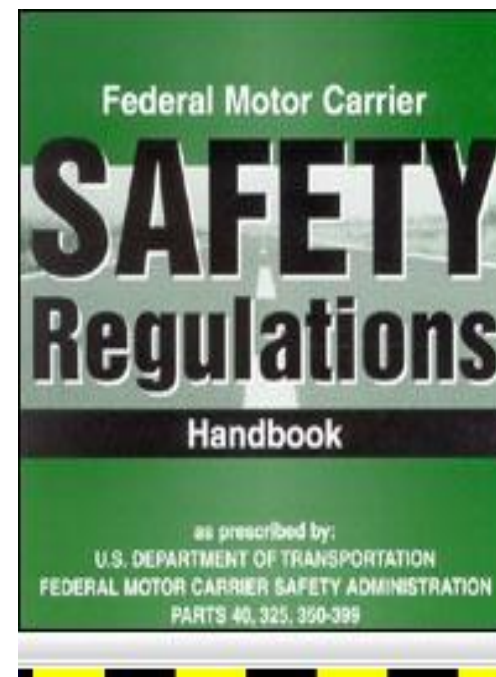
- The CDC further states that Texting While Driving takes the drivers attention away from the road more frequently and for much longer periods of time than any other distraction





# Distracted Driving

- In October 2010, the Federal Motor Carrier Safety Administration (FMCSA) enacted a ban on texting while driving for all commercial motor vehicle drivers
- This ban can be found in the Federal Motor Carrier Safety Regulations (FMCSRs) Part 392.80



# Distracted Driving

**DISTRACTED DRIVING IS A BIGGER PROBLEM THAN JUST TEXTING AND CELL-PHONE USE!**





# Distracted Driving

- However.....a leading study by Virginia Tech Transportation Institute (VTTI) showed that truck drivers who texted while the vehicle was moving were 23 TIMES more likely to be involved in a crash or near-crash incident!



# Distracted Driving

- Further findings from the VTTI study indicated that five seconds is the average time your eyes are off the road while texting
- Glances away from the road should be limited to 1 second or less





# Distracted Driving

- During a 3-second glance at a cell phone or other device, a vehicle traveling 55 mph will move approximately 250 feet down the road, or nearly the length of a football field!
- Glancing away from the road for more than one second can lead to a damaged bumper, a few dents ...OR a devastating crash



# Distracted Driving

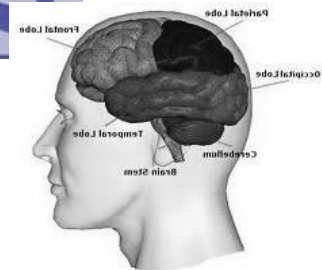
- “No-texting” laws and ordinances have some effect if enforced
- Many jurisdictions allow police to cite a driver for “inattention” on the road
- Reducing distracted driving is best done through awareness, education and changing driver behavior



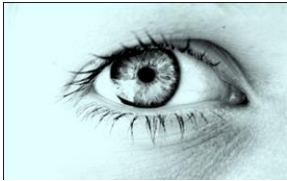
# Understanding Distracted Driving

Three types of distractions:

- Visual distractions
- Manual distractions
- Cognitive distractions



# Distracted Driving



## Visual Distraction

- Anything that shifts a driver's eyes away from the road to something unrelated to the primary task of driving

EXAMPLES: billboard, accident scene, looking at street signs

# Distracted Driving

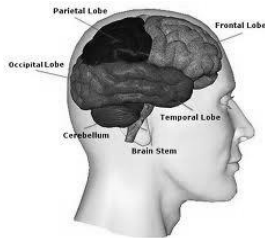


## Manual Distraction

- Anything that causes a driver to remove one or both hands from the wheel or other driving controls

EXAMPLES: eating, tuning the radio, programming a GPS, texting or dialing a cell phone

# Distracted Driving



## Cognitive Distraction

- Anything that takes a driver's mind, thoughts or mental attention away from the task of driving

EXAMPLES: daydreaming, anger, anxiety, fatigue, pain or worry



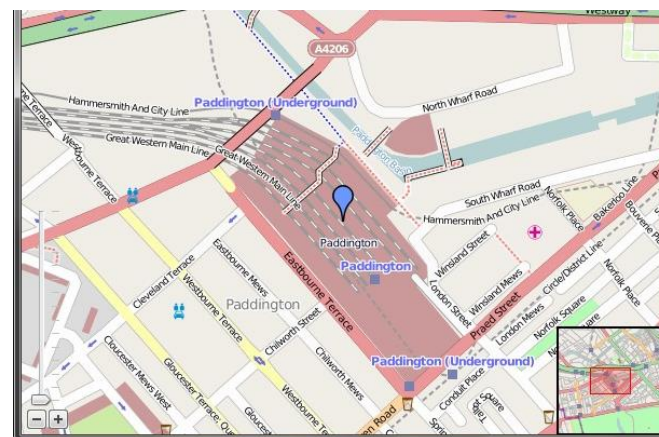
# Distracted Driving

Nearly all crashes in which distracted driving is a contributing factor usually involve a combination of two or all three types of distractions!



# Reducing Distractions

- Adjust mirrors, instrument panel lighting, knobs and dials BEFORE entering the traffic flow
- Get directions or program your GPS or navigation system before putting the truck or bus into gear



# Reducing Distractions



- Take care of all paperwork before you start on your trip
- Eat a healthy meal **BEFORE** you start your trip, or pull completely off the road to eat or drink before resuming your trip





# Reducing Distractions

- Perform short, frequent scans of mirrors and instruments, but keep the road ahead as your primary focus
- Limit glances away from the road to less than one second



# Reducing Distractions

## Cell Phone Use

- ‘Hands-free’ cell phones that require you to manually dial a number are not substantially safer than ‘hand-held’ cell phones
- Any cell phone use diverts the driver’s attention from the driving task





# Reducing Distractions

## Cell Phone Use

- Voice-activated systems merely reduce visual and manual distractions, but not cognitive distractions
- Make calls before you leave, then turn off your cell phone or let calls go to voice mail while the vehicle is moving



# Reducing Distractions

## Cell Phone Use

- NEVER text or email while driving!



# Defeating Distracted Driving



- Driving a commercial motor vehicle requires all of your concentration and skills
- Let's drive as if your life depended on It!

**It Does!!!**



- This driver safety presentation has been developed through the Commercial Vehicle Safety Alliance (CVSA) "Operation Safe Driver" Program provided through a grant by FMCSA

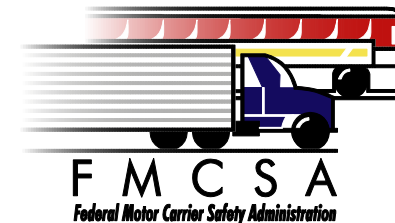






# Defeating Distracted Driving

Developed in cooperation with



*And a coalition of commercial truck and bus companies, driver educators and safety organizations.*

**For more information about**



# **Defeating Distracted Driving**



<https://www.cvsa.org/programs/operation-safe-driver/cm-v-driver-resources/>

# Operation Safe Driver



- Mission
  - ✓ Improve commercial and non-commercial driver behavior and performance through effective enforcement, education and awareness strategies.
- Message
  - ✓ Improving highway safety for commercial vehicle operations starts with the driver.
  - ✓ Highway crashes related to large trucks and buses account for 12 percent of the total highway fatal crashes.
  - ✓ Focusing more attention on commercial and non-commercial drivers operating in an unsafe manner around commercial vehicles will save lives.

# Outreach



- Training program(s); which include five Train-the-Trainer Kits that contain separate PowerPoint presentations, between 25 to 35 minutes each on the following subjects
  - 1) Defeating Distracted Driving
  - 2) Beyond Distracted Driving
  - 3) Following the Rules of the Road
  - 4) Defensive Driving/Driver Review I
  - 5) Defensive Driving/Driver Review II





**Thanks for  
your time!**

**[www.operationsafedriver.com](http://www.operationsafedriver.com)**