



The Road to Destruction is Paved with Distraction

NDACE Annual Conference 1-27-2021

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What is Distracted Driving?

“when a driver’s attention is diverted away from driving by a secondary task that requires focusing on an object, event, or person not related to the driving task.” (NHTSA, 2008)

Reading or sending text or email messages while driving and other distracted driving behaviors lead to more than **420,000** injuries and more than **3,100** deaths every year in the United States (NHTSA, 2016)

What do we know about distracted driving?

In 2017:

- 6% of all motor vehicle crashes in the United States involved a distracted driver
- 3,166 people died in crashes involving a distracted driver
- 599 non-occupants (e.g., pedestrians and cyclists) died in a crash that involved a distracted driver

At any given time in 2017, an estimated 2.0% of all drivers on the road were visibly using a hand-held device – a 0.1% reduction from 2016.

Research suggests that distraction is present during 52% of normal driving. Common distractions are:

- interacting with an adult or teen passenger (15%)
- using a cell phone (6%)
- using systems such as climate control and radio (4%).

On average, a non-fatal injury crash at work that involves distraction costs the employer \$72,442.



Distracted Driving and Large Vehicles

- A 2009 study found that 71 percent of large-truck crashes occurred when the truck driver was doing something besides driving the truck. (FMSCA, 2009)
- A three-year data collection effort by the Federal Motor Carrier Safety Administration and the National Highway Traffic Safety Administration found that an estimated 11,000 truck crashes nationwide involved distractions external to the truck cab. (NHTSA, 2005)

The Main Types of Distractions

Visual

- Reading a text message
- Looking up directions
- “Rubbernecking”

Manual

- Reaching for things inside the vehicle
- Using a hand-held device
- Adjusting radio
- Eating/drinking

Cognitive

- Talking on the phone (including hands-free)
- Arguing with a passenger
- Thinking about next task/after work/etc.



Cell Phones and Distracted Driving

Your brain has limited ability to perform two tasks at the same time

- Research shows that hands-free phones are as distracting as hand-held phones (cognitive distraction).
- Texting while driving is especially dangerous because it combines all three types of distractions.
- When driving becomes secondary, you pay less attention to possible dangers on the road.





Front

Pos -0.14

 LAT -0.01

Time -3.00

Rear

What can employers do to prevent distracted driving?

Ban all phone use while driving a company vehicle and apply the same rules to use of a company-issued phone while driving a personal vehicle.

Require workers to pull over in a safe location if they must text, make a call, or look up directions.

Prepare workers before implementing these policies by communicating:

- How distracted driving puts them at risk of a crash
- That driving requires their full attention while they are on the road
- What they need to do to comply with your company's policies
- What action you will take if they do not follow these policies

Consider having workers acknowledge that they have read and understand these policies.

Ban eating/drinking in vehicles while moving. A recent study found that eating while driving was riskier than talking on a cell phone. (NHTSA, 2006)

Provide workers with information to help them talk to their family about distracted driving.

Require contractors to have effective distracted driving policies as part of pre-qualification process.

How can you prevent distracted driving incidents?

Do not use your phone while driving.

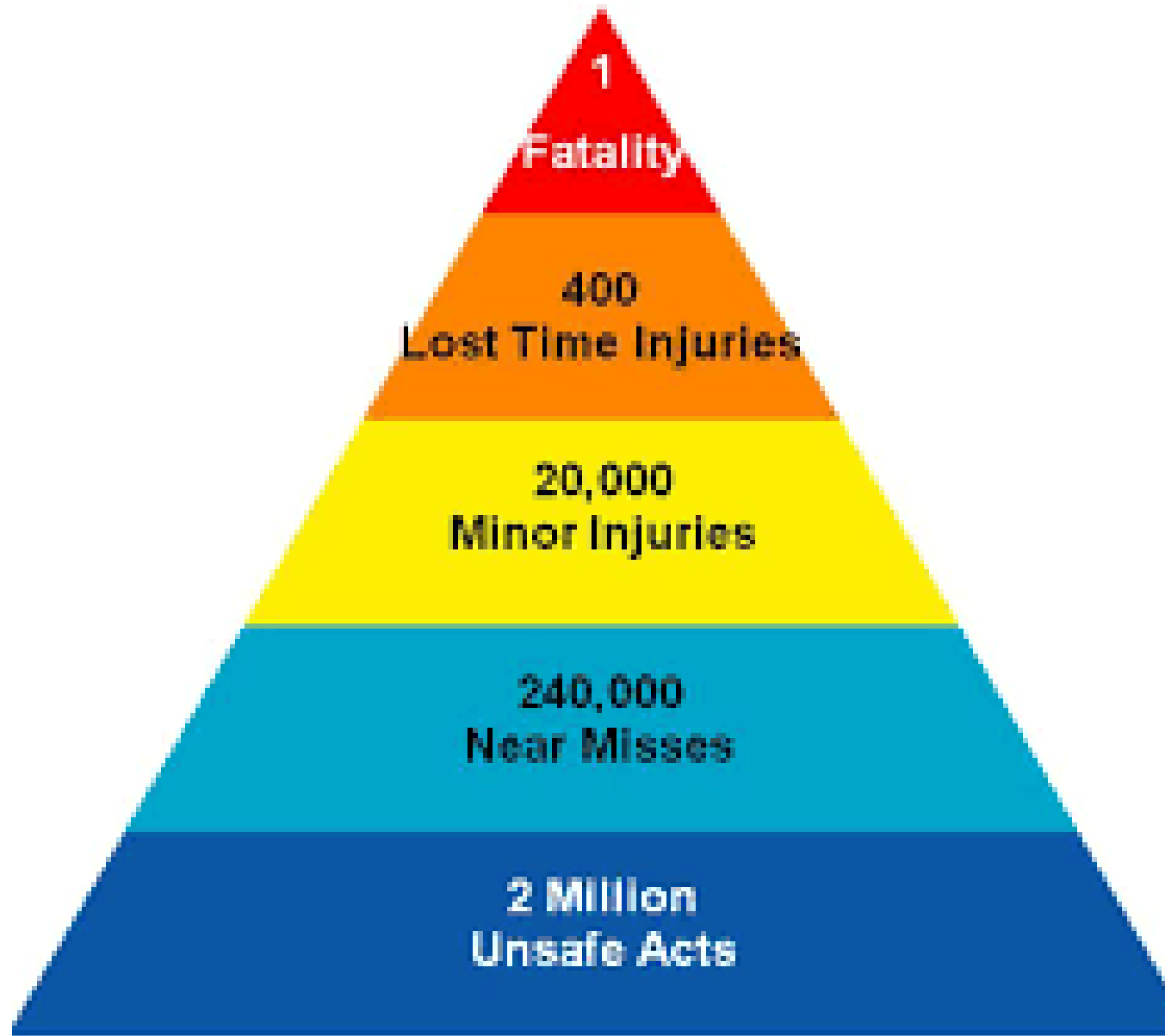
Pull over in a safe location if you must text or make a call.

Make necessary adjustments (e.g., adjust controls, program directions) to your vehicle before you drive.

Do not reach to pick up items from the floor, open the glove box, or try to catch falling objects in the vehicle.

Focus on the driving environment — the vehicles around you, pedestrians, cyclists, and objects or events that may mean you need to act quickly to control or stop your vehicle.

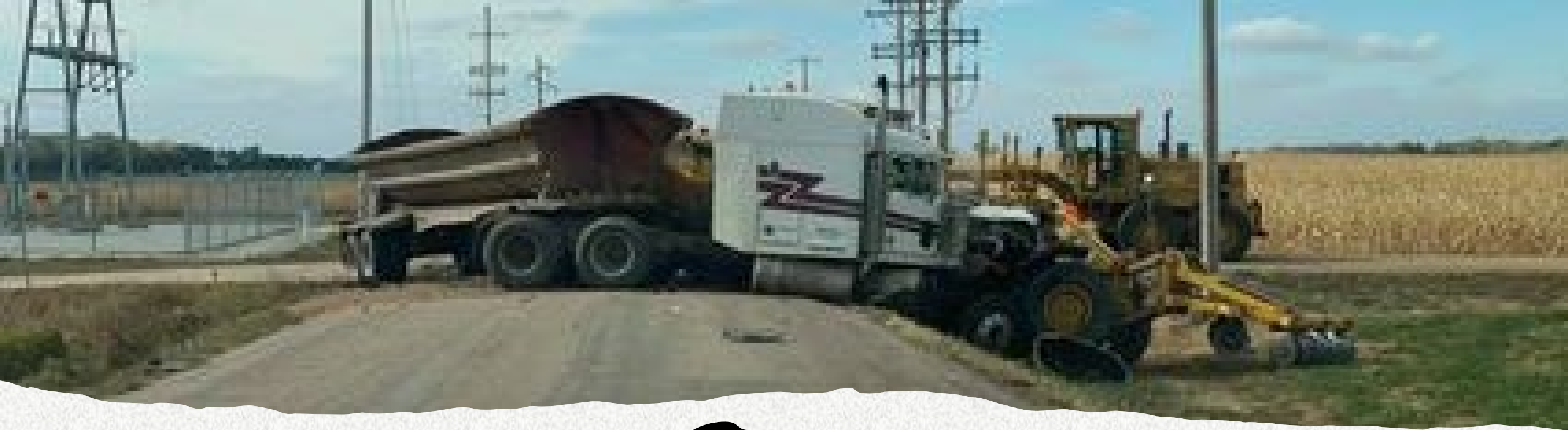




Heinrich's Triangle Theory

June 3rd, 2020





Helpful Links

- <https://www.fmcsa.dot.gov/safety/driver-safety/cmv-driving-tips-driver-distraction>
- <https://roadsafetyatwork.ca/tool-kits/distracted-driving/distracted-driving-policy-examples/> (WorkSafeBC)
- <https://www.cvsa.org/programs/operation-safe-driver/defeat-distracted-driving/> (Commercial Vehicle Safety Alliance) (handouts)



Questions/Comments

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