

Minimizing Distracted Driving in Your Company

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Baldwin & Lyons, Inc.
Protective Insurance Company



Driving Culture Change

“A century ago, Model T’s brought motoring to an emerging middle class.

A half century ago, teenagers cuddled in convertibles at drive-in movies.

A new generation of drivers see cars as an extension of their plugged-in lives, with iPods, DVD players, Cell Phones and other gadgets.”

USA Today, 2-17-2009



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Distracted Driving Facts

- Drivers using cell phones look but **fail to see up to 50% of the information** in their driving environment
- NSC estimates that 25% of all crashes involve a cell phone
- NHTSA estimates that at any given time, 11% of drivers are talking on cell phones

Source: http://www.nsc.org/safety_road/Distracted_Driving/Documents/Dstrct_Drvng_White_Paper_1_2011.pdf



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Driving Distractions

- GPS or map reading
- Cell phones
- **Speeding**
- Other vehicles and their passengers / cargo
- Scenery
- Pedestrians / bicyclists
- Traffic hazards
- **Eating**
- **Drinking**
- **Smoking**
- Tuning radio, changing CDs, or iPod
- Vehicle malfunctions
- Construction zones
- **Fatigue**
- **Qualcomm**
- **Emotional**
- Medical conditions
- Day dreaming
- Accident scenes and traffic stops
- Laptops and tablets
- Drugs and alcohol
- Ads on buses and trucks
- Talking to passengers
- **Writing notes**
- Reading books, magazines, newspapers
- Billboards
- Missing a turn or exit
- Unsecure objects in cab
- Temperature too hot or cold in cab
- Insects
- Grooming
- Animals
- Adjusting seats, mirrors, etc.
- Pressure to meet delivery appointment
- Weather
- E-Readers

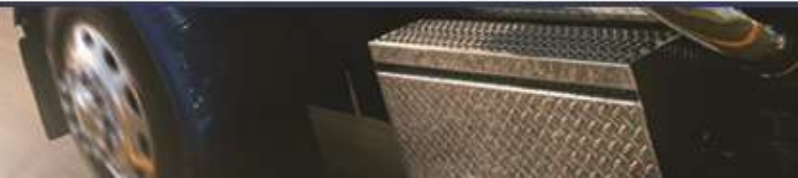
R U A Safe Driver?

- Recognize the Hazard
- Understand the Defense
- Act Correctly, in Time

SOURCE: National Safety Council

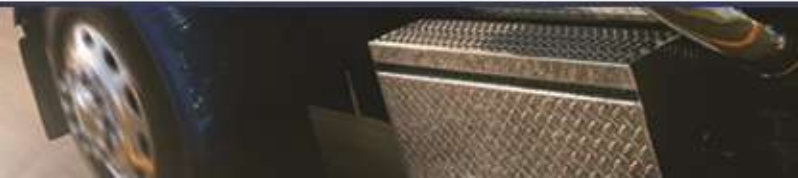


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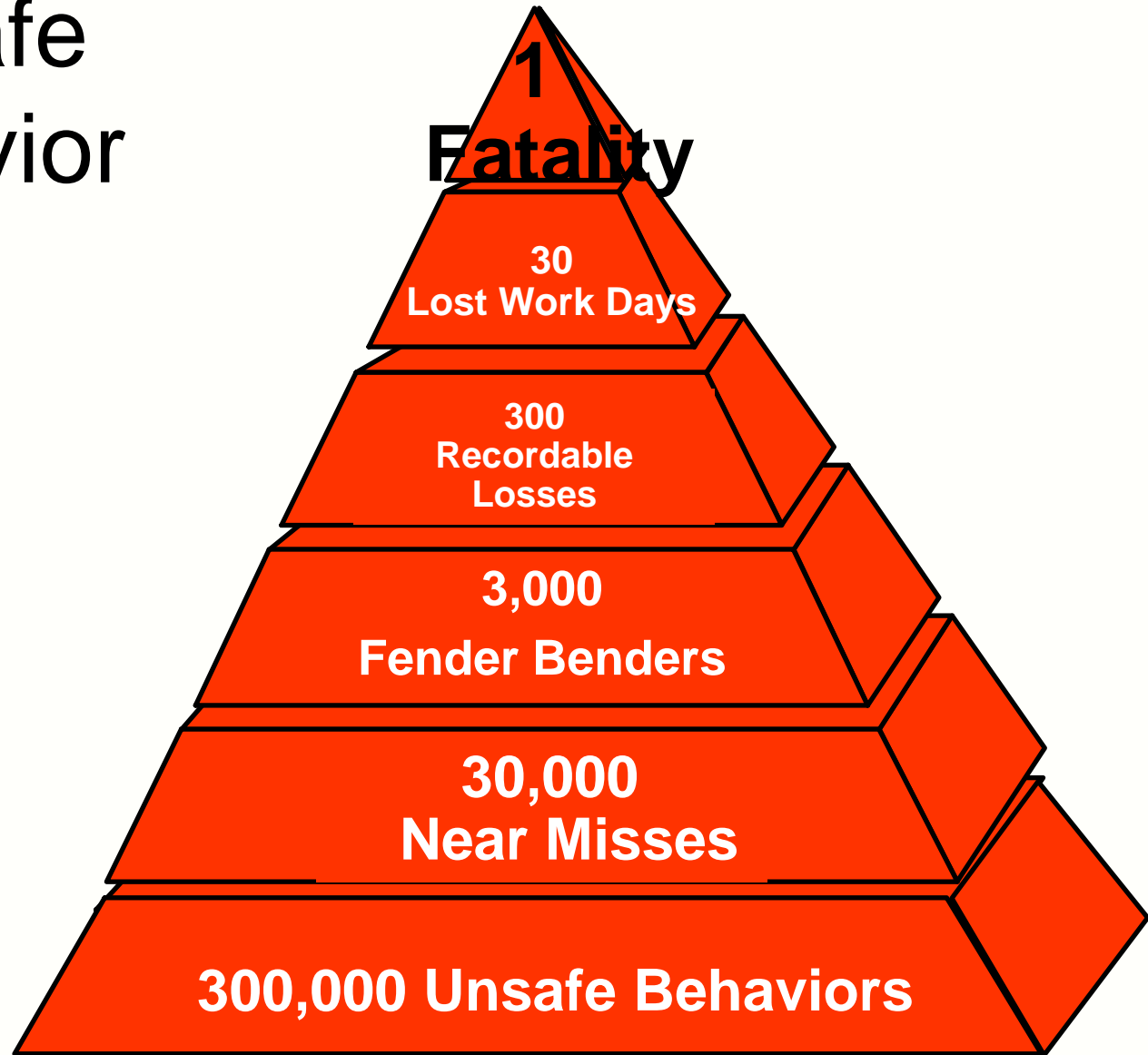


Types of Distractions

- Visual – Eyes off road
- Mechanical – Hands off wheel
- Cognitive – Mind off driving – hands free does not help. Laws and employers in error focus on permitting hands free.
- Auditory – Unnecessary sounds drowning out important sounds



Unsafe Behavior



Distracted Driving Facts – Commercial Drivers

Other activities while driving that
increase odds of a crash

Action	Increases Collision Potential
Text messaging	23.24 times
Interact with/look at dispatching device	9.93 times more likely
Look at map	7.02 times
Dial cell phone	5.93 times
Write on pad, notebook, etc.	8.98 times
Use/reach for other electronic device	6.72 times
Personal grooming	4.48 times

Source: <http://www.fmcsa.dot.gov/facts-research/research-technology/report/FMCSA-RRR-09-042.pdf>



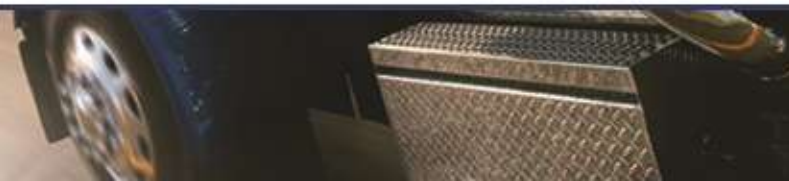
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Stopping Distance

Speed (Miles per Hour)	Perception Distance	+	Reaction Distance	+	Braking Distance*	=	Total Stopping Distance
20 MPH	51.3'		22'		30'		103.3'
20 MPH	51.3'		22'		19'		92.3'
30 MPH	77'		33'		67'		177'
30 MPH	77'		33'		43'		153'
55 MPH	141.2'		60.5'		275'		476.7'
55 MPH	141.2'		60.5'		144'		345.7'
70 MPH	180'		77'		490'		747'
70 MPH	180'		77'		233'		490'

*Including air-brake lag distance for large trucks.



The Reality

- **Most think their driving is not affected** (same thinking as a drunk driver)
- Accidents = **Insurance Companies and Plaintiff Attorney's are requesting phone records** to determine if either driver was talking/texting on the cell phone.
- Management talks to drivers on the cell phone while driving = Defense Nightmare
- Norm is policy against distracted driving = **Punitive Damages** for not having a policy?
- Even cell phone manufactures have warnings about using the product while driving.



The Reality

- **Illegal** in many States
- **Blue Tooth Devices** are not any safer
- **Voice Recognition** eliminates dialing, but not the distraction of the call
- Cell Phone versus:
 - Passengers
 - Stereo
 - C.B. Radio



In The Courtroom

- Vicarious Liability
 - Yoon vs. Wagner
 - An **attorney working for the firm**, Cooley Godward was talking on the phone at **10:30 PM** (well outside the time and space of her employment) was **talking** on her cell phone **to another attorney** and struck and **killed a pedestrian**. The court ruled that she was within the scope of her employment. She was ordered to pay the plaintiffs \$2M out of her pocket and the firm settled outside of court for an additional undisclosed sum.
 - Ford vs. McGrogan and International Paper
 - An employee of International Paper rear-ended another car while distracted by mobile phone use. The plaintiff (whose arm was amputated) sued International Paper under vicarious liability. Even though the **company had a policy banning cell phone use while driving**, they **settled for \$5.2M**.

Source: http://www.thenophonezone.org/downloadfiles/DistractedDriving_zoomsafer.pdf



Multitasking: A Brain Drain

Encoding Stage

- **Brain filters information** due to overload
- Drivers not aware of information filtered out
- Information does not get into memory
- Drivers miss critical information on potential hazards

Inattention blindness and encoding.
Source: National Safety Council



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Brain Multitasking

- Brain Multitasking is a MYTH
- Two tasks cannot be performed by human brains at same time
 - Tasks sequentially
 - Brain switches between both tasks



Multitasking: Impairs Performance

- We can **walk and chew gum** safely because it is not a cognitively-demanding task
- But even **cell phone-using pedestrians act unsafely.** They are less likely to:
 - Look for traffic before stepping into street
 - Look at traffic while crossing street
 - Notice unusual objects placed along path



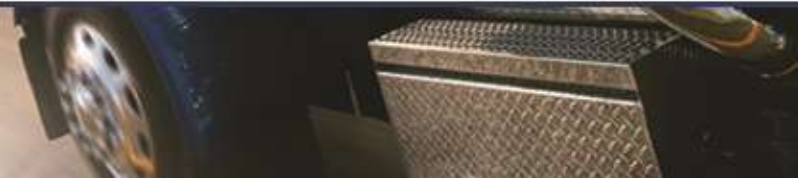
30 mph is 44 feet per second

X times 4 seconds to dial a cell phone
= 176 feet that your eyes are off the road

This person is approximately 50 feet
from the car



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Cell Phone Policies

- **Policies should include all employees**, and not just the truck drivers.
 - If the policy doesn't include all employees, truck drivers may feel it's unfair that only they have to adhere to the policy.
 - Have a strict disciplinary policy for anyone who violates the cell phone or distracted driving policy.
- **If driver is calling on a cell phone** while driving, advise them of the company policy and hang up immediately. Advise them to call back when safely and legally parked.
- Have **policy for dispatch that they cannot call drivers on their cell phones** while they are driving. Dispatch should always ask driver if they are driving before proceeding with the conversation.



Cell Phone Policies

- If you know **third parties (such as vendors) are driving** and talking on cell phone, hang up and make them adhere to your policy if they want to do business with your company.
- Have drivers **set voicemail message** to say that they are driving and cannot answer the phone right now, but please leave a detailed message with your name, phone number, and the nature of your call so they can be prepared when they return the call when they are safely and legally parked.



How To Engage Your Drivers

- **Hold meetings before implementing** a policy to ask for their input and discuss the issue of distracted driving.
- Introduce policy in a safety meeting that discusses distracted driving.
 - **Show Faces of Distracted Driving videos** for more impact.
 - Have drivers **sign a pledge** at the end of the meeting that is displayed somewhere in your facility where drivers will see them as a reminder.
 - **Create handouts** with policy rules and tips on how to break the habit of using a cell phone while driving that the drivers can keep in their trucks as a reminder.



How To Engage Your Drivers

- **Send letters to drivers' families** notifying them of the cell phone policy. Include a copy of the policy and tips on how to communicate more safely with the drivers.
 - Establish a way to differentiate between an **emergency call** or non-emergency, i.e. only call driver if it is an emergency or if I **call 3 TIMES** in a row, it's an emergency.
 - Establish that driver will always call on a certain break to check in with family.
- **Hold a distracted driving education seminar for drivers' families.**
 - Show Faces of Distracted Driving videos for more impact.
 - Have families sign pledges after meeting.
 - Make up magnets or other giveaway items that families can keep visible at home as a reminder.



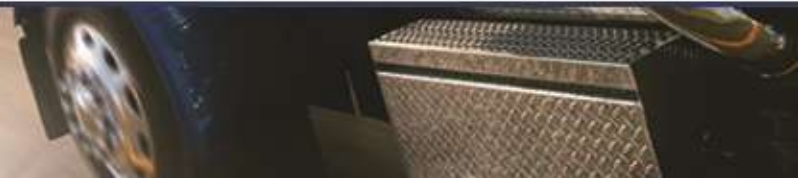
How To Engage Your Drivers

- Participate in Drive Safely Work Week (Network of Employers for Traffic Safety annual workplace safety campaign)
 - October 3-7, 2011
 - Free materials at <http://trafficsafety.org/dsww2011/index.php>



It's Not Just You

- Your drivers need to be trained to identify distracted drivers, so they can have an opportunity to prevent distracted driving collisions caused by the other driver.
- Signs of Distracted Driving
 - Drifting in and out of lanes
 - Hitting the gas rather than the brake
 - Driving exceptionally slow
 - Near misses (accidents)
 - Running stop signs & traffic signals
 - Failure to yield
 - Pulling out in front of others
 - Tailgating
 - Driving slow
 - Slow reactions



Faces of Distracted Driving Videos

1. <http://www.distraction.gov/faces/heather-hurd.html>
 1. Heather and her fiancé were driving to their wedding planner and were sitting at a stop light on red, when a tractor-trailer travelling at 65 MPH hit their car as well as 8 other cars. The driver was texting with his company at the time of the crash and never applied the brakes. Heather died at the scene.
2. <http://distraction.gov/faces/kelson-vaillancourt.html>
 1. Kelson was a passenger in the vehicle when the driver was texting and failed to yield at a stop sign. He pulled into oncoming traffic and they were struck by a tractor-trailer. Kelson died as a result of brain injuries from the accident.
3. <http://distraction.gov/faces/jacy-good.html>
 1. Jacy Good and her parents were on their way home from her college graduation ceremony when a driver talking on his cell phone ran a red light causing a tractor-trailer to swerve and crash into the Goods' Vehicle. Both of Jacy's parents were killed instantly and she was critically injured.
 2. Oprah video: <http://www.muhlenberg.edu/toc/good.htm>
4. <http://distraction.gov/faces/margay-schee.html>
 1. Margay Schee was riding home from school when a semi-truck slammed into the back of the bus. She was killed when rescuers were unable to get her out of the burning wreckage.

Other Video Resources

- Last Text
 - <http://www.att.com/gen/press-room?pid=2964>
 - Documentary on the last text sent before a distracted driving accident involving death or severe injury
- Mythbusters Cell Phone vs. Drunk Driving
 - <http://dsc.discovery.com/videos/mythbusters-cell-phone-vs-drunk-driving-minimyth.html>
 - They found using a cell phone is potentially as dangerous as drunk driving.
- National Safety Council New Distracted Driving Video Series
 - <http://www.nsc.org/Pages/VideoSeries.aspx>



Sample Policies

- http://www.distraction.gov/files/get-involved/Employer/DD_Employer_Policy_Contract_3.26.10.doc
- http://www.nsc.org/safety_road/Distracted_Driving/Pages/EmployerPolicies.aspx
 - Also includes other resources to help with executive and employee buy-in
- <http://www.att.com/gen/press-room?pid=17440>
 - Also includes other resources (sample pledge, email messages, etc)



Ask Yourself...

Is the Cell Phone Call or the Text Messaging While Driving Important Enough to Risk Anyone's Life?



Compromising safety
means that you just put a
lesser value on your, or
someone else's life.



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**“In the Drivers
Seat, Safety Isn’t
Someone Else’s
Job!”**

**Share the
Road Safely**

Col. Glenn Markley



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Thank you!

If you have questions, please contact me:

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**Please, Use What You Have Learned
And Share It With Others**



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