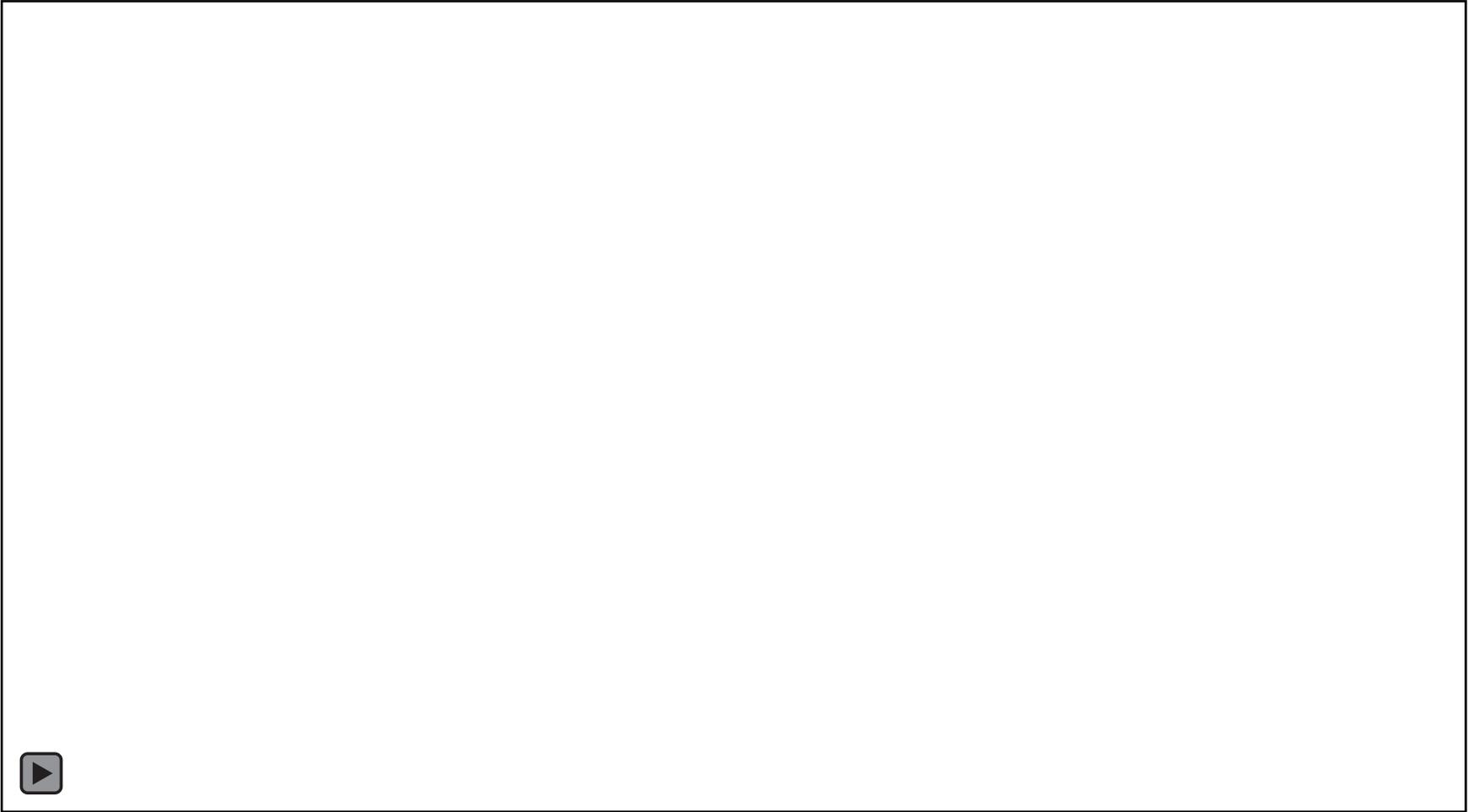


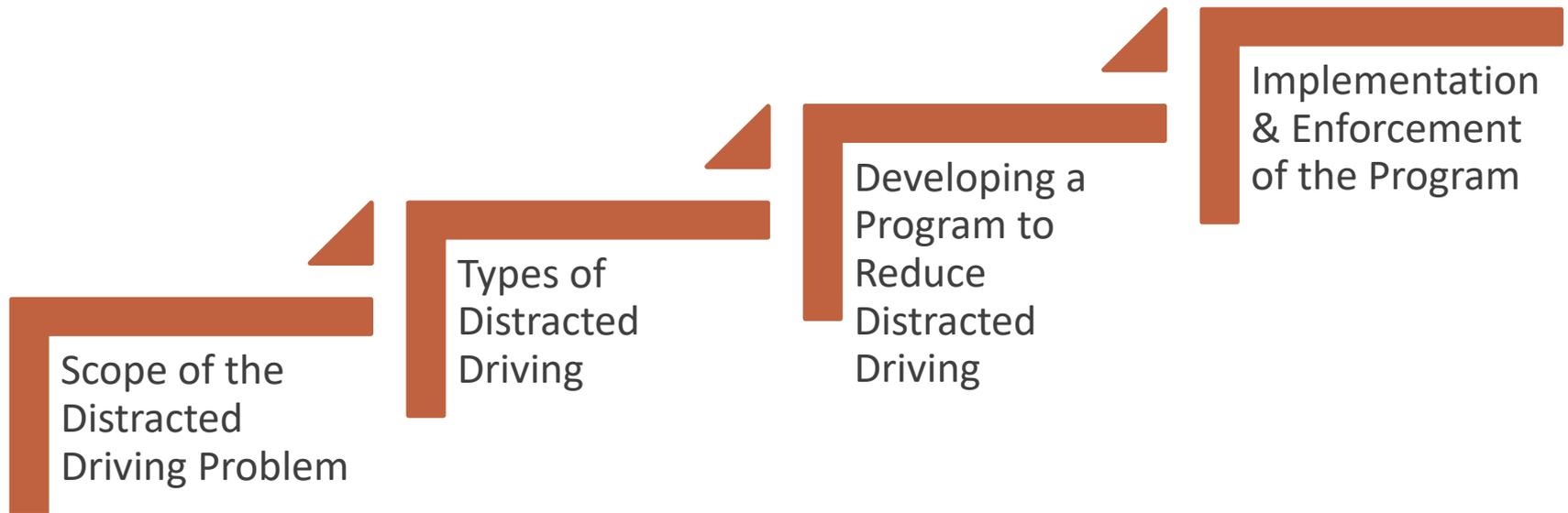
Reducing Distracted Driving

April 30, 2020

Presented By | John Flanagan CDS, CDT

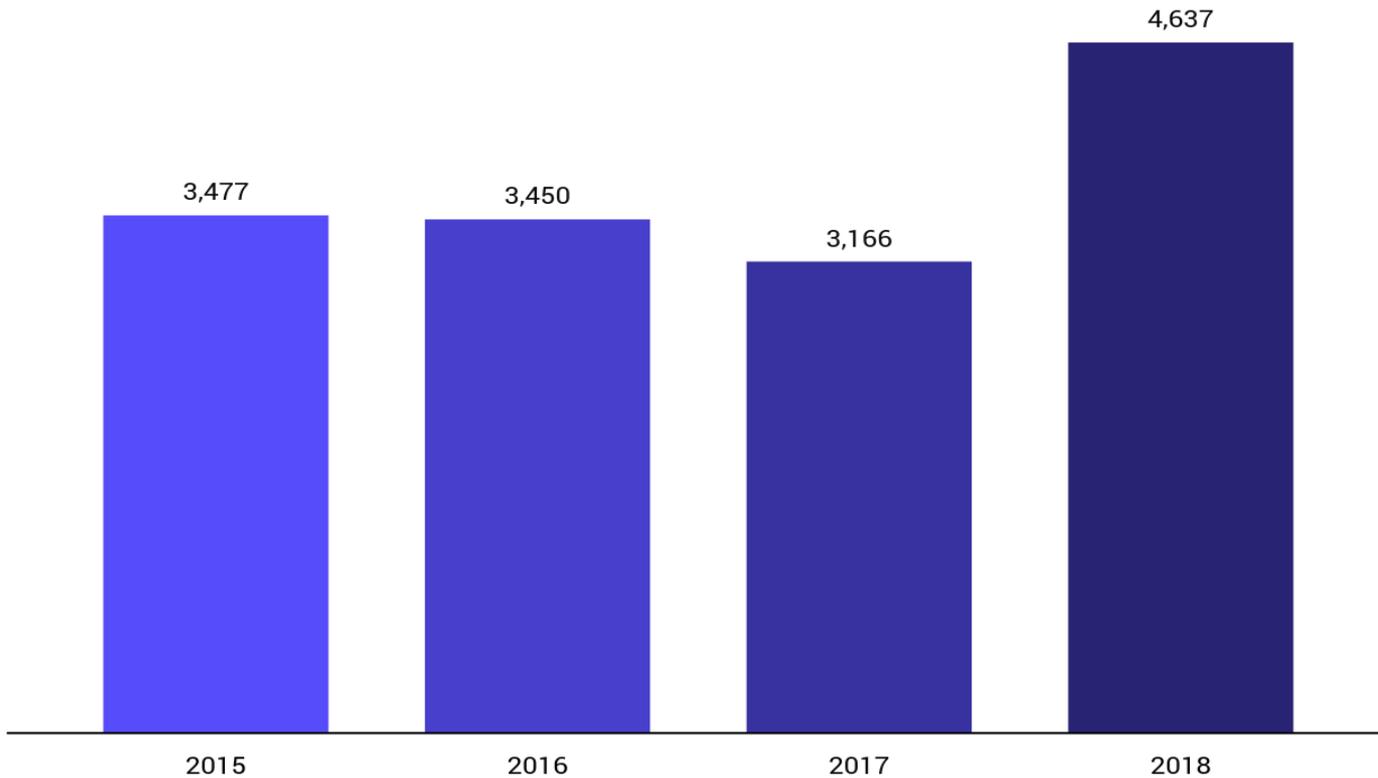


TODAY'S TOPICS



SCOPE OF DISTRACTED DRIVING PROBLEM

Distracted Driving Deaths



NHTSA Statistics



SCOPE OF THE DISTRACTED DRIVING PROBLEM

- Nine percent of fatal crashes in 2017 were reported as distraction-affected crashes.
- In 2017 there were 3,166 people killed in motor vehicle crashes involving distracted drivers.
- That increased sharply in 2018 to 4,637
- Six percent of all drivers involved in fatal crashes were reported as distracted at the time of the crashes.
- Eight percent of drivers 15 to 19 years old involved in fatal crashes were reported as distracted. This age group has the largest proportion of drivers who were distracted at the time of the fatal crashes.
- In 2017 there were 599 nonoccupants (pedestrians, bicyclists, and others) killed in distraction-affected crashes. ¹

¹ NHTSA Report Distracted Driving in Fatal Crashes, 2017 – April 2019 Report



SCOPE OF THE DISTRACTED DRIVING PROBLEM

Distracted Driving

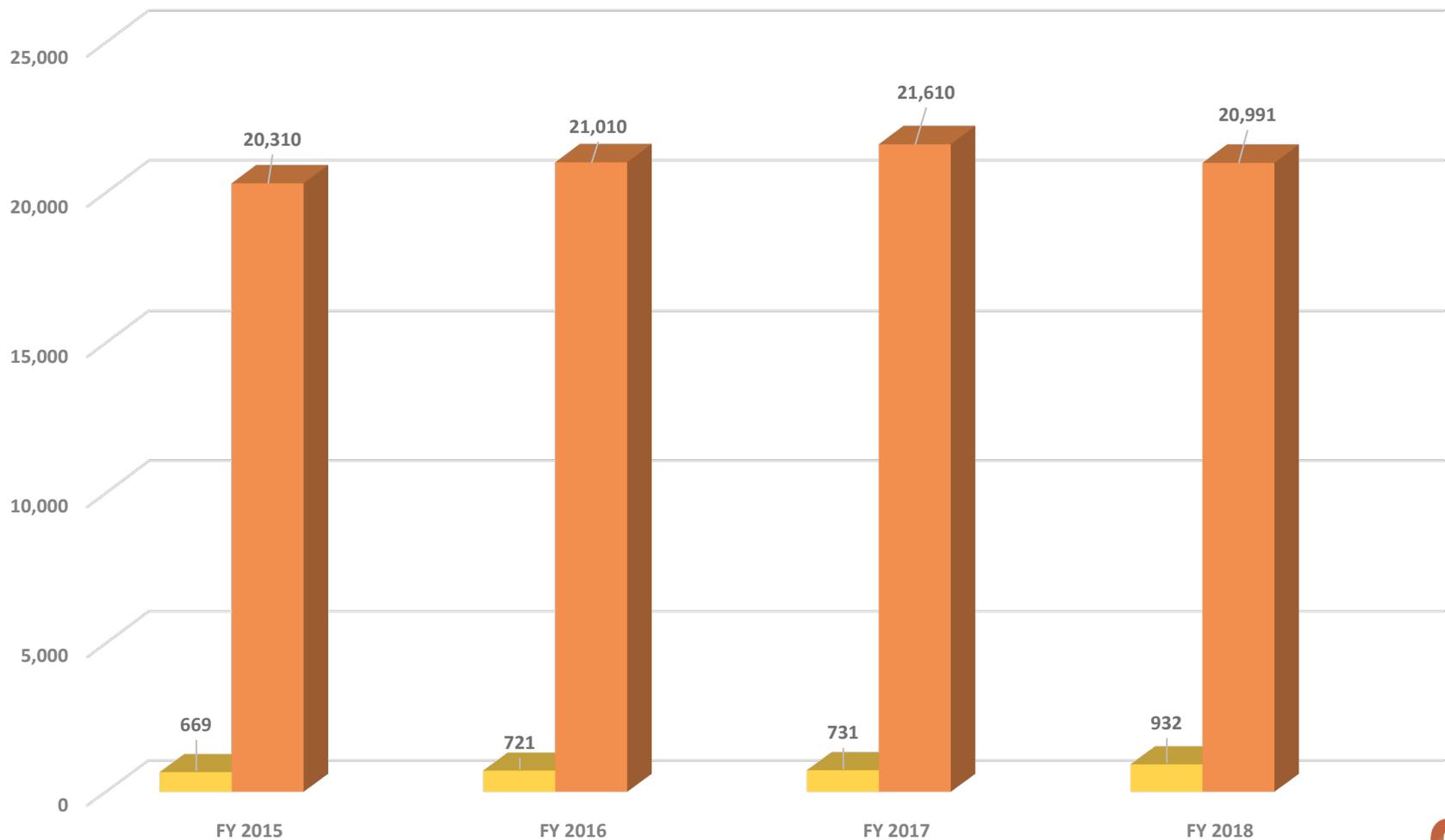
Is involved in 20 percent of all on-highway crashes

Contributed to more than 391,000 injuries in 2017



SCOPE OF THE DISTRACTED DRIVING PROBLEM – CMV DRIVERS

CMV Distracted Driving Violations ²



² FMCSA A&I Traffic Enforcement Violation Summary

■ 392.80A - Driving a CMV while texting ■ 392.82A1 - Using hand-held mobile telephone while operating CMV



SCOPE OF THE DISTRACTED DRIVING PROBLEM

What rules apply under the FMCSR's?

§392.80 Prohibition against texting.

(a) Prohibition. No driver shall engage in texting while driving.

(b) Motor carriers. No motor carrier shall allow or require its drivers to engage in texting while driving.

(c) Definition. For the purpose of this section only, driving means operating a commercial motor vehicle, with the motor running, including while temporarily stationary because of traffic, a traffic control device, or other momentary delays. Driving does not include operating a commercial motor vehicle with or without the motor running when the driver moved the vehicle to the side of, or off, a highway, as defined in 49 CFR 390.5, and halted in a location where the vehicle can safely remain stationary.

(d) Emergency exception. Texting while driving is permissible by drivers of a commercial motor vehicle when necessary to communicate with law enforcement officials or other emergency services.



SCOPE OF THE DISTRACTED DRIVING PROBLEM

What rules apply under the FMCSR's?

§392.82 Using a hand-held mobile telephone.

(a)(1) No driver shall use a hand-held mobile telephone while driving a CMV.

(2) No motor carrier shall allow or require its drivers to use a hand-held mobile telephone while driving a CMV.

(b) Definitions. For the purpose of this section only, driving means operating a commercial motor vehicle on a highway, including while temporarily stationary because of traffic, a traffic control device, or other momentary delays. Driving does not include operating a commercial motor vehicle when the driver has moved the vehicle to the side of, or off, a highway and has halted in a location where the vehicle can safely remain stationary.

(c) Emergency exception. Using a hand-held mobile telephone is permissible by drivers of a CMV when necessary to communicate with law enforcement officials or other emergency services.



SCOPE OF THE DISTRACTED DRIVING PROBLEM

What is the definition of using a mobile telephone?

The use of a hand-held mobile telephone means: Using at least one hand to hold a mobile phone to make a call; Dialing a mobile phone by pressing more than a single button; or Reaching for a mobile phone in a manner that requires a driver to maneuver so that he or she is no longer in a seated driving position, restrained by a seat belt. What does this rule mean to drivers and carriers?



SCOPE OF THE DISTRACTED DRIVING PROBLEM

Fines and Penalties – Using a hand-held mobile phone while driving a CMV can result in driver disqualification. Penalties can be up to \$2,750 for drivers and up to \$11,000 for employers who allow or require drivers to use a hand-held communications device while driving.

Disqualification - Multiple violations of the prohibition of using a hand-held mobile phone while driving a CMV can result in a driver disqualification by FMCSA. Multiple violations of State laws prohibiting use of a mobile phone while driving a CMV is a serious traffic violation that could result in a disqualification by a State of drivers required to have a Commercial Drivers License.



SCOPE OF THE DISTRACTED DRIVING PROBLEM

How Dangerous is Distracted Driving?

Safety critical event **23.2** times greater for CMV drivers who are texting

Take eyes off the road

- **371 feet** (4.6 seconds at 55 mph)
- **469 feet** (4.6 seconds at 70 mph)

14% surge in US traffic deaths 2014 to 2015. Largest year to year percentage increase in 50 years.



SCOPE OF THE DISTRACTED DRIVING PROBLEM

Glancing away from the road for more than one second can lead to a damaged bumper, a few dents OR a devastating crash...



SCOPE OF THE DISTRACTED DRIVING PROBLEM

No-texting laws and ordinances have some effect if enforced

Many states allow police to cite a driver for inattention on the road

Reducing distracted driving is best done through awareness, education and changing driver behavior



TYPES OF DISTRACTED DRIVING

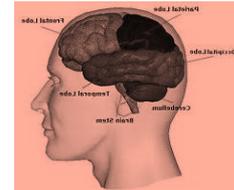
Understanding Distracted Driving

Three types of distractions:

Visual distractions

Manual distractions

Cognitive distractions



TYPES OF 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



TYPES OF DISTRACTED DRIVING

Manual Distraction:



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

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



TECHNOLOGY



TYPES OF DISTRACTED DRIVING



Cognitive Distraction:

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

EXAMPLES: anger, anxiety, fatigue, pain or worry



TYPES OF DISTRACTED DRIVING

Distractions While Driving

1 Mobile Phones

Despite being illegal, mobile phone use is still a major source of distraction. You are 4 times more likely to crash if you use a mobile phone while driving.

2 MP3 Player, Radio, CDs

Changing a CD or MP3 Player or adjusting a radio while driving is one of the most common and dangerous forms of distractions when driving.

3 Children

Many people find driving with children the biggest distraction. Your instinct is to talk to them, check on them in the rear-view mirror or even turn round to deal with them. Even a split-second of inattention can increase the risk of a crash considerably.

7 Sat Nav

Sat navs are increasingly commonplace for motorists but pose a significant distraction when driving.

6 Smoking

Smoking is included in the Highway Code as a distraction to be avoided when driving.

5 Eating and Drinking

Eating and drinking while driving all involve you taking some of your attention from the road and slowing reaction times.

4 Passengers

Motorists admit that this is one of the biggest distractions when driving, taking both your mind and eyes away from the road.



TYPES OF 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.



TYPES OF DISTRACTED DRIVING

Many individuals pride themselves on the fact that they are “good multi-taskers” and use this assumption to justify engaging in distracting activities while driving. Unfortunately, all they are doing is putting themselves in danger. Some common Multi-Tasking activities include:

- Texting
- Using a cell phone
- Adjusting entertainment controls
- Using a navigation system
- Eating and drinking
- Grooming
- Reading, including maps



TYPES OF DISTRACTED DRIVING

Multitasking Exercise

The fact of the matter is that most people's understanding of Multi-Tasking is incorrect. Our brains are wired in such a way that we can **only keep primary focus on one activity at a time**. When we multi-task, we are actually quickly switching our attention among several different activities but not really doing any one activity very well. This is one of the key reasons why drivers who engage in multi-tasking are considered Distracted Drivers. And, as already reported, distraction is a contributing cause in 1 out of every 4 crashes. So does it make any sense to attempt multi-tasking while driving?



TEST YOUR MULTI-TASKING ABILITIES

You are to read two short sentences – **only 21 words** – about safety. You will be required to use some of your multi-tasking “skills” in order to properly understand what you are reading. You have approximately 10 seconds to read these two sentences



DEVELOPING A PROGRAM TO REDUCE DISTRACTED DRIVING

Orientation & Training – Essential to convey the importance of avoiding Distracted Driving. Training should include, and all drivers should follow, these core principles to stay alert and focused and avoid distracted driving:

- Don't multi-task while driving.
- Don't drive while fatigued. Make sure you are well-rested before getting behind the wheel.
- NEVER text or email while driving. Pull off to a safe location if you must text.
- Avoid using a cell phone while driving. Even the use of a hands-free device is dangerous as it involves cognitive distraction.
- Program the GPS and adjust the mirrors and radio before driving.
- Avoid distracting activities such as eating, personal grooming and reaching for items.
- Avoid alcohol and drugs before and during driving.
- Buckle up! It is your last line of defense. Remember, seat belts save lives.



DEVELOPING A PROGRAM TO REDUCE DISTRACTED DRIVING

ATRI Initiative 3

Encourage harsher penalties and more aggressive enforcement of distracted driving Violations for drivers of all vehicle types.

Advocate national standards for distracted driving laws for all motorists.

Recognizing the growing role of onboard technologies, identify solutions that support safe technology usage in the truck cab.

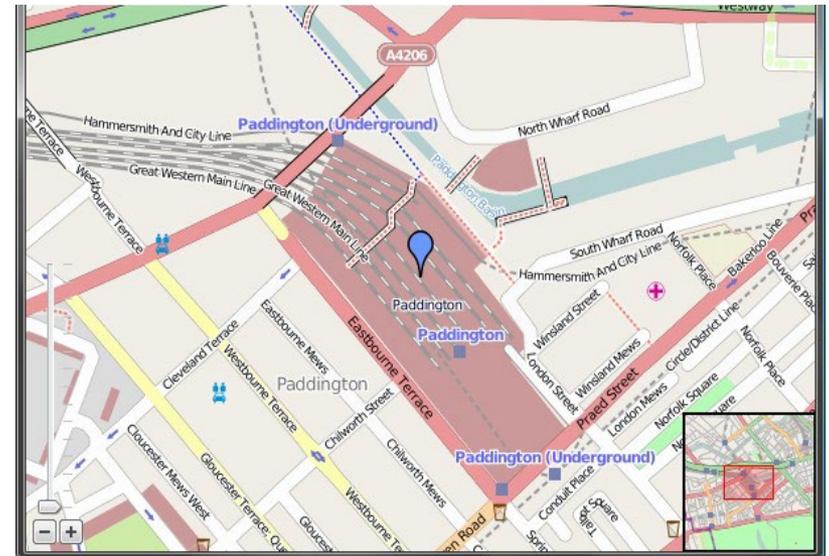


DEVELOPING A PROGRAM TO REDUCE DISTRACTED DRIVING

Reduce Distractions

Adjust mirrors, instrument panel lighting, knobs and dials before starting your trip

Get directions or program your GPS before putting the truck in gear



DEVELOPING A PROGRAM TO REDUCE DISTRACTED DRIVING

Reduce Distractions

Take care of all paperwork before you start 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



DEVELOPING A PROGRAM TO REDUCE DISTRACTED DRIVING

Reduce 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



DEVELOPING A PROGRAM TO REDUCE DISTRACTED DRIVING

Reduce Distractions

Cell Phone Use

- Hands-free cell phones are not substantially safer than hand-held cell phones
- Any cell phone use divides the driver's attention from the driving task
- 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



DEVELOPING A PROGRAM TO REDUCE DISTRACTED DRIVING

Reduce Distractions

NEVER text or email while driving.



DEVELOPING A PROGRAM TO REDUCE DISTRACTED DRIVING - RESOURCES



Safety Management
Services Company, 2014

An affiliate of
Cottingham & Butler

Be Safe Out There

It's very easy
to comply with the
new rules:

**No
REACHING
No
HOLDING
No
DIALING
No
TEXTING
No
READING**



CB Cottingham & Butler
TRANSPORTATION GROUP

Distracted Driving

No texting while driving

CMV drivers are prohibited from texting while driving. So what qualifies as texting? Texting means manually entering alphanumeric text into, or reading text from, an electronic device. This includes, but is not limited to, short message service, e-mailing, instant messaging, a command or request to access a Web page, or pressing more than a single button to initiate or terminate a voice communication using a mobile phone.

Use of mobile phones is restricted for CMV drivers

This ruling restricts a CMV driver from reaching for, or holding, a mobile phone to conduct a voice communication, as well as dialing by pressing more than a single button. CMV drivers who use a mobile phone while driving can only operate a hands-free phone located in close proximity. In short, the rule prohibits unsafely reaching for a device, holding a mobile phone, or pressing multiple buttons.

How can drivers use a mobile phone and still obey the rules?

- Locate the mobile phone so it is operable by the driver while restrained by properly adjusted safety belts.
- Utilize an earpiece or the speaker phone function.
- Use voice-activated or one-button touch features to initiate, answer, or terminate a call.

What happens if a driver is caught using a hand-held phone or texting while driving?

The rules impose sanctions for driver offenses, including civil penalties up to \$2,750 and disqualification for multiple offenses. Motor carriers are also prohibited from requiring or allowing their drivers to text or use a hand-held mobile phone while driving and may be subject to civil penalties up to \$11,000. Violations will impact SMS results. Texting and calling on a hand-held phone carry the worst possible violation severity weights against a driver's results!

BOTTOM LINE: Using a hand held device while driving is a serious traffic violation that could result in a disqualification.

No call, no text, no ticket!



DEVELOPING A PROGRAM TO REDUCE DISTRACTED DRIVING - RESOURCES

I WILL KEEP MY EYES ON THE ROAD, HANDS ON THE WHEEL, HEAD IN THE GAME.



We all have to share the road. You've heard that one before. The fact of the matter is our roads are only going to get busier.

You spend a good part of your life on the roads. Make sure you're doing so safely. Follow these important safety tips:



Buckle Up

It is your last line of defense. Remember, seat belts save lives.



Prepare For the Drive

Adjust mirrors and instrument panel lighting, and get directions or program the GPS before you hit the road.



Drive Safely

Obey speed limits and traffic signs. Excessive speed reduces your ability to avoid a crash, extends your vehicle's stopping distance and increases the severity of a crash if it occurs. Slow down in bad weather and at construction zones.



Avoid Distractions

Avoid distractions such as adjusting the radio, eating, personal grooming or other activities that remove your attention from the road.



Be Aware of Other Drivers

Never forget that far too many of the drivers sharing the road with you might be driving distracted.



Never Text or Email While Driving

Pull off to a safe location if you must text. An in-cab driving study of commercial motor vehicle drivers by the Virginia Tech Transportation Institute indicated that the most dangerous distraction is texting. Truck drivers who texted while driving had 23 times the risk of being involved in a crash or a near-crash incident. It's best to turn off your cell phone or put it on silent mode and let calls go to voicemail while you're driving.



Avoid Aggressive Driving

Don't provoke or allow yourself to be provoked. If another driver is acting aggressively, don't take the bait. Simply ignore them.



Only Make Safe and Necessary Lane Changes

Pick a lane and stay in it for as long as possible. Lane changes increase risk of an accident. When you do have to change lanes, always signal any lane change or turning movement well ahead of the event.



Don't Tailgate

Following too closely reduces your visibility of the road ahead and impacts your reaction time.



Allow Plenty of Time

Allow plenty of time to reach your destination so you will be less likely to speed.



Never Drive Under the Influence

And watch out for other motorists whose driving behavior suggests they may have been drinking.



Get Enough Sleep

Sleep deprivation and fatigue causes lapses in attention, slowed awareness and impaired judgment.



Don't Multi-Task Behind the Wheel

Glancing away from the road for more than one second – for any reason – can be extremely dangerous. At 55 miles per hour, during a three-second glance away from the road, your vehicle will move nearly 250 feet down the road without your attention; that's almost the length of a football field.

Short glances at vehicle instruments, mirrors, installed communication devices, GPS systems or other technology can be done safely, if these scans are limited to less than one second and are related only to the driving task.

FOR MORE INFORMATION ON SAFELY SHARING THE ROADS WITH OTHER VEHICLES, VISIT:
www.OperationSafeDriver.org

DEVELOPING A PROGRAM TO REDUCE DISTRACTED DRIVING - RESOURCES

MANAGING OTHER DISTRACTIONS

Sometimes even very common actions can cause distractions and increase the chance of accidents. Before you start your trip, remember to:

- Adjust mirrors and instrument panel lighting before entering the traffic flow.
- Get directions or program the GPS before you put the truck or bus into gear.
- Eat a healthy meal before you get on the road, or pull completely off the road to eat or drink.
- Turn off your cell phone or put it on silent mode and let calls go to voicemail while the vehicle is moving.

**NEVER
TEXT OR EMAIL
WHILE DRIVING!**

The *Defeating Distracted Driving* commercial driver curriculum includes a 15-minute DVD, a PowerPoint presentation and samples of model company policies governing distracted driving. For more information on the complete curriculum, go to www.cvsa.org.

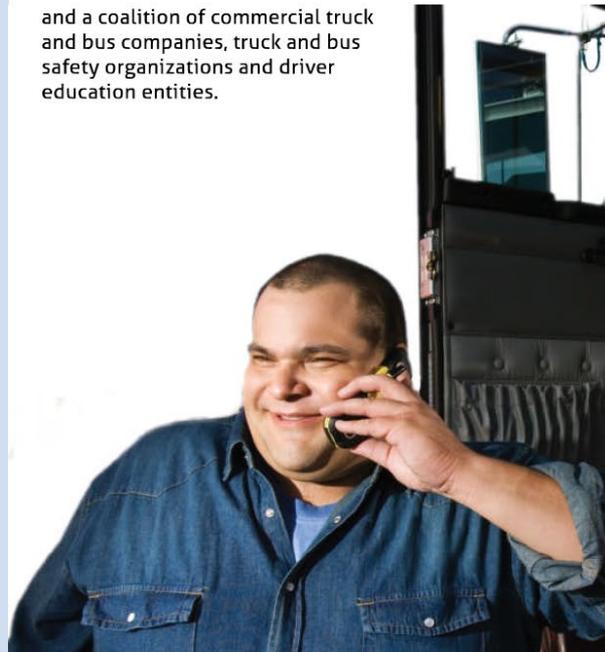
Defeating Distracted Driving was developed in partnership with:



and a coalition of commercial truck and bus companies, truck and bus safety organizations and driver education entities.



**DEFEATING
DISTRACTED
DRIVING**



DEVELOPING A PROGRAM TO REDUCE DISTRACTED DRIVING - RESOURCES

<https://www.fmcsa.dot.gov/safety/driver-safety/cmV-driving-tips-driver-distraction>



You are here

[Home](#) > [Safety](#) > [Driver Safety](#)

CMV Driving Tips - Driver Distraction

Driver distraction is the diversion of attention from activities critical for safe driving to a competing activity. Driver distraction increases your risk of getting into a crash.

Distractions can come from both inside and outside of your truck cab. Distractions inside of your cab can include dialing cell phones, texting, using dispatching devices, eating, reading, or adjusting the radio. Distractions outside of your cab can include looking at a passing building, billboard, or person. One way to think about distraction is to ask yourself if something is drawing your attention and taking your eyes away from the road ahead of you. If the answer is "yes," it is probably a distraction.

A 2009 study found that 71 percent of large-truck crashes occurred when the truck driver was doing something besides driving the truck.⁸² Staying focused on driving can help keep you, and other road users, safe on the road!

Below are some tips that will help you stay focused on the road ahead and can help make you a safer driver.



IMPLEMENTATION AND ENFORCEMENT

Reduce Distracted Driving Program

- Decide company parameters
 - Hands Free
 - No Cell of any kind
 - Other in-cab technology
 - Other distracted behavior
- Compose, review and publish program
 - Record driver and staff acknowledgement of policy
 - Retain records
- Conduct training
 - New Hire/Orientation
 - Recurring – at least annually
 - Remedial – Corrective action
- Review results of program
 - Adjust program as needed to achieve desired objectives



IMPLEMENTATION AND ENFORCEMENT

- Enforcement
 - Via direct observation
 - In-cab camera critical events
 - Roadside inspection
 - Moving violations
- Discipline
 - Per company policy
 - Retain & retrain
 - Remove



TRAINING QUIZ

<https://youtu.be/hGke4MQEdMk>



TRAINING QUIZ

<https://youtu.be/hGke4MQEdMk>

VIDEO DESCRIPTION: The CMV driver is traveling in the far right lane of a multi-lane highway during the day. The roadway curves to the left. The driver is distracted by his cell phone and his tire catches the road edge. He tries to correct with steering, but slides the truck and narrowly misses colliding with an oncoming car. His truck flips.

TRAINING EXERCISE: After viewing the video, try to answer the following questions:

- What shows that the driver was distracted by the cell phone?
- What happened when the driver was dialing his phone?
- When were the driver's eyes off the road?
- What does this tell you about the driver's attention while driving?



QUESTIONS?