



Cell Phones & Distracted Driving

The Growing Epidemic of Cell
Phone Use While Driving



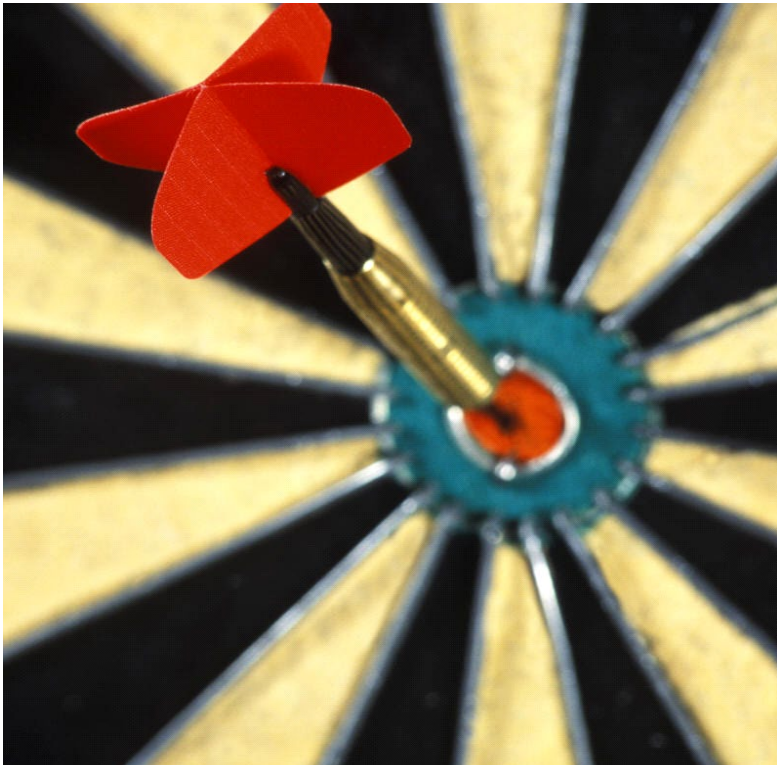
Distracted Driving Course

- Welcome
- Housekeeping
- Introductions





Course Objectives



- Define the term “distracted.”
- Understand the risk of using cell phones while driving.
- Identify tips to prevent distracted driving.
- Explain why using a cell phone while driving is a distraction.
- Know your state laws regarding cell phone use and text messaging.



Distracted Driving

According to National Safety Council 2014 *Injury Facts*, the three biggest causes of fatalities on the road include:

- **Distracted driving**
- **Alcohol**
- **Speeding**



Risk Management

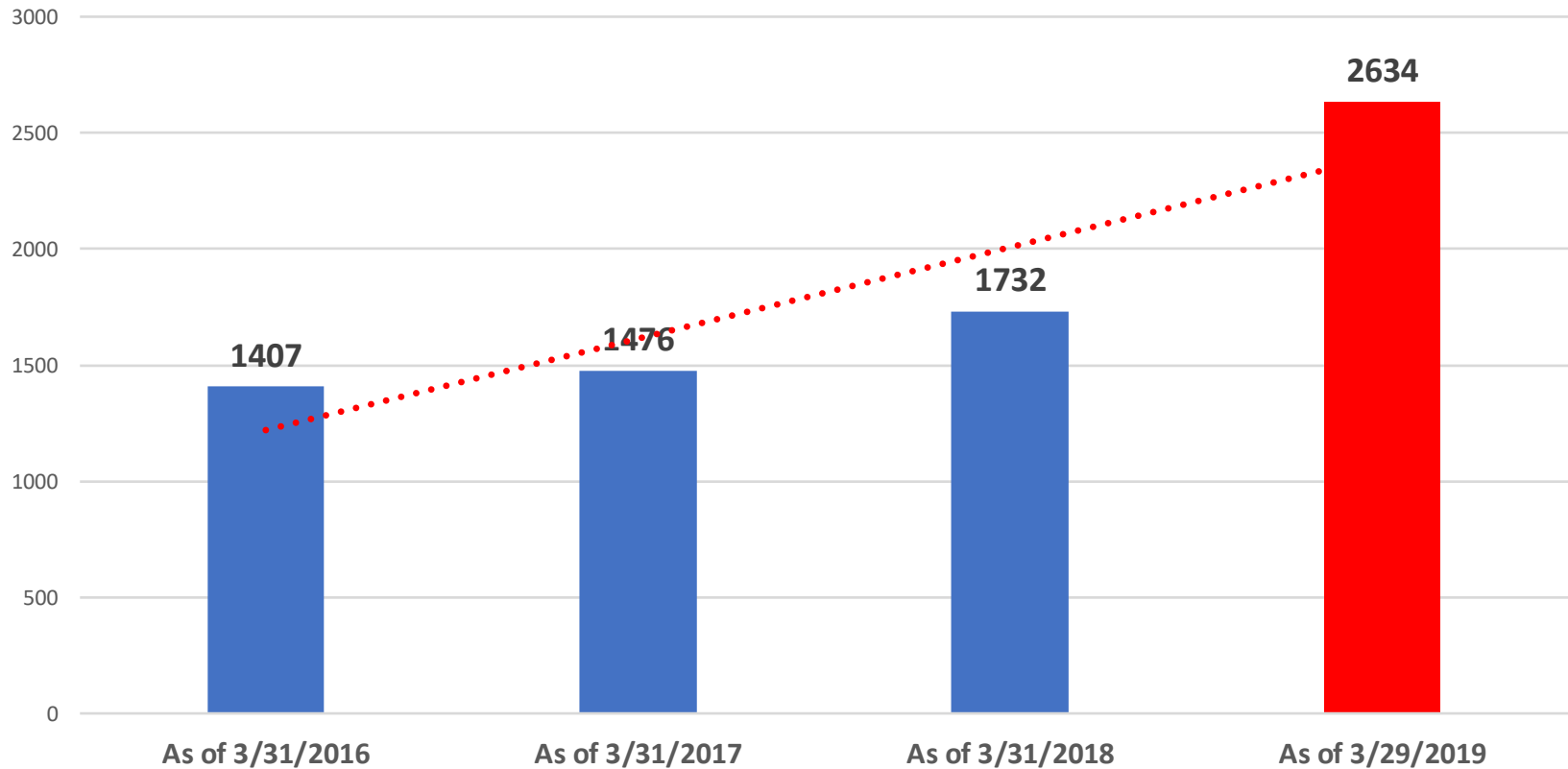


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**Average Daily Rate 9+ per DAY!
Over 10% of the State of Georgia vehicles.**

Auto Physical Damage

APD Claims

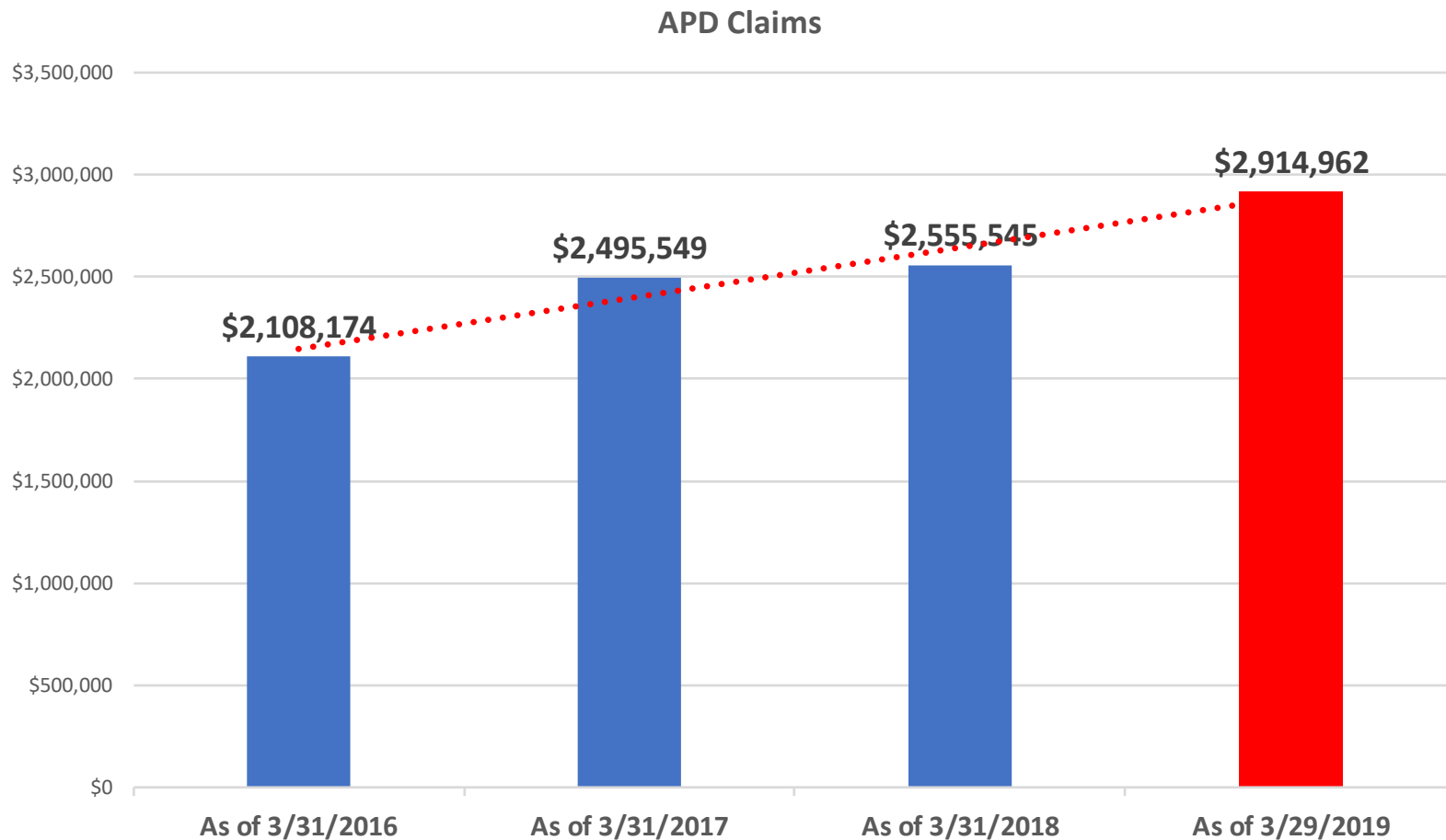




Risk APD (Costs) Management

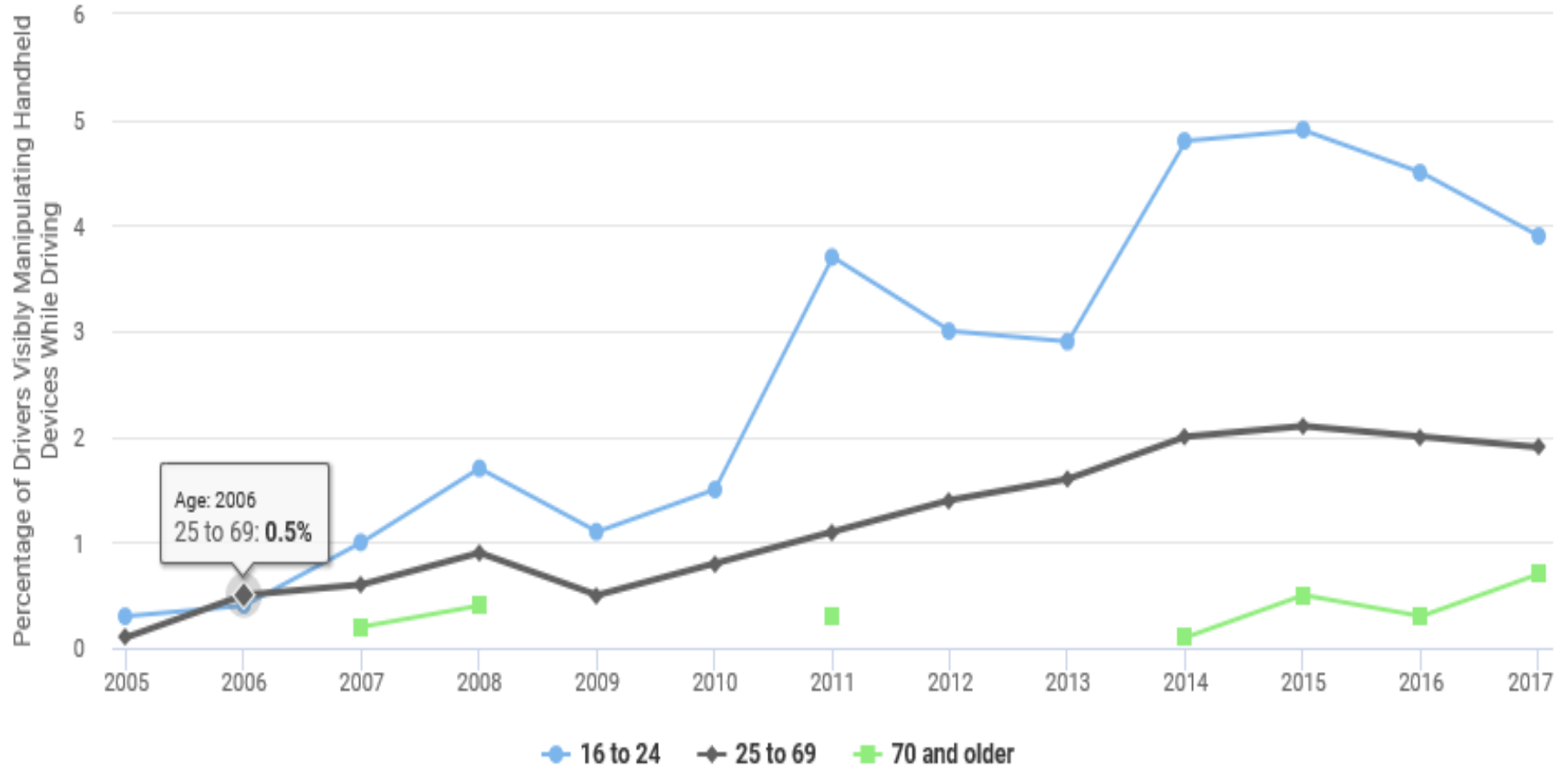


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Driver Visibly Manipulating Hand-Held Devices by Age, 2005-2017



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Following Distance

What are you telling your Drivers?

Stay far enough back from the car in front of you:

- A. So you can at least see the Bumper.**
- B. A car length for every 10 miles of speed you are going?**
- C. At least 3 to 4 second behind the car in front of you.**

Correct Answer: C, this leaves you room to react and also allows time for debris to fall.



Nearly 1/3 of all crashes are caused by impairment.

JustDrive

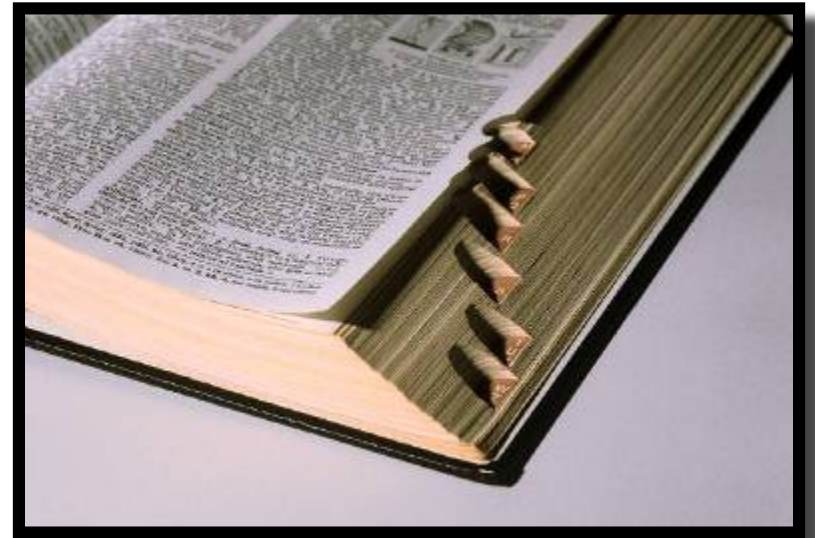
nsc.org/justdrive



Definition: Distracted

dis-tract-ed
(dĭ-strāk' -tĭd)
adjective

- Having the attention divided.
- Rendered incapable of behaving, reacting, etc., in a normal manner.





Driving Distractions



- Passenger-related
- Vehicle-related
- Wireless devices
- Eating
- Smoking
- Daydreaming
- Looking at distractions outside the vehicle
- Personal hygiene



Driving Distractions

- Three types:
- **Mental**
 - Mind on driving
- **Visual**
 - Eyes on road
- **Physical**
 - Hands on wheel
- (MVP)





Risks of Distraction

- 80% of crashes
- 65% of near-crashes
- Cell phones No. 1 distraction

All of these things take away from what you are supposed to be doing. Such as scanning the road a head for hazards. Just Drive!



Risks of Distraction

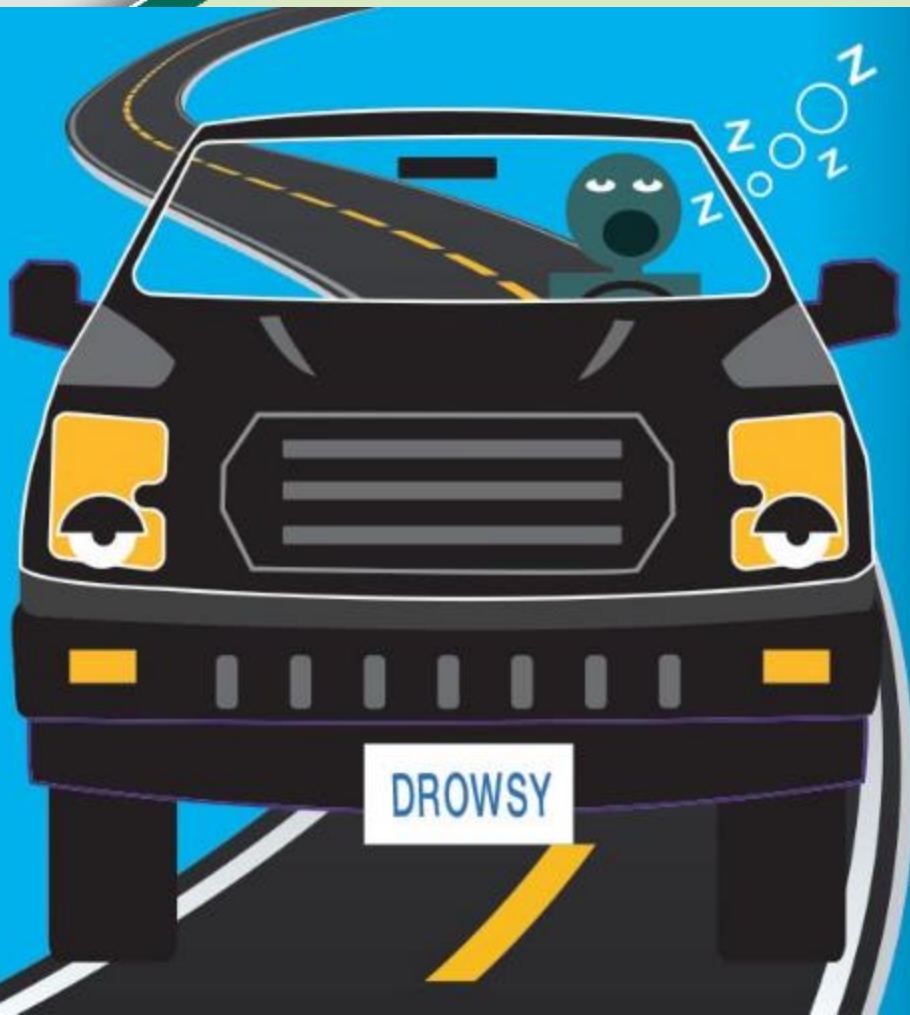
- Doubles rear-end collision risk
- Slows reaction time
- Miss traffic signals, signs and exits
- Miss half the information in driving environment – “look” but not “see”
- Increases traffic violations
- Increases risk of injury crash four times

True or False?



- Distracted driving is a form of aggressive driving.

True



You are 3 times
more likely to be in
a car crash if you
are fatigued.

JustDrive
nsc.org/justdrive





Distracted Driving

The Science of Distracted Driving

Cell Phone Use vs. Under the Influence

Talking on a mobile device while driving is comparable to **driving while intoxicated** at a blood alcohol concentration of **.08** and **has four times the crash risk.**



Distracted Driving

The Science of Distracted Driving

Texting While Driving

- Texting on a mobile device while driving puts you at even greater risk, **up to 23 times the crash risk**; recent studies have shown that using voice-to-text is more distracting than texting by hand.
- Although texting is clearly riskier because it involves all three types of distraction - visual, manual and cognitive, NSC data shows that **drivers talking on a cell phone are involved in many more crashes than drivers texting.**
- In a recent study, NSC conservatively estimated **21% of crashes**, or 1.2 million crashes, involved a driver talking on a cell phone.



How to Stay Safe



What can you do to reduce your risk of crashes and injuries?

Avoid the distractions, turn off cell phone.



64% of people
who have taken
opioids felt it was
safe to drive.

JustDrive
nsc.org/justdrive





Frequently Asked Questions



- Does cell phone use while driving cause traffic crashes?

YES, 4x factor



Frequently Asked Questions



- Is it safe to use a hands-free cell phone (headset, speakerphone, or other device) while driving?

NO!



Frequently Asked Questions



- Is talking on a cell phone any worse than having a conversation with a passenger in the car?

YES



Frequently Asked Questions



- In an emergency, should I use my cell phone while driving?

Once you are sitting on the side of the road.



Frequently Asked Questions



- What do the studies say about the relative risk of cell phone use when compared to other activities like eating or drinking?

Both are types of Distracted Driving, Cell phone use results accidents.

Assumption 1

- “The genie is out of the bottle.” Potentially distracting devices have invaded the driver’s domain so pervasively that attempts to control them now are impossible or ill-advised.





Distracted Driving

Understanding the Distracted Driver Driver Confidence and Self-Awareness

- Even though they recognize distracted driving is dangerous, many drivers mistakenly believe their own crash risk is lower than other drivers.
- Most drivers believe they are personally capable of driving safely while using their mobile device, even though they believe other drivers cannot drive safely while using a mobile device.

Assumption 2

- Eating fast food, applying cosmetics, and other in-car distractions also present risks, so why are we not worrying about them?





Assumption 3

- Hands-free equipment lessens or eliminates driver distraction.





Distracted Driving

Understanding the Distracted Driver

Common Driver Errors

Drivers make two common errors when they are cognitively distracted:

1. Inattention blindness
2. Slower response and reaction time



Thousands die
every year from
distracted driving.

Just Drive
nsc.org/justdrive



Assumption 4



- Existing laws are adequate to deter drivers from the inappropriate use of distracting devices.



Distracted Driving

What's at Risk?

Societal Impact: Financial Cost

- A Harvard risk analysis study estimated the **annual direct cost of crashes caused by cell phone use while driving to be \$43 billion**, which amounts to approximately \$120 million every single day of the year!
- The direct costs of these crashes are just the tip of the iceberg. The indirect costs more than triple the financial impact on us as a society.



Distracted Driving

What's Being Done?

Societal Impact

Every year in the United States, distracted driving claims the lives of thousands and results in hundreds of thousands of injuries.

- The NSC conservatively estimates that **1 out of every 4 collisions is due to distracted driving** this equals 1.3 million collisions resulting in more than 400,000 injuries and over 3,000 deaths each year.
- A distracted driving collision occurs **every 24 seconds.**



Assumption 5

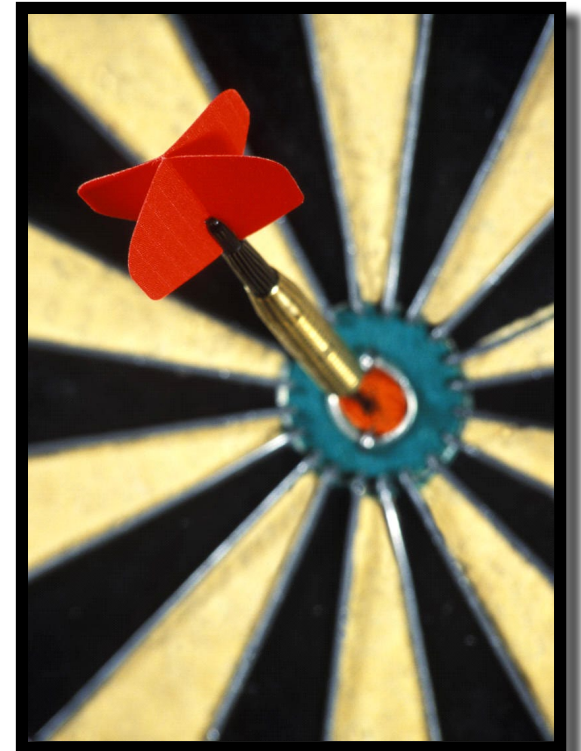


- Cell phones contribute to highway safety because they let people contact law enforcement and emergency services immediately, reducing response time.



Course Summary

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Questions?

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