

Irwin Siegel Agency | Risk Management Division

# Distracted Driving

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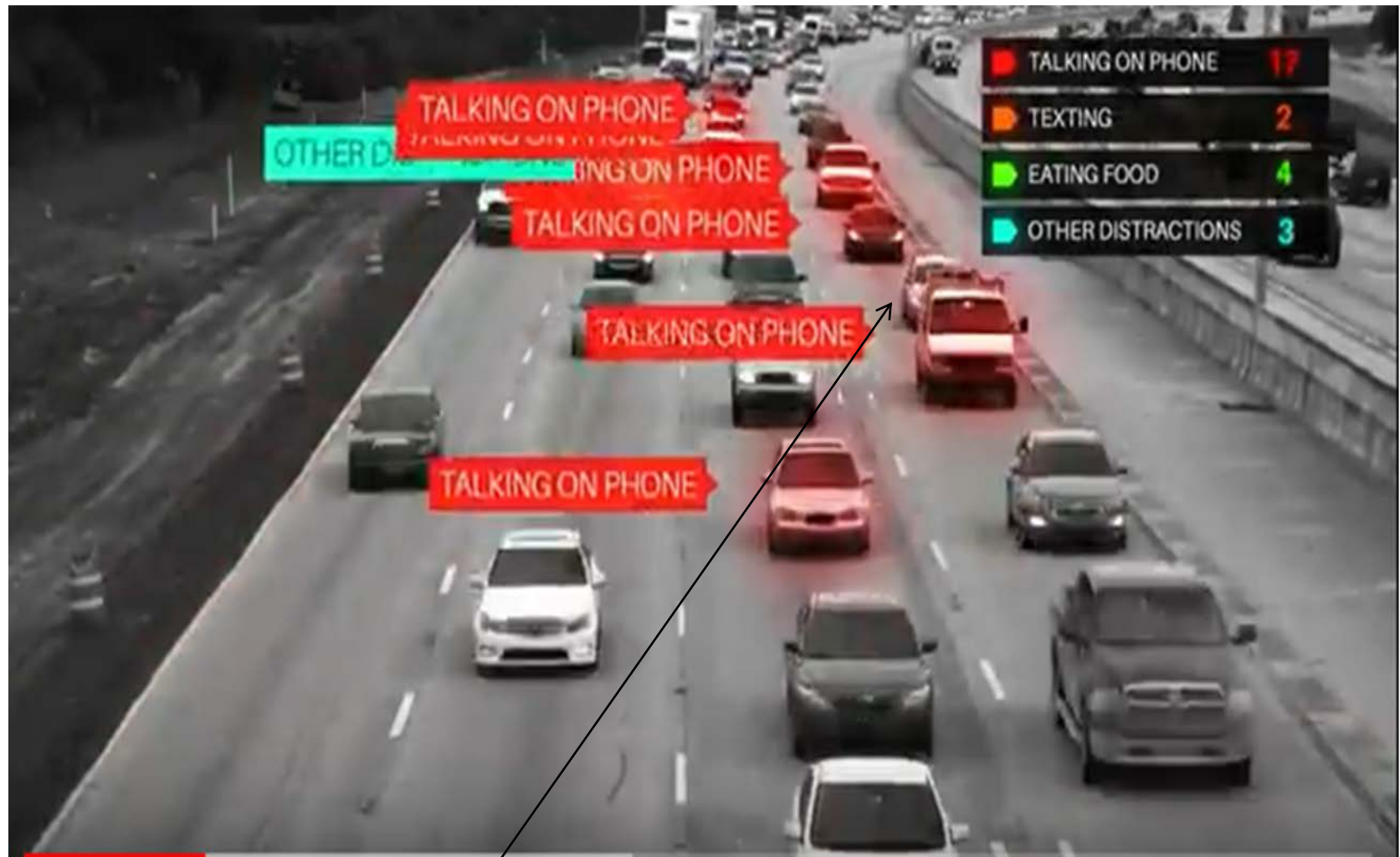
**Today's Webinar is presented by: Charlie Halfen**  
*ESIS, Transportation Industry Practice Leader*

**ESIS®**

# Are the roads full of bad drivers?



# The Real World...



→ You

# Are you a good driver?



# National Safety Council Survey...



Felt you were at risk because another driver was distracted by technology:

**67%**

Your distraction by technology put others at risk:

**25%**



Auto accidents account for the highest number of severe injuries and fatalities in the workplace throughout the world and they are the **leading cause of death from ages 15 to 29.**

## 10 Leading Causes of Injury Deaths by Age Group Highlighting Unintentional Injury Deaths, United States – 2014

Rank	Age Groups										Total
	<1	1-4	5-9	10-14	15-24	25-34	35-44	45-54	55-64	65+	
1	Unintentional Suffocation 991	Unintentional Drowning 388	Unintentional MV Traffic 345	Unintentional MV Traffic 384	Unintentional MV Traffic 6,531	Unintentional Poisoning 9,334	Unintentional Poisoning 9,116	Unintentional Poisoning 11,009	Unintentional Poisoning 7,013	Unintentional Fall 27,044	Unintentional Poisoning 42,032
2	Homicide Unspecified 119	Unintentional MV Traffic 293	Unintentional Drowning 125	Suicide Suffocation 225	Homicide Firearm 3,587	Unintentional MV Traffic 5,856	Unintentional MV Traffic 4,308	Unintentional MV Traffic 5,024	Unintentional MV Traffic 4,554	Unintentional MV Traffic 6,373	Unintentional MV Traffic 33,736
3	Homicide Other Spec., Classifiable 83	Homicide Unspecified 149	Unintentional Fire/Burn 68	Suicide Firearm 174	Unintentional Poisoning 3,492	Homicide Firearm 3,260	Suicide Firearm 2,830	Suicide Firearm 3,953	Suicide Firearm 3,910	Suicide Firearm 5,367	Unintentional Fall 31,959
4	Unintentional MV Traffic 61	Unintentional Suffocation 120	Homicide Firearm 58	Homicide Firearm 115	Suicide Firearm 2,270	Suicide Firearm 2,829	Suicide Suffocation 2,057	Suicide Suffocation 2,321	Unintentional Fall 2,558	Unintentional Unspecified 4,590	Suicide Firearm 21,334
5	Undetermined Suffocation 40	Unintentional Fire/Burn 117	Unintentional Other Land Transport 36	Unintentional Drowning 105	Suicide Suffocation 2,010	Suicide Suffocation 2,402	Homicide Firearm 1,835	Suicide Poisoning 1,795	Suicide Poisoning 1,529	Unintentional Suffocation 3,692	Suicide Suffocation 11,407
6	Unintentional Drowning 29	Unintentional Pedestrian, Other 107	Unintentional Suffocation 34	Unintentional Fire/Burn 49	Unintentional Drowning 507	Suicide Poisoning 800	Suicide Poisoning 1,274	Unintentional Fall 1,340	Suicide Suffocation 1,509	Unintentional Poisoning 1,993	Homicide Firearm 10,945
7	Homicide Suffocation 26	Homicide Other Spec., Classifiable 73	Unintentional Natural/Environment 22	Unintentional Other Land Transport 49	Suicide Poisoning 363	Undetermined Poisoning 575	Undetermined Poisoning 637	Homicide Firearm 1,132	Unintentional Suffocation 698	Adverse Effects 1,554	Suicide Poisoning 6,808
8	Unintentional Natural/Environment 17	Homicide Firearm 47	Unintentional Pedestrian, Other 18	Unintentional Suffocation 33	Homicide Cut/Pierce 314	Homicide Cut/Pierce 430	Unintentional Fall 504	Undetermined Poisoning 820	Undetermined Poisoning 539	Unintentional Fire/Burn 1,151	Unintentional Suffocation 6,580
9	Undetermined Unspecified 16	Unintentional Struck by or Against 38	Unintentional Struck by or Against 16	Unintentional Poisoning 22	Undetermined Poisoning 229	Unintentional Drowning 399	Unintentional Drowning 363	Unintentional Suffocation 452	Homicide Firearm 538	Suicide Poisoning 1,028	Unintentional Unspecified 5,848
10	Unintentional Fire/Burn 15	Unintentional Natural/Environment 35	Unintentional Firearm (Tied) 14	Homicide Cut/Pierce 19	Unintentional Other Land Transport 177	Unintentional Fall 285	Homicide Cut/Pierce 313	Unintentional Drowning 442	Unintentional Unspecified 530	Suicide Suffocation 880	Unintentional Drowning 3,406

Data Source: National Center for Health Statistics (NCHS), National Vital Statistics System.  
Produced by: National Center for Injury Prevention and Control, CDC using WISQARS™.



Centers for Disease  
Control and Prevention  
National Center for Injury  
Prevention and Control

# What is an Auto Accident?



“Any occurrence in which a vehicle is in any way involved and which results in personal injury, property damage, or collision *no matter how slight* and regardless of fault.”

# Driving is a Physical & Mental Skill like any Reactionary Sport

## Baseball

- Initial training on the field, little classroom
- Constant coaching
- Feedback for improvement
- Good habits created
- Standards
- Below average weeded out



## Driving a Car

- Initial training mostly classroom
- No constant coaching
- No feedback for improvement
- Habits created by experiences
- No standards
- Below average still driving



# Research on Eye Movement

## Research:

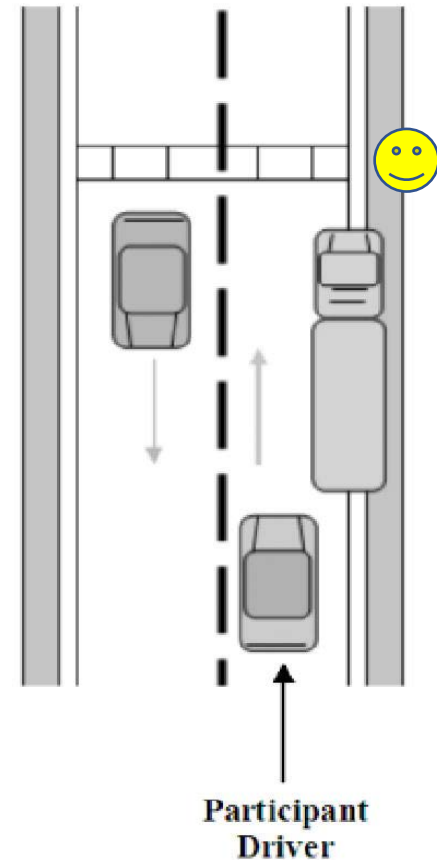
What % of drivers slow down and look for someone crossing the road in the crosswalk in front of the truck?

## Findings:

- New Drivers looked **10%** of the time.
- Experienced Drivers looked **58%** of the time.

## Goal:

Drivers should look **100%** of the time.



**Slows down at crosswalks watching for movement**

# Auto Accident Facts

1. Distractions are the major cause of all auto accidents.
2. The most serious injury producing collisions are pedestrians, cyclists, intersections, head-on, and hitting another vehicle in the rear.
3. The most common type of auto accident is backing.



# There have always been distractions



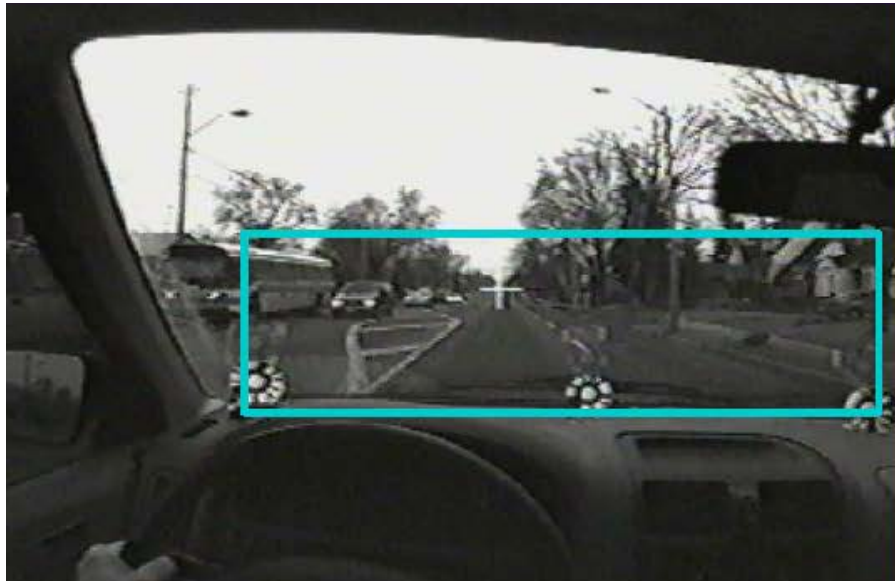
# Distractions and Auto Accidents



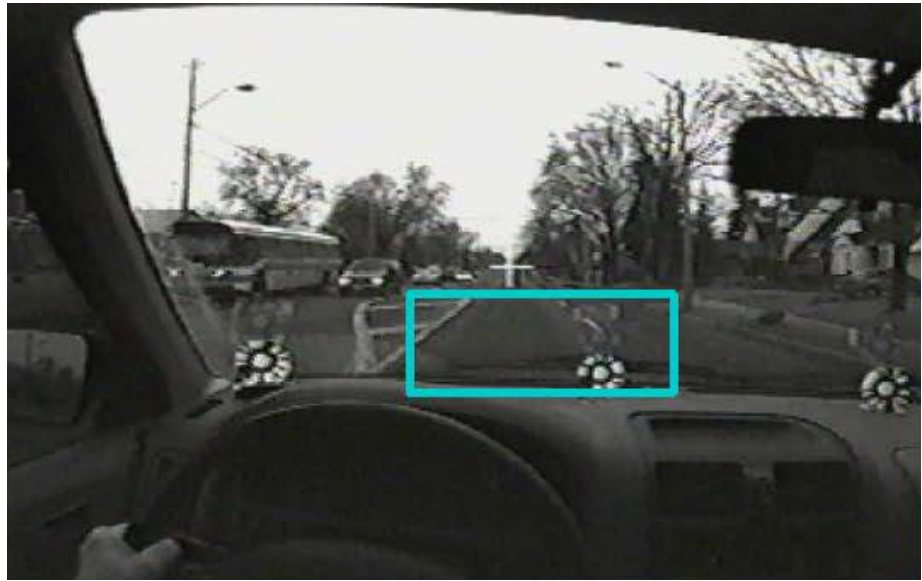
- **Hitting Pedestrians and Cyclists can be Fatal.** *Move Away from Them*
- **Most Deadly Accidents Occur at Intersections.** *Be Prepared for the Unexpected*
- **Hitting Others in the Rear is Dangerous.** *Back Off*
- **Avoid Head-On Accidents.** *Keep Eyes Scanning out Front at least 12 seconds Ahead*
- **Backing is the Most Common Accident.** *Back Only when Necessary*

# Pedestrian Accidents

*Phone Conversations are distracting*



Not using phone

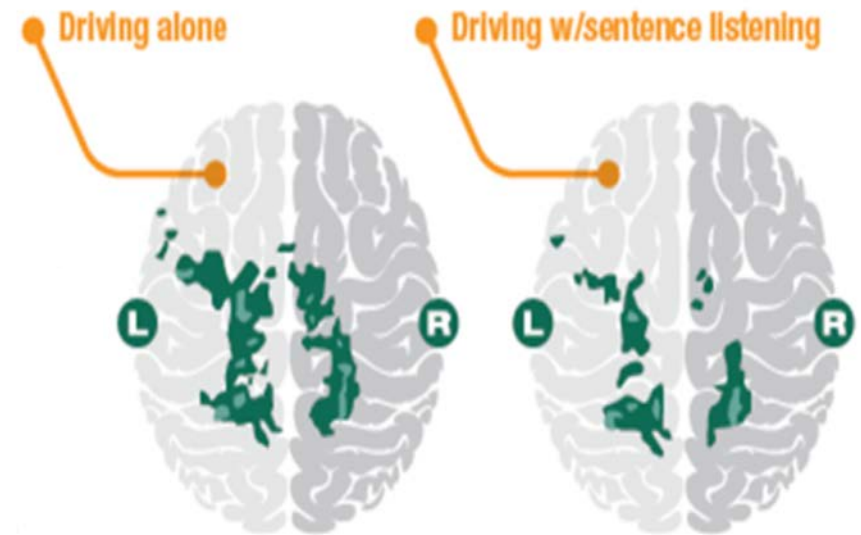


Talking on a hands-free phone

# We can't focus on two things at one time

The brain quickly toggles between tasks – but can't do two things at the same time.

The activity in the area of the brain that processes moving images **decreases by up to 1/3** when listening to talking on a phone.



**it's either driving or phone call, but not both**

# Research on Eye Movement

## Research:

What % of drivers slow down and look for someone crossing the road in the crosswalk in front of the truck?

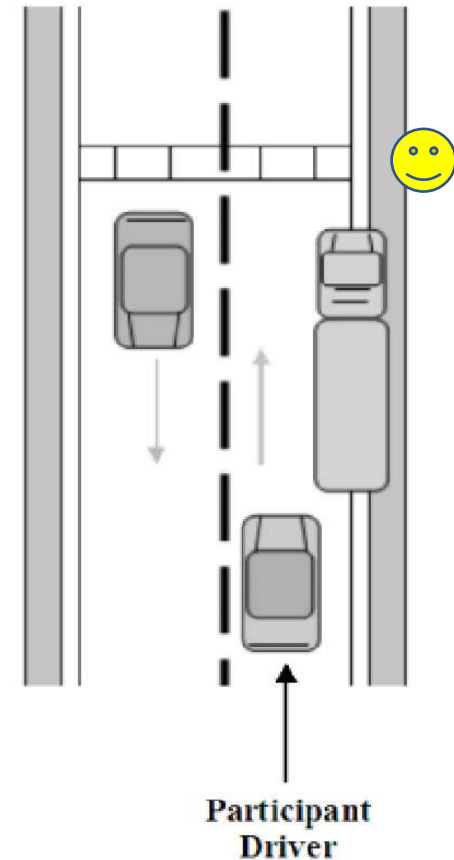
## Findings:

- New Drivers looked **10%** of the time.
- Experienced Drivers looked **58%** of the time

## Goal:

Drivers should look **100%** of the time.

Because of our distraction, we are not prepared for someone crossing the road in the crosswalk. We are no better than a new driver.



# Hitting Cyclists

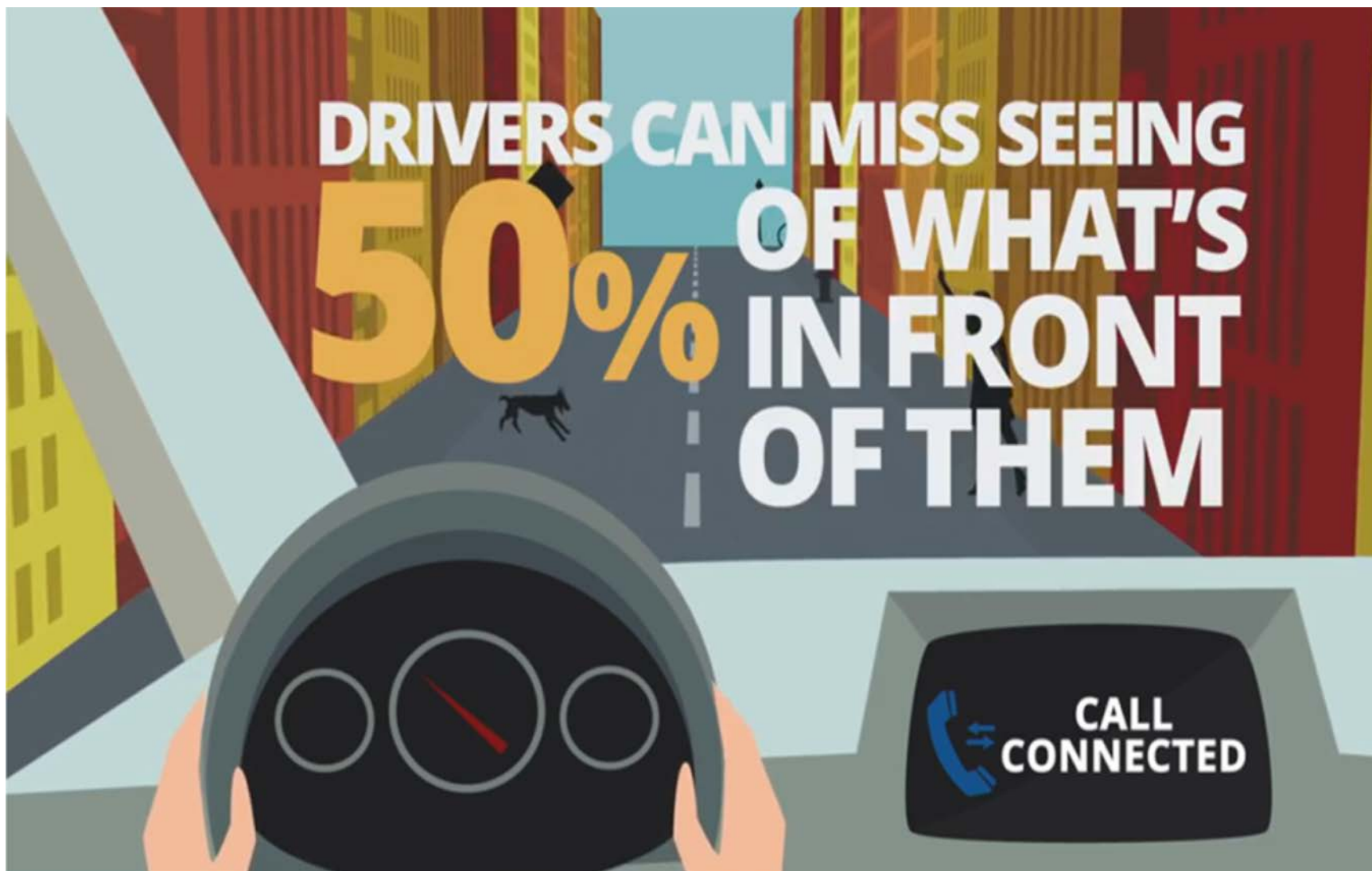


- Move away from cyclists in the road
- Communicate when needed with horn, lights or signals

# Intersection Accidents



**Do Not** become distracted prior to entering an intersection



Distracted drivers do not clear intersections

# Hitting Others in the Rear



Back off even when following in a lane of slow moving traffic

# How Distracted Are You?

## MENTAL DISTRACTION RATING SYSTEM

Even with your eyes on the road and your hands on the wheel, mental distractions dangerously affect drivers behind the wheel.

Mild Danger	Moderate Danger	High Danger
Example: Listening to the radio or an audio book	Example: Talking on a hand-held phone or a hands-free phone	Example: Using voice-activated texting or email feature

AAA.com/distraction

# Head-On Accidents



- Keep scanning out front
- Do not look at something in the vehicle while the vehicle is moving

# Backing



The most common cause of the most common accident is not backing into a parking spot.

# Distractions with Passengers



- Keep your eyes on the road
- Pull to a safe parking position off the road to handle the situation

# For Wheelchair Accessible Vans



- Check that the wheelchair is secured properly
- Check that the passengers restraints are correctly fitted and that the person is sitting upright, with their hands and arms safely positioned away from windows and doors
- Know the medical conditions of the passengers travelling in your vehicle
- If distractions occur, keep your eyes on the road and pull to a safe parking location

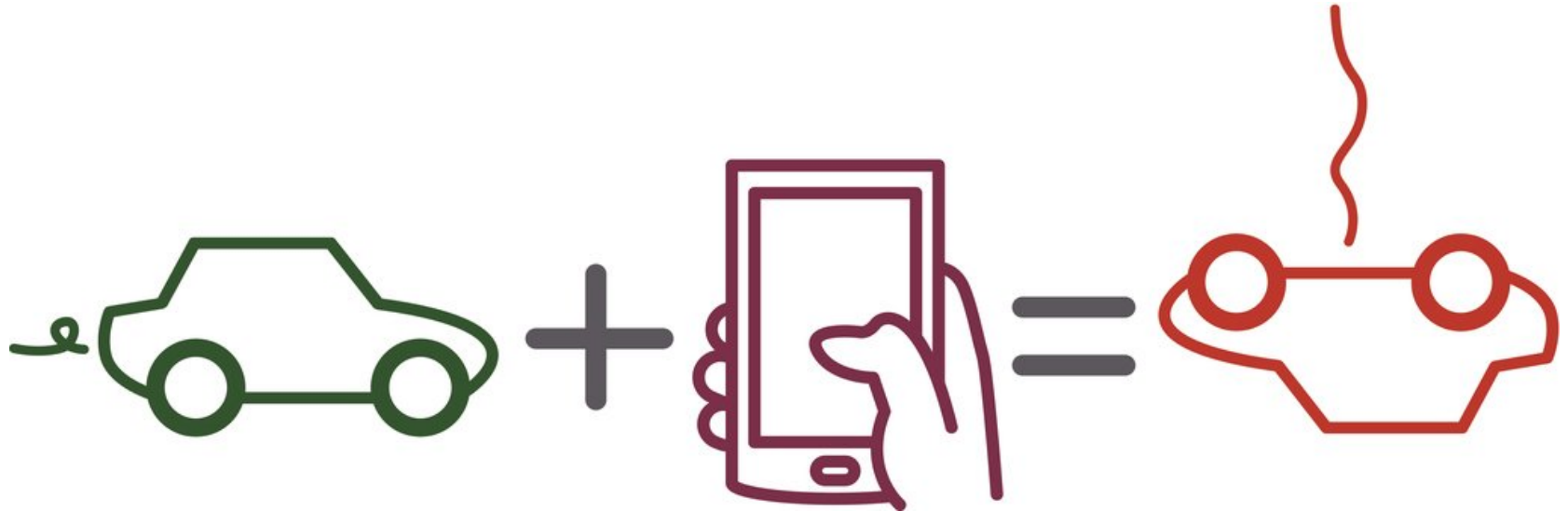
# Seat Belt Use – Buckle Up!

- Seat belts are the single most effective means of reducing deaths and serious injuries in traffic crashes.
- During a crash, anyone not wearing a seat belt will slam into the steering wheel, windshield, other passengers, or be ejected from the vehicle.

**All seat belts must be buckled any time the vehicle is moving**



# Always Remember





**Drivers represent the company. Your safety and service reliability defines the company image.**