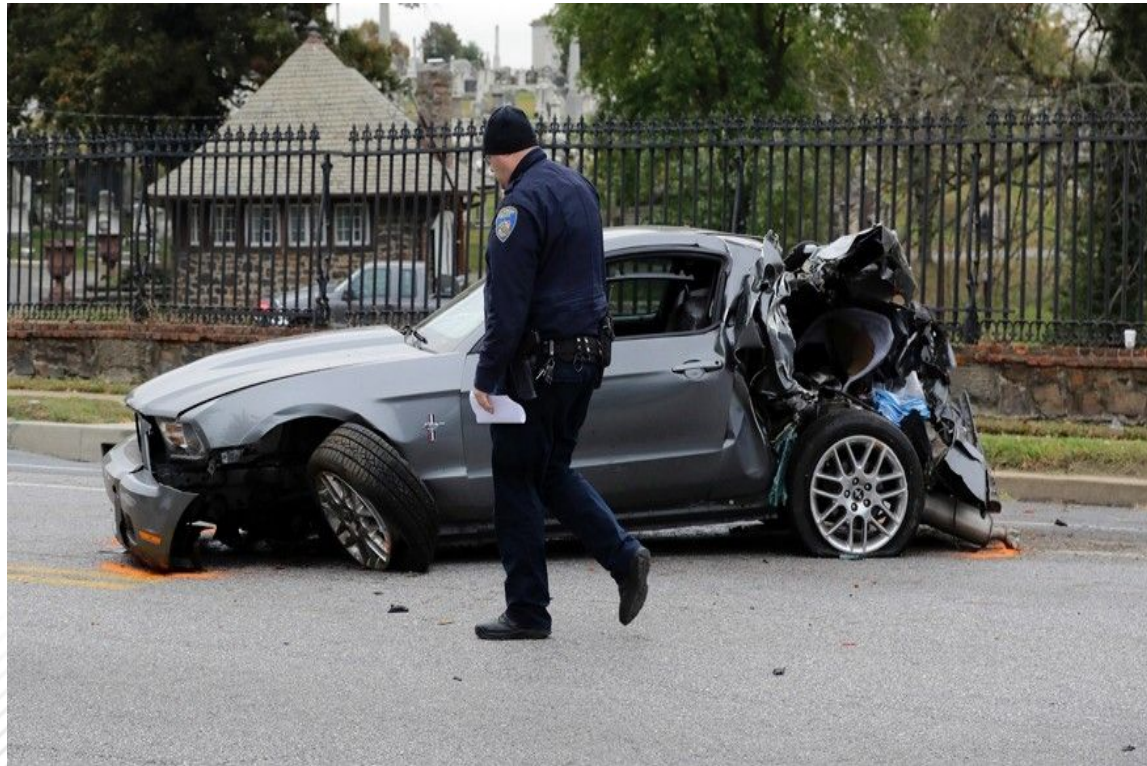


Distracted Driving



Thomas Goeltz, CSP
Vice President
Hays Companies

Advocate—National
Safety Council, NSC
Distracted Driving



National Safety Council (NSC)

- <https://youtu.be/5OpO-rGfhZE?list=PL337F74DED367FDE7>
- Cargill
- ECOLAB
- Federated
- Cummins
- Are you nervous? 80%/63%
- Pedestrians/Bicyclists/Motorcycles

Distracted Driving – Many Forms

1. Using Electronic Media – phone, text
2. Adjusting the radio other equipment
3. Tending to children in car
4. Talking with passengers
5. Daydreaming, scenery, wildlife
6. Eating
7. Make-up/Shaving

**How many people have died
in motor vehicle crashes
in the last 25 years in the
United States?**

1 Million

**How many people die
in motor vehicle crashes
every year Worldwide?**

1.25 Million

1 Jet Crash every hour



Motor Vehicle Crashes

- NSC Estimates 40,200 deaths in 2016 in the U.S. alone!
 - 6.5% increase in 2016; 8% in 2015; only increases in 53 years
 - Death rate stopped dropping in 2009
 - U.S. had mass adoption of smart phones in 2008
- #1 cause of Teen deaths
- Target Field/Miller Park



How We Get Distracted

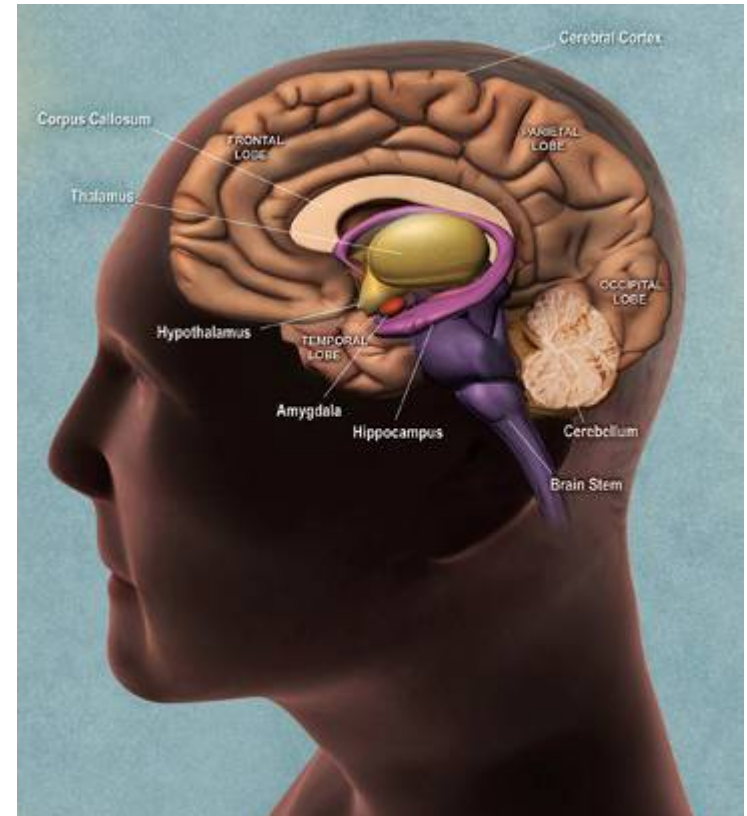
- Visual – Eyes off road
- Manual – Hands off wheel, eating
- **Cognitive – Mind off driving**

CHALLENGE: Drivers don't understand or realize that talking on a cell phone distracts the brain and takes focus away from the primary task of driving.



Multitasking: A Brain Drain

- Multitasking for the brain is a myth
- Human brains do not perform two tasks at same time
 - Brain handles tasks sequentially
 - Brain switches between two tasks
 - Try Counting/Letters



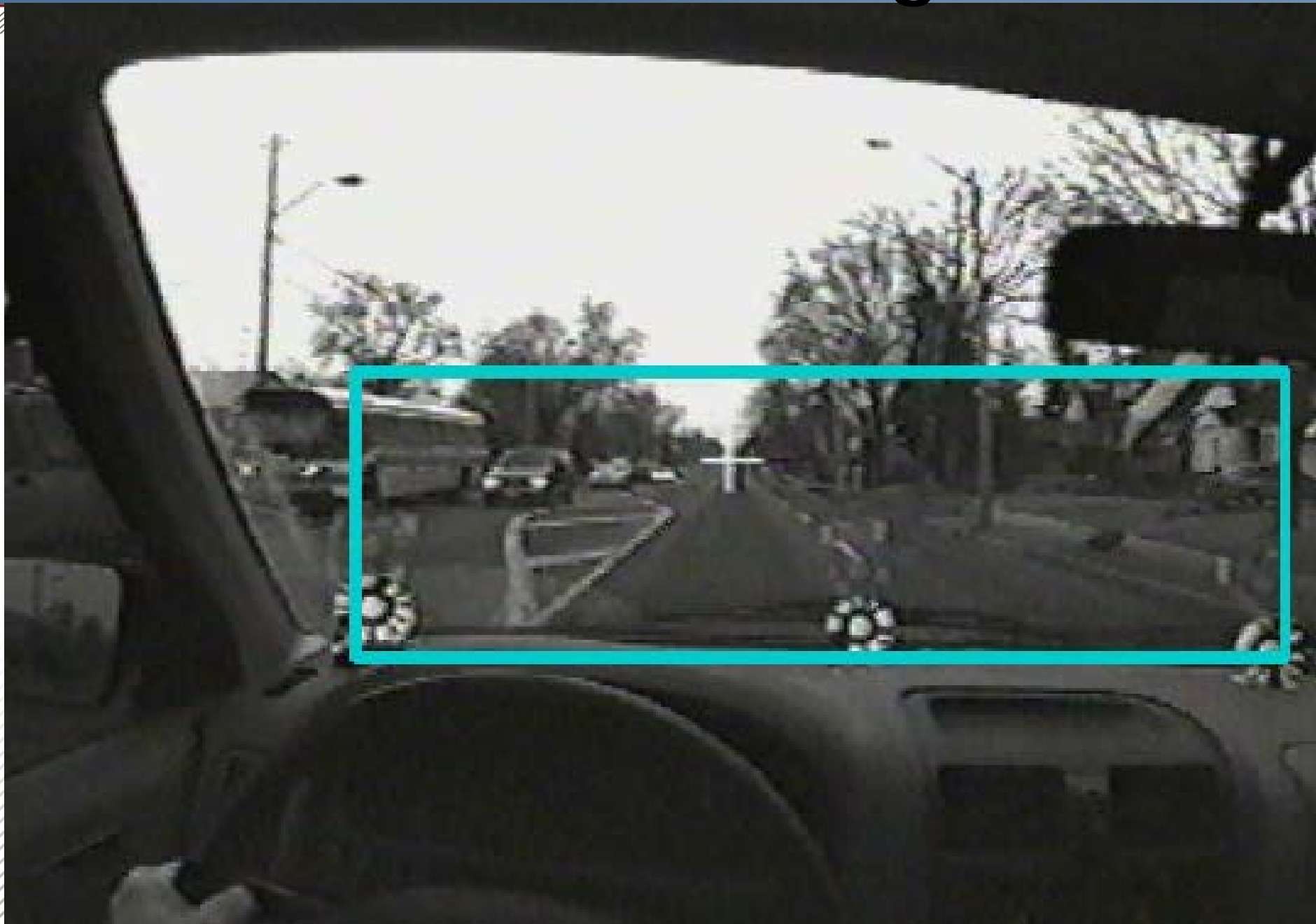
The four lobes of the brain.

Source: National Institutes of Health

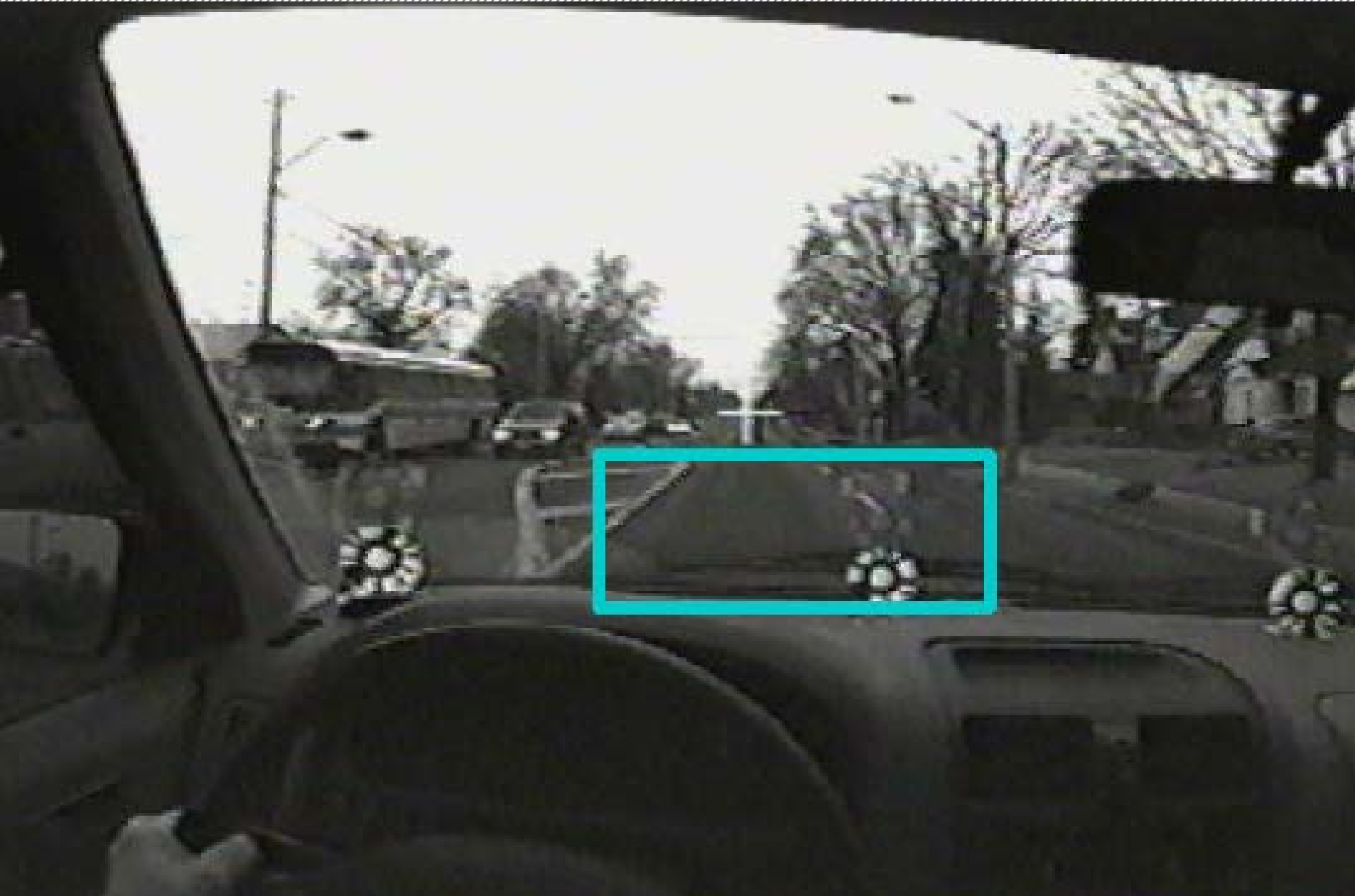
Inattention Blindness

- A type of cognitive distraction
 - “looking” but not “seeing”
- Distracted drivers are **less** likely to see:
 - High and low relevant objects
 - Visual cues – indicators of what happens next
 - Exits, red/yellow lights and stop signs
 - Pedestrians
 - Pay attention – Motorcycle Riders

Normal Driving



Distracted Driving



Her Last Selfie ☹️ - Happy Song



Chemicals in our Brains

Studies show that anticipating, receiving, & sending texts, emails & phone calls releases Dopamine in our brains.

- Internet, Facebook, Twitter, Snapchat and other forms of Social Media
- A form of Addiction
- Instant Gratification – we have to look and respond when we hear/feel phone
- How are we going to stop our Kids?

Why Crashes happen

Vehicle maintenance factors

- Critical reason for crashes 2% of the time

Environmental factors

- Critical reason for crashes 2% of the time

Human error

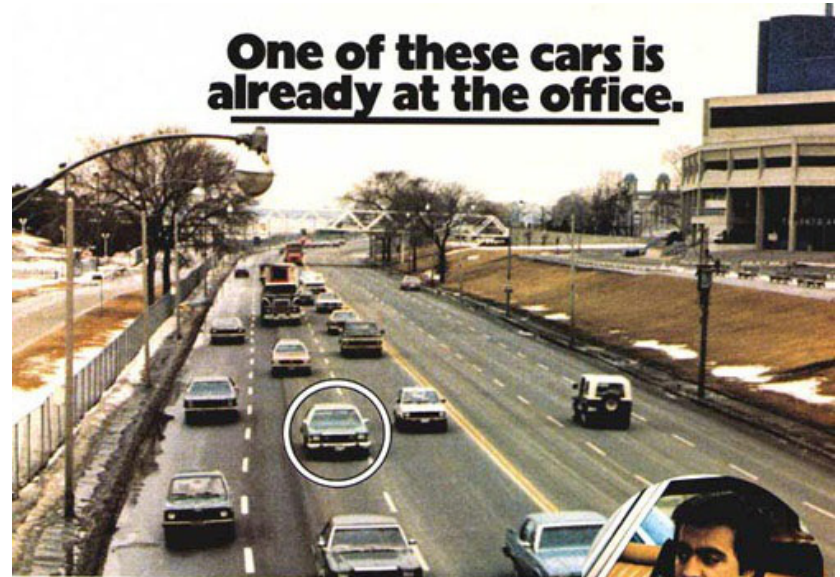
- **Critical reason for crashes 94% of the time**

Source: NHTSA

What we didn't know then



**One of these cars is
already at the office.**



The AMTS Car-Phone gives YOU a
HEAD-START
on your competition.



NOW! For the first time in Canada.

Dial direct from your car to anywhere in the world (bypassing the operator).

COMPLETE PRIVACY—ensuring confidentiality for your important business calls.

Plus these **EXCLUSIVE** features available **only to AMTS buyers**: • 10 memories to store your most frequently called numbers • Compact Contempra styling • Now small enough to fit in any size car • Can be used anywhere in the U.S. where UHF direct dial facilities exist • Check the number dialed on the easy-to-read L.E.D. digital display • Choice of 5 colours • Best of all, you can own this equipment outright, either through purchase or lease.

RELAX! Look after business on the way to the ball game. Get an AMTS Car-Phone today!

YES! I am interested in the AMTS Car-Phone.

NAME _____

COMPANY _____

ADDRESS _____

PHONE NO. _____

CITY _____

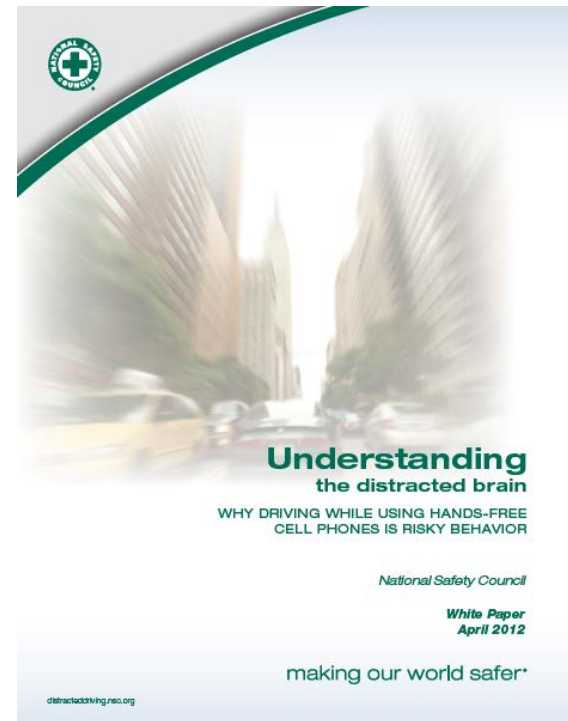
PROV. _____

CODE _____

amts Mobile Communications
Incorporated
1300 Bay Street, Suite 300, Toronto, Ontario, M5R 3K8
(416) 967-1776

Phone Conversation is Distracting

- 30 studies found no safety benefit to hands-free
- Studies indicate Hands Free is the same as a .08 DUI
- Crashes 4x more likely when using hands free/held



We all have been distracted

- 54% of drivers feel pressure from work to drive distracted
- 73% of teen drivers said their friends put the most pressure on them to drive distracted – slightly higher than family (71%)
- 74% of drivers would use Facebook behind the wheel
- Texting at Intersections

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

Example: Listening to the radio or an audio book

Moderate Danger

Example: Talking on a hand-held phone or a hands-free phone

High Danger

Example: Using voice-activated texting or email feature



AAA.com/distraction

What can you do?

- Talk to your friends, family, loved ones
- YOU need to spread the word!
- Turn off your phone, Airplane mode
- Pay attention to other drivers/vehicles
- AAA – Red Sleeves/Wrist bands
- Public education/High School training
- **Email/Write your Representative**
- Establish a Designated Driver

Long Term Goals

- Fight for more stringent laws with penalties similar to Drunk Driving
- Enforce laws with intense publicity and access.
- Use technology that holds calls and messages while driving
- Outlaw use of cell phones while driving
- Demand a Cell Phone Free policy from your employer.

Your Vehicle is a Weapon!

Take
back
your
drive



Resources

- **distracteddriving.nsc.org**
 - Videos
 - Just Drive!
 - Research Studies
 - YouTube
 - Your Actions while driving can Kill

APPS

- Cellcontrol.com
- Drivesafemode.com
- Getsafedrive.com
- Live2txt
- AT&T Drive Mode

Help us make a difference!

