



Thanks for joining! We will begin shortly.

Driver Safety – Avoid Driving while Distracted

A Webinar Replay

2/29/2024

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Our Topics Today

- Define distracted driving
- Common driving distractions
- Why distracted driving is an issue
- Steps for Prevention
- Resources

Introducing Today's Speakers

Jared Bishop
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What does Driving Distracted look like?

Defined: Anything that causes the vehicle operator to either

- take their **attention** away from driving,
- take their **eyes** off the road or,
- take their **hands** off the wheel.



There are three types of distracted driving



Manual = causes driver to take hands off wheel.

Cognitive = causes operator to take attention away from driving



Visual = causes driver to take eyes off road.



Common Driver Distractions

- Texting while driving
- Using a handheld electronic device
- Eating

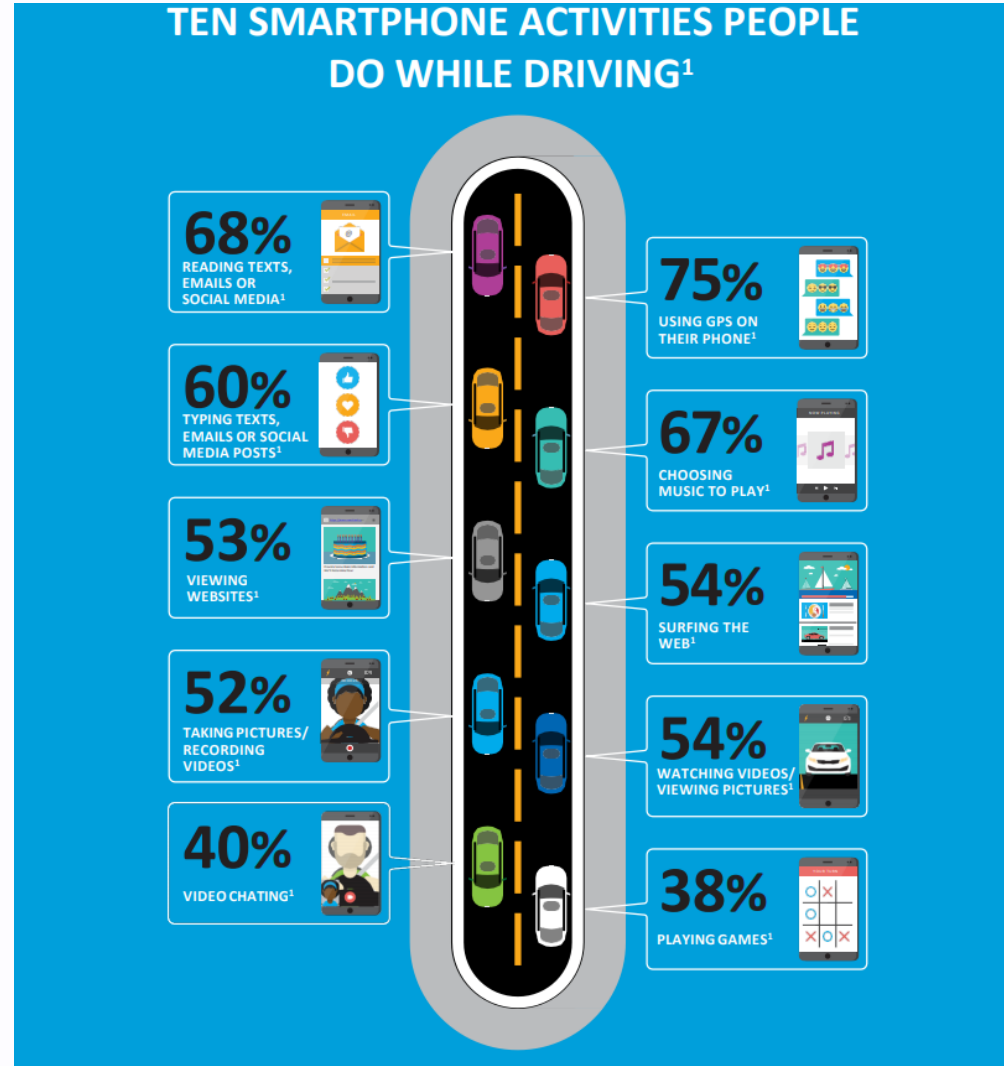


Common Driver Distractions

- Reaching for an object in vehicle
- Personal grooming
- Conversations with vehicle passengers



Common Driver Distractions



¹Online survey with 603 respondents (total distracted drivers n=488) conducted by Kantar Added Value. Data represented here were collected October 2019-December 2019. National panel sample (ages 15-54, drive, and have a smartphone).
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Polling Question

Do you agree with the following statement?

“Driving while distracted is known to contribute to vehicular accidents and should be avoided.”

Moment of Truth

Yes or No?

Have you ever driven while distracted?

What does this tell us?



- Distracted driving is 100% a result of behavior.
- Which means it is 100% preventable.

But Don't Feel Alone

- According to AT&T in their “It Can Wait” Campaign...



¹ Online survey with 603 respondents (total distracted drivers n=489) conducted by Kantar Added Value. Data represented here were collected October 2019-December 2019. National panel sample (ages 15-54, drive, and have a smartphone).
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Distracted Driving is a Real Problem



Clifton Gibbs | AT&T

Larissa Thompson's fiancé, Clifton B. Gibbs, was killed in a car collision caused by a woman who was texting while driving. Now, she is spreading awareness to students about the dangers of distracted driving.

¹ Online survey with 603 respondents (total distracted drivers n=480) conducted by Kantar Added Value. Data represented here were collected October 2019-December 2019. National panel sample (ages 15-54, drive, and have a smartphone).
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Do the Math

Assumption #1: The average length of time to complete a text message is 5 seconds.

Known #1: A 4-door sedan travels 88 feet every 2 seconds @ 30 mph.

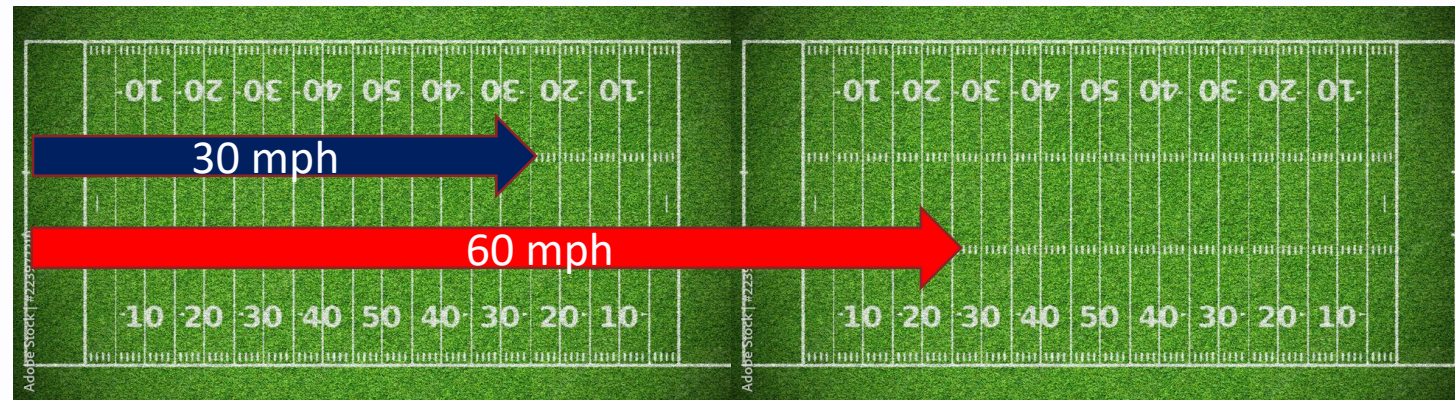
Known #2: The length of a football field is 360 feet long.

At 30 mph:

- Travel distance is 220 ft for an average text message.

At 60 mph: (Doubled)

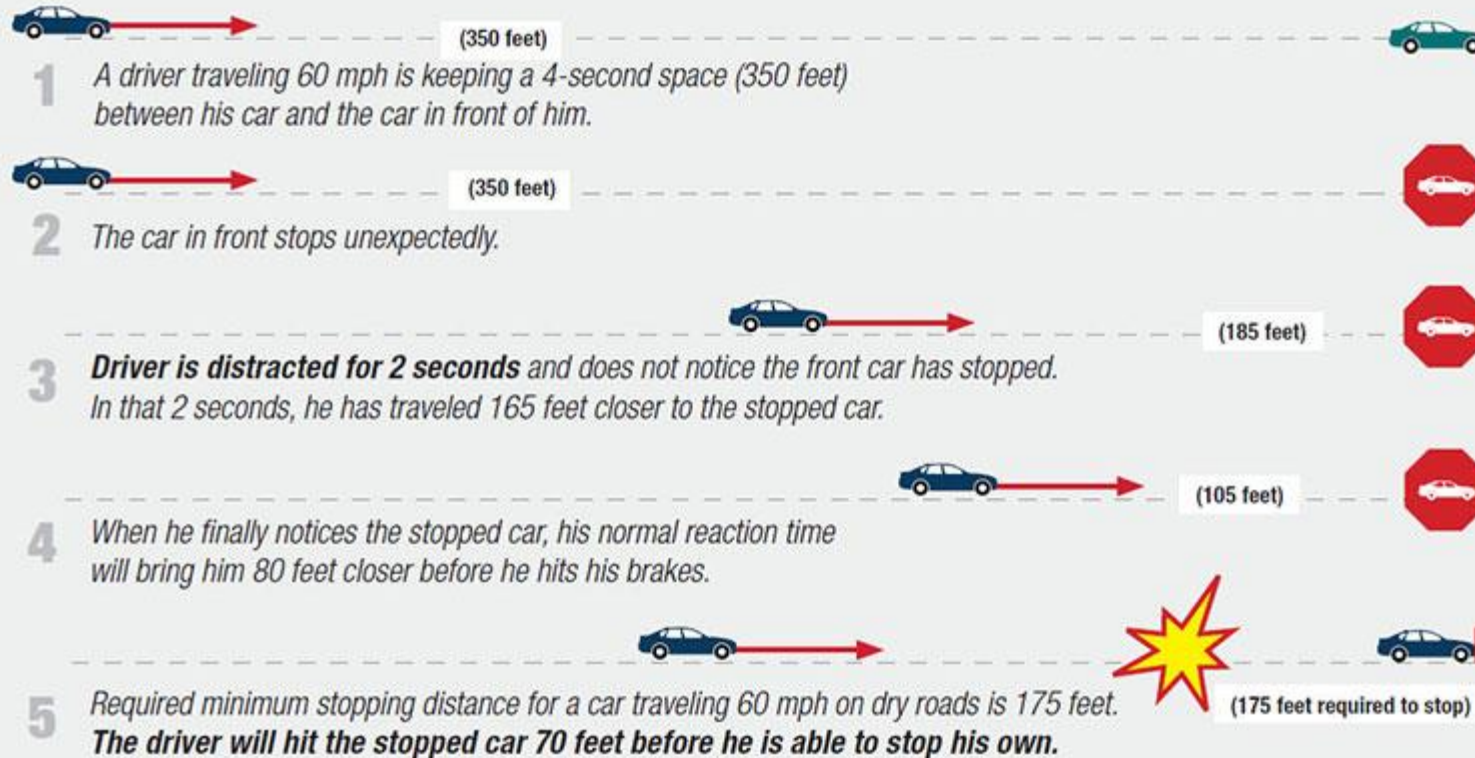
- Travel distance is 440 ft for an average text message.



Putting it Together

Two Seconds Matters

A 4-door sedan has a travel distance of 88 feet every 2 seconds when operating at 30 mph.



Why is Distracted Driving an Issue?

- According to the NHTSA, there were 2,895 fatal crashes in 2019 that involved driver distraction (9% of 33,244 fatal crashes for the year).
- Distracted affected crashes resulted in 3,142 fatalities (9% of 36,069 total fatalities in 2019).
- In 2019, there were 387 fatal crashes reported as having cell phone use as a distraction (13% of all distraction affected fatal crashes). These incidents resulted in the loss of 422 lives.
- There was an estimated total of 287,000 distracted affected related injury crashes in 2019 and 696,000 property damage crashes related to distracted driving.

How Does Distracted Driving Impact Your Organization

- Work related injuries
- Potential business interruption or lapse in customer service
- Liability exposures

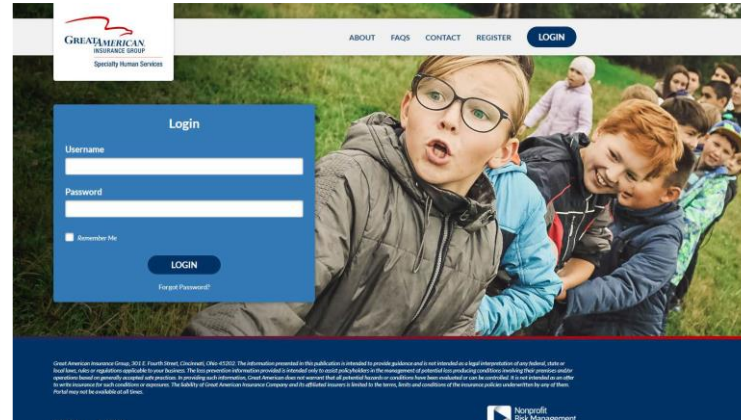
What is Being Done to Address Distracted Driving

- Federal and state laws prohibiting texting and using handheld cell phone while driving
- Distracted driving prevention campaigns
- Other?

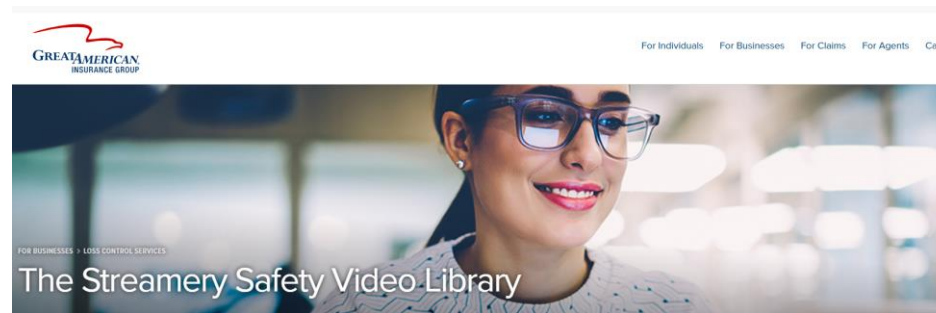
What Can You Do To Help Prevent Distracted Driving

- Develop written distracted driving policy for your organization
- Provide driver education training on this topic
- Explore use of applications that disable cell phones while vehicle is being operated
- Lead by example (at work and home)

Resources from Specialty Human Services & GAIG Loss Control



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online learning



Great American Policyholders have access to a vast library of streaming video and training content provided through Streamery. The library is an excellent supplement to our policyholders' overall safety and risk management programs.

Library Overview

Great American's safety video library includes over 800 training programs with over 400 titles available in Spanish covering a wide variety of hazard-specific and industry-specific topics. Topics are categorized in the online library to facilitate browsing by hazard, operation or industry. Content ranges from OSHA compliance and employee safety, to driving and driver issues, and human resources and management topics.

Other Resources

- DOT/FMCSA
- OSHA

Q & A Session





for all the *great* you doSM

THANK YOU