



DISTRACTED DRIVING

FOCUS

Distracted driving occurs any time you take your eyes off the road, hands off the wheel, and mind off **your primary task: driving safely**. Any non-driving activity you engage in is a potential distraction and increases your risk of being involved in a motor vehicle crash.

Workers in many industries and occupations spend part of their workdays on the road. One study showed drivers at work were more likely to be in a hurry to reach their destination, think about work, be tired, or use a cell phone.

ANTICIPATE

What are the main types of distractions? Visual, Manual, and Cognitive Distractions

Visual: Eyes off the road	Manual: Hands off the wheel	Cognitive: Mind off driving
<ul style="list-style-type: none"> • Reading a text message 	<ul style="list-style-type: none"> • Reaching for things inside the vehicle 	<ul style="list-style-type: none"> • Talking on the phone
<ul style="list-style-type: none"> • Looking up directions 	<ul style="list-style-type: none"> • Using a hand-held device 	<ul style="list-style-type: none"> • Arguing with a passenger
<ul style="list-style-type: none"> • “Rubbernecking” 	<ul style="list-style-type: none"> • Adjusting the radio 	<ul style="list-style-type: none"> • Thinking about your next appointment
	<ul style="list-style-type: none"> • Eating or drinking 	

What do we know about distracted driving?

Key Facts and Stats

- In 2014:⁴
 - **16% of all motor vehicle crashes in the United States involved a distracted driver**
 - **431,000 people were injured in motor vehicle crashes involving a distracted driver**
 - **3,179 people died in crashes involving a distracted driver**
 - **520 non-occupants (e.g., pedestrians and cyclists) died in a crash that involved a distracted driver**
- At any given time in 2015, an estimated 2.2% of all drivers on the road were texting or visibly using a hand-held device – the same percentage as in 2014.⁵
- Research suggests that distraction is present during 52% of normal driving. Common distractions are: interacting with an adult or teen passenger (15%), using a cell phone (6%), and using systems such as climate control and radio (4%).⁶

CORRECT

Take the following actions to stay focused behind the wheel.

- Focus on using the **Smith System 5 Keys**
- **Do not text or use a hand-held PHONE OR ELECTRONIC DEVICE while driving. Further, IT IS AGAINST COMPANY POLICY TO USE A HANDS FREE DEVICE.**
- Pull over in a safe location if you must text or make a call.
- Make necessary adjustments (e.g., adjust controls, program directions) to your car before your drive.
- Do not reach to pick up items from the floor, open the glove box, or try to catch falling objects in the vehicle.
- Avoid emotional conversations with passengers, or pull over in a safe location to continue the conversation. For normal conversation, passengers in the vehicle can often help lower crash risk for adult drivers.
- Focus on the driving environment — the vehicles around you, pedestrians, cyclists, and objects or events that may mean you need to act quickly to control or stop your vehicle.

TALK

- Share this information with your family and teen drivers.
- Remind other co-workers of the policy if you see them using their phone.
- Remind friends and family that while on the job you cannot talk or text on the phone while driving and will call them when safe to do so.

