

Defeating Distracted Driving “A How To Guide”

How Commercial Truck, Bus and
Passenger-Vehicle Drivers Can Reduce
Distractions and Avoid Crashes



MICHIGAN CENTER *for* TRUCK SAFETY



The
MICHIGAN CENTER *for* TRUCK SAFETY
is funded by the
Michigan Truck Safety Commission
and financed with truck safety funds
administered through the
Office of Highway Safety Planning.
The Center is operated through a grant to the
Michigan Trucking Association
Educational Center, Inc. (MTA)

Defeating Distracted Driving



Facts about Distracted
Driving and the Crashes It
Can Cause

We live in a 24-hour a day Information Driven Society



- Data shows that 91% of Americans have a cell phone, and texting has increased over 2,200% in the last 5 years.





Distracted Driving:

- Is the single largest contributing factor to traffic crashes today



Grim Reality





Distracted Driving:

- Is involved in 20% of all on-highway crashes
- Led to 6,000 traffic deaths and a half million injuries.





Distracted Driving:

- Is as dangerous as impaired driving and other unsafe driving behaviors
- No one is immune; even police officers can become distracted on the road





Distracted Driving:

DISTRACTED DRIVING IS A BIGGER PROBLEM THAN JUST TEXTING AND CELL-PHONE USE!



Other Distractions



Part 392 Driving a Commercial Vehicle



- **392.80: Prohibition against texting.**
- (a) ***Prohibition.*** No driver shall engage in texting while driving.
- (b) ***Motor carriers.*** No motor carrier shall allow or require its drivers to engage in texting while driving.

Part 392



- **392.82: Using a hand-held mobile telephone.**
- (a)(1) No driver shall use a hand-held mobile telephone while driving a CMV.
- (2) No motor carrier shall allow or require its drivers to use a hand-held mobile telephone while driving a CMV.



Distracted Driving:

However.....a leading study by Virginia Tech Transportation Institute showed that truck drivers who texted while the vehicle was moving were 23 TIMES more likely to be involved in a crash Or near-crash incident!





Distracted Driving:

- “No-texting” laws and ordinances have some effect if enforced
- Many states allow police to cite a driver for “inattention” on the road
- Reducing distracted driving is best done through awareness, education and changing driver behavior



Special Enforcement Operations



- Many law enforcement agencies conduct special enforcement operations targeting distracted driving.



Michigan Vehicle Code

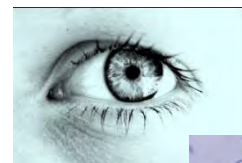


- **257.602b Reading, typing, or sending text message on wireless 2-way communication device prohibited; use of hand-held mobile telephone prohibited; exceptions; "use a hand-held mobile telephone" defined; violation as civil infraction; fine; local ordinances superseded.**

Understanding Distracted Driving

Three types of distractions:

- Visual distractions
- Manual distractions
- Cognitive distractions



Distracted Driving:



Visual Distraction:

Anything that shifts a driver's eyes away from the road to something unrelated to the primary task of driving

EXAMPLES: billboard, accident scene, looking at street signs

Visual Distractions





Distracted Driving:



Manual Distraction:

Anything that causes a driver to remove one or both hands from the wheel or other driving controls

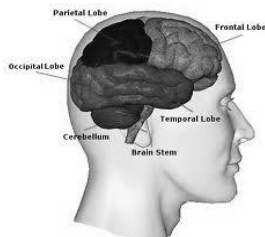
EXAMPLES: eating, tuning the radio, programming a GPS, texting or dialing a cell phone

Manual Distraction





Distracted Driving:



Cognitive Distraction:

Anything that takes a driver's mind, thoughts or mental attention away from the task of driving

EXAMPLES: anger, anxiety, fatigue, pain or worry

Mental Distraction



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





Distracted Driving:

Nearly all crashes in which distracted driving is a contributing factor usually involve a combination of two or all three types of distractions!





Distracted Driving:

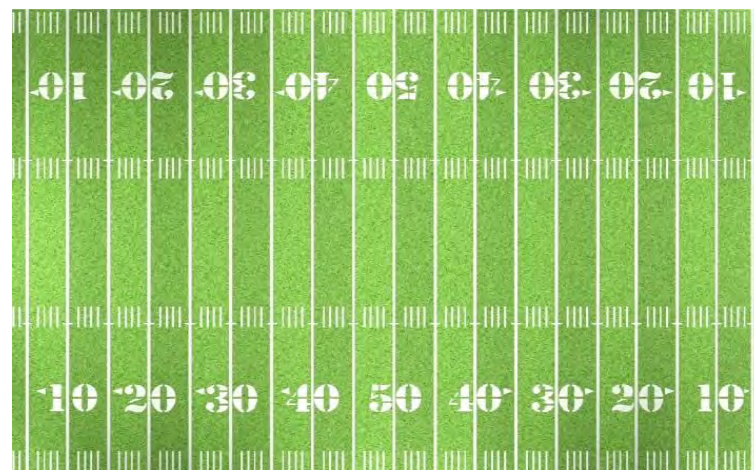
- Glancing away from the road for more than one second can lead to a damaged bumper, a few dents ...OR a devastating crash





Distracted Driving:

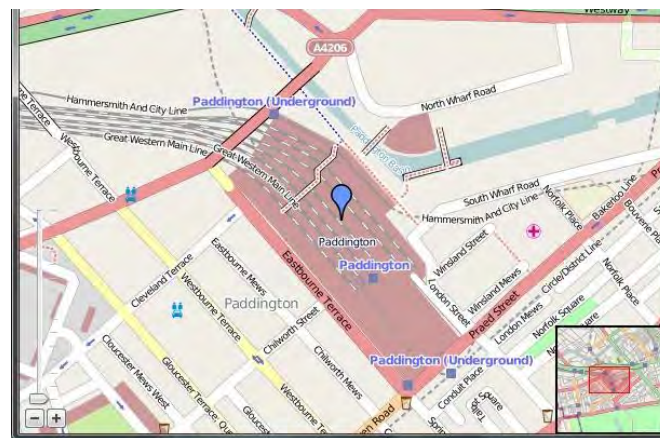
- During a 3-second glance at a cell phone or other device, a vehicle traveling 55 mph will move approximately 250 feet down the road, or nearly the length of a football field!





Reducing Distractions:

- Adjust mirrors, instrument panel lighting, knobs and dials BEFORE entering the traffic flow
- Get directions or program your GPS before putting the truck or bus into gear



Reducing Distractions:



- Know your vehicles controls and their location.
- Limit scans of vehicle information displays and GPS.



Reducing Distractions:



- Take care of all paperwork before you start on your trip
- Eat a healthy meal **BEFORE** you start your trip, or pull completely off the road to eat or drink before resuming your trip





Reducing Distractions:

- Perform short, frequent scans of mirrors and instruments, but keep the road ahead as your primary focus
- Limit glances away from the road to less than one second





Reducing Distractions:

Cell Phone Use

- Voice-activated systems merely reduce visual and manual distractions, but not cognitive distractions
- Make calls before you leave, then turn off your cell phone or let calls go to voice mail while the vehicle is moving





Reducing Distractions:

Cell Phone Use

- 'Hands-free' cell phones that require you to manually dial a number are not substantially safer than 'hand-held' cell phones
- Any cell phone use divides the driver's attention from the driving task



Distracted Driving Policy



- Because driving while distracted is a leading cause or contributor to [motor vehicle](#) incidents, one of the most effective ways that employers can make a positive impact to reduce work-related MVI's is to have and implement a policy that prohibits cell phone use while driving, and restricts your drivers' distractions. In order to be successful, your policy needs to be practical, applicable to your work circumstances, **clearly communicated, and understood by your drivers.**

Set a Good Example



- No texting or cell phone use while driving.
- Teach teens and new drivers that texting or other distracting activities and driving do not mix.



Watch for Distracted Drivers and Pedestrians



Reducing Distracted Driving By



- Driver education classes that stress the causes and effects of distracted driving.
- Public awareness programs.
- Advancement in technologies



Teen Driver Restrictions



- Teens with a level 2 License are prohibited from using a cell phone while driving.





Reducing Distractions:

Cell Phone Use

- NEVER text or email while driving!



CMV Drivers



No **Call,**
No **Text,**
No **Ticket**

New Rules For CMV Drivers About Hand-Held Mobile Devices

Think About This



- 2 small children dead.
- Mother seriously injured.
- Cause: distracted driver caring for unbuckled child in rear child seat while driving.

**LOL no im nt busy im only
driving**



TEXT MESSAGING

lol no im nt bsy im only drving

For more information about



Defeating Distracted Driving



www.defeatingdistractedddriving.org