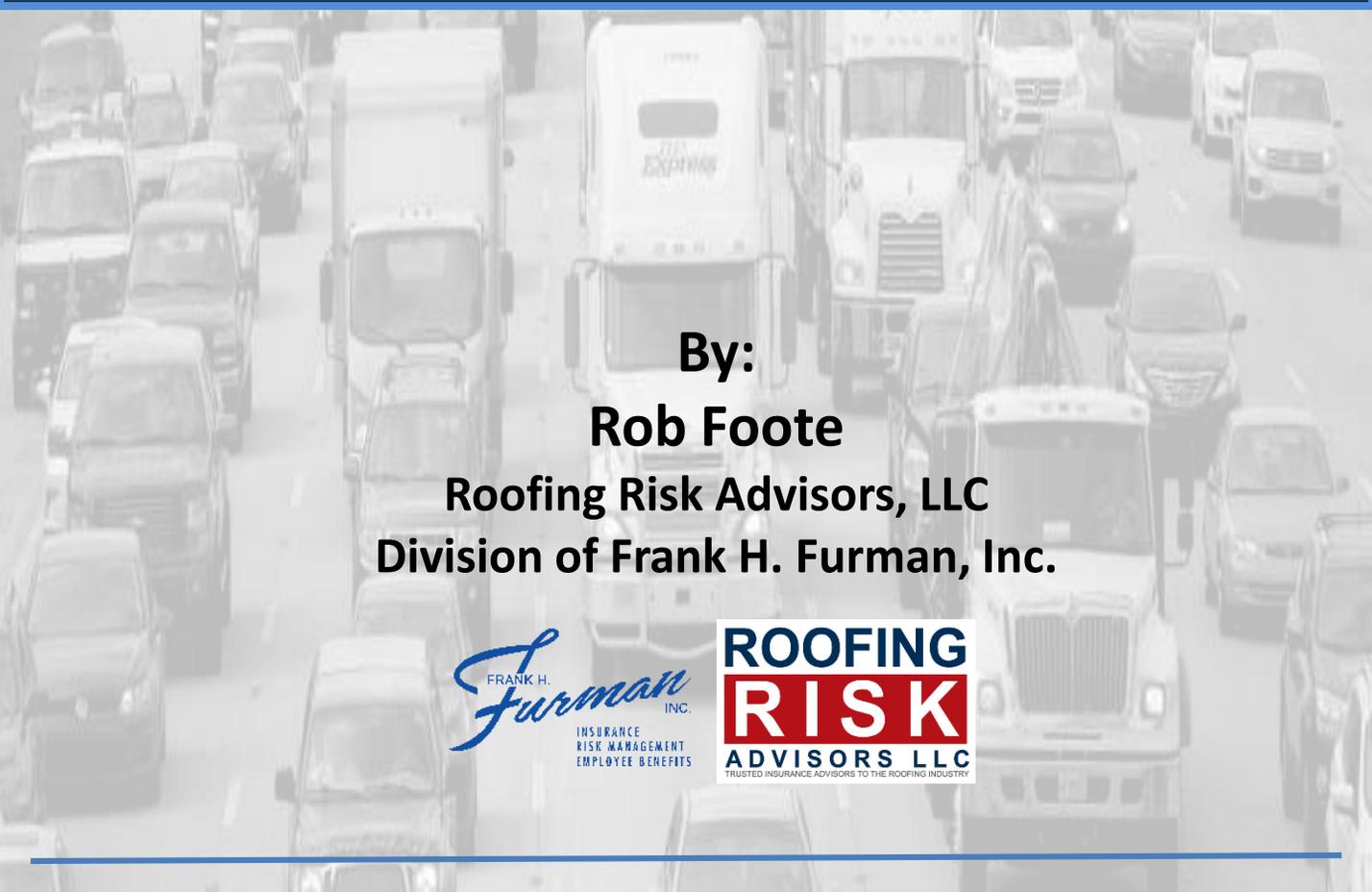




DISTRACTED DRIVERS

It is the other drivers, that we worry about



By:

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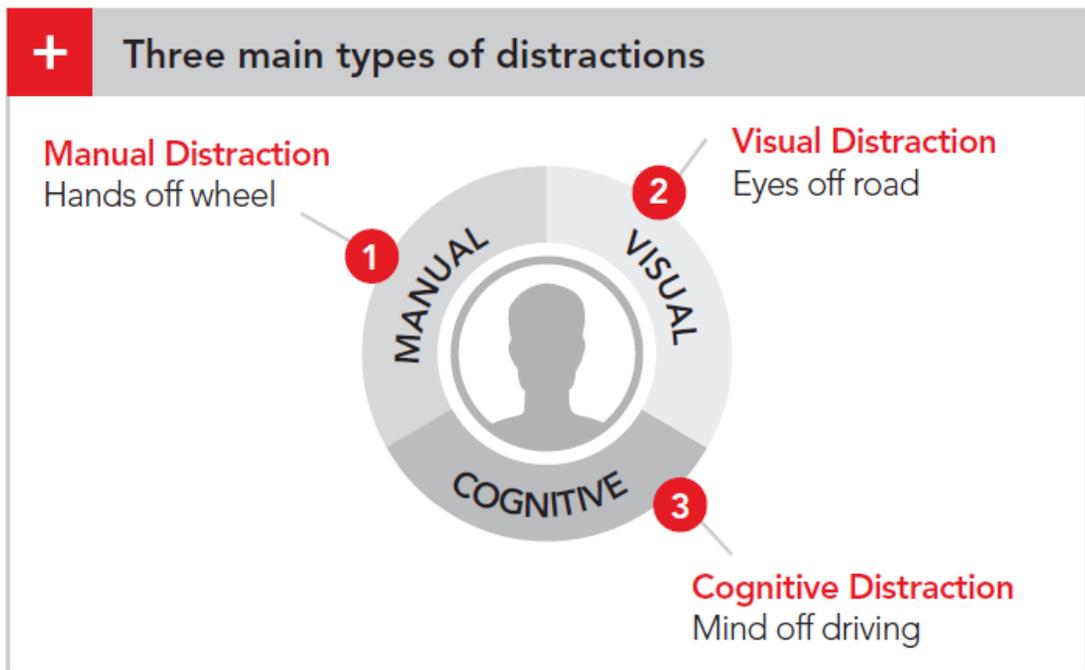
Division of Frank H. Furman, Inc.



What is Distracted Driving?

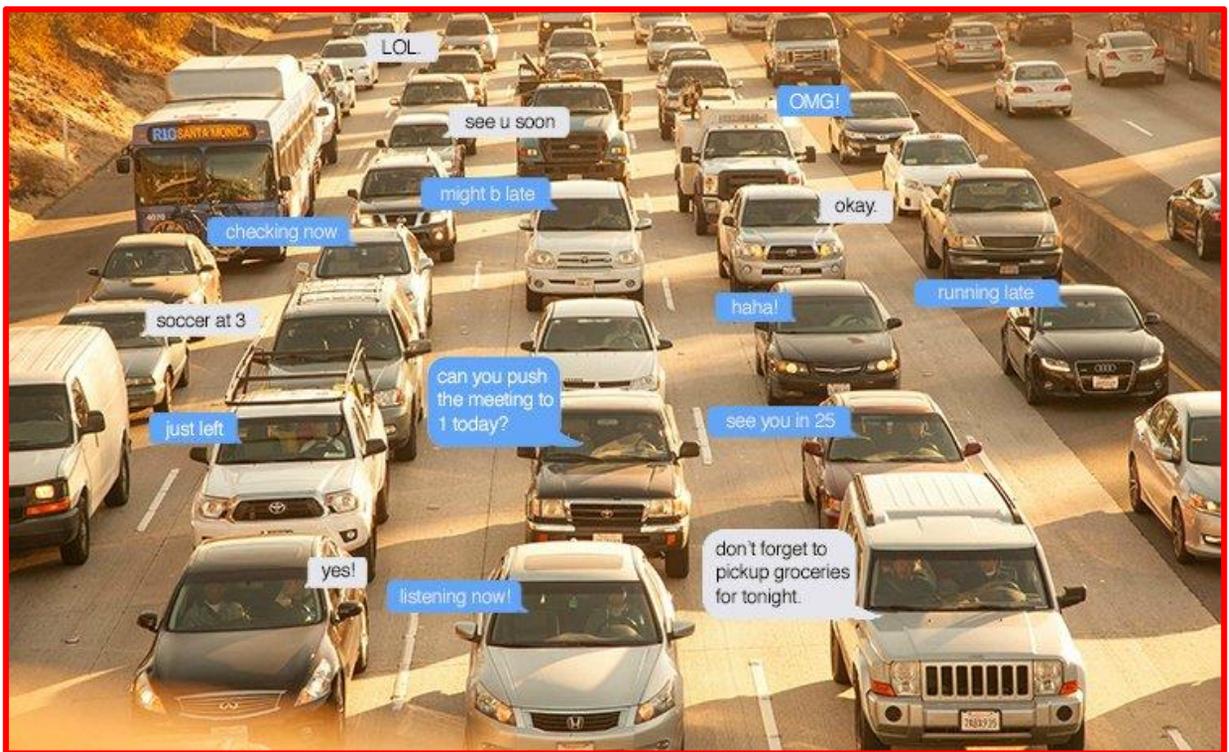
Any activity that could divert a person's attention away from the primary task of driving is considered distracted driving. All distractions endanger driver, passenger and bystander safety.

According to the National Safety Council, distractions now join alcohol and speeding as leading factors in fatal and serious injury crashes.



Common Cell Phone Distractions

- Phone Calls
- Reading or Composing Text Messages
- GPS
- Surfing the Web
- Adjusting Music
- Watching Videos



Vehicle Crash Statistics

- According to the National Safety Council, cell phone use is involved in **26 percent** of all vehicle crashes and **18 percent** of distraction-related fatalities.
- At any time in the day, approximately **660,000** drivers are using cell phones or other electronic devices while driving (*NOPUS).
- There is **three times** the crash risk when engaging in visual-manual subtasks like reaching for a phone, dialing and texting (*VTTI).

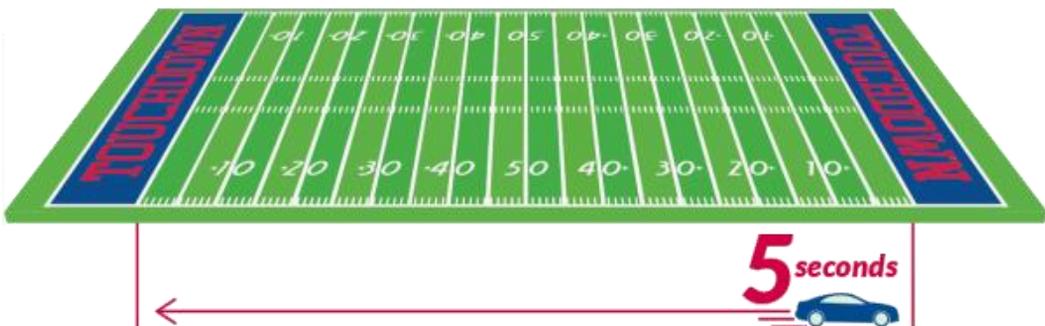


*National Occupant Protection Use Surveys; *Virginia Tech Transportation Institute

Texting

Texting is a distraction that requires all three types of attention – manual, visual and cognitive.

- According to the National Highway Transportation Safety Association, texting while driving creates a crash risk that is **23 times** worse than driving with no distractions.
- Studies show that using voice-to-text is more distracting than manually composing texts.
- Five seconds is the average time your eyes are off the road while texting. At 55 mph, that is enough time to cover the entire length of a football field (*VTTI).



Talking

- A common misconception about talking on the phone while driving is that use of a hands-free device is a safe alternative to holding a phone to your ear.
- The 2012 National Safety Council model estimated 21 percent of crashes, or 1.2 million crashes, involved talking on handheld and hands-free cell phones.

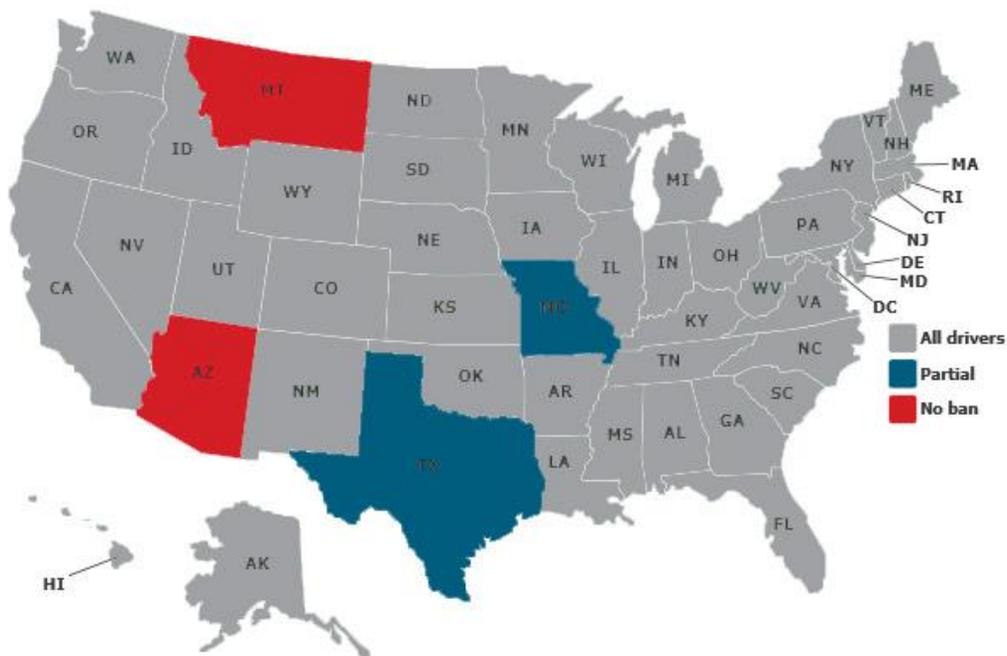


Cost of On-The-Job Crashes

According to NHTSA, on-the-job crashes cost employers more than:

- \$24,500 per crash 
- \$150,000 per injury 
- \$3.6 million per fatality

More than 80 percent of the nation's 94 million cell phone owners use them while driving – at least sometimes. Many states have legislation to regulate cell phone use and texting (see map below) while driving.



Sample Cell Phone Policy

A sample cell phone policy may include:

- Cellular phones should not be used while operating a vehicle.
- Allow voicemail to handle your calls. Return the calls and messages when you are not driving.
- If you need to place a call or send a text message, pull off the road to park in a legal and safe location.
- Ask a passenger to make or take the call.
- Inform regular callers of your driving schedule and when you will be available to talk.
- While driving, keep your hands on the wheel and your eyes and mind on the road.

