

[roadsafetyatwork.ca](http://roadsafetyatwork.ca)

# Manage Driving Distractions In Your Workplace

October 11, 2018



# Audio Instructions

Select “Computer audio” to use your computer’s sound

OR

Select “Phone call” to dial in

File View Help

Audio

Computer audio

Phone call

Dial: +1 (415) 855-0052

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Audio PIN: 123

Already on the call? Press #123# now.

Problem dialing in?

Questions

[Enter a question for staff]

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Test Webinar

Webinar ID: 7733-4886-7127

GoToWebinar

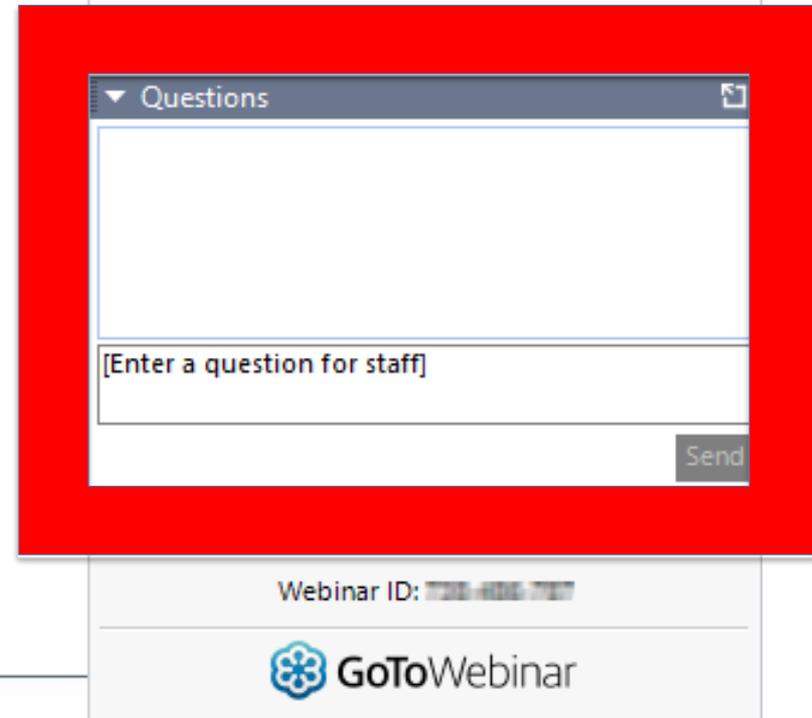
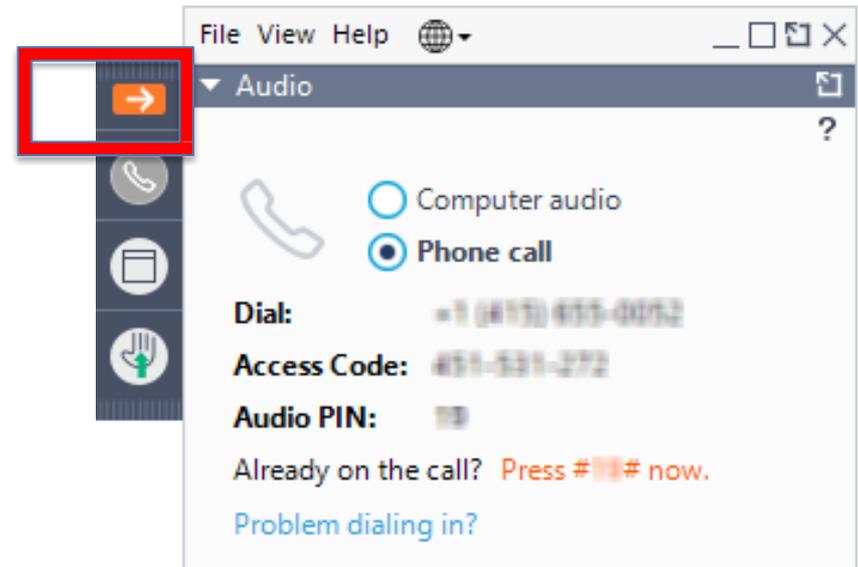


# Asking Questions

Click on “Questions”  
to expand the  
Questions pane

THEN

Type your question  
to the moderator



# Introducing today's presenters



**Angelina Robinson**

**Road Safety At Work**

Client Relationship  
Manager



**Rick Walters**

**Road Safety At Work**

Fleet Strategy  
Manager

# Overview

1. Explain distractions
2. How distractions impair your driving
3. Common and uncommon distractions
4. Taking control of distractions
5. Questions and discussion

# What is distracted driving?



**Driver is mentally preoccupied by or physically engaged in tasks, events or objects not essential to driving.**

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# Four types of distractions

## VISUAL



Eyes on the road

## MANUAL



Hands on the steering wheel

## COGNITIVE



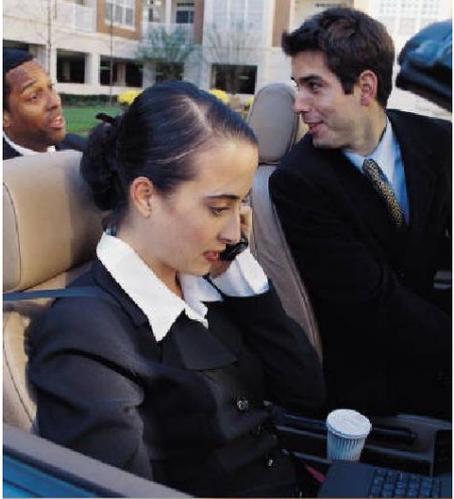
Mind on driving

## AUDITORY



Ears tuned to environment

# The Distraction Factor





# More distractions



**Distractions  
are  
everywhere**



# Why distractions matter

## Distractions impair driving ability

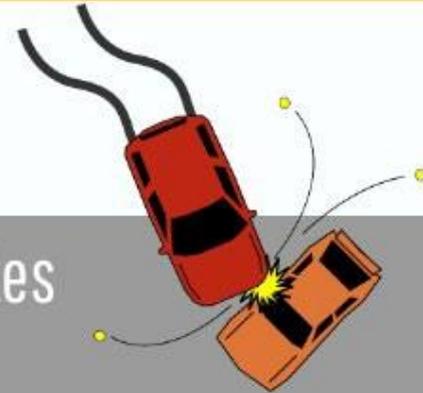
- Restrict attention to driving information
- Compromise driver judgement
- Delay hazard recognition
- Increase reaction time
- Physically impede driver



# Why distractions matter

## The numbers

- Distracted driving causes or contributes to 28% of all fatal crashes. \*
- 2012-2016 on average there are 78 distraction-related fatalities. \*\*
- Driver inattention is a contributing factor in 80% of collisions and 65% of near crashes. \*\*\*



\* ICBC, 2017

\*\* ICBC Quick Stats, 2017

\*\*\* NHTSA, 2010

# Why distractions matter

## It's the law

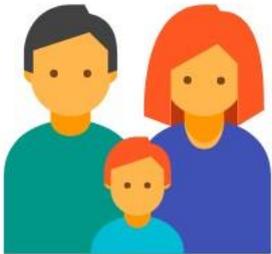
An illustration of a red car and an orange car in a collision. The red car is tilted upwards, and the orange car is tilted downwards. There are yellow sparks or impact points between the two vehicles.

Description	Fine	Penalty Points	Penalty Premium
Using electronic device, emailing or texting while driving	\$368	4	\$175

# Why distractions matter

## Because you matter!

TO YOUR  
FAMILY



Keep your eyes on  
the road

TO YOUR  
FRIENDS



Keep your hands on  
the steering wheel

TO YOUR  
COWORKERS



Keep your mind on  
driving

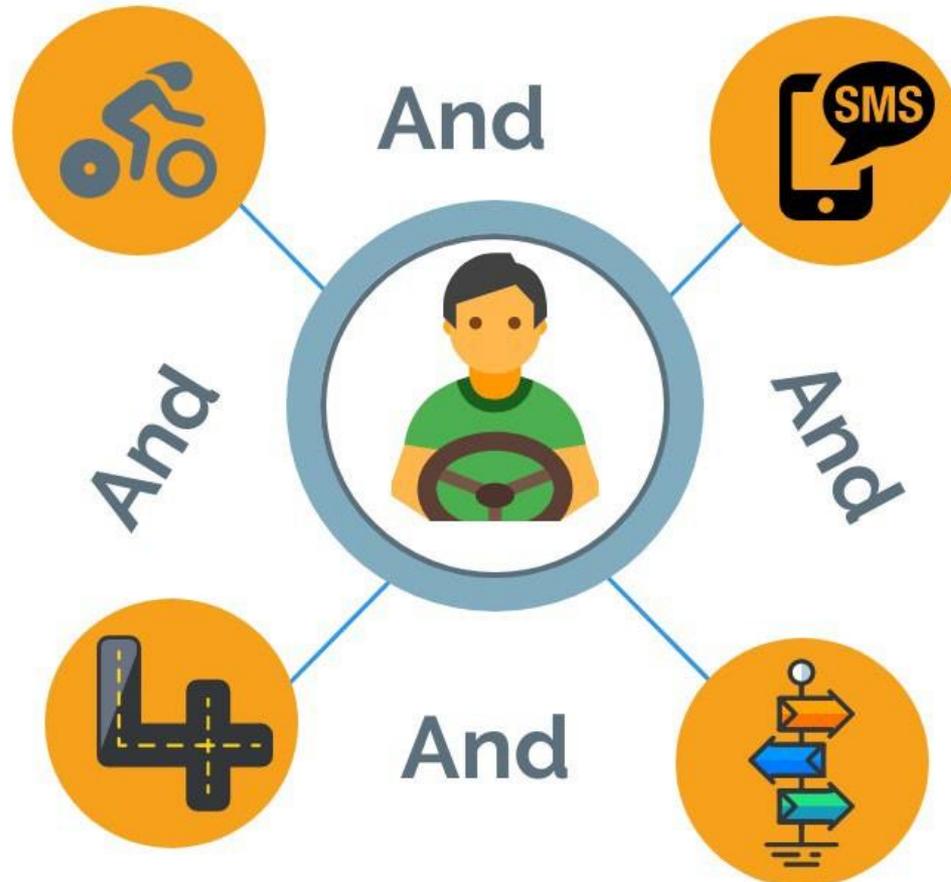
TO YOUR  
EMPLOYER



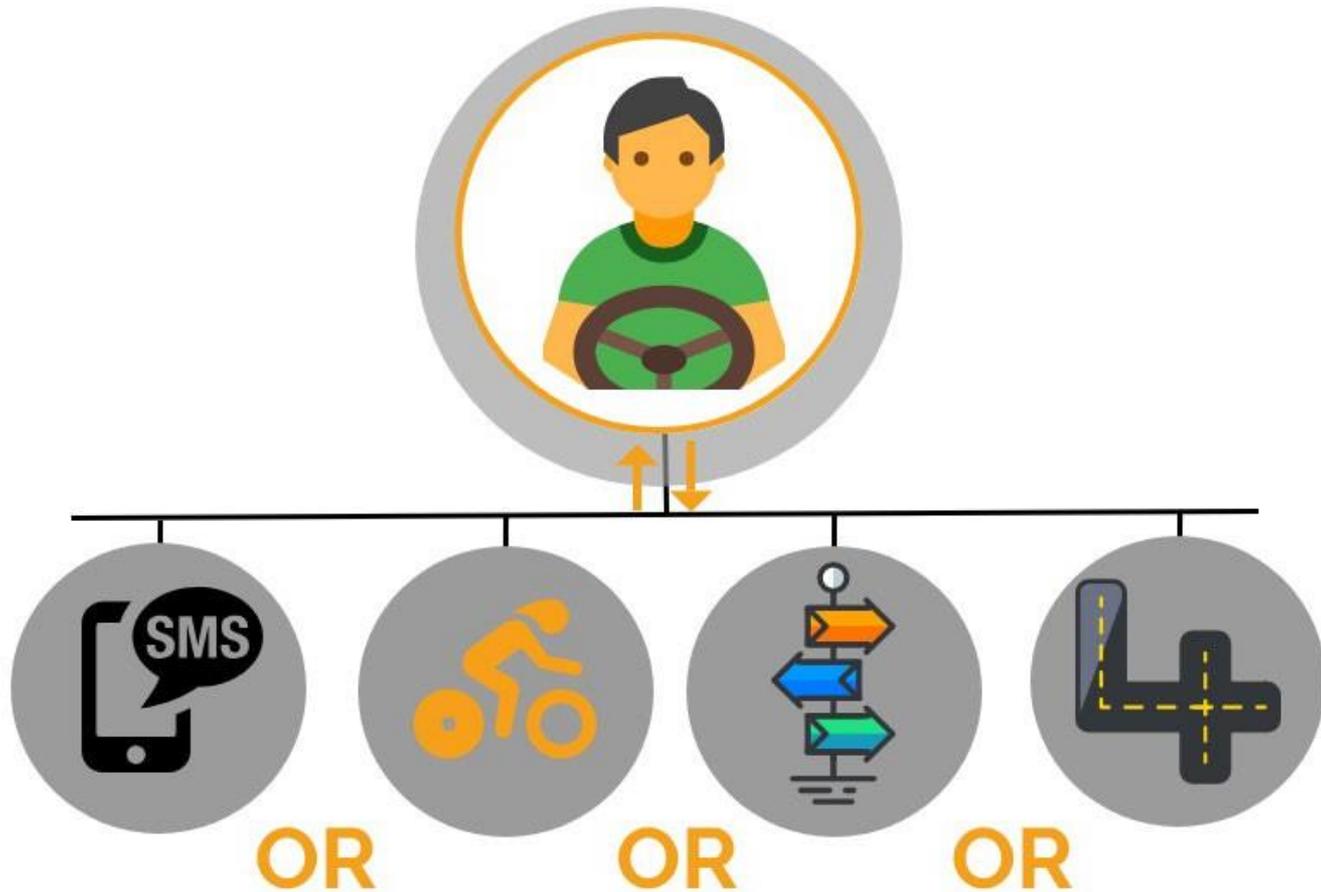
Keep your ears tuned  
to environment

## Myth:

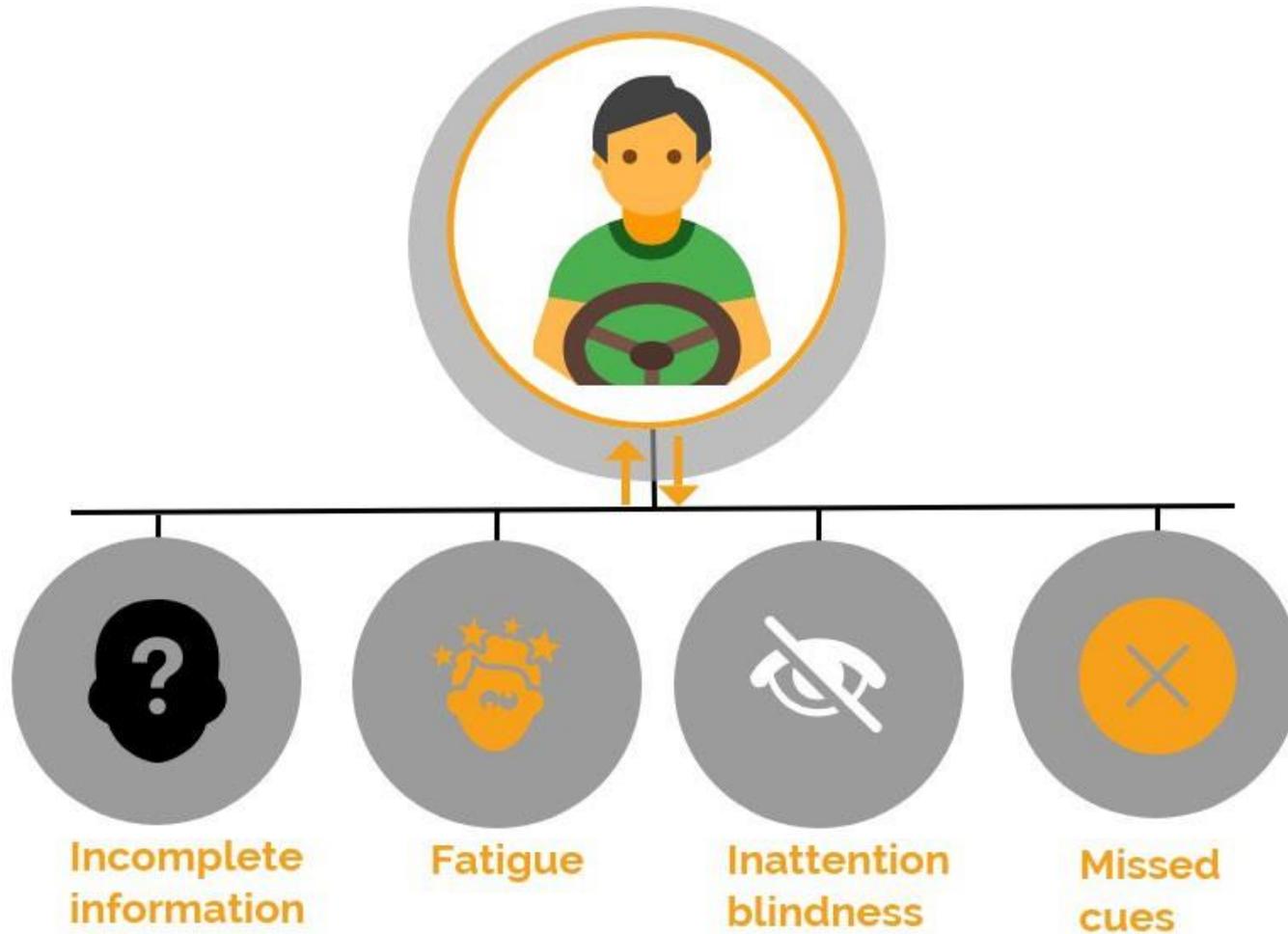
I can multi-task while driving.



**Fact:** Our brains switch from one task to the next.



# Implications of attention switching



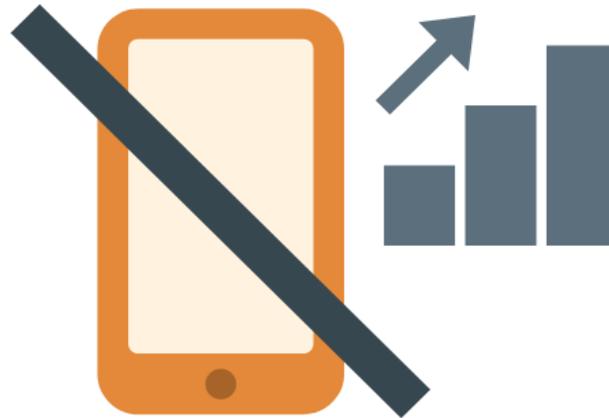
**Myth:** Banning cell phone use while driving will decrease employee productivity and reduce profitability.



# Fact:

# 41%

said productivity stayed the same or **increased**



National Safety Council  
Survey of Fortune 500 companies – September 2010

# Fact:



# 95%

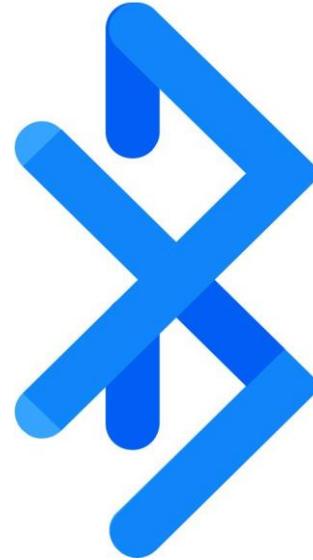


of AMEC  
employees  
**did not**  
experience  
productivity  
decrease  
when cell  
phones were  
banned

National Safety Council  
Survey of Fortune 500 companies – September 2010

## Myth:

Hands-free is safer than hand-held.



## Facts:

- Hands-free reduces manual distraction **BUT**
- Hands-free does **NOT** reduce cognitive distraction.
- Some in-vehicle technology can be even more distracting.

# Questions ?



# What can your organization do?

## Build and implement a distracted driving policy

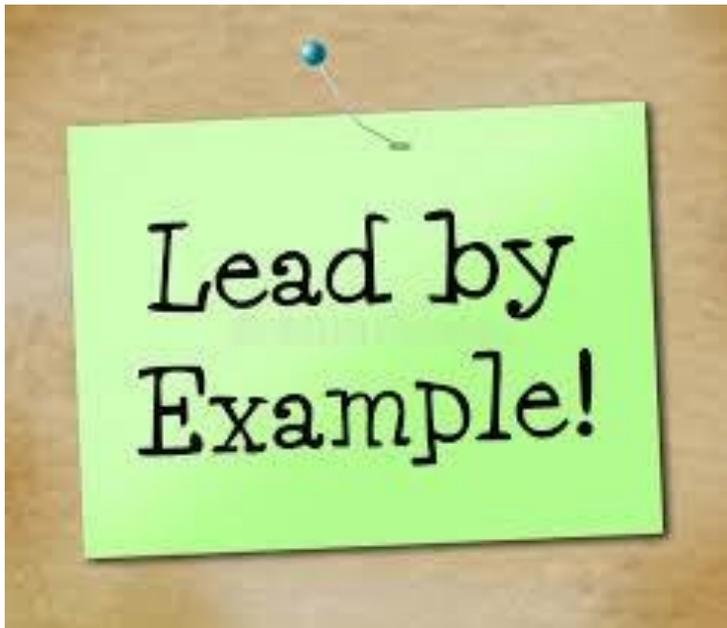
- [Examples](#) on RSAW website
- Make expectations clear
- Involve employees
- Communicate



# What can your organization do?

## Expect management to advocate policy

- Participate in design and implementation



- Talk about it
- Model behaviours
- Listen for ideas, improvements

# What can your organization do?

## Make sure work processes support policy

- Remove implied or built-in distractions
- Align driving expectations with policy
- Organize work to align with policy



# What can your organization do?

## Make distracted driving part of safety dialogue

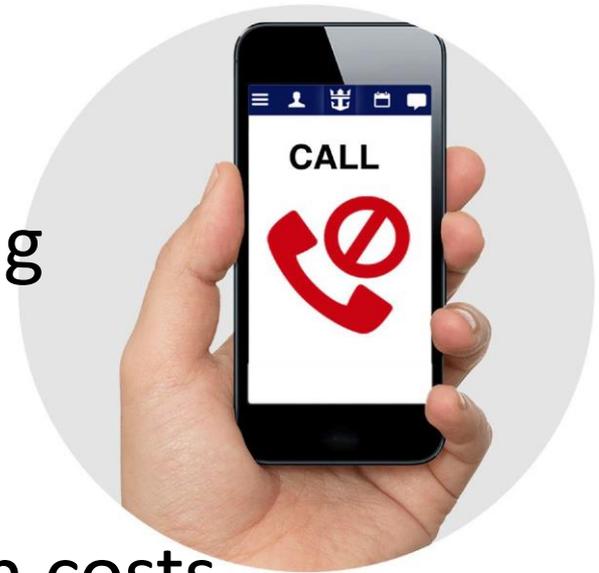
- Circulate [tips](#) and [fact sheets](#)
- Feature on intranet and in newsletters
- Hold tailgate meetings
- Share stories
- Set targets
- Provide incentives
- Reward performance



# What can your organization do?

## Let technology help

- Apps disable phone when vehicle in motion
- Notifications to third-party
- Identify / record risky driving
- Dash cams
- Inexpensive relative to crash costs



# Questions ?



# What can YOU do?

- Acknowledge hazards, risks and consequences
- Recognize that you can become a statistic
- Have a word with yourself

Have a word with yourself.



# JUST DON'T DO IT!



# What can YOU do?

## Set expectations, help others deliver

- Expect appropriate standard of care from other drivers
- Encourage and help others live up to their driving responsibilities



# What can YOU do?

## When taking a trip:

- Create a plan
- Know your route
- If lost, pull over and make a new plan
- Check out Journey Management tools



# What can YOU do?

## Adopt a personal reminder

- Use a cue that works for you
- Identify potential distractions
- Plan how to avoid them
- Just drive!



# What can YOU do?

Take an online quiz

RSAW [Test Your  
Distraction Knowledge](#)

RCMP [Distraacted Driving  
Self Assessment](#)



## Test Your Distraction Knowledge Quiz



Start quiz

A screenshot of the Royal Canadian Mounted Police (RCMP) website. The page title is 'Self-Assessment: Distracted Driving'. The header includes the RCMP logo and navigation links for 'Services', 'Locations', 'A-Z site index', 'Careers', and 'Help us'. A search bar is visible. The main content area features a blue banner with the question 'Are you paying attention?' and a photograph of a driver using a mobile phone. Below the photo, there is a short paragraph of text: 'Every driver is responsible for doing their part in keeping the roads safe. Sometimes we can be unaware of how our actions can put ourselves and others at risk. Take this self-assessment to determine how much you know about distracted driving!'. A sidebar on the left contains links for 'Centre for Youth Crime Prevention', 'Get Involved', 'By Topic', 'Lesson Plans', and 'Contact Us'.

# What can YOU do?

## Take an online quiz

E-Driving

[How Distracted](#)

[Are You?](#)

eDriving® Worldwide Leader in  
Driver Training & Risk Reduction

LEARN TO DRIVE DRIVER IMPROVEMENT FLEET SOLUTIONS MENTOR APP INSURANCE SOLUTIONS DISTRACTED DRIVING RESOURCES

About eDriving | Contact Us | LOGIN | 



Good Hands [Test Your](#)

[Distracted Driving](#)

[Knowledge](#)



# What can YOU do?

## Test your skills online

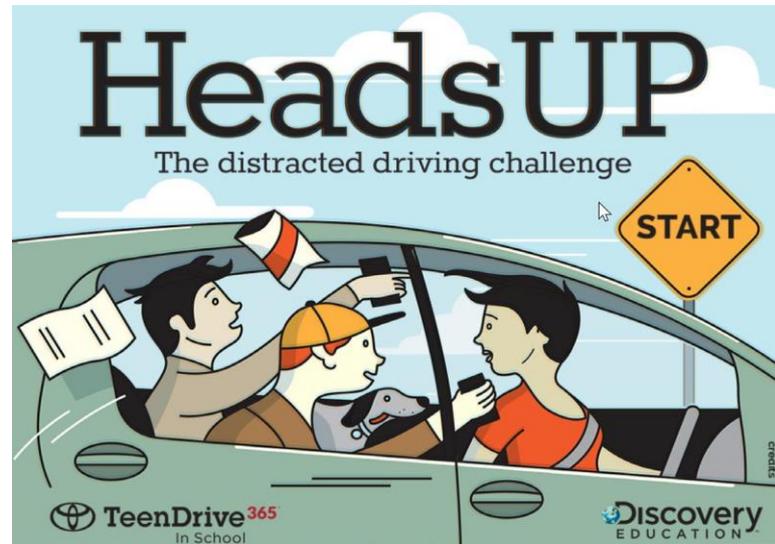
BCAA

[TEXT U L8R](#)



Toyota Teen Drive

[Heads Up](#)



# What can YOU do?

## Complete an online course



[Distracted Driver Course](#)



[Distracted Driving Course](#)

## Pledge to drive phone-free



Road safety is smart business.



### Take The pledge

I pledge to LEAVE THE PHONE ALONE while driving. [Click here](#)

# What can YOU do?

Visit  
roadsafetyatwork.ca

Tool Kits – Distracted  
Driving



The screenshot shows the website's header with the logo, navigation menu, and search bar. The main content area features a large image of a woman driving a truck. Below the image is the article title 'Distracted Driving: A Call to Action' and its introductory text. A sidebar on the left lists various tool kits, with 'Distracted Driving' highlighted. On the right, there are sections for 'Tool Kits', 'Workshops', and 'Advisory Services'.

**ROAD SAFETY AT WORK**

Home Login Who We Are [in](#) [ig](#) [f](#) [tw](#)

Search: eg 'controlling hazards'

Why Road Safety Matters Build Your Road Safety Program Tool Kits Our Services Online Courses Road Safety At Work Week What's New

**Tool Kits**

- Tool Kits Directory
- MVI Cost Calculator
- Road Safety Snapshot
- Road Safety Plan Template
- Hazard Identification and Risk Assessment
- Controlling Hazards
- Building Strong Road Safety Policies
- Safe Work Procedures
- Driver Qualifications
- Distracted Driving**

Distracted Driving: A Call

### Distracted Driving: A Call to Action

Driver distractions kill. Even a small distraction can have a lifetime of devastating consequences for individuals, families and employers. The [statistics](#) are eye-opening. International research shows that 20% to 30% of all collisions involve driver distraction. The use of cell phones and other handheld devices are the most common distractions, but there are many others you need to consider. These include eating or drinking, grooming, smoking, conversing with passengers, pets, reading (e.g., newspaper, directions, map), and using an electronic device such as a GPS, computer or tablet, MP3, CD or DVD player.

Eliminating driver distractions to reduce the risk of collisions can be achieved only when employers and drivers work together to create, communicate and implement clear policies and procedures supported by necessary training and resources, as well as a strong safety culture.

Road Safety at Work has assembled these "un-distracted driving" resources" to help

**Tool Kits**  
Find useful road safety tools and resources here. [Read More >](#)

**Workshops**  
Plan to attend the next road safety workshop. [Read More >](#)

**Advisory Services**  
We can help you with your road safety program. [Read More >](#)

# What can YOU do?

Visit  
roadsafetyatwork.ca

## Tool Kits – Journey Management

The screenshot shows the website's navigation menu with 'Tool Kits' highlighted. A red circle highlights the 'Tool Kits' menu item, and a red arrow points from it to the 'Journey Management' item in the left-hand sidebar. The main content area features a large image of a traffic jam at night, with the 'Journey Management' section title and introductory text below it. The sidebar on the left lists various tool kits, with 'Journey Management' circled in red. The right sidebar contains sections for 'Tool Kits', 'Workshops', 'Advisory Services', 'Topic of the Month', and 'Newsletter'.

**ROAD SAFETY AT WORK**

Home Login Who We Are [in](#) [ig](#) [f](#) [t](#)

Search: eg 'controlling hazards'

Why Road Safety Matters Build Your Road Safety Program **Tool Kits** Our Services Online Courses Road Safety At Work Week What's New

**Tool Kits**

- Tool Kits Directory
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- Building Strong Road Safety Policies
- Safe Work Procedures
- Driver Qualifications
- Distracted Driving
- Driver Fatigue
- Tips for Employees Who Drive
- Journey Management**
- Get Started
- Put Journey Management to Work
- Establish a Check-In

### Journey Management

While they are driving, your employees encounter countless hazards, making driving one of the most risky activities your employees will undertake. This section provides several [journey management](#) resources and a mobile-friendly online tool to help your organization eliminate or minimize [exposure](#) to those hazards, manage the associated risks and reduce the likelihood any of your employees will be injured in a work-related crash.

The Journey Management Tool Kit includes the following resources:

- Get Started**  
This section explains what journey management is and why it is important to workplace safety.  
[Read More](#)
- Put Journey Management to Work**  
Learn how to apply the three key steps of journey management, and how to build effective trip plans.  
[Read More](#)

**Tool Kits**  
Find useful road safety tools and resources here. [Read More](#)

**Workshops**  
Plan to attend the next road safety workshop. [Read More](#)

**Advisory Services**  
We can help you with your road safety program. [Read More](#)

**Topic of the Month**  
Tips for driving in hot weather  
[Read More](#) | [View All Topics](#)

**Newsletter**  
[Current Issues](#)



# Questions and Discussion



# Contact us with your questions

[arobinson@roadsafetyatwork.ca](mailto:arobinson@roadsafetyatwork.ca)

[rwalters@roadsafetyatwork.ca](mailto:rwalters@roadsafetyatwork.ca)



# Thank You!

See next slide for a list of links to resources mentioned in this webinar

Follow Us



# Links to various resources mentioned in this webinar

## Road Safety at Work

[Distracted Driving Tool Kit](#)

[Example Distracted Driving Policies](#)

[Journey Management Tool Kit](#)

[Test Your Distraction Knowledge Quiz](#)

## ICBC

[Distracted Driving](#)

## Quizzes

RCMP [Distracted Driving Self Assessment](#)

E-Driving [How Distracted Are You?](#)

Good Hands [Test Your Distracted Driving Knowledge](#)

## Online games

BCAA: [TEXT U L8R](#)

Toyota Teen Drive: [Heads Up](#)

## Online courses

CAA/AMA [Distracted Driver Course](#)

National Safety Council [Distracted Driver Course](#)

Phone-free pladge

[Leave the Phone Alone](#)

Note: Links have not been updated since this webinar was presented