

MOTOR VEHICLE ACCIDENT SAFETY BLITZ!

DISTRACTED DRIVING

3-7
OCTOBER, 2022



JUST DON'T DO IT.

DON'T BE A FOOL. DISTRACTED DRIVING ISN'T COOL.

Distracted driving is performing another activity that takes the driver's attention away from driving. It is the fastest-growing safety issue on the roads today. Driving distractions include cell phones, in-cab technology, eating, grooming, managing children/pets, talking to passengers, adjusting radio or climate controls, and even a wandering mind. These distractions cause drivers to become a threat to themselves and a danger to everyone on the road around them.



HANDS ON THE WHEEL.

ONE TEXT OR CALL COULD WRECK IT ALL.

Taking your eyes off the road and your hands off the steering wheel is among the worst driving mistakes. Cell phone usage, especially texting, causes a manual, visual, and cognitive distraction. It is illegal for a CMV driver to text while driving and mobile phones must be hands-free. Sending or reading a text takes your eyes off the road for at least 5 seconds; at 55 MPH, a vehicle will travel the entire length of a football field in that time. Reaction time, stopping distance, even cognitive awareness is affected.



DON'T BE A STATISTIC.

DISTRACTED DRIVING IS A MAJOR FACTOR IN TRAFFIC INJURIES AND DEATHS.

Nearly 80% of all crashes are caused by driver inattention or distraction 3 seconds prior to the crash. Distracted driving now accounts for almost 9% of all traffic-related fatalities, with over 3,100 people per year and 9 people per day needlessly killed in accidents. 1 in 5 of those people who die in crashes involving a distracted driver were not even in vehicles when the accident occurred. These innocent bystanders were walking, running, or riding a bike.



EYES ON THE ROAD.

DISTRACTED DRIVING IS A MAJOR FACTOR IN TRAFFIC INJURIES AND DEATHS.

Distractions are outside the cab as well. Avoid focusing on matters outside the cab. Billboards, buildings, scenery, traffic events, and people not related to driving can cause a distraction just as much as inside the cab items.



STAY FOCUSED. NOT SOCIALIZING IS OKAY.

Safety isn't scary. Not using your cell phone constantly is okay. Here are some tips to help drivers remember that distracted driving is extremely dangerous and even deadly.

- Activate your phone's "Do Not Disturb" feature or other available apps.
- Do not multitask while driving. Adjust mirrors, move your seat, select music, eat, make a call, read a text... before you start driving.
- If you receive a call or text while driving, pull over to a safe location and park your vehicle first.
- If you have passengers in the vehicle with you, appoint a designated texter or caller to handle your phone.
- If you can't resist the temptation to answer or look at your phone while driving, keep it out of arm's reach in the vehicle. Out of sight, out of mind.
- Don't let items roll loosely in the cab. These can cause physical and mental distractions while driving and can take your eye off the road and hands off the steering wheel.
- Don't use a dispatching device or data terminal while driving. The device can take your eyes, hands, and mind away from driving safely.
- Clear your head before you drive so you are mentally and emotionally ready for the task. Emotions can cause a lack of concentration and result in distracted driving.
- Consider technology-based, anti-distracted driving solutions to assist with detecting potential distracting behaviors (cameras, lane assist, eye-monitoring, and braking assist).

LESSONS LEARNED. THIS IS REAL LIFE.

November 2021

Driver was texting while driving. Driver was distracted and failed to stop at a stop sign. His truck hit another vehicle who had the right of way. Driver was taken to the hospital for torn tendons and a fracture, resulting in surgery and time off work.

JANUARY 2022

Driver was eating lunch while driving. Driver choked on the food and passed out. While passed out, the truck rolled and the driver was seriously injured with multiple injuries, causing a 60-day hospitalization.



Don't forget to post your pictures on Facebook! Use #SafetyBlitz2022 and tag ATA Comp Fund or Alliance Interstate Risk for your chance to win prizes!

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