

Meet Today's Webinar Team



Presenter: Laurelle Bednar

Laurelle is a training consultant for Texas Mutual's safety services department. She conducts webinars, presentations and creates e-Learning content for our policyholders and internal departments. Laurelle holds a bachelors and masters degree in Anthropology from California State University Fullerton.



Presenter: Ashley Mikytuck

Ashley is a technical writer for Texas Mutual's safety services department. She joined the safety services support center in early 2015 as a safety representative and is now assisting the department with written safety content. Ashley holds a bachelors degree in Urban Studies from the University of Texas.



Moderator: Hannah Bolton

Hannah is a safety services representative for Texas Mutual's safety services support center. She provides internal support for the safety services department, and provides policyholder support by answering questions through our worksafe number. Hannah has a degree in Communications from Texas A & M University, Corpus Christi.

Distracted Driving

Don't talk or text yourself to death

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WORKERS' COMPENSATION INSURANCE
WORK SAFE, TEXASSM



Agenda

Understanding
distracted
driving

Science of
distracted
driving

How to stop
distracted
driving

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Distracted driving

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Distracted Driving a Problem as Crashes Increase on Texas Roads

April 6, 2016

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Article

4 Comments

In 2015, the number of vehicle crashes in Texas involving both injuries and fatalities continued an unfortunate trend of increases over past years, an insurer trade group reported.

c Fatality

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has yet to
g a cell

What is distracted driving?

DEFINITION

**DISTRACTED DRIVING
IS **ANY ACTIVITY**
THAT COULD DIVERT
A PERSON'S
ATTENTION AWAY
FROM THE PRIMARY
TASK OF DRIVING.**

National Highway Traffic Safety
Administration

Examples of distracted driving



Statistics

Distracted Driving

KNOW THE FACTS

People under 20 at a higher risk

Rise in fatalities from distracted driving

Delayed reaction time

In 2010,
1 in 5
crashes in which someone was injured involved distracted driving.

>1,060
people
are injured each day from crashes involving distracted drivers.



Nationwide statistics

Distracted Driving

2015

660,000 Drivers use cell phones

391,000 injured

3,477 Deaths

* National Highway Traffic Safety Administration

crashes in which someone
was injured involved
distracted driving.

are injured each day
from crashes involving
distracted drivers.

Texas statistics

2015



106,241 traffic incidents



3,114 seriously injured



481 deaths

2016



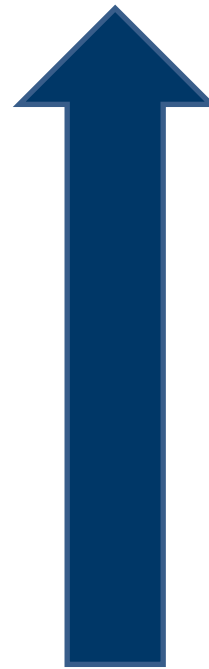
109,658 traffic incidents



3,086 seriously injured



455 deaths



Science of distracted driving



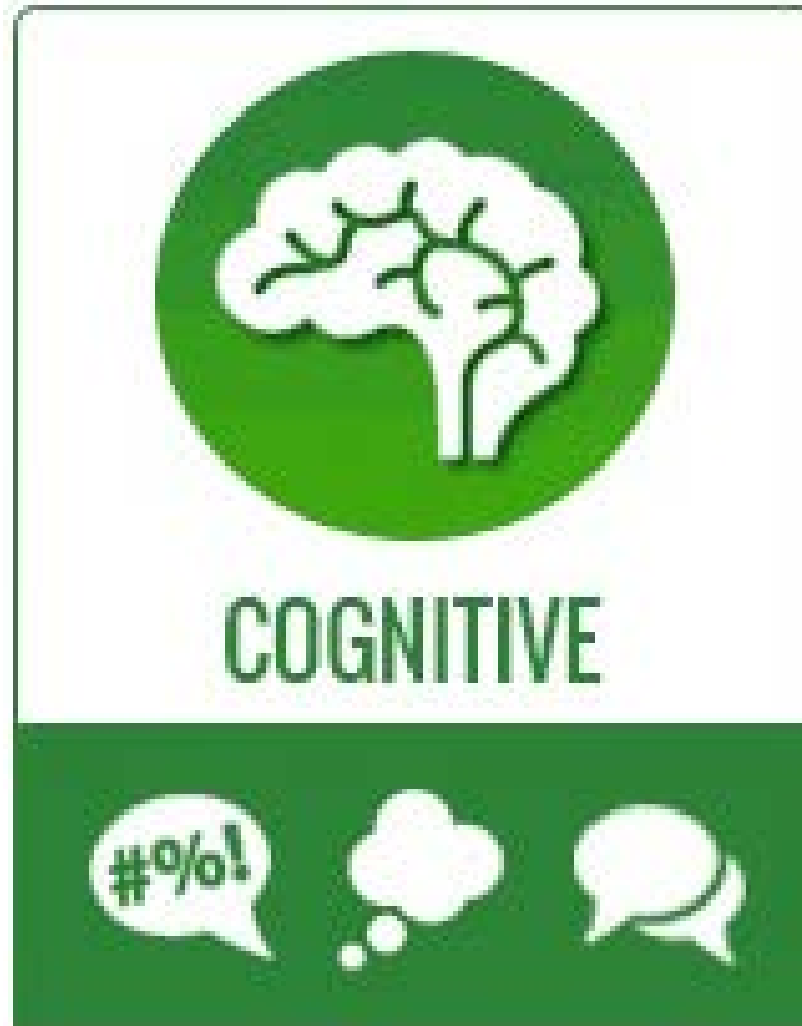
Science of distracted driving



Science of distracted driving



Science of distracted driving



Science of distracted driving

Attention
demand



Frequency



VISUAL



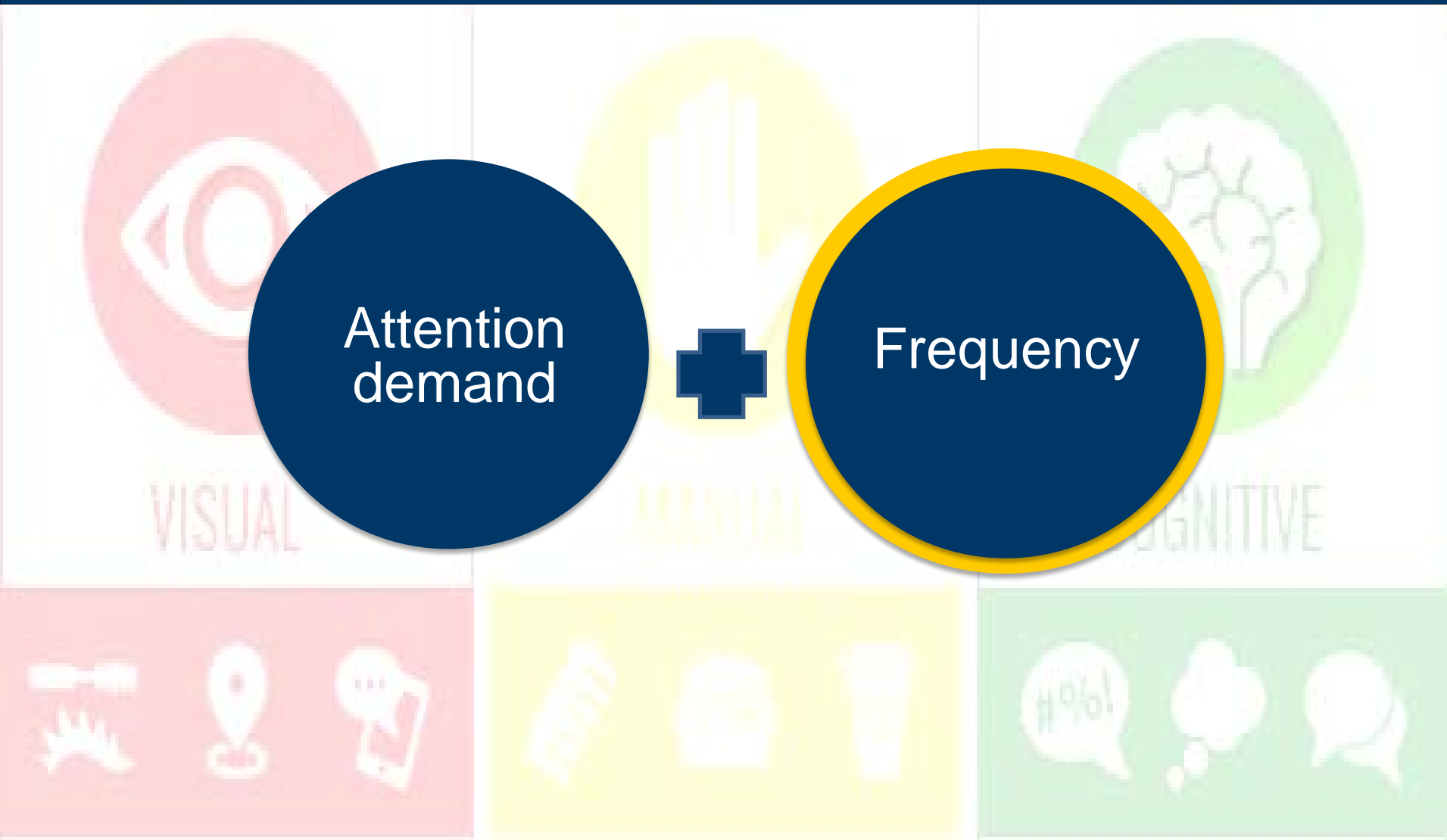
MANUAL



COGNITIVE



Science of distracted driving



Think hands free is okay?



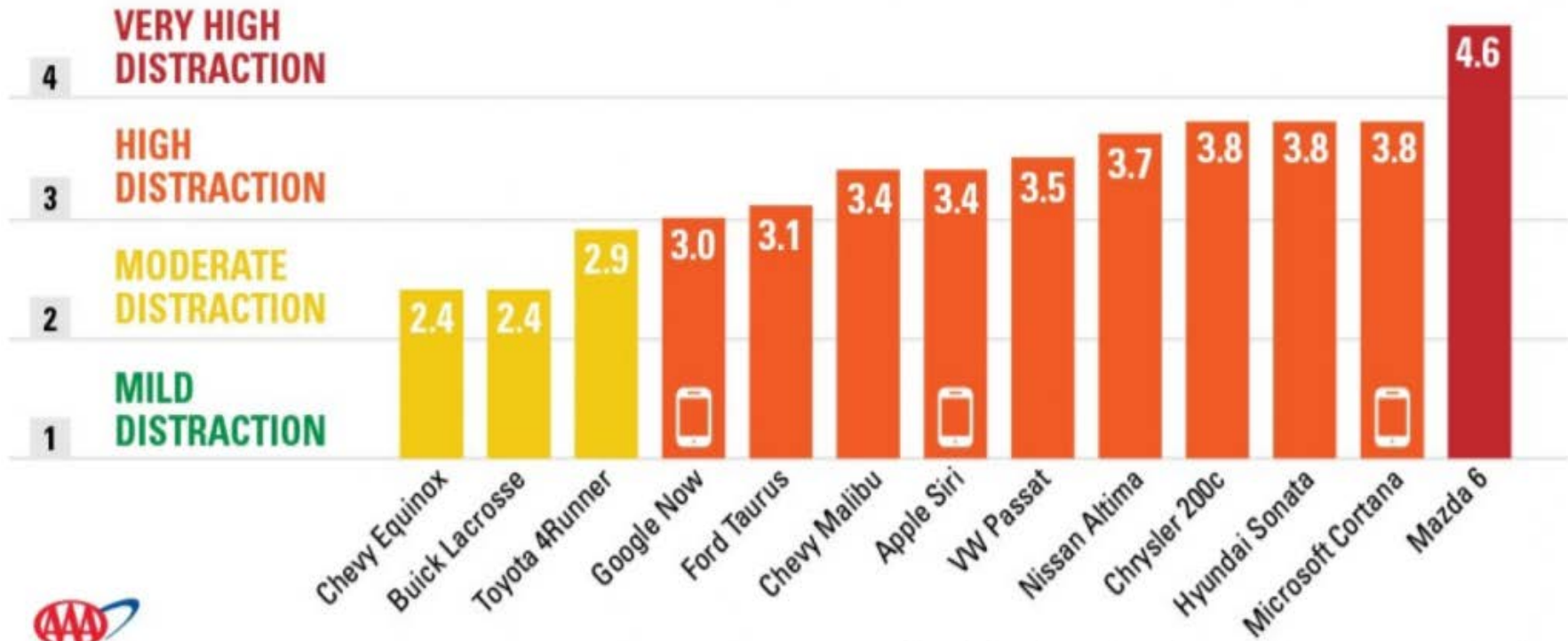
Hands free is not free

“Hands free phones offer no safety benefit while driving because...Hands free devices do not eliminate cognitive distraction.”

-NSC research studies

Hands free is not free

MENTAL DISTRACTION RANKINGS OF VOICE-ACTIVATED SYSTEMS*



Source: AAA Foundation for Traffic Safety

*Mental distraction rankings when using voice-commands to make calls or change music while driving. Includes 2015 model-year vehicles.

Hands free is not free

Myth of multi-tasking



Takes mind off driving



Field of vision narrows



Voice to text is more distracting

What are the risks?



Employer responsibility

Legal responsibility

```
graph TD; A[Legal responsibility] --> B[Establish procedures]; B --> C[Incorporate safe communication practices];
```

Establish procedures

Incorporate safe communication practices

Distracted driving performance

Performance monitoring

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graph TD; A[Performance monitoring] --> B[Communication]; B --> C[Risk and rewards];
```

Communication

Risk and rewards

Fleet management software

Minimize crashes

Reduces liability

Texting/driving protections

Promotes safe and alert driving practices

How do I stay safe?

Text-free zone

Off/silent/vibrate

Pull over

Change voicemail greeting

Use a defensive driving app

Why use distracted driving apps?

Promotes safe driving



Prevents mobile distractions



Helps to change habits



Keeps drivers safe

Distracted driving apps

Drive Mode



Lifesaver



TrueMotion/Mojo



Text No More

New Texas legislation



Stop distracted driving

The image shows the front of a red car that has been involved in a collision. The hood is crumpled and bent upwards, and the front bumper is severely damaged and partially detached. The car is parked on a light-colored surface, possibly a road or parking lot. The text is overlaid on the left side of the image.

**No one is
jk or LOL now.**



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Thank You

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