

Tool Box Talk #1 Distracted Driving at Work:

MOTOR VEHICLE SAFETY AT WORK

Distracted Driving at Work



Distracted driving occurs any time you take your eyes off the road, hands off the wheel, and mind off your primary task: driving safely. Any non-driving activity you engage in is a potential distraction and increases your risk of being involved in a motor vehicle crash.¹ Workers in many industries and occupations spend all or part of their workdays on the road. One study showed that compared with other drivers, those who were at work were more likely to be in a hurry to reach their destination, think about work, be tired, or use a cell phone.²

Eyes off the road



- Reading a text message
- Looking up directions
- “Rubbernecking” (i.e., craning one’s neck to get a better view) at a crash site

Why are phones so distracting?³



Talking and texting on a phone are driving distractions. Texting while driving is especially dangerous because it combines all three types of distractions. Hands-free phones are not the solution. Research shows that they are just as distracting as handheld phones.

Your brain has a limited capacity for attention. Any non-driving task you perform while behind the wheel reduces the amount of attention available to you for detecting and reacting to potential dangers on the road. The less attention you give to driving, the greater the chance you will be involved in a crash. A worker who is driving a motor vehicle while negotiating a complex or contentious business deal over the phone at the same time is giving neither task the attention it deserves.


What do we know about distracted driving?

- Research has shown that drivers who are using cell phones may be looking at but failing to see up to 50% of the information in their driving environment. Usually, the driver's "field of view" is narrowed to what is directly in front of them. As a result, the missing 50% of information may include a stop sign, a stopped vehicle, or a child.³
- In 2019:⁴
 - 15% of all motor vehicle traffic crashes in the United States involved distraction
 - 3,142 people died in crashes involving a distracted driver
 - 566 non-occupants (e.g., pedestrians and cyclists) died in a crash that involved a distracted driver
- At any given time in 2019, an estimated 2.9% of all drivers on the road were visibly using a handheld device – a 0.8% increase from 2018.⁵
- Research suggests that distraction is present during 52% of normal driving. Common distractions are: interacting with an adult or teen passenger (15%), using a cell phone (6%), and using systems such as climate control and radio (4%).⁶
- On average, a non-fatal injury crash at work that involves distraction costs the employer \$100,310.⁷

How can you prevent distracted driving at work?

Employers:

Employers: Use the following recommendations to prevent distracted driving.^{8,9}

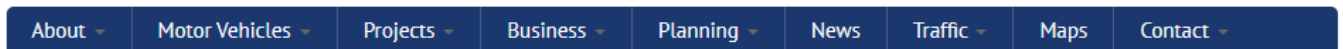
- Ban all phone use (texting, handheld, hands-free) while driving a company vehicle and ban use of company-issued phones while driving a personal vehicle.
- Require workers to pull over in a safe location to look up directions, text, or to make or receive a call.
- Consider using phone-blocking [technology](#)  to limit workers' cell phone use while driving.
- Consider using technology that detects and warns drivers of distracted driving behaviors (such as cameras that detect when eye gaze is not on the road).
- Prepare workers before implementing these policies by communicating:
 - That driving is their primary job when they are behind the wheel
 - How distracted driving puts them at risk of a crash
 - What they need to do to comply with your company's policies
 - What action you will take if they do not follow these policies
- Consider having workers acknowledge that they have read and understand these policies.
- Provide workers with information to help them talk to their family about distracted driving.

Workers:

- Do not use your phone while driving.
- Pull over in a safe location to look up directions, text, or to make or receive a call.
- Make necessary adjustments (e.g., adjust controls, program directions) to your car before your drive.
- Do not reach to pick up items from the floor, open the glove box, or try to catch falling objects in the vehicle.
- Avoid emotional conversations with passengers, or pull over in a safe location to continue the conversation. For normal conversation, passengers in the vehicle can often help lower crash risk for adult drivers.
- Focus on the driving environment — the vehicles around you, pedestrians, cyclists, and objects or events that may mean you need to act quickly to control or stop your vehicle.



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Distracted Drivers



Fearless people are all around us. Handlers of venomous snakes. Rodeo bullfighters. Electrical linemen who do repairs from the sky. But there's one thing that terrifies these brave souls: distracted drivers.

The Arizona Department of Transportation launched the public awareness campaign "Distracted Drivers Terrify Me" in 2020 because 100% of distracted driving crashes are preventable. The campaign aims to influence and change driver behavior, resulting in fewer drivers engaging in terrifying distractions and making roads safer for everyone.

Resources

[Arizona DPS: Distracted Driving](#) Information about Arizona's distracted driving law.

[Arizona Motor Vehicle Crash Facts](#) Annual reports with statewide crash data.

[FocusOnDriving.com](#) ADOT's website with safe-driving resources.

Emmy Award winning campaign

ADOT's video series of "Distracted Drivers Terrify Me" public service announcements won the agency's first Rocky Mountain Emmy.



The campaign has been broadcast across Arizona on radio and television more than 32,000 times.

The Rocky Mountain Emmys are awarded by the National Academy of Television Arts and Sciences' Rocky Mountain SW Chapter.

Video's for ADOT Campaign:

<https://azdot.gov/terrify>

Arizona Motor Vehicle Crash Facts:

[Arizona Motor Vehicle Crash Facts | ADOT \(azdot.gov\)](#)

Did You Know?

Most fatal and injury crashes and incidents are totally preventable! Simply fastening a safety belt, slowing down, wearing a helmet or waiting to send a text message can be the difference between life and death or a lifetime with a painful or debilitating injury. Through Driving Safety Home, ADOT strives to enhance awareness of transportation safety and remind everyone to make it a priority.

Arizona at a Glance – 2020

- Approximately **2.89** persons were killed each day.
- One person was killed every **8** hours and **17** minutes.
- There were **113** persons injured every day.
- One person was injured every **12** minutes and **45** seconds.
- Alcohol Related crashes accounted for **4.56%** of all crashes and **16.80%** of all fatal crashes.
- Of all alcohol related crashes, **82.65%** occurred in Urban areas and **17.35%** occurred in Rural areas, while **68.71%** of all alcohol related fatal crashes occurred in Urban areas and **31.29%** occurred in Rural areas.
- Single vehicle crashes accounted for **17.99%** of all crashes and **32.37%** of all fatal crashes.
- Of all Pedestrian crashes, **15.23%** were fatal while **3.98%** of Pedalcycle crashes were fatal.
- Crashes which occurred during daylight hours (6:00 a.m. to 6:00 p.m.) accounted for **70.0%** of all crashes.
- Motor vehicle crashes resulted in **\$17.193** billion in economic losses to Arizona.
- Children age 14 and younger accounted for **41** fatalities and **2,104** injuries in motor vehicle crashes.



HANDS OFF

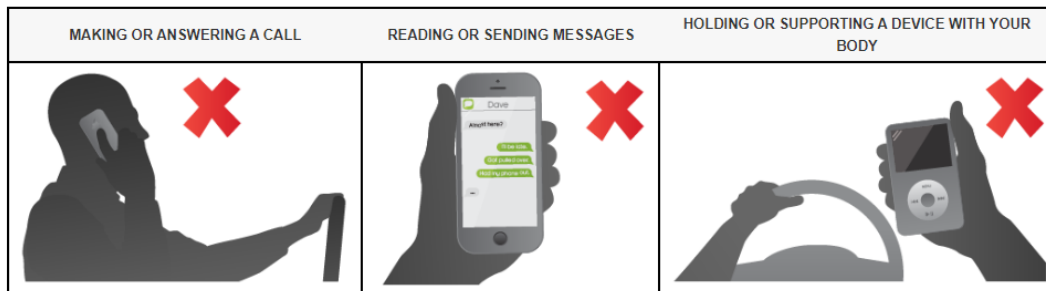
It is **illegal** in Arizona to talk or text on a cellphone while driving unless the device is in a hands-free mode.

This law prohibits drivers from using a cellphone or a stand-alone electronic device while driving unless it is being used in a hands-free mode. This includes, but is not limited to, cell phones, tablets, music and gaming devices.

A "stand-alone electronic device" is a portable device other than a portable wireless communication device that stores audio or video data files to be retrieved on demand by a user.

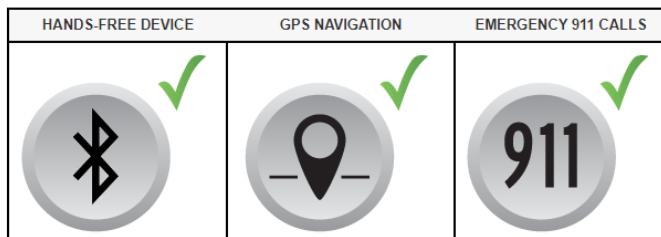
It will be against the law, while driving, to:

1. Hold or support a device with your body.
 - A. This includes, but is not limited to, in your hands and perched on your shoulder.
2. Read, write or send a message via any portable wireless communication device.
3. Scroll through social media, watch videos, record videos, or any other use of the device that causes a distraction and requires use of your body.



You will be allowed to:

1. To engage and disengage a function on the device such as GPS route start and answering or ending a call.
2. Talk on the portable wireless communication device with an earpiece, headphone device, or device worn on the wrist to conduct a voice-based communication.
3. Use a device for navigation of the vehicle.
4. Use a device in an emergency situation to summon help or report a crime.



There are exceptions to the law, including emergency responders, people in an emergency situation or alerting first responders to an emergency situation or crime. Additionally, the law does not apply to radios, citizen band radio, citizens band radio hybrid, commercial two-way radios, subscription-based emergency communication devices, prescribed medical devices, amateur or ham radio devices, or in-vehicle security, navigation or remote diagnostics systems.

Use the Driving Focus on your iPhone to concentrate on the road

With iOS 15, the Driving Focus helps you stay focused on the road. When you turn it on, text messages and other notifications are silenced or limited.

When you have the Driving Focus set up, you can [ask Siri to read replies to you](#), so you don't have to look at your iPhone. Incoming calls are allowed only when iPhone is connected to CarPlay, a car Bluetooth system, or a hands-free accessory.