

# Distracted Driving: Preventing Back-Over Incidences

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**NORTH RISK PARTNERS<sup>®</sup>**

# What will be covered today?

- Identify different types of distractions
- Training
- Policies
- Players involved with distracted driving
- Various solutions



# What is the definition of distracted driving?

Any activity that takes the driver's attention away from the task of driving.



# Types of Distractions Inside the Vehicle

- Reaching for an object that was dropped
- Using a cellphone
- Eating or drinking
- Adjusting a radio or MP3 player
- Adjusting vehicle/climate controls



# Types of Distractions Outside the Vehicle

- Electronic billboards
- Pedestrians
- Accidents
- Work zones active
- Construction projects
- Police activity



# Mental Distractions

## Focused on:

- Home life
- Finances
- Illness
- Substance Abuse





# All the players involved in reducing distracted driving issues?

- Drivers
- Management
- Family Members

- Reaching for an object that was dropped
- Using a cellphone
- Eating or drinking
- Adjusting a radio/MP3 player or vehicle/climate controls
- Pull over to pick up dropped object.
- Don't be your own worse enemy.
- Eat before driving.
- Adjust radios, climate controls etc. before driving.



# Training & Solutions

- Electronic billboards
  - Pedestrians
  - Accidents
  - Work zones active
  - Construction projects
  - Police activity
- Inform drivers of construction projects.
  - Train drivers to keep focused on the immediate surroundings at accident scenes and construction zones.

# Training & Solutions

- Focused on:
  - Home life
  - Finances
  - Illness
  - Substance Abuse
- Encourage drivers to focus on personal issues outside of driving. Once they get in the vehicle separate the issues from their job.



# Communication and Education (Drivers)

- Keep the drivers distraction message in front of the drivers often
- Paycheck stuffers
- Posters and notices in highly traveled areas in office – Keep message fresh
- Electronic messaging boards



# What can your organization do to prevent cellphone use?

Teach drivers the fines penalties and prison time for using cell phones.

Utilize cell phone jammers so cell phones cannot be used in a vehicle.

Teach staff better communication skills to communicate message to drivers before shift to avoid having phone being made.

Utilize dash cams to identify cell phone use.

If a driver must use a phone only hands free is allowed.

**FREE**



**\$2750.00**



## Lake Elmo, MN

### Truck Driver Charged in Fatal Distracted Driving Accident

### Pending Criminal Vehicular Homicide

# End of Training

Thank you for your participation



Any Questions?

# Integrated Loss Control Contact Information

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## North Risk Partners Value-Added Services Hotline **(888) 667-4135**

Call the hotline to get personalized advice from HR and safety professionals on a variety of topics, including state and federal compliance, employer best practices, workplace programs and more.

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