



**THIS IS
GROSS**



**THIS IS
DEADLY**

No one died from using their phone on the toilet.

nsc.org/justdrive



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Just Drive

Distracted Driving Awareness

Carl Morello, P.E., ARM, ALCM. AFIS

AVP Safety & Health

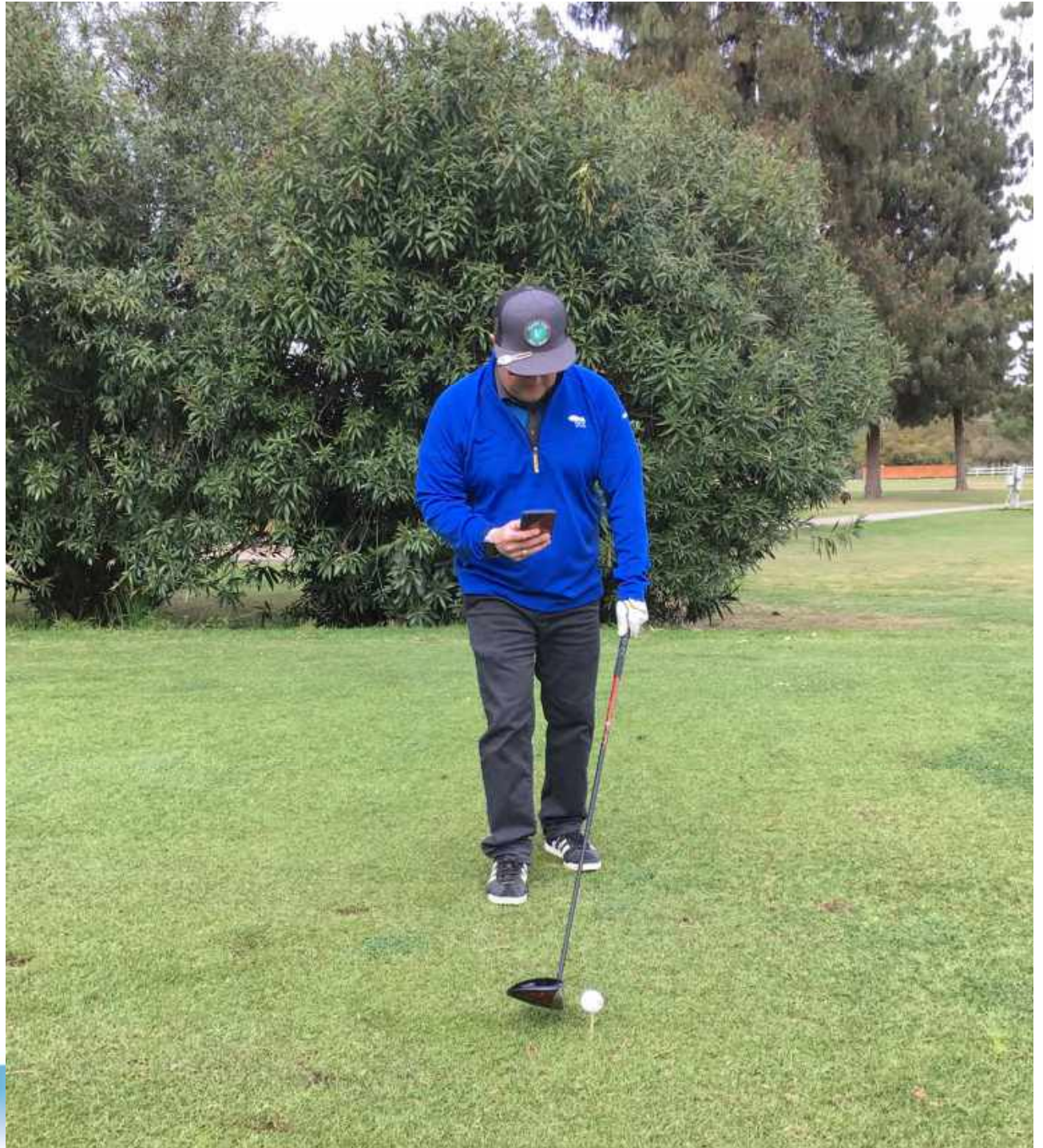
Zenith Insurance Company

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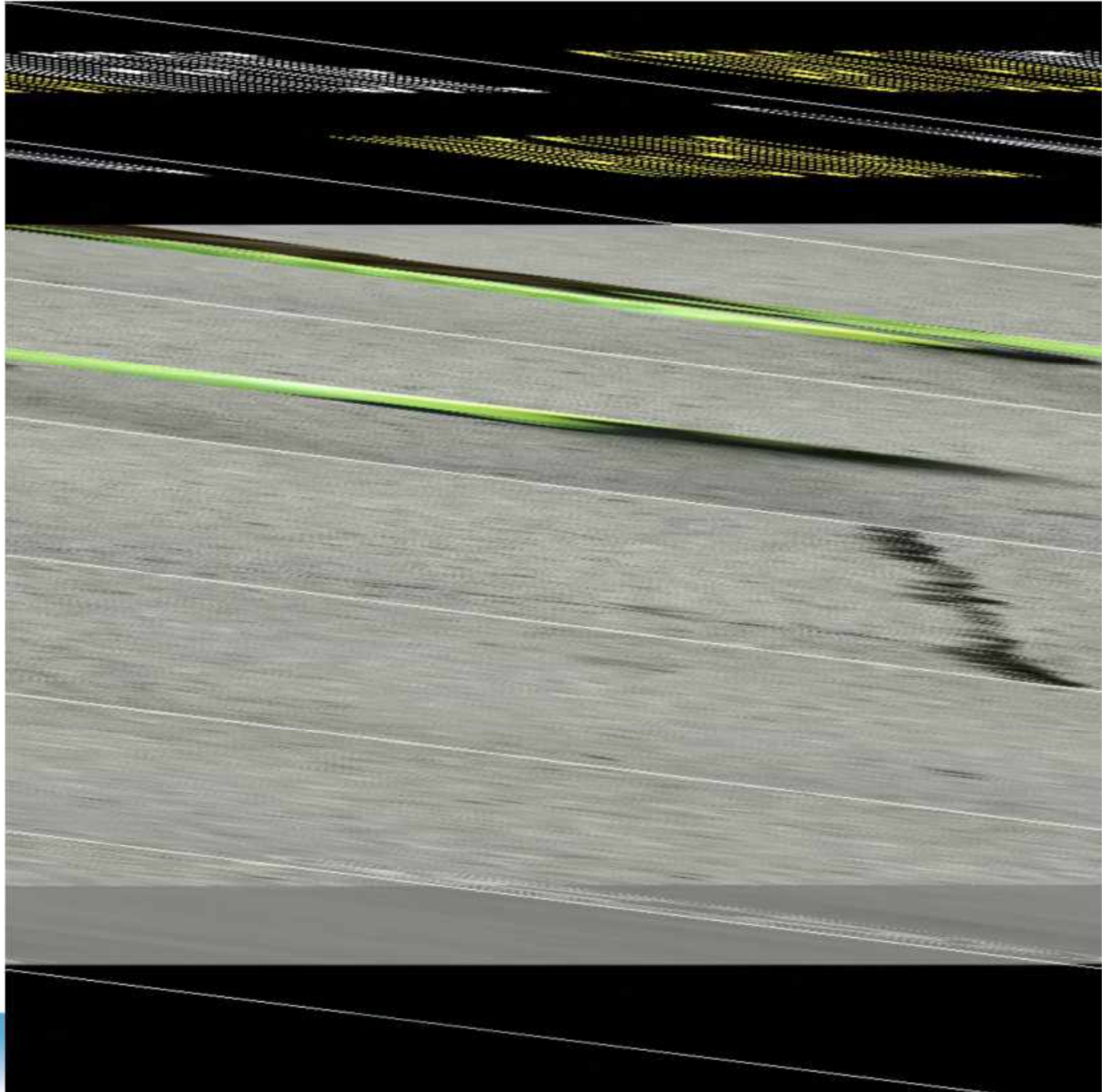
Dangers of Texting While Driving



Everybody



Tonight

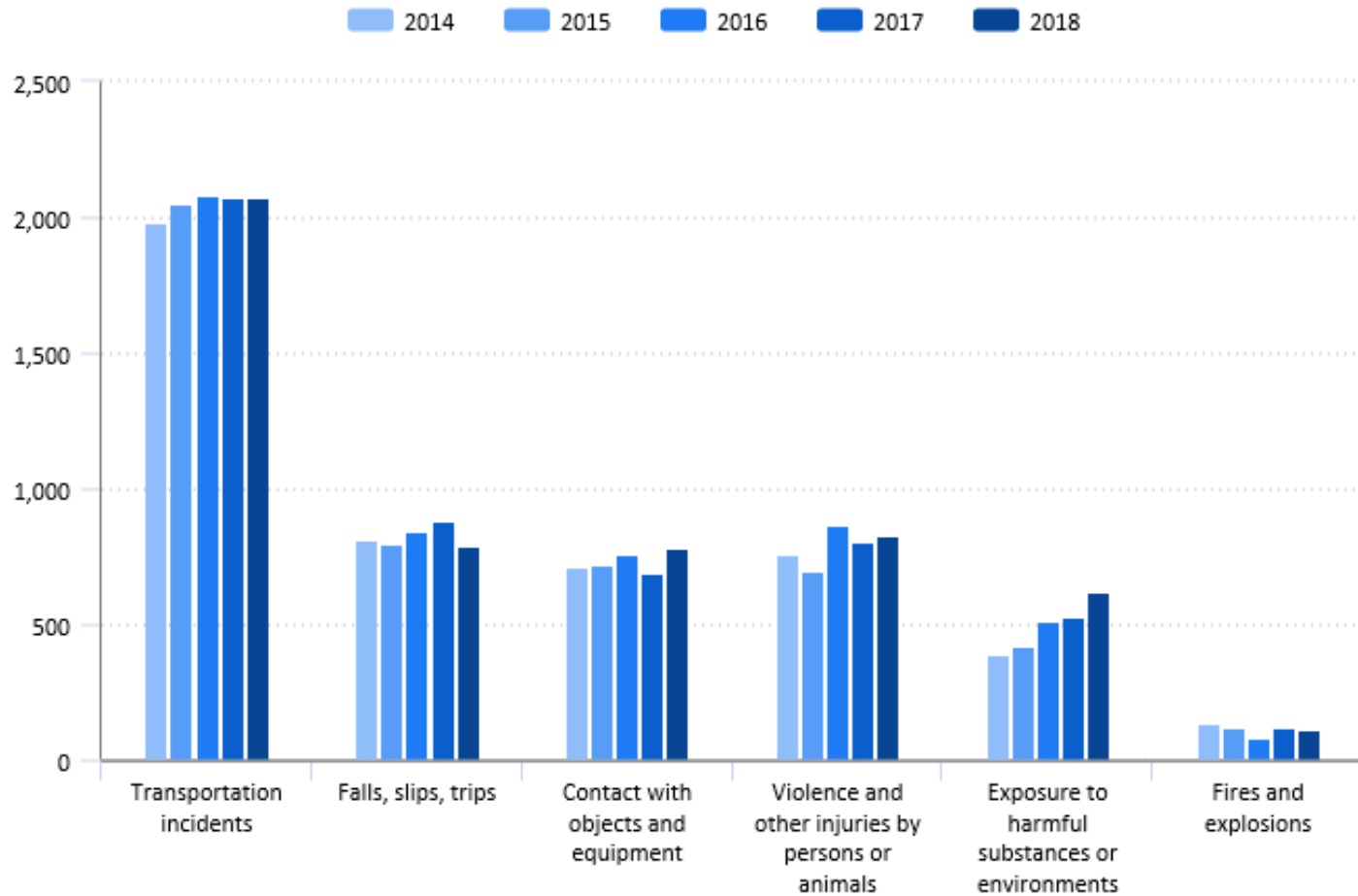


2

April is Distracted Driving Awareness Month



Fatal work injury counts by event



Hover over chart to view data. Click legend items to change data display.
Source: U.S. Bureau of Labor Statistics.



Fatal work injury counts by event

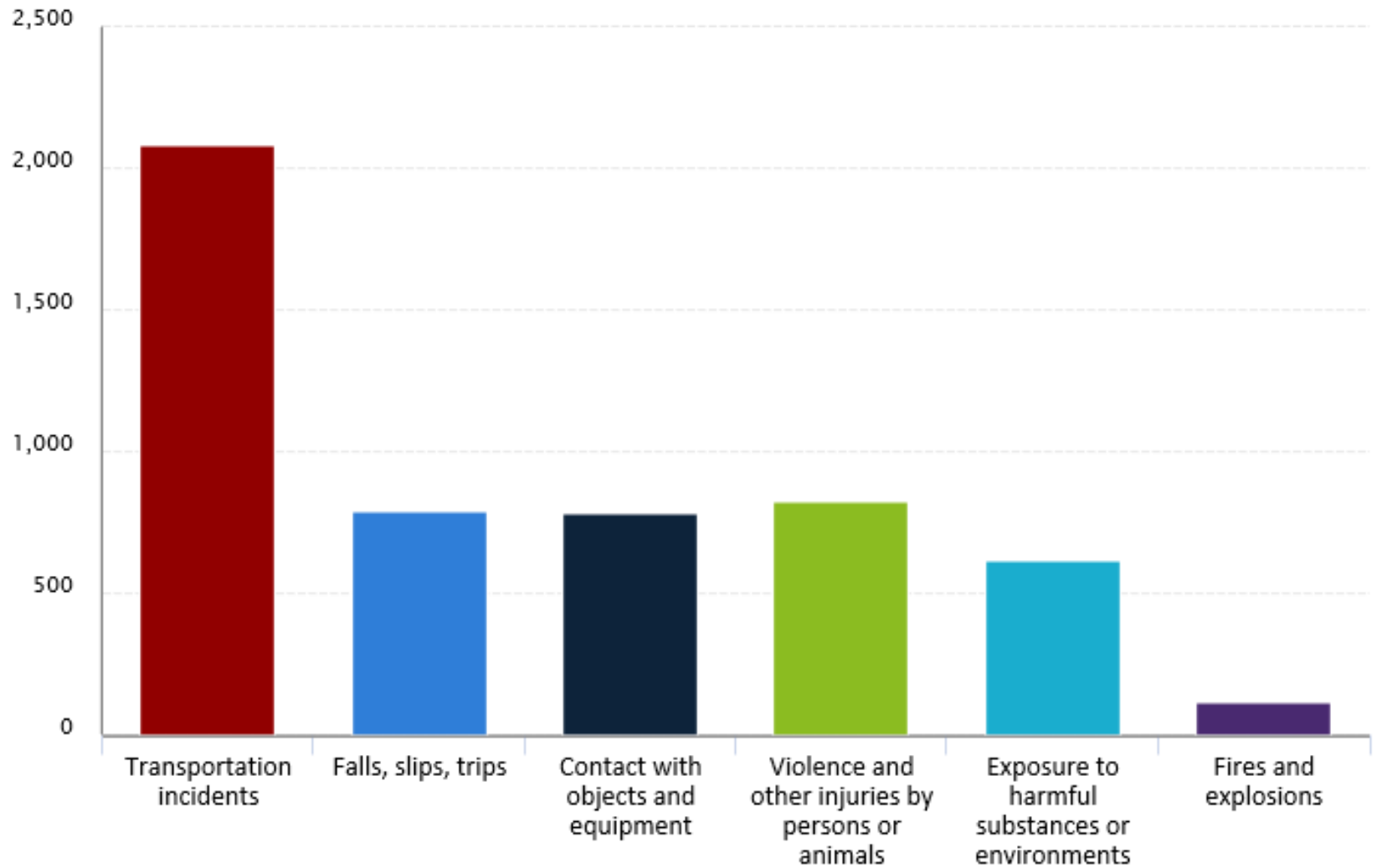
U.S. BUREAU OF LABOR STATISTICS

Search BLS.gov

Event	2014	2015	2016	2017	2018
Transportation incidents	1,984	2,054	2,083	2,077	2,080
Falls, slips, trips	818	800	849	887	791
Contact with objects and equipment	715	722	761	695	786
Violence and other injuries by persons or animals	765	703	866	807	828
Exposure to harmful substances or environments	390	424	518	531	621
Fires and explosions	137	121	88	123	115

Fatal occupational injuries by event, 2018

Major categories

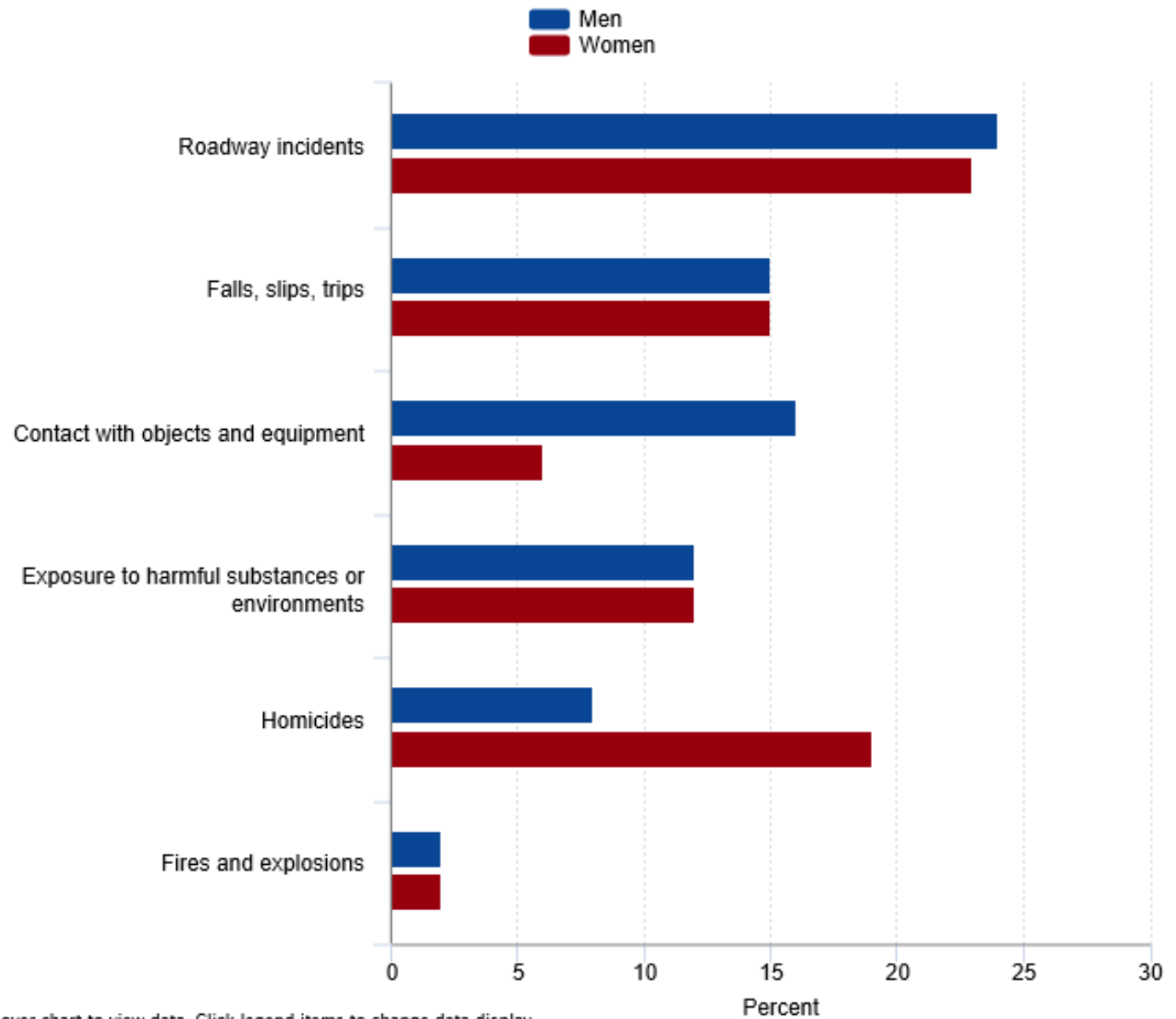


Click columns to drill down. Hover over chart to view data.
Source: U.S. Bureau of Labor Statistics.



3

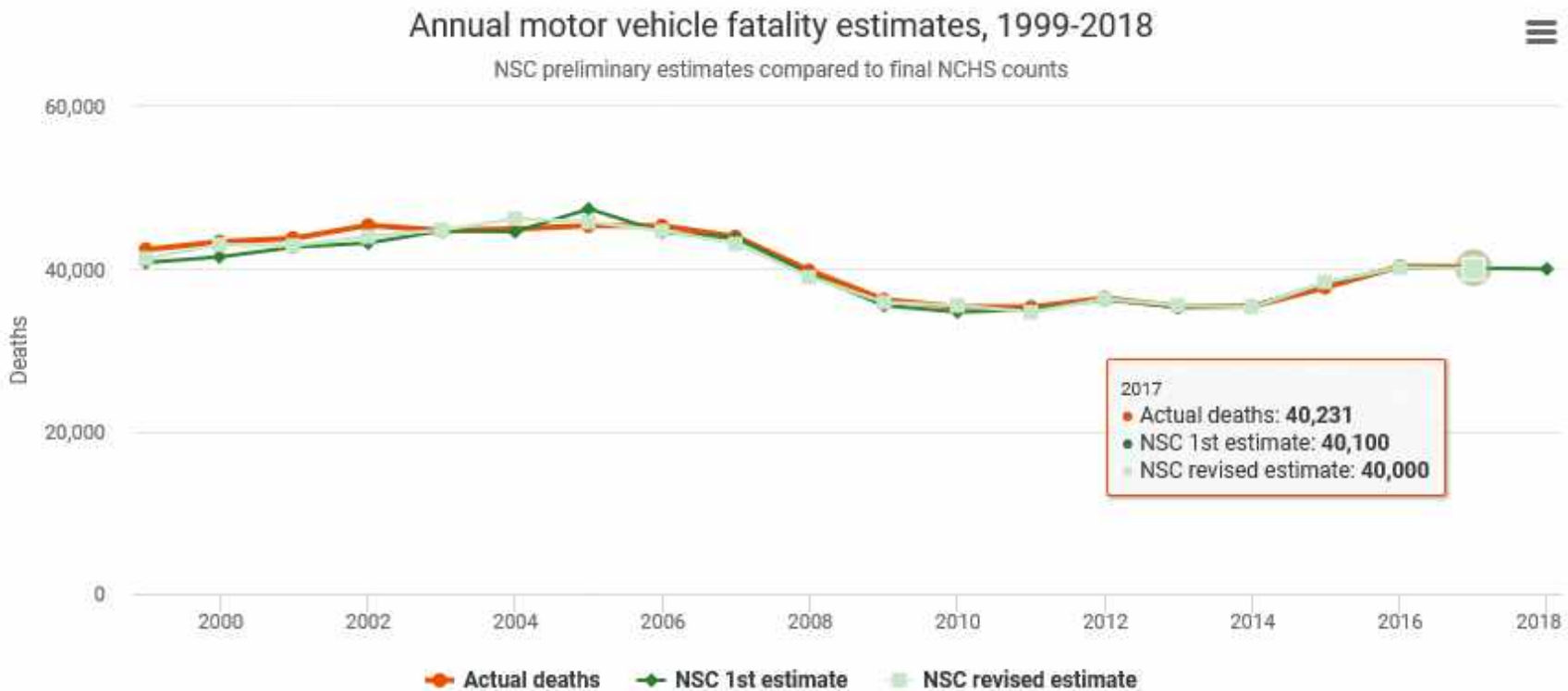
Distribution of fatal injury events by gender of worker, 2018



Hover over chart to view data. Click legend items to change data display.
Source: U.S. Bureau of Labor Statistics.



Annual Motor Vehicle Fatalities



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New Dashboards too Distracting



New Dashboards too Distracting

- Tech distractions
- Luck
- Crash-time-money-injuries-others
- Program device BEFORE you go
- Please



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The Four D's

Culprits that lead to injuries and death

- Distracted
- Drunk
- Drugged
- Drowsy

Drunk



Nearly 1/3 of all crashes are caused by impairment.

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Drugged



64% of people who have taken opioids felt it was safe to drive.

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Drowsy

An illustration of a black car driving on a road that curves to the left. The driver is shown with closed eyes and a yawning mouth, with 'Z' characters floating above their head to indicate drowsiness. The car's license plate reads 'DROWSY'. The background is a solid blue color.

You are 3 times
more likely to be in
a car crash if you
are fatigued.

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The logo for the National Safety Council, featuring a green cross inside a white circle with the words 'NATIONAL SAFETY COUNCIL' around the perimeter.

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Distracted



Thousands die
every year from
distracted driving.

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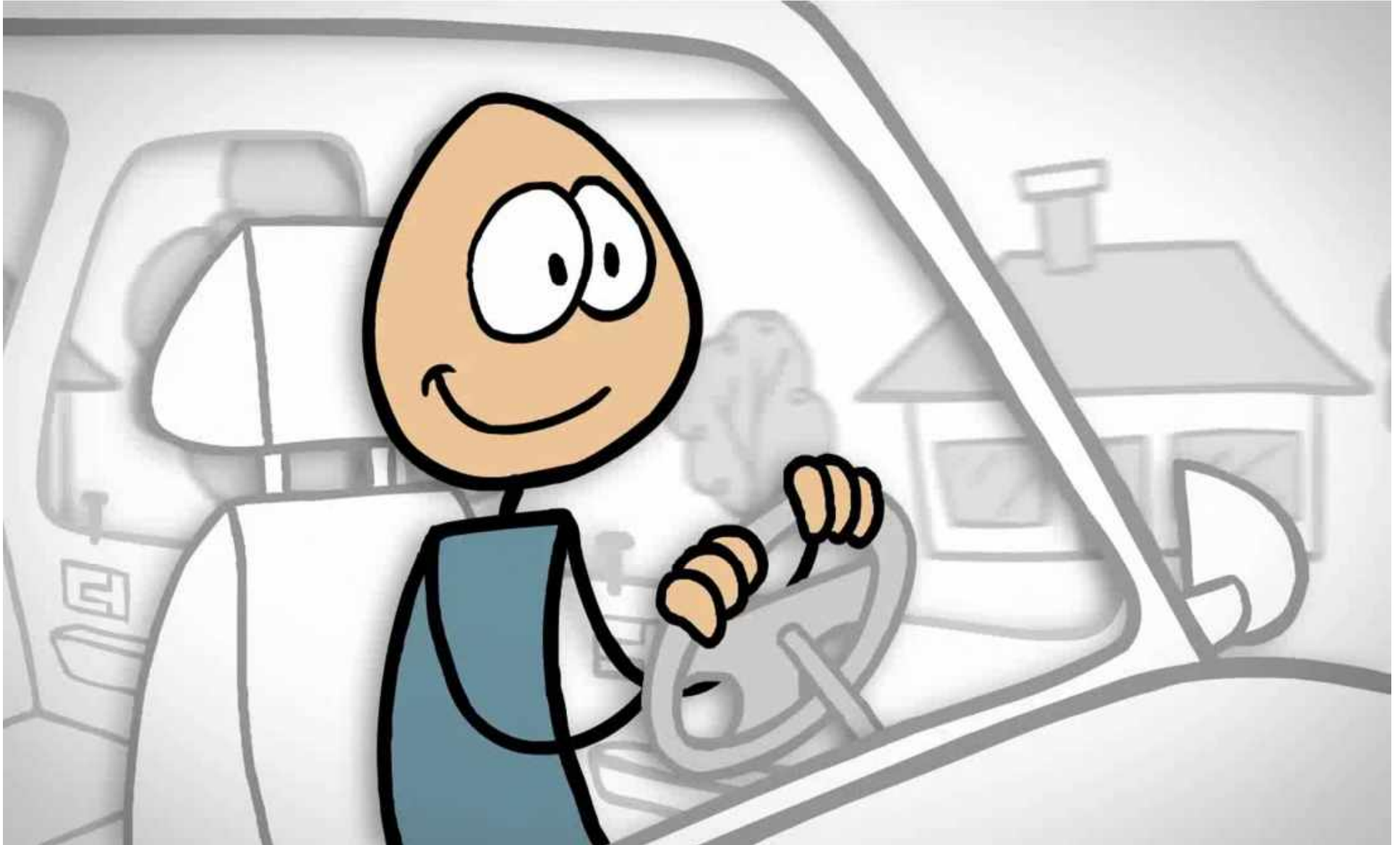
5

Impairment



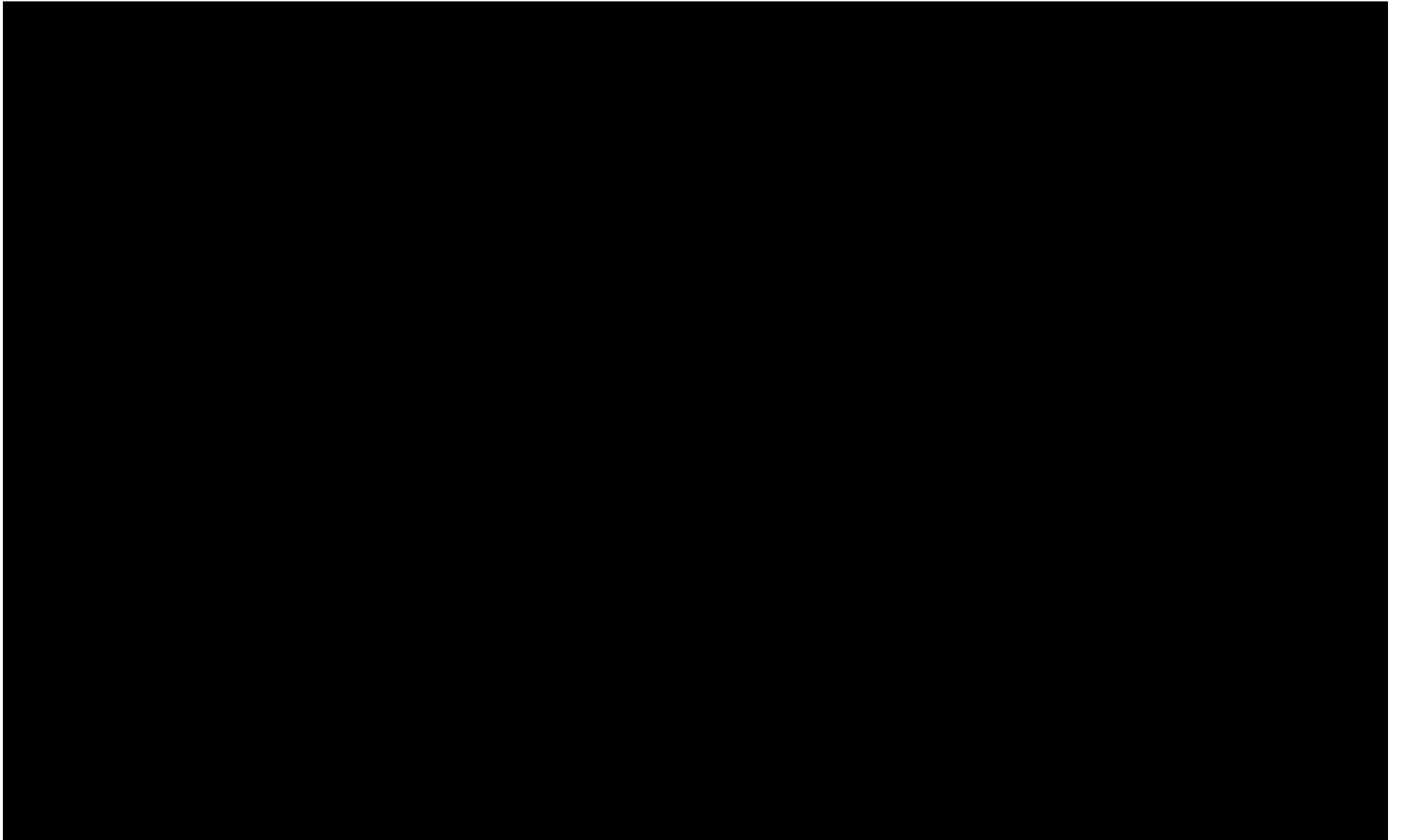
Proud Member

Distracted Driving



6

A Text from the Future



Why are cell phones different?



Why are cell phones different than other distractions?

Why are cell phones different?

- 4x more likely to crash
- 8-23x with texting
- 9x reaching or turning around

- Of all distractions – Which do you have the most control over?
 - Cell Phones

7

Cognitive Distraction



What is cognitive distraction?

Cognitive Distraction

- Visual and mechanically – quickly
- Don't recognize cognitive
 - Lasts longer
 - Inattention blindness

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Multi-tasking



Why can't people multitask while driving?

Multi-tasking

- Human brain does what?
 - Sequential tasking
 - Cognitively demanding
 - Toggle-tasking
- Brain has to be focused on one task
- Telephone conversation
 - w/someone not in your environment?
 - Cognitively demanding

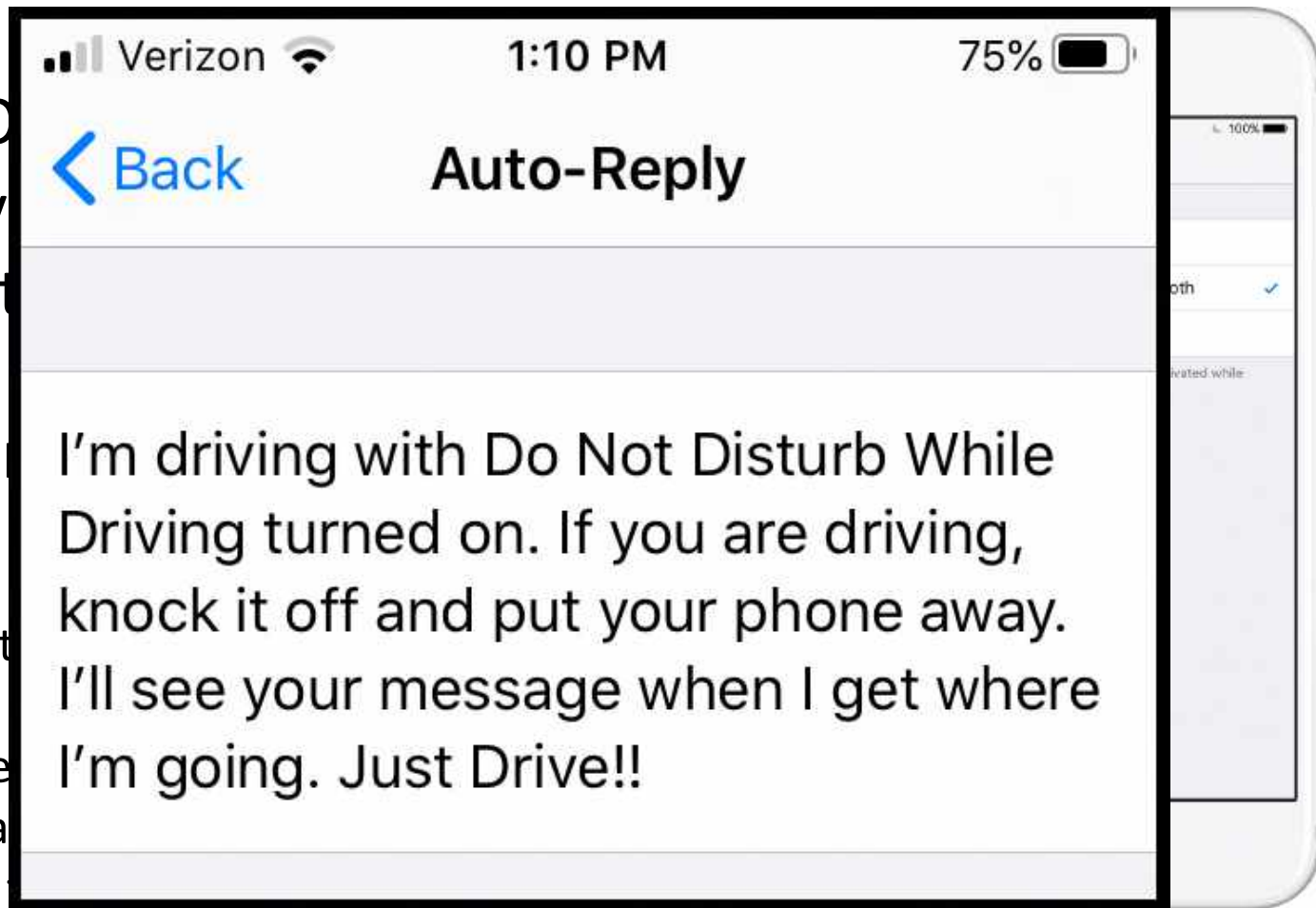
9

Just Drive

With iOS 11, you can set an auto-reply when you're driving to prevent distractions.

You can let your phone automatically reply to messages when you're driving. It's convenient and helps reduce distractions.

1. Go to Settings > Do Not Disturb > Auto-Reply.
2. Tap the **+** button to create a new auto-reply. Now you can set an auto-reply for when you're driving. Tap the screen and



Why Wear Your Seatbelt?



TAC Ad Campaign



Where's our Nine?

PLEASE



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