

Kill the Distractions, Save Your Employees

Frank Mazzagatti, Risk Control
Consultant, Trident Public Risk Solutions



Learning Objectives

At the end of this session, you will:

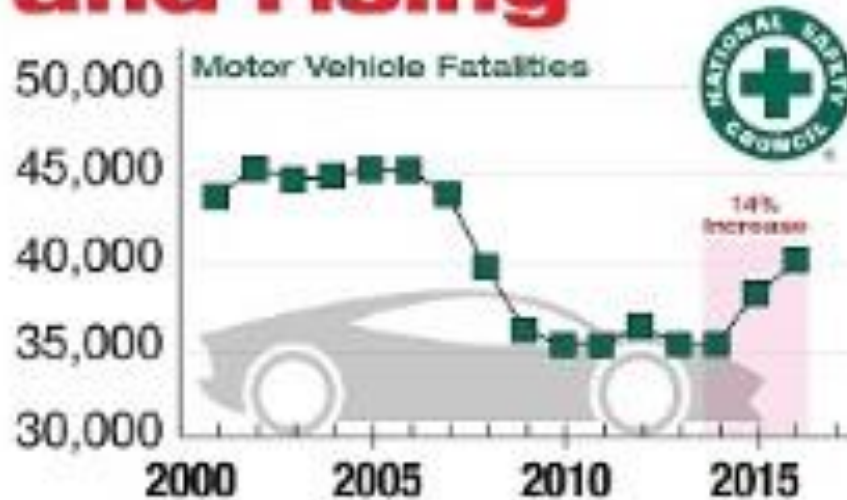
- Understand how the distracted mind works and the myth of multi-tasking
- Learn how to implement an effective campaign to raise awareness and drive change throughout the organization
- How to build a distraction avoidance program that is effective through real world examples

Distraction Dangers



Increased Deaths

**An estimated
40,000 deaths
and rising**



- National Safety Council

A Matter of Life and Death

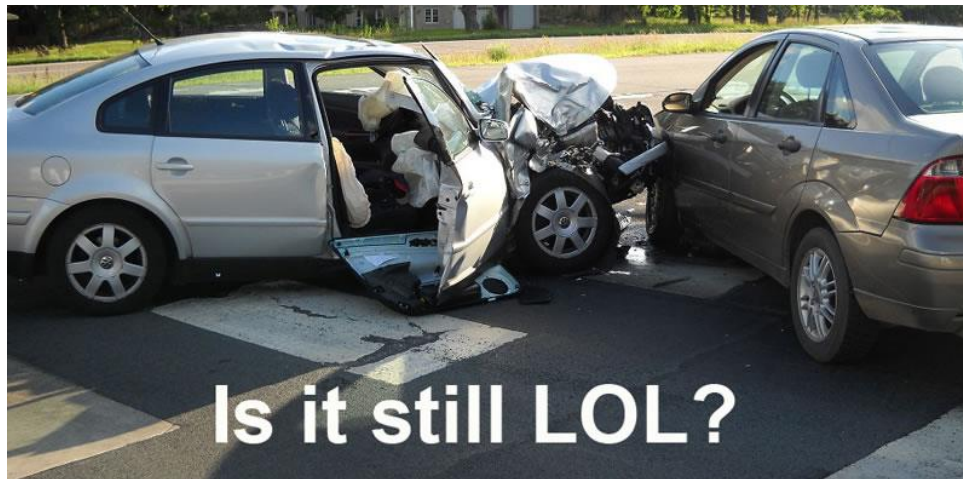
Over 6,000 people died in crashes involving a distracted driver, and more than half a million were injured. (NHTSA)



They are Under Reported

Educating Yourself

The most dramatic two-year escalation in 53 years.
Estimated cost to society was \$432 billion.



Perception

Study by the AAA Foundation for Traffic Safety

They surveyed drivers:

- 94% consider texting a very serious safety threat
- 87% feel cell phone use while driving causes distraction
- 88% feel drivers do not know how distracted they really are when using a cell phone
- 88% feel distracted driving can quickly lead to a crash

Many expressed the thought “I can drive safely – but others cannot.”

Driving Distractions

Three types:

1. Visual

- Eyes on road

2. Cognitive

- Mind on driving

3. Manual

- Hands on wheel



Distracted driving is:

Any non-driving activity a person engages in that has the potential to distract him or her from the primary task of driving and increases the risk of crashing.

The Science of Distracted Driving

The National Safety Council has compiled more than 30 research studies and reports by scientists around the world that used a variety of research methods, to compare driver performance with handheld and hands-free phones.

All the studies show hands-free phones offer no safety benefit when driving because...Hands-free devices do not eliminate cognitive distraction.

Multi-Tasking Myth

“To put it bluntly, research shows that we can’t multitask. We are biologically incapable of processing attention-rich inputs simultaneously.”

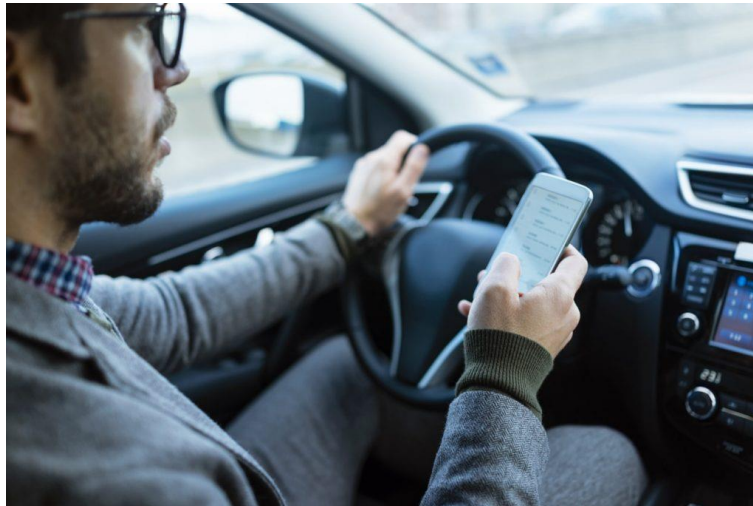
- John Medina, author of “Brain Rules”



Understanding the Distracted Driver

Common Driver Errors:

- Inattention blindness
- Slower response and reaction time



Driving Perception



Driving Perception –Phone Use



Components of a Campaign

Leadership Support

- Building Awareness
- Statement of Support

Policy and Procedures

- Necessary Elements
- Implementation

Training



Leadership Support

Building Awareness

- Distracted Driving Issue
- Financial Implications

Statement of Support



Policy Type and Year

Policy Type	# of Claims	\$ Incurred
Automobile	166	\$564,239
Employment Practice Liability	7	\$71,111
General Liability	247	\$919,230
Law Enforcement	6	\$92,500
Public Officials	3	\$0
Grand Total	429	1,647,080

Policy Year	# of Claims	\$ Incurred
2010	61	\$138,271
2011	58	\$290,796
2012	71	\$248,451
2013	74	\$161,877
2014	72	\$299,287
2015	66	\$430,083
2016	27	\$78,315

Leadership Support

Building Awareness

- Distracted Driving Issue
- Financial Implications

Statement of Support

EMPLOYEE SERVICES PC

NEW HANOVER COUNTY

Shorelines

Blog Announcements **NEW**

 POSTED
MAR
20

Redefining New I

Chris Coudriet, County Ma

I thought you might enjoy reading my Wilmington Business J upcoming forum on the health of our community...

The World Health Organization defines health as "a state being." Health starts in our homes, neighborhoods, scho by where we live and our access to resources and oppor

One of New Hanover County's strategic priorities is super

Policy and Procedures

- Must Be Part of a Overall Fleet Safety Effort
 - Disciplinary Actions
 - Solutions
- ANSI/ASSE Z15.1 Safe Practices for Motor Vehicle Operations
- Necessary Elements
 - CDL Drivers
- Implementation

Training

Elements

- Employees Have to Understand Why
- Multi-Tasking Myth
- All Distractions
- Be Given Alternatives

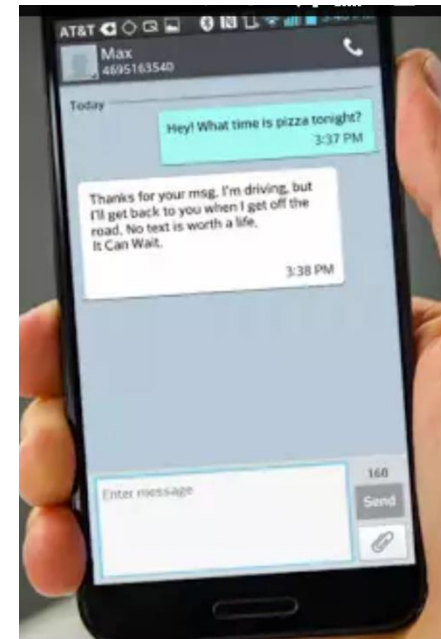
On-Going

- Videos



Working in the Real World

- Technology
- Public Education Effort
- Sign-off Agreement
- Disciplinary Action/Incentives



Points to Stress

- Campaign
- Saving Lives
- Resources

Pitfalls to Consider

- Upper Management Support
- Understanding
- Supervisors not implementing
- Not going to happen overnight

Resources

- National Safety Council
- Insurance Institute for Highway Safety
- OSHA
- Network of Employers for Traffic Safety
- University of Minnesota, Center for Transportation Studies
- Distraction.gov
- ANSI

Resources

Frank Mazzagatti ARM, ARM-P

Risk Control Consultant

Trident Public Risk Solutions

PO BOX 469011

San Antonio, TX 78246

T: 210.321.2149

fmazzagatti@tridentpublicrisk.com

Thank You: Drive Distraction Free