Minimising In-Vehicle Distraction

Brussels, 18th May 2011
Agenda

- What are in-vehicle distractions?
- Perceptions of risk
- Managing the risks
- What can member states do?
- What could the EU do?
What are in-vehicle distractions?

- Physical
- Visual
- Auditory
- Cognitive
What are in-vehicle distractions?

How many road collisions do you think have distraction as one of the contributory factors?

20-30%
What are in-vehicle distractions?
What are in-vehicle distractions?

Nomadic devices do have benefits:
- Less exposure.
- Less getting lost.
- Traffic Information.
- Lone workers.

BUT...

Only when used correctly.
## Perceptions of risk

### Perceptions about the seriousness of road safety problems

<table>
<thead>
<tr>
<th>Issue</th>
<th>A major safety problem</th>
<th>A minor safety problem</th>
<th>Not a problem</th>
<th>DK/NA</th>
</tr>
</thead>
<tbody>
<tr>
<td>People driving under the influence of alcohol</td>
<td>94</td>
<td></td>
<td>51</td>
<td></td>
</tr>
<tr>
<td>Drivers exceeding the speed limits</td>
<td>78</td>
<td></td>
<td>19</td>
<td>2</td>
</tr>
<tr>
<td>People driving while talking on a mobile phone without a hands-free kit</td>
<td>76</td>
<td></td>
<td>21</td>
<td>3</td>
</tr>
<tr>
<td>Drivers/passengers not wearing seatbelts</td>
<td>74</td>
<td></td>
<td>18</td>
<td>6</td>
</tr>
<tr>
<td>People driving while talking on a hands-free mobile phone</td>
<td>26</td>
<td></td>
<td>50</td>
<td>22</td>
</tr>
</tbody>
</table>

Q2. In terms of road safety, do you feel the following constitutes a major safety problem, a minor safety problem, or is not a problem [IN OUR COUNTRY]? Base: all respondents, % EU27

**European Commission Road Safety Eurobarometer 2010**
Managing the risks

Implement a safe driving for work policy:
- Should address the risks associated with distracted driving.
- Specifically address mobile phone use and other electronic devices.
- Should include the ‘grey fleet’.
- Consider subcontractors.
Managing the risks

Get employee buy-in
- Communication – raise awareness about the risks.
- Consult with employees, ensure buy-in.

Align other business practices.
- Communicate with your customers.
- Leadership.
- Enforcement procedures.
Managing the risks

Best practice - employees must not make or receive calls whilst driving for work.

The golden rule:

“Engine on, phone off”
Managing the risks

How do you enforce a phone ban?

Interlocks between mobile phone and vehicle.

Spot checks.

In-vehicle technology – linking vehicle use and phone use databases.
What can member states do?
What can member states do?
What can member states do?

- Adopt clear and strict legislation banning the use of mobile phones, including hands free, whilst driving.
- Adopt legislation restricting the use of PNDs whilst the vehicle is moving.
- Inform employers of legal situation in different EU Member States.
What can member states do?

- Technically more difficult compared to other offences such as speeding.
- Exclusively subject to non-automated enforcement by police officers in vehicles, on motorbikes, or on the roadside.
- Legislation on the use of nomadic devices is enforced by national police forces in Member States with different intensity.
What can member states do?

- Use of immediate sanctions.
- Level of sanctions is according to the risk related to non-compliance.
- Monetary sanctions for using a mobile phone differ throughout the EU.
- Several countries don’t sanction mobile phone offences with penalty points.
- Remedial measures – rehabilitation.
What can member states do?

- Include distraction by use of mobile phone / PND device in road death investigation.
- Include driver distraction policy requirements in public procurement.
- Integrate distracted driving into driver training (private and professional) and education including driver rehabilitation courses.
What could the EU do?

- Support awareness information campaigns on the risks of distracted driving.
- Ensure broad information to EU employers and citizens about the legal overview of use of mobile phones and PNDs in the different EU Member States.
What could the EU do?

- Research & surveys.
- Include mobile phone and PNDs in the upcoming road safety enforcement strategy and facilitate exchange of best practice on enforcement.
- Include managing risks associated with the use of mobile phones and PNDs in driver training and in the EU’s driving for work road safety strategy.
Further information

- PRAISE Publications
- Safety Monitor
- Reviews & Policy Papers
- Fact Sheets

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