



Minimising In-Vehicle Distraction

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"PRAISE": Minimising In-Vehicle Distraction

PRAISE is a project co-funded by the European Commission and implemented by ETSC on Preventing Road Accidents and Injuries for the Safety of Employees (PRAISE). The project aims to advance work-related Road Safety Management and provide the know-how to employers who have to take on that challenge. It also aims to present the work-related road safety standards of EU Member States and carry out advocacy work at the EU level: work-related road safety is an area of road safety policy that clearly needs renewed political commitment.

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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?

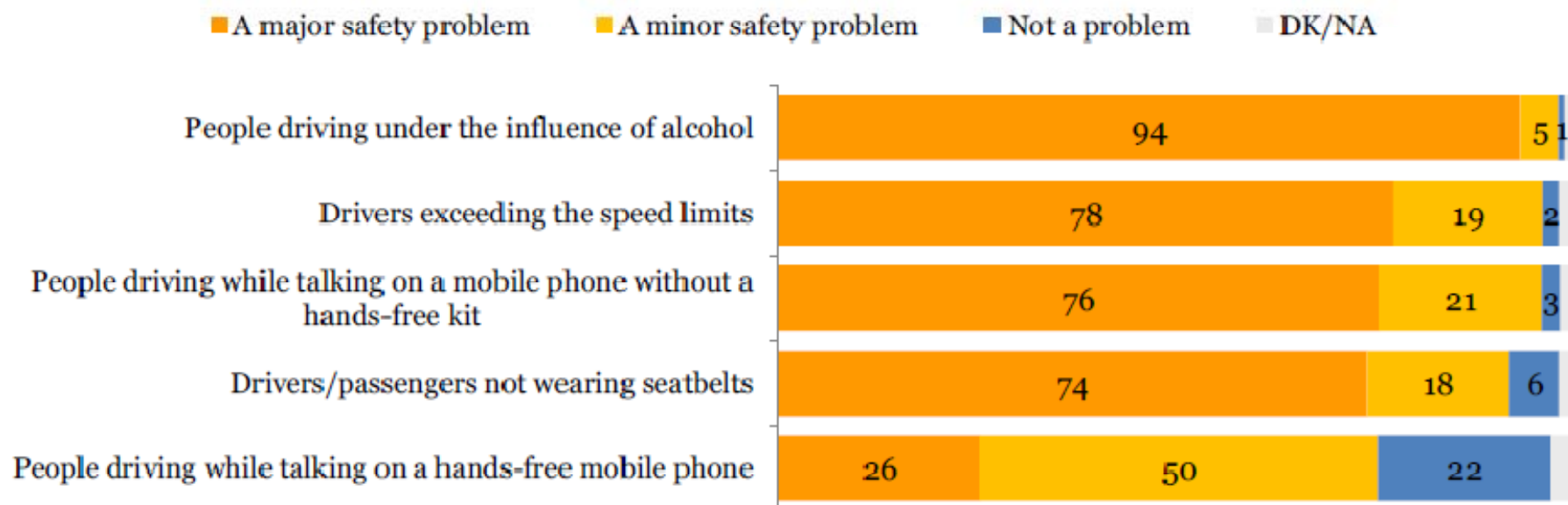
- Nomadic devices do have benefits:
 - Less exposure.
 - Less getting lost.
 - Traffic Information.
 - Lone workers.

BUT...

Only when used correctly.

Perceptions of risk

Perceptions about the seriousness of road safety problems



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 PND data 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 PND data 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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