

Minimising In-Vehicle Distraction

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Agenda For Today

- Who are affected?
- What are in-vehicle distractions?
- Perceptions of risk
- Managing the risks
- What can Member States do?
- What could the EU do?

Who Are Affected?





What Are In-vehicle Distractions?

- Physical
- Visual
- Auditory
- Cognitive



What Are In-vehicle Distractions?



What type of in-vehicle distractions?

Nomadic devices:

- Portable electronic devices
- **Mobile phones**
- Smart phones
- Satellite navigation
- Data loggers
- Music players

Benefits:

- ✓ Less exposure
- ✓ Less getting lost
- ✓ Traffic Information
- ✓ Lone workers
- ✓ Connectivity

BUT...

**Only when used safely
& correctly**

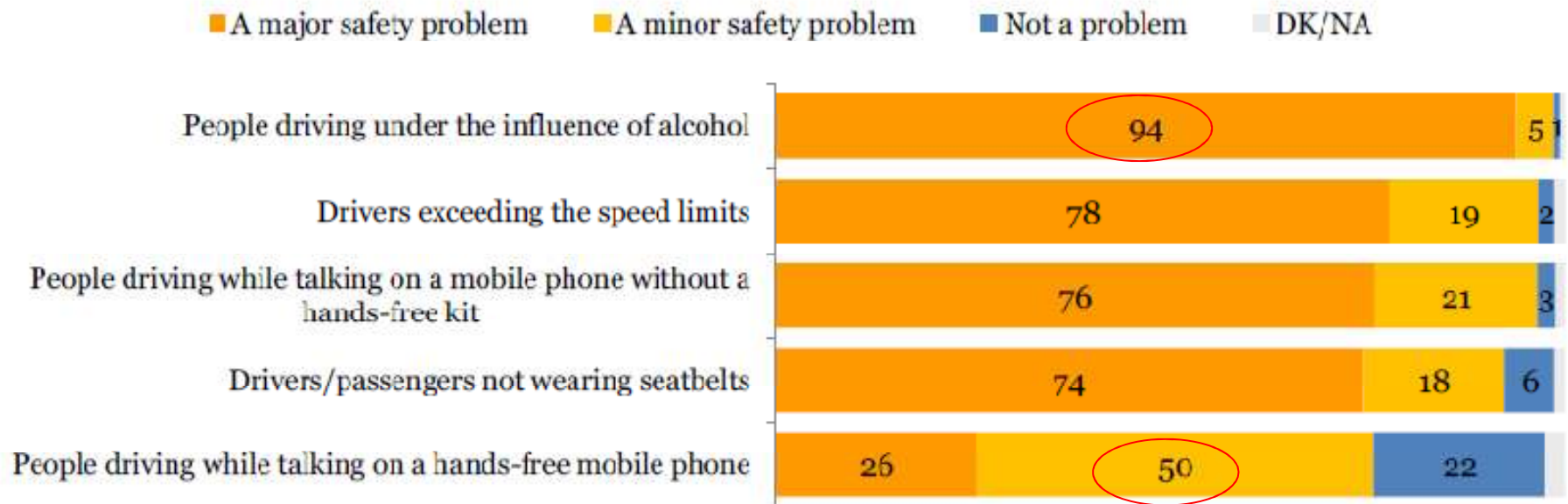
Impact of in-vehicle distractions?

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

20-30%

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

Driving for work policy:

- Address all the risks associated with distracted driving.
- **Specifically address** mobile phone use and other electronic devices.
- Should include the 'grey fleet'.
- Consider subcontractors
- Clear guidance on **how** devices are to be used



Managing the risks

- Employee buy-in
 - Communication – raise awareness about the risks
 - Consult with employees, ensure buy-in
 - Outline individual impact of misuse
- Align other business practices
- Communicate with customers. Manage expectations
- Leadership
- Enforcement procedures
- Consequences

Managing the risks - Best practice

- Clear policy and rules:
 - “ **employees must not make or receive calls when driving for work**”
- Voicemail message to reinforce
- Work planning and call support for mobile workers
- Plan journey: Stop to make calls
- The golden rule:
- **“Engine on, phone off”**

Managing the risks

- Collective measures

- Interlocks between mobile phone and vehicle.
- Spot checks.
- In-vehicle technology – linking vehicle use and phone use databases [telematics, black box technology]
- In-vehicle camera systems

What can Member States do?



What Member States do?



SWITCH OFF
BEFORE YOU DRIVE OFF.

[View the Details >](#)

What can Member States do?

Legislation

- 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.

Information

- Inform employers of legal situation in different EU Member States.



What can Member States do?

Enforcement

- Technically more difficult compared to other offences [speeding]
- Subject to non-automated enforcement by police officers
- Legislation on the use of nomadic devices is enforced by national police forces in Member States with different intensity
- Routinely investigate use of mobile phone/PND device in road collision investigation

What can Member States do?



Enforcement

- Use of immediate sanctions [on the spot fines]
 - Same level of fine
 - Penalty point offence
- Level of sanctions proportionate to the risk
- Standardise sanctions for using a mobile while driving in EU.
- Standard remedial measures – rehabilitation.

What can Member States do?



Policy

- Include driver distraction policy requirements in public procurement.
- Integrate distracted driving into driver training (private and professional) and education
- Integrate distracted driving into driver rehabilitation programmes

What could the EU do?

Awareness

- 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
- 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.

Benefits Of Managing In-vehicle Distraction

- ✓ Fewer working days lost due to death and injury;
- ✓ Reduced stress and improved morale/ job satisfaction;
- ✓ Less need for investigation and paperwork;
- ✓ Less lost time due to work rescheduling;
- ✓ Reduced insurance costs;
- ✓ Reduced vehicle downtime;
- ✓ Reduced vehicle repair costs;
- ✓ Improved residual value of vehicles;
- ✓ Image of company shown to care for employees;
- ✓ Fewer missed orders and business opportunities;
- ✓ Reduced damage to company brand
- ✓ Focus on driving tasks leading to more efficiency;
- ✓ Less chance of key employees being banned from driving.



Further information

- PRAISE Thematic Report 5
- PRAISE publications
- Safety Monitor
- Reviews & Policy Papers
- Fact Sheets



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