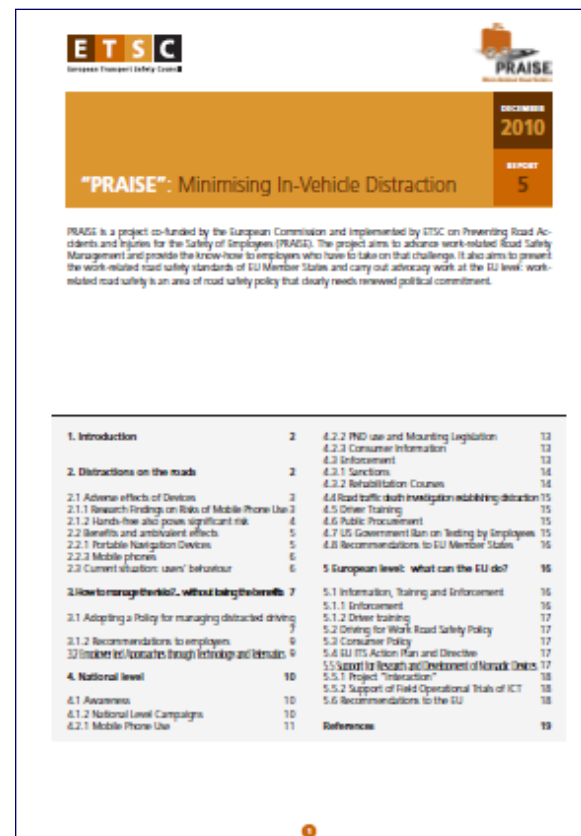




Minimising In-Vehicle Distraction

PRAISE Seminar, Madrid,
Spain, 23rd November 2011



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In-Vehicle Distraction

- Who are at risk?
- What are in-vehicle distractions?
- Perceptions of risk
- Managing the risks
- What companies can do?
- What YOU can do?

Who Is At Risk?

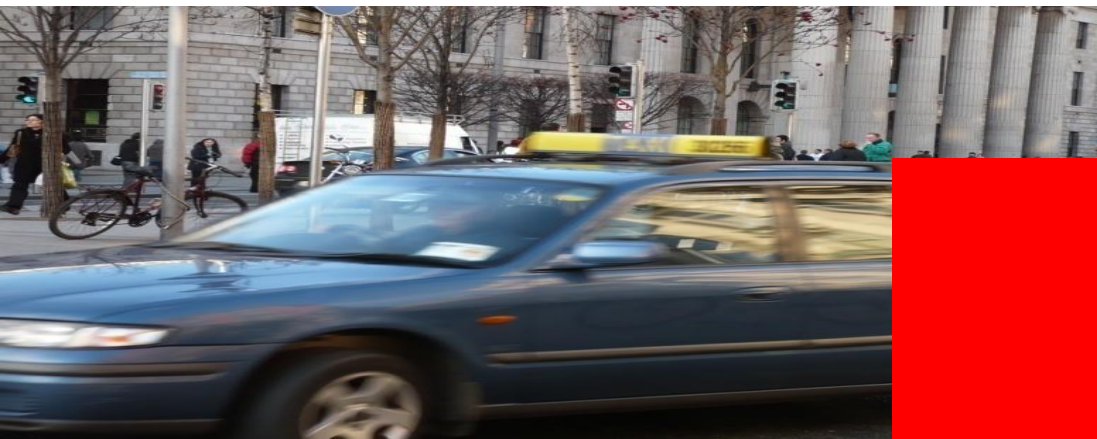
NOT JUST

- Commercial vehicle drivers
- Bus and coach drivers
- Taxi drivers
- Motorcycle couriers
- Dot Com delivery drivers
- Food delivery riders
- Sales staff/service engineers
- Social workers



BUT ALSO

Emergency services
Local authority staff
Voluntary workers
Police
Government officials
Teachers
Vehicle recovery staff
Health workers
Postal workers
At-work pedestrians



Anyone on the road
as part of their job!!!



Real threats to your business



- Human impact
- Hidden accident costs
- Lost business opportunities
- Lost staff time
- Higher fleet premia
- Loss of staff morale
- Threat to corporate reputation
- Notices and/or prosecutions
- More common law claims
- Prosecution(Director duties; corporate manslaughter?)

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**

Perceptions of risk

Perce
Pe
Peo

“Distracted driving
is
the new drink driving”

European Commission Road Safety
Eurobarometer 2010

Impact of in-vehicle distractions?

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

20-30%

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 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.

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 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?

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 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?



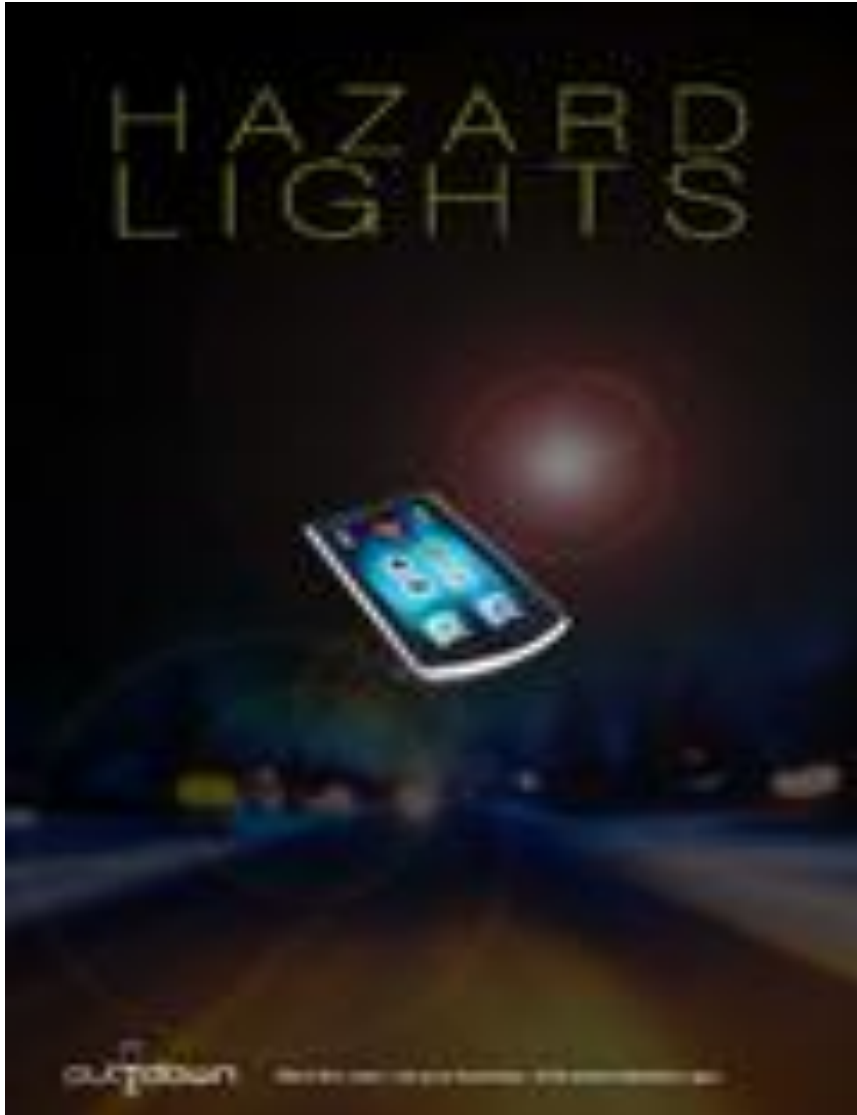
What Member States do?



SWITCH OFF
BEFORE YOU DRIVE OFF.

[View the Details >](#)

US Initiatives on Distracted Driving



Distracted Driving Kills

In the **US**, In 2009, distracted driving **killed** nearly **5,500** people and **injured 500,000** more

put  down
it

Dear employees:

We want to see you
back here tomorrow.

So please:

When you start your car
turn your phone off.

We value you!

put it down
www.distracteddriving.gov



put it down

Distracteddriving.gov

Real Business Benefits



- ✓ LESS working days lost due to death and injury;
- ✓ LESS stress and improved morale/ job satisfaction;
- ✓ LESS need for investigation and paperwork;
- ✓ LESS lost time due to work rescheduling;
- ✓ LOWER insurance costs;
- ✓ LESS vehicle downtime;
- ✓ LESS vehicle repair costs;
- ✓ INCREASED residual value of vehicles;
- ✓ BETTER company/brand image that cares for employees;
- ✓ LESS missed orders and business opportunities;
- ✓ BETTER 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



www.etsc.eu