



E4235

Hang Up and Drive

Leader's Guide

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Introduction

This Leader's Guide is designed to help you conduct a successful safety presentation. This Guide includes the following material:

Program Overview: This is a summary of the video program content. If the program content is discussed before the video is presented, the entire program will be more meaningful and successful.

Preparing for and Conducting the Presentation: This information will help you prepare the training setting, help you relate the program to your specific work situation, and provide objectives for focusing your presentation.

Discussion Ideas: A number of ideas are presented that can help encourage discussions related to crane signal person procedures and operations.

Review Questions and Answers: The Comprehension Test may be copied and given to participants to document how well they understood the information in the video. Answers to the test questions are provided separately.

Video Overview

Introduction

Hang Up and Drive features Jacy Good and her fiancée, Steve Johnson, recounting the tragic crash that killed her parents, as a result of another driver using their cell phone. The program begins with Steve telling the story of how he first learned of the crash that Jacy had been involved in.

Life Hanging in the Balance

Jacy and Steve recount how Jacy's life hung in the balance during the first days of hospitalization. She had multiple serious injuries, including brain damage. Two months after the crash, she still didn't comprehend what had happened to her. It took months of rehabilitation to re-learn basic skills. Three months after the crash she took her first step. It was four months before she could return to her parent's empty home.

Crash Reenactment

After leaving the hospital, Jacy worked hard to learn the details of her crash. She recounts the story of what happened that day and how the events unfolded. The crash is reenacted in the video.

Jacy had just graduated from college and was returning home with her parents. As they were driving, a semi trailer was approaching from the other direction. At an intersection they were approaching, a young man driving a van was on his cell phone. He pulled into the intersection in front of the truck, which swerved to miss the van. But the truck crashed head on into Jacy's car. Her parents died instantly.

On a Mission to Reduce Cell Phone Use While Driving

After Jacy learned the details of her crash, she began passionately advocating for stronger laws to prevent the use of cell phones while driving. She appeared on numerous television programs, she was invited to the United Nations for a presentation and she appeared on the Oprah Winfrey show. She has tirelessly worked to spread the message of "Hang Up and Drive."

Epidemic of Cell Phone Use While Driving

Jacy and Steve present a variety of statistics about cell phone use when driving.

- Studies show that it is more dangerous to talk on a cell phone while driving than to talk with a passenger.
- There are over 37,000 auto deaths per year North America. It's the #1 cause of accidental death both on and off the job. That's 100 people per day!
- 23% of ALL crashes involve cell phone use
- Someone using a cell phone is more than 4x likely to get into a crash.
- A person texting is more than 8X likely to get into a crash.
- The National Highway Transportation Safety Administration recently did a survey of drivers and found that at any given time during daylight hours, over 13 million drivers are using hand held phones.

Multi-tasking and Texting While Driving

Eating, drinking and talking on the phone, and worse of all texting, are all examples of multitasking while driving. When brains are overloaded by two tasks that require our brain's attention, people switch attention (without recognizing it) and make one task 'primary' and the other 'secondary.' When driving, in almost all cases a phone call becomes the primary task. And over 30 studies have showed NO real difference in safety between hand-held and hand-free calling.

How dangerous is multi-tasking? This is where things get scary. For example, a person who is legally drunk is 4X more likely to get in a crash than an unimpaired driver. A University of Utah study found that drivers texting were 8X more likely to get in a crash.

Even scarier, a recent Virginia Tech study showed that truck drivers who were texting were 23 times more likely to be involved in a serious incident such as a near miss, drifting from their lane, or a crash, than drivers who were focused on driving.

Another study by Clemson University showed that drivers who were texting spent 10% of their time out of their traffic lane. Several studies show that a driver that's texting typically take their eyes off the road for up to 5 seconds at a time. In 5 seconds, a vehicle going 60mph travels 440 feet...nearly the length of 1½ football fields. And during that 440 feet, the operator of that vehicle is driving virtually blind.

The National Safety Council estimates that at least 23% of vehicle crashes, or 1.3 million annually, are attributed to talking or texting on a cell phone at the time of the crash.

Inattention Blindness

One of the most dangerous symptoms of driving while distracted is called “inattention blindness.” You’ve heard the term “spacing out.” Well, it’s the same thing. And it’s something most of us have experienced. Inattention blindness occurs when our eyes are still on the road, but our mind is somewhere else and isn’t taking in the information. It typically happens when we’re on the phone or deep in thought.

Research presented by the National Safety Council reveals that while driving, our eyes normally scan back and forth. But on the phone our eyes stop scanning left and right. In fact, drivers with inattention blindness don’t see nearly 50% of what they should be seeing ahead of them. This “blindness” is a major reason why drivers run stop signs or red lights, miss exits or drift out of their traffic lanes.

Conclusion

Jacy and Steve remind viewers how many lives are devastated and forever changed by preventable crashes like the one she was involved in.

The most recent numbers show that in a year’s time, over 5,500 people are killed because of distracted driving in North America. That’s 15 people killed every single day for something that is 100% preventable.

Jacy then reminds viewers of steps we should take to prevent the use of cell phones while driving.

- When you sit down in that driver’s seat, you have to do whatever it takes to not pick up that cell phone.
- Turn your phone off. Or put it on silent. Put it in the glove box so that you can’t pick it up.
- Change your voicemail, say you can’t pick up because you might be driving and people will understand. It all changes the culture.
- Passengers should insist that drivers not use phones while driving. They can also help by answering or making calls and texts for the driver, as long as the activity doesn’t distract the driver.

Jacy concludes with this statement: **So when you realize that one accident can affect so many people and these accidents are happening all around us, every day, you realize that if people don’t change the way they drive, sooner or later this issue is going to affect everyone.**

Preparing for and Conducting the Presentation

- ❑ Before presenting the video, review each section of this Leader's Guide and view the video before the presentation.
- ❑ Make sure the presentation area is quiet, has good lighting, unobstructed access and good climate control.
- ❑ Check the seating arrangement and the audiovisual equipment to ensure that all participants will be able to see and hear the presentation. If extension cords are to be used, secure them in such a way that they won't become a tripping hazard.
- ❑ Begin the meeting by welcoming the participants. Introduce yourself and give each person the opportunity to become acquainted if there are new people joining the training session.
- ❑ Make everyone aware of the importance your organization places on protecting employee's health and safety and how everyone must be an active member of the safety team.
- ❑ Explain the objectives of ***Hang Up and Drive***
 1. Help viewers recognize the real dangers of texting, cell phones and other distractions while driving.
 2. Understand that crashes such as Jacy' devastate the lives of many more people than those who are involved in the crash.
 3. Accept the fact that crashes involving cell phone use are preventable.
 4. Take specific steps to avoid cell phone use while driving that will start to change the safety culture of driving.
 5. Recognize that each of us is responsible for our safe driving behavior.
- ❑ Next, introduce the video and play it without interruption.
- ❑ After the video is finished, you can tailor discussions to your specific situation, or refer to the Discussion Ideas section below.
- ❑ After the discussion, give a copy of the Test included in this Guide to each participant and ask them to complete the questions.
- ❑ Maintain copies of an attendance record and each participant's test as written documentation of the training.

Discussion Ideas

The following questions may be used to encourage additional discussion.

1. Does anyone have a story about mishaps or near misses related to texting, cell phone use or other driving distractions?
2. Discuss your company policy regarding cell phone use while driving during work? Do you believe it is appropriate? Should it be stronger or weaker?
3. What steps do you take to avoid cell phone use while driving?
4. Can you describe some of the most unusual driving distractions you have witnessed?
5. Do you family policies about avoiding cell phone use while driving? Can you describe them?
6. In addition to cell phone use, what are some other distractions related to new technologies that you have seen appearing recently?

Hang Up and Drive – The Jacy Good Story

Video Comprehension Assessment

Name _____ Date _____

Circle the letter or letters for each correct answer.

1. The number one cause of accidental death in the U.S. is:

- A. Slips and falls
- B. Hurricanes
- C. Vehicle crashes
- D. Electrocutions

2. What percentage of vehicle crashes involves cell phone use?

- A. 2%
- B. 23%
- C. 10%
- D. 70%

3. A person texting while driving is how much more likely to get in a crash?

- A. 2 times more likely
- B. 4 times more likely
- C. 8 times more likely
- D. 12 times more likely

4. Which of the following are examples of multi-tasking while driving?

- A. Eating
- B. Drinking beverages
- C. Texting
- D. Talking on the phone
- E. All of the above

5. A driver that's texting typically takes their eyes off the road for how long?

- A. 1 second
- B. 5 seconds
- C. 15 seconds

6. What is "inattention blindness?"

- A. An illness that causes a person to gradually lose their sight
- B. When our eyes are on the road, but our mind is somewhere else and isn't taking in the information.
- C. A disorder that results in a person constantly daydreaming.

7. People driving with inattention blindness typically see how much of the roadway ahead of them?

- A. 100%
- B. 10%
- C. 50%

Test Answers

Hang Up and Drive – The Jacy Good Story

1. C
2. B
3. C
4. E
5. B
6. B
7. C