Distracted Driving - How Focused Are You?

Leader’s Guide and Quiz
INTRODUCTION TO THE PROGRAM

Structure and Organization

Information in this program is presented in a definite order, so that employees will see the relationships between the various groups of information and can retain them more easily. The sections in this program include:

• The cost of distracted driving.
• Multi-tasking, technology and distraction.
• Eliminating distractions before you drive.
• Fighting distraction on the road.

Each of the sections gives an overview of important information in one topic area, providing employees with the basis for understanding how to drive safely.

Background

We've all seen them, drivers on the road drinking a cup of coffee, putting on make-up, eating a snack…and talking on their cell phones. More and more people every day, it seems, are doing something other than paying attention to traffic when they're behind the wheel. It's "distracted driving."

Distracted driving is not a new problem, but the increasing use of cellphones and other electronic gadgets has caused it to grow alarmingly in recent years, and so has its toll in road accidents, injuries and lost lives. Today, as many as one in three accidents involve distracted drivers.

The National Highway Traffic Safety Administration defines distracted drivers as those who engage in "any activity that could divert a person's attention away from the primary task of driving." And plenty of us fit that description. Distracted driving behaviors can seem like an inevitable part of our hectic, high-tech world, but the cost is just too high for us to continue them. Fortunately, there are ways we can reverse the trend.
Objectives

To help employees improve their driving habits by avoiding distracted behavior and distracted drivers, this education and training program is designed to present basic safety information in these areas. Upon completion of the program, employees should:

• Understand the cost of distracted driving in terms of accidents, injuries and lost lives.

• Know the role played by cell phones in distracted driving.

• Know the three common types of driver distraction.

• Understand how to take steps ahead of time to prevent distraction when you drive.

• Understand how to prevent both passenger- and vehicle-related distractions.

• Know specific ways to stay calm and focused when you’re on the road.

• Be able to recognize and avoid distracted drivers.

Reviewing the Program

As with any educational program, the "presenter" should go through the entire program at least once to become familiar with the content and make sure the program is consistent with company policy and directives. An "Outline of Major Program Points" section is included in this Presenter's Guide to help with this task and for general reference.

As part of this review process, you should determine how you, as the presenter, will conduct your session. The use of materials such as handouts, charts, etc., that may be available to you needs to be well thought out and integrated into the overall program presentation.
PREPARING FOR THE PRESENTATION

Structuring the Presentation

In conducting this education session, you should proceed with a friendly and helpful attitude. Remember that the "trainees" are looking to your experience and knowledge to help them relate to the situations shown in the program. It is important to let the trainees interact with you and each other during the training session. Stimulating conversation within the group is one of the best things you, as the presenter of the program, can do to help everyone get as much as possible from the session. Be alert for comments that could help in this area in future sessions and make note of them.

As the presenter, you also should:

• Keep the session related to the topic of distracted driving.

• Relate discussions to improving driving skills and safe driving habits by knowing how to avoid distracted behavior behind the wheel and distracted drivers on the road.

• Prevent any one person or small group of employees in the session from doing all the talking.

• Get everyone involved. Ask questions of those who don't participate voluntarily.

• Clarify comments by relating them to the key points in the program.

Use the "Outline of Major Program Points" included in the program, as well as the information included in the quiz, as the basis for answering any questions. If you don't know the answer, say so. Tragic results may occur should you provide incorrect or inaccurate information. Remember, this is a positive program on distracted driving. Make sure your attitude and words reflect this and that the emphasis is always on providing the information needed by the attendees to improve their ability to drive safely.
Setting Up the Class and Classroom

Remember, there are a number of things that must be done to "set up" the class as well as the classroom. These fall into several groups of activities, and include:

• Scheduling and Notification
  - Use the enclosed form to schedule employees into the session.
  - Make sure that the session is scheduled so that it fits into your attendees' work day.
  - Send out notification of the session well in advance, to give people enough time to incorporate it into their schedule for that day.
  - If possible, post a notification on bulletin boards in the affected employees' areas.

• The Classroom
  - Schedule the room well in advance.
  - Make sure the room can accommodate the expected number of attendees.
  - Check it again on the day of the program to make sure there is no conflict.
  - Make sure the room can be darkened, and won't create a glare on the television screen.
  - Locate the light controls and test them.
  - Make sure the power for the DVD or videotape player you are using operates separately from the room light.
  - See if you can control the room temperature.
  - Know where the closest restrooms are located.
  - Assure that the room is free from distracting noises.
  - Make sure emergency exits are marked and known to the attendees.

• Seating
  - Make sure everyone can see the screen from their seat.
  - Make sure everyone can hear both the DVD/videotape and you (when you speak).
- Check to see that seating is such that writing can be done easily.
- Make sure the seating arrangement allows eye contact between attendees, and between you and attendees.

**Equipment and Materials**
- Make sure the DVD or videotape player, monitor, and all appropriate cables and extension cords are available.
- Make sure a stand or table is available and is of appropriate height for all attendees to easily see the monitor.
- If you plan on using a chartpad, blackboard, or other writing board, make sure it is available, easy to see, and you have the proper writing implements.
- Make sure you have 6" x 8" index cards or other materials to be used as "name tents" for attendees.
- Make sure you have made up a sufficient number of copies of the quiz, as well as any other handouts you are using.

**"Final Check"**
- Make sure equipment is in the room prior to the scheduled session.
- Make sure you have the right program, *(look inside the three-ring binder!)*
- Check to see that the room is set up properly.
- Check equipment prior to the presentation to assure that it works.
- Make sure extension cords, etc. are "taped down", if need be, to avoid tripping.
- If you are using the videotape version of the program, run the "leader" up to the point where the program begins.
CONDUCTING THE SESSION

The Initial Steps

In conducting the session remember the positive nature of this presentation. Everyone is attending in order to learn more about how to drive safely, as well as how to avoid dangerous driving situations. Initially, you need to:

• Introduce yourself as the session leader.

• State the title of the program, "Distracted Driving", and the purpose of the session (to improve driving skills and safe driving habits by knowing how to avoid distracted behavior behind the wheel and distracted drivers on the road).

• Inform the attendees when there will be breaks (if you plan them) the location of exits and restrooms and if water, coffee, or other refreshments will be available.

• Make sure all of the attendees have "signed in" on your scheduling and attendance sheet. Remember, it is very important to document peoples' attendance at the session.

Once this housekeeping is done, it is time to move to the "meat" of the session. First, the attendees need to be informed about the objectives of the session (this is where you can use a flip chart or board to list the objectives, which should be done prior to the class starting). This listing should be preceded with some introductory remarks. Your own words are always best, but the remarks should include information such as the following paragraphs:

"Many of us drive every day, but we seldom think of the risks that are involved if we don't focus on our driving when we're behind the wheel. Today, as many as one in three motor vehicle accidents involve distracted drivers. Maybe you know someone who has lost a family member or a friend. If so, you have seen first-hand the pain and suffering that these situations can cause."
"Driving can be dangerous but there are many things that we can all do to reduce the risks of having an accident... simple things that can become second nature once we include them in our daily driving routine. Many safe driving rules just involve using common sense and are easy to learn. But they can help us to avoid a potential tragedy, and to make life safer every time we get behind the wheel."

"The program you are about to watch today will give us a good overview of what can cause distractions, not only from activities like texting and talking on cell phones, but also from simple things like drinking coffee behind the wheel, or brushing your hair in the rear view mirror. We will also get practical tips on how to prevent distraction in our own driving, and how to avoid distracted drivers we meet on the road."

"To make this the most productive session possible, we need to look at what we want to accomplish here today (verbally reference the Objectives list from the first section, or gesture to the blackboard or chart where you have written them down)."

Once the objectives have been provided, you are ready to show the program. However, you do need to let the attendees know that they will be taking a quiz at the end of the session (if you are using it). It needs to be emphasized that they are not being "graded", but that the quiz is being used to see if the session is effectively transmitting information to them in a way they will remember.

**Showing the Program**

At this point, you need to introduce the title of the program once again, "Distracted Driving", darken the lights if necessary, and begin the showing of the program.

If you are using the DVD version of the course you have several options as to how you can move through the program and what employees see.
Conducting the Discussion

After the program has been shown, it is time for the group discussion on the information contained in the session. Care must be taken to make sure that the discussion is kept to the general topic of distracted driving. There are several ways to conduct this discussion. These include:

- Calling for questions from the attendees and using these questions as the basis for the discussion.
- "Leading" the discussion through the points covered in the program using statements such as:
  - "One of the sections that we saw in the program discussed things we do in our cars that distract us from focusing on the road. Who can tell us some of things we should not do while driving?"
  - "We saw an interesting sequence discussing ways we can prepare ahead of time to prevent being distracted when we're driving. Who can list some of them for us?"

You should use the discussion format that you are most comfortable with. The outline of the major points addressed in the program and the questions and answers in the master copies of the quiz can also be very useful as a basis for discussion.

Remember, you have allocated a limited amount of time in which this discussion can take place. It is important to blend the attendees’ questions and areas of obvious interest with the objective of trying to touch on each major area within the session in the discussion. By touching on each area, the attendees are much more likely to retain the information presented in the session.

Concluding the Presentation

Once discussion has concluded, whether naturally or you have had to bring the discussion to a close in order to complete the session within the time allowed, it is time to give the quiz (if you are using it). Again, remind the
attendees that the quiz is only meant to help determine how effective the presentation of the information is, and that they will not be graded on it. Let them know that they have approximately five minutes to complete the quiz.

At the end of the five minute period, remind the attendees to date and sign their quizzes, and then collect them. The attendees should be thanked for attending the session and reminded of any other sessions in the educational program that they may be attending. They can then be dismissed to return to their normal activities.

*(An alternative to this approach is to give the quiz immediately after showing the program, then use a review of the quiz as a basis for your group discussion.)*
"Wrapping Up" the Paperwork

Before much time has passed, and the subject matter is fresh in your mind, several areas of "paperwork" must be completed. First, check to make sure that all attendees signed the scheduling and attendance form. Next, make sure that you have a quiz from every attendee, dated and signed.

Also, depending upon what you have decided to do, a copy of the attendance sheet and the quiz for each attendee should be either filed in your files, or turned over to the attendee's department manager (or the personnel office) so that this paperwork can be included in their personnel file. The attendees' training logs should also be updated, and each attendee should be given a filled out and signed training certificate, signifying that they have successfully completed the course.

Remember, it is always a good idea to document information about employee=s attendance at these sessions, as well as the fact that the employee has come away from the session with an increased knowledge of what distracted driving is, and how to avoid its dangers.
OUTLINE OF MAJOR PROGRAM POINTS

The following outline summarizes the major points of information presented in the program. The outline can be used to review the program before conducting a classroom session, as well as in preparing to lead a class discussion about the program.

• We've all seen drivers on the road doing something other than paying attention to traffic when they're behind the wheel.
  - What they're doing is called "distracted driving."

• Distracted driving is not a new problem.
  - The increasing use of cellphones and other gadgets has caused it to grow alarmingly in recent years.
  - So has its toll in accidents, injuries and lost lives.

• Today, as many as one in three motor vehicle accidents involve distracted drivers.
  - Fortunately, there are ways we can reverse this trend.

• The National Highway Traffic Safety Administration defines distracted drivers as those who engage in "any activity that could divert a person's attention away from the primary task of driving."
  - Let's be honest, plenty of us fit that description.
  - Distracted driving behaviors can seem like an inevitable part of our hectic, high-tech world, but the cost is just too high to continue them.
  - Let's take a look at how we can break ourselves of the "distraction habit".
• Distracted driving has been called an "epidemic" and "a new universe of risk."
  − Nearly 70% of all drivers talk on their cell phone while driving, and more than 30% read or send text or email messages while behind the wheel.
  − One study found that talking on a cell phone quadruples the risk of being in an accident.
  − That number jumps to 23 times more risk when a driver is texting.

• Distraction can take many other forms as well.
  − Eating a breakfast sandwich as you drive, or brushing your hair.
  − Even map-reading or getting too involved in a discussion with a passenger can pull you away from focusing on the road.

• Each year thousands of people are killed and hundreds of thousands are injured in crashes that involve distracted drivers.
  − Numbers like these have led many states to ban driver use of hand-held cell phones, and most states ban driver texting.

• But distracted driving continues unabated, and so do the crashes, injuries and deaths it causes.
  − Why? The answer highlights a frustrating fact about attitudes toward distracted driving.

• Over 90% of drivers have said that they recognize the danger from cell phones and other distractions.
  − Yet two thirds of the same people admitted to talking on a cell phone while driving.
  − And 35% said they read or sent text messages or email as well.

• We can no longer write this behavior off as "human nature".
  − Distracted driving kills people.
  − Its tragic cost demands that we take effective steps to stop it as soon, and as completely, as possible.
• How can you tell if someone's a distracted driver? Look for drivers who are:
  − Engrossed in a cell-phone conversation,
  − Texting,
  − Eating,
  − Drinking,
  − Brushing their hair,
  − Applying make-up,
  − Talking to passengers,
  − Looking at maps,
  − Or adjusting dashboard controls.

• You can also tell them by their driving.
  − They're the ones swerving and weaving through traffic, going too fast or too slow, and making sudden starts and stops.
  − These are the things that happen when a driver isn't focused on driving.

• Distracted drivers are just plain trying to do too many things at once!
  − Over the years this concept of "multi-tasking" has become very popular in the workplace, but it can be deadly on the road.
  − The problem is, studies have shown that we can't really multi-task at all, at least not the way most of us think of it.
  − Any multi-tasking ability we have is limited to doing two tasks at a time, and one of those tasks must be second nature to us, almost automatic.

• When we think we're multi-tasking our brain is really just doing the best it can under pressure, switching its attention back and forth among different tasks and inputs.
  − Multi-tasking not only doesn't save time, it actually degrades our performance by compromising attention, potentially increasing errors.
  − Since driving is one of the most complex activities we engage in, for drivers the only real result is…distraction!
• Traffic safety experts organize distractions into three main types... visual, manual and cognitive.

• Visual distractions take your eyes off the road.
  - This includes things such as reading an incoming text message,
  - Checking how the kids are doing in the back seat,
  - Or verifying a GPS setting.

• Manual distraction involves taking your hands off the wheel.
  - This happens when you grab your cell phone to answer a call,
  - Key in a text message,
  - Or pick up that burger you bought at the drive-through.

• Cognitive distraction means taking your mind off your driving.
  - Like when you’re arguing with someone on your cell phone,
  - Your GPS tells you you’re lost,
  - Or you’re obsessing about an upcoming work project.

• Emotional reactions such as happiness, sadness and anger are forms of cognitive distraction, too.

• Other examples of distraction include:
  - Looking at something unusual on the roadside, like a funny billboard.
  - Changing the radio station.
  - Worrying about the appointment you’re running late for.

• Any of these types of distractions, whether alone or in combination, creates a dangerous situation!

• High-tech widgets such as cell phones may put the world in your hands, but they also engage your mind so fully that once you focus on them, you're not driving safely anymore.
- This applies to those hands-free devices, as well.
- **Cell-phone related activities are like "distraction bombs".**
  - They saturate your attention all at once.
  - That's why they're what we hear about most when people discuss distracted driving.

- **Texting requires you look at the phone (a visual distraction); read and compose a message (cognitive distractions); and key your reply into the phone (a manual distraction).**
  - That's why texting while you drive multiplies the risk of having a crash up to 23 times.
  - It's also why simply stopping drivers from texting could prevent so many accidents and injuries.

- **Don't let high-tech "distraction bombs" overshadow other common behaviors that can also get you in trouble, such as...**
  - Turning around to grab something off the back seat.
  - Sorting through CD tracks to find a song you like.
  - Brushing your hair in the rear-view or visor mirror.
  - Reading a map or written directions.
  - Re-setting the dashboard clock.

- **Another source of serious distraction is other people!**
  - A back-seat driver might question your navigation, suggest that you reprogram the GPS, or tell you to look out for a turn.
  - Kids can force you to turn around to see what they're up to and perhaps help them with something.
  - Even when your kids are quietly amusing themselves, you're always thinking about them.

- **People don't even have to be passengers to distract you.**
  - They can demand your attention simply by calling you on your cell phone, or sending a text.
  - Other drivers can distract you by honking their horns.
  - Pedestrians can distract you by trying to cross the street.
• Distracted drivers can have trouble taking these interruptions seriously.
  − "After all," they ask, "how dangerous can a relatively short distraction really be?"
  − There are really two answers to that question. Let's look at the most common example, using a cell phone while driving.

• First, a cell phone can be plenty distracting to a driver, and therefore plenty dangerous.
  − Don't underestimate the risk of a "simple" activity like talking on the phone as you drive.
  − Studies show that talking to someone who isn't in the car with you is significantly more distracting than talking to a passenger.
  − In fact, drivers chatting on their cells actually take longer to get where they're going, because their minds are "slightly elsewhere."
  − This is why "hands-free" cell phones deliver no real safety benefit, because they distract drivers' minds just as much as the handheld models.

• Second, there isn't just one cell phone on the road. There are millions of them.
  − And a lot of us use them while we're driving.
  − The National Safety Council estimates that at any given moment, fully 10% of US drivers on the road are talking on their cell phones.
  − Add in all the other drivers being distracted by other things and it's scary to think how many people are at risk, right now, from distracted drivers.

• At times, trying to combat distracted driving can seem hopeless.
  − But understanding how distraction occurs means we can take steps to head it off before we get behind the wheel.
  − There are a number of good techniques that all of us can use.
• **You'll never be distracted by a phone that doesn't ring.**
  - Before you drive, record an alternate outgoing voicemail message that tells callers you're driving and will get back to them when you're off the road.
  - It's also a great way to "lead by example." Anyone who receives your message may be encouraged to do the same when they drive.

• **Then turn your cell phone off and stow it.**
  - Put it away out of your reach, so you won't be tempted to take it out and turn it back on if you get bored.
  - A variety of cell phone apps are also available to disable calling and texting functions, silence alerts and send customized auto-responses.

• **Prepare navigation ahead of time.**
  - When you plan to use a GPS, program your destination before you drive.
  - Not only will you eliminate an on-the-road interruption, you'll do a better job and get better results.

• **If you prefer a printed map or written directions, review them in advance.**
  - Don't wait until you're on the road to use an Internet-based mapping service, either.

• **Finish dressing and personal grooming before you get behind the wheel.**
  - Brushing your hair or applying makeup takes a lot of concentration.
  - The results can be really bad when you're trying to drive at the same time!

• **Secure children and pets.**
  - Turning around to deal with "loose" kids in the back seat while you're driving can lead to disaster.
  - So can having an excited or frightened pet running around the car.
- Make sure kids are safely seated and belted in, and pets are properly restrained before you turn the ignition key.

**Get to know your vehicle.**
- If you're driving an unfamiliar company car or rental, take the time to locate important controls such as headlights, wipers, the defroster and other knobs and buttons you might need in a hurry.
- Set as many of them as possible before you start your trip.
- If necessary, ask a coworker for help, or check the driver's manual.
- Fix the seat position so you can operate pedals comfortably, and adjust all mirrors to minimize your blind spots.

**Taking steps to prevent distraction before you get behind the wheel is important, but it's just the first step in fighting distraction.**
- Even with good preparation, there are plenty of things that can happen while you're on the road.
- Fortunately, there are effective techniques you can use to stay safe once you're rolling.

**Focus on driving. Trying to "multi-task" behind the wheel is dangerous.**
- Don't ever text, surf the web, read email or talk on a cellphone while driving.
- Refrain from eating, drinking, reading, grooming, or any other activity that takes your hands off the wheel, or your mind or eyes off the road.

**When in doubt, pull over.**
- If you need to make a call, reprogram your GPS, deal with a "kids issue", or anything else that requires your attention, pull over to a safe area first.

**Use your passengers. They can be a good resource!**
- Ask them to take a call, consult the map, reprogram the radio, or provide other help.
• **Stay cool. It's your responsibility to keep focused.**
  - Don't allow yourself to get disturbed or agitated by things inside or outside your vehicle.
  - Whether it's accidents, aggressive drivers, pedestrians, billboards, the unexpected or the interesting, keep your hands, eyes and mind on your driving.

• **Steer clear of distracted drivers. These folks can kill you, so sharpen your "spotting" skills. Look for,**
  - Drivers going much faster or slower than the speed limit or traffic flow.
  - Drivers who needlessly change speed.
  - Drivers who stop longer than required at a traffic light or sign.
  - Drivers who can't stay in their lane, or who weave through traffic.

• **If you encounter a distracted driver:**
  - Assume they don't see your car at all.
  - Give them a wide berth by pulling ahead or dropping behind them.
  - If you can't get away, or they are really driving erratically, call 911 and report their behavior to the police.

• **Do not make any effort to get the other driver to pay attention to you.**
  - That can just increase their distraction and the potential for danger.
  - Focus your own attention on your vehicle, your passengers…and yourself.
What should you do if you're in a car with a distracted driver?
− Remember that distracted driving kills people.
− Speak up and let the driver know you're concerned.
− Be polite and helpful.
− Calmly say, "You know, I think it's getting a little too crazy in here. Why don't we pull over and sort it out?"
− Offer to handle the cell phone, deal with navigation or pets, anything that will diminish the driver's distractions and promote safety.

*** SUMMARY ***

Distracted driving causes thousands of accidents, injuries and fatalities every year.

Stopping distracted driving begins with each of us individually making a commitment to stick to safe driving habits.

Before you drive, finish getting dressed, putting on make-up and other grooming.

Tell the world you're busy.
− Record an outgoing voicemail on your cell phone, explaining that you're driving and will get back to them later.
− Then turn your cell phone off and stow it out of reach.

Adjust seats and mirrors, and program the entertainment system.

Program your navigation.

Make sure kids and pets are safely seated and secured.

On unfamiliar vehicles, locate the important controls and learn how they work.
• When you're on the road, stay focused on your driving. If something else needs your attention, pull over.
• Steer clear of distracted drivers. If you can't avoid them, call 911.
• If you're a passenger in a car driven by a distracted person, speak up. Be helpful.
• You can't control other drivers, but you can control your own driving habits.
  − Keeping your hands on the wheel, your eyes on the road and your mind focused on driving doesn't just make you a safer driver.
  − It's how you can help save lives every minute you're behind the wheel!
QUIZ

"DISTRACTED DRIVING"

Name: ___________________________ Date: ___________________________

1. True or False?... Manual distraction takes your mind off your driving.
   ___ True
   ___ False

2. Which word usually describes trying to do too many things at once?
   ___ Multi-tasking
   ___ Focusing
   ___ Contemplating

3. True or False?... Many states have banned driver use of handheld cell phones.
   ___ True
   ___ False

4. What type of distraction takes your hands off the steering wheel?
   ___ Visual
   ___ Manual
   ___ Cognitive

5. True or False?... Distracted driving began with the invention of high-tech gadgets.
   ___ True
   ___ False

6. What kind of safety benefit have hands-free cell phones brought to drivers?
   ___ Great
   ___ Moderate
   ___ None

7. True or False?... Visual distraction takes your eyes off the road.
   ___ True
   ___ False
QUIZ

"DISTRACTED DRIVING"

PRESENTER'S COPY...WITH ANSWERS

1. True or False?... Manual distraction takes your mind off your driving.
   - True
   - X False

2. Which word usually describes trying to do too many things at once?
   - X Multi-tasking
   - ___ Focusing
   - ___ Contemplating

3. True or False?... Many states have banned driver use of handheld cell phones.
   - X True
   - ___ False

4. What type of distraction takes your hands off the steering wheel?
   - Visual
   - X Manual
   - ___ Cognitive

5. True or False?... Distracted driving began with the invention of high-tech gadgets.
   - ___ True
   - X False

6. What kind of safety benefit have hands-free cell phones brought to drivers?
   - ___ Great
   - ___ Moderate
   - X None

7. True or False?... Visual distraction takes your eyes off the road.
   - X True
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