

***Distracted Driving –  
At What Cost?***

***Produced by Aurora Pictures***

***Leader's Guide***

# Distracted Driving – At What Cost?

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## Leader's Guide

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

**Introduction:** A brief description of the program and the topic it addresses.

**Program Overview:** Summarizes the program content. If the program outline 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.

**How Distracted Are You?** This simple questionnaire helps you rate how much of a distracted driver are.

**Review Questions and Answers:** The quiz may be copied and given to participants to document how well they understood the information that was presented. Answers to the review questions are provided separately.

**Discussion Ideas:** A number of ideas are presented that can help encourage discussions related to distracted driving.

### Introduction

Distractions have been a safety issue for drivers ever since cars first hit the road. But, for a variety of reasons, we are now experiencing an explosion of driving distractions. For example, drivers have a wide variety of devices they can use while driving, ranging from telephones, radios and CD players to fax machines, navigation systems and entertainment centers.

Secondly, we are living increasingly fast-paced lives, creating pressure to conduct other tasks while driving.

Finally, there seems to be a widespread attitude among drivers that it's okay to conduct business, dine, entertain and perform a variety of activities while driving. In fact, most drivers are unaware of how often they are distracted from the most important task at hand – driving the vehicle safely.

Distracted Driving – At What Cost? is designed to raise driver's awareness about the dangers of driving distractions, while providing information and suggestions that will help them control distractions and remain focused on their driving.

## Overview

# Distracted Driving – At What Cost?

### Introduction

1. There are two versions of the program, each with a different style opening. One version begins with a dramatic scene of a crash in which a car backing out of a driveway is broad sided by a van driving down the street.
2. The other version begins with scenes of people performing activities that require great concentration, yet they are distracted by their own outrageous activities: A woman is roller blading while reading a newspaper. A doctor is performing surgery while eating a cheeseburger. And a hockey goalie is talking on a cell phone in the midst of a game. These distractions wouldn't happen in real life. Yet we often do these same things while driving.
3. Driving while distracted has become a growing problem, partly because of the large amount of distractions inside and outside our vehicles.
4. There appears to be a growing attitude that it's acceptable to try to carry out a variety of other tasks while we should be focused on driving.
5. Driver distraction is a factor in up to 25% - 50% of vehicle crashes.

### It's Just a Few Seconds

1. Most distractions last for a few seconds at a time.
2. At 30mph, a vehicle travels 88 feet in two seconds. If a driver is distracted for two seconds, they will travel 88 feet unaware of what's happening on the highway.
3. At 65mph, a vehicle travels 190 feet in two seconds, about 2/3 the length of a football field.
4. When a driver is distracted, it's common for their vehicle to drift off the road or into other lanes of traffic.
5. When a driver is distracted they also lose valuable reaction time that is needed to avoid hazards.

### What is a Distraction?

1. Some of the most common driving distractions seem harmless, such as looking at things outside the vehicle, adjusting audio or climate controls, interacting with passengers, reaching for objects in the vehicle and eating or drinking while driving. Distractions like this are dangerous because they take our eyes and our concentration off the road.
2. Drivers may have their eyes on the road when talking on a cell phone or while deep in thought. But these activities can be dangerous distractions because they can take our mind off our driving.
3. Distractions can become more dangerous when drivers experience more than one hazard at a time, when road and weather conditions are bad, or when driving while drowsy or under the influence of alcohol.

## Two Distracted Drivers are Involved in a Crash

Two police officers are questioning a man (Mark) and woman (Julie) to determine the cause of their crash. Both drivers blame the other for “going way too fast” and “not watching where they were going.” But through questioning by the police officers, the following events are revealed.

While driving the van, Mark grabs a clipboard to look at the paperwork, but he drops it on the floor. In his left hand he’s holding a cup of coffee while steering the van. He reaches for the clipboard on the floor, but spills coffee on his legs. Meanwhile Julie is backing out of a driveway just ahead. She’s talking on her cell phone and listening to the radio as she backs. A song is playing that she wants the person on the phone to hear. As she backs into the street, she holds the phone to the speaker and turns up the volume. Mark sees her too late and he crashes into the side of Julie’s car.

## Taking Control

1. Most of us have probably experienced distractions similar to those that caused the crash, but we probably didn’t think much about them.
2. This crash could have been avoided if the two drivers had taken these steps: Mark should have finished his coffee and reviewed his paperwork before he started driving. And Julie should have made her phone call and adjusted her radio when she wasn’t driving.
3. A distraction is anything that takes our eyes off the road or our mind off our driving. Distractions may seem harmless, but they are dangerous, as the crash illustrated.
4. Many driving distractions are caused by our own actions. So we should avoid the activities that cause distractions.
5. If driving distractions can’t be controlled (like things happening outside the vehicle) we can ignore these distractions and stay focused on our driving.
6. If a distraction inside the vehicle can’t be ignored, find a safe place to get off the highway and away from traffic so the distraction can be dealt with.
7. Before driving an unfamiliar vehicle, get to know the location and operation of controls. And make adjustments before you begin driving.
8. If you need to use a map, find a safe place to pull off the road and stop your vehicle. If you have a passenger, ask them to navigate for you.

## Interview

A young woman who was severely injured in a distracted driving crash talks about how the crash ended her plans and dreams. Her parents talk about her active life before the crash and the great potential she had.

## Conclusion

To some degree, we are all guilty of driving while distracted. But as drivers, it's our responsibility to

- Control distractions
- Stay focused on our driving
- Watch out for other distracted drivers.

## 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 videotape program. 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 that the primary purpose of Distracted Driving – At What Cost? is to do the following things:
  1. Increase awareness of typical driving distractions, including some that are so common we don't realize they're distractions.
  2. Increase awareness of the potentially tragic consequences of driving while distracted
  3. Provide a course of action to prevent distractions and help keep or attention focused on driving.
- Next, introduce the video and then play it without interruption.
- After the video is complete, you can tailor any discussion to your specific situations. You can refer to the Discussion Ideas section of this Guide for additional. If you want to review the content of the program with participants you can refer to the Program Overview in this Guide.
- After the discussion, give a copy of the review questions included in this Guide to each participant and ask them to complete the questions.
- Maintain copies of an attendance record and each participant's quiz as written documentation of the training performed.
- Also included is a questionnaire called: How Distracted Are You? This simple series of questions allows each person to rate how distracted they are when behind the wheel and helps them identify behavior they can change in order to become safer drivers.

## Discussion Ideas

In addition to discussion topics you may have planned, the following questions may be used to encourage discussions related to distracted driving.

1. Does anyone have any stories about vehicle mishaps that involved distractions?
2. What are some of the most common driving distractions that you experience or that you see other drivers experiencing.
3. What are some of the most unusual driving distractions you have ever witnessed?
4. What kind of things do you look for to help identify other distracted drivers?
5. Are there any driving distractions related to our jobs that you experience? What can be done to control or eliminate these distractions?
6. Are there distractions you experience at work that aren't related to driving that can pose a safety hazard?

## How Distracted Are You?

How much of a distracted driver are you? You can get an idea by rating how often you perform the following actions while driving. Using numbers from the Frequency Scale, fill in the Frequency following each distraction.

### Frequency Scale:

Never: 0   Rarely: 1   Occasionally: 3   Frequently: 5

### **Distraction**

### **Frequency**

1. Reach to pick up objects from the floor

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2. Eat snacks, sandwiches or meals

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3. Read maps, newspapers, or other publications

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4. Talk on a mobile phone

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5. Drink beverages

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6. Perform grooming activities such as combing hair, shaving or applying makeup

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7. Use a computer or PDA

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8. Look at things outside the vehicle for more than 1 second at a time.

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9. Make adjustments on your radio or music system that cause you to take your eyes off the road

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10. Reach for objects in a briefcase, purse or satchel

11. Spend time deep in thought about work,  
family or other issues

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12. Divert your attention to children or  
passengers behind you.

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Total Score

Your Score

The lower your score, the less distracted you are. But remember, no matter how good a driver you are, even one distraction at the wrong moment can have tragic consequences. The higher the score, (60 is the maximum) the more distracted you are. It also means you have to work harder at staying focused on your driving.

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## Review Questions

Name \_\_\_\_\_

Date \_\_\_\_\_

1. What percentage of crashes involve distracted drivers?
  - a. Less than 5%
  - b. Up to 90%
  - c. Up to 50%
  
2. At 30mph, how many feet does a vehicle travel in 2 seconds?
  - a. 88 feet
  - b. 22 feet
  - c. 160 feet
  
3. Which of the following are common driving distractions?
  - a. Looking at things outside the vehicle
  - b. Interacting with passengers in the vehicle
  - c. Reaching for objects in the vehicle
  - d. All of the above
  
4. Using a cell phone while driving will not cause distractions if the driver keeps their eyes on the road.
  - a. True
  - b. False
  
5. When can driving distractions become more dangerous?
  - a. When drivers experience more than one distraction at a time
  - b. When road or weather conditions are bad
  - c. When driving under the influence of alcohol
  - d. All of the above
  
6. Ordinary actions such as eating a sandwich or visiting with a passenger while driving are not distractions.
  - a. True
  - b. False

7. A driving distraction is any activity that takes our eyes off the road or our mind off our driving.
  - a. True
  - b. False
  
8. Most driving distractions are the result of the driver's own actions.
  - a. True
  - b. False
  
9. If you're going to drive an unfamiliar vehicle, you should familiarize yourself with the vehicle as soon as you start driving.
  - a. True
  - b. False
  
10. If you're driving and need to use a map, the safe thing to do is:
  - a. Hold the map over the steering wheel while driving
  - b. Put the map on the passenger seat and drive carefully while studying the map
  - c. Find a place where you can pull safely off the road so you can read the map while you're stopped

## Distracted Driving – At What Cost?

### Quiz Answers

1. c
2. a
3. d
4. b
5. d
6. b
7. a
8. a
9. b
10. c