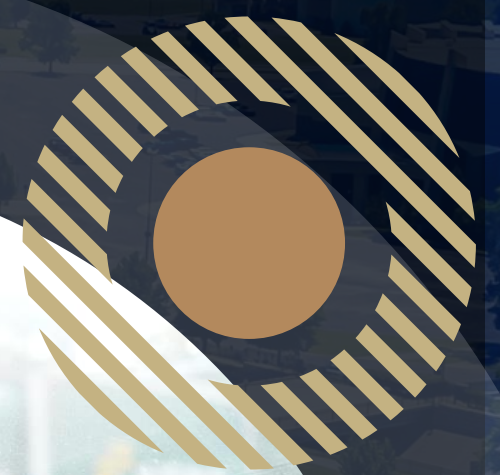




# DRIVING SAFETY TRAINING



**Best Practices in Traffic  
Safety for Employees**

**Danny Sexton, J.D., M.S., M.A.  
Title IX Coordinator & Risk Management  
Administrator**

**Derek Fritz  
Motor Pool & Transportation Director**

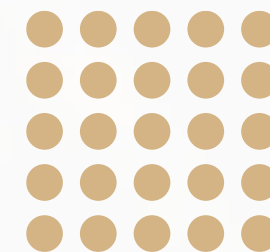




# Introduction

## *What's happening on our roads?*

- In 2021, U.S. traffic fatalities are believed to have reached a 16-year high, with **42,915** individuals losing their lives in traffic accidents, as reported by the National Highway Traffic Safety Administration (NHTSA).
- Distracted driving has become a prevalent and hazardous issue on modern roadways. While technology, particularly smartphones, contributes to this problem, any activity that diverts focus from driving poses a significant risk.
- Vehicle-related accidents are the primary cause of work-related fatalities.





# Distracted Driving



- Distracted driving is any activity that could divert your attention away from the main task of driving.
- An estimated **660,000** drivers are using electronic devices while driving during daylight hours.
- Sending or reading a text takes your eyes off the road for **5 seconds**.



**Physical risks**



**Legal risks**



**Safety risks**

# Types of Distracted Driving

## Visual

*Visual distractions occur when drivers divert their eyes from the road, such as by using a mobile phone or adjusting GPS.*

## Manual

*Manual distractions involve taking hands off the wheel, like eating or reaching for items.*


## Cognitive

*Cognitive distractions arise when a driver's focus is elsewhere, such as during phone calls or daydreaming. Each distraction type can impair reaction times, raising accident risks.*

# Types of Distracted Driving

Distracted driving has become more common than perhaps ever before, with many distractions drawing drivers' attention away from the road. **Some of the most common activities that result in distracted driving include:**

- **Texting**
- **Talking on the phone**
- **Using smartphone apps and other electronic devices**
- **Eating and drinking**
- **Grooming**
- **Conversations with passengers**
- **Loud music**
- **Tending to children and pets**
- **Adjusting the radio and temperature controls**
- **Reaching for objects in the glove compartment or on the floor**



# Cognitive Distractions & Your Brain

**Thinking about finances**

**Daydreaming**

**Drowsiness**

**Chatting with Passengers**

When a driver's mind is not focused on driving, that's considered a cognitive distraction, according to the Centers for Disease Control and Prevention (CDC).

Once you're distracted, research shows it can take up to **27 seconds** to refocus.



# Distracted Driving & The Law

- Numerous states have enacted laws prohibiting texting, talking on a cell phone, and other distractions while driving.
- In Oklahoma, there is a law that prohibits drivers from manually using their phones to type or read any electronic messages while their vehicle is in motion on streets or highways. This encompasses text messages, emails, and social media posts.
- The law is unequivocal: texting while driving is classified as a “primary offense,” granting law enforcement officers the power to stop drivers based solely on the suspicion of texting.



# Speeding

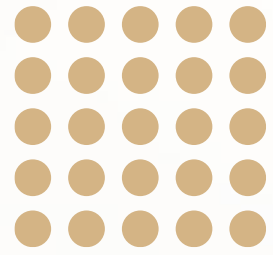


Speeding significantly increases the risk of traffic accidents and fatalities. It reduces reaction time, worsens crash impacts, and diminishes safety features' effectiveness. Speeding also leads to longer stopping distances, legal issues, and higher insurance costs.

- In 2022, speeding killed **12,151** people. Speeding was a contributing factor in **29%** of all traffic fatalities.
- Speeding endangers not only the life of the speeder, but all of the people on the road around them, including law enforcement officers.
- Speeding is an aggressive driving behavior. Several factors contribute to an overall rise in aggressive driving in the United States.

## AGGRESSIVE DRIVING IS:

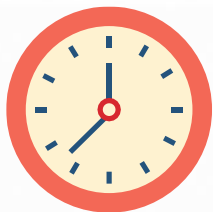




# What Drives Speeding?



**Traffic:** Traffic congestion is one of the most frequently mentioned contributing factors to aggressive driving, and drivers can become angry at anyone who they believe impedes their progress.



**Running Late:** Some people drive aggressively because they have too much to do and are “running late” for work, school, or their next meeting.



**Disregard for Others and For the Law:** If it seems that there are more cases of rude and outrageous behavior on the road now than in the past, the observation is correct—if for no other reason than there are more drivers driving more miles on the same roads than ever before.

## Is Drowsy Driving **Serious?**



**95%**

of drivers say that drowsy driving is a

**MAJOR THREAT**

**TO SAFETY.**



Drivers who

**HAVEN'T SLEPT IN**

**MORE THAN 20 HOURS**

have the same driving ability as **someone with a bodily alcohol content of a drunk driver**

# Drowsy Driving

Drowsy driving is impaired driving. The National Highway Traffic and Safety Administration attributes **693 deaths** in 2022 resulting from **drowsy driving**.

In a 24/7 society, with an emphasis on work, longer commutes, and exponential advancement of technology, many people do not get the sleep they need.

# Drowsy Driving

Fatigue and stress has costly effects.

## Drowsy Driving crashes:

- Occur most frequently between midnight and 6 a.m., or in the late afternoon.
- Often involve only a single driver running off the road at a high rate of speed with no evidence of braking; and
- Frequently occur on rural roads and highways.

## How stress impacts driving<sup>1</sup>

### STRESSED DRIVERS OFTEN:

Accelerate and brake more frequently and intensively

Drive at high speed

Encroach upon other lanes to pass other vehicles

Fail to stop at crosswalks



## How sleep loss impacts driving<sup>2</sup>

Drivers have worse reaction times, are less aware of hazards and have diminished focus as they get drowsier

Driving after **20+** hours without sleep is comparable to driving with a blood-alcohol concentration of 0.08%

A driver is **3X** more likely to crash when fatigued





# How to Reduce Drowsy Driving

- *Speaking up against distracted driving is effective. Distracted drivers are more likely to correct their behavior when passengers speak up.*
- *Work-related pressure might be one reason some drivers are distracted behind the wheel.*
- *Managers can help change driver expectations and improve road safety by regularly stressing safe driving behavior and letting employees know that they do not expect responses to work-related communications while driving.*

**Speak Up!**

**Manage Work-Related**

**Emphasize Safe Driving**



# Reducing Auto Claims

- *Manage auto risks by setting driver qualifications, creating driving rules, and implementing driver safety training through the transportation and driving policy.*
- *Review motor vehicle records (MVRs) for all new employees; review them annually for every driver.*
- *No serious driving violations and mandating seat belt usage.*
- *Wearing a seat belt can reduce the risk of injury or death by 50%.*

**Speak Up!**

**Manage Work-Related**

**Emphasize Safe Driving**

# THANK YOU

