

Hit the Brakes on Boring: Presenting Driver Training with Impact

F Flood & Peterson





Data with Impact

- Eye catching
- Directly supports the presentation's message
- Reliable resources
- Audience-centric data



Three Elements of Safe Driving



Defensive Driving

Definition: *Driving to save lives, time and money, in spite of the conditions around you and the actions of others.*

Preventable Accident: *An accident in which the driver(s) did **not** do everything **reasonable** to avoid a collision.*





Benefits of Defensive Driving

To Employees:

- Saves your life and the lives of others in your vehicle
- Reduces traffic crash-related injuries
- Saves time
- Saves money
- Reduces your chance of getting a traffic ticket

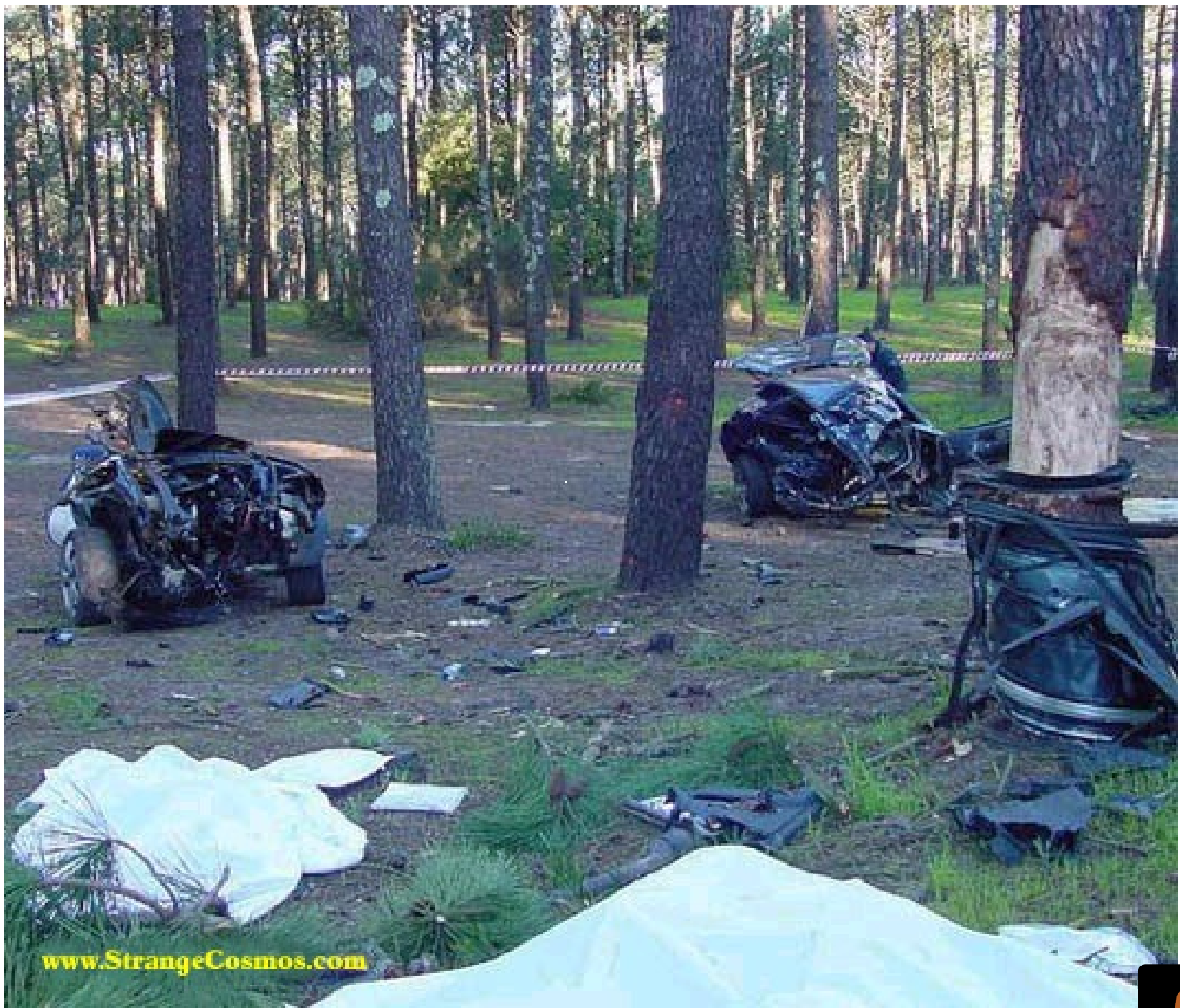
To Organizations:

- Reduced accident rates
- Lower repair costs and potential liability
- Increased productivity
- Improved fleet efficiency
- Enhanced safety
- Lower insurance costs











Key Defensive Driving Techniques

- Take in the whole picture
 - Scan the road ahead of you
 - Check your mirrors frequently
 - Try to anticipate others' actions
- Don't travel in the left lane, unless it is absolutely necessary
- Leave yourself an out
- Maintain the proper following distance



Avoiding Rear-End Collisions

Basic Rule:

Increase Your Following Distance!

At 65 miles per hour, under good conditions, the distance needed to stop is about 300 feet, or the length of a football field.



Following Distance: Stopping Time and Distance



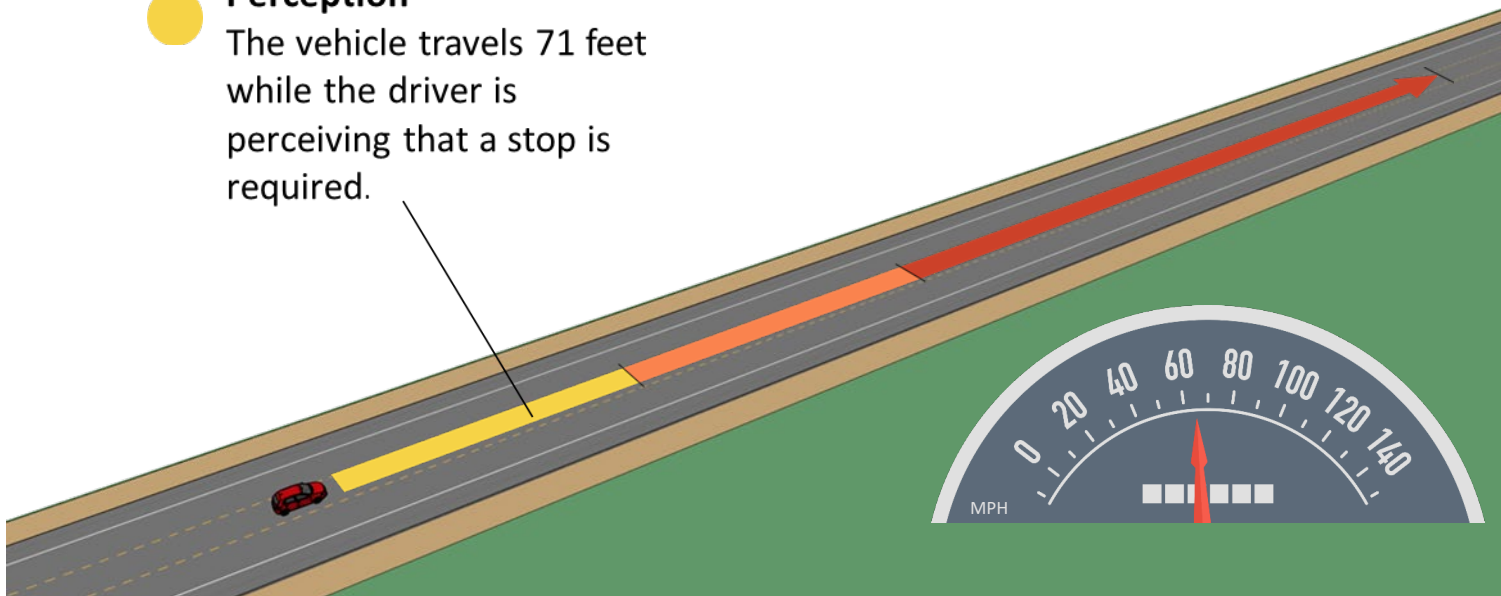
- Perception** (0.75 seconds)
The average driver takes this long to perceive that a stop is required.
- Reaction** (0.75 seconds)
The average driver takes this long to move their foot from the accelerator to the brake.
- Braking** (variable)
The time required to achieve a complete stop.

Following Distance: Understand Your Stopping Distance

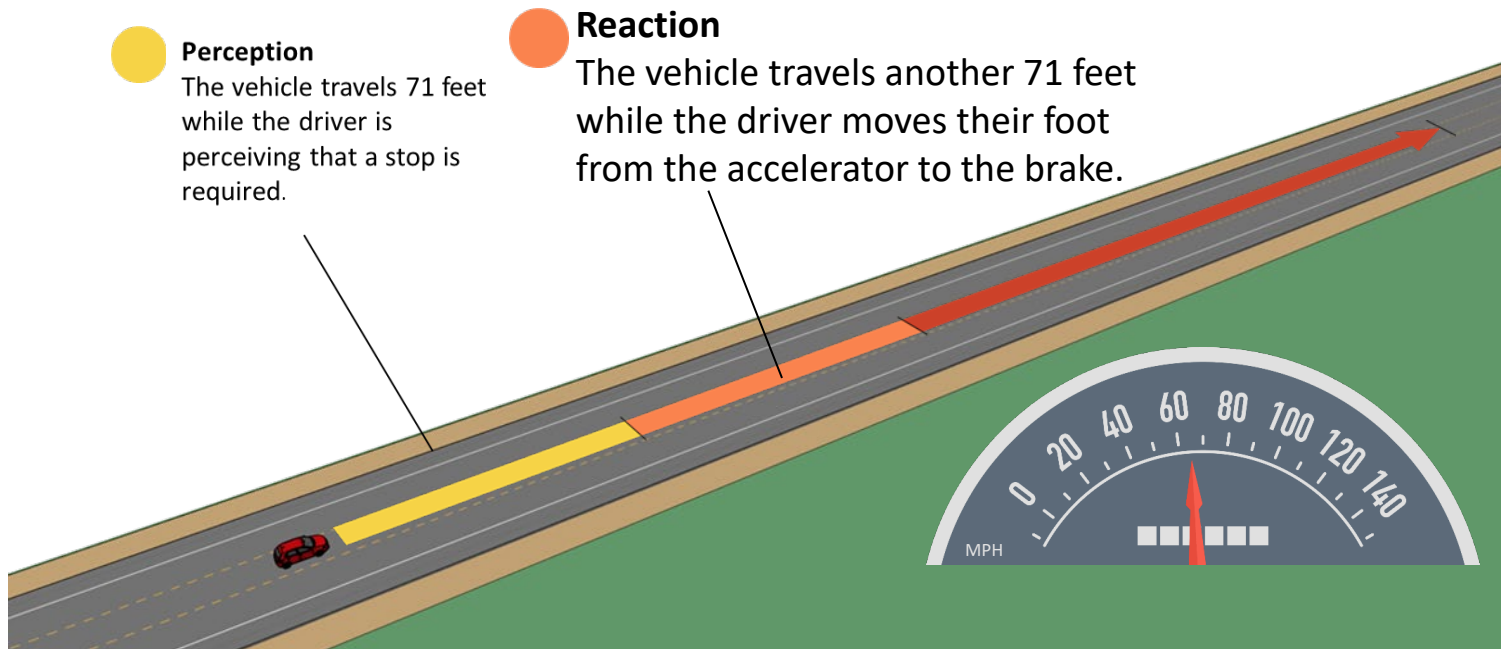


Perception

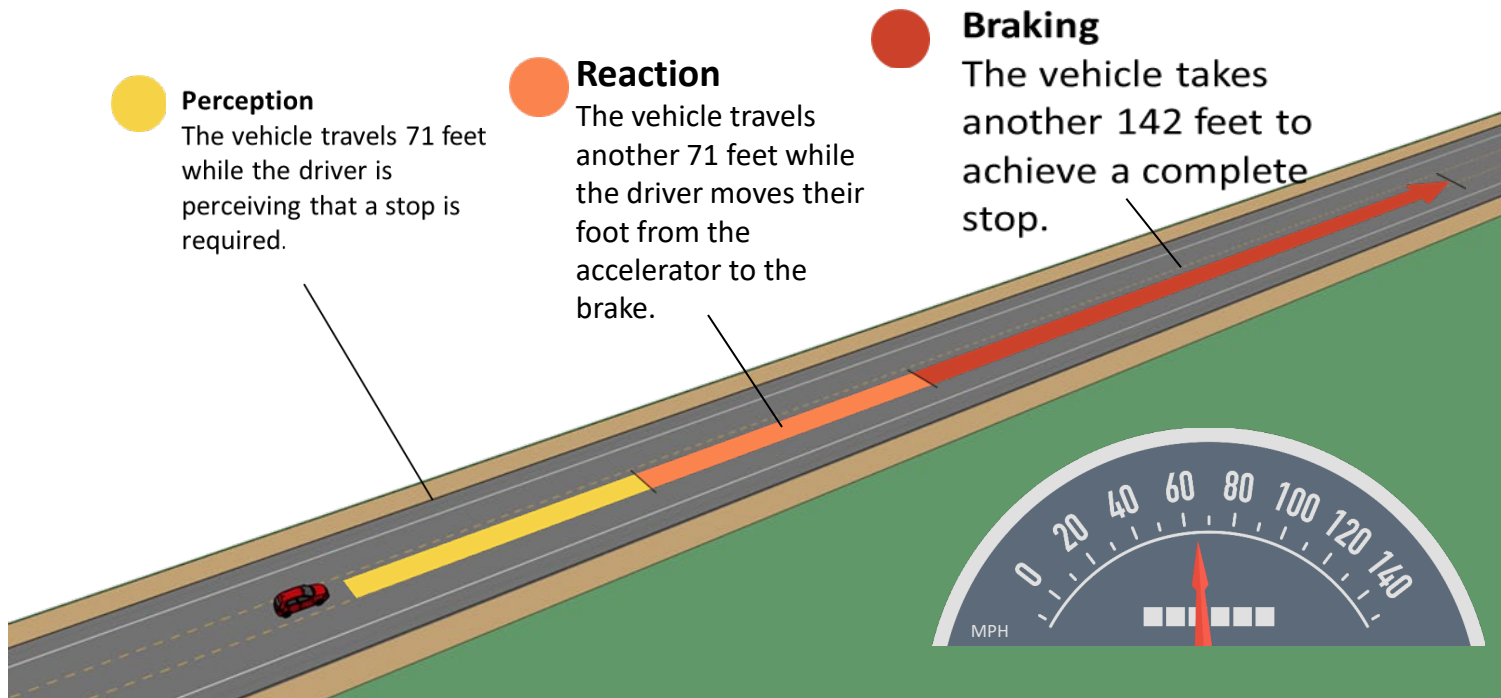
The vehicle travels 71 feet while the driver is perceiving that a stop is required.



Following Distance: Understand Your Stopping Distance

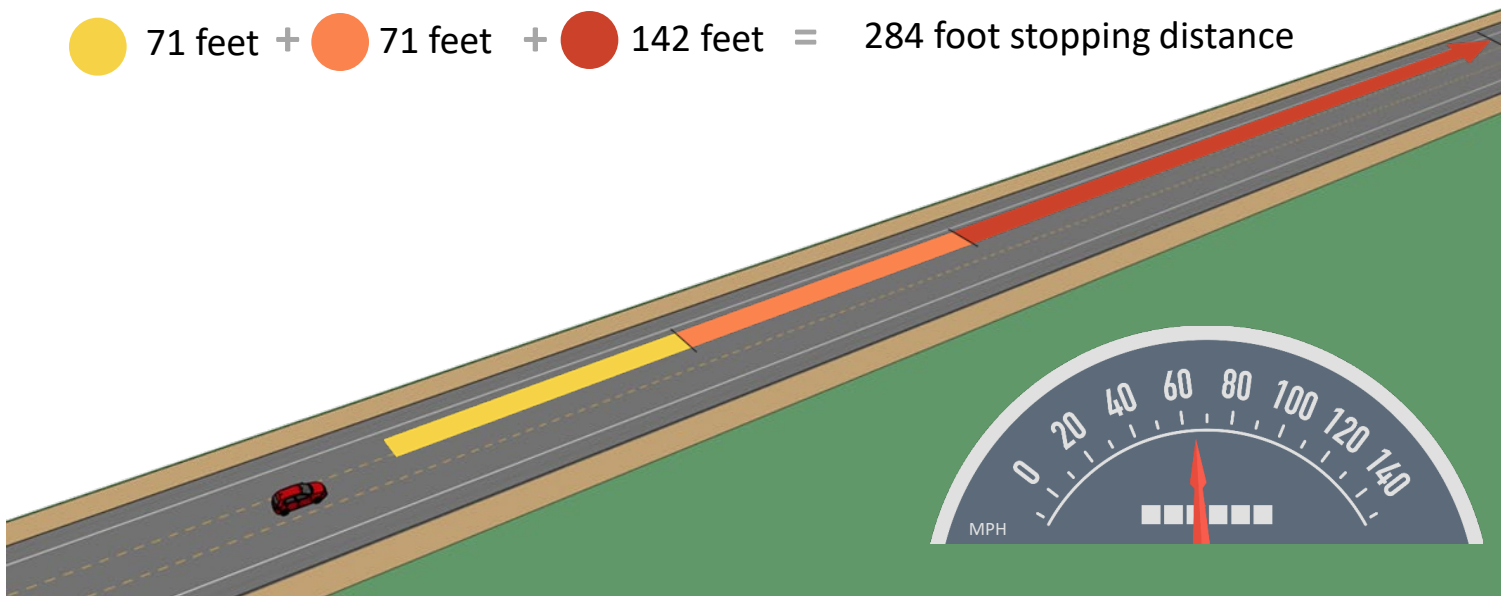


Following Distance: Understand Your Stopping Distance



Following Distance: Understand Your Stopping Distance

● 71 feet + ● 71 feet + ● 142 feet = 284 foot stopping distance



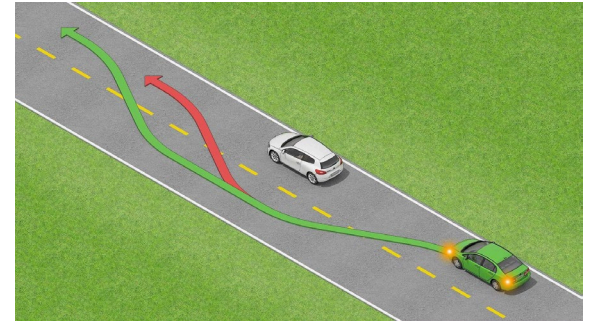
Calculating Following Distance

- **Three Second Rule:** Watch the vehicle in front of you pass a fixed object and begin counting “one thousand one, one thousand two, one thousand three”. If your vehicle reaches the fixed object before you finish counting, you are following too close.

Add an additional second of following distance if the conditions are poor, if you are towing a trailer, or if you are behind a motorcycle.



Leave Yourself an Out



How do you know when it is safe to pull in front of the vehicle you are passing?

When you can see (in your rear-view mirror) the pavement under the front wheels of the vehicle.

When coming to a stop, how much space should you allow between your vehicle and the vehicle in front of you?

Enough space to see the pavement below the other vehicle's tires.



Proper Backing

Pop Quiz Time!





What percentage of a driver's time is spent backing their vehicle?



What percentage of vehicle crashes involve backing?

ⁱ The [Slido app](#) must be installed on every computer you're presenting from

slido

Benefits of Proper Backing

- Reduced potential for accidents
- Improved safety/visibility
- Faster exit in emergency
- Heightened awareness of driver's surroundings
- Promotes good safety culture



Seat Belts

- Keep you inside your vehicle.
 - By staying inside the vehicle your chances of surviving a crash are 25 times greater than if you were thrown out.
- Reduce serious and fatal injuries by 60%.
- Work in conjunction with airbags.













Seat Belt Use at Work

- Implement mandatory policies with clear consequences
 - Signed pledge
 - Consistent discipline
- Ongoing education on benefits
 - Explain the “why”
- Utilize monitoring and incentives



Distracted Driving

Distracted driving is any non-driving activity a person engages in that has the potential to distract him or her from the primary task of driving and increases the risk of crashing.



Many Forms of Distracted Driving

- Using electronic media – phone, texting
- Adjusting the radio, other equipment
- Talking with passengers
- Texting at intersections
- Make-up/shaving/eating
- Changing clothes
- Reading books/newspapers
- Steaming videos



Three Categories of Distracted Driving

- 1) Visual: Eyes off road
 - Looking at passenger
- 2) Manual: Hands off wheel
 - Eating, GPS, Radio
- 3) Cognitive: Mind off driving



Texting while driving involves all three types of distractions!

Hands-Free is NOT Risk- Free



- The National Safety Council has compiled numerous research studies on hands-free vs. hand-held phone use, and all of them show hands-free phones offer no safety benefit when driving because hands-free devices do not eliminate cognitive distraction.
- Studies indicate hands-free cell phone use is the same as a .08 BAC

Multi-Tasking for the brain is a Myth

Human brains do not perform multiple tasks at the same time.

- The brain handles tasks sequentially
- The brain switches between each task



No Call or Text is Worth Your Life



Inattention Blindness

- A type of cognitive distraction
 - Looking without seeing
- Distracted drivers are less likely to see:
 - Visual clues – indicators of what happens next – intuition
 - Exits, red/yellow lights, stop signs
 - Pedestrians
 - Motorcycle riders





How Can We Stop Distracted Driving?

- Reputational Risk
- Lawsuits
- Expanded Liability
- DOT Citations
- ***Social Norms***



Cell Phone Policy- Why Every Workplace Needs One

- Large jury awards
- Financial risk if no enforced ban of cell phone
- Cell phones are a top distraction
- Hands free is not the solution; they do not make driving any safer
- Expose workers to unnecessary crash risks

Policy needs to cover hand-held and hands-free devices, all employees, all company vehicles, all company cell phones, and all work-related communications- even in a personal vehicle or on a personal cell phone.



Methods for Avoiding Stressful Driving Situations

- Allow enough travel time.
- Avoid highly congested traffic areas.
- If you are going to be late, call ahead so you can relax.
- Give other drivers the benefit of the doubt; **Be courteous.**
- If you realize you are driving aggressively, pull over, and take some time to refocus. ***Adjust Your Attitude!***



Who's in Control?

- **You** are in control of your...
 - *Emotions*
 - *Actions*
 - *Attitude*



Make defensive driving a ***habit*** so that you can arrive at each destination ***safely***, every time you drive your vehicle.

Presentation Methods for Adult Learners

- Focus on active, hands-on and collaborative engagement
- Incorporate real-world relevance
- Provide opportunities to share experiences
- Tailor content to address learner needs and prior knowledge
- Foster a safe, respectful environment that encourages discussion and questions
- Incorporate interactive tools/activities
 - Video clips, polls, whiteboards, group discussions, Q&A sessions throughout
- Utilize collaborative learning methods such as “Pair Share”



Risk Reduction Techniques

- Routine MVR monitoring/ driver selection
- Formal written fleet policy, including personal use of company owned vehicles and non-owned
- Distracted driving policy
- Adoption of technology
 - Telematics
 - Cameras
 - Apps
 - Built in features
- Shifting the organization's culture/ social norms



Fleet Management Resources

- AT&T's *It Can Wait* campaign
- MN Department of Public Safety
- CMVDrivingSafety.org
- FMCSA Driving Tips
- National Safety Council website and YouTube channel
- F&P's Risk Management Center
- Insurance Carrier





In a few words, what is one thing you will take back to your organization to improve driver training or policies?



Thanks!

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