



# **Driving Safety – What’s In Your Toolbox?**

**Weld County Safety Day  
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**IT'S ALL ABOUT ATTITUDE.**



## Defining the Issues...

- **MV Crash Statistics - National Highway Traffic Safety Administration (NHTSA) 2010 U.S. Data (most recent reported)**
  - **Motor Vehicle Crashes as reported by Law Enforcement = 5.42 Million**
  - **Property Damage Only = 3.85 Million**
  - **Injured People = 2.24 Million**
  - **Dead People = 32,885 – 90 people every day or 1 every 16 minutes!**
    - **Was 51,091 in 1980...**

Seems like some things never change...





# U.S. Statistics

- **MV crashes are the leading cause of death for ages 5 through 34 year old Americans (NHTSA, 2011)**
- **Second leading cause of death for everyone 35 and over (NHTSA)**
- **Estimated \$299 Billion each year in medical, insurance, legal, property damage and lost productivity costs (AAA Fatal Crash Cost Study, 2011)**
- **Estimated \$6 Million per fatality (AAA Study)**
- **Estimated \$126,000 per moderate injury crash (AAA)**
- **Estimated \$24,500 per Property Damage Crash (NHTSA)**



# Why Is This Important to Me or My Company/Organization?

- **Statistics**
- **Cost Containment**
- **Liability Issues**
- **Productivity Issues**
- **Social Responsibility**
  - **Worker Safety, Health and Welfare**
  - **Public Safety – Our “Social Contract” With One Another**
  - **“Right Thing To Do”**
- **Perception of My Organization (and Me!) by Others**
- **Company Expectations**
  - **Driving Safety Related Policy and Practices**
- **You are a valuable asset to the team**

# Primary Crash Causal Factors

- Speed – *primary* factor in 32% of all fatal crashes - 10,395 lives lost in 2010 - decreasing since 2006 (NHTSA 2011)
- DUI/DWI Alcohol and Drugs – factor in 31% of all fatal crashes - 10,228 lives lost – decreasing since 1990's (NHTSA 2011)
- Distraction Affected Crashes – approximately 16% of the fatal crashes in 2010 with 3,092 lives lost – and an estimated 416,000 Injuries associated with distracted driving.  
*Increasing!* (NHTSA 2011)
  - Biggest Culprit?

**Cell Phone Use and Texting!**

# Speed Kills!

- **Common Sense**
  - **Higher speed = greater vehicle impact = greater “G” force on human body and vehicle = greater damage = greater injury and chance of death.**
  - **Ever seen those pictures of a boxer’s brain when a blow is struck?**
  - **Same thing happens to brain and all body organs in a crash...**



# Impaired Driving

- **41% of traffic deaths and 300,000 injuries each year**
- **Driving under the influence of any substances that impairs your ability to drive**
- **Driving when sleepy is also considered impaired driving**
- **Both legal and illegal drugs can impair driving ability**



# Driver Distraction

- **2008 Cell Phone Crash Data (NSC Report) – most recent**
  - 1.6 million crashes
  - 645,000 injuries
  - 4X more likely to crash when talking on phone
  - 8X more likely to crash when texting

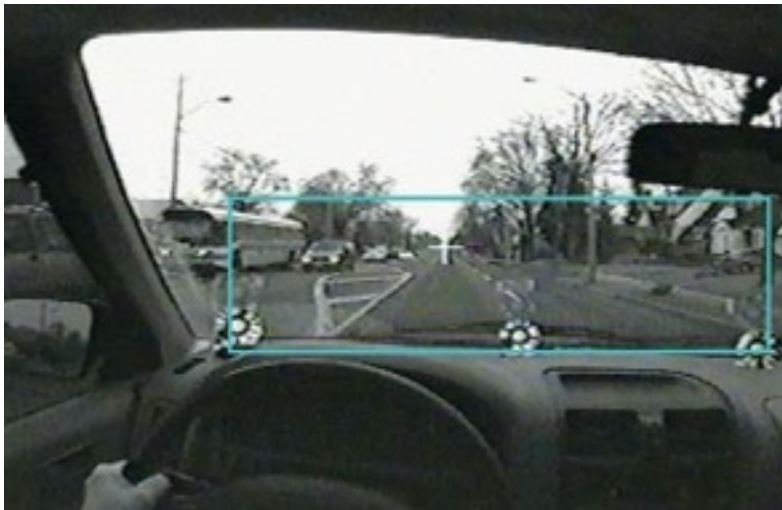
## Inattention Blindness

A type of Cognitive Distraction – “Looking” but not  
“Seeing”

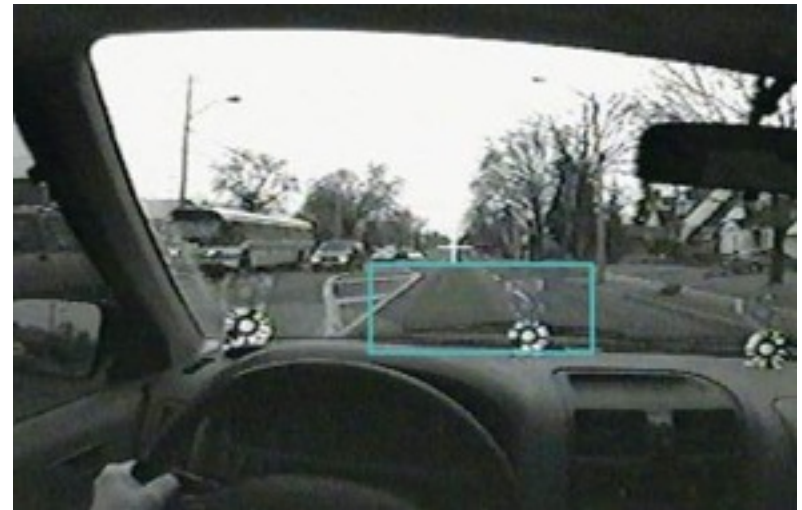


# Inattention Blindness

A narrowed scope



**Where drivers not using a hands-free cell phone looked.**



Where drivers using a hands-free cell phone looked.

Source: Transport Canada



# What's the best way to avoid a backing incident?



# Backing

- **Avoid backing**
  - Use pull-through parking when possible
- **When necessary to back a vehicle:**
  - Walk around vehicle to identify hazards
  - Utilize a spotter
- **Remember (G.O.A.L.) – Get Out And Look**



# When Road Conditions Get Worse, It's a Game Changer!



# Just a few words on Safety Harnesses – No Belts? – The Results!





## The Driver's Social Contract

- Each and every one of us who drives on the public streets and highways shares an unwritten Social Contract with every other driver on the road. We each have the right to expect that driver coming toward us - or one of our family members - to be sober, to be rested and alert, to be in control of their vehicle, that their vehicle is safe, and that they know the rules of the road and abide by them. They, in turn have every right to expect the same of us.

## Most Important Objective:

- **Go Home Safely to Your Family!!!**



safe360

# QUESTIONS???



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