



## West Central Florida Safety Alliance

Monthly Meeting Notes

October 18, 2013

Our thanks to Lanier Upshaw  
for hosting this meeting  
and sponsoring the luncheon!

### IN ATTENDANCE:

Ernie Harben - Secretary  
Harold Murry  
Gary Killion  
Royce A. Yancy  
Jim Ulseth  
Delores Westfall  
Jainine Bain

Ron Watson  
Jeff Haag  
Ken Lore  
Mercedes Guzman  
Luke Vaughan - Director  
Richard Harper  
Kenneth L. Martin

Kathy Felsten  
Scott MacDonald  
Gabriel River  
Joel Noel  
Neville Walters  
Bill Devore  
Wayne McKinney

PRESENTATION: Video presentation, "Focus Driven" by David Teater, National Safety Council (see attached PowerPoint slides).

This was a very informative presentation about the distractions, especially cell phone calls and texts, which lead to traffic accidents. The information was based on scientific research and statistics from national crash data.


Of interest were the statistics of how many auto accidents and fatalities are caused by distracted driving and the fact that using cell phone hands free devices is just as distracting as hand-held calls.

### BUSINESS MEETING:

1. Future Meetings:
  - a. Nov 15<sup>th</sup> – 10 to 12 – Safety Products, Lakeland – Fit Testing and PFT with Justin Ellingburg and Kathy Felsten of SPI Safety of Lakeland.
  - b. Dec 13<sup>th</sup> – Lunch celebration at Macaroni Grill, Brandon.
2. Luke Vaughan reminded everyone of the upcoming and first safety to be sponsored by the WCFSA on January 15, 2014 from 9:00 am to approximately 3:00 PM. It's named "SAFETY NOW" and will be held at the hospitality room of Bernie Little Distributors near Lakeland in Eaton Park, FL.
  - a. The advertising flyer is nearly finished and will be distributed by our Alliance.
  - b. Saddle Creek, SPI Safety Products, Bernie Little Distributors, and Lanier Upshaw (as well as other companies) are sponsoring the event.
  - c. We would also like to get in touch with Evergreen as their company could possibly provide a presentation as a sample company.
3. Ideas for some upcoming meetings for 2014 include:
  - a. Hearing Conservation,
  - b. Human Trafficking,

- c. Wildlife Safety with Florida Fish & Wildlife.
- d. Rachel Layman with National Safety & Training Solutions volunteered Robert Layman to provide us with a presentation on a safety topic of choice.


NEXT MEETING: November 15th at 10:00AM – “Respirator Safety and Fit Testing” by SPI Safety, 3517 Craftsman Blvd., Lakeland, FL 33803. A complimentary lunch will be provided so please RSVP to Jodie Ciccarello at [JCiccarello@spisafety.com](mailto:JCiccarello@spisafety.com) to reserve a seat.



## Cell Phone Use & Driving

### Impact on Employee Safety, Productivity and Employer Liability

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## Driving distractions

### The Science of Distraction

**Visual:** eyes on road  
**Mechanical:** hands on wheel  
**Cognitive:** mind on driving

- Much more than “eyes on the road, hands on the wheel”
- Visual and mechanical distractions are short lived - cognitive distractions last much longer


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## Motor vehicle crashes

- 1 million people have died in motor vehicle crashes in the last 25 years
- 35,000 deaths each year in the U.S.
- Leading cause of on and off-the-job unintentional deaths in the U.S.
- Leading cause of death for people 5- to 24-years-old
- Cost to society = \$100 billion per year
- Society appears to have grown complacent, accepting these deaths and injuries
- Safety engineering has made significant advances


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## Selective attention / switching

- When brains are overloaded by two cognitive tasks, people switch attention (without recognizing it)
  - Make one task “primary” and the other “secondary”
- Cognitive attention to driving can become secondary to a phone conversation
- When driving is a secondary task for the brain, driving becomes impaired
  - Impairment takes several forms, including inattention blindness and tunnel vision

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## Motor vehicle crashes

### Vehicle maintenance factors

- Definite cause 10% of the time
- Probable cause 13% of the time

### Environmental factors


- Definite cause 20% of the time
- Probable cause 33% of the time

### Human error


- Definite cause 70% of the time
- Probable cause 93% of the time

Source: Auto Alliance


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## “Tunnel Vision”



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## Crashes and cell phones


**Risk – how risky is the distraction**

Reading	3.4x
Reaching for a moving object	8.8x
Turning around in a seat	8.8x
Talking on a cell phone	4x
Texting	8-23x

**Prevalence – how often is it happening**

Manipulating a wireless device	1.3%
Talking on a cell phone	9%

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## Hands-free and crash risk

Hands free devices do not reduce crash risk:

- National Safety Council
- National Transportation Safety Board
- World Health Organization
- Insurance Institute for Highway Safety
- Governors Highway Safety Association

- 30+ studies reported substantial negative effects of cell phone use on driving for hands-free and handheld phones
- Similar effects in reaction time, speed, headway and lateral lane position, for hands-free and handheld phones

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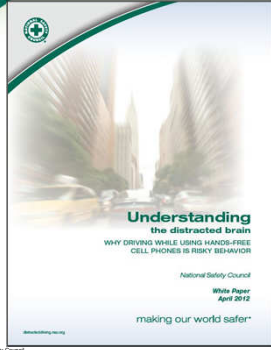


## Crashes and cell phones (2011)

- Minimum of 213,000 crashes
  - 4% of all crashes, involve texting
- 1.1 million crashes per year
  - 21% of all crashes, involve cell phone conversations


**25% of all crashes involve cell phone use**

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Free download at:  
[thebrain.nsc.org](http://thebrain.nsc.org)

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## What we know about cell phone use and driving

**Role of Mobile Phones in Motor Vehicle Crashes Resulting in Hospital Attendance**  
Suzanne P McEvoy, Mark R Stevenson, Anne T McCartt, et al - 2004

- Likelihood of crashing increases by 4x
- Risk was raised irrespective of whether or not a hands-free device was used

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## What we know about cell phone use while driving

**Comparison of the Cell Driver and Drunk Driver**  
Strayer, Drews, et al, University of Utah - 2004

- No difference between handheld and hands-free
- Cell phone distracted drivers have slower reaction times and were more likely to crash than drivers with a .08 BAC

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**What we know about cell phone distraction**

**A Decrease in Brain Activation Associated With Driving**  
*Carnegie Mellon University, Center for Cognitive Brain Imaging - 2008*

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**Misperceptions**

What about CB radios? Navigation? Books on tape?

- Simplex communication occurs in one direction only
- Shorter duration and less complex
- Never input navigation while the vehicle is moving
- Voice directions may be less distracting than reading a map and street signs
- Not a two way, duplexed conversation. Easier to disengage.

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**Result**

The parietal activation associated with driving decreases substantially (by 37%) with sentence listening.

**Driving Alone**                      **Driving with Sentence Listening**

L                      R

Source: [http://downloads.nsc.org/pdf/NSC\\_Arlington\\_Oct\\_2008\\_for\\_NSQNSC.pdf](http://downloads.nsc.org/pdf/NSC_Arlington_Oct_2008_for_NSQNSC.pdf)

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**Putting it all together**

**Motor vehicle crashes are the leading cause of death for people 5 to 24 years old**

- Human error causes the vast majority of crashes
- Cell phone drivers four times more likely to be involved in a personal injury crash
- Reaction times slower than .08 BAC
- Hands-free as dangerous as handheld
- Inattention blindness
- 37% reduction in spatial processing in the part of the brain used for the task of driving
- Cell phone use involved in 25% of all crashes

*Voluntary compliance is difficult*

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**Misperceptions**

There isn't enough evidence to prove that using a cell phone while driving causes crashes

- Difficult to collect crash data
- Much evidence, few statistics
- An absence of statistics does not prove or even indicate the absence of a problem

It's no more dangerous than talking to a passenger

- A passenger in a vehicle is aware of the driving situation and can even serve as an additional look-out
- The phone carries a certain obligation of immediacy

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**NSC Leading the Way**

**National Safety Council NEWS**

For Immediate Release Jan. 12, 2009                      Contact: Meredith Morris (630) 775-2307

*Editors' note: scientific references are available from NSC media relations, 630/775-2307 or [media@nsc.org](mailto:media@nsc.org)*

**National Safety Council Calls for Nationwide Ban on Cell Phone Use While Driving Bold Plan Seeks to Involve Law Makers, Businesses and Public**

Itasca, Ill. — The National Safety Council today is calling on motorists to stop using cell phones and messaging devices while driving, and is urging businesses to enact policies prohibiting it and governors and legislators in all 50 states and the District of Columbia to pass laws banning the behavior.

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**NTSB Recommends:**

- (1) Ban the nonemergency use of portable electronic devices (other than those designed to support the driving task) for all drivers;
- (2) Use the National Highway Traffic Safety Administration model of high visibility enforcement to support these bans; and
- (3) Implement targeted communication campaigns to inform motorists of the new law and enforcement, and to warn them of the dangers associated with the nonemergency use of portable electronic devices while driving.

**December 13, 2011**

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**Employer liability**

**\$21.6 million:** A stay-at-home dad received the award for the violent wreck that killed his wife, after a jury found a driver negligent for either talking on her cell phone or some other distraction.

**\$21 million** - A soft drink beverage truck driver was using a hands-free headset, in compliance with a handheld ban, when she struck another vehicle and injured the driver. A jury awarded \$21 million in damages to the injured driver.

**\$20.9 million:** Dykes Industries of Little Rock, Ark., lost a personal injury suit in which its employee was using a cell phone when the crash occurred.

**\$18 million:** Holmes Transport, of Muscle Shoals, Ala., was ordered to pay the damages by a U.S. District Judge to Mark Tiburzi who was left unable to walk or talk after a crash caused by one of their drivers distracted by a cell phone.

**\$5.2 million:** International Paper employee Vanessa McGrogan was using her company-supplied cell phone when she rear-ended a vehicle driven by Debra Ford.

**\$2.5 million:** State of Hawaii agreed to pay as its share of liability in a crash involving a state employee who was talking on her cell phone when she hit a tourist.

**\$1.5 million:** City of Palo Alto has agreed to pay the victim of a 2006 vehicle crash involving a city worker who was using his cell phone while driving.

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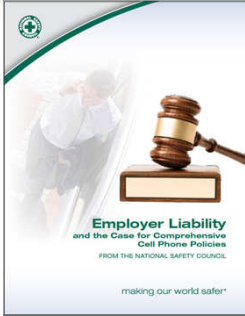
**Sample cell phone policy**

Company employees may not use cellular telephones or mobile electronic devices while operating a motor vehicle under any of the following situations, regardless of whether a hands-free device is used:

- When employee is operating a vehicle owned, leased or rented by the Company.
- When the employee is operating a personal motor vehicle in connection with Company business.
- When the motor vehicle is on Company property.
- When the cellular telephone or mobile electronic device is company owned or leased.
- When the employee is using the cellular telephone or mobile electronic device to conduct Company business.

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**Employer Liability white paper**  
[distracteddriving.nsc.org](http://distracteddriving.nsc.org)



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**Companies with policies**

• Exxon/Mobil	• Abbott
• DuPont	• EnCana
• Halliburton	• Cargill
• Shell	• CSX Intermodal
• Chevron	• Schneider National
• BP	• Sysco Corporation
• Enbridge	• Time Warner Cable
• AstraZeneca	• Potash
• Spectra Energy	• Owens Corning
• CA Office of Traffic Safety	• NTSB

Just a sample - no national database of companies with policies

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**Mindy Ragsdale & Peggy Woodson**

*The morning of Jan. 25, 2010, was a clear, sunny Texas day. Mindy Ragsdale, a 31-year-old, stay-at-home mom of two, and her 82-year-old grandmother, Peggy Woodson, were on their way to Mindy's mother's home.*

*Their sedan was stopped, waiting to make a left turn onto a heavily traveled two-lane rural highway. For 14 seconds prior to the crash, their vehicle should have been in full view of the driver of a cable TV utility pickup truck as it crested a hill and headed toward them with the cruise control set at approximately 70 mph.*

*Despite the truck driver's one-quarter-mile field of vision, the truck slammed into the rear of Ragsdale and Woodson's vehicle at full speed with the cruise control still engaged. The two were killed on impact.*

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## Company cell phone policies

Survey of NSC member companies – August 2009

- 2,004 respondents
- 469 (23.3%) had bans that included both hands-free and handheld wireless communication devices
- 36.1% of NSC members w/o policies have plans in the next 12 months to create policies
- Only seven companies (1.5%) with policies reported a decrease in employee productivity
- 46 companies (10%) reported a productivity increase

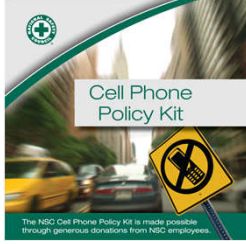
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## Cell Phone Policy Kit


- Executive communication
- Employee education campaign
- Campaign rollout plan
- Sample policy



The NSC Cell Phone Policy Kit is made possible through generous donations from NSC employees.

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## Company cell phone policies

### Why no decrease in productivity?

- Most calls are not as "business critical" as assumed
- Every employee and every company "adapts" (e.g. trip planning)
- Employees less stressed – they make better decisions
- Drivers no longer take time from non-driving staff

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## Technology: may be best solution

- Signal jamming
  - Jamming device in vehicle
  - Limited geographic reach
  - Currently illegal
- Smartphone app without vehicle integration
  - Uses phone's GPS to trigger "driving condition"
  - Sends calls to VM, stores texts and emails
- Smartphone app with vehicle integration
  - Sensor plugs in to vehicle OBD port
  - Communicates "driving" to phone via Bluetooth
- Wireless network solution
  - "Thin client" on smart phone signals network of "driving condition"
  - Network applies call management tools

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## CEO Selling Proposition

1. Employee cell phone use while driving is a significant and growing safety threat to our employees and the driving public.
2. It has also become a significant financial risk and liability.
3. If a total ban policy is properly implemented and supported, there will not be a negative effect on productivity, customer service or employee morale.

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## Public support

Quinnipiac University

- 2424 US Voters
- November 2010, +/- .02
- **By a 63% – 34% margin, American voters support a federal ban on cell phone use while driving, even while using a "hands-free" device**

Nationwide Insurance "On Your Side Survey"

- 1008 US drivers
- August 2009, +/- .03
- **80% support ban on texting or emailing**
- **57% support a ban on all cell phone use while driving**

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## Public support

According to the National Highway Traffic Safety Administration (NHTSA), current scientific research indicates that using a wireless phone while driving degrades a driver's performance, whether with a hands-free or hand-held wireless phone. NHTSA advises that the safest course of action is to refrain from using a wireless phone while driving.

Consider turning your phone off and allowing calls to go to voicemail while driving—for your safety and that of those around you.

**-Verizon website**  
(May 2013)

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**Margay Schee** – 13 year old killed when her school bus was rear ended by a big-rig driver distracted by a cell phone. Eight others injured. (September 2008, FL)

"Frances "Margay" Schee was a wonderful and beautiful child, Margay only knew friends in her life, if you knew Margay, then you knew she was your friend." The Schee Family

**Erica Forney** – Nine year old killed by a cell phone driver while riding her bicycle home from school. (November 2008, CO)

My name is Michelle. I am 36 years old. On Nov. 25, 2008, I accidentally struck Erica Forney. Although I do not have a clear memory of the accident, the police tell me I recently finished a cell phone call and may have been distracted...



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## Takeaways

- We need full attention for the task of driving - cognitive distraction is real - Multitasking is a myth
- Hands-free is not risk free
- Risk exposure is what makes cell phone use the biggest threat
- A total ban on employee cell phone use while driving is "best safety practice" and your company's best defense against liability exposure.

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**Kelsey Raffaele** - 17-year-old lost control of her car when she passed another vehicle while talking on the phone with a friend. (January 2010, Sault Ste. Marie, MI)



**Jay & Jean Good** – Killed when hit by a tractor-trailer that swerved to avoid a minivan that ran a light, 18-year-old minivan driver talking on a cell phone. (May 2008, PA)

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## What you can do

- Personal example – stop using cell phone when driving (change no answer greeting)
- Don't talk with people who call you while they are driving
- Educate employees, drivers, parents, friends and family
- Implement cell phone driving bans
- Support legislation and enforcement
- Hold offenders accountable

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**FOCUSDRIVEN**  
ADVOCATES FOR CELL-FREE DRIVING



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