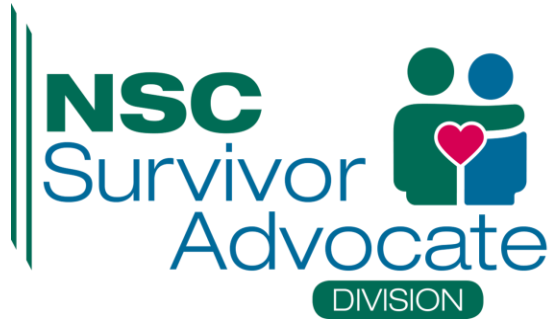
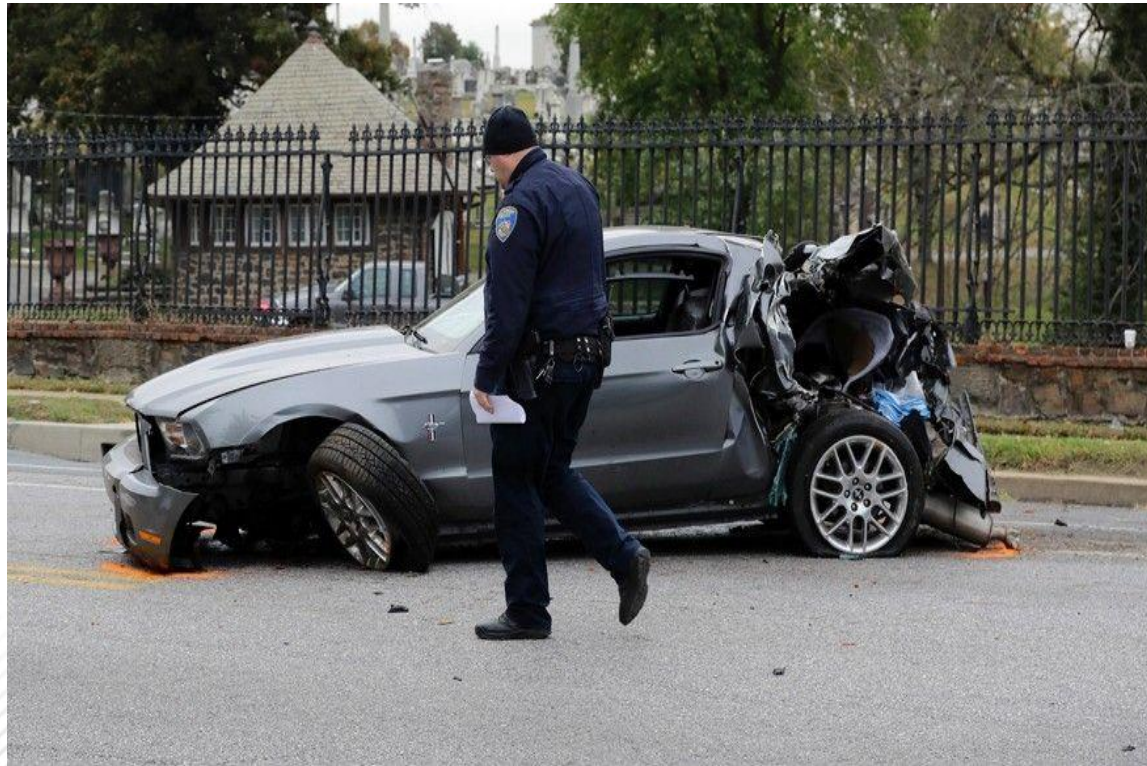


Distracted Driving



**Thomas Goeltz, CSP
Vice President
Hays Companies**

**Advocate–National
Safety Council, NSC
Distracted Driving**



Pro-Active Companies

- Cargill
- ECOLAB
- Federated Insurance
- Cummins Diesel
- Summit Companies
- APi Group – Cellcontrol/Truce Software
- Are you nervous? 90%/63%
- Pedestrians/Bicyclists/Motorcycles

Megan Goeltz





Who do you impact?



Distracted Driving – Many Forms

1. Using Electronic Media – phone, text
2. Adjusting the radio other equipment
3. Tending to children in car/Role Models
4. Talking with passengers/Siri/GPS
5. Texting at Intersections
6. Make-up/Shaving/Eating
7. Football field; 2-5 seconds/high speed

aptured video of horrific dump truck crash speaks up



One Important Call

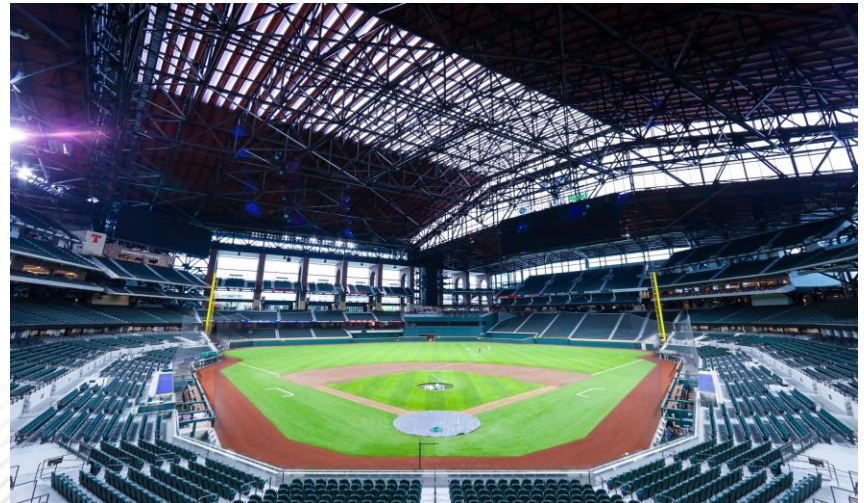


Driving Facts

1. 5333 OSHA fatalities in 2019, 2122 were Transportation – highest ever!
Falls=880; Chemical=642; Overdose=313
4000+ DOT Fatalities,
2. 2476 teenagers were killed in 2018 on our roads nationwide. #1 Cause of death among teens. Many from Distracted Driving tendencies.

Motor Vehicle Crashes

- Around 39,000 deaths in 2019 in the U.S.!
 - 6.5% increase in 2016; 8% in 2015; only increases in 53 years
 - Death rate stopped dropping in 2009
 - U.S. had mass adoption of smart phones in 2008
- Your Ballfield



How We Get Distracted

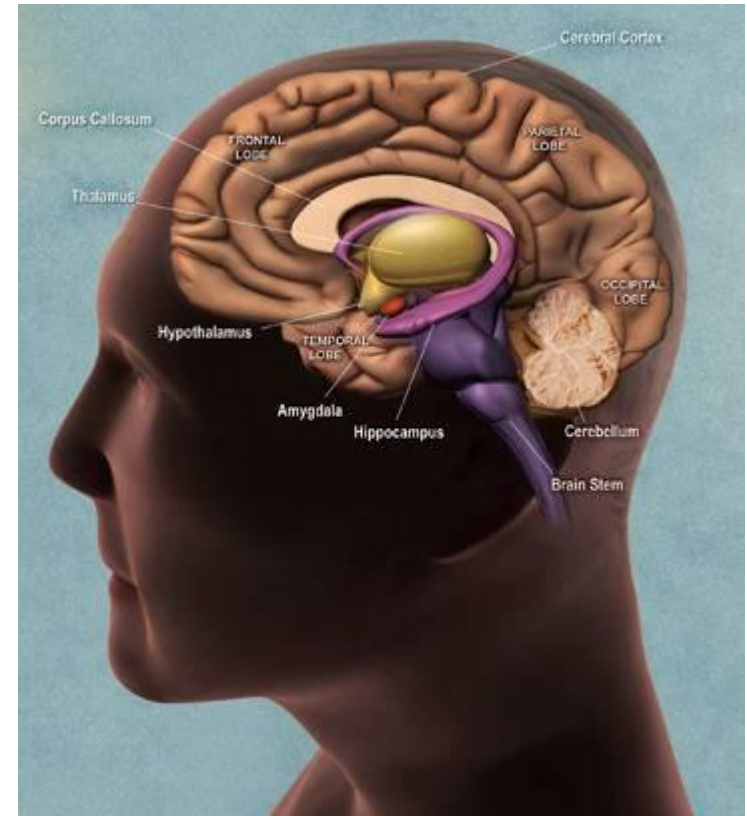
- Visual – Eyes off road
- Manual – Hands off wheel, eating
- **Cognitive – Mind off driving**

CHALLENGE: Drivers don't understand or realize that talking on a cell phone distracts the brain and takes focus away from the primary task of driving.



Multitasking: A Brain Drain

- Multitasking for the brain is a myth
- Human brains do not perform two tasks at same time
 - Brain handles tasks sequentially
 - Brain switches between two tasks
 - Try Counting/Letters



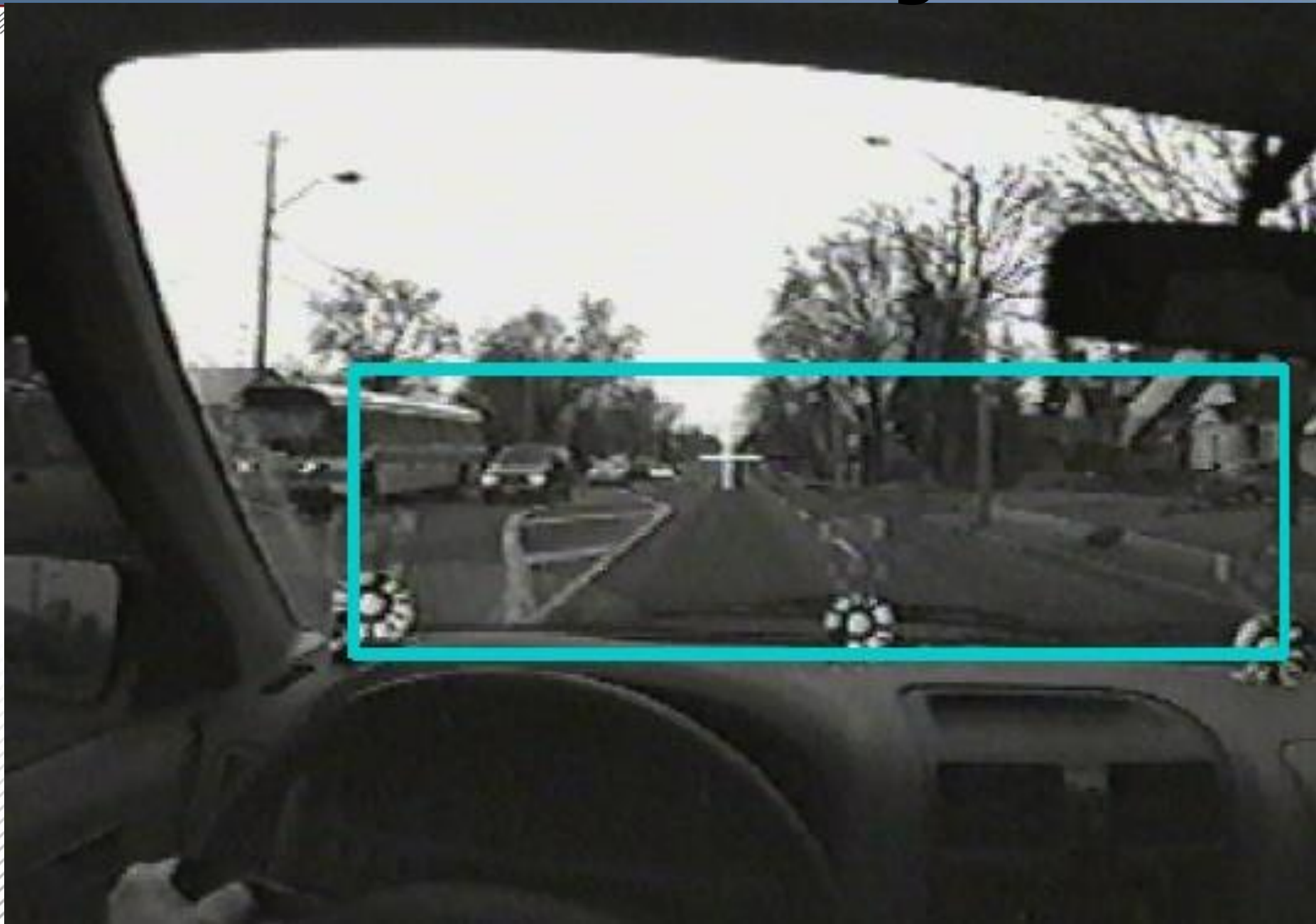
The four lobes of the brain.

Source: National Institutes of Health

Inattention Blindness

- A type of cognitive distraction
 - “looking” but not “seeing”
 - Is Technology Safe? Chicago trip
- Distracted drivers are **less** likely to see:
 - Visual cues – indicators of what happens next - intuition
 - Exits, red/yellow lights and stop signs
 - Pedestrians
 - Pay attention – Motorcycle Riders

Normal Driving



Hands-Free Driving



Chemicals in our Brains

Studies show that anticipating, receiving, & sending texts, emails & phone calls releases Dopamine in our brains.

- Internet, Facebook, Twitter, Snapchat and other forms of Social Media
- A form of Addiction
- Instant Gratification – we have to look and respond when we hear/feel phone
- How are we going to stop our Kids?



Hands Free Laws

- **HANDS FREE IS NOT RISK FREE!**
- **Fines are different in each state -24**
- **How does it help? Visual, Manual, Helps Enforcement,**
- **WI txt ban, Const.zones & ordinance**
- **CDL Federal Requirements**









2016/02/29 20:04



2016/02/29 20:15

Don't let this happen to you!



GOELTZ

Thomas
May 23, 1966

Wendy
July 14, 1969

Megan
Feb. 19, 1994
Feb. 29, 2016

Parents of Melissa - Megan - Gavin

Loving Mother of
Paisley Mae & Unborn Baby



What can you do?

- Talk to your friends, family, loved ones
- Demand a Cell Phone Free policy
- Just Drive!, Airplane mode, CellSlips
- Elementary Education/High School
- Use a Designated Driver
- **Email/Write your Representative**

APPS & Websites

- Trucesoftware.com blocks calls
- Brightmile.io app
- Lifesaver app
- Safe2save
- AT&T Drive Mode
- New iPhone update

Tom Goeltz, Hays/National Safety Council

tgoeltz@hayscompanies.com

Mobile: 651-357-6490

Lets make Distracted Driving
Socially Unacceptable!

Loved Ones – Family Comes 2nd





Thank You!

