

The Growing Epidemic of Cell Phone Use While Driving

Instructor Guide

Disclaimer

Although the information and recommendations contained in this publication have been compiled from sources believed to be reliable, the National Safety Council makes no guarantee as to, and assumes no responsibility for, the correctness, sufficiency, or completeness of such information or recommendations. Other or additional safety measures may be required under particular circumstances.

Visit *distracteddriving.nsc.org* for the latest material and updated content for the Cell Phone Policy Kit.

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Preparing for the Course

About This Course

Introduction	<i>The Growing Epidemic of Cell Phone Use While Driving</i> introduces the National Safety Council’s current recommendations on distracted driving, with an emphasis on cell phones, PDAs and other wireless mobile devices. Specific topics include the concept of distracted driving, the dangers of using a cell phone while driving, how cell phone-related distractions affect drivers and safety tips to prevent distracted driving. During the session, participants also will have an opportunity to take a short assessment to determine their own exposure to distractions.
Course Goal	Upon completion of the course, participants will understand why it would benefit them to change their behavior while driving and stop engaging in distracting behaviors such as cell phone use and text messaging.
Course Objectives	<p>The course encourages the behavioral change described in the course goal by giving participants the opportunity to:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Define the term “distracted” <input type="checkbox"/> Understand the risk of using cell phones while driving <input type="checkbox"/> Identify tips to prevent distracted driving <input type="checkbox"/> Explain why using a cell phone (handheld and hands-free) while driving is a distraction <input type="checkbox"/> Know the laws regarding cell phone use and text messaging in their state and states they might drive in
Participant Profile	This course is designed for anyone who drives a vehicle.
Class Size	<ul style="list-style-type: none"> <input type="checkbox"/> Minimum class size: 6 participants <input type="checkbox"/> Maximum class size: 20 participants

Materials and Equipment

- The Growing Epidemic of Cell Phone Use While Driving Instructor Guide (this book)
- The Growing Epidemic of Cell Phone Use While Driving Participant Guide
- Blank paper tear chart
- Easel
- No-bleed markers for the paper tear chart
- Masking tape
- Computer with PowerPoint Program
- PowerPoint Projector
- Class Sign-In Sheet

How to Use This Manual

The Instructor Guide is set up with WHAT TO DO and WHAT TO SAY columns. The WHAT TO DO column generally describes the activities the instructor will facilitate. It also provides the instructor with **BOLDFACE** action verbs for directing the activities.

The WHAT TO SAY column contains the content that should be presented. A new instructor may need to follow the manual closely when first facilitating the course. However, the more an instructor trains, the better he or she will become at presenting the content in their own style.

Following is a guide to the icons used in the WHAT TO DO column.

ICON	MEANING
	Instructor note or tip
	Participant Guide activity and relevant page number
	Course or session timing
	Instructor discussion question(s)

Agenda

Topic/activity	Timing
Welcome, Housekeeping Procedures and Introductions	5 minutes
Course Introduction and Objectives	3 minutes
What is Distracted Driving?	15 minutes
Self Assessment, Discussion	10 minutes
Safety Tips	5 minutes
National Safety Council Recommendations	5 minutes
Frequently Asked Questions	5 minutes
Distracted Driving Assumptions to Challenge	5 minutes
State Cell Phone Driving Laws Summary	3 minutes
Course Conclusion	4 minutes
Total	60 minutes

Instructor Preparation Notes

Teaching the Course

What to Do	What to Say
 Course: 60 minutes Display PPT1.	
<p>Welcome, Housekeeping Procedures and Introductions</p>  5 minutes	
<p>Display PPT2.</p> <p>Welcome participants to the course.</p> <p>Walk through any housekeeping procedures.</p> <p>Introduce yourself.</p> <p>Conduct participant introductions if time permits.</p>	<p>Technology has changed the way we live, work, communicate and, ultimately, how we travel. This is true for older devices such as the familiar radio and CD player as well as newer ones such as navigation systems, cell phones and other mobile electronic devices. Internet access from a moving vehicle is a reality and becoming more widely available every day. Today's technology allows us to do more with less</p>

What to Do	What to Say
<p>Introduce the course.</p>	<p>time both in the office and at home. Doing other tasks while we drive may seem like a good use of our time. However, multitasking takes our attention away from driving and is extremely dangerous.</p> <p>In this course, we will examine distracted driving and the dangers of using a cell phone while driving. You will have an opportunity to assess whether you are a distracted driver, and be introduced to safety tips that will help prevent you from being a distracted driver. Finally, we will review some frequently asked questions and challenge some assumptions regarding distracted driving and cell phone use.</p>
<p> PG, p. 1</p> <p>Display PPT3.</p> <p>Read the course objectives aloud.</p>	<p>To begin, let's take a look at the objectives for this course.</p>
<p>What is Distracted Driving?</p> <p> 15 minutes</p> <p></p>	<p>What is a distraction?</p> <p>What is distracted driving?</p>
<p> PG, p. 2</p> <p>Display PPT4.</p> <p>Review the term "distracted."</p>	<p>Now that we have a better handle on distractions and distracted driving, let's turn to page 2 in your Participant Guide and review the definition of "distracted."</p> <p>Driving requires your full attention to the</p>

What to Do	What to Say
<p>* National Highway Traffic Safety Administration/Virginia Tech Transportation Institute study</p>	<p>Research* that put cameras in people's vehicles to observe real-life driving habits found:</p> <ul style="list-style-type: none">❑ Almost 80 percent of crashes and 65 percent of near-crashes happen within 3 seconds of some form of driver distraction.❑ Cell phones were the No. 1 contributor to these distractions. <p>Distracted driving has become a common and dangerous trend. The results of a national telephone survey conducted in August 2008 showed that nearly all drivers—94 percent—reported engaging in activities that were potentially distracting while driving. Additionally, 39 percent of respondents reported engaging in distracted driving activities primarily while driving for work.</p>

What to Do	What to Say
<p>Why are we distracted drivers?</p>  PG, p. 2	<p>Longer commutes, heavier traffic and the availability of in-vehicle technology all contribute to driver distraction. More time in our vehicles results in less time at home and on the job.</p> <p>The fast pace of our lives, pressure of work deadlines and challenges of balancing all our life roles make us feel as though we have to multitask just to keep up.</p> <p>Research shows we actually do not multitask very well. We have a hard time focusing while multitasking. Our brains can't do two things at one time. Our brains actually flip constantly between one task and the other when we try to "multitask," causing distraction for all tasks.</p> <p>Many people might believe they are good drivers and capable of multitasking, but think about these examples of multitasking that distract us:</p> <ul style="list-style-type: none"> • Have you ever driven from point A to point B without remembering how you got there? • Have you ever tried to follow the plot of a TV show while talking on the phone? <p>These situations are probably familiar because your brain is not able to focus on two tasks at the same time.</p> <p>Better time management is a more effective way to reduce the stress we try to solve through multitasking.</p>
 Emphasize distractions related to wireless devices.	<p>What are some distractions involving wireless devices you have seen people engage in while driving?</p>

What to Do	What to Say
	<ul style="list-style-type: none">❑ Wireless devices<ul style="list-style-type: none">■ Sending/receiving text messages■ Talking/listening on a handheld/hands-free cell phone■ Dialing/speed-dialing a handheld cell phone■ Dialing a hands-free, voice-activated cell phone■ Checking the time■ Screening incoming calls■ Surfing the Internet■ Checking e-mail

What to Do	What to Say
<p>What distracts us?</p>  PG, p. 2	<p>As you can see, we all have seen people performing distracting activities such as:</p> <ul style="list-style-type: none"> ■ Driving while putting on make-up ■ Turning to talk to children in the rear seat ■ Looking or reaching for fallen objects ■ Dialing a cell phone <p>We may have thought ...“I can’t believe they are driving and doing THAT.”</p> <p>A number of things we do in our cars take our attention away from the primary task of driving. Recent research has shown talking on cell phones while driving can be a greater distraction than other types of distraction. This is because we are distracted for greater lengths of time while talking on the phone.</p> <p>It is true that actions such as dialing on cell phones, reaching for objects and putting on make-up may have a higher crash risk, but people talk on cell phones while driving more often and for longer periods of time.</p> <p>In addition, cell phones can involve all three types of driver distraction at once:</p> <ul style="list-style-type: none"> □ Visual distraction – takes your eyes off the road □ Cognitive distraction – takes your mind off the road □ Manual distraction – takes your hands off the wheel
 It is important to mention the four examples at the top of the right column, and not substitute them with other examples, because these examples have been compared to risk of cell phone use.	

What to Do	What to Say
<p>How does distraction from cell phones affect drivers?</p> <p>Discuss what research shows are risks due to talking on cell phones while driving.</p> <p>Display PPT8.</p>	<p>The research shows distracted driving is risky driving, not just for yourself, but for your passengers and those on the road around you! Did you know using a cell phone while you drive:</p> <ul style="list-style-type: none">❑ Doubles your risk of a rear-end collision.❑ Slows your reaction time by 18 percent. A study conducted by the University of Utah found drivers on cell phones had slower reaction times than drivers impaired by alcohol at a Blood Alcohol Content level of 0.08.❑ Increases your probability of missing traffic signals and running a red light.❑ Makes you “look” but not “see” – drivers are looking but they fail to see what's around them. Drivers talking on the cell phone tend not to see half of what's in the driving environment around them. This causes them to miss traffic signals, traffic signs and important navigation such as exit ramps.❑ Increases your risk of traffic violations. Researchers observed 75 percent of drivers who were using a cell phone committed a traffic violation, while only 25 percent of drivers not on the phone did so (Virginia Tech Transportation Institute). These are driver errors that can lead to a crash. <p>Bottom line of all of this risk:</p> <ul style="list-style-type: none">❑ Talking on a cell phone while driving increases your risk of being in an injury crash by four times. This is true for both handheld and hands-free phones.

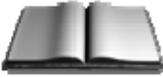
What to Do	What to Say
 Display PPT9.	<p>True or false? Distracted driving is a form of aggressive driving.</p>
 PG, p. 3 Explain why distracted driving is a form of aggressive driving.	<p>True!</p> <p>Distracted drivers who send text messages, talk on the phone, eat or groom themselves are willfully imposing their own high level of accepted risk on others.</p> <p>This high risk is similar to that of other behaviors that are considered aggressive and illegal, such as running red lights, failing to yield, exceeding safe speed limits, reckless weaving, drinking and driving, driving while sleepy or drowsy, and road rage.</p> <p>This is why many social psychologists view distracted driving as a form of aggressive driving.</p>
Discuss the study results.	
<h3>Self Assessment</h3>  10 minutes  PG, p. 3 Instructions: <ol style="list-style-type: none"> 1. Have participants complete the self-assessment. 2. Explain participants do not have to share their score with anyone; it is for self assessment purposes only. 	<p>Now that we have a better understanding of distracted driving and the associated risks, let's complete a short assessment to see if we are distracted drivers. If you turn to page 3 in your Participant Guide, you will see a 10-question assessment regarding your driving habits. Let's take a few minutes to answer each question.</p> <p>Be honest in your answers – this is for your eyes only.</p>

What to Do	What to Say
	Were you surprised by your score? Why?
<p>Discuss the results and participant reaction.</p> <p>Display PPT10 and PPT11.</p>	
<p>Safety Tips to Avoid Distracted Driving</p>  <p>5 minutes</p>  <p>PG, p. 4</p> <p>Review and discuss the safety tips on page 4 of the PG.</p> <p>Display PPT12.</p>	<p>Now that we have a better understanding of our strengths, and weaknesses when it comes to driving distractions, let's turn to page 4 in your Participant Guide.</p> <p>Here are some safety tips to consider – both before getting behind the wheel and while behind the wheel.</p>

What to Do	What to Say
<p>National Safety Council Recommendations</p>  <p>5 minutes</p>	<p>Driving can be difficult enough when you concentrate completely on the road. Driving while texting, entering a phone number or holding the phone to your ear can be distracting and potentially dangerous.</p> <p>Mobile electronic devices may be convenient, but they can cause a driver to become a danger to himself or herself as well as everyone on the road. The National Safety Council offers this advice.</p> <ul style="list-style-type: none"> ❑ Turn off your cell phone and other devices before you start your car. ❑ If you must make a call while you are on the road, signal your intention to pull over, pull off the road to a safe place, put the vehicle in “Park” and then make the call. Plus, it is safer and easier to write notes, if needed, when you are parked. ❑ Modify your voice mail greeting to indicate you are unavailable to answer calls or return messages while you are driving. ❑ Inform your family members, friends and business associates why their calls may not be returned immediately. ❑ Pull over and park in a safe place to take an urgent call or make an emergency 911 call. ❑ Do not make any adjustments to a GPS or other navigation device while driving. If you must adjust a GPS, first pull over to a safe place and put the vehicle in “Park.” ❑ Take one of NSC's Defensive Driving Courses (DDC). Since NSC originated the concept of defensive driving, studies have consistently shown DDC graduates are safer drivers. You may

What to Do	What to Say
	<p>also qualify for a discount on your auto insurance premium.</p> <p>Always remember safe driving is your priority. As a cell phone user, you are still required to obey all traffic signs and signals and observe posted speed limits. Keep both hands on the steering wheel, your eyes on the road and your mind on driving whenever the vehicle is moving.</p>
	<p>How do you feel about these safety tips and recommendations by the National Safety Council? Do you feel these are tips and behaviors you can incorporate into your driving behavior? Are there any that are difficult to incorporate? What are ways to make them easier to do?</p>
<p>Course Participant Ideas</p> <p>Discuss these questions and encourage active sharing of ideas from course participants.</p>	<p>What other ideas can you think of that could help prevent using cell phones while driving? What tips would help reduce the temptation to use the phone?</p> <p>Many people understandably have concerns about productivity once they stop using cell phones while driving. Do you have any ideas that could help you remain productive in your job? How could you do things differently? How could colleagues help each other?</p>
<p>Frequently Asked Questions</p>  5 minutes  PG, pp. 5-6 <p>Display PPT13 – PPT17. Review the Frequently Asked Questions.</p>	<p>Even with the data, safety tips and recommendations, many questions remain regarding cell phone use and texting while driving, and how these activities differ from the other types of distractions we encounter.</p> <p>Please turn to page 5 and 6 in your Participant Guide. Here you will find some frequently asked questions and their answers.</p>

What to Do	What to Say
<p>Distracted Driving Assumptions to Challenge</p> <p> 5 minutes</p> <p> PG, p. 7-8</p> <p>Display PPT18 – PPT22.</p> <p>Discuss the Distracted Driving Assumptions.</p>	<p>Beginning on page 7, you will find a number of assumptions about distracted driving. As you can see, a lot of the frequently asked questions are based on our assumptions regarding distracted driving. However, given the data, where do our beliefs stem from?</p>
<p></p>	<p>What assumptions did you have walking into this class today? How have they changed? Why?</p>
<p>State Cell Phone Driving Laws Summary</p> <p> 3 minutes</p> <p> PG, p. 9</p> <p>Display PPT23.</p> <p>Look Up before the course your state's laws and other relevant state laws at these two Websites:</p> <p>http://www.iihs.org/laws/cellphonelaws.aspx</p> <p>http://www.ghsa.org/html/stateinfo/laws/cellphone_laws.html</p>	<p>On page 9, you will see space where you can fill in your state's law and the laws of states you might drive in. Be aware that new legislation is implemented all the time and, in some areas, municipalities have implemented ordinances regarding cell phone use and texting even if the state has not. If your state and/or surrounding states do not currently have a law, they may be debating bills and may pass a bill into law in the future.</p> <p>State laws are currently not keeping up with the driving hazards we know are a risk. We are free to adopt practices as personal safety standards even if a state doesn't yet have a law.</p>

What to Do	What to Say
<p>Review the cell phone driving laws as they apply to your specific state or the states in which your organization conducts business.</p>	
<p></p>	<p>What questions do you have regarding the material we covered today?</p>
<p>Course Summary</p> <p> 4 minutes</p> <p> PG, p. 10</p> <p>Display PPT24.</p> <p>Summarize the course.</p>	<p>As you can see, we are experiencing a dramatic change in driver behavior. Every day, more and more drivers are using electronic communication devices. It is hard to ignore the explosive growth of cell phone use, and we can expect a similar pattern for other electronic devices. It follows—and it is illogical to suggest otherwise—that increasing distractions increases crash risk and leads to unintended consequences.</p> <p>If we underestimate this risk to highway traffic safety and do not moderate driver use of in-vehicle systems, the price may be very steep, indeed. We cannot wake up even a year from now and excuse the scores or hundreds of deaths attributed to driver distraction—or the thousands of injuries—because we failed to ask the right questions and seek answers when we had the opportunity. The opportunity is now.</p> <p>Driver distraction is a shared problem and we all have a role in solving it. All of those involved in highway safety—whether in government, industry or the public at large—are responsible for raising and debating the important questions of driver distraction.</p> <p>Will we learn about the risks of distracted driving and deal with them promptly, or will we wait for rising numbers of deaths</p>

What to Do	What to Say
	<p>and injuries? This is the challenge we face today.</p> <p>In this course, we learned about the concept of distracted driving, why cell phone use is such a distraction and safety tips and recommendations to prevent driving while distracted. It is up to us to leave the room today and help solve the problem of distracted driving.</p>

Appendix

