



# Distracted Driving – What’s Important to You?


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## Agenda

- Problems
- Consequences
- Solutions



*Distracted Driving*  
**WHAT IS IMPORTANT TO YOU?**



# Problems



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## It Can and Does Happen

A business owner gave his 19-year-old son a company-owned vehicle to use for the weekend.



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Motor vehicle crashes are the **#1 cause** of work-related **deaths** in America.

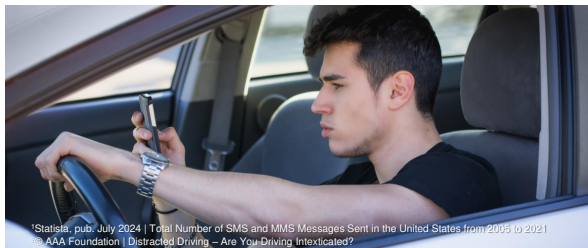


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Americans send roughly **2 trillion** text messages every year.<sup>1</sup>

After a distraction, it can take **27 seconds** for your attention to return.<sup>2</sup>



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Drivers on a cellphone have slower reaction times than someone with a **.08 blood alcohol content.**  
(the legal limit in all 50 states)



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What is the most important text you have ever received?

Was it worth **dying** for?

Was it worth **killing** for?



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Distracted Driving  
**WHAT IS IMPORTANT TO YOU?**



## Consequences

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## Jury Awards and Settlements Cost Businesses Billions of Dollars

Bodily injury  
Pain and suffering  
Medical costs  
Mental anguish  
Disability benefits  
Legal fees  
Survivor benefits  
Punitive damages  
Loss of income



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## Consequences Beyond the Courtroom

Increased Insurance  
Premiums  
Loss Profitability  
Lost Customers  
Lost Productivity  
Business Closure  
Damaged Reputation  
Damaged Vehicles  
Injured Employees



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# Consequences Beyond the Courtroom

## It's the People...

Who didn't make it home?  
Who can no longer walk?  
Who buried a child?  
Who will live with chronic pain?  
Whose life was changed

Distracted Driving  

# WHAT IS IMPORTANT TO YOU?

## Do you want to change your employees' attitudes and behaviors?

Distracted Driving  

# WHAT IS IMPORTANT TO YOU?

## Solutions

DRIVE

SPEED  
ATTENTION  
FATIGUE  
EMOTION

Distracted Driving  

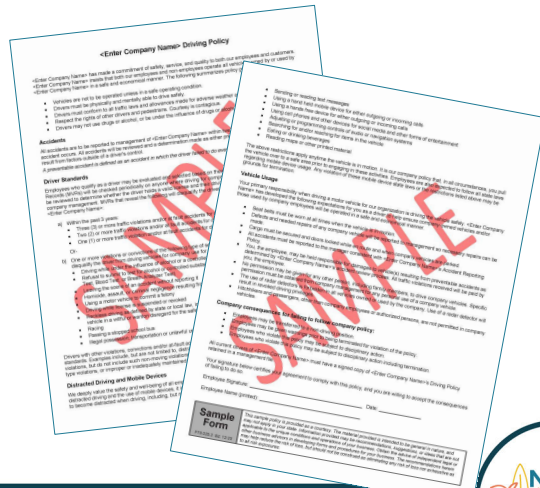
# WHAT IS IMPORTANT TO YOU?

## Step #1

### Adopt a Policy

# Businesses Must Take Responsibility

## Driving Policy

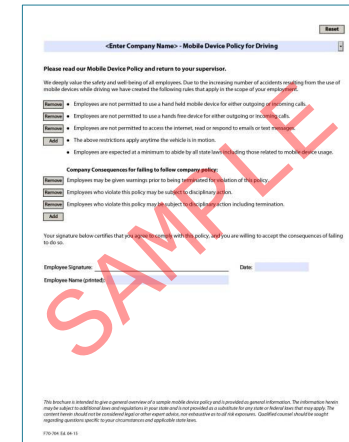


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# Businesses Must Take Responsibility

## Mobile Device Policy for Driving



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## Step #2

## Hold a Safety Meeting

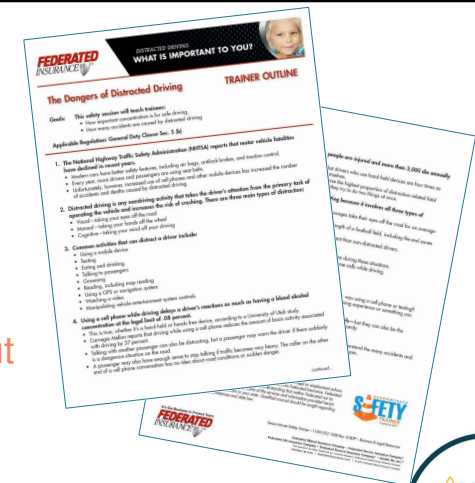


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## Hold a Safety Meeting

- Video
- Trainer Outline
- Employee Handout
- Employee Quiz



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### Step #3

## Leverage Technology



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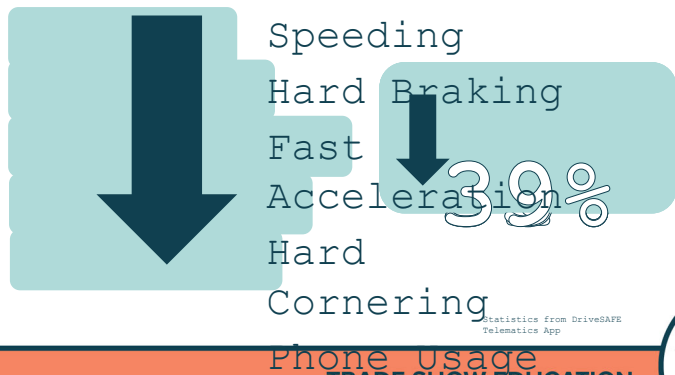
## How Does It Work?



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## Telematics as PPE



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## The Portal



### Example

Access to:

- Overall Fleet Score
- Sub-Score Breakdowns
- Number of Trips Taken
- Distance in Miles Traveled
- Driver Details
- Trip Details
- Vehicle Details

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Distracted Driving  
**WHAT IS IMPORTANT TO YOU?**



## Summary

- Problems
- Consequences
- Solutions



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Distracted Driving  
**WHAT IS IMPORTANT TO YOU?**



**YOU are Important to US!**

*Please Drive Safely*



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Distracted Driving  
**WHAT IS IMPORTANT TO YOU?**



## Thank you!

It's Our Business to Protect Yours  
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