

Myth #1

Drivers can multitask.



THE GREAT MULTITASKING LIE



Myth #2

Talking to someone on a cell phone is no different than talking to someone in the car.



THE GREAT MULTITASKING LIE



Myth #3

Hands-free devices eliminate the danger of cell phone use during driving.

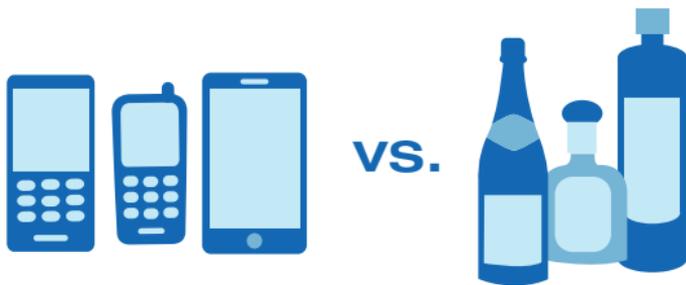


THE GREAT MULTITASKING LIE



Myth #4

Drivers talking on cell phones still have a quicker reaction time than those who are driving under the influence.



THE GREAT MULTITASKING LIE



Drivers using **handheld or hands-free cell phones** are

4x as likely
to crash.



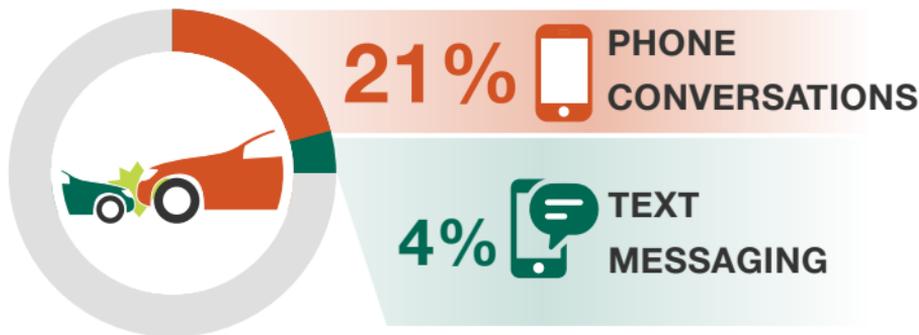
DRIVING DOWN DISTRACTION



The National Safety Council

estimates **25%** of crashes

involve **CELL PHONES.**

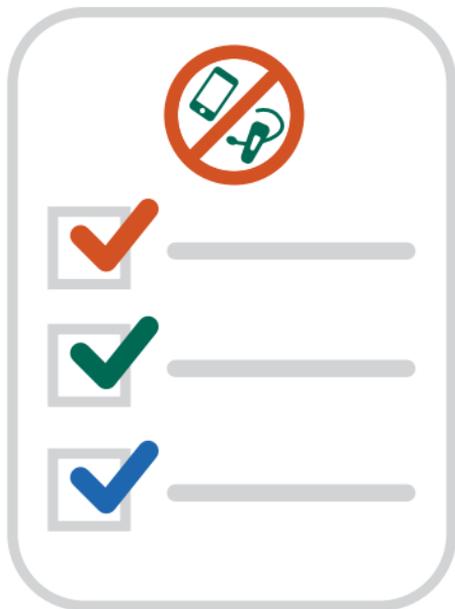


DRIVING DOWN **DISTRACTION**



1%

An NSC survey of companies of all sizes found a mere **1%** of employers with cell phone distracted driving policies saw a productivity decrease.



DRIVING DOWN DISTRACTION



#1 Cause of Workplace Death: Car Crashes



1600 MOTOR
VEHICLE
CRASHES



832
Assaults



738
Incidents involving
objects or equipment



646
Falls

DRIVING DOWN DISTRACTION



Companies pay **BIG** for
cell phone-related **crashes**



\$24.7
MILLION

Salesperson
who was talking
on his cell



\$21
MILLION

Driver talking on a
hands-free headset



\$16.1
MILLION

Tractor-trailer driver
who, while checking text

Go to nsc.org/liability

DRIVING DOWN DISTRACTION



The BEST cell phone policies cover:



All employees



All handheld and
hands-free devices



All work-related
communications,
even in personal
vehicles or on
personal cell
phones



All company
vehicles



All company
mobile phone
devices

DRIVING DOWN **DISTRACTION**





Cell Phone Policy Kit



cellphonekit.nsc.org

DRIVING DOWN DISTRACTION



Why It's Important to Know

Beyond the known and suspected crashes, there are an unknown number of crashes where it's not possible to know whether a cell phone was involved or not. This is why data cannot capture the full extent of the problem and policymakers should consider the issue is greater than the data shows when making decisions.

SOURCES:
US CENSUS BUREAU /
NATIONAL HIGHWAY TRANSPORTATION SAFETY ADMINISTRATION'S
FATALITY ANALYSIS REPORTING SYSTEM /
NATIONAL SAFETY COUNCIL**

** The National Safety Council study on Crashes Involving Cell Phones was funded in part by Nationwide Mutual Insurance Company.



Nationwide
Insurance

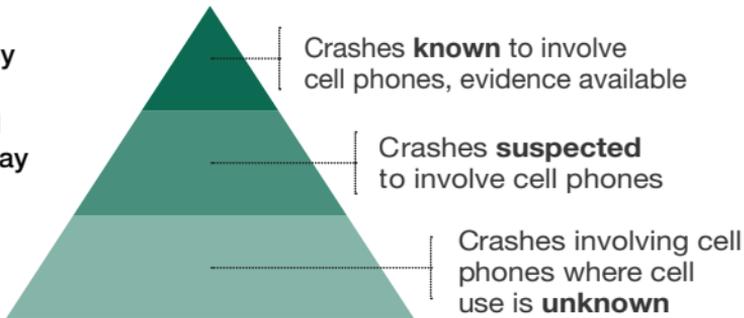
The Under-Reporting of Cell Phone Involvement in Fatal Car Crashes



The Number of Cell Phone Crashes:

A Hypothetical

We don't know exactly how many crashes involve drivers using cell phones, and it may not be possible to know.



Even if 100% of known crashes were captured, data would still be greatly under-reported.



The Under-Reporting of Cell Phone Involvement in Fatal Car Crashes



National data show **cell phones** were involved in **350 fatal crashes** nationwide in **2011**. Both policymakers and the public may not consider it as serious a problem compared to **bigger fatality** factors that can be more reliably measured, such as **impaired driving and not wearing seat belts**. If **cell phone distraction** is an **important factor in crash fatalities**, why don't we have a complete picture of the **crashes** that involve **drivers using cell phones**? And does this lead the public to **erroneous beliefs** about **fatal crash risks** ?

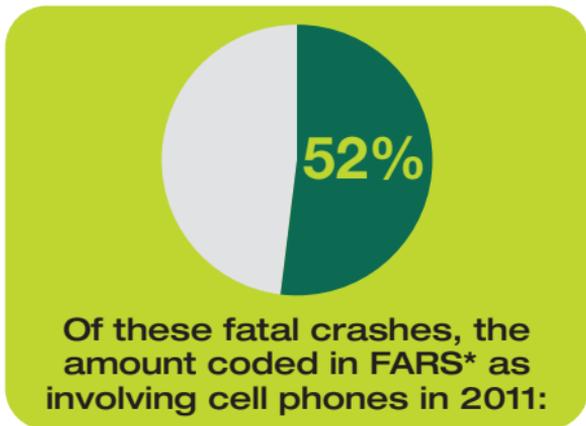


The Under-Reporting of Cell Phone Involvement in Fatal Car Crashes



Data Can't Capture the Full Problem

The National Safety Council reviewed **180 fatal crashes** from **2009 to 2011**, where evidence indicated the **drivers were using cell phones**.



*Even when drivers admitted to using cell phones, that figure was only **50%**.*

This absence of data contributes to an under-reporting of driver cell phone use in crashes and makes this safety threat appear less substantial than it may actually be

*National Safety Council analysis of National Highway Traffic Safety Administration's Fatality Analysis Reporting System.

The Under-Reporting of Cell Phone Involvement in Fatal Car Crashes



Why Don't We Have a Complete Picture?

There are challenges to getting the most accurate information regarding fatal car crashes involving cell phones.



Drivers aren't forthcoming or are seriously injured or deceased.



Witnesses' memories and statements are inaccurate.



There's no equivalent to a blood-alcohol test to confirm cell phone use in all crashes where cell phones are involved.



It is difficult to obtain cell phone records.

The Under-Reporting of Cell Phone Involvement in Fatal Car Crashes



Crashes Involving Cell Phones



There are **three levels** of knowledge about cell phone crashes:



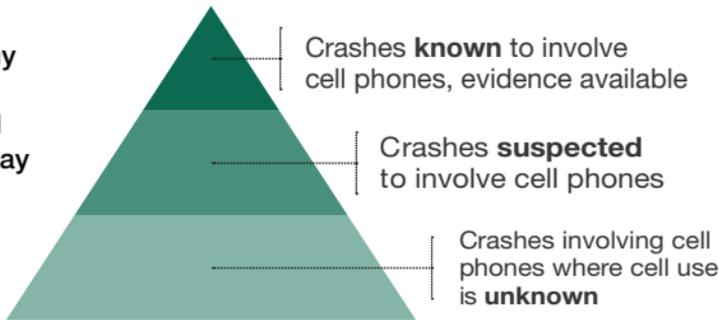
- ▶ **Known** - Driver admitted phone use
- ▶ **Suspected** - Driver didn't admit to phone use
- ▶ **Unknown** - One car crash, no witnesses, driver deceased

The Under-Reporting of Cell Phone Involvement in Fatal Car Crashes



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**The Under-Reporting of Cell Phone
Involvement in Fatal Car Crashes**



