



Mitigating Distracted Driving Risks

THE CONSEQUENCES OF DISTRACTED DRIVING CAN BE CATASTROPHIC, NOT ONLY FOR THE DRIVERS THEMSELVES BUT FOR ALL WHO SHARE THE ROAD. IN FACT, IN 2022, DISTRACTED DRIVING KILLED 3,308 PEOPLE AND INJURED 289,310 PEOPLE.¹

To mitigate the risks associated with distracted driving, organizations across all industries should reevaluate their safety policies, train their drivers in roadway best practices and promote a culture of safe driving. With proactive measures and a commitment to safety, companies can pave the way for safer roadways.

TYPES OF DISTRACTIONS

Distracted driving can be defined as anything that causes a driver to take their eyes off the road or hands off the steering wheel, including distractions both inside and outside the vehicle. There are three primary types of distractions: visual, manual and cognitive.

- Visual distractions cause a driver to take their eyes off the road and can include adjusting navigation systems, temperature controls or using dispatching devices. Outside distractions can include looking at a passing building, billboard or person.
- Manual distractions cause a driver to take their hands off the wheel and can include eating, drinking, answering calls or text messages, or adjusting the radio or navigation systems.
- Cognitive distractions cause a driver to lose focus or concentration and can include talking to passengers, road rage, driving under the influence and stressed or fatigued driving. Distracted drivers are also less likely to safely respond to adverse roadways and weather conditions by failing to recognize hazards and reacting too slowly to changing traffic conditions.

¹ <https://www.nhtsa.gov/press-releases/2022-traffic-deaths-2023-early-estimates>

ALL OF THESE DISTRACTION TYPES CAN RESULT IN SIGNIFICANT CONSEQUENCES FOR YOUR EMPLOYEES AND BUSINESS AS A WHOLE. BY CREATING MEASURES TO MITIGATE DISTRACTED DRIVING, YOU CAN PROMOTE DRIVER SAFETY AND WELL-BEING.

AVOIDING DISTRACTED DRIVING

Providing your employees with foundational safety knowledge and strategies can help them become better drivers. Use these best practices to make safe driving a part of your workplace culture.

OFFER DRIVER TRAINING

One key approach to avoid distracted driving is investing in driver training and education programs that emphasize the dangers of distraction and provide practical techniques for maintaining focus behind the wheel. These programs should underscore the importance of staying alert, minimizing distractions and adhering to safety protocols at all times.

IMPLEMENT THE RIGHT TECHNOLOGY

Leveraging technology can be instrumental in enhancing safety and reducing the incidence of distracted driving incidents. Advanced safety features such as collision avoidance systems, lane departure warnings and fatigue monitoring technologies can help alert drivers to potential hazards and intervene when necessary.

Telematics systems can provide valuable insights into driver behavior, enabling companies to identify and address risky practices proactively. Most significantly, in-cab cameras, especially those with both an inward and outward-facing element, can generate actionable data regarding driver distractions. These recordings

allow companies to determine which drivers have significant challenges with distractions and produce an improvement plan to help alleviate the risk.

CREATE A SAFETY CULTURE

Establishing a culture of accountability is paramount in mitigating distracted driving risks. Clear policies should be implemented regarding the use of electronic devices while driving, with strict consequences for non-compliance. Additionally, fostering open communication channels between management and drivers can encourage reporting of safety concerns and facilitate the implementation of corrective measures.

PROVIDE REGULAR VEHICLE MAINTENANCE

Regular vehicle maintenance and inspections play a crucial role in ensuring the safety of drivers and others on the road. Well-maintained vehicles are less prone to mechanical failures that can contribute to accidents, thereby reducing the likelihood of distractions caused by unexpected issues on the road.

HOW ALLIANT CAN HELP

The dangers of distracted driving are undeniable, but they are not insurmountable. By prioritizing safety, investing in training and technology and fostering a culture of safety and accountability, companies can mitigate the risks associated with distracted driving and create safer roads for all. Alliant Transportation brings decades of experience in a broad range of risk mitigation roles. We offer comprehensive transportation insurance coverage and risk management strategies that safeguard businesses responsible for the transportation of goods, materials or people.

For more information, visit [Alliant Transportation](#).

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