



Tips to avoid Distracted Driving

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Driver distractions: statistics

Motorists typically have their eyes off the road for a tenth of the time they are driving, a study has shown.

For 10% of their journey they are eating, reaching for the phone, texting or engaged in other activities that cause concentration to wander away from what is happening beyond the windscreen.

Predictably, **teenagers** who had recently passed their test **were most likely to crash or experience a near-miss** as a result of being distracted, according to US researchers.

But even for experienced adult motorists, **the risk of crashing or narrowly avoiding a collision more than doubled** if they tried to “dial-and-drive”.

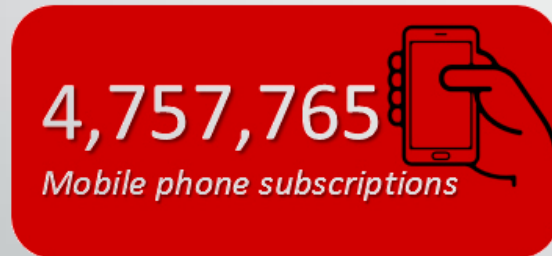


Driver distractions: Dangers of the Mobile Phone Use

Driver Distraction



Driver distraction is known to play a role in 20-30% of all road collisions



In Ireland at the end of 2013

Source: RSA
Presented by Transpoco



Using a mobile phone while driving can increase the risk of having a road collision by up to four times



At any given moment during the day, 13% of drivers in Dublin are using a mobile phone while driving



This level of mobile use rises to a staggering 3 in 4 (75%) among male drivers aged 17-34



In 3 years, the number of penalty points issued for driving while using a mobile phone increased by 70%



Distraction behind the wheels

Driving is the most dangerous thing most of us do on a regular basis: you're operating a potentially dangerous machine in an unpredictable, public environment so it requires full concentration at all times.

It is believed around one in five crashes could be caused, at least in part, by driver distraction and drivers who perform a secondary task at the wheel are two to three times as likely to crash.

There are three main types of distraction:

- **Visual:** taking your eyes off the road;
- **Manual:** taking your hands off the wheel; and
- **Cognitive:** taking your mind off of driving.²



Distracted driving activities include things like using a cell phone, texting, and eating. Using in-vehicle technologies (such as navigation systems) can also be sources of distraction. While any of these distractions can endanger the driver and others, texting while driving is especially dangerous because it combines all three types of distraction.



Tips to avoid distracted driving

Think before you drive

- Plan in advance: drink, eat, make your phone calls before you leave and try to leave a bit earlier to not be stressed on the road.
- Make sure your children have something to be occupied with and buckled up
- Check in advance your route, don't leave without knowing your way and avoid reading a map
- Familiarize yourself with your car's controls before you start out
- Secure your pet in a carrier or harness before you leave
- Manage your music before going

Don't drive when angry or upset

- Postpone emotional and complex conversations with passengers until you arrive at your destination
- Pull over to side of the road if you are too upset to drive
- If you are upset leaving a place, get in your car and wait 5 minutes to calm down before starting the engine.



Tips to avoid distracted driving

Stay Focused and avoid Multitasking



- Limit interaction with passengers
- Use your mobile phone only when stopped – even with hand-free sets
- Do not text while driving
- Avoid taking your eyes off the road
- Keep both hands on the wheel.
- Don't take notes, look at a map or eat while you drive. Stop before doing things that require your attention off the road.
- Primp before or after you drive. Putting on makeup or fixing your hair can wait.

Avoid driving when tired



- Don't drive when tired
- Don't daydream, stay focused on the road
- Share the driving responsibilities on long trips and have a half hour break every 2 hours at least



Tips to avoid distracted driving

Drive Defensively

- Avoid “gawking” or slowing down to look at a crash or other activity
- Know when your “out” is at all times and be prepared to use it
- Keep a vigilant watch around the vehicle by shifting your eyes every few seconds and checking the rear-view mirror every five to eight seconds; this forces your brain to stay focused on driving
- Signal your intentions early enough to give others more time to react to your move
- Be vigilant, for construction workers, changing traffic patterns, and approaching emergency vehicles
- Be prepared for poor driving conditions
- If you have someone with you in the car, ask them to handle your phone if waiting for a call or a text





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