

Safe Driving – It’s Your Call!

“Diverting your attention from driving to your cellular phone puts you and those around you at a greater risk of being involved in a collision...”

“The risk of a collision when using a cellular phone (including hands free) is four times higher than when the phone is not in use, making it as dangerous as driving while intoxicated.”¹

Whilst statements such as these are not universally accepted or supported by every piece of research, some data² do show that cellphone distractions as a cause of fatal or injury accidents are increasing. Further, we have all seen poor skill by drivers using cellphones and noted our own mistakes – if we’re honest.

Why not take a fresh look at this potential hazard... consider the following:

- Few of us can focus on a call and work on a task at our office desk – something invariably suffers. The ‘driving task’ is considerably more demanding and deserves your top priority!
- When driving, pull over in a safe, secure place before making or taking a call – let the call go to the message service if need be.
- When taking a call say: ‘I’m travelling at present, can I take down the main points and get back to you when I reach my destination? Tell the caller you’ll call back because they deserve your full attention.
- Stressful or emotional conversations and driving do not mix – the resulting stress can be dangerous when you’re behind the wheel of a car.
- If travelling with a passenger – ask them to make or take the call.
- Re-analyse the ‘productivity increase’ viewpoint – many make ‘in-drive’ calls out of boredom not necessity. Indeed, an unnecessarily call often wastes another person’s time!

In the time it takes to glance at your cell phone a lot can happen—a stoplight can turn red, someone can walk in front of your car, another driver can suddenly hit the brakes – in that split second, an accident can take place.

¹ The New England Journal of Medicine

² LTSA in-vehicle distractions causing fatal or injury accidents