

****For PSC Insiders Circle Members only****

www.professionalsafetyconsulting.com

Friday Safety Brief®



The Most Effective Way to Get Results

Twenty-five or thirty MPH through a congested parking lot, **c'mon!** It doesn't take an experienced driver to realize some things. People are born with a sense of survival, common sense and lots of other innate characteristics. This and other dangerous driving is simply a lack of common sense. Couple this with some drivers' attempts to "steer" around anything in their path, as opposed to simply stepping on the brake and slowing down and you've got a definite set up for a real problem. Training in proper driving techniques works well when the driver really doesn't know the proper procedures or maneuvers. However, when poor driving is actually the result of anger, frustration, haste, etc., a different method must be used to change that behavior because he/she already knows the right procedure but chooses other action. There is every kind of driver out there, whether on the open road, a city street or even a parking lot. We can train drivers, but we can't change attitudes and emotions, which are typically the real culprit. *Changing driving behaviors* IS possible, if the stakes are high enough (as if they aren't already).

First, you need to find out a driver's current driving habits and there's only one real way to do that: take a ride with the driver. And not just around the block. You need several different driving situations. Don't wait until the driver gets a ticket or has a crash. If you test drive all new drivers and then periodically retest everyone, at different intervals, you'll eventually have a good idea of how they react in their normal driving. This is particularly true if you test them often because they will simply become accustomed to it and probably let their guard down eventually. You'll be surprised how quickly this happens.

Once you've found out some of their "chance-taking" habits, you will need to: 1) *point out those habits*; 2) *explain and possibly demonstrate the proper procedure*; 3) *test again to find out whether the driver understands and can properly perform the correct maneuver, and*; 4) *get a commitment from the driver that he/she will use the proper procedures in all future driving*.

In addition, incentives for continually practicing good, safe driving habits, on the one hand, and, sanctions for poor driving habits, on the other hand, usually assist your efforts to change those behaviors. Be consistent and follow through; this process shows that you mean what you say, and this carries over to other aspects of your business. It's a true "win-win" process.

Getting effective results has never been easy, but you can do it; others have. If you think you're a good driver, or even possibly one of the "best drivers", you could be right, at least a good portion of the time. Increase that time by focusing on driving **ALL** the time you drive.

- If we all did the things we are capable of, we would astound ourselves.

Thomas Edison

US DOT Partners with NY on Distracted Driving Crackdown

On April 8, 2010, US Transportation Secretary Ray LaHood joined with New York state and local officials to kick off a landmark pilot program in Syracuse that will crack down on distracted driving. The campaign launched in Syracuse, called "**Phone in One Hand. Ticket in the Other,**" is one of two federally funded pilot programs that test whether increased law enforcement efforts combined with effective public advertising can get drivers to put down their cell phones and focus on the road. Results from the year-long Syracuse study and its sister campaign in Hartford, CT, will be used to model future anti-distraction campaigns in other cities and states across the nation.

The twin pilot programs in Hartford and Syracuse, modeled after previous campaigns to curb drunk driving and increase seat belt use among drivers, are the first federally-funded efforts in the country to strategically reduce distracted driving through increased enforcement and public advertising.

In New York, it is a primary offense for drivers to text and a secondary offense for drivers caught talking on hand-held cell phones. Public service advertisements began the previous week to alert area drivers of the enforcement crackdown, and ticketing for violations and high visibility enforcement will take place in Syracuse from **April 8-17**. Subsequent enforcement waves will occur July 22-31; October 7-16, and April 7-16.



To watch the public service announcement, [click here](#).