



**National
Transportation
Safety Board**

Disconnect from Deadly Distractions



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Our mission:
Prevent Accidents
Reduce Injuries
Save Lives



2016 NTSB Most Wanted List



- Disconnect from Deadly Distractions
- Reduce fatigue-related accidents
- Improve rail transit oversight
- Promote collision avoidance technologies
- Strengthen occupant protection
- Prevent loss of control in general aviation
- Complete rail safety initiatives
- End substance impairment in transportation
- Require medical fitness for duty
- Expand use of recorders to enhance transportation safety

“Safety is very important here”

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- Is safety really your top priority or a value of your organization?
- If so, why don't your wireless communications device policies and practices reflect that?



Eliminate Distraction in Transportation



NTSB

Portable Electronic Devices



Mosby, MO. August 26, 2011 - 4 Fatalities -



NTSB

Philadelphia, PA. July 7, 2010 - 2 Fatalities -



NTSB

Chatsworth, CA. Sept 12, 2008 - 25 fatalities -



NTSB

Largo, MD. February 1, 2002 - 5 Fatalities -



Ford Explorer



Ford Windstar Minivan



NTSB

Largo, MD. February 1, 2003
- 5 Fatalities -



Ford Explorer

“Driver’s distraction due to the wireless telephone conversation”

Ford Windstar Minivan



NTSB

Alexandria, VA. Nov. 14, 2004
- 0 fatalities -

“The bus driver’s cellular telephone conversation at the time of the accident diverted his attention from driving...”



NTSB

Munfordville, KY. March 26, 2010 - 11 Fatalities -



Truck Driver's Cell Phone Usage

Time	Incoming/Outgoing Call
4:28 a.m.	Outgoing call
4:51 a.m.	Incoming call
5:03 a.m.	Outgoing
5:07 a.m.	Outgoing
5:14 a.m.	Outgoing
5:14 a.m.	ACCIDENT



Munfordville, KY - March 2010

“...he was distracted from the driving task by the use of his cellular telephone at the time of the accident...”

26 7:59 AM



NTSB

Munfordville, KY - March 2010

“...changes in driving behavior occur when the cognitive distraction of a cellular telephone conversation diverts attention from driving...”

26 7:59 AM



NTSB

Munfordville, KY - March 2010

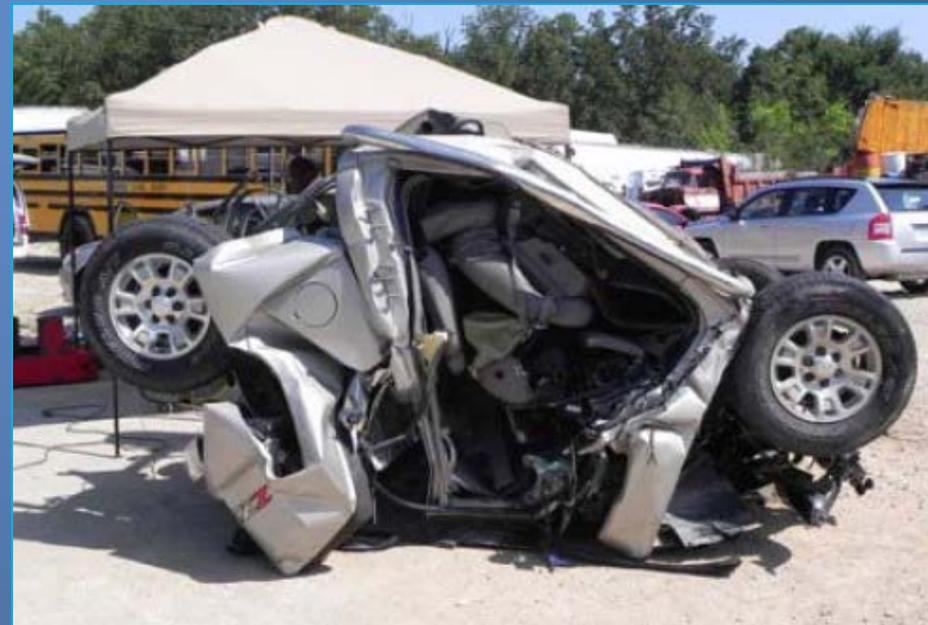
“...[therefore] use of either a handheld or a hands-free cellular telephone while driving can impair driver performance.”

26 7:59 AM



NTSB

Gray Summit, MO. Aug 5, 2010 - 2 Fatalities -



NTSB

GMC Sierra Pickup Driver

- Sent and received 11 text messages in the 11 minutes prior to crash.
- Messages centered on activities from the previous night and on their plans for that evening.
- No braking prior to crash.



GMC Sierra Pickup Driver's Texting Activities

Time	Send/Receive Text
9:58 a.m.	Receives text
9:58 a.m.	Sends
10:03 a.m.	Receives
10:03 a.m.	Sends
10:04 a.m.	Receives
10:05 a.m.	Sends
10:06 a.m.	Sends
10:07 a.m.	Receives
10:08 a.m.	Sends
10:08 a.m.	Sends
10:09 a.m. (10:09.59??)	Receives
10:11 a.m.	ACCIDENT





“...the GMC pickup driver was most likely distracted from the driving task by a text messaging conversation...”



NTSB

Recommendation to the states to ban the nonemergency use of PEDs for all drivers



COGNITIVE DISTRACTION

Is this a myth?



NTSB

The Hands-Free Myth

- Many people believe that talking hands-free is safer than hand-held devices.
- Overwhelming data show there is no significant difference in crash risk.
- Laws and policies that only prohibit hand-held devices are perpetuating this myth.
 - Quite simply, they are sending the wrong message.



What is the right message?



NTSB

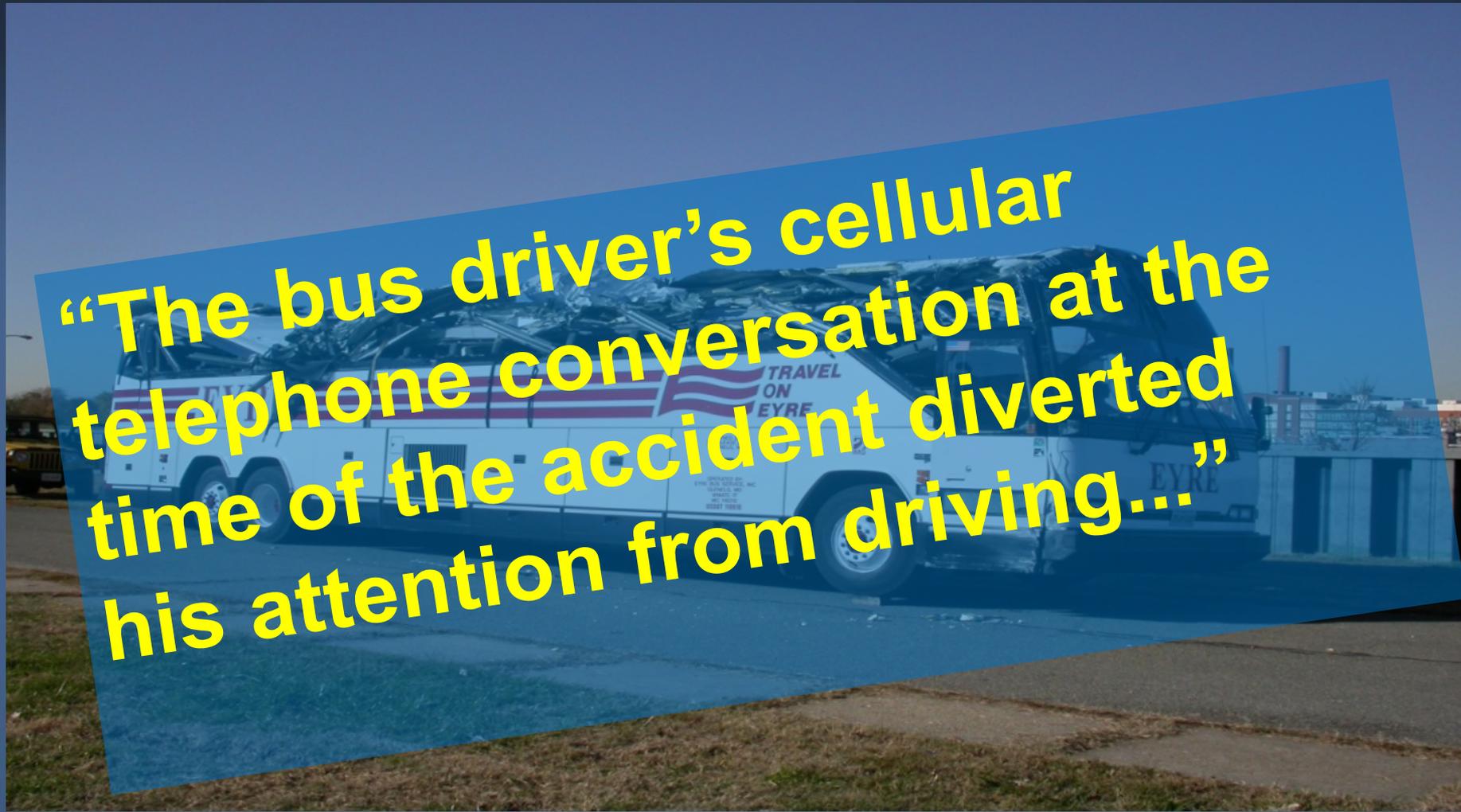
Alexandria, VA. Nov. 14, 2004
- 0 fatalities -





NTSB





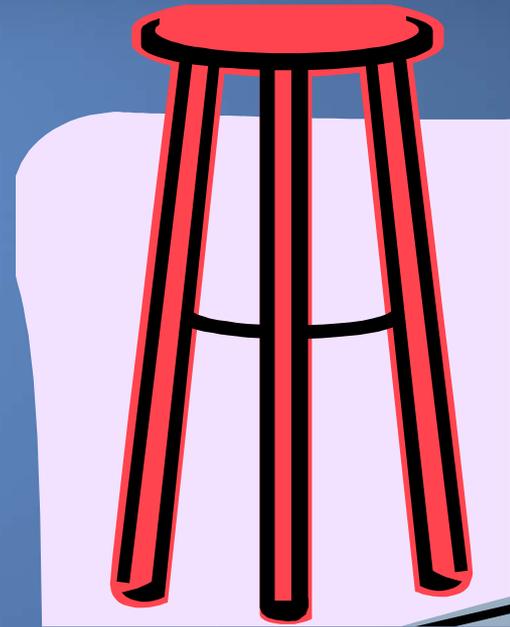
“The bus driver’s cellular telephone conversation at the time of the accident diverted his attention from driving...”



NTSB

What is needed

- Enforceable state laws
- High visibility enforcement
- Education



But...

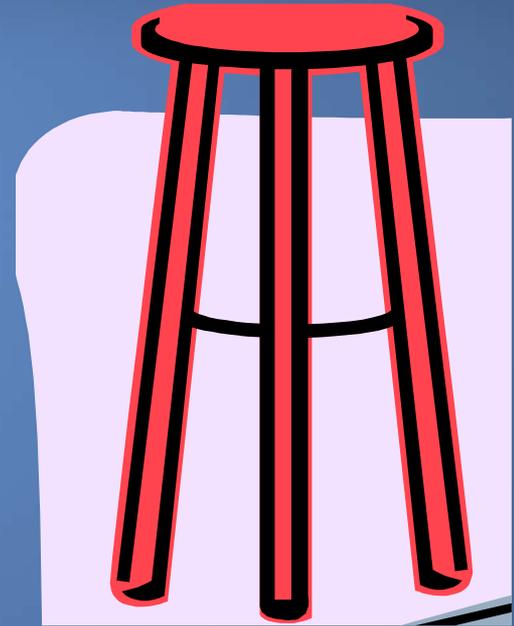
- Do you have to wait for laws to do the right thing in your organization?



What is needed for organizations?

A commitment to do the right thing

- Top-level management buy-in and support
- Effective policies
- Education and buy-in of employees



“Don't be afraid of unpopular positions, of driving upstream. All progress has resulted from people who took unpopular positions.”

- *Adlai E. Stevenson*



NTSB

The Moral Compass



Do the Right Thing



National Transportation Safety Board