

# TRANSPORTATION MANAGEMENT

Revised 2/15/11 V1.0

## READING WHILE DRIVING COACHING TOPIC

### The Issue

Many times we need to look at a map, read directions to a pick up or delivery site, or review delivery documents. We are usually tempted to reach for the material (wherever we have it stored) and read it while we are driving. This action can be very dangerous in that it takes our concentration away from driving. Our focus is now on looking at a document rather than keeping our eyes on the road.

### Our Concern

Reading while driving can and does contribute to motor vehicle collisions. You may have conducted this type of activity many times in the past and have never had an accident. But, like all inappropriate activity, it is just a matter of time before statistics catch up with you. For example: your inattention to driving can allow for others to get into your pathway unobserved.

Drivers involved in reading while driving collisions typically tell us that they never saw the other vehicle. Another comment often used is that they never saw the other vehicle stopping. The term “suddenly” gets used in the vehicle accident description. “The other vehicle ‘suddenly’ appeared in front of me” is a typical statement used in the motor vehicle accident report. This is a preventable accident. It could result in you or others being seriously injured or killed!

### A Solution

The best solution is to never read while you are driving. To help you heed this advice, follow these suggestions:

- Verify or read documents prior to your departure
- While en-route, look for a place where you can safely stop and review the necessary materials
- Avoid all unnecessary distractions...reading, talking on the phone, texting, or any other activity that takes your attention away from driving
- Keep your eyes on the road and your hands on the wheel

## **DON'T READ WHILE DRIVING**