EDITORIAL

It amazes me how important social networks have become for business as well as personal uses. ISHM has signed up for Twitter, Facebook and YouTube. I find it interesting that the more likes ISHM gets on their Facebook site the higher our information moves up on search engines. In that light we certainly would appreciate you ‘liking’ our Facebook as it will enhance our brand name recognition. We have frequent articles and news on Facebook, Twitter and Linkedin. In this age of information saturation I understand that there is only so much you can read. Hopefully you will, on occasion, find time to catch up on the latest ISHM happenings.

Thanks for your support of ISHM

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Section One – IH Game to improve your interpretation skills for IH results

A free app, IH DIG (Industrial Hygiene Data Interpretation Game) is available. It is a game which can improve your interpretation skills for reviewing IH results. IH DIG is sponsored by AIHA’s Exposure Assessment Strategies Committee. It appears to work on both Droid and IPhones.

Section Two – Comprehensive Industrial Hygiene: The Application of Basic Principles, the class

Comprehensive Industrial Hygiene: The Application of Basic Principles
June 11 - 15, 2012
Boston, MA
This intensive one-week program presents the principles and practice of industrial hygiene and its basis in science, engineering, and medicine. Participants learn the skills and concepts needed to protect the health and safety of workers through the control of workplace hazards. Designed for professionals and technicians with direct responsibility for industrial hygiene and workplace health programs, Comprehensive Industrial Hygiene is recognized industry-wide for benefitting thousands of professionals and technicians.

Section Three – Distracted Driving

From Distraction.com

WHAT IS DISTRRACTED DRIVING?

Distracted driving is any activity that could divert a person's attention away from the primary task of driving. All distractions endanger driver, passenger, and bystander safety. These types of distractions include:

- Texting
- Using a cell phone or smartphone
- Eating and drinking
- Talking to passengers
- Grooming
- Reading, including maps
- Using a navigation system
- Watching a video
- Adjusting a radio, CD player, or MP3 player

But, because text messaging requires visual, manual, and cognitive attention from the driver, it is by far the most alarming distraction.

The best way to end distracted driving is to educate all Americans about the danger it poses. On this page, you'll find facts and statistics that are powerfully persuasive. If you don't already think distracted driving is a safety problem, please take a moment to learn more. And, as with everything on Distraction.gov, please share these facts with others. Together, we can help save lives.

Got questions? Visit our FAQ! Want even more information? Look at sample research reports.

Key Facts and Statistics

- In 2010, 3092 people were killed in crashes involving a distracted driver and an estimated additional 416,000 were injured in motor vehicle crashes involving a distracted driver.
- 18% of injury crashes in 2010 were reported as distraction-affected crashes.
- In the month of June 2011, more than 196 billion text messages were sent or received in the US, up nearly 50% from June 2009. (CTIA)
• 11% of all drivers under the age of 20 involved in fatal crashes were reported as distracted at the time of the crash. This age group has the largest proportion of drivers who were distracted.
• 40% of all American teens say they have been in a car when the driver used a cell phone in a way that put people in danger. (Pew)
• Drivers who use hand-held devices are 4 times more likely to get into crashes serious enough to injure themselves. (Monash University)
• Text messaging creates a crash risk 23 times worse than driving while not distracted. (VTTI)
• Sending or receiving a text takes a driver's eyes from the road for an average of 4.6 seconds, the equivalent-at 55 mph-of driving the length of an entire football field, blind. (VTTI)
• Headset cell phone use is not substantially safer than hand-held use. (VTTI)
• Using a cell phone while driving - whether it's hand-held or hands-free delays a driver's reactions as much as having a blood alcohol concentration at the legal limit of .08 percent. (University of Utah)
• Driving while using a cell phone reduces the amount of brain activity associated with driving by 37%. (Carnegie Mellon)

Companies are stepping up their efforts to reduce distracted driving particularly while operating company owned equipment. ISHM does not endorse any of these items or actions. They are offered for informational purposes only.

Using technology to combat distracted driving

A new company called Dock-N-Lock LLC has developed a patented solution that will provide business owners and parents some peace of mind in their fight against cell phone distracted driving. Over the next few months, Dock-N-Lock LLC plans to release a solution that actually removes the cell phone from the driver’s hands while they are driving. Once installed in either a commercial fleet or residential vehicle, the device disables the vehicle from starting until the driver’s phone is secure in a locker component. For the driver, this makes texting and driving virtually impossible.

Motion-sensing technology is re-routing voice calls as texts or voicemail, highlighting the innovative ways companies are taking to curb distracted driving.

NEC's technology can tell whether the phone's owner is walking, in a car, in a train or at rest, and then determines the best possible transmission of an incoming call, choosing to send an email or a voicemail depending on the user's status.

The company expects to debut the motion-sensor software at Mobile World Congress 2012 next week, and have it ready for release in June.

NEC's development marks the next step towards seamless integration between mobile use and daily life, but perhaps the most important application will be for drivers. Texting or talking while driving is an increasingly common cause of car crashes, and a technology that bypasses a ringing phone has the potential to lessen driver distraction.

Last year, T-Mobile announced an optional new service that would automatically disable alerts and send all calls to voicemail if a cell phone is in a moving car. At that time, we expected other carriers would follow with similar innovations.

Surprise! Many other technology companies have moved into this area over the last 12 months to try to reduce the rinks from distracted driving.
Sprint has produced the Drive First Android app for Android cell phone users. For a modest monthly charge, the cell phone is locked in a moving vehicle; incoming calls are directed to voicemail, and incoming texts get a preset reply. The program informs parents if a child disables the feature.

AT&T has introduced DriveMode for its customers. The app can be downloaded free from BlackBerry App World™ and Android Market™. When enabled, the app sends a customizable auto-reply message to incoming texts*, letting your friends know you’re behind the wheel and will reply when it’s safe. (* Data and text messaging charges may apply for download and app usage. Standard messaging rates apply to auto-reply messages. AT&T DriveMode is free to AT&T customers only. Compatible device required.)

Textexecution blocks texting functions that completely disables texting when the phone is moving faster than 10 mph. It works on Android phones. It costs $29.99 but remains operational as long as the cell phone number is working. It’s primarily designed for parents to limit teenage texting; if the program is turned off or removed, the parent is notified.

TextNoMore is a free application for BlackBerry and Android system phones. When it is activated by the user before driving, the program suppresses all notifications, blocks outgoing text messages, and stores any incoming texts. As an incentive for teenagers to use the program, when it is turned off after driving the user gets a discount coupon that can be redeemed at the websites of various participating merchants.

iGuardian Teen is a $4.99 app currently available for Droid smart phones, with an iPhone version promised in the future. The program blocks call and text notifications, diverting incoming messages to voicemail or text storage.

WiseDrive is a $0.99 app that blocks text notifications and auto-replies to text messages to say you’re not available. It works with Android devices.

FleetSafer is designed for the business manager who wishes to limit cell phone distractions who are driving for business reasons. The program prevents web browsing as well as texting and emails; as an option, it can also block cell phone calls.

Cellcontrol is a program and monitoring system designed both for family and business use. Each version can suppress texting, e-mails, and gaming from multiple cell phones at once. The family version costs $129.95 and covers up to six phones, while the version for commercial vehicles is priced according to the size of the fleet.

iZUP mobile software (pronounced “Eyes Up”) blocks incoming and outgoing messages while driving. Originally designed for businesses and commercial vehicles, the program is now available for individuals and families. Rates vary depending on the type of phone monitored, billing frequency, and number of phones serviced.

Controversy remains

The expansion of programs and apps to limit cell phone calls and texting has been controversial. Many experts have credited these applications with reducing distractions and saving hundreds of lives, even in so short a time as a year.

Critics acknowledge the good done by these programs, but they also say that the software comes with too high a price. There are four major areas of criticism:

- **It’s patronizing.** Teenagers see the ability to drive as marking the transition to being adults. When parents install a software on their teenager’s cell phone, that sends the message that the teen is still only considered a child. Teens resent the implication.

- **It’s an invasion of privacy.** Many of these programs rely in GPS circuits within a cell phone. Some of the programs allow the user to track where the cell phone (and its owner) travels.

- **The programs rely too much on motion sensitivity.** Many of the programs automatically turn off cell phones that are traveling above a low speed (5-10 mph). That doesn’t mean the phone owner is driving; he or she may well be a passenger in a vehicle.

- **The programs can’t outwit their users.** Teenagers who want to be able to text and drive can (and will) disable the monitoring program.

What do you think?

Have you installed one of these apps — or a similar system — on your phone, or the phones of your teenage children? Do you think they will be effective at preventing distracted driving, or do they represent too heavy a burden on your
lifestyle? Are parents doing the right think installing these programs on their teenagers’ phones? We welcome all opinions.

This above entry was posted in Road Safety.

It certainly is an issue with potential high economic repurcussions. What are you and your company doing??