

THE INCIDENT REPORT

...celebrating 5 years of collaboration, cooperation and sharing rewards

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THE DEC PAGE: Safety First - STEVEN STOEGER-MOORE, EXECUTIVE VP - DMI

A very Happy New Year to everyone! With the New Year upon us, DMI will be focusing efforts on the preparation of various calendar year-end reports. In close communication with our actuary, year-end reserves will be established. Collaborating with our accountant, a calendar year-end report is submitted to the OCI. Preparations for the Annual Audit are also well under way. The business side of DMI operations are closely scrutinized, especially so with end of year due diligence.

A hot topic being addressed throughout local and state legislation as well as employee use policies; is cell phone use while driving. Portability of cell phones permits usage virtually everywhere. This transparent portability creates significant safety concerns when used while operating a vehicle. The dawning of this New Year would be an opportune time to review your local guidelines regarding cell phone use while driving. Tim Greene's "Bright Ideas" topic on Distracted Driving provides greater insight into this topic. Let's make it a safe 2010!



Quote of the Month

Nurture your mind with great thoughts, for you will never go any higher than you think.

Benjamin Disraeli

News, Announcements, etc...

Schedule of DMI Quarterly Meetings:

DMI Risk and Loss Control Committee	Thursday, January 21st 9:00 a.m. Madison College, West Campus - Room 425
DMI Board of Directors	Thursday, January 21st - 1 p.m. WTCS Foundation Office, Waunakee
DMI Risk Manager Meeting	Friday, January 22nd - 9 a.m. Madison College, West Campus - Room 116

DMI Presents... Unauthorized Disclosure of Personal Information - will be the topic of the next DMI Presents... This session will be presented via webinar on Tuesday, February 23rd - time TBA. The presenter will be John Thomure from Michael Best and Friedrich. More information to follow.

2010 Conference for Higher Education Crisis Preparedness - February 2-3, 2010, Wausau, WI. For more information including the conference brochure click [here](#).

Top 10 Safety Stories of 2009 - click [here](#).

OSHA Filing Reminder - Just a reminder that the 300A Posting for 2009 deadline is February 1, 2010. You should also have your 2009 employee sharps injury logs up-to-date, but not for posting, as they would coincide with each other.

Insuring Risk - Sharing Rewards



BRIGHT IDEAS: Distracted Driving - Tim Greene, DMI Risk & Loss Consultant

There is a tendency to think that multi-tasking while driving is the cause of driver inattention or distraction.

Drivers who perform multi-tasking can lead to driver distraction, be it from newer technology (like GPS, phones, laptops, and e-mail) or older more familiar (radio and CD, newspapers). It is true that multi-tasking becomes the occasion for drivers to make more mistakes.

When driver's multi-tasking behind the wheel they become socially and legally responsible for their actions. Drivers who allow themselves to be distracted by their multi-tasking activities are increasing the risk factor for themselves and imposing that danger on others; passengers, other drivers, and pedestrians. This increased risk to which others are subjected is this similar to other driver behavior that are considered aggressive and illegal: going through red lights, failing to yield, exceeding safe speed limits, reckless weaving, drinking and driving, driving while sleepy or drowsy, road rage, etc.

Automakers offer "hands free" mobile phones as one solution because they allow drivers to keep their hands on the wheel. But does it matter the driver is using "hands free" technology? The driver is still distracted by the call.

The Professional Safety/Journal of the American Safety Engineers published an excellent article in the January 2010 issue on "Distract Driving, Examining the effects of in-vehicle tasks" The article describes two recent studies conducted at the Liberty Mutual Research Institute for Safety that examined two issues related to distracted driving: 1) the degree to which drivers are aware of their own level of distraction and 2) whether drivers awareness of traffic demands will improve their decisions regarding the timing and use of distracting devices.

The results from the studies in the aforementioned

article suggest that: 1) Drivers perceptions or their own level of distraction are not very accurate. 2) Given the opportunity to strategically plan tasks, drivers instead relay on less strategic forms of adaptation in response to increases in roadway demands. That it is, drivers appear willing to engage in distracting activities under various driving conditions, but will try to protect the driving task by switching back and forth between the tasks.

What are your Colleges In-Vehicle Policies? Colleges could establish specific polices on the use of in-vehicle telematics to address the distraction issue. Those polices could include:

- Eliminating or reducing the number of tasks that require operation telematics while driving,
- Integrating driver/vehicle interfaces into a minimal number of devices and displays,
- Mounting telematics in vehicles where they are less likely to cause distraction,
- Prioritizing warnings from driver assistance devices, e.g. lane departure warning, collision avoidance) to ensure that they interrupt or override noncritical use of in-vehicle telematics.
- Limiting mobile phone calls to employees known to be driving at the time of the intended call
- Asking all call recipients whether they are driving and suggesting that they move to a safe place before taking/placing the call
- Educating all drivers and equipment operators about hazards associated with in-vehicle telematics and that driving is their top priority while behind the wheel.

The DMI "Members Only" section of our website has a Motor Vehicle Use Guide entitled MVR Check Procedures. Here you'll find information on Drivers Responsibilities and Drivers Privileges.

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