

10 MASTER DRIVING RULES



RULE No 5 – Any use of hand held mobile phones and mobile devices when driving a vehicle is prohibited, including text messaging, e–mailing or any other function requiring manual operation and use of headphones set

Passive listening and response to operational emergencies using mobile phones, two-way radios or “Citizen Band” (CB) radios may be allowed; however, **their use is kept to the minimum necessary in order to communicate and control the hazards and risks of the journey** being undertaken. In all cases the vehicle should be in a stationary position before responding to any such radio calls.

The use of mobile devices when driving is a distraction and significantly increases the risk of a vehicle incident. HeidelbergCement recognizes that while hands-free devices are legally permitted in many countries, distraction caused by conversations still impede alert driving behavior. **Thus HeidelbergCement companies encourage drivers not to use mobile devices while driving, including use of hands-free devices.**



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Cell phones may be convenient but there's one place they seem to do more harm than good - and that's behind the steering wheel. Psychological research is showing that when drivers use cell phones, whether hand-held or hands-off, their attention to the road drops and driving skills become even worse than if they had too much to drink. In Europe **Ninety-six per cent** of countries prohibit the use of hand-held mobile phones, and 10% do not allow the use of either hand-held or hands-free mobile phones.

Crash risk is four times higher when a driver uses a cell phone, whether or not it's hands-free!

About 26% of all crashes involved cell phones. At any moment 9% of drivers are talking on cell phones.

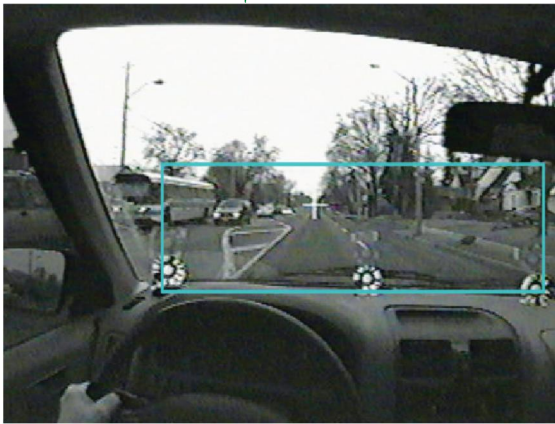
How mobile phone affects driving ability?

It is common, but it is widely considered dangerous due to its potential for causing distracted driving and accidents

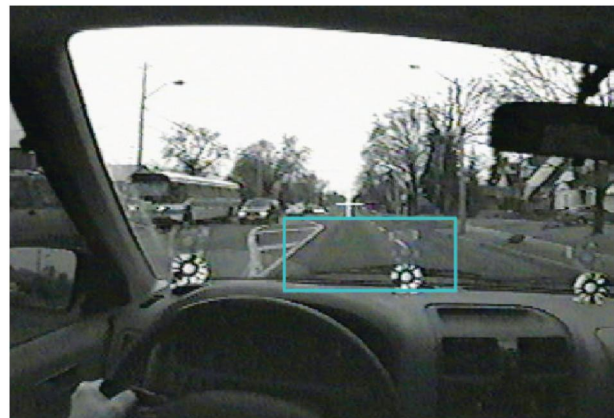
- Slower reactions to traffic signals and more frequently missed signals;
- Slower braking reactions with more intensive braking and shorter stopping distances;
- Reduced general awareness of other traffic;
- More risks in decision making;
- Compensatory behavior;

Most distractions can be avoided by good organization. If you need to eat, smoke or make a phone call, operating the radio or CD player, sms texting do it before you start to drive. If you really have to take a call or deal with the children, pull over to reduce the risk of an accident.

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Drivers looked **without mobile hands-free cell phone**



Drivers looked **with mobile hands-free cell phone**

| WE OFTEN HEAR PEOPLE SAY... | but... | WHAT IS THE REALITY? |
|---|--------|---|
| I drive slowly and I'm used to talking on the mobile phone | | Listening to sentences on cell phones decreased activity by 37 percent in the brain's parietal lobe, an area associated with driving. |
| There is no problem to talk on the mobile phone when driving because I use hands free device | | Whether handheld or hands-free, cell phone conversations while driving are risky because the distraction to the brain remains |
| There is no difference between talking on the mobile phone and talking to the passenger(s) in the car | | The passenger actually helps the driver in many cases, identifying road conditions and helping with navigation and road signs. When the passenger sees that a challenging situation is arising, they tend to stop speaking or draw the attention of the driver. |
| Texting sms on stoplights is not dangerous | | Any time being distracted by your phone causes you to impede traffic in a way that creates a dangerous condition for other drivers, such as not going on a green light, you can potentially be cited for distracted driving or even reckless driving. |

Think about the consequences when you drive and use mobile, eating, texting sms!

- <https://www.youtube.com/watch?v=LsrslXHAZKK>
- https://www.youtube.com/watch?v=mh_CSg-8Nzo
- <https://www.youtube.com/watch?v=p9izxkHjZ1M>
- <https://www.youtube.com/watch?v=V2h0jxCbKso>

This form is informative-educational and includes information from the sites below:

- <http://www.apa.org/research/action/drive.aspx>
- https://en.wikipedia.org/wiki/Mobile_phones_and_driving_safety
- https://ec.europa.eu/transport/road_safety/sites/roadsafety/files/pdf/car_telephone_use_and_road_safety.pdf
- https://ec.europa.eu/transport/road_safety/topics/behaviour/distraction_en
- http://www.euro.who.int/_data/assets/pdf_file/0006/293082/European-facts-Global-Status-Report-road-safety-en.pdf?ua=1

