



DROWSY & DISTRACTED

DEMONSTRATION PLANNER

Follow These Steps to Give a Successful and Impactful Demonstration:

1. Define the **impairment** caused by distraction or drowsiness.
2. Review the **purpose** of the demonstration.
3. Identify what you are attempting to change in your **audience's beliefs** about drowsy and distracted driving.
4. Review and practice the **activities** to achieve your goal.
5. Gather the necessary **materials** for delivering your activities.
6. Set up the activity.
7. Deliver the activity.
8. Apply **tips** for delivering a successful demonstration.

Introduction

Drowsy and distracted driving claims thousands of lives every year. Drowsy driving killed an average of 800 people in the United States annually from 2009 through 2013 and was the cause of 72,000 crashes each year, Distracted driving killed 3,477 people in the United States and caused 391,000 injuries in 2015.

Drowsy driving occurs when a driver is operating a motor vehicle while impaired by lack of sleep. Drowsy driving impairs drivers by causing slower reaction times, lapses in judgement, and a delay in processing.

When asked to define distracted driving, most people immediately think of texting while driving. However, distracted driving encompasses much more, such as eating and drinking, grooming, reaching for something, interacting on social media and talking on the phone. We are distracted whenever we take our eyes and attention away from driving. Distracted driving causes disruption of the useful field of view (UFoV), divided attention failure, and slow reaction times.

Purpose

Fatal Vision® Drowsy Distracted Goggles provide wearers with an experience of impairment from drowsiness or distraction while driving. The purpose of these goggles is to make people aware of their choice of activities while driving, and of the potential consequences of those choices.

Evidence-Based Approach

Some people mistakenly believe that momentary distraction or drowsiness will not impact their driving ability. Using the Fatal Vision® Drowsy Distracted Goggles, participants will see what it's like when they take their eyes off the road even for a few seconds. The aim of this activity is to provide an experience that will undermine people's optimistic belief that they are ok to drive drowsy or distracted and promote attentive and focused driving.

Materials List

- 1 Fatal Vision® Drowsy and Distracted Goggles
- 1 disc steering wheel
- 1 stop/go paddle
- 1 arrow paddle
- 1 roll of painter's tape
- 1 timer

Prepare Your Goggles for Demonstration

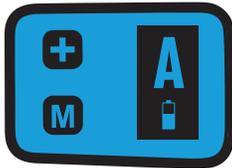
- Press the Power button.
- Start up the Fatal Vision application on your device.
 - Select the Mode you want to demonstrate.
 - Select "Open."

TURN ON



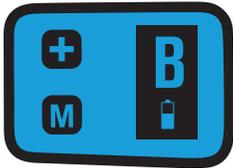
Modes for Drowsy & Distracted Driving

Select the Mode you would like to demonstrate from the choices below.



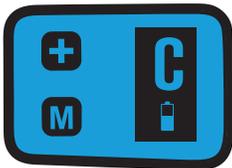
Mode A: Distracted – Dial

This mode simulates what could happen if someone takes her eyes off the road "just long enough" to dial a phone, grab something out of a bag on the floor of the vehicle, reach behind a seat to retrieve something from a backpack, or reach into the glove box – all while driving a car. Every three seconds, the goggles will black out for three seconds to simulate taking her eyes and attention off the road.



Model: B Distracted –Text

This mode simulates what could happen if someone takes his eyes off the road to write or respond to a text message or browse social media on a phone. The goggles will black out for 4.6 seconds to simulate the average amount of time a person's eyes and attention are on his device, rather than on the road.



Mode C: Drowsy

This mode simulates momentary micro-sleeps that build in waves until the eyes and brain shut down, simulating being asleep at the wheel. The goggles will black out beginning with a short half-second closure, and will continue to black out for longer periods of time, progressing to a 10-second blackout.



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Tips For a Successful Demonstration

- Practice operating the Drowsy and Distracted goggles with the app before giving your first demonstration.
- Try the Drowsy and Distracted goggles yourself before your presentation so you know what your participants will experience.
- The Drowsy and Distracted goggles are meant to impair a participant's vision.
 - Keep control of the session – do not allow anyone to run or engage in horseplay with the Drowsy and Distracted goggles.
 - Use spotters to shadow the participant in all activities.
- Highlight on the differences in performance between the unimpaired and impaired activity.
- Expect the participants may laugh at how the person with the goggles behaves.
 - Acknowledge how funny the person might look and guide the conversation to identify instances where the behavior might be dangerous.
- A typical comment from a participant experiencing either of the Distracted Modes is, "I don't close my eyes when I'm driving." Remind participants that when they focus their eyes on a device or reach for an object, their eyes and attention are off the road for a length of time.

Clear the demonstration area of tripping hazards
Serious injury could result unless you follow these steps.

- Ask your audience what indicates that the driver ahead of them is distracted or drowsy. What behaviors do they observe? What tips them off? This helps prime your audience to watch for these behaviors.
- Focus on the individuals' reaction to their loss of abilities and highlight the experience. Rather than asking, "What did you see?", guide the conversation with some of these questions:
 - "What was going through your mind when you were doing the activity?"
 - "How confident were you in your ability to process the situations and make quick, accurate decisions?"



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Facts

Being awake for 18 hours is equal to a blood alcohol concentration (BAC) of 0.08, which is legally drunk and leaves you at equal risk for a crash.

Drivers' eyes are off the road an average of five seconds when texting. At 55 mph, that's the equivalent of traveling the length of a football field while blindfolded.

Potentially unsafe mental distractions can persist for as long as 27 seconds after dialing, changing music or sending a text using voice commands, according to new research by the AAA Foundation for Traffic Safety.

Statistics

Ten percent of all drivers under age 20 involved in fatal crashes were reported as distracted at the time of the crash.

Texting while driving increases the risk of a crash or near-crash by two times over non-distracted driving.

Young drivers are at a particularly high risk for drowsy driving-related crashes. In a study that examined more than 4,000 drowsy driving crashes, drivers aged 16 to 24, mostly males, accounted for more than half of the crashes.