

## GENERAL MEMBERSHIP MEETING

Wednesday, May 17, 2006, 11:30 a.m. - 1:00 p.m., Royal Fork (Columbia Mall)

### "Dealing With Difficult People" (Kyle Agre, APS Healthcare)

Payment Plan for guest meals – If you bring a guest to a NOSHA meeting, we ask that you pay NOSHA for the meal as you sign in at the NOSHA registration table. Please do not pay at the Royal Fork's cash register. Make checks payable to NOSHA in the amount of \$7. Thank you!

## Can You Multi-Task Behind The Wheel?

Traffic safety experts in recent years have zeroed in on cell-phone use as a potential danger while driving. New York, New Jersey and Connecticut, along with the District of Columbia, have passed laws prohibiting use of handheld cell phones while driving.

But a new \$4.2 million study indicates that cell phones are only one of many distractions that can lead to accidents on the road.

The study, conducted by the Virginia Tech Transportation Institute, found that 80 percent of collisions or near-collisions involve drivers' attention being diverted for only a few seconds.

Researchers discovered that in addition to cell phones, drivers frequently were distracted by eating food, drinking beverages, changing the CD/tape player/radio, reading, disciplining children, even applying makeup.

The data was collected over more than a year from hundreds of hours of video recorded in 100 vehicles that had been equipped with cameras. The latest study helped support and expand on a 2003 study released by the AAA Foundation for Traffic Safety which found that reaching for something while driving, eating or drinking were just as common distractions for drivers as cell-phone use.

The fact that as many as eight in 10 crashes involve driver distraction shows the importance of drivers keeping their eyes and their minds on the road at all times.

"This is a wake-up call to America to pay attention while driving," said Jacqueline Glassman, who is serving as acting administrator for the National Highway Traffic Safety Administration.

Indeed, the Virginia Tech study found that distractions and drowsiness were far more frequent dangers for motorists than objects in the road, faulty roadways, confusing intersections or malfunctioning traffic signals.

It is incumbent upon all drivers to understand the responsibility they have and to pay attention to their driving and to the traffic around them.

Too many of us have become accustomed to "multi-tasking" as we drive down the road, often changing the CD, eating lunch and talking on the phone as we go.

This most recent study should give all of us pause to consider that in just a split-second, such behavior can have tragic consequences - for ourselves, our loved ones and innocent strangers.

[[www.battlecreekenquirer.com/apps/pbcs.dll/article?AID=/20060425/OPINION01/604250307/1014/OPINION](http://www.battlecreekenquirer.com/apps/pbcs.dll/article?AID=/20060425/OPINION01/604250307/1014/OPINION)]

"Nothing is so important that you can't wait five minutes to pull off the side of the road or get to a parking lot," she said. "It's definitely not worth risking your life or someone else's life."

#### By The Numbers

Percentage of crashes or near-crashes attributed to specific activities:

Drowsiness: **24.7%**

Dialing on a cell phone: **3.6%**

Talking on a cell phone: **3.6%**

Eating: **2.9%**

Reading: **2.9%**

Reaching for an object: **2.3%**

Applying makeup: **1.4%**

Looking outside: **0.9%**

Insect in the vehicle: **0.4%**

Handling a CD: **0.2%**

Sources: National Highway Traffic Safety Administration, Virginia Tech Transportation Institute [DNRonline.com]

**Very Important Message!**

## BOARD MEETING

BOARD MEMBERS MEET THE FIRST THURSDAY OF THE MONTH / 6:00 – 8:00 PM. / GRAND FORKS PARK DISTRICT / 1210 7<sup>TH</sup> AVE S

NEXT MEETING → June 1<sup>st</sup>

- **We have a couple of Board positions that are still in need of replacement.** Please contact one of the Board members as soon as possible if you are interested – It's a great opportunity to become more involved in NOSHA! *Make your company proud!!!*
- **Coming September 21, 2006 → "Batteries Not Included: The Energized Approach for Achieving a Safe, Healthy and Productive Workplace"** by Michael Melnik, MS, OTR. An instrumental presentation to help companies create an environment where employees are motivated, receptive, and involved. Go to our website and look under special events to view a video excerpt of the presentation!

#### BOARD MEMBERS

Steve Harken (President) ♦ Al Maloney (Vice President)

Joe Strang (Treasurer) ♦ Connie Mondry (Secretary)

Pat Balstad ♦ Rich Carl ♦ Kirk Douglas

Patty Hajostek ♦ Bonnie Knutson

Debbie Pierson ♦ Annette Shane

## COMMITTEES

### Communication Committee

(Linda Wiley, Kirk Douglas, Bonnie Knutson, Al Maloney, Annette Shane)

MONTHLY MEETINGS ARE HELD THE LAST THURSDAY OF THE MONTH / 12:15 - 1:15 PM / CIRRUS DESIGN CORPORATION / 1400 48<sup>TH</sup> ST S

NEXT MEETING → May 25<sup>th</sup>

- There has been some changes made to our website – Take a look! [www.nosha.net](http://www.nosha.net)

### Education Committee

(Lyle Ross)

(Upcoming GM Meeting Presentations)

- **June 21, 2006**  
– Underage Drinking (Coreen Berdahl, Polk County Public Health)
- **July 19, 2006**  
– DOT Vehicle Definitions and Safety Regulations (Cami Gilbertson, DOT)

### Membership Committee

(Davis Hoverson, Mike Lorenson)

- New members are always welcome – Sometimes all it takes is a personal invitation to join you at the next general membership meeting!