



NewsLetter

WORLD SAFETY ORGANIZATION

www.worldsafety.org

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from the desk of

DR. CHARLES H. BAKER

Chief Operations Officer

Happy Holidays to everyone!

As we approach the New Year, it is always good to reflect on the past year and think about our accomplishments. It is also good to see where we fell short and make it our goal to do better in the New Year.

In the past several newsletters we have brought to your attention some of the priorities for the year. In my short column, I want to remind us of several of our priorities while turning the main format of the newsletter back to member news.

I want to remind everyone of our major accomplishment of the year: having our certification programs accredited by ICAC. Everyone agrees this was a major step for the organization, and I hope everyone is promoting this accomplishment.

I would be remiss if I did not remind you of our 2018 conference in Charleston, West Virginia. We are pushing to increase attendance and look forward to an enhanced lineup of speakers. There should be something for everyone, and I hope to see you there.

Another big step was the introduction of study guides for our certification programs (see Page 4). Please spread the word that these are available to those who want to take the certification exams.

As always, we would like feedback on anything to do with World Safety Organization, its programs, and activities. You can help us make the Organization better.

Thank you, and I look forward to hearing from you. [CHB]



PHOTO CREDIT: PlanetWare.com

WSO's 31st Symposium Promises to Be "The Event of the Year" in 2018!

SYMPOSIUM THEME:

Fulfilling the Need for Qualified Safety & Health Professionals around the World

Plans are moving right along for the 2018 annual Symposium to be held September 17-20 at the beautiful Charleston Marriott Town Center in Charleston, West Virginia.

The theme has been set, and more information – including Registration Form and Call for Speakers – will be distributed over the next few weeks.

We anticipate interesting topics from a number of truly dynamic speakers, so mark your calendars for this important event ... we heartily encourage everyone to plan to attend!

Also, we ask that you pass the word to other interested safety professionals. Let's work together to make this next Symposium another great success.



The Charleston Marriott Town Center invites you to immerse yourself in style, comfort, and elegance. It features an unbeatable downtown location in West Virginia's beautiful capital city, close to top destinations like Charleston Civic Center, CAMC General, and world-class shopping, restaurant, and entertainment options in the heart of the city. All rooms provide a flat-screen TV, deluxe bedding, a well-lit work area, high-speed Wi-Fi access, and a coffee and tea maker. In addition, you'll enjoy a fully stocked fitness center, a heated indoor pool, and inventive, casual dining at Brick Salt Bar+Kitchen.

Blinded by Distraction

Tommy Sauve, WSO-RSD, CMT, CTDP, ARS; Health and Safety Training Officer, City of Cornwall, Cornwall, Ontario, Canada



The author affixing a "Stop Texting and Driving" decal on his workplace vehicle

When a cell phone goes off in an office, classroom, during a training function or a meeting, most certainly we become irritated and frustrated because it always seems to pause the actual function we were trying to achieve when the person takes the call or the text, but at least it does not put our lives in danger. Being on a road way, how-

ever, is not only irresponsible; cell phone users are putting people's lives at risk. We have all witnessed this each and every day as drivers become so distracted with dialing, texting and talking in some cases they resemble drunk drivers, weaving between lanes, near misses with pedestrians in crosswalks. In Ontario, the Ministry of Transportation has made it illegal for drivers to talk, text, type, dial or email using hand-held cell phones and other hand-held communications and entertainment devices. Canada banned the use of hand-held cell phones while driving in all provinces and territories (as of January 1, 2012). However, no jurisdiction in Canada bans drivers from using hands-free cell phones while driving (Government of Canada)

No one can deny that cell phones have caused many traffic deaths and serious injuries within the Province of Ontario. Drivers engaged in text messaging on a cellular phone are 23 times more likely to be involved in a crash or near crash event compared with non-distracted drivers. (Virginia Tech Transportation Institute, 2010). Economic losses caused by traffic collision-related health care costs and lost productivity are at least \$10 billion annually. That's about 1% of Canada's GDP! (Government of Canada). Driver distraction is a factor in about 4 million motor vehicle crashes in North America each year. There is widespread agreement in research that using a cell phone while driving increases the risk of an accident (Collet, Guillot, & Petit, 2010a, 2010b; McCartt, Hellinga, & Bratiman, 2006). Naturalistic studies found that talking on a cell phone increases the risk of collision by over 30 percent (Wilson & Stimpson, 2010).

The evidence is clear and compelling. Epidemiologic, driver simulator, and naturalistic studies demonstrate that cell phones and driving are a dangerous combination. Unfortunately, while most drivers view cell phone use while driving as unacceptable, many of them still engage in it. 1 in 4 at any given time, 1 in 20 Canadian drivers is using a cell phone while driving. Driver distraction is responsible for up to 80% of motor vehicle collisions, and cell phone use is becoming a prevalent mode of distraction. Young drivers aged 16 to 20 are at highest risk of cell phone-related collisions, as surveys show that up to 80% admit to texting while driving. The goal for public education is not only to raise awareness about this problem but also to convince people to change their driving habits.

Cell phone conversations have negative effects on reaction time, lane keeping, car-following ability, and speed control

while driving. Furthermore, distracted drivers accept suboptimal performance on driving tasks, like checking mirrors, in order to give attention to non-driving tasks. All of these factors together contribute to a higher collision risk. Even more alarming than cell phone conversations is text messaging while driving. Results of a large-scale, naturalistic driving study found a 23.2 times increase in crash or near-crash risk when reading and sending text messages compared with driving without distractions. Simulated experiments show that drivers who text message while driving display poorer car-following ability and lateral lane control, and they spend 400% more time with their eyes off the road when compared with baseline. (Louis Hugo Francescutti, MD PhD MPH FRCP, Chantelle R. Champagne, MD)



Fig. 1. A cartoon shows the dangers of using cell phones and other devices while driving (Health and Hearth)

Canada's CTV News reported that 47 of the 177 deaths on the province of Ontario's highways in 2013 (before the Labor Day weekend) involved distracted drivers, compared to 32 killed in alcohol impaired driving-related incidents. CTV also cited Royal Canadian Mounted Police metrics indicating that distracted driving was a contributing factor in 104 collision fatalities in British Columbia in 2010, and international research showing that some 20-30% of all vehicle collisions now involve driver distraction.

The situation is just as serious in the U.S. where the latest State Farm/Harris Interactive survey conducted among 14-18 year-olds reveals that teen drivers are aware of road dangers but continue in some risky behaviors anyway. The survey found that 49% of licensed drivers admit to texting while behind the wheel, and 2 out of 5 believe they have no control over whether they will get into a car crash despite research showing that 75% of crashes involving teens are caused by driver error.

Examples of hand-held devices (Ministry of Transportation Ontario):

- iPods
- Cell phones
- Laptops
- GPS and MP3 players
- Smart phones
- DVD players

As of September 1, 2015 the fines and penalties for distracted driving increased. If convicted of distracted driving, a fully licensed driver (holder of Class A, B, C, D, E, F, G) or a hybrid driver (holder of a full-class licence and a novice licence such

- as Class G and M1) will receive:
- a fine of \$400, plus a victim surcharge and court fee, for a total of \$490 if settled out of court
 - fine of up to \$1,000 if you receive a summons or fight your ticket
 - three demerit points applied to your driver's record
- If convicted of distracted driving, a novice driver (subject to the Graduated Licensing program) will be subject to escalating sanctions:
- first occurrence will result in a 30-day license suspension
 - second occurrence will result in 90-day license suspension
 - license cancellation and removal from the Graduated Licensing System for a third occurrence

When certain kinds of driver behavior are shown to be dangerous, we wisely draft laws making them illegal and impose

specific punishment. Running traffic signals and controls, failing to stop for school buses, and drunk driving are some examples. Research shows that common sense tells us it is not possible to drive an automobile, dial, text, carry on conversations without significant risks. Good drivers keep their hands on the wheel and their eyes on the road. ■

References
CAA – Canadian Automobile Associations Distracted Driving Campaign
Virginia Tech - The institute's 2009 study on cell phones and distracted driving
The Government of Canada
Louis Hugo Francescutti, MD PhD MPH FRCPC - Fatal distraction, Cell phone use while driving (Canadian Family Physicians)
Chantelle R. Champagne, MD - Fatal distraction, Cell phone use while driving (Canadian Family Physicians)
RCMP – Royal Canadian Mounted Police – www.rcmp.gc.ca/texting
CTV News – September 2013 report
Ontario Ministry of Transportation www.mto.gov.on.ca/safety/distracted-driving
Collet, Guillot, & Petit, 2010a, 2010b
McCartt, Hellinga, & Bratiman, 2006
Wilson & Stimpson, 2010
State Farm/Harris Interactive Survey

Devices that Can and Can't Be Used while Driving

Type of Device	Can I Use It?	Example
Cell phone with an earpiece, headset or Bluetooth device using voice-activated dialing	YES, only to activate or deactivate a "hands-free" function, and only if the device is mounted or secured. Actions like dialing or scrolling through contacts are not allowed.	A mobile phone that sits in a mount attached to the dashboard by Velcro or in a cup holder.
GPS screen	YES, provided the GPS is mounted on the dashboard or windshield. You must input the required information before driving.	A GPS mounted on a dashboard or windshield, as long as it does not block the driver's view.
Portable media player plugged into the vehicle's sound system	YES, but you must activate the playlist before driving.	iPod
Display screens that are built into the vehicle and used for safety reasons.	YES	Systems for collision avoidance, information about the vehicle's status, road or weather information, etc.
Audio devices with screens that display still images	YES	An MP3 player displaying a still image of the artist or name of the song playing
Ignition interlock devices	YES	

Fig. 2. MTO – Devices that Can and Can't Be Used while Driving

Four Seconds to Live

Steve S. Austin, WSO-CSI (ML), CSHO; WSO Board of Directors; Scottsboro, Alabama, USA

If this has not happened to you yet, it will. As most of us walk around in a cell phone cloud, oblivious to everything around us. "Not me," you say? Well think back on all the times you meant to look up when walking and texting and almost ran into or nearly ran over somebody. Embarrassing, yes, but the disaster is not even on the magnitude of texting and driving. Usually the wake-up call comes from the sound of a horn blowing next to you or when the roadside grooves start singing as you have left the pavement or crossed the center line while you were texting and driving. These are distractions from your primary mission of texting and driving and delay your goal to get that text out at all costs.

Some get lucky and avoid the costs by correcting the auto just in time. Others are not so lucky and have incidents or accidents. Some just plain kill people, themselves, animals, or destroy property.

Sadly it happens every day, every hour, and every few minutes somewhere in the world. It has been said by the younger generation that texting and driving is more dangerous than drinking and driving because more people are doing it!

Cause: Cell Phone/Human Behavior: The risk is highly likely to cause an accident or incident based on 1 out of 632 texts to include road departures, vehicle damage, rollovers, and automobile collisions, injuries, debilitating accidents, or even worse to single or multiple deaths.

Mitigation: Self-Control/Laws: It is easy: "Don't Text and Drive!" Pull-over, do your text, end the chat, or don't text until you reach your destination. Dick Tracy had a 2-way wrist radio watch for a communicator in 1946. How ingenious or how dangerous that idea has become.

Laws are being written every day all over the world in attempt to curb texting and driving; however, laws are only as good as they are enforced. In the end, it all boils down to personal behavior and constraint. How disciplined are you?

If you text and drive you may or may not arrive alive. The text read, "They only looked down at the text for their last four seconds: 1...2...3...4, then they were here no more!" ■

2018 Membership Drive Continues



With our newly-accredited status, we are pushing to significantly increase our membership. We are asking that each of you, as a valued World Safety Organization member, assist in the process.

Please suggest to your colleagues and associates that they join WSO as a professional member and pursue WSO certification. If each member were to add one new member over the next year it will help build our membership ranks and make the organization stronger. Please help us with this task.

WSO Certification Exam Study Guides Now Available for Purchase

In response to requests from WSO members and inquiries made by potential WSO certification candidates, we have developed three study guides that will be of interest and benefit for those preparing to sit for a WSO certification examination. To help familiarize a certification candidate with what they'll encounter during a WSO certification exam, these study guides are presented in the same format as the WSO exam content and come with an answer key at the back of the booklet. The study guides are currently available as PDF downloads.

If you are a current or potential WSO certification candidate and are interested in purchasing the appropriate study guide, please contact WSO-WMC at 1-660-747-3132, or send an email to certification@worldsafety.org.

Subscribe to WSO's YouTube Channel!

WSO is committed to increasing our online presence through social media and website development. You may already follow WSO on Twitter, Facebook, LinkedIn, and Instagram, and we are excited to announce that, with the help of **Dr. Michael L. Thomas** (WSO Board of Directors), we have also launched a channel on YouTube! Currently uploaded are 18 videos from the 2017 Symposium. Dr. Thomas was our videographer during the 2016 and 2017 Symposiums, and we greatly appreciate his assistance and service to the organization.

You can view all the videos by searching "World Safety Organization" on YouTube, or by typing in the following URL:
<https://www.youtube.com/watch?v=PUGBOJlxRus>

Happy viewing ... and let us know what you think!

WSO Membership and Certification Fees to Increase Nominally on January 1

At the 2017 Board meeting in Las Vegas, the Board of Directors voted for a fee increase for WSO memberships and certifications, effective 1 January 2018. We have not had a fee increase in some time, and costs of processing memberships and certifications continue to rise. A brief overview for the new fee structure is shown below:

- **Each Membership increases \$10.00 USD**

If your annual membership fee is currently \$75.00, it will increase to \$85.00; if \$80.00, it will increase to \$90.00; if an Institutional membership at \$185.00, it will increase to \$195.00; and so on.

- **Each Certification increases \$5.00 USD**

If you hold one WSO certification, your annual certification fee will increase \$5.00; if you hold two WSO certifications, your annual certification fee will increase \$10.00; and so on.

The Board also voted, on strong recommendation from ICAC, to institute a \$20.00 Membership Application Fee, as well as a \$45.00 Certification Application Fee. These application fees also go into effect January 1.

Submit questions or comments via email to:
charles_baker@worldsafety.org.

WSO World Management Center

HOLIDAY Schedule

Upcoming holiday hours are as follows:

December 22 and December 29
Office is Open until Noon.

December 25 and January 1
Office is Closed.

***Wishing You Holidays filled with Warmth and Cheer
and a New Year blessed with Peace and Joy!***



"Making Safety a Way of Life ... Worldwide" since 1975

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