



# EVERY SECOND MATTERS<sup>SM</sup>

TRAVELERS INSTITUTE® TRAVELERS



## Every Second Matters<sup>SM</sup>

**DRIVE SAFE. DRIVE PRESENT. LEAD BY EXAMPLE.**

With roadway fatalities at alarmingly high levels, the Travelers Institute® *Every Second Matters*<sup>SM</sup> distracted driving initiative recognizes that every driver, passenger, cyclist and pedestrian has a role to play in changing social norms around distraction. Launched in 2017, this national education campaign is working to help reduce distracted driving, while empowering drivers to set positive examples for roadway safety.

### Every Second Matters Symposium Series

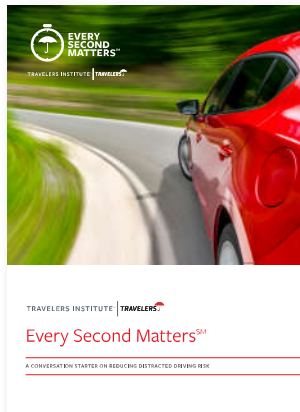
Educational programming challenges students and others to help shift attitudes about the seriousness of distracted driving. Events explore topics like:

- The science of distraction
- Situational awareness
- The future of the roadway



### Educational Resources

The *Every Second Matters* Conversation Starter discusses the importance of reaction times in collision avoidance and shares tips for avoiding distractions behind the wheel.



#### ALAN SCHNITZER

Chairman and Chief Executive Officer, Travelers

*“Distracted driving is a serious problem on today’s roads, and it affects us all. Even if you don’t believe you’re distracted, you and your loved ones still share the road with drivers who are. We are committed to furthering thoughtful dialogue about the serious risks of, and solutions to, distracted driving.”*

Learn more:  
[travelersinstitute.org/distracteddriving](http://travelersinstitute.org/distracteddriving)

# EVERY SECOND MATTERS SYMPOSIUM HIGHLIGHTS



## Understanding distraction

“Beyond distractions from mobile phones, it’s also important to be familiar with the vehicle you’re driving and its equipment. Even safety technology can be a distraction.”

– Michael F. Klein, Executive Vice President and President, Personal Insurance, Travelers



## Examining the data

“In Georgia, 74 percent of our fatal crashes were directly attributed to one of three things: speed, impaired driving, and distracted driving. I would argue that distracted driving may far surpass the other two combined.”

– Brian Mixon, Middle Georgia Law Enforcement Liaison, Governor’s Office of Highway Safety, State of Georgia



## Mobilizing advocates

“The Road to Zero is a coalition led by the National Safety Council and the U.S. Department of Transportation with a focus on getting to zero fatalities on our roadways by 2050. We’ve been going in the wrong direction and this is an effort to get moving in the right one.”

– Jane Terry, Senior Director, Government Affairs, National Safety Council



## Changing workplace culture

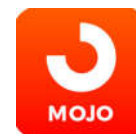
“Regardless of any written company policy, managers set the tone about distracted driving at work. Employees may feel pressure to respond to work-related email or calls right away, even when they’re on the road. What messages are you sending to your team?”

– Chris Hayes, Second Vice President, Transportation, Risk Control, Travelers



## Exploring technology solutions

“We use data to make drivers safer and apps to show them how they’re doing behind the wheel. The Mojo app allows you to compete with friends and family to see who is the safest driver.”



– Joe Adelman, Co-Founder and Vice President of Operations, TrueMotion

## What you can do:

- As a driver, set a good example for others.
- As a passenger, speak up!
- Avoid calling or texting someone who is driving.

**Speak up!**

### Travelers Institute

Travelers established the Travelers Institute as a means of participating in the public policy dialogue on matters of interest to the property casualty insurance sector, as well as the financial industry more broadly. The Travelers Institute draws upon the industry expertise of Travelers’ senior management and the technical expertise of its risk professionals and other experts to provide information, analysis and recommendations to public policymakers and regulators. Learn more at [travelersinstitute.org](http://travelersinstitute.org).

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