



# Attentive driving

Our roads are becoming increasingly more dangerous due to new demands on driver attention and are resulting in more cases of driver distraction. There remains a lack of recognition of just how deep the problem is. **Driver inattention is regarded as the leading cause of motor vehicle crashes** – approximately 80% of crashes are *due to inattention* (NZ AA). This interactive audio-visual workshop allows you to understand and experience driver distraction (“inattentional blindness”) and get a feel for the seriousness of the problems facing us all—*especially younger, newer drivers*. You will also learn of new developments in driver training on how *postural stability provides the key to increased mental awareness and attention*. The result: relaxed but increased control and increased driving enjoyment!

**Driver distraction:** An increasing problem that won't simply go away.

- Mobile phones, radios, and driving: facts and laws versus good sense?
- The new law: \$80 fine + 20 demerit points for using hands-held phone while driving;
- Hands-free *is not safer* than hands-held = driving drunk, .05 BAC);
- Best practice is to limit mental distractions while driving ...*especially phones*;
- Texting while driving? Totally out of the question!!! *Do not even attempt* (it's illegal).

Playlist of our attentive driving videos	<a href="http://www.tinyurl.com/q3cgjvu">www.tinyurl.com/q3cgjvu</a>
Excellent UK anti-texting TV campaign:	<a href="http://www.tinyurl.com/ktl4uj">www.tinyurl.com/ktl4uj</a>
NZ AA on driver distraction:	<a href="http://www.tinyurl.com/zzo49cw">www.tinyurl.com/zzo49cw</a>
NZTA on mobile phones:	<a href="http://www.tinyurl.com/jt8jsrj">www.tinyurl.com/jt8jsrj</a>

**Attention and control:** understand the basic psychology of driving:

- Perception and action – two sides of the same coin – our “mind”;
- Good *actions* – must be based on good *information* (from the perceptual senses);
- Poor vision, poor hearing, poor feeling = poor perception = poor action;
- Diverted attention –you lose all awareness of your goal (“*inattentional blindness*”).
- Awareness/distraction demos and games: TBA at seminar;

**Improving driving skill:** Good stability is the *basis* of increased attention, control, and skill.

- Postural stability: low centre of gravity frees up the mind to allow better attention;
- Simple foot-leg-knee bracing techniques increase stability...increased awareness/attention;
- Techniques for increasing driving stability: web sites TBA at seminar;

**Profile.** Dr. Jack Treffner conducted the world's first study on the effect of mobile phones on the control of driving in real cars (not a simulator) while chief scientist at the Holden Performance Driving Centre. As a cognitive psychologist he has extensive experience in scientific research into human psychology and the control of movement, and how perception and action work in harmony as a basis for everyday skills, high performance sports, and driving. He brings a unique perspective on driver training: not all defensive or advanced driver training courses are the same! Dr. Treffner actually has a *technique* to offer – a technique that is based on scientific research into how *stable driving posture leads to increased attention*. Good, safe, attentive driving technique starts with the basics of stable posture to allow relaxed—but aware—driving. And attentive driving is the most enjoyable kind of driving! He is the author of many scientific journal articles on the nature of human movement and has appeared on TV and other media discussing the need for attentive driving. He is available for consultancy and workshops.

Dr. Jack Treffner  
[www.metaffordance.com](http://www.metaffordance.com)  
[metaffordance@gmail.com](mailto:metaffordance@gmail.com)

[www.metaffordance.com](http://www.metaffordance.com)