

# The Thinking Driver

Newsletter

Volume 1, Issue 10 Spring 2011



## Backing Safety Fundamentals.

Each day in North America, millions of miles are driven. If you drive as part of your job, or drive as part of your commute to and from work, you will recognize that over 99% of your driving is going in a forward direction. Yet isn't it interesting that although it's a very small portion of driving in most organizations, accidents that occur while backing up account for between 40 to 45% of all reportable incidents.

Such incidents are costly to organizations and can result in property damage, reduced productivity, missed revenue opportunities, an increase in insurance premiums, and in some cases injury or even death. However, the good news is that many of these accidents can be prevented using 7 Fundamental practises of backing.

**1. AVOID BACKING.** A simple way to avoid a backing incident is to park so that your first movement is always forward. When you stop to park, think ahead to when you will be leaving and park so that you do not have to back out. Whenever possible, find a parking spot that allows you to drive through. This may require seeking out an appropriate parking spot or parking a bit further away, however this strategy will reduce your chances of being involved in a backing incident. If you are unable to find a drive-through spot, back into a parking space so that your first movement will be forward and you will not be reversing into traffic.



**2. CIRCLE CHECK.** Before moving your vehicle from a parked position, do a circle check or walk around your vehicle first. This is especially important when backing out of a parking spot. This will allow you to identify any obstructions in the area that may not be clearly visible from the driver's seat of your vehicle. Many fatal backing incidents occur in locations where the driver is familiar with the surroundings and may become complacent. A prime example of this is the driveway at home. Each year, hundreds of children are injured or killed by parents or close relatives in backing incidents that occur in their own driveway. Always do a circle check.

Are you concerned about fleet incidents in your organization? Do your drivers need to refine their backing skills?



## Safe Backing Course

Thinking Driver can train your group in this competency based course. Safe Backing combines theory and practical learning that focuses on reducing backing incidents.

We conduct Safe Backing on-site as required and train the driver in the vehicle that he/she normally drives for work, ensuring relevant and effective skills transfer.

Call for more details 1-877-250-5601 or visit [www.thinkingdriver.com](http://www.thinkingdriver.com)



**3. LOOK BACK.** Before starting any backing action, ensure your mirrors are clean and well-adjusted, lights are clean and working, and back window is clean and free of any debris. Remember that the passenger mirror is convex to give you a larger view of the area, but keep in mind that “objects are closer than they appear.” Your surroundings can change suddenly as pedestrians, children and other vehicles may move into your path without notice, so always keep your eyes moving to the back, the sides and the front of your vehicle.

**4. BACK SLOWLY.** Maintaining control of your vehicle can be achieved by controlling your speed. Backing slowly allows for timely course corrections and braking should something or someone move into your line of travel.

**5. USE A GUIDE.** Whenever possible, have a passenger or coworker direct you into the location you need to back into. Ensure you both agree on the hand signals and your guide is clearly visible. Items such as a high visibility vest or jacket or the use of a radio if your vehicle is so equipped can be effective tools. The driver-side window should be rolled down in order for the driver to hear any verbal commands. If you lose sight of your guide, stop until visual contact can be made again.

**6. AVOID DISTRACTION.** It is vitally important that you are focused on the task of backing and avoiding hazards as you move in reverse. Avoid use of any handheld devices, eating, or any other activities that can divert your attention.

**7. PRACTISE.** Many incidents occur because backing up is such a small percentage of driving time. Taking time to practise this skill, will build confidence as well as ability. Find an empty lot and start slow. Back in a straight line. Add cones or empty boxes and practise backing around them. Learn how your vehicle responds to steering while backing and how to keep track of objects behind you. Backing incidents can be avoided!



### Come visit Thinking Driver at the following upcoming events:

#### **38th Annual Industrial Safety Seminar**

Queensbury Convention Centre,  
EVRAZ Place, Regina, SK  
February 7-9, 2011

Thinking Driver's Sales and Marketing Manager, Annette DeCaire, will be in attendance to answer all your Driver Training questions and To present new *Thinking Driver* courses and products.

Say hello to Annette and find solutions to all your Fleet Safety needs at booth 44.

#### **2011 Western Conference on Safety**

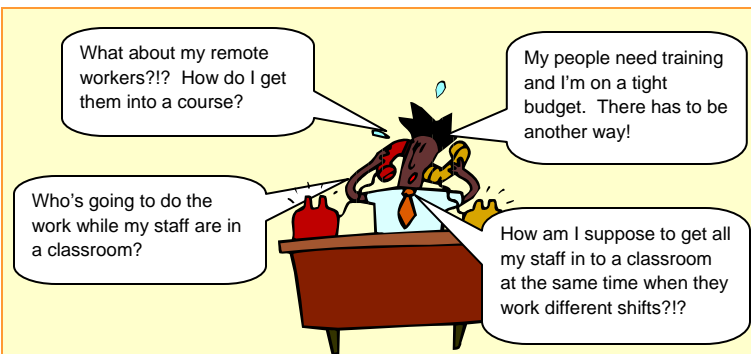
Hyatt Regency Vancouver, BC  
April 18 & 19, 2011

Thinking Driver President, Spencer McDonald, teams up with Jason McIvor of Terasen Gas to present

#### **“Motor Vehicles are Workplaces Too!”**

Workers who drive during any part of their job are at risk and regular driver licenses are not meeting the need to ensure proper training or supervision of this task. This session overviews a new 3 part driver safety initiative along with an overview of Terasen Gas's anti-distracted driving program. See this informative session on April 19th, 10:30 - 11:45 am Session 6D.





You asked, we listened...

## THINKING DRIVER'S GOING ONLINE!!

We've taken our Thinking Driver classroom course and turned it into 2 information packed Online eLearning Courses.

### Defensive Driving Fundamentals:

Approximately 90 minutes

Through a series of videos, quizzes, activities and questions, each participant will learn how to improve their driving skills and reduce incidents by implementing the Five Fundamentals of Defensive Driving:

- 1) Think and Look Ahead
- 2) Anticipate Hazards
- 3) Keep Your Options Open
- 4) Manage the Risk
- 5) Control with Finesse

*Coming Soon!*

Course includes a final exam and certificate.

### Defensive Driving Attitudes:

Approximately 2 hours

This comprehensive eLearning course allows participants to evaluate how their attitude can affect how they drive. Through a series of video presentations, self-assessments and exercises, the participant learns how to evaluate a situation and consider how their reactions and attitude will affect the outcome. This course covers such topics as:

- 1) Pet peeves
- 2) Stress
- 3) Anger
- 4) Risk tolerance

*Coming Soon!*

Course includes a final exam and certificate.

**Want to be the first to know?** Email [pam.peterson@thinkingdriver.com](mailto:pam.peterson@thinkingdriver.com) and she will ensure you are kept in the loop.

## Train Your Own Driver Trainers



### Thinking Driver Instructor Classroom

Edmonton, AB Mar 21 - 25, 2011

### Thinking Driver Instructor Practical

Trail, BC Mar 28 - Apr 1, 2011

Each 5 day course \$2295

Would you like to see a course listed here in your area? Please call 1-877-250-5601 for inclusion.

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

## Can't come to us?

We will come to you anywhere in North America!



Contact:

Annette DeCaire

Sales and Marketing Manager to schedule one of our programs in your area!

Ph: 1-877-250-5601/ (604) 596-0500;

Email: [adecaire@thinkingdriver.com](mailto:adecaire@thinkingdriver.com)

**Thinking Driver**

*"it's all about attitude"*



## Pamela L. Peterson

### Thinking Driver Administration

- Customer Liaison
- Bookkeeping
- Client Services
- Newsletter

Pam provides administrative assistance to all of the departments of Thinking Driver. With over 15 years of experience in office administration and bookkeeping and additional years in customer service, Pam is no stranger to multi-tasking and juggling the many roles required to administer an effective office.

#### Favourite Driving Safety tip:

"During a recent trip to Israel with my dad and my sister, we made use of a rental car in order to explore the country on our own timing using our own agenda.

As required by Israel law, if by chance you need to pull off the road for emergency reasons, you are required to wear the bright yellow safety vest while outside your vehicle. We discovered that all major car rental companies actually supply the vests and usually have them stored in the vehicle's glove box. I found this to be a fabulous idea - one that everyone should institute in their own vehicles. If you need to pull over for a flat tire, to wait for assistance, to access items in the trunk of your vehicle, a great way to ensure other drivers can see you - especially at night - is to make use of this handy tool! Reasonably priced and readily available, put one in YOUR glove box. It could save your life."

## Cartoon Corner



"So the judge said I had to go to Driving School and I thought, 'How cool is that!', and here I am!"



Would you please use your rear-view mirror!  
You're freaking me out!!

To remove your name from our mailing list, please [click here](#).

Questions or comments? Email us: [pam.peterson@thinkingdriver.com](mailto:pam.peterson@thinkingdriver.com)

or call us at 1-877-250-5601

Mail us at 12601—54th Avenue, Surrey, BC V3X3C1



Check out our website at  
[www.thinkingdriver.com](http://www.thinkingdriver.com)



# Are Backing Incidents a Pain in Your Rear?!?



## Introducing Thinking Driver's "Backing Safety Fundamentals"

For the first time ever Thinking Driver also offers this DVD and Handbook in both English and French.



Developed in collaboration with Canadian Pacific this all new DVD features the 7 Fundamentals of Backing Safety:

1. Avoid Backing
2. Circle Check
3. Look Back
4. Back Slowly
5. Use a Guide
6. Avoid Distraction
7. Practice

Time: 15 minutes (approx.)

Languages: available in English and French

Cost: \$249 each

The companion handbook for the Backing Safety Fundamentals DVD reviews the 7 Fundamentals and more.

Languages: available in English and French

Cost: \$9.95 each

Quantity discounts available



Circle Check Decals - place on your vehicles as a handy reminder to do a Circle Check before hopping into a vehicle.

Size: 3.5"

Material: High Durability Vinyl

Cost: \$3.95 each

Quantity discounts available

Quick Reference Cards are a great reminder of safe backing principles.

LCost: \$2.49 each

Qty discounts available



TO ORDER: Fax order form to 604-596-0789  
or Call 1-877-250-5601  
or Online at [www.thinkingdriver.com](http://www.thinkingdriver.com)





# BACKING SAFETY FUNDAMENTALS

## ORDER FORM

Fax your order to: 604-596-0789 or Phone: 604-596-0500 or 1-877-250-5601

Have credit card information ready

mail to: Thinking Driver Email: pam.peterson@thinkingdriver.com

12601 54 Avenue

Order online at:

Surrey, B.C. V3X 3C1

www.thinkingdriver.com

### Shipping Address:

Name: \_\_\_\_\_ Position: \_\_\_\_\_

Organization: \_\_\_\_\_

Street: \_\_\_\_\_ City: \_\_\_\_\_

State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_

Email Address: \_\_\_\_\_ Today's Date: \_\_\_\_\_

Item	Quantity	Price	Total	
Thinking Driver's Backing Safety Fundamentals DVD	_____ DVD	\$ 249.00	_____	
Thinking Driver's Principes fondamentaux de marche arriere securitaire	_____ DVD	\$ 249.00	_____	
Thinking Driver's Backing Safety Fundamentals Handbook	_____ Handbook	1 - 99 \$9.95 100 - 249 \$8.95 250 - 499 \$8.49 500+ \$7.99	_____	
Thinking Driver's Principes fondamentaux de marche arriere securitaire manuel	_____ Manuel			
Thinking Driver Circle Check Decal	_____ Decal			1 - 99 \$3.49 100 - 249 \$3.45 250 - 499 \$2.95 500+ \$2.45
Backing Safety Fundamentals Quick Reference Cards	_____ QRC			

**SUB-Total** \_\_\_\_\_

Shipping & Handling Taxes (if applicable)

5% of total order (minimum charge \$15.00)

GST only: (AB, MB, NT, PEI, QC, SK, YT 5%)

HST: (BC 12%, NB, NL, ON 13%, NS 15%)

\_\_\_\_\_ cheque enclosed



**TOTAL** \_\_\_\_\_

Card number: \_\_\_\_\_ Exp Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature of Cardholder: \_\_\_\_\_ Date: \_\_\_\_\_