

**Yellow and red
card for drivers.**

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Dear drivers,

digital addiction is a relatively new field that has not been addressed in the past and is still not receiving enough attention. Most of you probably did not come across this topic during your driving school lessons or any training or course (e.g. organized by your employer). At the same time, digital technologies have become a regular part of our lives, and today the mobile phone accompanies the driver on almost every journey. Frequent checking of messages, social networks, emails or work applications can gradually create a habit that the driver ceases to perceive as dangerous. However, a single look at the display, a few seconds of inattention or a delayed reaction is all it takes to cause a traffic accident. Its consequences can be less serious, but also tragic and irreversible.

Digital addiction negatively affects the ability to concentrate, maintain attention, correctly evaluate the traffic situation and react in time to an unexpected obstacle. The risk is not only when texting or talking on the phone. The driver's attention can also be distracted by incoming notifications, social networks, watching videos or the urge to constantly check the mobile phone and other stimuli.

This book and the courses we organize for drivers can help you better understand the risks of digital addiction, recognize your own dangerous habits and learn practical ways to limit the use of your mobile phone while driving. Our goal is not to condemn drivers, but to provide them with the necessary information and offer effective prevention or teach them specific methods and skills.

Each driver is responsible not only for himself, but also for his fellow passengers, transported passengers, other road users, pedestrians and their families. Therefore, pay

full attention to driving. One unnecessary use of your phone behind the wheel can change your life and someone else's - and the consequences of that moment can last a lifetime.

Any driver who begins to show signs of digital addiction should receive a clear warning - a symbolic yellow card. This represents a warning that it is high time to change your habits before a dangerous situation occurs.

If, due to the use of digital devices, the driver has already endangered himself, his passengers, transported passengers or other road users, he should receive a red card - a clear stop sign. In such a situation, it is no longer just an inappropriate habit, but a serious action that can have tragic consequences.

It depends on each of us whether we ignore and tolerate the dangerous behavior of digitally addicted drivers, or warn them in time through a yellow or red card. It is not about punishment or humiliation, but about the protection of human health and life.

Every road user should read this book and consider voluntary (preventive) participation in our courses. Drivers who have received a yellow or red card should take the relevant course compulsorily. They can thus better understand the seriousness of their actions, change risky habits and prevent traffic accidents.

I wish you many safe travels and always a happy return home.

Ivan

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WHAT IS OUR GOAL

Yellow and red cards warning drivers of digital addiction should be available at all locations listed in this chapter. They can be provided for free or sold at a suggested retail price. The cards come in 108 language mutations, just like this book, so they can be used in all countries around the world.

We ask partners to adhere to the recommended maximum price per card when selling: 20 CZK, 1 EURO or 1 USD per card. Cards can be offered individually or in packs of 10, 20 or more. Partners can sell this e-book and offer driver courses at the same time.

Printing materials for double-sided printing of yellow and red cards are included in this book. Interested parties and cooperating partners can therefore print the cards themselves and then give them away free of charge or sell them for the specified maximum price. When printing, it is necessary to preserve their original appearance, text, color and link to our website. To ensure the necessary strength and longer life, we recommend printing the cards on harder paper.

Anyone who receives or purchases a yellow or red card should understand that a card is more than just an object. It is a clear warning that using a mobile phone behind the wheel can be dangerous and that it is time to change your behaviour.

A yellow card is a warning: Pay attention and change your habits before you endanger someone.

A red card means a stop sign: Immediately stop using your mobile phone behind the wheel and putting yourself and others at risk.

The situation when the red card is given to the driver by his own child, husband, wife, partner is particularly serious and emotional. Such a moment should be a very strong warning. The closest person tells the driver that they do not feel safe during the ride together, are afraid of his behavior and are worried about the possible consequences. We believe that it is this powerful incentive that can make drivers think, take responsibility and immediately change their digital habits behind the wheel. Our goal is to make yellow and red cards available with these partners worldwide.

a) Traffic inspectorates and places where driving licenses are issued

Every traffic inspectorate, municipal office and other workplaces where driving licenses are issued, renewed or withdrawn should provide drivers with yellow and red cards free of charge, or offer them at a suggested price.

b) Dealers of cars, commercial vehicles and trucks

Dealers of new and used cars, commercial vehicles and trucks should offer yellow and red cards at a suggested price or give them to customers free of charge when taking over the vehicle. The cards should also be part of the prevention package, along with this book and information on the digital driver addiction courses.

c) Car repair shops, tire repair shops, car washes and technical inspection stations

Yellow and red cards should also be distributed free of charge or sold at a recommended price in car repair shops, tire repair shops, car washes, technical inspection stations and emission measurement workplaces. These workplaces should offer the cards on their own or as part of a preventative package together with this book and information about our driver courses.

Road traffic safety does not depend only on the technical condition of the vehicle, but also on the attention, responsibility and behavior of the person driving it.

d) Transport companies and public transport operators

Yellow and red cards should be available at transport companies and public transport operators, free of charge or at a suggested price. Employees of transport companies and passengers should obtain them.

Passengers should thus actively participate in supporting the safe behavior of drivers. If they find that the driver of a bus, tram, trolleybus or other means of transport inappropriately uses a mobile phone while driving and does not pay full attention to driving, they should draw attention to this fact in an appropriate way. They should hand over the relevant card safely, preferably after stopping the vehicle or after driving, so as not to further distract the driver while driving.

An information campaign explaining the meaning and correct way of using yellow and red cards should be published directly in public transport vehicles, at stops, in information centers, on websites and in mobile applications of transport companies.

The campaign should also include a clear warning that passengers should not disturb the driver during the ride, hand over the card to him or enter into a conflict with him.

e) Driving schools and driver training centers

Every driving school and driver training center should give out yellow and red cards for free or offer them at a suggested price. Future drivers should familiarize themselves with their meaning and correct use already during theoretical and practical training.

Instructors should use these cards to point out the risks associated with the use of mobile phones, navigation systems, social networks and other digital technologies behind the wheel. The goal is for students to acquire safe digital habits even before obtaining a driver's license and to be able to fully concentrate on the traffic situation while driving.

The cards should also be used in professional driver training, refresher driving lessons, training for employees who drive company vehicles, and safe-driving courses.

Driving schools and training centers should thus actively contribute to the prevention of traffic accidents and prepare drivers not only in terms of technical and legal aspects, but also in the area of safe use of digital technologies.

f) Filling and recharging stations

Yellow and red cards should be available at all gas stations and charging points for electric cars, free of charge or at a suggested price. These places are visited by a large number of drivers on a daily basis and are therefore a suitable environment for

spreading information about the risks of digital addiction and the use of mobile phones behind the wheel.

Offering the cards would also appropriately expand the range of goods and services intended for drivers. The cards should be placed at checkout counters, displayed on sales stands, or offered as part of a prevention package together with this book and information about courses focusing on digital addiction among drivers.

Gas stations and recharging points should thus be actively involved in the prevention of traffic accidents and remind drivers that driving safety does not depend only on sufficient fuel or energy, but above all on their attention, responsibility and safe digital habits.

g) Transport and bus companies, taxi services and shared transport services

Yellow and red cards should be available for freight and passenger transport companies, bus services, taxi services and shared mobility services. These companies should give out the cards for free or offer them to customers and passengers at a suggested price.

The cards should serve as a simple and effective preventive tool warning of the dangerous use of mobile phones by professional drivers. At the same time, they should remind that the driver is not only responsible for his own safety, but also for the lives and health of passengers and other road users.

Vážení čtenáři, právě jste dočetli ukázkou z knihy ***Yellow and red card for drivers..***
Pokud se Vám ukázka líbila, na našem webu si můžete zakoupit celou knihu.