

# Some facts to consider

## Stop, Pull Over, Don't be a statistic.

"Each day in the United States, more people are killed and more people are injured in crashes that are reported to involve a distracted driver"

What is Distracted Driving?

There are three main types of Driver Distraction:

**Visual** – Tasks that require the driver to look away from the roadway to visually obtain information.

**Manual** – Tasks that require the driver to take a hand off the steering wheel and manipulate a device

**Cognitive** – Tasks that are defined as the mental workload associated with a task that involves thinking about something other than the driving task.

One another type of Driver Distraction is Auditory that is caused due to hearing something not related to driving

Activities that can cause Distraction

Using a cell phone. Eating, drinking, or grooming, Talking to passengers

Reading, including map reading, Using a PDA or navigation system

Watching a video, Changing the radio station, CD, or Mp3 player

Texting, Taking care of toddlers while driving, Ham Radios

All this can be a distraction while driving.

All state laws and many employer policies allow hands-free cell phone use.

Public opinion polls show people recognize the risks of talking on handheld phones and texting more than they recognize the risks of hands-free phones.

Many drivers mistakenly believe talking on a hands-free cell phone is safer than handheld

Hands-free devices offer no safety benefit when driving.

Hands-free devices do not eliminate cognitive distraction.

In 2013, 3,154 people were killed in motor vehicle crashes involving distracted drivers. This represents a 6.7 percent decrease in the number of fatalities recorded in 2012. Unfortunately, approximately 424,000 people were injured, which is an increase from the 421,000 people who were injured in 2012.

10% of drivers of all ages under the age of 20 involved in fatal crashes were reported as distracted at the time of the crash. This age group has the largest proportion of drivers who were distracted.

Drivers in their 20s make up 27 percent of the distracted drivers in fatal crashes.

At any given daylight moment across America, approximately 660,000 drivers are using cell phones or manipulating electronic devices while driving, a number that has held steady since 2010

Engaging in visual-manual subtasks (such as reaching for a phone, dialing and texting) associated with the use of hand-held phones and other portable devices increased the risk of getting into a crash by three times

Headset cell phone use is not substantially safer than hand-held use.

A quarter of teens respond to a text message once or more every time they drive. 20 percent of teens and 10 percent of parents admit that they have extended, multi-message text conversations while driving.

**These are the facts to consider,**

**Thanks**

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