

Driving Distracted – KILLS

What is **Distracted Driving**, “...any activity that could divert a person’s attention away from the primary task of driving. All distractions endanger driver, passenger, and bystander safety.”
– Distraction.gov



There are three main types of distractions you face as a driver:
MANUAL: Taking your hands off the wheel.

VISUAL: Taking your eyes off the road.

CONGNITIVE: Taking your mind off the task of driving.

Some common distractions are:

- ☒ Texting
- ☒ Using a cell phone
- ☒ Eating and drinking
- ☒ Talking to passengers
- ☒ Grooming
- ☒ Reading, including maps
- ☒ Using a navigation system
- ☒ Watching a video

In only one year (2012) –
3,328 people were KILLED
on America’s roads in
DISTRACTED DRIVING
crashes

Any of the three can kill you, but when you couple them together your odds of death increase.

Texting and Driving Involves all THREE! – **Distractive Driving** is the **LEADING** cause of **DEATH** for people between the ages of 16 to 20.

PUT THE PHONE DOWN

You can’t predict when or where you might have a traffic crash, but you can work on a strategy that helps you to avoid a potential crash. First, keep your eyes on the road when you drive. A cell phone, the radio, even a drink can take your eyes off the road for just a second. That’s enough time to cause a serious or even fatal crash. Second, keep distractions to a minimum. If you use GPS, set it before you leave your driveway. Need to make a call, just stop in a parking lot. Finally, remember to set a good example for your children. In Virginia 50% of drivers involved in a texting and driving crash were ages 17-25. 57% of texting drivers were male. 48% of all teens say they have been in a car when the driver was texting. Teens, like adults, need to understand the dangers of distracted driving.



KNOW THE LAW

Virginia has a primary texting and driving law. Any driver who uses his/her phone to manually enter multiple letters or text in an effort to communicate with another person is guilty of texting and driving. It's also illegal to read any email or text message. A fine for a first offense is \$125. A second or subsequent offense carries a \$250 fine.

KNOW YOUR WORK PLACE POLICY

If you drive for work, chances are your employer has a cell phone policy. Employers realize that talking or texting on a cellphone while driving is dangerous. Many policies now prohibit talking and texting while driving. Penalties can include suspension or even dismissal. The City of Newport News has such a policy to protect our municipal employees and our citizens.

DO RESEARCH

You can educate yourself, your kids and others. Check out the YouTube Video. "The Grim Reality of Texting and Distracted Driving"
<http://www.youtube.com/watch?v=GVXk79yn8W4>

TEXTING IS OKAY - TEXTING AND DRIVING IS NOT

Texting is the way many of us communicate. In 2012, 2.19 Trillion text messages were sent in the U.S. It's an effective and efficient way to communicate quickly. That efficiency can be **deadly** if you text and drive. When you're behind the wheel, sending a text takes your eyes of the road an average of 5 seconds. At 55mph, you will drive the length of a football field without looking at the road. If you need to send a text while you are driving, wait until you can pull over. Isn't losing a few seconds better than losing your life?

TAKE ACTION

Take away the temptation all together. There are several phone apps for your smart phone that offers solutions. Here are some examples:

- 👍 DriveMode and Drive First
- 👍 Quiet Zone
- 👍 Textecution
- 👍 tXtBlocker
- 👍 DriveSafe.ly

You can find one that fits your needs.

Distracted Driving crashes are preventable. Distracted Driving does not just happen - it's a choice. Working together, we can all help reduce driver distraction, save lives and prevent injuries.

Texting While Driving causes 330,000 injuries per year.

HARVARD CENTER FOR RISK ANALYSIS STUDY

Texting While Driving causes 11 teen deaths every day.

INSURANCE INSTITUTE FOR HIGHWAY SAFETY

Texting While Driving is the same as driving after 4 beers.

NHTSA

Texting While Driving is the same as driving blind for 5 seconds at a time.

VIRGINIA TECH TRANSPORTATION INSTITUTE

Texting While Driving slows your brake reaction speed by 18%.

HUMANFACTORS & ERGONOMICS SOCIETY

In 2011, 1,300,000 (1.3 million) crashes involved cell phone use

NATIONAL SAFETY COUNCIL

