



## DISTRACTED DRIVING

Distracted driving is any activity that could divert a person's attention away from the primary task of driving. All distractions endanger driver, passenger, and bystander safety. These types of distractions include:

- Texting
- Using a cell phone
- Eating and drinking
- Talking to passengers
- Grooming
- Reading, including maps
- Using a navigation system
- Watching a video
- Adjusting a radio, CD player, or MP3 player

But, because text messaging requires visual, manual, and cognitive attention from the driver, it is by far the most alarming distraction. The minimal amount of time your attention is taken away from the road when texting and driving is 5 seconds. If you are traveling at 55 mph, this equals driving the length of a football field without looking at the road.

Currently, 46 states, D.C., Puerto Rico, Guam and the U.S. Virgin Islands ban text messaging for all drivers. All but 5 have primary enforcement. Of the 4 states without an all driver texting ban, 2 prohibit text messaging by novice drivers, 1 restricts school bus drivers from texting.

14 states, D.C., Puerto Rico, Guam and the U.S. Virgin Islands prohibit drivers of all ages from using handheld cell phones while driving.

No state bans all cell phone use for all drivers, but 38 states and D.C. ban all cell phone use by novice drivers, and 20 states and D.C. prohibit it for school bus drivers.

Wait for it...this could save your life:

<https://www.youtube.com/watch?v=E9swS1Vl6Ok>



Visual



Manual



Cognitive

# KEY FACTS AND STATISTICS FROM DISTRACTION.GOV

- In 2014, 3,179 people were killed, and 431,000 were injured in motor vehicle crashes involving distracted drivers.
- Ten percent of all drivers 15 to 19 years old involved in fatal crashes were reported as distracted at the time of the crashes. This age group has the largest proportion of drivers who were distracted at the time of the crashes. (NHTSA)
- Drivers in their 20s are 23 percent of drivers in all fatal crashes, but are 27 percent of the distracted drivers and 38 percent of the distracted drivers who were using cell phones in fatal crashes. (NHTSA)
- 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. (NOPUS)
- A 2015 Erie Insurance distracted driving survey reported that drivers do all sorts of dangerous things behind the wheel including brushing teeth and changing clothes. The survey also found that one-third of drivers admitted to texting while driving, and three-quarters saying they've seen others do it. (ERIE INSURANCE)
- Smartphone ownership is growing. In 2011, 52 percent of drivers reported owning a smartphone, and by 2014 that number had grown to 80 percent. The greatest increases in smartphone ownership are among adults age 40 and older. (STATE FARM)
- More than half (53%) of all adult cellphone owners have been on the giving or receiving end of a distracted walking encounter. (PEW RESEARCH)

<http://www.distraction.gov/stats-research-laws/facts-and-statistics.html>

The dangers of cell phone use while driving are indisputable, and employers are taking action by passing policies to prevent cell phone distracted driving. The National Safety Council recommends policies that prohibit both hands-free and handheld devices and apply to all employees. If you do not have a cell phone policy, establish one. If you have one, make sure all your employees are well-educated about the policy and are held accountable to it.

For help in developing a policy, go to <http://www.nsc.org/learn/NSC-Initiatives/Pages/distracted-driving-employers-end-distracted-driving-with-cell-phone-policies.aspx> for a free Cell Phone Policy Kit from the National Safety Council.