

EVERYTHING YOU NEED TO KNOW ABOUT **DISTRACTED** driving

COMMON EXAMPLES

Manual



- TEXTING
- OPENING OR READING MAIL
- DIALING A PHONE NUMBER
- CHANGING THE RADIO STATION OR SONG
- APPLYING MAKEUP
- SHAVING
- EATING
- TALKING ON THE PHONE
- SMOKING

Cognitive



- TEXTING
- OPENING OR READING MAIL
- DIALING A PHONE NUMBER
- CHANGING THE RADIO STATION OR SONG
- APPLYING MAKEUP
- SHAVING
- EATING
- TALKING ON THE PHONE
- SMOKING
- NAVIGATION SYSTEMS & MAPS
- WATCHING CHILDREN IN THE BACKSEAT
- THINKING OR WORRYING ABOUT SOMETHING OTHER THAN DRIVING

Visual



- TEXTING
- OPENING OR READING MAIL
- DIALING A PHONE NUMBER
- CHANGING THE RADIO STATION OR SONG
- APPLYING MAKEUP
- SHAVING
- NAVIGATION SYSTEMS & MAPS
- WATCHING CHILDREN IN THE BACKSEAT

WHY IS DISTRACTED DRIVING SO BAD?

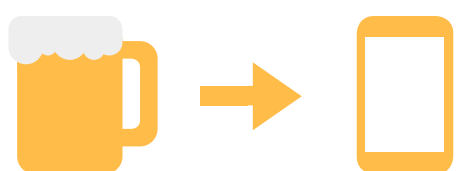
DISTRACTED DRIVING ACCOUNTS FOR APPX. **25%** OF ALL MOTOR VEHICLE CRASH FATALITIES.³

DRIVER DISTRACTION IS REPORTED TO BE RESPONSIBLE FOR MORE THAN **58%** OF TEEN CRASHES.³



IT ONLY TAKES 3 SECONDS AFTER A DRIVER'S ATTENTION HAS BEEN DIVERTED FROM THE ROAD FOR A CRASH TO OCCUR.³

“...the new drunk driving”



BETWEEN 2005 AND 2012, DRUNK DRIVING FATALITIES DECREASED BY 28%.⁴

MEANWHILE, THE PERCENTAGE OF PEOPLE “VISIBLY MANIPULATING” THEIR PHONES WHILE DRIVING INCREASED BY 650%.¹

WHO IS MOST AT RISK?

YOUNG ADULT & TEEN DRIVERS²

DRIVERS UNDER THE AGE OF **20** HAVE THE HIGHEST PROPORTION OF DISTRACTION-RELATED FATAL CRASHES.²

PRACTICAL TIPS FOR AVOIDING DISTRACTIONS BEHIND THE WHEEL

1. DOWNLOAD AN APP LIKE LIFESAVER OR SAFEDRIVE TO AUTOMATICALLY SET YOUR PHONE TO DO-NOT-DISTURB WHEN YOUR VEHICLE IS IN MOTION.
2. WHEN YOU PLAN ON DRIVING THROUGH A RESTAURANT FOR TAKE-OUT, CHOOSE A PLACE THAT IS VERY NEAR YOUR DESTINATION.
3. WHENEVER POSSIBLE, LIMIT THE NUMBER OF PASSENGERS AND THE AMOUNT OF ACTIVITY TAKING PLACE IN YOUR VEHICLE.

REFERENCES

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