

DISTRACTED DRIVING

WHAT YOU SHOULD KNOW!

WHAT IS DISTRACTED DRIVING?

ANY activity that can take a person's attention from the primary task of driving.



THREE TYPES OF DISTRACTION:

COGNITIVE DISTRACTION



Cognitive distraction occurs when a driver diverts his or her attention to another mentally demanding task. Talking on a hands-free cell phone and using a voice-activated electronic system are two activities that produce almost purely cognitive distraction. Many other distractions, such as texting, adjusting in-vehicle controls and eating, have a physical as well as cognitive component.

VISUAL DISTRACTION



Visual distractions are the most common type of distraction – basically, anything that takes a driver's eyes from the road or even for a split-second, changes their visual focus from driving. It could be looking for items in the vehicle, looking at the scenery around them, or they could be looking down at their device to view a text message or watch a YouTube video.

PHYSICAL DISTRACTION



Manual distractions, as you might imagine, can be combined with visual distractions. A manual distraction involves the driver taking their hands off the steering wheel for any reason. It may be to change the radio station or lower the volume, answer a call or send a text message, grab their cup of coffee, or eat that breakfast burrito on the way to the work or school.

THE FIGHT TO END DISTRACTED DRIVING STARTS WITH YOU!

WHAT CAN YOU DO?

NEVER TEXT OR TALK ON YOUR CELL PHONE WHILE DRIVING:

Even though hands-free systems seem helpful, they're not the solution. Keep your mind on the road and just drive.

MAKE A PLAN: Know where you are going before you get in the car. Program the GPS **before** you drive. Check out weather and road conditions too so you can be prepared.

MANAGE YOUR TIME: Don't be in such a hurry that you have to speed, multi-task, or drive aggressively on the road.

SCAN AND LOOK AHEAD: Look down the roadway to make sure that you are aware of others on the road at all times. Be prepared for the unpredictability of others.

CONCENTRATE: Think about what you are doing while driving. Make sure you are not upset or tired when getting on the road. Keep passengers quiet and calm.

PULL OVER: If you need to do something that will take your eyes and/or mind off of the road, pull over and stop first. Do not reach or lean.

SLOW DOWN: Drive at a safe speed so you can be aware of what other drivers are doing and have time to react.

BUCKLE UP: Always wear your seat belt and make sure your friends are buckled up too. You are less likely to be distracted or involved in a crash if you and your passengers are secured in your seat.

KNOW THE FACTS:

- **Texting** is considered the most dangerous form of distraction because it involves all three types (cognitive, visual, and physical).
- The **impairment** caused by a person using a cell phone while driving can be as extreme as a drunk driver.
- You're **23X** more likely to crash if you text while you drive.
- Distractions aren't just phones. Other dangerous distractions can include: eating, grooming, reading, smoking, interacting with car infotainment systems, adjusting the radio, and **PASSENGERS**.

