Distracted Driving

Distracted driving is a national epidemic that killed more than 6,000 people in 2008.

Three types of distracted driving:
1. Manual - hands off the controls
2. Cognitive - mind off road
3. Visual - eyes off road

Leading causes of vehicle crashes:
- Cell phone use and texting
- Reaching for a moving object inside the vehicle
- Looking at an object or event outside of the vehicle
- Reading
- Applying makeup

Cell Phones + driving = 4 Xs more likely to crash

Same risk rate as Drunk Driving.

- At any time, 11% of all drivers are using cell phones.
- 80% of crashes are from driver inattention.
- 35% of these are from a wireless device.
- 95% agree it’s dangerous to talk on a cell while driving... 67% still do it.

“Driving is your most dangerous daily activity - treat it that way.”

Sources:
National Highway Traffic Safety Administration
National Safety Council
Insurance Institute for Highway Safety
National Institute for Occupational Safety and Health
Governors Highway Safety Association
Harvard Center of Risk Analysis
Nationwide Insurance
Trauma Society