

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.”