

Distracted Driving- A Concern for All

The next time you are sitting at a traffic light, notice the other drivers passing in front of you. Currently 60% (three in every five) drivers will be driving distracted- talking on a cell phone, texting, eating, drinking, grooming, or reading delivery papers, map or even a newspaper. But the reality is most drivers are not giving complete attention to one of the most dangerous activities we participate in daily, driving.

According studies of vehicle crash statistics for a recent 5 year period, as many as 28% of all vehicle crashes are attributed to distracted driving while using a cell phone. As of 2010, ninety-three (93%) of Americans now have a cell phone causing an increase in phone use while driving. Drivers who are texting or talking on the phone are four (4) times more likely to be in a vehicle crash. And according to CDC, nine deaths occur per day (over 3,295 per year) and an estimated 421,000 serious injuries due to distracted driving on America's roads. This creates a large ripple effect throughout a family, a workplace, a church, and a community.

Most of us fail to realize the brain can handle only so much information at one time, and then it is subjected to information overload. Just like other muscles of the human body, the brain can process only so much vital information at once. Scientist have proven that the brain then fails to process vital information, such as the traffic light being "red", pedestrians standing in the roadway, or vehicles around are slowing or stopped. A driver would now be subject to a vehicle crash in a congested area, unaware of what is taking place.

So take matters into your own hands. Set an example and don't use a cell phone or be distracted by any other activity while driving a personal or company vehicle. Plan ahead and place a message on your phone that you will return to call or text as soon as you arrive at your destination. Have your head completely in the game- be completely focused on driving from point "A" to point "B" without interruption. This will help reduce the deadly ripple effect.

For additional information or resources on distracted driving, visit

<http://www.distraction.gov/content/get-the-facts/facts-and-statistics.html>

<http://www.focusdriven.org/>

<http://enddd.org/about-enddd/>