

Distracted Driving

- Distracted or inattentive driving is when a driver engages in any activity that might distract them from the primary task of driving and increases their risk of crashing.
- While many motorists may perceive driving as a routine activity, attentive driving is critical as the traffic environment changes constantly and drivers must be prepared to react.

Learning Fact:

- **Distracted driving is any non-driving activity that takes the driver's attention from the primary task of operating the vehicle and increases the risk of crashing.**
- **There are three main types of distraction:**

What is Distracted Driving

- Visual—taking your eyes off the road
- Manual—taking your hands off the wheel
- Cognitive—taking your mind off your driving

Three main types of Distractions

- Using a cell phone
- Eating, drinking, or grooming
- Talking to passengers
- Reading, including delivery papers or map
- Using a PDA or navigation system
- Changing the radio station or CD player
- Texting

Activities that can distract a Driver

- **Using a cell phone while driving delays a driver's reactions as much as having a blood alcohol concentration at the legal limit of .08 percent.**
- Talking with another passenger can also be distracting, but a passenger may warn the driver if there is suddenly a dangerous situation on the road.

Distraction Tips

- **The NHTSA estimates that more than half a million people are injured and**
- **nearly 3,500 die annually in crashes involving a distracted driver.**
- **Most dangerous of all is texting because it involves all three types of distraction—visual, manual, and cognitive.**

NHTSA

- Drivers who send & receive text messages take their eyes off the road for an average of 4.6 seconds out of every 6 seconds.
- At 55 miles per hour, this means that the driver is traveling the length of a football field without looking at the road.
- Drivers who text are more than 20 times more likely to get into an accident than non-distracted drivers.

Research

- Phones conversations- pull your focus off the road, whether hands-free or not.
- Texting- requires all three Visual, Manual and Cognitive.
- Adjusting Controls- set music, air and mirrors before driving.
- Eating or Drinking- avoid eating and reaching for food or drink.
- Reading- GPS devices, as well as maps, newspapers and books are all serious distractions. Pull over to study a map, and know trip directions in advance.
- Drowsy Driving- drive well-rested. If you feel tired, exit and find a place to rest an open window and loud music won't help.

Distractions Are the Reasons Inattentive Driving Accounts for traffic crashes

- Defective equipment can also be a distraction and a cause of crashes. If a driver is worried about a vital safety device not working, full attention isn't given to the driving task.

Defective Equipment

Additional Information & Resources:

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

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

The End