



The Dangers of Distracted Driving

Are you ready for the road?



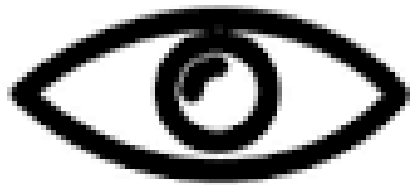
What is Distracted Driving?

Distracted driving is any activity that diverts a driver's attention away from the task of driving.

- Common causes are cell phones and other wireless devices, eating, drinking, chatting with a passenger, reading a map, personal grooming, reaching for objects or looking at people or objects unrelated to the driving task.



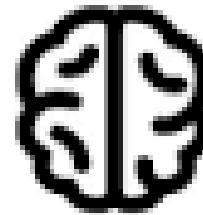
THREE TYPES OF DISTRACTIONS



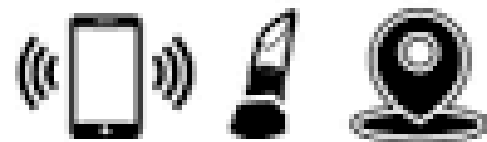
VISUAL



MANUAL



COGNITIVE



**TAKING EYES
OFF ROAD**



**TAKING HANDS
OFF WHEEL**



**TAKING MIND
OFF DRIVING**



TEXTING

- One of the most dangerous of all distracted driving activities
- Taking your eyes off the road for 2 seconds doubles your risk of being in a crash



Using a Cell phone or Smart phone

- In many states, it is a primary offense for a motorist to talk with a hand-held wireless telephone or electronic device while driving.



Eating & Drinking

- A recent study concluded that those who eat and drive increase the odds of a crash by 80%
- 65% of near miss crashes are caused by distracted drivers, fussing with food and drinks.
- Drinking coffee is the single most popular food item to have in the vehicle when it comes to distracted driving



Passengers



With passengers in the car, teen drivers are almost six times more likely to perform an illegal maneuver and twice as likely to act aggressively before crashing than when driving alone.



Grooming & Other Distractions



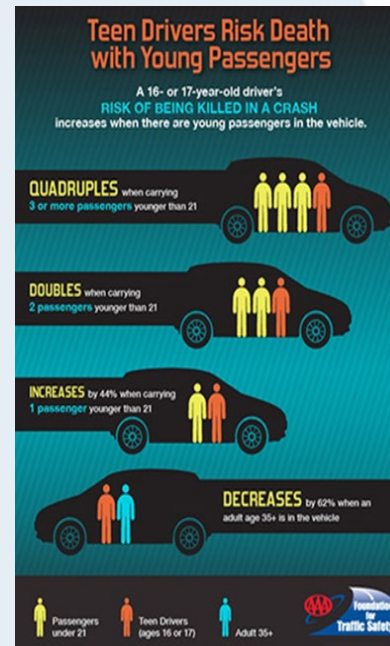
You should always do your grooming before you get in the car. We've all seen men using razors and women putting on makeup while driving down the road. They're crashes waiting to happen.



Teen Drivers: Risk Profile

What factors put teen drivers at risk?

- Teens are more likely to speed and allow shorter headways (tailgate), than older drivers
- Presence of other passengers, especially other teens in the car
- Distractions: cell phones, radio, etc.
- Not wearing a seat belt
- Inexperience- Immaturity leads to increased risk of speeding, distractions and other risky habits.





Practice Safe Driving

- Use your cell phone for emergency situations only. ...
- You should limit the number of passengers, as well as the level of activity inside the car.
- Avoid eating while driving.
- Do your multi-tasking outside the car.
- Remember, driving requires your undivided attention.

Tips to help you prevent driving distracted

- **Put it Away**

Place your mobile device out of sight to prevent temptation.

- **Know Where You're Going**

If using a navigation system, program your destination before driving.

- **Pull Over**

If you have to call or text while driving, pull off the road safely and stop first.

- **Ask Passengers for Help**

If riding with someone, seek their help to navigate, make a call or send a message.

- **Be a Good Passenger**

Speak out if the driver of your vehicle is distracted.

- **Don't be a Distraction**

Avoid calling or texting others when you know they are driving.

- **Turn on Do Not Disturb While Driving**





*Thank
You!*