

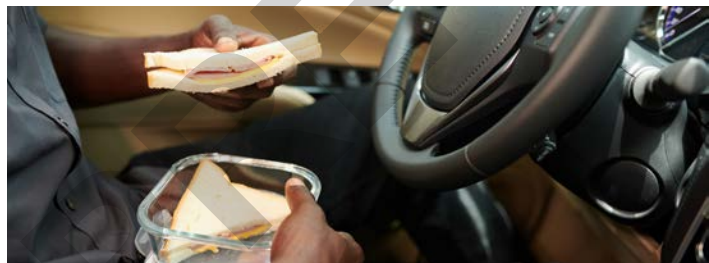


IN MANY STATES, COUNTIES AND CITIES IT'S ILLEGAL TO TALK ON A CELLPHONE WHILE DRIVING. EVEN MORE PLACES BAN TALKING WITHOUT A HANDS-FREE DEVICE. BANS ON TEXTING WHILE DRIVING ARE BECOMING COMMON AS WELL. BUT WHY?

DISTRACTED DRIVING KILLS

Studies show that using a cellphone is distracting to the driver, leads to a crash, and increases the severity of a crash. Sending or reading a text takes your eyes off the road for a minimum of 5 seconds. At 55 mph, that is like driving the length of a football field with your eyes closed.

A Texas A&M study determined that a driver's reaction time is 2x slower when distracted by activities such as texting, browsing social media, or eating/drinking.



Why is that? If you are concentrating on something other than driving while you're behind the wheel, you won't react quickly or properly when it's needed most. Simple tasks can become simply tragic. Changing lanes becomes hitting another vehicle, approaching a traffic light becomes killing a pedestrian, or a curve becomes running off the road.

RESOURCES

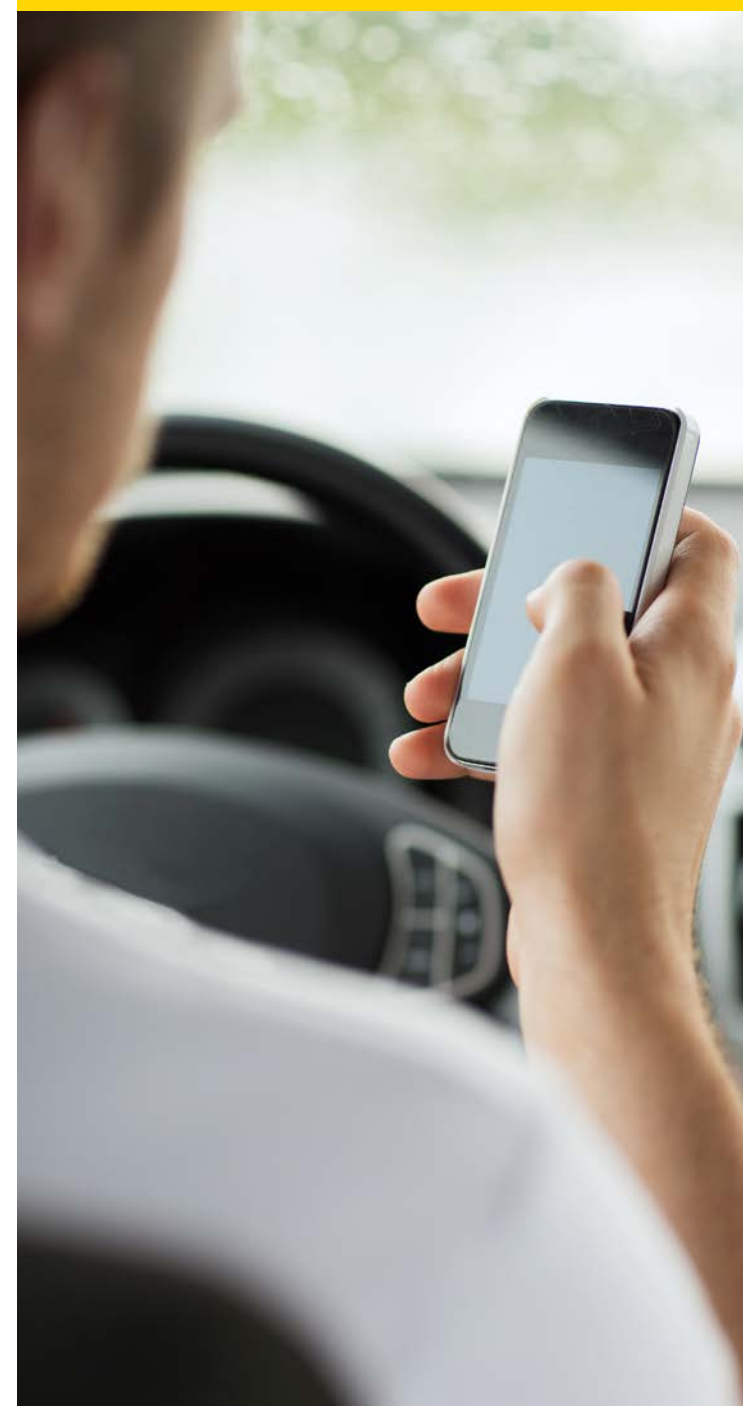
Insurance Institute for Highway Safety
IIHS.org

Distracted Driving Info from The National Highway Traffic Safety Administration
distraction.gov

Department of Transportation
www.nhtsa.dot.gov

>INFOCUS

Driving Distracted



SIMPLY PUT: DISTRACTED DRIVING KILLS.

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WHEN DRIVING, DRIVE

Think about this: If there were a poisonous snake loose in your vehicle, would you remember to use your blinker to change lanes or even go the speed limit? Of course not! You'd be focused on getting out!

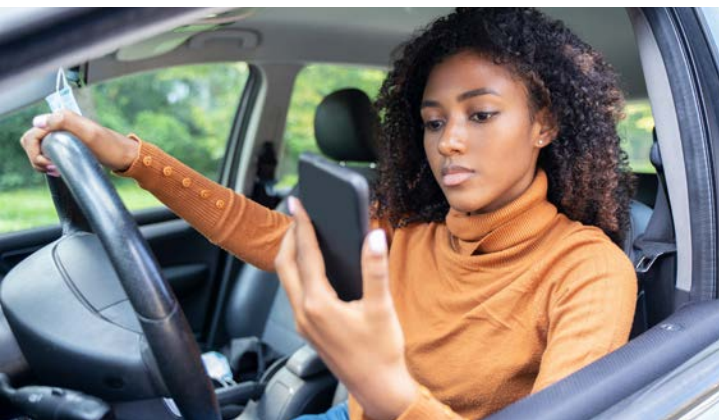
In most cases, you don't have to worry about this scenario, but these common distractions often lead to collisions and injuries:

- Looking for something inside/outside the vehicle
- Tending to children or other passengers
- Vehicle technology and cellphone use
- Another driver's behavior
- Personal thoughts
- Animals inside/outside the vehicle
- Others include eating, drinking, smoking, and grooming

These activities all have one thing in common: They distract your attention away from driving! When you get into the driver's seat, your only concern should be driving safely.

BEFORE YOU DRIVE:

If you have something on your mind, clear it. If you're in the middle of a conversation, end it. If you're on the phone, put it away.



ACCORDING TO THE NATIONAL HIGHWAY SAFETY COMMISSION, 8% OF ALL FATAL CAR CRASHES AND 14% OF ALL INJURY-CAUSING CAR CRASHES WERE DUE TO DISTRACTED DRIVING.

Have travel directions ready before you start driving. If adjustments are needed, pull over to a safe area to make them. Check your surroundings before adjusting any vehicle controls. If you're tired, pull over to a safe area and find appropriate accommodations to rest.

If there's anything else you need to do (tending to passengers or children, eating, grooming, reaching for something, etc.) pull over. Carefully pull your vehicle to the side of the road and tend to your distraction before getting back on the road. There's no room behind the wheel for anything but driving.

TEXTING: THE PERFECT DISTRACTION

According to *distraction.gov*, there are three types of distracted driving.

Visual - taking your eyes off the road

Manual - taking your hands off the wheel

Cognitive - taking your mind off driving safely

Texting is the perfect distraction because it combines all three. You're **looking** at your phone, **holding** it, and **thinking** about a message. You do all of this while the car is moving fast enough to cause a fatal crash. Oh, you only text while driving slowly? Even a crash at 10 mph can cause death.

**DON'T BE DISTRACTED.
DRIVE SAFELY.**



3,142 FATALITIES AND 424,000 INJURIES INVOLVE DISTRACTED DRIVING.



A SAFE VEHICLE

These are some things you can do to have a safe driving experience:

- Turn off your phone and put it in the glove compartment. Ask passengers to silence their phones.
- Choose a good playlist, podcast, or radio station and leave it on. Messing with music is not safe driving!
- Get a good night's rest and go to the restroom. You don't want to be distracted by your body or mind. Be focused, even if it's a short trip.
- Respect your driving limits. Driving at a speed and in a manner that you feel comfortable will help you maintain control in an unexpected situation.
- Declutter your car. Anything bumping your ankles or rolling around your vehicle is dangerous and distracting. This will also help you refrain from reaching for items while driving.

Follow these simple rules and make sure your friends do as well. If you have passengers, it's important for them to remember not to distract the driver.

Driving means driving.

It doesn't mean eating, chatting, texting, or throwing a music concert. Keep your mind and eyes on the road, your hands on the wheel, and you'll help keep yourself, your loved ones, and those around you safe.



DRIVERS WHO USE HAND-HELD DEVICES ARE FOUR TIMES AS LIKELY TO GET INTO CRASHES SERIOUS ENOUGH TO INJURE THEMSELVES.

- Insurance Institute for Highway Safety