

# Driving While Distracted (DWD)

Every time you get behind the wheel you are faced with a truckload of distractions: the radio, your passengers, your cellphone, the fast food lunch you just bought. All of these distractions can result in disaster when you take your eyes off the road and your hands off the wheel.



## What is it?

Any activity that takes a driver’s attention away from driving...

## Types of Distraction

### manual

taking hands off of the wheel



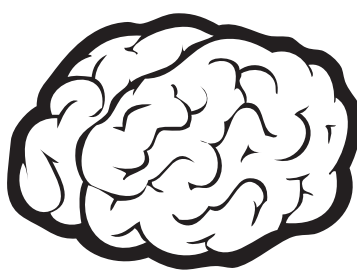
### visual

taking eyes off of the road



### cognitive

taking mind off of driving



## Driven to Distraction

Driving and using a cellphone reduces brain activity by **37%**

**70%** of drivers of all ages admit tousing their phone while driving.

**56%** of drivers admit that eating or drinking has affected their driving.

**35%** of drivers admit to taking a selfie while driving.

**You are 4 times more likely to get into a serious crash when using a hand-held device.**



## Distracted Driving Kills

Each day there are 1,000 injuries and 9 deaths in crashes where drivers were distracted.

Over 1.6 million crashes each year involve distracted drivers.

By 2030, distracted driving is projected to become the 4th leading cause of death in the US.

**Nearly 1 in 5 crashes results from distracted driving.**

## Prevent and Protetet

When driving, turn off the phone or place it on silent in the glove box.

Create a message to tell people you’re driving.

Pick a good playlist, podcast, or radio station and leave it on.

Pull over to a safe area to text or make a call.

Ask passengers to make calls or get directions.

Be prepared - review maps and directions before leaving.

Don’t let pets ride unrestricted.

Refrain from eating, drinking, smoking, reading, etc.

## Texting-The Perfect Distraction



**39%** of teens report that they have texted while driving.

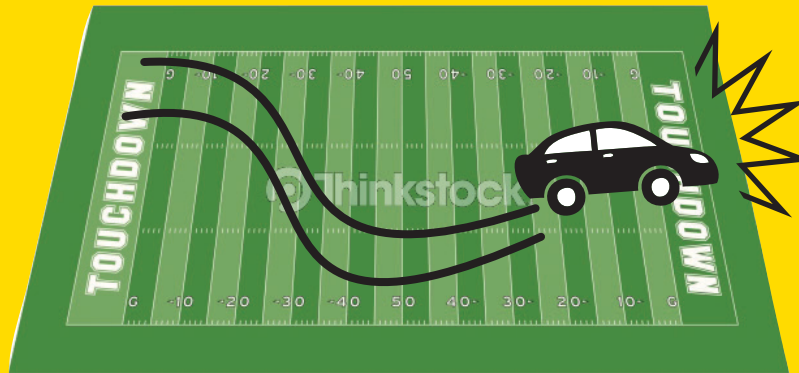
**48 states**

have laws banning texting and driving.

**36 states**

ban phone use specifically for younger drivers.

Texting takes a driver’s eyes off the road for an average of 4.6 seconds.



At 55 mph it’s like driving the length of a football field with your eyes closed.

**Texting while driving increases the risk of getting into an accident by 6-9 times!**

If there is anything that prevents you from paying attention to the task of driving, pull over!  
There’s no room behind the wheel for anything but driving.

# Get the MSG: When Driving... Drive!