

FACTS!

- Using a cell phone while driving, whether it is hand-held or hands-free, delays a driver's reactions as much as having a blood alcohol concentration at the legal limit of .08 percent
- Driving while using a cell phone reduces the amount of brain activity associated with driving by 37 percent.
- 80 percent of all crashes and 65 percent of near crashes involve some type of distraction.
- Nearly 3,200 people died in 2014 in crashes involving a distracted or inattentive driver, and more than half a million were injured
- In 2014 an estimated 431,000 people were injured in police-reported crashes in which at least one form of driver distraction was reported on the police report.
- There were 39,863 fatal crashes in 2014. 16 percent of those deaths involved distracted drivers.
- Motorcycles and drivers of light trucks had the greatest percentage of total drivers reported as distracted at the time of the fatal crash (12%).
- There were 1,954,000 injury crashes reported in 2014, 21% of these crashes were reported to have involved distracted driving.



REACHING FOR AN OBJECT:

8x

more likely to have an accident



EATING OR DRINKING:

3x

more likely to have an accident



TEXTING:

23x

more likely to have an accident

Source: The Zebra; Don't Text & Drive

Distracted driving is any non-driving activity a person engages in that has the potential to distract him or her from the primary task of driving and increases the risk of crashing.

There are three main types of distractions:

- Visual - taking your eyes off the road
- Manual - taking your hands off the wheel
- Cognitive - taking your mind off what you are doing

Other distracting activities include:

- Using a cell phone
- Eating and drinking
- Talking to passengers
- Daydreaming
- Grooming
- Reading, including maps
- Using a PDA or navigation system
- Watching a video
- Changing the radio station, CD, or Mp3 player.

How Pedestrians Can Stay Safe on the Roads:

While driver negligence is often the cause of a pedestrian accident, there are times where a pedestrian's negligence can result in a collision. If you follow these tips, however, that can greatly reduce the chances that you'll ever be involved in this type of terrible situation.

- **Only cross the road in designated areas.** The crosswalk is the safest possible place to cross a street. It's there to show drivers that a pedestrian may be present, so this is the most likely place a motorist will be on the lookout. If you try to cross in any other part of a road, the driver will probably not be able to see you – especially if they're already distracted.
- **Assume you can't be seen.** Even if you are crossing in the proper spot, never take it for granted that oncoming cars will stop for you. Always be wary when there are any vehicles in the general vicinity, and be prepared to step back to safety if you have any reason whatsoever to believe you're in danger.
- **Beware of stopped vehicles.** When a vehicle stops to allow you to cross the street, don't assume that other nearby cars will do the same thing. Always look around the stopped vehicle before progressing to make sure no others are coming toward you.

It Can Wait!

There are several things that you can do to ensure your eyes, minds, and hands are engaged when driving.

Limit distractions:

Never take personal electronic devices (PED) such as iPods, Mp3 players, headphones, Bluetooth devices or cell phones with you onto the your site's property or roadways. Keep your electronic devices in your locker or with your personal items indoors. If you must have them with you, keep them on silent and in a storage compartment.

Before entering the vehicle, ensure there is no luggage or debris on the floorboards or in other areas where they are not intended so you aren't distracted by something falling or sliding while you drive.

Drive defensively:

As important as it is to make sure you eliminate all distractions while you are driving, it is also important to be aware of other drivers who may be distracted, whether you're driving or are a pedestrian. Being aware of those around you can help you drive defensively and protect yourself. Report unsafe driving in the workplace to your supervisor. Keeping both hands on the wheel and maintaining good posture can help you to be more alert as you drive.

Make a commitment:

Making a commitment to yourself, your company, and your family not to drive distracted can help keep you accountable for your actions. Signing your name and making a commitment not to text, talk, or engage in other distracting activities while driving may have you think twice before you do it again.

