

Distracted Driving

SOME STATISTICS

- **Drivers who text while driving are 23 times more likely** to be involved in a crash or near crash event compared with non-distracted drivers. (Virginia Tech Transportation Institute, 2010)
- Checking a text for 5 seconds while travelling at 90 km/h is equivalent to **travelling the length of a football field blindfolded.**
- **About 26% of all car crashes involve phone use**, including hands-free phone use. (National Safety Council)
- Estimates indicate that drivers using phones look at, but fail to see, **up to 50% of the information** in their driving environment. (National Safety Council, 2012)
- Driver distraction is a factor in about **4 million motor vehicle crashes** in North America each year.
- **10% of fatal crashes, 18% of injury crashes, and 16% of all police-reported motor vehicle traffic crashes** were distraction-associated crashes. (National Highway Safety Administration, 2015)
- Distraction was a factor in nearly **6 out of 10 moderate-to-severe teen crashes.** (AAA Foundation for Traffic Safety, 2015)
- Almost **half** of all people killed in teen (15-19 years old) distraction-associated crashes **were teens themselves.** (National Highway Traffic Safety Administration, 2013)

Before you Drive:

- **Allow plenty of travel time.**
- **Set GPS and/or review all maps & directions before driving.**
- **Stow and secure loose objects in your vehicle.**
- **Prepare children with everything they need before driving as best you can.**

While you Drive:

- **DO NOT text, use apps, or read emails.**
- **Let calls go to voicemail.**
- **DO NOT apply makeup or groom while driving.**
- **Keep two hands on the wheel at all times.**
- **Avoid eating or drinking while driving.**