

DISTRACTED DRIVING - KNOW THE FACTS



Distracted driving is any activity that could divert a person's attention away from the primary task of driving. All distractions endanger driver, passenger, and bystander safety.

4 TYPES OF DISTRACTIONS



visual

taking your eyes off the road



manual

taking your hands off the wheel



cognitive

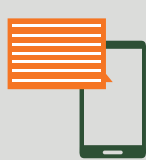
taking your mind off what you are doing



audio

Noises distract you from driving

COMMON DISTRACTIONS



Did you know?

Texting is visual, manual and cognitive all at once!

HOW SERIOUS IS IT?



660,000
people in the United States are driving distracted.



171.3 B
text messages were sent in the USA in 2012



4x
risk of accident, when you are talking on the phone



4.6 SEC
Sending a text at 55mph is like driving a football field blindfolded



3,328
people were killed in accidents caused by distraction



421,000
people were injured in motor vehicle accidents w/ a distracted driver

SAFETY TIPS



Always buckle up before you drive.



Keep your hands on the wheel and eyes on the road at all times.



Don't let a phone call distract you from driving safely.



Let incoming calls go to voicemail.



If you need to make a call or send a text, pull off the road.

Did you know?

Teenagers text every 6 minutes when they are not in school or sleeping



CERTIFIED SAFETY

Bridging the Gap Between *Safety* and *Productivity*

We've all been guilty of this safety violation.

Close your eyes and count for 5 seconds. Now, imagine driving 55 MPH with your eyes closed that long. Scary, right? We think so!

Longer commutes, an increase in heavy traffic and bottlenecks, the availability of in-vehicle technology are all factors that result in driver distraction. More time on the "roads more traveled" results in less time at home or the office, causing drivers to feel the pressure to multi-task. Countless distractions tempt drivers to forget that their primary responsibility is to drive focused and stay safe.

Vehicle accidents caused by distracted drivers kills thousands and seriously injures nearly half a million people each year. Distraction occurs any time you take your eyes off the road, your hands off the wheel, and your mind off your primary task: driving safely. Any non-driving activity you engage in is a potential distraction and increases your risk of crashing.

CertifiedSafety is committed to the health and wellbeing of ourselves and others. We encourage our employees, families, clients, partners and the greater community to practice

safe driving, free of avoidable distractions Share the attached distracted driver flyer with everyone you know and help fight to end distracted driving.

DISTRACTED DRIVING - KNOW THE FACTS

STOP
PAY ATTENTION

Distracted driving is any activity that could divert a person's attention away from the primary task of driving. All distractions endanger driver, passenger, and bystander safety.

4 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
- audio**
Noises distract you from driving

COMMON DISTRACTIONS

Did you know?
Texting is visual, manual and cognitive all at once!

HOW SERIOUS IS IT?

- 660,000 people in the United States are driving distracted.
- 171.3 B text messages were sent in the USA in 2012
- 4x risk of accident, when you are talking on the phone
- 4.6 SEC Searching a text at 50mph is like driving a football field blindfolded
- 3,328 people were killed in accidents caused by distraction
- 421,000 people were injured in motor vehicle accidents w/ a distracted driver

SAFETY TIPS

- Always buckle up before you drive.
- Keep your hands on the wheel and eyes on the road at all times.
- Don't let a phone call distract you from driving safely.
- Let incoming calls go to voicemail.
- If you need to make a call or send a text, pull off the road.

Did you know?
Teenagers text every 6 minutes when they are not in school or sleeping

CERTIFIEDSAFETY
Bridging the Gap Between Safety and Productivity