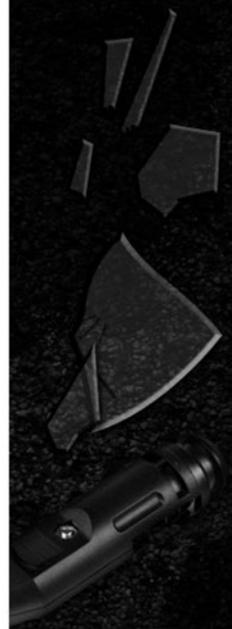
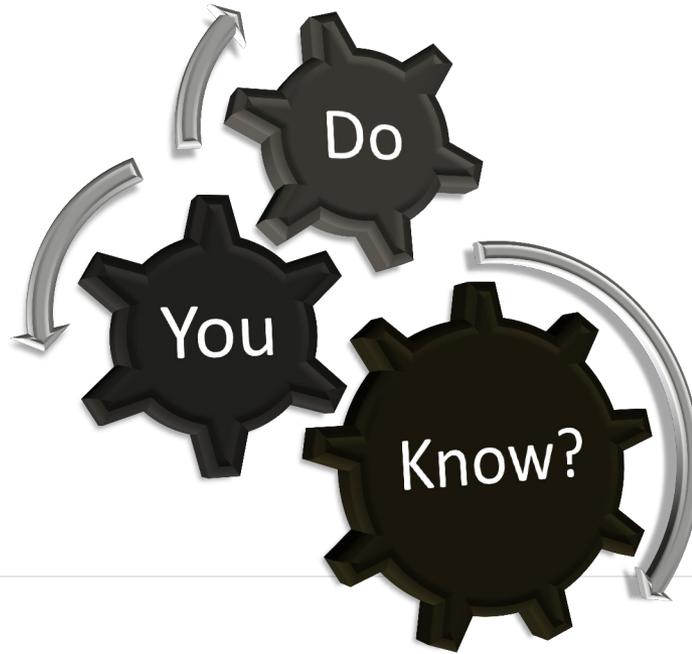
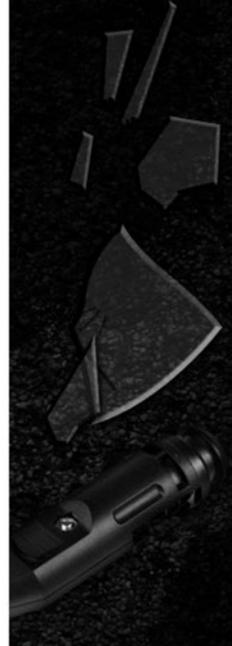


DISTRACTION.GOV



Which is NOT considered a Distraction?

- A. Texting
- B. Using cell phone or smartphone
- C. Eating & drinking
- D. Talking to passengers
- E. Grooming
- F. Reading, including maps
- G. Using a navigation system
- H. Watching video
- I. Adjusting radio, CD, or MP3



J. None of the Above

WHAT IS DISTRACTED DRIVING?

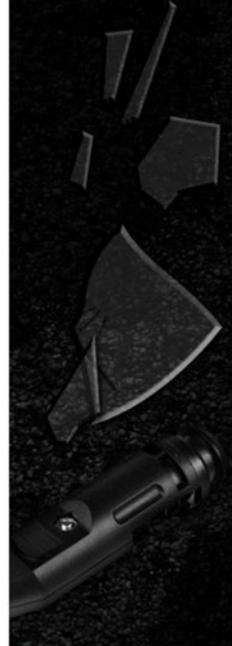
Distracted driving is any activity that could divert a person's attention away from the primary task of driving. All distractions endanger driver, passenger, and bystander safety. These types of distractions include:

- Texting
- Using a cell phone or smartphone
- Eating and drinking
- Talking to passengers
- Grooming
- Reading, including maps
- Using a navigation system
- Watching a video
- Adjusting a radio, CD player, or MP3 player

Do

You

Know?



In 2010, number killed in crashes involving a Distracted Driver...

- A. 1,256 people
- B. 2,414 people
- C. 3,092 people
- D. 4,547 people



In 2010, estimated additional people injured in DD crashes...

- A. 165,000
- B. 289,000
- C. 360,000
- D. 416,000



2010, % of injury crashes reported as distraction-affected...

- A. 5%
- B. 11%
- C. 18%
- D. 23%



June 2011, how many txt were sent or received in the US?

- A. 27,000,000
- B. 743,000,000
- C. 83,000,000,000
- D. 196,000,000,000



When teens text & drive, their reaction times become as slow as some senior citizens

- A. True
- B. False



% drivers under 20 involved in fatal crashes reported as distracted...

- A. 7%
- B. 11%
- C. 16%
- D. 27%



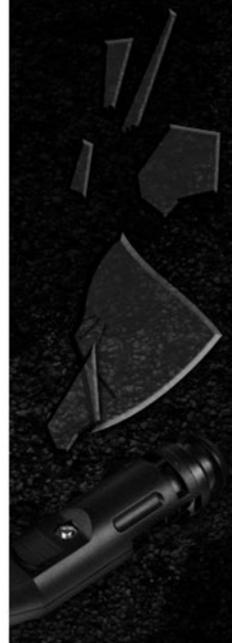
% of teens say they've been in a car where driver cellphone use put people in danger?

- A. 10%
- B. 20%
- C. 30%
- D. 40%



Drivers using hand-held devices
are **X** times more likely to get into
serious crashes...

- A. 2 times
- B. 3 times
- C. 4 times
- D. No real difference



Txt-ing creates a crash risk **X** times worse than driving while not distracted?

- A. 4 times
- B. 10 times
- C. 14 times
- D. 23 times
- E. No statistical difference



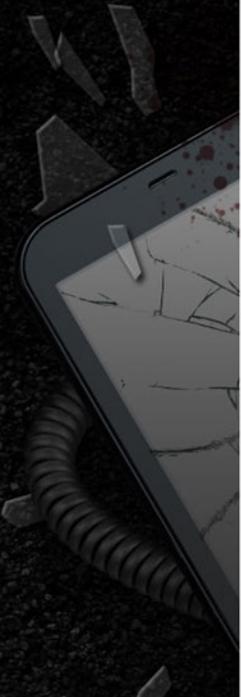
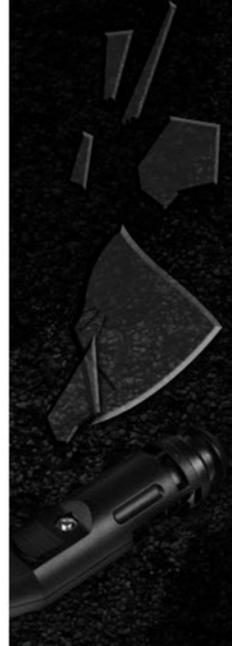
Behind the wheel, one text while driving equals four beers.

- A. True
- B. False



Txt-ing takes a driver's eyes from
the road (at 55mph) the
equivalent of...

- A. 3 car lengths
- B. 2 school buses
- C. A football field
- D. I can multitask



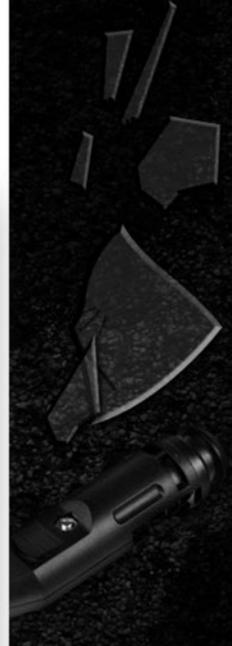
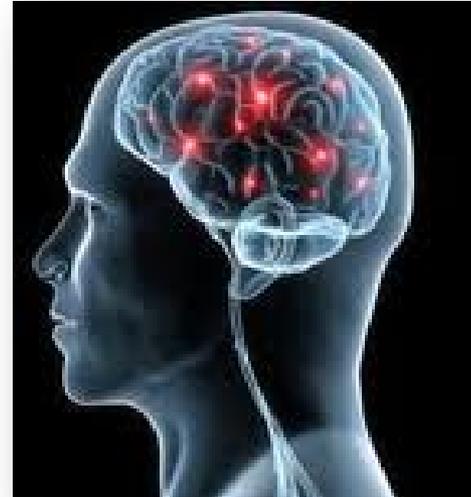
Headset cell phone use is substantially safer than hand-held use.

- A. True
- B. False



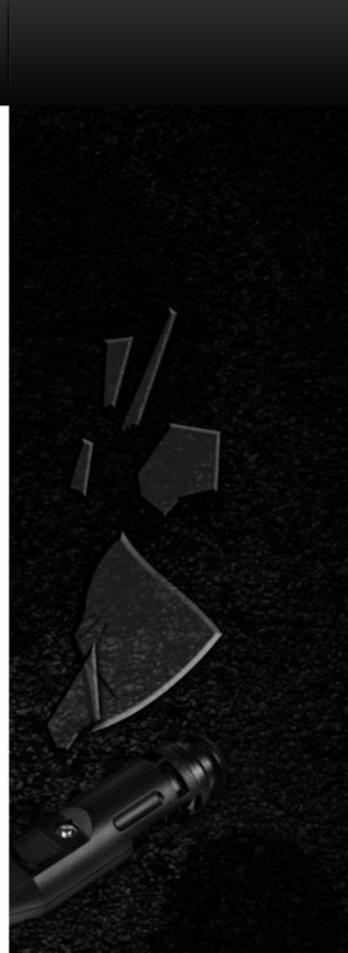
Driving using a cell phone reduces brain activity associated with driving by...

- A. 8%
- B. 18%
- C. 24%
- D. 37%



The fact is, these statistics really don't seem surprising...

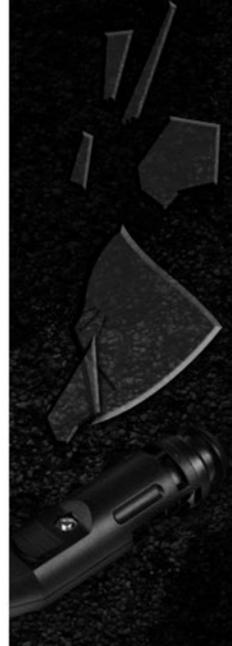
- A. True
- B. False
- C. But I can still multitask!



Be the example...

- A. To yourself
- B. To your family
- C. To your friends
- D. To the stranger at the light
- E. Focus on driving

D!STRACTION.GOV



Thank You



Special Thanks

Thomas Harman
FHWA Resource Center

