

DISTRACTED DRIVING AWARENESS

About **100 PEOPLE** die every day in car crashes.



DISTRACTIONS are a top factor in fatal car crashes.

THE ESSENTIAL TRIO: REQUIREMENTS FOR DRIVING



Mind on Driving

Eyes on the Road

Hands on the Wheel

Other activities take thought and are hard to do while on a call, like reading a book. You can't do either well if you're doing them at the same time, and the consequences with driving are much greater than needing to reread a page.

AT ANY MOMENT, 7% OF DRIVERS ARE USING CELL PHONES.

HANDS FREE IS NOT RISK FREE

The brain quickly toggles between tasks, but can't do two things at the same time. The activity in the area of the brain that processes moving images decreases by up to 1/3 when talking on a phone. Drivers looking out the windshield **CAN MISS SEEING UP TO 50%** of what's around them when talking on any kind of cell phone.

WHAT'S HANDS-FREE?

- Earpiece
- Dashboard System
- Speakerphone

TECHNOLOGY

New studies show using voice-to-text is more distracting than typing texts by hand.