

Distracted Driving



The Cellphone Can Wait

Texting Fits Into All Three Categories of Distraction



Visual

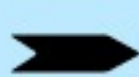


Cognitive



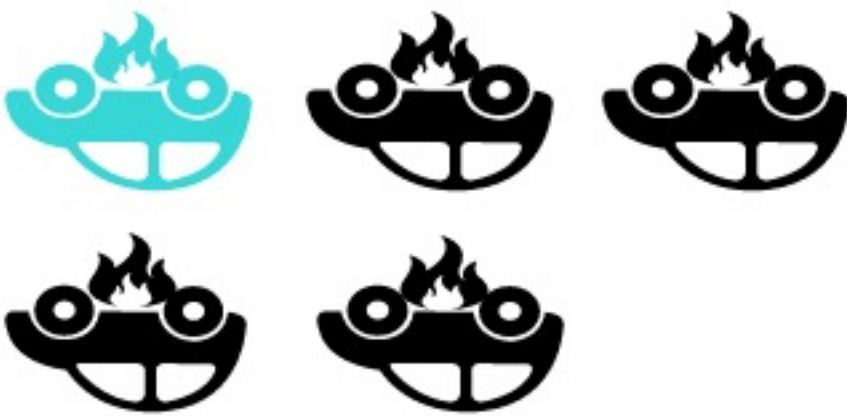
Manual

4.6
seconds



The average amount of time that a driver's eyes are taken off the road while sending or receiving a text.

At 55mph this is the equivalent of driving blind for the length of a football field.



In 2010 nearly 1 in 5 crashes in which someone was injured involved distracted driving.

Driving while using a cell phone reduces the amount of brain activity associated with driving by 37%



2 out of 5 United States teens reported being in a car while the driver used a cell phone in a way that put people in danger.

Please, think twice before using a cell phone behind the wheel.

<http://bit.ly/15GqF7h>

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2. Madden, M. & Lenhart, A. (2009). Teens and distracted driving texting, talking and other uses of the cell phone behind the wheel. Pew Internet & American Life Project. http://www.distraction.gov/research/PDF-Files/PIP_Teens_and_Distracted_Driving.pdf

3. National Highway Traffic Safety Administration. (n.d.). Get the Facts. Retrieved from <http://www.distraction.gov/content/get-the-facts/index.html>

4. National Highway Traffic Safety Administration. (n.d.). Key facts and statistics. Retrieved from <http://www.distraction.gov/content/get-the-facts/facts-and-statistics.html>

5. Olson, R., Hanowski, R., Hickman, J., & Bocanegra, J. (2009). Driver distraction in commercial vehicle operations. Virginia Tech Transportation Institute. <http://www.distraction.gov/download/research-pdf/Driver-Distracted-Commercial-Vehicle-Operations.pdf>