

# SAFE DRIVING IS SERIOUS BUSINESS.

YOUR DECISIONS  
DRIVE YOUR SAFETY

## DIAL IN TO THE TASK AT HAND: DRIVING

Driving safely depends largely on frequently scanning the area around you and reacting quickly to what is happening up ahead. Distracted driving affects your ability to perform these tasks.

In 2015, 3,477 people died in crashes involving distracted drivers and 14% of these crashes were reported to have involved cell phone use as a distraction.<sup>1</sup> However, since police reports mainly depend upon information provided by drivers at the scene, crashes attributed to all types of distracted driving are thought to be well underreported. The National Safety Council estimated that 27% of all traffic crashes in 2013 involved the use of hand-held or hands-free cell phones.<sup>2</sup>

### RISK LEVEL 1

Listening to the radio

Minimal cognitive distraction

### RISK LEVEL 2

Talking on hand-held or hands-free phone

Moderate/significant cognitive distraction

### RISK LEVEL 3

Using a speech-to-text application

High level of cognitive distraction<sup>3</sup>

THERE IS A  
DISCONNECT

Despite all the research indicating that any form of mobile phone use is unsafe while driving, in a large AAA survey of drivers:<sup>4</sup>



2/3 say using a hand-held phone is unacceptable



2/3 say using a hands-free phone is acceptable

## A BETTER PLAN?

Silence and stow all mobile devices before you go.

Out-of-sight is out-of-mind.

# EVER TEXT SOMEONE WHILE THEY ARE DRIVING?

Two U.S. court cases have set precedent for the sender of text messages to a driver who then causes a crash to be named as a defendant in litigation.<sup>5</sup>

## 7 ACTION STEPS AGAINST DISTRACTION

- 1 Avoid temptation** to talk or text on your phone. Turn it off while driving or place your device in the glove box or center console so it's out of sight and out of mind.
- 2 Vary your route** when possible, so routine trips like commuting to and from work don't become mundane.
- 3 Keep your eyes moving.** Make a full mirror sweep with your eyes every 5-6 seconds to stay alert and ward off allowing your mind to wander.
- 4 Keep a safe following distance.** Driver training experts suggest a following distance of 3-4 seconds in good weather—more in inclement weather. The 3-4-second following rule increases visibility and gives more time to react to what's happening in front of you, reducing risk to you and your passengers.
- 5 Clear your mind.** You cannot focus on driving if your mind is on work or family pressure or your to-do list. Take a moment before you drive to get your mind focused on the task at hand—getting to your destination safely.
- 6 Have a plan.** Don't wait until you are driving to plan and become familiar with your route. Use navigation devices with voice directions and set them prior to pulling out.
- 7 Help others help themselves.** Make it a practice when you call someone's cell phone to ask if they are driving. If the answer is "yes," take it upon yourself to call back later or ask them to return your call when they've reached their destination. And never text someone you know to be driving.

<sup>1</sup>DISTRACTED DRIVING 2015, TRAFFIC SAFETY FACTS [HTTPS://WWW.NHTSA.GOV/SITES/NHTSA.DOT.GOV/FILES/DOCUMENTS/812\\_381\\_DISTRACTEDDRIVING2015.PDF](https://www.nhtsa.gov/sites/nhtsa.dot.gov/files/documents/812_381_distacteddriving2015.pdf)

<sup>2</sup>NATIONAL SAFETY COUNCIL [HTTP://WWW.NSC.ORG/DISTRACTEDDRIVINGDOCUMENTS/CPK/ATTRIBUTABLE-RISK-SUMMARY.PDF](http://www.nsc.org/distacteddrivingdocuments/cpk/attributable-risk-summary.pdf)

<sup>3</sup>DAVID L. STRAYER, JONNA TURRILL, JAMES R. COLEMAN, EMILY V. ORTIZ, & JOEL M. COOPER. MEASURING COGNITIVE DISTRACTION IN THE AUTOMOBILE II: ASSESSING IN-VEHICLE VOICE-BASED INTERACTIVE TECHNOLOGIES, AAA FOUNDATION FOR TRAFFIC SAFETY, OCTOBER 2014, PP. 1-44. [HTTP://PUBLICAFFAIRSRESOURCES.AAA.BIZ/WP-CONTENT/UP-LOADS/2014/10/1-AAAFTS-PHASE-2-REPORT-FINAL-10.3.2014.PDF](http://publicaffairsresources.aaa.biz/wp-content/uploads/2014/10/1-AAAFTS-PHASE-2-REPORT-FINAL-10.3.2014.pdf)

<sup>4</sup>AAA FOUNDATION FOR TRAFFIC SAFETY. 2015 TRAFFIC SAFETY CULTURE INDEX. FEBRUARY, 2016, PP. 1-35. [HTTPS://WWW.AAAFOUNDATION.ORG/SITES/DEFAULT/FILES/2015\\_TSCI.PDF](https://www.aaafoundation.org/sites/default/files/2015_TSCI.PDF)

<sup>5</sup>GALLATIN V. GARGIULO, PICS NO. 16-0520 (C.P. LAWRENCE CO. MARCH 9, 2016) HODGE, J., KUBERT V. BEST, NO. A-1128-12T4 (N.J. SUPER. CT. 2013) [HTTP://WWW.THELEGALINTELLIGENCER.COM/ID=1202757558057/EXPANSION-OF-NEGLIGENCE-LIABILITY-TO-TEXT-SENDERS-UNTENABLE?SLRETURN=20160715140619](http://www.thelegalintelligencer.com/id=1202757558057/expansion-of-negligence-liability-to-text-senders-untenable?slreturn=20160715140619)