

DRIVE FOCUSED. DRIVE SMART. GET HOME SAFELY.

YOUR DECISIONS DRIVE YOUR SAFETY

IS IT WORTH IT?



Answering a phone call, checking your look in the mirror, picking up something that dropped on the floor—is it worth it? A study from the National Highway Traffic Safety Administration (NHTSA) found that while you are completing a phone call (reaching for a phone, looking up a contact and dialing the number) your crash risk triples.¹ And, the Insurance Institute for Highway Safety reports that actually making or receiving a phone call while driving makes you four times more likely to be involved in a traffic crash.²

YOU DECIDE



Motor vehicle crashes that are due to distraction are predictable, preventable and within the driver's control. They are not accidents. The AAA Foundation for Traffic Safety states that drivers make an average of 20 major decisions during every mile of driving. Make one of those the decision to let your calls roll to voicemail if you're driving.

MULTITASKING IS A MYTH



The ability to multitask—do several things at the same time— is a myth, according to researchers. People don't do lots of things simultaneously. Instead, we switch our attention from one task to another extremely quickly. This means we're not driving AND eating, talking on the phone, fixing our hair. We're driving OR eating, OR talking on the phone, OR fixing our hair. What if you're doing something besides driving at the moment someone or something darts out in front of you?

SAFE DRIVING IS GOOD WORK



When you're behind the wheel, you must coordinate the actions of your hands, feet, eyes, ears, and body movements. At the same time, you must decide how to react to what you see, hear, and feel in relation to other cars and drivers, traffic signs and signals, conditions of the highway, and the performance of your car. These decisions are typically made close to other vehicles and must be converted quickly into action—brake, steer, accelerate, or a combination of all—to maintain or adjust your position in traffic. Do you still think it's a good idea to add non-driving tasks to this list?

LET IT BEGIN WITH ME



We all think we can successfully multitask while driving. It's everyone else's multitasking that has us worried. So how about this: When you make a call to someone's cell phone, make it a practice to ask if they are driving. If the response is "yes," take it upon yourself to call them back later or ask them to return your call when they have reached their destination. Talking on a cell phone while driving makes you four times more likely to be involved in a crash. Don't be a contributor to this statistic.

¹THE IMPACT OF HAND-HELD AND HANDS-FREE CELL PHONE USE ON DRIVING PERFORMANCE AND SAFETY CRITICAL EVENT RISK [HTTPS://WWW.NHTSA.GOV/DOT/NHTSA/NVS/CRASH%20AVOIDANCE/TECHNICAL%20PUBLICATIONS/2013/811757.PDF](https://www.nhtsa.gov/dot/nhtsa/nvs/crash%20avoidance/technical%20publications/2013/811757.pdf)