

Distracted Driving Month

APRIL 2016

The National Safety Council observes April as Distracted Driving Awareness Month to draw attention to this epidemic. 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. Today it is easier than ever to become distracted behind the wheel. New technology allows us to make phone calls, dictate texts or emails and update social media while driving – all actions that are proven to increase crash risk. As a result, hundreds are killed every year because of distracted driving. The National Safety Council wants you to put safety first and *Take Back Your Drive*.



Three types of distraction

Traffic safety experts classify distractions into three main types: Manual, visual and cognitive.

1. Manual distractions are those where you move your hands away from the task of controlling the vehicle.
2. Visual distractions are those where you focus your eyes away from the road.
3. Cognitive Distraction is when you're mind wanders away from the task of driving.

Additional Resources

There are some resources available to learn more about distracted driving and prevent accidents. You can take the Focused Driver Challenge on the NSC website and pledge to drive cell free at nsc.org/ddmonth. You can pledge to your children or other loved ones that you will be an attentive driver. Share your pledge on social media if you'd like. In addition, The National Safety Council is offering an online Defensive Driving Class at no charge from April 18 to April 24. From the following link, click on "new student registration" and then enter "distracted" as the access code <http://www.safetyserve.com/ddam/>

Visit distraction.gov, an official U.S. Government website for distracted driving.

Facts to Know:

- Five seconds is the average time your eyes are off the road while texting. When traveling at 55mph, that is like driving the length of a football field blindfolded.
- In 2014, 3,179 people were killed, and 431,000 were injured in motor vehicle crashes involving distracted drivers.