



The four main types of distraction.

- VISUAL**
Taking your eyes off the road
- MANUAL**
Taking your hands off the wheel
- COGNITIVE**
Taking your mind off driving
- AUDITORY**
Distracted by sound

Distracted driving is driving while doing another activity that **takes your attention away** from driving.

Did you know?

Worldwide, every year, distracted drivers are responsible for ~2.5 million car crashes.

Source: Car Insurance 2020

Texting while driving causes 1 out of 4 car crashes.

Source: Edgar Snyder

Reaching for an object increases the chances of a car crash by about 8 times.

Source: The Zebra



Distracted drivers are collision-prone.

78% of the crashes and 65% of near crashes (USA) had one form of inattention or distraction as a contributing factor – including inattention due to fatigue.

Source: Pasanen E.

Our phones make us blind.

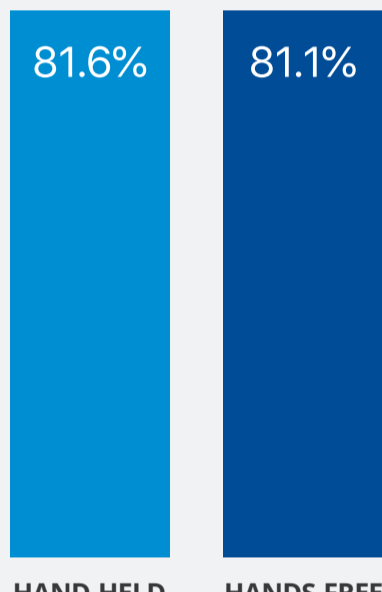
According to the National Safety Council, drivers using a mobile phone look but **fail to see up to 50%** of the information in their driving environment.

This is known as 'inattention blindness'.

Hands-free isn't safe either.

Studies suggest that drivers using a mobile phone are approximately **four times more likely** to be involved in a crash.

And there is virtually **NO DIFFERENCE** in this statistic between hand-held or hands-free.



It can be worse than drinking.

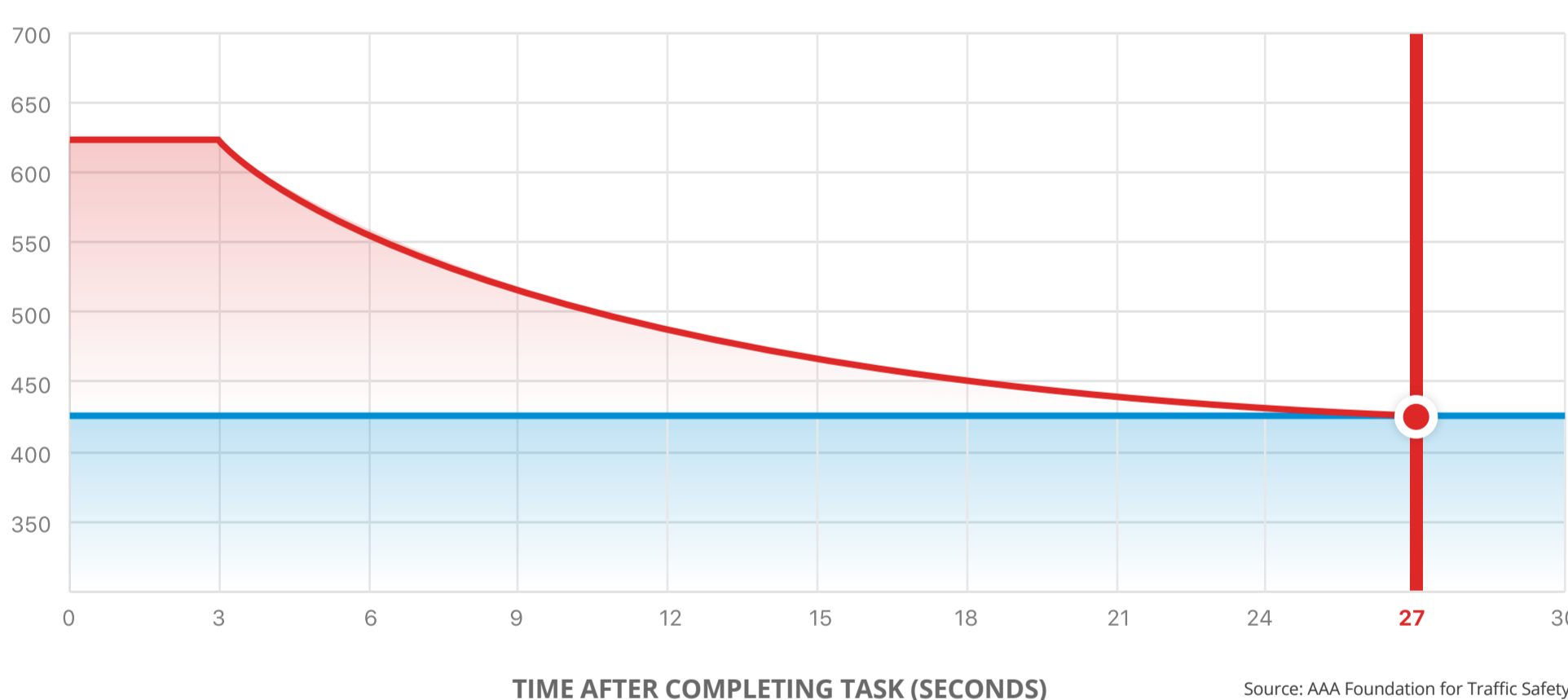
Some studies have found that driving behaviour is **impaired more** during a phone conversation than by having a **blood alcohol level at the legal limit**.

Reading a text while driving is like driving the length of a football field while blindfolded.

When a person reads a text while driving, his or her eyes are off the road for an average of 5 seconds. At **55 MPH / 89 KPH**, that is like driving the entire length of a football field while blindfolded.



It takes your brain up to 27 seconds to recover full attention after a distraction.



Distracted driving can result in:

- Longer reaction times to driving events and traffic signals
- Slower & harsher braking
- Impaired ability to maintain correct speed
- Reduced field of view
- Impaired ability to maintain lane position
- Shorter following distances



Speeding

+



Distraction

+



Fatigue

=

THE TRIPLE THREAT

- D** Driving requires full concentration.
- I** It is important to get enough sleep.
- S** Sending or receiving texts can wait!
- T** Tell passengers why it is dangerous to distract you.
- R** Remember to scan your environment.
- A** Always plan your route before you set off.
- C** Changing music takes your eyes off the road.
- T** Talking on the phone, even hands-free, IS distracting.
- I** If you are upset or angry, you're more likely to be distracted.
- O** Only tend to distractions when you have pulled over to a safe place.
- N** Never eat, drink, or smoke while driving.