

Be SAFE

Distracted driving — It's risky business.

The National Highway Traffic Safety Administration defines distracted driving as any activity that diverts attention from driving.

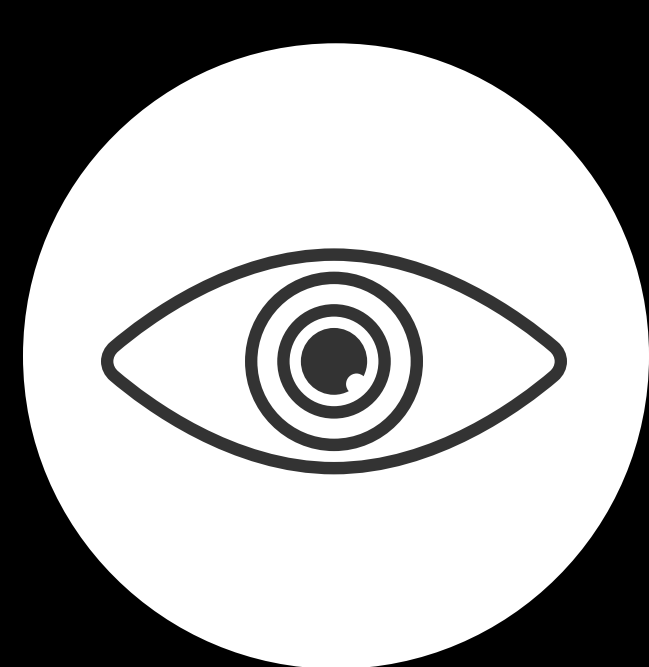
This infographic will raise your awareness of the dangers of distracted driving and educate about the level of distraction resulting from many common activities by motorists that are unsafe behind the wheel. These habits put our lives, the lives of our loved ones and the lives of other motorists in danger.

It's our responsibility to drive safely, so let's use this information to improve our focus on being an attentive driver.

The daily cost of distracted driving

9 killed
1,000 injured

Three main distractions



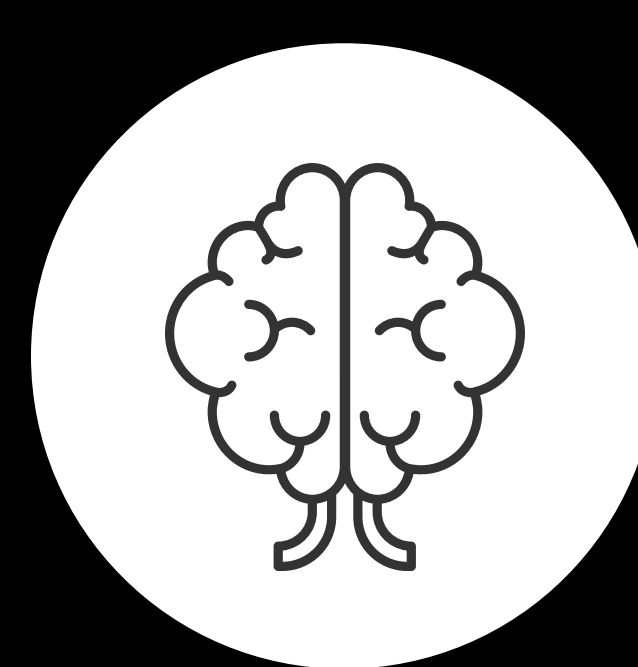
Visual

Taking your eyes off the road



Manual

Taking your hands off the wheel



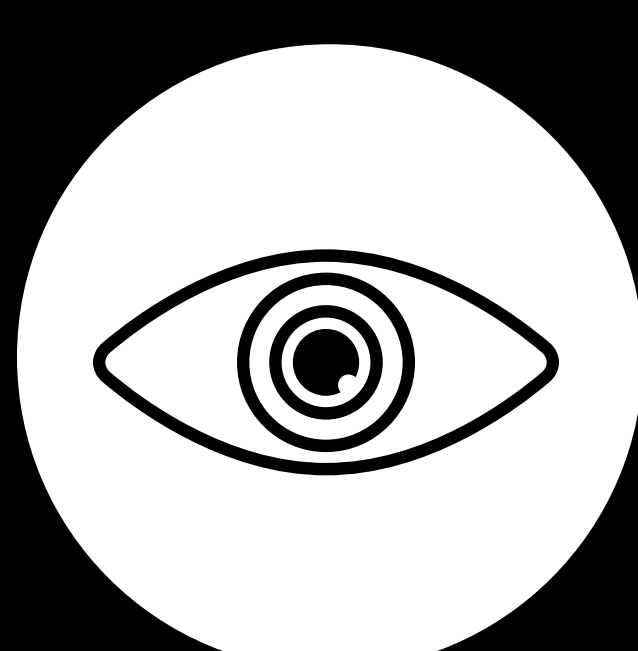
Cognitive

Taking your mind off of driving

Levels of distraction

Talking on mobile a device				Drivers talking on phones, hand-held or hands-free, miss seeing up to 50% of what is around them — other drivers, pedestrians, bicyclists
Sending a text				Checking email or texting while driving is an especially dangerous habit, as it falls under all three types of distracted driving.
Reading a text				
Checking email				
Reading directions/map				
Searching storage compartment/ Looking for items on the floor				Secure all personal items before you drive.
Adjusting infotainment system				Infotainment systems were designed for convenience — not safety
Turning knobs on your dash to adjust the radio/temperature controls.				
Entering an address in your GPS				
Adjusting child's seatbelt/car seat				
Cleaning mirrors/windshield				These are all activities you can typically do before you begin driving to your destination.
Adjusting mirrors, seat or headrest				
Putting on make-up/combing hair				
Plugging devices into the charger				
Eating food				
Drinking a beverage				
Talking to a passenger				

Break bad habits



Visual

Keep your eyes on the road.

Pull over to read directions.

Put your phone in Do Not Disturb mode.

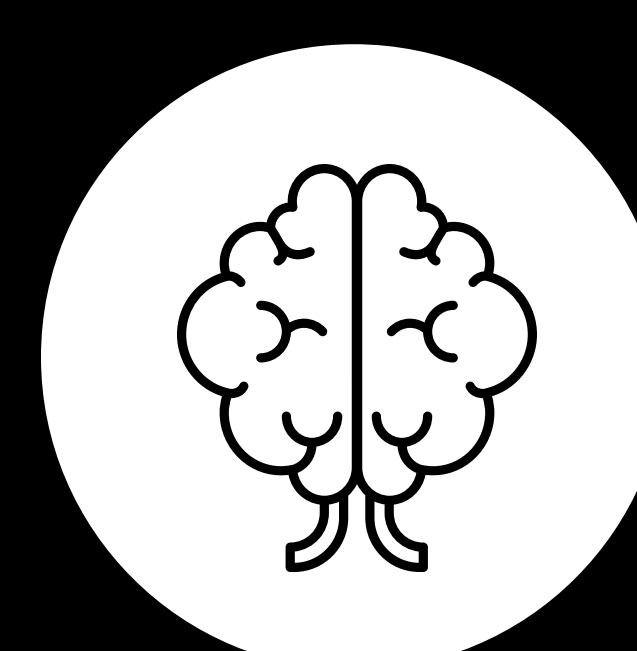


Manual

Keep your phone out of reach.

Make adjustments before driving.

Don't reach for items while driving.



Cognitive

Avoid phone calls, even hands-free.

Stay focused on the road.

Keep your emotions in check.

It's your choice

Deaths caused by distracted driving are preventable. When you get behind the wheel focus on being a safe driver — Just Drive.