

WAKE FOREST

DRIVER SAFETY

DRIVE DISTRACTION-FREE

GET THE FACTS

- Distracted driving is operating a vehicle while something—anything—diverts the driver’s physical and mental attention.
- In 2010, more than 400,000 were injured and 3,092 were killed in crashes related to driver distraction, accounting for 9.4% of road fatalities.
- There are three main types of distraction: Visual—taking your eyes off the road; Manual—taking your hands off the wheel; Cognitive—taking your mind off the task of driving. Cognitive distraction is particularly risky. Unlike the other two types, the driver is not aware of this type of distraction.
- Although there are many things that contribute to distracted driving, the use of cell phones occurs with such frequency and duration that it is more likely to lead to a crash or near-crash than other forms of distraction.
- Driving while using a cell phone reduces the amount of brain activity associated with driving by 37%.
- Estimates indicate that drivers using cell phones look but fail to see up to 50% of the information in their driving environment.
- Poll after poll shows that most people feel using mobile electronics while driving is dangerous, yet the majority continues to do so. Most feel confident in their own multi-tasking skills. It’s everyone else they are worried about..

TIPS FOR DRIVING DISTRACTION-FREE

Stow your phone. Silence your mobile device and store it in the glove compartment. This way you won’t be tempted by the flashing lights and pings of incoming messages.

Fine tune your tunes. Digital music devices (iPods, MP3 players) can pose a major distraction. Pre-set a driving playlist to provide continuous tunes without the need for adjustments.

Be a part of the solution. If you call someone’s cell phone, ask if they are driving. If the answer is “yes,” ask them to call you back when they have safely reached their destination.

X your Texts. If you are in a texting “conversation” and become aware that the person you are texting with is driving, stop the exchange immediately until they are in a position to resume it safely. It goes without saying that YOU should never text and drive.

See the big picture. Making or receiving a phone call while driving puts you at four times greater risk of being involved in a crash.⁷ Take a moment to focus on those who are counting on you to get home safely every day before you make a choice to divert your full attention from the road.

Clear the clutter. Driving a clean, well-organized car will help clear your mind enabling you to better focus on the road.



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