



DISTRACTED DRIVING

Distracted driving is a public health issue that affects us all. The latest statistics show motor vehicle fatalities are up 6% from 2015. **More than 40,000 people were killed** on our nation's roadways last year, and distracted driving is a major contributor.

Each death is 100% preventable. From cell phones to dashboard infotainment systems to evolving voice command features—all pose a threat to our safety. Just one second of your attention is all it takes to change a life forever.

New NHTSA data from 2016 shows at least 3,450 people were killed in motor vehicle crashes involving distracted drivers.

To prevent tragedies due to distracted driving, motorists are urged to:

- Turn off electronic devices and put them out of reach before starting to drive.
- Be good role models for young drivers and set a good example. Talk with your teens about responsible driving.
- Speak up when you are a passenger and your driver uses an electronic device while driving. Offer to make the call for the driver, so his or her full attention stays on the driving task.
- Always wear your seat belt. Seat belts are the best defense against unsafe drivers.



I pledge to be an attentive driver

TAKE THE PLEDGE!

You can pledge to your children or other loved ones that you will be an attentive driver. Share your pledge on social media!

I pledge to **Just Drive** for my own safety and for others with whom I share the roads. **I choose to not drive distracted in any way—I WILL NOT:**

- Have a phone conversation—handheld, hands-free, or via Bluetooth
- Text or send Snapchats
- Use voice-to-text features in my vehicle's dashboard system
- Update Facebook, Twitter, Instagram, Vimeo or other social media
- Check or send emails
- Take selfies or film videos
- Input destinations into GPS (while the vehicle is in motion)
- Call or message someone else when I know they are driving

Take the pledge at:

www.nsc.org/forms/DistractedDriving-Pledge

95% of drivers disapprove of distracted driving...



...yet **71%** engage in smartphone activities while driving



7 FREE APPS to PREVENT TEXTING while DRIVING

<https://www.honkforhelp.com/explore/2016/5-free-apps-to-prevent-texting-while-driving/>

TOP 10 Distracted Cities

- | | |
|-------------------|------------------|
| 1 CHICAGO IL | 6 DENVER CO |
| 2 PHILADELPHIA PA | 7 LOS ANGELES CA |
| 3 NEW YORK NY | 8 AUSTIN TX |
| 4 BURLINGTON VT | 9 HOUSTON TX |
| 5 PORTLAND OR | 10 MIAMI FL |

LEAST DISTRACTED CITY: SEATTLE WA

DEADLY DISTRACTED DRIVING ACCIDENTS ARE GROWING

126% FASTER
THAN THOSE FROM DRUNK DRIVING

PERCENTAGE CHANGE OF FATALITIES IN MAJOR FORMS OF CAR ACCIDENTS 2010-2016



DISTRACTED DRIVING IS PREVALENT, BUT

100% PREVENTABLE



For more information, visit:

<https://www.nhtsa.gov/risky-driving/distracted-driving>

<https://www.nsc.org/road-safety/safety-topics/distracted-driving>

