



Distracted Driving







What is Distracted Driving?



Distracted Driving

Distracted Driving is operating a motor vehicle while allowing anything to take your attention away from driving.

AM I DISTRACTED?

Self-Assessment Quiz

Take this quiz to determine if you or someone else you know is a distracted driver. Check all that apply:

- ❑ Buckle Seat Belt While Driving
- ❑ Adjust Seat While Driving
- ❑ Use a Cell Phone
- ❑ Text/Check E-mail
- ❑ Use a Hands-free Device
- ❑ Read a GPS Device / Map
- ❑ Change Stations / CDs
- ❑ Listen to an I-Pod
- ❑ Watch DVDs
- ❑ Apply Make-up / Shave
- ❑ Comb Hair
- ❑ Eat / Drink
- ❑ Doze Off While Driving
- ❑ Reach for Personal Belongings
- ❑ Turn Head to Talk to Passengers
- ❑ Engage in Intense Conversation



Is Distracted Driving Really a Problem?



- In 2009, 5,474 people were killed in crashes involving driver distraction, and an estimated 448,000 were injured. (NHTSA)
- 16 % of fatal crashes in 2009 involved reports of distracted driving. (NHTSA)
- In 2009, 16% of teen drivers involved in a fatal crash were reported to have been distracted. (NHTSA)

Taken from www.distracted.gov Official US Government website for Distracted Driving.



Why focused on cell phones and texting?





Three Main Types of Distraction

MANUAL: Taking hands off the wheel.

VISUAL: Taking eyes off the road.

COGNITIVE: Taking mind off act of driving.



- In the month of June 2011, more than 196 billion text messages were sent or received in the US, up nearly 50% from June 2009. (CTIA)
- Drivers who use hand held devices are 4 times more likely to get into crashes serious enough to injure themselves. (Monash University)
- Text messaging creates a crash risk 23 times worse than driving while not distracted. (VTTI)
- Using a cell phone while driving – whether it's hand-held or hands-free delays a driver's reactions as much as having a blood alcohol concentration at the legal Limit of 0.08 percent. (University of Utah)

Taken from www.distracted.gov Official US Government website for Distracted Driving.







The law..

MISSOURI

Primary Law: Illegal for drivers who are 21 or under to send a text message while they are driving.

CURRENT CASE

From the Platte County Prosecutor's Office, on May 31, 2012, 16 year old Rachel Gannon pleaded guilty to manslaughter, assault, and texting while driving in connection with a September 2011 fatality collision. She was sentenced to five years of probation for the manslaughter and assault with the following special conditions: serve 48 hours in jail; complete 72 days of electronically-monitored house arrest, perform 30 hours of community service or employment per week for 10 weeks during the summer, and not possess a driver's license until she graduates high school. She was sentenced to the maximum penalty of a $200 fine for texting while driving.



What can I do?

- Turn it off
- Educate yourself and others
  www.distracted.gov
  www.savemolives.com
- Pull over
- X the text
- Prepare



Distracted Driving is Personal.

It is no longer if but when…

