



<b>S&amp;W READY MIX CONCRETE COMPANY</b>	<b>July</b>
<b>CORPORATE ENVIRONMENTAL / SAFETY PROGRAM</b>	
<b>Distracted Driving - MONTHLY TRAINING TOPIC</b>	

## PAY ATTENTION!

Distracted driving is driving while doing another activity that takes your attention away from driving; these activities can increase the chance of a motor vehicle crash. Each day, more than 15 people are killed and more than 1,200 people are injured in crashes that were reported to involve a distracted driver.

The amount of technology that is available today can be overwhelming and is one of the main reasons for distracted driving. This does not mean that using a cell phone or GPS are the only things that contribute to inattentive driving. According to the U.S. Department of Transportation, distracted driving is any non-driving activity that has the potential to distract the vehicle operator.

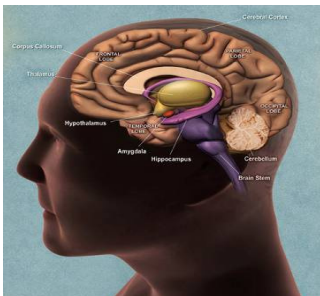
There are three different classifications of distracted driving:

- Visual — taking your eyes off the road
- Manual — taking your hands off the wheel
- Cognitive — taking your mind off what you're doing



Being manually unfocused is probably worse than being visually distracted. The difference is that you are looking at where you are going, but you have a reduced ability to control the vehicle. Manual distraction is often caused by operating a cell phone, changing the radio, or eating and drinking. Not having your hands on the wheel delays reaction time. When you are visually distracted, you don't see the problem in time so there is less time for you to react. Manual distraction delays reaction time because you see the hazard but you must reposition your hands before you can react. The split second it takes to put your hands on the wheel can lead to an accident.

Cognitive distraction is caused by something taking your mind off driving safely. There are a lot of potential distractions whether it is cell phones, passengers, or daydreaming. A recent MIT study shows that being cognitively distracted can often be the most dangerous form of distraction.



These tests were conducted by measuring a driver's performance while talking on a hand held phone and comparing them to the performance of drivers that were using hands free devices. The tests showed that the drivers from both groups did equally as poorly in their performances.

According to the National Safety Council, every 24 seconds, there is a crash involving drivers using cell phones or texting - That's over a million unnecessary accidents in just this year alone. **Hang up and drive!**

## Hands Free or Bluetooth – Your Brain Doesn't Know The Difference