



<b>S&amp;W READY MIX CONCRETE COMPANY</b>	<b>MARCH</b>
<b>DRIVER SAFETY SERIES – MONTHLY TRAINING</b>	
<b>DISTRACTED DRIVING</b>	

**FACTS:**

- Driver inattention is a major contributor to highway crashes. The National Highway Traffic Safety Administration estimates that at least 25% of police-reported crashes involve some form of driver inattention. Driver distraction is one form of inattention, and is a factor in more than half of these crashes.
- Distraction occurs when a driver is delayed in the recognition of information needed to safely accomplish the driving task, because something within or outside the vehicle draws his / her attention away from driving. The presence of a triggering event distinguishes a distracted driver from one who is simply inattentive or "lost in thought."
- Driver distractions or inattentive driving play a part in one out of every four motor vehicle crashes. That's more than 1.5 million collisions a year - more than 4,300 crashes each day!
- Brain power used while driving decreases by 40% when a driver listens to conversation or music. (Center for Cognitive Brain Imaging at Carnegie Mellon University Study)
- Drivers on mobile phones are more impaired than drivers at **.08** Blood Alcohol Concentration (University of Utah Study)
- An estimated million people each day chat on their mobile or send text messages while driving (The Herald)

**SELF CHECK:**

More than 80% of drivers admit to blatantly hazardous behavior: changing clothes, steering with a foot, painting nails and shaving. (Nationwide Mutual Insurance Survey)

**Have you ever been this distracted?**

- |   |                                      |                            |  |
|---|--------------------------------------|----------------------------|--|
| • Tune the radio  | • Reach for the glove compartment    | • Argue with another rider | • Put on contact lenses or use eye drops |
| • Eat, drink, or smoke                                  | • Talk on the cell phone             | • Comb or brush your hair  | • Shave                                  |
| • Pick something up from the floor or between the seats | • Clean the inside of the windshield | • Break up kids' fights    | • File, clip, or polish your nails       |
| • Read, write   |                                      | • Put on makeup            |  |

If you answered yes to any of the above, you are driving while distracted and are at risk of an accident. Drivers inadvertently sometimes focus their attention away from the roadway, thus putting themselves and their families/passengers in jeopardy.

A report by the National Highway Traffic Safety Administration indicates that inattention caused 68% of rear-end crashes. Other kinds of crashes - backing up, lane changes and merging usually caused by a driver not recognizing an obstacle or by a driver failing to pay attention.

**HOW TO AVOID BEING DISTRACTED:**

**1. Stay focused and pay attention!**

- Limit interaction with passengers.
- Avoid talking while driving.
- Avoid taking your eyes off the road.
- Keep both hands on the wheel.

**2. Don't drive when angry or upset.**

- Emotions can interfere with safe driving.
- Wait until you have cooled down or resolved problems to drive.

**3. Avoid "gawking," or slowing down to look at a crash or other activity.**

**4. If you need to use your cell phone while driving:**

- Pull off the road
- Stop in a safe place before using your phone.

**5. A distracted driver will have a greater reaction time than a non-distracted driver.**

A distraction to a driver will increase the drivers' reaction time and reduces the ability to respond to an emergency situation. The driver takes longer to react and more time passes between seeing the hazard and starting braking, so the car travels a greater distance before it comes to a stop.