



How many times a day do you . . .

- ◆ *Dial, talk, or text on your cell phone*
- ◆ *Read*
- ◆ *Eat or drink*
- ◆ *Apply makeup*
- ◆ *Reach for an object*
- ◆ *Look away and become distracted*

while driving your car?

Nearly 80% of crashes and 65% of near crashes involved some form of driver inattention within three seconds before the event. Primary causes of driver inattention are distracted driving activities, such as adjusting the radio, talking to passengers, cell phone use, and drowsiness.*



Today's fast-paced world is filled with distractions. Devote your full attention to driving with these tips for reducing distractions:

- ◆ Plan your trip
- ◆ Adjust seat, safety belt, mirrors, and vehicle controls
- ◆ Preset radio stations and climate controls
- ◆ Be aware of potential distractions inside and outside the vehicle
- ◆ Put aside anything that is potentially distracting, such as mail, books, etc.
- ◆ Teach children the importance of good behavior while riding in a vehicle
- ◆ Use your full attention while driving

Avoid:

- ◆ Using a cell phone or other such devices
- ◆ Eating and drinking
- ◆ Playing loud music and using headphones
- ◆ Personal grooming in the car
- ◆ Emotional conversations with passengers

Steer clear of distracted drivers by staying alert, keeping your distance, and wearing a safety belt!



Sources: AAA, AAA Foundation for Traffic Safety, NHTSA, and *Virginia Tech Transportation Institute, April 2006.