



Avoid the Dash to the Dashboard

Dashboard infotainment systems allow drivers to stay connected. But just because we can do something, **DOESN'T MEAN WE SHOULD.**



IT'S MORE DISTRACTING THAN YOU THINK

Drivers talking on handheld or hands-free devices can **FAIL TO SEE 50% OF THEIR SURROUNDINGS**

80%
OF DRIVERS MISTAKENLY BELIEVE hands-free devices
are safer than handheld

MORE THAN 30 STUDIES show hands-free devices don't make drivers any safer – the brain remains distracted by the conversation

Sources: National Safety Council, Texas Transportation Institute, AAA Foundation for Traffic Safety

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Learn more at: **distracteddriving.nsc.org**



53% OF U.S. DRIVERS

believe hands-free devices must be safe if built into vehicles

Hands-free features in dashboards can increase mental distraction

INFOTAINMENT IS ABOUT CONVENIENCE – NOT SAFETY

The following actions don't make us safer drivers:



Talking on the phone



Checking email



Posting a social status



Ordering take-out

Vehicle technologies should prevent crashes, not increase their likelihood.

CONVERSATIONS WITH OUR CARS

Studies show using voice to text is **MORE DISTRACTING THAN TEXTING** by hand.



You: "Text Mike."

Car: "Begin Speaking."



You: "Thanks Mike, your order arrived yesterday."

Car: "Thanks Nike, Yoder arrived yesterday."



You: "Cancel! Text Mike."

Sources: National Safety Council, Texas Transportation Institute, AAA Foundation for Traffic Safety

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You can –
but
should
you?

Research has found hands-free voice recognition can be distracting*. Just because it's in your car doesn't make it safe. You deserve to be safe. **Disconnect** and **Take Back Your Drive.**

**Source: AAA Foundation for Traffic Safety*

**Take
back
your
drive**

nsc.org/ddmonth

[#takebackyourdrive](https://twitter.com/takebackyourdrive)



What's more important?

Which do you prioritize: A call or a stop sign? A text or a pedestrian? Social media or brake lights? Focus on what's important. Be safe and **Take Back Your Drive.**

nsc.org/ddmonth

[#takebackyourdrive](https://twitter.com/takebackyourdrive)

**Take
back
your
drive**



A red light is **NOT** your green light to text



Just because you're stopped doesn't mean it's time to use your phone. If you're in your car, you're still driving. Plus, you stay distracted for about 30 seconds after you finish a call, send a text or use your dashboard system.* Your phone can wait. **Disconnect and Take Back Your Drive.**

Source: *AAA Foundation for Traffic Safety

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Network Enterprise Technology Command

SAFETY NOTICE

“Distracted Driving Awareness Month”

April 2016

With ever increasing demands on our personal and professional time in today's busy society, learning to juggle multiple tasks at once is something we all face daily. As a result, a *new traffic safety epidemic* has emerged on America's roadways that demand immediate attention: distracted driving. April is designated as Distracted Driving Awareness Month, however this topic should be addressed year-round.



Distracted driving is any activity that takes your attention away from the road. In everyday driving, however, distractions are common. From talking with passengers, to eating, to turning around to check on fidgety toddlers, to adjusting dashboard infotainment system, distracted driving endangers you, your passengers, pedestrians and others. In 2014, 3,179 people were killed and approximately 431,000 were injured in motor vehicle crashes; 10% of fatal crashes, 18% of injury crashes, and 16% of all crashes were reported as distraction-affected crashes (National Highway Traffic Safety Administration (NHSTA)).

With the growing popularity of smartphones and other devices, distracted driving is also becoming a greater problem on the roads. In the past month, about 70% of drivers have driven while talking on their cellphone and nearly half read a text or email while driving according to an American Automobile study. The percentage of drivers' text-messaging or visibly manipulating handheld devices increased from 1.7% in 2013 to 2.2% in 2014 (NHSTA). In another study, Virginia Technology Transportation Institute, sending or receiving a text takes a driver's eyes off the road for an average of 4.6 seconds, the equivalent of driving blind at 55-mph for the length of an entire football field. Furthermore, a 2014 special article in the New England Journal of Medicine found the risk of a crash or near-crash among novice drivers increased with the performance of many secondary tasks, including texting and dialing cell phones.

Text messaging is of heightened concern because it combines three types of distraction – visual, manual and cognitive. In other words, texting involves taking your eyes off the road, your hands off the wheel, and your mind off the task of driving. When you text your chances of crashing increases by 23 times.

U DRIVE. U TEXT.



To tackle this ever-increasing problem, NHSTA and National Safety Council (NSC) are focusing on ways to change the behavior of drivers through legislation, enforcement, public awareness, and education. NHSTA's message – “*U Drive. U Text. U Pay.*” and the NSC message – “*Take Back Your Drive*” are both simple and designed to discourage distracted driving. These are the same tactics that have curbed drinking and driving and increased seat belt use.

No one is immune from the dangers of distracted driving. So please remember: **Keep your eyes and mind on the road when you get behind the wheel. Don't drive distracted**

THINK SAFE. ACT SAFE. BE SAFE.