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## Distracted Driving

Presented by  
Lakeshore Traffic Safety Committee

# Program Goals

- To raise awareness about the dangers of distracted driving.
- To explain typical driving distractions.
- Demonstrate why these distractions are so dangerous while driving.
- To further reinforce safe (teen) driving habits.
- To reduce the amount of distracted driving.

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# What is distracted driving?

- Any non-driving activity that a person engages in that has the potential to distract them from the primary task of driving, and increase the risk of crashing.
- 3 main types
  - Visual
  - Manual
  - Cognitive



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# Distractions



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

While all distractions can endanger drivers' safety, texting is the most alarming because it involves all three types of distraction.

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# Distracted driving continued

- Types of distracting activities:
  - Using a cell phone
  - Eating and drinking
  - Talking to passengers
  - Grooming
  - Reading, including maps
  - Using a PDA or navigation system
  - Watching a video
  - Changing the radio station, CD, or mp3 player



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# Distractions

- Change blindness is when we react much slower to a situation that we didn't see change
- As we are otherwise cognitively pre-occupied, we fail to notice potential hazards, like that child in the yard running toward the road



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# Did you know?

- Using a cell phone while driving can delay driver reactions
- Brain activity is reduced up to 37%!
- There is no difference between hand-held and hands-free devices



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# Did you know?

- Texting while driving increases your chance of crashing
- Texting is the most alarming of the distractions
- When text messaging, drivers spend up to 400% more time with their eyes off the road



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# Facts and Figures

- In 2009, there were a total of 290,978 crashes in Michigan, which resulted in 871 motor vehicle deaths.
- The State of Michigan recorded that 947 people were using cell phones at the time of their crash.
- On any given day an estimated 800,000 vehicles were driven by someone who used a hand-held cell phone at some point during their drive.
- Teenagers and young adults (16-24) are disproportionately involved in motor vehicle crashes.

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# Ages 16-24

- 4 out of 5 unintentional deaths for this age group are due to motor vehicle crashes.
- 6,000 people died nationwide in 2008 in car crashes due to driver distraction
- Young drivers are least likely to be alone at the time of a crash.

**NO**   
**CELL PHONES!**

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# Brandi

Brandi crashed into the back of a school bus while reaching for her dropped cell phone. Her car ended up wedged about three-quarters of the way under the bus. It took 45 minutes for rescuers to remove her from the car. She suffered only bumps and bruises. She didn't have time to hit the brakes before she saw the bus, but if she hadn't been distracted by the phone, she wouldn't have hit the bus.

[Brandi talks about her experience](#)



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# .07 Seconds

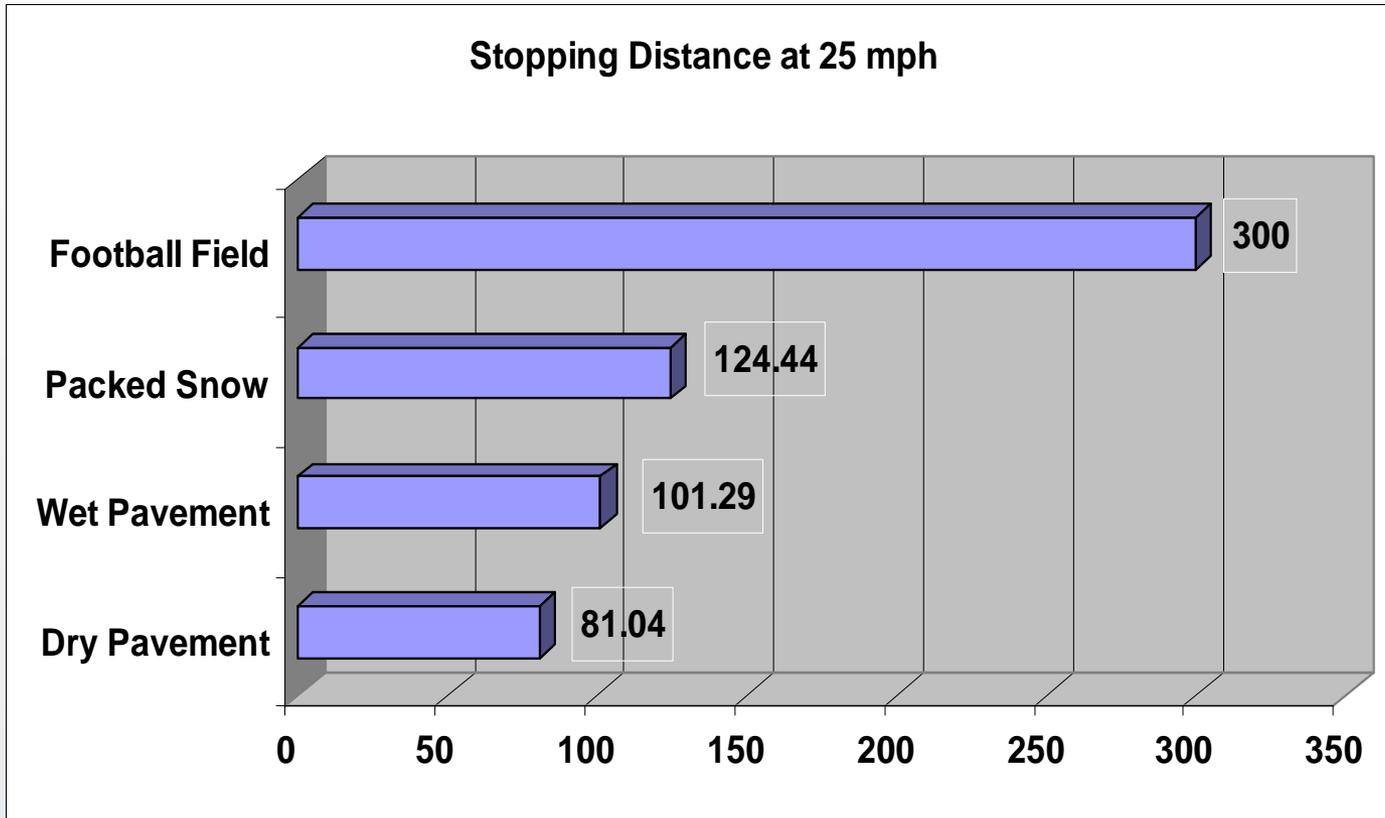
- Do you know what happens in the first FATAL second to a car when it hits a solid object traveling at 55 miles per hour?



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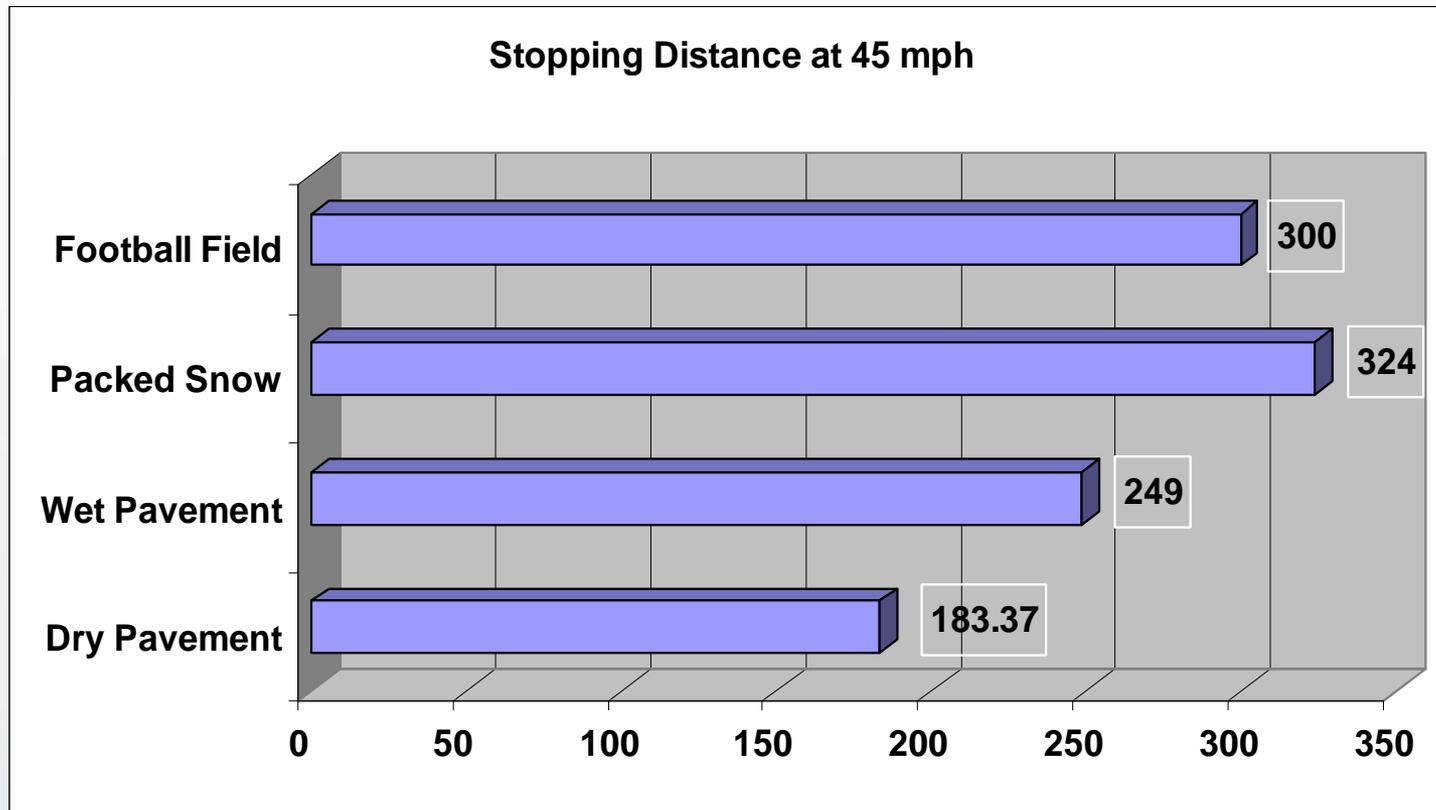
# Distracted driving stopping distances



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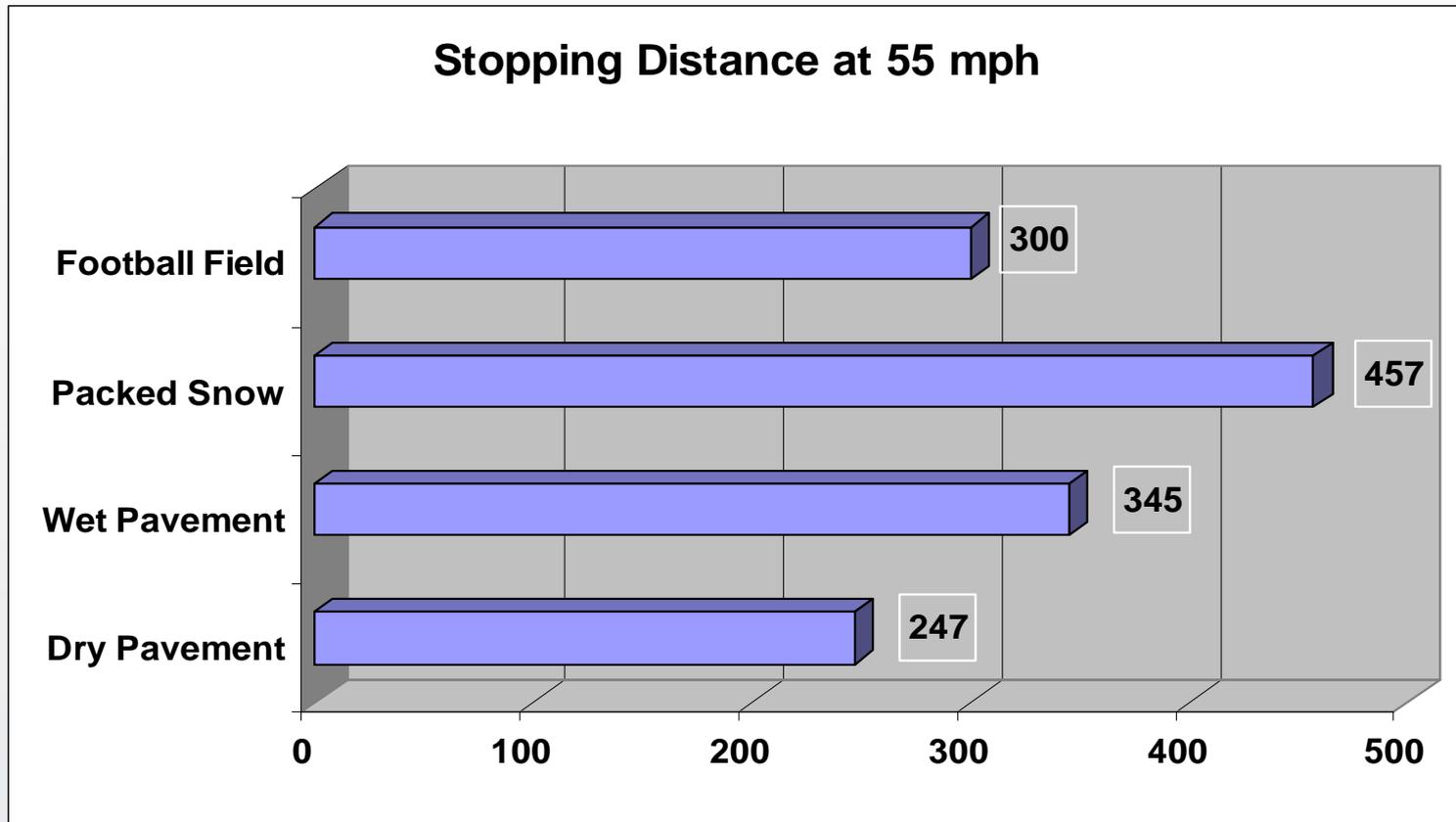
# Distracted driving stopping distances



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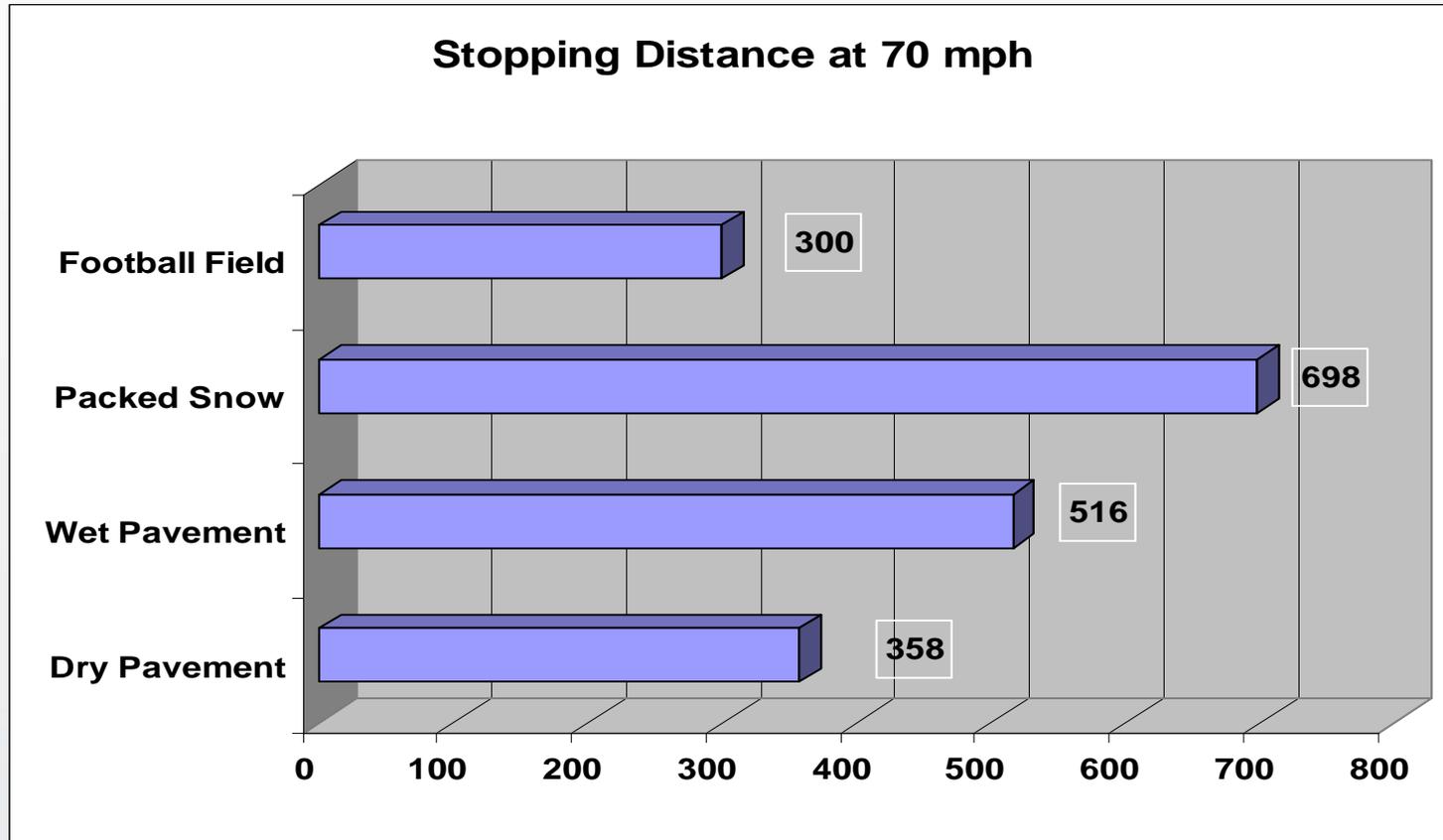
# Distracted driving stopping distances



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# Distracted driving stopping distances



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# Michigan State Law

- The primary enforcement law prohibits drivers from reading, manually typing or sending a text message while driving.
- Driving is defined as: operating a moving motor vehicle on a street or highway.
- Exceptions are in place for reporting crashes, crimes or other emergencies.
- Drivers face a \$100 fine for a first offense and a \$200 fine for subsequent violations.
- No points are assessed or posted to a person's driving record.
- Michigan is the 24th state to ban drivers from texting.

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# Driving Course

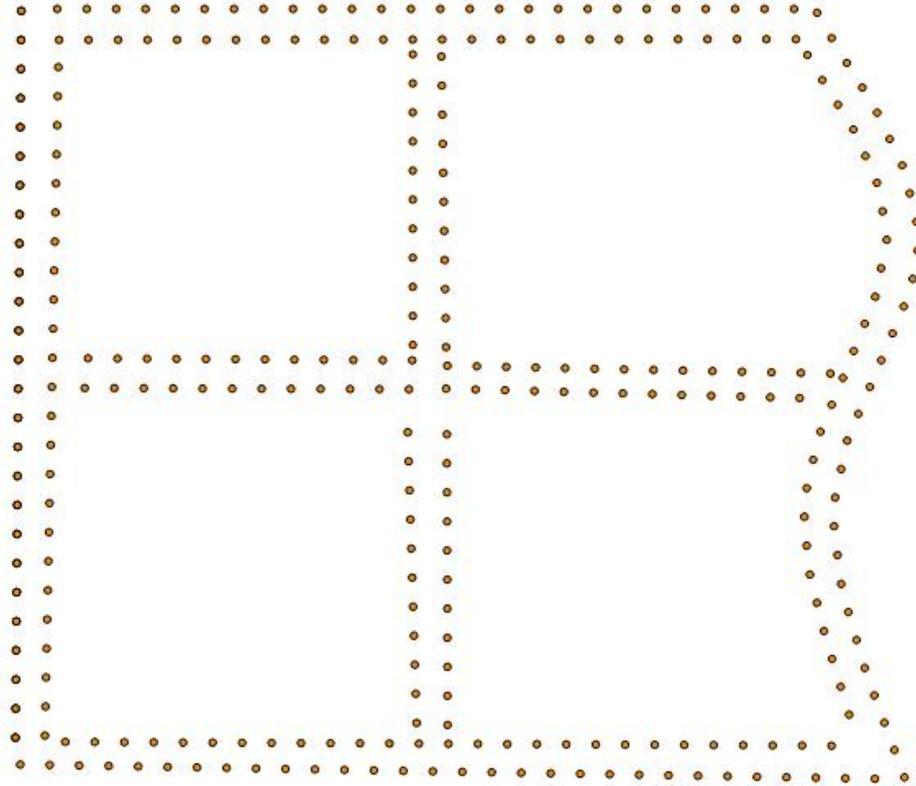
This program is designed to put emphasis on distracted driving rather than the GEM car.

The GEM car approximates real-world driving situations and allows the teen driver to map out an appropriate solution to the distraction.

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# Course



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# Tips for drivers

- Always buckle up
- Keep your hands on the wheel and your eyes on the road
- Don't let a phone call distract you from driving safely
- Allow voice mail to handle your calls and return them when your done driving
- Never take notes or look up numbers while driving
- Pull off the road to a safe area or ask a passenger to make a call or answer a call
- Suspend conversation during hazardous driving conditions
- Do not engage in stressful or emotional conversations while driving

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# Role Model

- We cannot control the actions of other drivers. Therefore, we should continue to drive defensively, but still focus on controlling our own actions.
- Be a role model by setting good driving habits, not only for the people riding in your car, but also for the other drivers around you.



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