

Don't become another statistic

Keep Your Attention on the Road

April is Distracted Driver Awareness Month



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"In Partnership with the Community"



WHAT IS DISTRACTED DRIVING

Distracted driving is any activity that could divert a person's attention away from the primary task of driving. All distractions endanger driver, passenger, and bystander safety. Distractions could include:

- Texting
- Using a cell phone
- Eating and drinking
- Talking to passengers
- Reading (including maps)
- Using a GPS system
- Watching a video
- Adjusting a stereo
- Grooming

KEY FACTS & STATISTICS

- Approximately 448,000 people were injured, and 5,474 were killed due to collisions involving distracted drivers (NHTSA)*
- 16% of teen drivers involved in fatal collisions were reported to have been distracted (NHTSA)*
- 40% of teens say they have been in a car when a driver was using a cell phone in a way that placed people in danger (Pew Research)
- Drivers who use hand-held devices are 4 times more likely to be involved in injury traffic collisions (Monash University)
- Text messaging creates risk of a collision 23 times greater than normal driving (VTTI)**
- Texting takes a driver's eyes from the road for an average of 4.6 seconds. At 55 mph, that is the equivalent of driving the length of a football field blind (VTTI)***
- Headset cellphone use is not substantially safer (VTTI)***
- Use of a cell phone while driving reduces driver reaction time to the equivalent of a blood alcohol concentration of .08 percent (University of Utah)
- 57% of drivers recognize talking on their phones is a serious threat to their safety (FOCUS DRIVEN)
- Driving while using a cell phone reduces the amount of brain activity associated with driving by 37% (Carnegie Mellon)***

* NHTSA - National Highway Traffic Safety Administration's 2009 report

** VTTI - Virginia Tech Traffic Institute

WHAT CAN YOU DO?

- Place your phone on "silent," put it in your glove box, or in the trunk to avoid use while driving
- Pull over and park if you need to make a phone call or text
- Tell the driver you are uncomfortable with their cell phone use if you are the passenger
- If you are talking to someone who is on their phone while driving, tell them to call you back when they have parked in a safe location