

April Is National Distracted Driving Awareness Month

Driver distraction has become a growing concern in recent years. In 2009 alone, nearly 5,500 people were killed and 450,000 more were injured in distracted driving crashes. Yet, people continue to believe that they can drive and text or talk at the same time.

Since 2009, DOT has launched several campaigns to help raise awareness about the dangers of distracted driving. The agency has partnered with many safety groups to reach out to millions of Americans with the message that "One Text or Call Could Wreck It All."

Its distraction.gov website hosts an array of information about the dangers of driver distraction, as well

as tools to help combat this growing problem. There you will find facts and statistics, links to a decade of research, an interactive map that displays the distraction-related laws in each state, as well as regulations and enforcement information.

The site also includes tools for parents, educators, teens, employers and community groups:

- downloadable pledge to help end distracted driving;
- online banner ads;
- sample articles and op-ed pieces;
- sample legislation;
- school presentations, morning announcements, letters and flyers;

- downloadable brochure for parents;
- parent-teen driving contract;
- sample employer policy;
- campaign starter kit;
- public service announcement videos;
- posters for employers, parents/teens and law enforcement;
- Twitter and Facebook avatars.

**ONE TEXT OR CALL COULD
WRECK
IT ALL**

Hotlinks

ASSE American Society of Safety Engineers www.asse.org

ANSI American National Standards Institute www.ansi.org

Cal/OSHA California Occupational Safety and Health Administration www.dir.ca.gov/dosh

FRA Federal Railroad Administration www.fra.dot.gov

Girl Scouts Girl Scouts of the USA www.girlscouts.org

ISO International Organization for Standardization www.iso.org

NHTSA National Highway Traffic Safety Administration www.nhtsa.gov

NIEHS National Institute of Environmental Health Sciences www.niehs.nih.gov

OSHA Occupational Safety and Health Administration www.osha.gov

UL Underwriters Laboratories www.ul.com

U.S. DOT Department of Transportation Distracted Driving Information <http://distraction.gov>



Key Facts & Statistics

- In 2009, 5,474 people were killed in crashes involving driver distraction, and an estimated 448,000 were injured. (NHTSA)
- 16% of fatal crashes in 2009 involved reports of distracted driving. (NHTSA)
- 20% of injury crashes in 2009 involved reports of distracted driving. (NHTSA)
- In the month of June 2011, more than 196 billion text messages were sent or received in the US, up nearly 50% from June 2009. (CTIA)
- Teen drivers are more likely than other age groups to be involved in a fatal crash where distraction is reported. In 2009, 16% of teen drivers involved in a fatal crash were reported to have been distracted. (NHTSA)
- 40% of all American teens say they have been in a car when the driver used a cell phone in a way that put people in danger. (Pew)
- Drivers who use handheld devices are 4 times more likely to get into crashes serious enough to injure themselves. (Monash University)
- Text messaging creates a crash risk 23 times worse than driving while not distracted. (VTTI)
- Sending or receiving a text takes a driver's eyes from the road for an average of 4.6 seconds, the equivalent—at 55 mph—of driving the length of a football field, blind. (VTTI)
- Headset cell phone use is not substantially safer than handheld use. (VTTI)
- Using a cell phone while driving, whether it's handheld or hands-free, delays a driver's reactions as much as having a blood alcohol concentration at the legal limit of 0.08%. (University of Utah)
- Driving while using a cell phone reduces the amount of brain activity associated with driving by 37%. (Carnegie Mellon)

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