DISTRACTED DRIVING: TAKE BACK YOUR DRIVE
WHAT IS DISTRACTED DRIVING?

- Distracted driving is anything that takes your focus off of the road ahead of you.
- When most people think of what distracts them at the wheel, they often think of texting and using a cell phone.
At any moment, 9% of drivers are talking on cell phones. About 26% of all car crashes involve cell phone use — including hands-free!

WHAT’S HANDS-FREE?

earpiece

dashboard system

speakerphone

Source: National Safety Council
The National Safety Council has released data that points to distracted driving as a major factor in the estimated 8% rise of traffic deaths from 2014 to 2015.
Insurance companies are attributing distracted driving to a rise in premiums, citing mobile phones and drivers surfing the Internet while driving as the main offenders.
A DEADLY DISTRACTION

Up to 90% of all car crashes are caused by DRIVER ERROR!

Source: National Safety Council
PENALTIES FOR DRIVING WHILE DISTRacted in LOUIsIANA
It is illegal to use a cell phone to text message or post to a social networking site while operating a vehicle on any public road or highway. The fine is $175 for the first offense and $500 for each subsequent offense.

La. R.S. 32:300.5
Using a headset while driving is illegal, and carries a penalty of $25 + court costs per offense.

La. R.S. 32:295.2
PENALTIES IN LOUISIANA

Operating a mobile device or cell phone in any manner is prohibited while driving through a school zone during the posted hours, with only very few emergency situations exempted. The fine for a first offense is $175 and any second or subsequent offenses carries a fine of up to $500.

La. R.S. 32:300.8
HANDS-FREE IS NOT RISK-FREE

#1 cause of unintentional deaths in U.S. are car crashes.

About 100 PEOPLE die every day in car crashes.
MULTI-TASKING MYTHS
MYTH 1: DRIVERS CAN MULTI-TASK

- Multi-tasking is doing two things simultaneously. What we think of as multi-tasking is really just the brain switching rapidly from thinking task to thinking task.
- This switching back and forth limits your ability to do either task at full capacity.

Source: National Safety Council
MYTH 2: TALKING TO A PASSENGER IS THE SAME AS TALKING ON A PHONE

- Passengers provide a second set of eyes and ears on the road to help the driver avoid accidents.
- Adult passengers tend to adjust their conversation to the level of traffic on the road in order to lessen distraction to the driver. Someone on the other end of a cell phone conversation can’t do that.
MYTH 3: HANDS FREE DEVICES MAKE TALKING AND DRIVING SAFE

- Drivers talking on cell phones miss seeing up to 50% of their driving environments, including red lights and pedestrians.
- This is called “inattention blindness.”

Source: National Safety Council
WHAT CAN YOU DO?
WHAT CAN YOU DO?

- Refuse to text friends and family when you know they are driving.
- Pull over to a safe place to make phone calls and text.
- Model good driving behaviors for children and other drivers.
- Take the pledge to stop distracted driving at www.distraction.gov.