

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

DISTRACTED DRIVING IS COSTING US

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.



DISTRACTED DRIVING IS COSTING US



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

NOT
primarily
mechanical

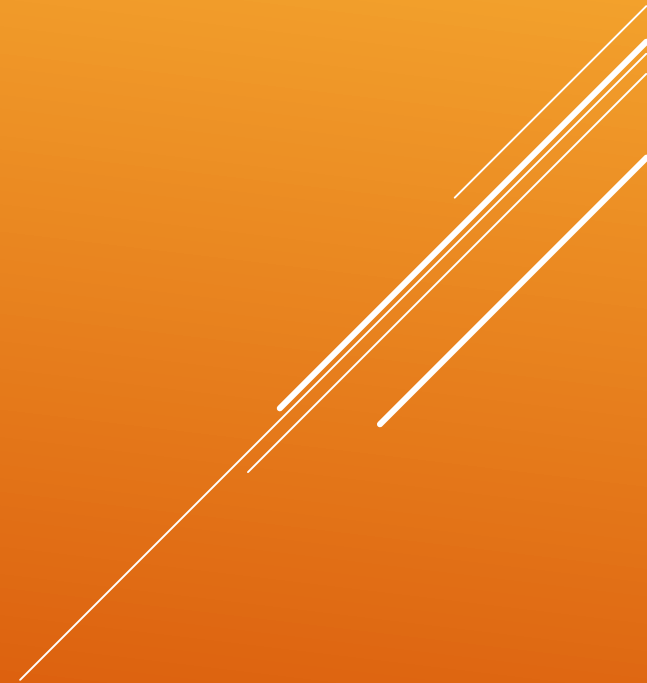


Up to
90%
of all car crashes
are caused by
DRIVER ERROR!



NOT
primarily
environmental

PENALTIES FOR DRIVING
WHILE DISTRACTED IN
LOUISIANA



PENALTIES 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



PENALTIES IN LOUISIANA



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





FREE IS NOT RISK-FREE
HANDS-FREE IS NOT RISK-FREE

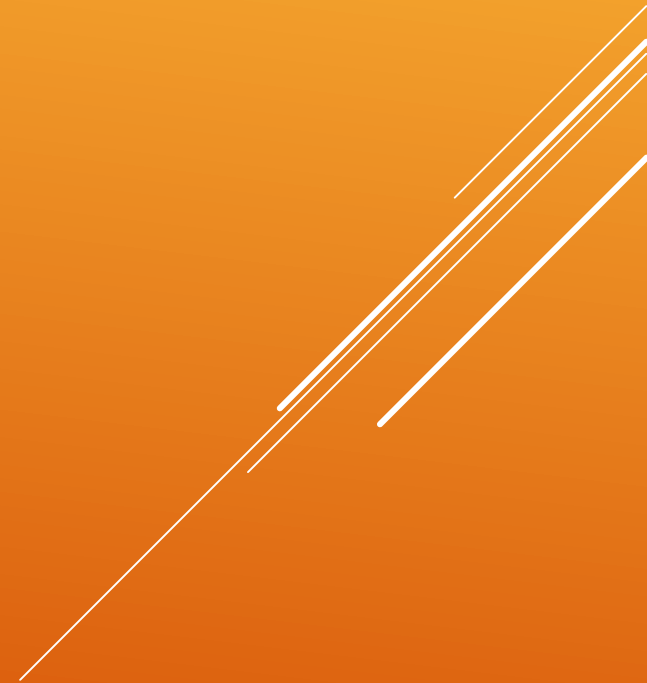
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cause of unintentional deaths in U.S. are car crashes.

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

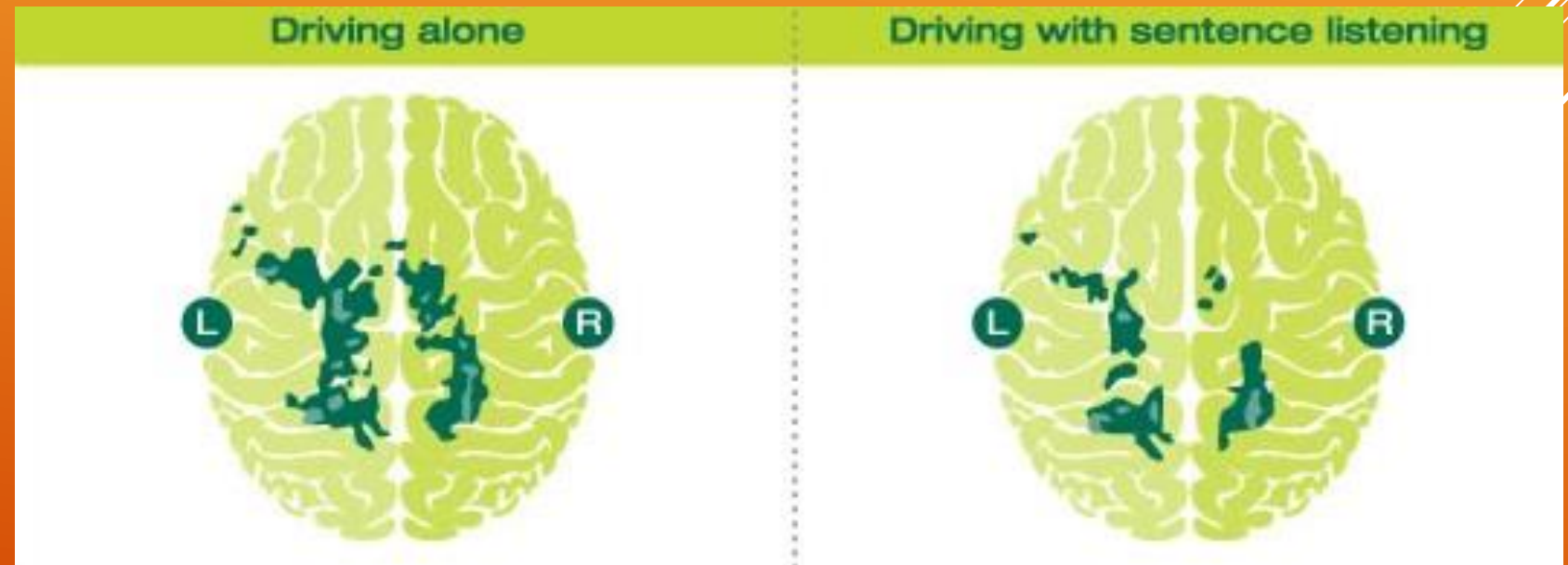
MYTH 2: TALKING TO A PASSENGER IS THE SAME AS TALKING ON A PHONE

- ▶ 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.



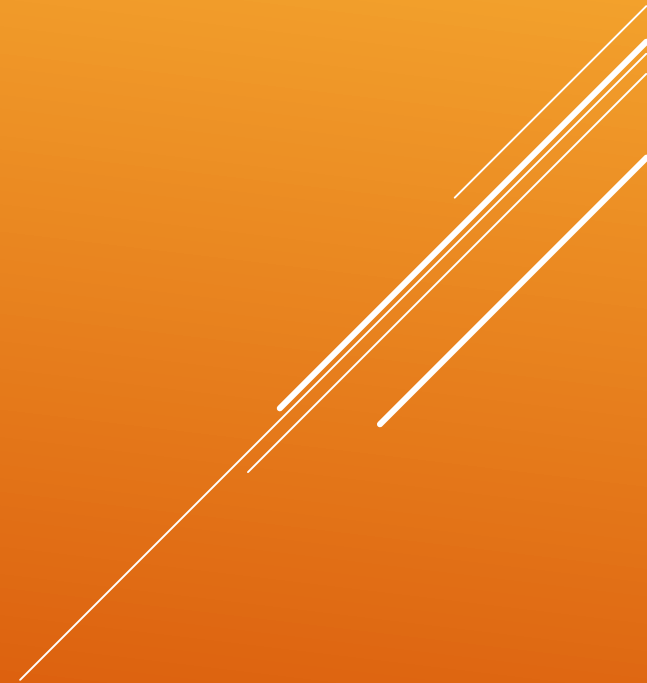
MYTH 3: HANDS FREE DEVICES MAKE TALKING AND DRIVING SAFE

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

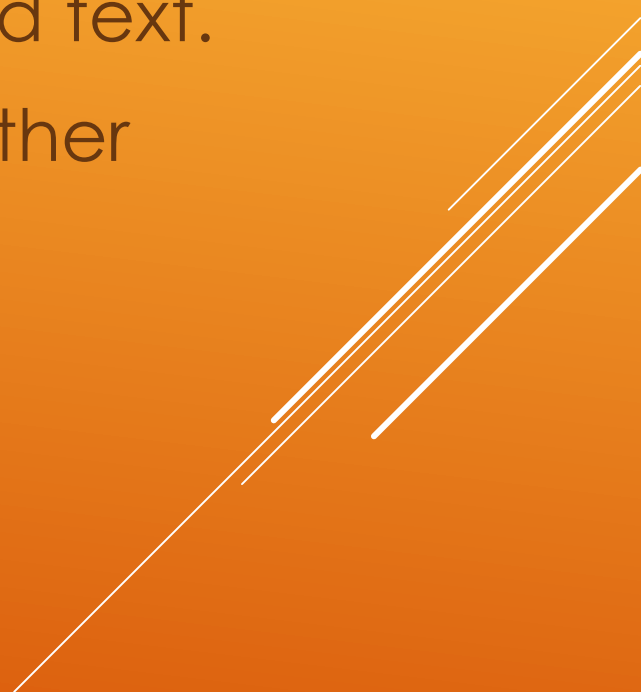


Source: National Safety Council

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.
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- A decorative graphic consisting of several parallel white lines of varying lengths, slanted diagonally from the bottom right towards the top right, set against the orange background.