The Dangers of...
Distracted Driving

Distracted Driving: any activity that takes a person’s attention away from the primary task of driving

Types of Distraction
- Manual
- Cognitive
- Visual
- Auditory

Sources of Distraction
- Inattention: attention has wandered from the task of driving
  - thinking about work or school
  - daydreaming
- External: attention is directed to an object, activity, or person outside the vehicle
  - reading signs
  - looking at scenery
  - talking on cell phone
  - using GPS
- Internal: attention is directed to an object, activity, or person inside the vehicle
  - texting
  - adjusting radio

By the Numbers...
- 2/3 of drivers have reported using a cell phone while driving.
- In 2013, 3,154 people were killed and 424,000 people were injured in crashes involving a distracted driver.

Drivers are distracted as much as 50% of the time while driving

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Keep your Road