



Cell Phone Distracted Driving Top 10

1. Multitasking is a myth. Our brains cannot process two cognitively demanding tasks at once.
2. The parietal lobe activation, associated with processing moving visual images while driving, decreases by as much as 37% with sentence listening
3. Cell phone users are four times as likely to be involved in crashes resulting in injury
4. Drivers talking on cell phones fail to see half of the information in their driving environment. They “look” but they don’t “see”
5. There is **no difference** in risk between hands-free and handheld cell phone use
6. Cell phone use is more distracting than listening to the radio or talking to passengers
7. Car crashes are the #1 cause of worker fatalities
8. No cell phone call or text is worth a life
9. Hands-free devices **do not** offer safety benefits
10. **Safety is our #1 priority**