



CELEBRATING
100 YEARS
OF SAFETY



Safety starts with me

Driving Safety

Understanding the distracted brain

The brain cannot process two complex thinking tasks simultaneously. As it switches from a cell phone conversation to driving and back again, the brain becomes overloaded.

The Facts

- Nearly one out of four crashes, or more than 1 million crashes per year, involve drivers distracted by cell phones
- Drivers talking on cell phones – handheld or hands-free – are four times as likely to crash
- Drivers who text increase their likelihood of a crash by 8 to 23 times
- Hands-free devices offer no safety benefit when driving
- Cognitively distracted drivers can miss up to 50% of their driving environment, including stop signs, pedestrians and red lights

Tips to stay safe

- Make a personal commitment to drive cell free
- Turn your phone off or put it on silent while driving so you are not tempted to answer it
- Speak up when you are in the car with someone who uses a cell phone while driving – ask if you can do it for them, or if it can wait
- Change your voicemail message to reflect that you are either away from your phone or driving, and that you'll call back when you can do so safely
- If you are talking to someone who you know is driving, tell him/her to hang up and call you later
- Pull off the road to a safe area or ask a passenger to make or take a call for you
- Allow voicemail to handle your calls and return them at your convenience

Remember

**Hands-free devices
are no safer than
handheld devices
because they
do not eliminate
cognitive distraction –
the distraction
to the brain.**

National Safety Council
1121 SPRING LAKE DRIVE
ITASCA, IL 60143-3201
(800) 621-7619
NSC.ORG

