



National Safety Council

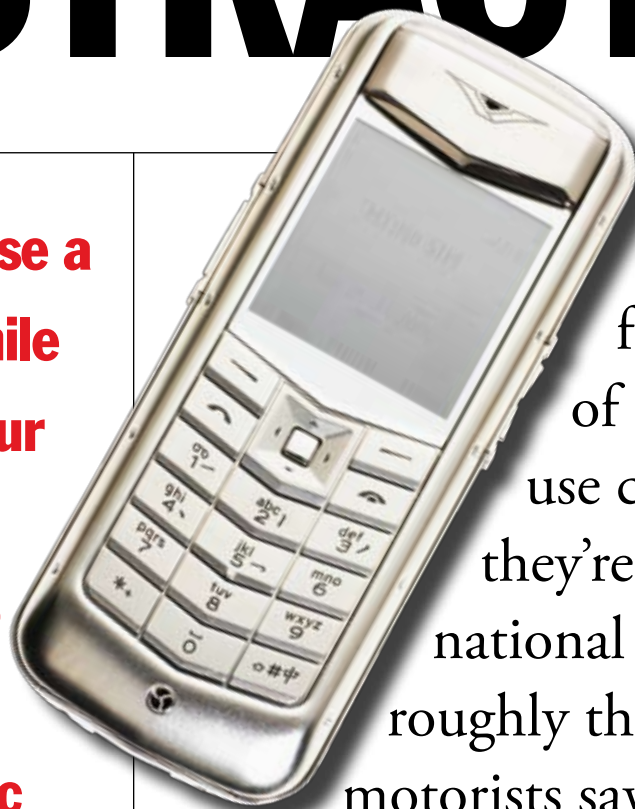
OUR DRIVING CONCERN

www.txdrivingconcern.org

No.3

DRIVEN TO DISTRACTION

People who use a cell phone while driving are four to five times more likely to be in injury-causing traffic crashes.



It's a 21st century fact of life: millions of motorists now use cell phones when they're driving. A recent national survey found that roughly three of every four motorists say they talk on the phone in their cars, and another one in five admits to text messaging when they're behind the wheel.

Cell Phones & Driving **Dangerous Combo**

Safety experts point out that talking on a cell phone distracts a motorist from paying full attention to driving. While a growing number of drivers are turning to Bluetooth headsets or other hands-free devices, many studies have concluded that hands-free cell phones aren't any safer to use while driving than hand-held devices. It's the *conversation* rather than holding a phone that brings special risks.

More than 80 percent of Americans now have a cell phone, up from 11 percent in 1995.

Cellular Telecommunications and Internet Association, 2007



Drivers talking on cell phones look but often fail to see what's around them.

Drivers will look directly at objects around them but are less likely to remember what they've seen when they're talking on the phone. They also are more likely to miss traffic signals and often fail to see signs and exit ramps.

Driver reaction to vehicles braking in front of them can be impaired.

Researchers observing more than 1,700 drivers found that three of every four drivers using cell phones committed a traffic violation. The number dropped to one of every five drivers when cell phones weren't in the picture.





Teens and Texting

Teens and young adults – many of whom may be current or future employees of your company – tend to use phones for texting as well as talking. Two-thirds of teens admit to text messaging while driving, compared to 16 percent of all cell phone users. Only a third of teens in Texas acknowledge that it's dangerous to talk or text on a cell phone while they drive.



The National Safety Council recommends that all employers encourage employees and their families to avoid talking or texting while driving.

Sources: Insurance Information Institute 2008, Insurance Institute for Highway Safety 2005, National Highway Transportation Safety Administration 2005 & 2007, Nationwide Insurance 2007, Texas Transportation Institute 2007, Virginia Tech Transportation Institute 2006 and research directed by Dr. David Strayer and the University of Utah Applied Cognition Lab.



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Texas Employer Traffic Safety Program

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