1. Multitasking is a myth. Our brains cannot process two mentally demanding tasks at once.

2. The area of our brain that processes moving images decreases by one-third when talking on the phone.

3. Cell phone users are four times more likely to be involved in a crash.

4. Drivers talking on cell phones miss seeing half of what's around them including red lights, stop signs and stopped traffic.

5. There is no safety benefit to hands-free 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 workplace fatalities.

8. No cell phone use – calls, texts, social media or apps – is worth a life.

9. Voice recognition features like voice-to-text, changing music and navigating are even more distracting than talking on the phone.

10. Safety is our #1 priority.