



Understanding Distracted Driving and Inattention Blindness



Fact:

More than 700 injury crashes involve distracted driving on a typical day in the U.S.

Distracted Driving is Dangerous

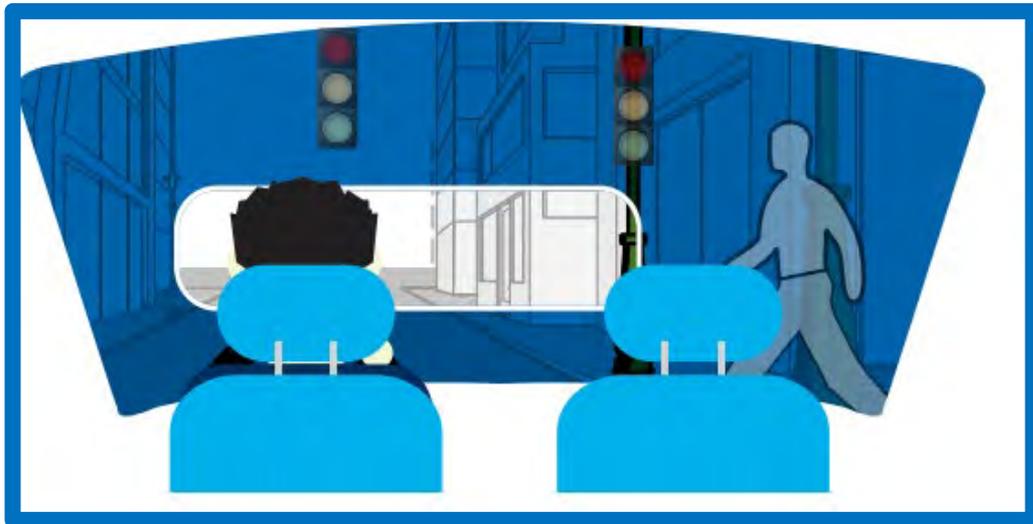
- Drivers can be distracted long after they program a GPS device or send a text via a voice command system
- Long enough to miss a stop sign or pedestrian? You bet
- At 25 mph, you can travel the length of more than one football field in 10 seconds



New Vehicle Infotainment Systems Create Increased Distractions Behind the Wheel.
AAA Foundation for Traffic Safety. October 2017.

<https://newsroom.aaa.com/2017/10/new-vehicle-infotainment-systems-create-increased-distractions-behind-wheel/>

Distracted Drivers Can Miss Up to Half of What is in Their Driving Environment



- Inattention blindness is defined as the failure to notice a visible hazard because your attention is focused elsewhere
- This phenomenon occurs regularly when drivers are cognitively distracted

Distracted Driving Can Be Likened to Driving Blindfolded

Research shows simply listening to a phone conversation:

- Decreases brain activity by more than one-third
- Results in safety performance issues, like the inability to react quickly in congested driving zones



Motor Vehicle Safety Issues: Distracted Driving. National Safety Council/Injury Facts. November 2019. <https://injuryfacts.nsc.org/motor-vehicle/motor-vehicle-safety-issues/distracted-driving/>

Discussion: What Ways Have You Noticed Drivers Being Distracted?



Examples of Distracted Driving

- Talking or texting on the phone
- Eating or drinking
- Applying makeup or shaving
- Reading a newspaper or book
- Watching a video
- Programming a GPS



Takeaways: Multitasking is a Myth

- The human brain cannot handle two thinking tasks at the same time, such as driving and talking on the phone
- Quickly toggling between thinking tasks can slow reaction time and cause crashes
- Be safe by silencing your phone, programming your GPS and setting up your radio or music while parked



Take the National Safety Council pledge to drive distraction-free at [nsc.org/pledge](https://www.nsc.org/pledge).