

# NBSIA Member Services Safety Bulletin

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## DISTRACTED DRIVING AWARENESS

Distracted driving has become a deadly epidemic on our roads.



### What Is Distracted Driving?

Distracted driving is any activity that diverts attention from driving, including talking or texting on your phone, eating and drinking, talking to people in your vehicle, fiddling with the stereo, entertainment or navigation system — anything that takes your attention away from the task of safe driving.

Texting is the most alarming distraction. Sending or reading a text takes your eyes off the road for 5 seconds. At 55 mph, that's like driving the length of an entire football field with your eyes closed. In 2019, 3,142 people were killed in motor vehicle crashes involving distracted drivers.

You cannot drive safely unless the task of driving has your full attention. Any non-driving activity you engage in is a potential distraction and increases your risk of crashing.

Follow these safety tips for a safe ride every time:

- Need to send a text? Pull over and park your car in a safe location. Only then is it safe to send or read a text.
- Designate your passenger as your “designated texter.” Allow them access to your phone to respond to calls or messages.
- Do not scroll through apps, including social media, while driving. Cell phone use can be habit-forming. Struggling to not text and drive? Put the cell phone in the trunk, glove box, or back seat of the vehicle until you arrive at your destination.

### No Safe Way to Use a Cell Phone and Drive

Even when talking hands-free, drivers can miss seeing up to half of what's around them because they are engaged in a cell phone conversation.

#### Sources

<https://www.nsc.org/getmedia/61e5365c-629d-4394-b5bb-31cc393ee7af/fact-sheet.pdf>

<https://www.nsc.org/pages/ddam/ddam-materials>

<https://www.nsc.org/road-safety/safety-topics/distracted-driving/cell-phone-distracted-driving>



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