



WE
WANT
YOU TO
STAY.

Driving is an every day task, but it can take every day away from you. Practicing safe, attentive driving is important and could save thousands of lives. By means of education, we hope to make the roads a safer place.

HOW TO SAVE A LIFE

Get the low down on distracted driving.



DISTRACTED DRIVING.

When you think of things that could take your life unexpectedly, ideas like majestic encounters with mother nature, gunfights with characters, courageous and fearless encounters may come to mind. One that may not pop up is distracted driving. Believe it or not, it's much more likely than any of the above. Who would think a task so mundane and common could be so lethal?

Distracted driving is officially defined as driving while performing an activity that could divert a person's attention away from the primary task of driving.

No one ever stopped to think that we inhabit a world in which objects we see as common,

regular, safe, could possibly kill us. We walk the environment around us without realizing that we could go at any second with no regard for feeling. An accidental fate does not discriminate upon age, race, gender, or status. It can take away a bright future, regardless of who you are.

The sad fact of the matter is that people just don't seem to get it. Over 3,000 deaths occur yearly due to distracted driving. Something so moving, so painful, could be so easily prevented. But how?

Through the means of education.

DID YOU KNOW

...in 2012 an estimated 421,000 people were injured in motor vehicle crashes involving a distracted driver? This is a 9% increase from the estimated 387,000 people injured in 2011.

...as of December 2012, 171.3 billion texts were sent in the United States? (CTIA)

...at any given daylight moment across America, approximately 660,000 drivers are using cell phones or manipulating electronic devices while driving? This number has held steady since 2010. (NOPUS)

...a quarter (25%) of teens respond to texts once or more every time they drive?

...headset cell phone use is not substantially safer than hand-held use?

...sending or receiving a text takes a driver's eyes off the road for an average of 4.6 seconds, the equivalent-at 55 mph driving the length of an entire football field, blind?

"ONLY A SPLIT SECOND."

Does this justify distracted driving? These words are spoken too often, but most of the time are incorrect. This kind of ignorance can be fatal.

Lets face it: distracted driving can kill. However, many people like to believe that they are above the rest. Ideas such as "it only takes a second" or "it's so easy" often come to mind. The face of the matter is that it is not that easy, and it only takes a second to take a life. Thousands of research studies, surveys, and families losing loved ones prove this claim true. Not everyone is lucky.

Distracted driving is a broad term. It can include texting while driving, talking on the phone while driving, eating, applying makeup, even checking your reflection in the rear view mirror while driving. Nobody really expects tasks like these to be dangerous: if we did, all of us would feel like James Bond. The idea that a mundane task like those listed above can be the means to ending your life is hard to wrap your head around, but numbers don't lie. The New England Journal of Medicine states that in an average year, 1 person in 50 will be involved in a motor vehicle accident. About 1% will die, 10% will be hospitalized, and 25% will be temporarily disabled. Most car accidents injure people who are in otherwise good health... and this

is without factoring in the distracted driving portion of the study.

According to the study, 24 percent of people had used a cellular device during the 10-minute period before their accident. Five percent had used the telephone during the same period on the day before the collision, and 2% had used the phone during both periods. This analysis crudely shows a correlation between cell phone use and motor vehicle accidents. While driving, cell phone use can greatly increase your chances of hurting not only yourself but others. The physical act of holding a cell phone distracts from proper handling of the steering wheel.

Alternatively, people believe that using a hands-free device is acceptable: you still have full control of the wheel and your eyes on the road. and it's almost as easy as walking and conversing with a friend. On the contrary, the cognitive side of distracted driving is possibly the most deadly: your hands are free, but is your brain? The National Safety Council thinks otherwise.

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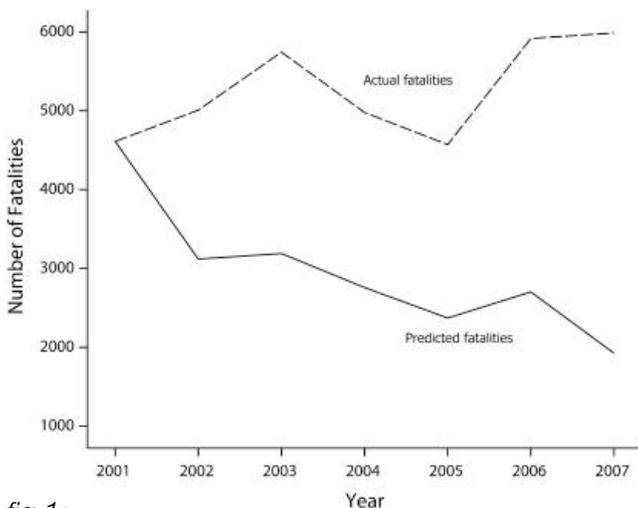


fig.1: Predicted number of distracted driving fatalaties without text messaging compared with the actual number of fatalaties: Fatality Analysis Reporting System, 2001–2007.

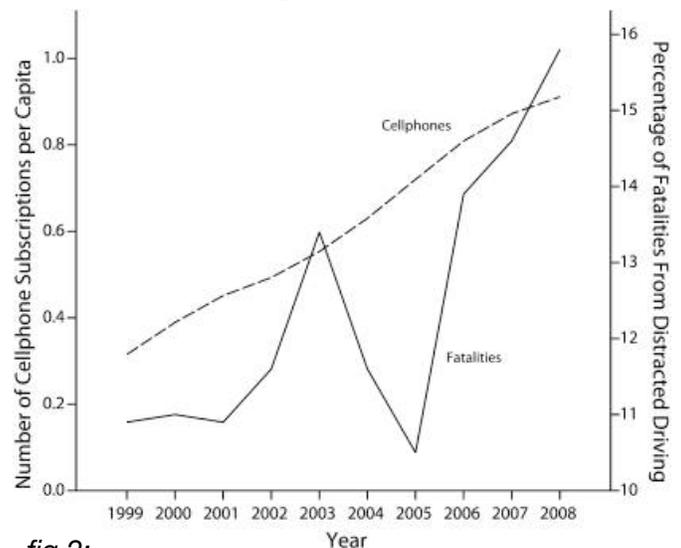


fig.2: Percentage of fatalaties resulting from distraction and number of cell phone subscriptions per capita, by year: Fatality Analysis Reporting System, 1999–2008.

These graphs are courtesy of <http://www.ncbi.nlm.nih.gov>.

EDUCATION ON THE MATTER AT HAND

The best way to prevent any accidents caused by inattentive driving is to educate people on why it happens, how it happens, and the effects of it happening.

According to the NSC's report on cognitive distraction while driving, multitasking is a myth. Human brains can not perform two tasks simultaneously. Instead, they handle two tasks sequentially, switching between one task and another. Brains can juggle tasks rapidly, but only a split second is needed to end it all. You could literally have your attention elsewhere for less than two seconds and have it be fatal.

People also believe that distracted driving and driving regularly have the same amount of risk. This is, in almost every sense, wrong. Driving alone has a higher risk of fatality than planes crashing or earthquakes happening. Distracted driving can up to double these chances, and in a world where second chances are slim, it is encouraged that while driving you have your whole undivided attention on the task at hand.

Distracted driving can kill. Whether you were a millionaire or just bought your first car, a criminal or a mother, priest or teacher, fate does not discriminate.

Through education and cautious behavior, we can decrease suffering, loss, and grief. ♦



Distracted driving is a real, dangerous issue that affects many Americans today. Despite being one of the leading causes of automobile accidents, many are still uneducated in the subject. The results of driving and not being fully attentive are too often fatal. Only through education and showing others just how easily you could be affected can prevent such tragedies from happening.

The definition of distracted driving is driving while performing an activity that could divert a person's attention away from the primary task of driving. It includes driving while texting, being on a cellular device, being on a hands-free device, applying makeup, eating, even talking to another passenger while driving. While

distracted, many people are vulnerable. Blind spots are often neglected, traffic laws ignored, and signs or traffic lights that could save lives are easily overlooked.

The biggest offenders are drivers under age 20. However, this is not a cultural stigma; numerous people 30 and up have been in accidents involving not only cell phones but a mass of different distractions. At any given moment during daylight, over 800,000 vehicles are being driven by someone who is on a cellular device. Youngest and most inexperienced drivers are at a higher risk for obvious reasons, but the elderly, busy, and ignorant are also culprits.

Fatalities are so common in today's world of cellular devices and fast cars. Why isn't distracted driving illegal? With hope, one day it will. Passenger car driving behavior falls under the mercy of the jurisdiction of the individual states, so the U.S. DOT can not do much about it (information courtesy of <http://www.distraction.gov>). Over time, Congress has considered many laws to outlaw distracted driving, but due to a "lack of substance" in these laws (that could possibly save lives), none have been passed yet. However, many states have stepped up and enforced laws that fine you for texting while driving, and other distractions.

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Even though this act is so hazardous, it happens just too often. Though nearly 6,000 people die yearly due to distracted driving, it still happens every day, almost every daylight moment in the United States. The sad fact is that some people just aren't aware of what could really happen to them if they drive without their full attention on the road. The most common injuries that happen in car accidents are lacerations, broken bones, spine, back, and neck injuries including whiplash, internal injuries, concussion, and even traumatic brain injury. Some of these injuries are malignant, and can lead to an indirect death due to distracted driving.

Distracted driving should be something that us as a community should come together and try to stop. Parents have lost their children, siblings, friends, lovers, and teachers to this horrible occurrence. With all of this technology comes power, and as Ben Parker of *The Amazing Spider-Man* said, with great power comes great responsibility. If one cannot take responsibility for their actions that could possibly drastically affect not only themselves but other people, then they shouldn't be able to perform these actions. ♦

How To Stay Alive:

Tips to keep you here

AVOID DISTRACTIONS

Distractions can greatly increase your chance of a collision. Always remember to keep your full attention on driving.

DON'T SPEED

Speeding increases the chance of losing control on the road. Follow local speeding regulations to stay safe.

PRACTICE LOCAL SAFETY LAWS

Depending on landscape and location, local safety laws could vary. Always check before traveling to a new area, and be cautious of your surroundings.

WEAR YOUR SEATBELT

In the case of being the victim of a distracted driver or an accident, seat belts could potentially save lives. One may be the safest driver in the world and be the victim of a collision that was not their fault. ♦

