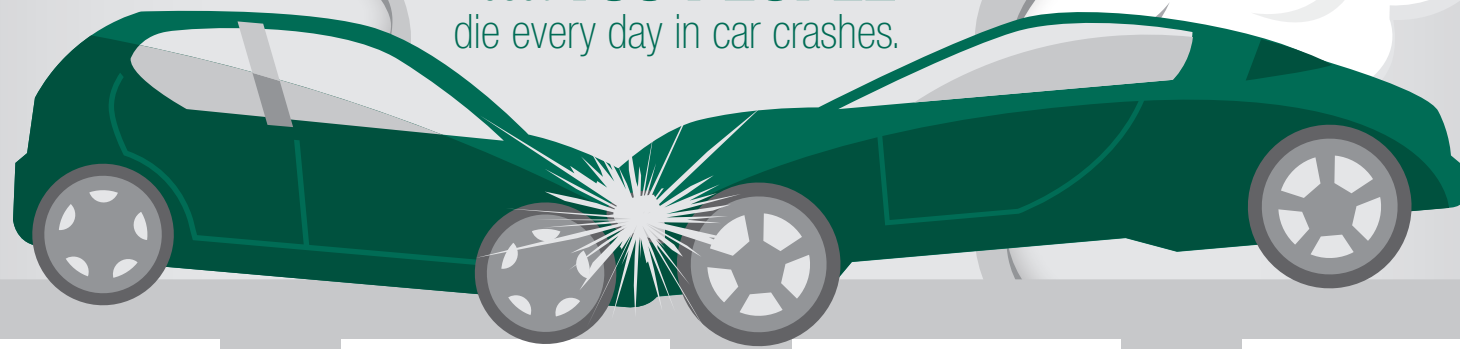




HANDS-FREE IS NOT RISK-FREE

Distractions are a top factor in fatal car crashes

About **100 PEOPLE** die every day in car crashes.



A DEADLY DISTRACTION

NOT primarily mechanical



Up to **94%** of all car crashes are caused by **DRIVER ERROR!**



NOT primarily environmental

At any moment, **7% OF DRIVERS** are using cell phones.

THOUSANDS OF PEOPLE HAVE DIED IN CRASHES involving cell phones – **including hands-free!**



WHAT'S HANDS-FREE?

earpiece

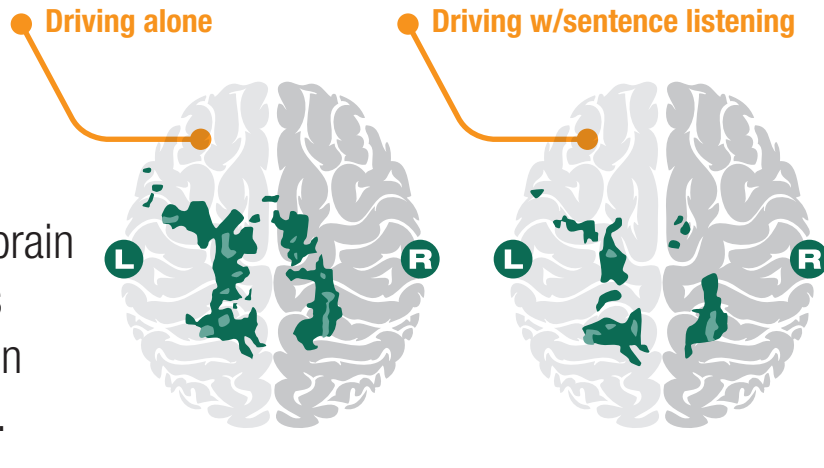
dashboard system

speakerphone

MULTI-TASKING: THE BIG FAT MYTH

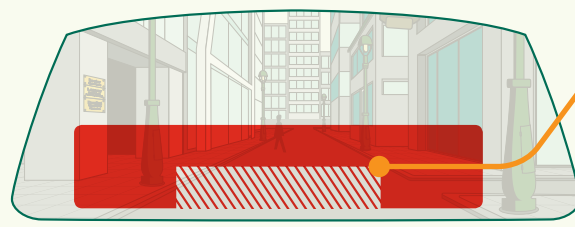
The brain quickly toggles between tasks – but can't do two things at the same time.

The activity in the area of the brain that processes moving images **decreases by up to 1/3** when listening to talking on a phone.



Drivers looking out the windshield can **miss seeing up to 50%** of what's around them when talking on any kind of a cell phone.

Field of view narrows while talking on a phone



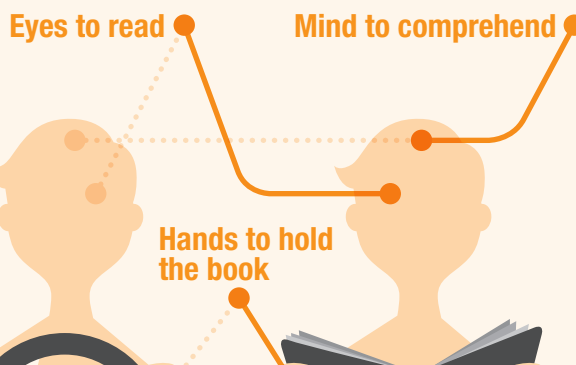
THE ESSENTIAL TRIO: requirements for driving

Eyes on the road

Hands on the wheel

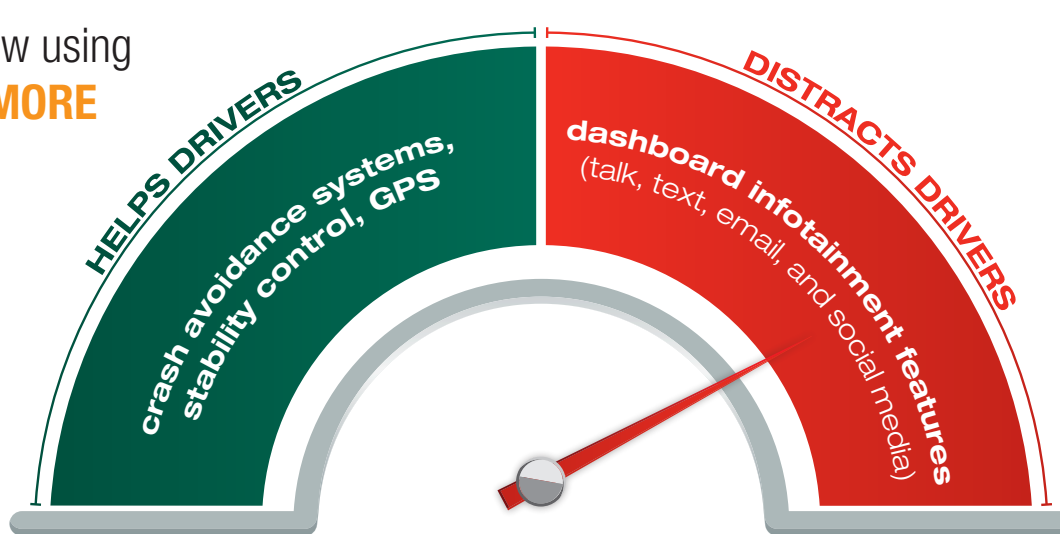
MIND ON DRIVING

Other activities **take thought** and **are hard to do while on a call**, like reading a book. You can't do either well if you're doing them at the same time, and the consequences with driving are much greater than needing to reread a page.



TECHNOLOGY: GOOD OR BAD?

New studies show using voice-to-text is **MORE** distracting than typing texts by hand.



BACK-SEAT DRIVER: the paradox of the passenger

A passenger is another set of eyes.

A passenger is able to recognize when traffic is challenging and stop talking.

Isn't it just as distracting to talk to passengers?

A passenger is able to spot and point out driving hazards.

For adult drivers, **no!**



TAKE THE PLEDGE TODAY!

Now that you have the facts about cell phone use while driving (hands-free or handheld!), take the pledge to keep our roadways safe by driving cell free at nsc.org/pledge

SOURCES: The AAA Foundation for Traffic Safety, Carnegie Mellon University, Injury Facts® 2013 edition, National Highway Traffic Safety Administration, National Safety Council, University of Utah