

DISTRACTED DRIVING

One of the most dangerous driver behaviours is the spreading epidemic of distracted driving, which has increased with the proliferation of mobile phones and increasing mobilisation of people across the globe.

**DID YOU KNOW
DISTRACTED DRIVERS
ARE 4 X MORE LIKELY
TO BE INVOLVED IN
CRASHES?**

**Do you recognise
your personal
distractions
whilst driving?**

A Stanford University study found multi-tasking is actually less productive than doing one thing at a time. The research showed when people are regularly overloaded with information, especially electronic information, they cannot pay attention, recall information, or switch tasks as well as those who complete one task at a time.

**Reduce the risk of
distractions by:**

- Only use your phone hands-free in an emergency or whilst stopped in a safe place.
- Taking regular breaks to recuperate as tiredness is deadly.
- Plan your journey; eat before you leave.
- Encourage passengers to remain calm to lower distractions by limiting conversations.
- Fight temptation! Resist the urge to change music or apply make-up.
- Choosing not to drive when in a heightened state of emotion.

Physical

Physical distractions result in the driver's hands being taken off the wheel. These include using your:

Phone
Infotainment
Eating/Drinking

Emotional

Emotional distractions are caused by a heightened state of emotion. These emotional states include:

Road Rage
Sadness/Upset
Stress

Cognitive

Cognitive distractions take the driver's mental focus away from the road. These include:

Talking to passengers
Spotting other incidents on the road
Listening to Sat Nav
Fatigue/Tiredness
Scenery distractions
Pets in the vehicle

**DRIVERS WHO TEXT
WHIST DRIVING ARE
20 TIMES MORE LIKELY
TO BE INVOLVED IN AN INCIDENT**

