

Distracted driving is on the rise . . . and so are deaths.

- According to NHTSA, in 2014, **3,179** people were killed, and an estimated 431,000 were injured in motor vehicle crashes involving a distracted driver.
- Sending or receiving a text takes a driver's eyes from the road for an average of 4.6 seconds, the equivalent-at 55 mph-of driving the length of an entire football field, blind.

WHAT IS DISTRACTED DRIVING?

- Distracted driving is any non-driving activity a person engages in that has the potential to distract them from the primary task of driving and increase the risk of crashing.
- Distractions include, talking or texting on a cell phone, grooming, eating or drinking, changing radio stations, or talking to passengers.

TEENS ARE AT THE MOST RISK!

- Motor vehicle crashes are the leading cause of death for teens in the United States, more than homicide and suicide combined.
- The younger, inexperienced drivers under 20 years old have the highest proportion of distraction-related fatal crashes.
- As of December 2014, **169.3 BILLION** text messages were sent in the US (includes PR, the Territories, and Guam) every month.

- Texting while driving is one of the most dangerous of all distracted driving activities, because it takes your hands off the wheel and eyes and mind off the road.
- Not surprisingly, drivers under the age of 20 text more than any other age group and the numbers are only increasing!

HOW CAN PARENTS HELP?

- Talk to your teens.
- Set clear **“HOUSE RULES”**
- Remind your teenager that driving is a privilege - a privilege they will lose if they don't drive by your rules.
- Have your teen sign a parent-teen contract.
- Be a good example...show responsible driving behaviors starting when your children are young.

For more information or to download a
PARENT-TEEN CONTRACT
visit www.distraction.gov

