

WHAT CAN YOU DO?

TIPS TO BE PREPARED:

If you are tempted to use your cell phone when driving:

- Change your voicemail greeting to indicate you are driving and will call back when safely parked.
- Put your phone in your trunk or glove box.
- Turn your phone on "silent."
- If you need to contact someone, pull over to a safe location and put your vehicle in "Park" before dialing.

If you are a passenger and the driver wants to use a cell phone:

- Tell the driver you are uncomfortable with his or her cell phone use.

If you are talking to someone who is driving:

- Ask the person to call you when he or she is parked in a safe location.
- Tell the person you will call him or her back later.

Share these tips on how to prevent distracted driving incidents. Learn more about the devastating impact of cell phone related motor vehicle crashes at focusdriven.org. Take the FocusDriven pledge to drive cell free today.

57% of drivers recognize talking on cell phones is a very serious threat to their personal safety.

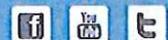
Yet 2 out of every 3 drivers admit to talking on their cell phones in the past month.*

*According to results from a 2009 AAA Foundation for Traffic Safety survey.

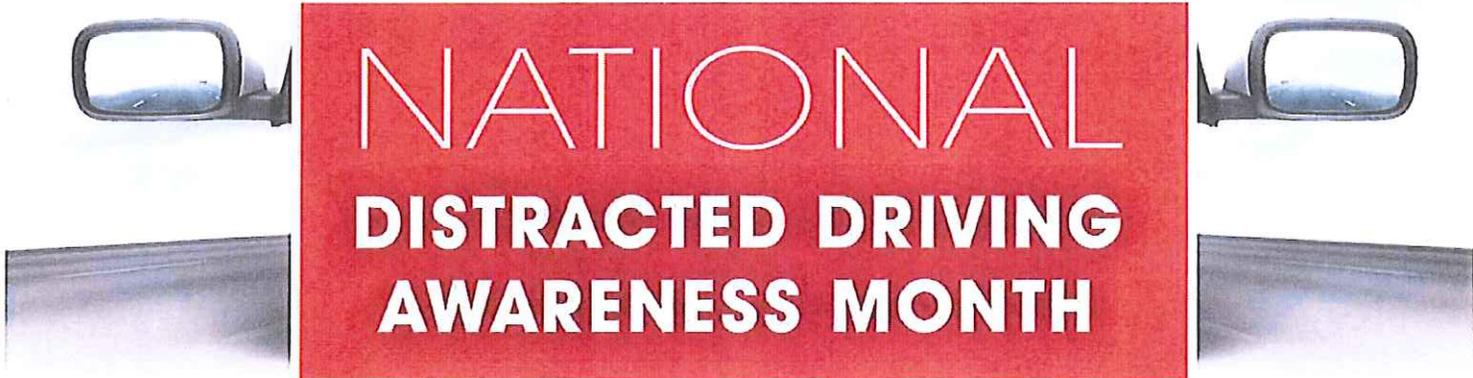


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NATIONAL DISTRACTED DRIVING AWARENESS MONTH

DISTRACTED DRIVING IS A GROWING PROBLEM.

Nearly 1 out of every
4 crashes involve
cell phone use.

WHY THE DISCONNECT?

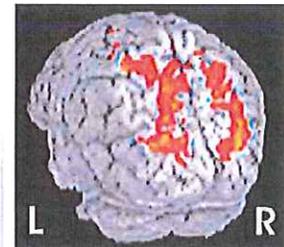
Why do people recognize the behavior as dangerous,
but fail to eliminate the hazard?

Safe driving is about more than two hands on the wheel and your eyes on the road – it's about exclusively focusing on the task of driving. When drivers engage in two activities that require a great amount of mental focus, the brain quickly switches between those tasks sequentially. As a result, the brain suffers from inattention blindness.

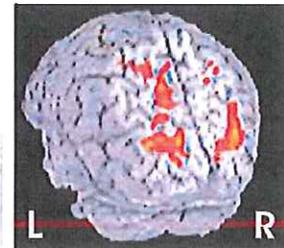
As it switches its focus and attention, the brain loses its ability to process everything the eyes see and only a portion of the information is captured. In this situation, drivers look out the windshield, but do not see up to 50% of the driving environment.

In fact, the brain is so overloaded that not all critical driving cues such as red lights, stop signs and pedestrians are delivered to the brain.

A Carnegie Mellon University study of MRIs showed the area of the brain responsible for processing moving visual information – a vital part of driving – has 37% less capacity to gather and process critical driving data and instead focuses on the cell phone conversation. That's why it's so important not to talk on a cell phone while driving – to keep yourself AND others safe.



Driving alone



Driving with sentence listening

Functional magnetic resonance imaging images. SOURCE: Carnegie Mellon University

*According to results from a 2009 AAA Foundation for Traffic Safety survey.

NATIONAL DISTRACTED DRIVING AWARENESS MONTH

RIPPLEEFFECT VICTIMS MEMORIAL

Each tragedy and loss of life ripples through families, friends and communities.

We call this the **RIPPLEEFFECT**. Meet three people who would have been celebrating birthdays in April, but lost their lives because of drivers who were talking on a cell phone behind the wheel. This memorial provides a small look at how massive this problem is.



APRIL 12, 1991 – JANUARY 20, 2004

JOE TEATER

Joe was a vivacious 12-year-old boy with a passion for everything he did – computers, video games, church youth group and skiing were some of his favorite things. On a January day in 2004, Joe's mother was driving him to an after-school activity when a 20-year-old woman ran a red light and slammed into the Teaters' car, killing Joe.

The driver was talking on her cell phone at the time of the crash. She passed four cars and a school bus that were all stopped at the red light – but never applied her brakes. Witnesses say she was looking straight out the front window. She didn't see the red light because her brain was distracted by her conversation. Joe was only a child when his life was violently cut short because of a cell phone conversation.



**KILLED BY A CELL PHONE
CONVERSATION**



APRIL 4, 1950 – MAY 18, 2008

JEAN GOOD

Jean was a seventh-grade English teacher who spent her spare time volunteering with her husband Jay. On a May day in 2008, Jean and Jay were driving home with their daughter Jacy on the day Jacy graduated from Muhlenberg College in Pennsylvania. At an intersection, a young man momentarily stopped at a red light before turning left onto the road where Jean and her family were driving. To avoid the young man's vehicle, a tractor trailer swerved and slammed full force into the Good family's car.

Jean was found without a pulse when EMS arrived on the scene. Jay also was killed, and Jacy was severely injured and given a 10 percent chance of survival. The young man who caused the accident was talking on a cell phone and didn't notice he was disregarding the rules of the road. Jacy lost her mother and father because of a cell phone conversation.



KILLED BY A CELL PHONE CONVERSATION



APRIL 26, 1951 – JUNE 17, 2007

JOHN MICHAEL SLIGTING

John – husband, father of three and grandfather of six – loved his motorcycle. He cleaned and polished it before he left for work on June 17, 2007. That night, as he rode home from work and crossed into an intersection, a 17-year-old girl did not stop at the stop sign and drove into the intersection. Skid marks indicate John tried to stop his motorcycle, but the driver of the vehicle did not. The motorcycle hit the driver's car, and John was thrown over the vehicle.

The teen driver was talking on her cell phone at the time of the crash. John, an experienced motorcyclist, was wearing his helmet and other protective equipment at the time of the crash, but he did not survive. John was a firefighter, member of the U.S. Army Reserve, volunteer and safety advocate – but his life was ended by a cell phone conversation.



KILLED BY A CELL PHONE CONVERSATION

ONE TEXT OR CALL COULD

WRECK

IT ALL

it's
NOT
worth
it!



HOW MANY will it take?

Thousands die needlessly because people
continue to use their cell phones while driving



Take the pledge.
nsc.org/pledge

