

DISTRACTED DRIVERS

KEEP YOUR
EYES ON THE ROAD.



KEEP YOUR
MIND ON DRIVING.



KEEP YOUR
HANDS ON THE WHEEL.



DISTRACTIONS CAN LEAD TO:

- Delayed reaction time
- Diverted cognitive and motor skill function
- Hindered Judgement
- Missed Cues

BUTLER COUNTY STATS AND FACTS:

46 Percent

Of drivers
ADMIT to
texting and
driving

21,000 people

The estimated number of
people in Butler County
over the last 5 years who
were texting while driving
prior to their crash

23x more

Drivers are 23x
more likely to
be in a crash if
texting while
driving

\$374 annually

The amount of
increase in cost of
insurance a driver in
Ohio might see for
receiving a distracted
driving citation

What are the laws and fines in Ohio for distracted driving?

What is distracted driving?

The National Highway Traffic Safety Administration (NHTSA) defines distracted driving as any activity that could divert attention from the primary task of driving. Examples include:

- Electronic Gadgets
- Adjusting controls inside the car (i.e. temperature, radio)
- Other activities (i.e. eating, drinking, grooming)
- Interacting with passengers



Multi-tasking is a myth! Research in neuroscience tells us that the brain doesn't really do tasks simultaneously, as we thought (hoped) it might. In fact, we just switch tasks quickly. Each time we move from one task to another there is a stop/start process that goes on in the brain. Rather than saving time, it costs time. It's less efficient and we make more mistakes. So, when driving, the focus should be on driving only.

Resources:

[American Psychological Association "Understanding driver distraction" \(video\)](#)

[National Safety Council \(NSC\) The Great Multitasking Lie](#)

[National Highway Traffic Safety Administration \(NHTSA\) Distracted Driving](#)

[FCC "The Dangers of Distracted Driving"](#)

[AAA - The Challenge of Distracted Driving \(video\)](#)

[End Distracted Driving \(EndDD.org\)](#)

[NHTSA Traffic Safety Distracted Driving Stats](#)

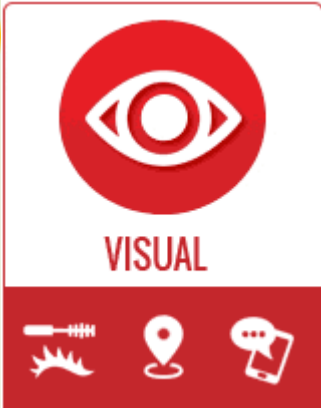


DISTRACTED DRIVERS

What is distracted driving?

Visual Distraction

The first type of distraction, and one of the most common with drivers, is visual distraction. These are things that take the driver's focus and eyes off the road, even for a split second. Some examples include:



- Adjusting devices in the vehicle – radio, GPS, temperature controls
- Looking to the seat next to them – at another passenger or to see who is calling them or view a new text message
- Looking outside the vehicle – at other drivers, advertisements, “rubber necking,” or other items/people/animals

Resources:

[What are Visual Distractions While Driving?](#)

[National Safety Council \(NSC\) "Understanding the distracted brain"](#)

[The Hazards of Distracted Driving \(Video\)](#)



“Distracted Driving: It’s Not Just Your Cellphone”



Manual Distraction

The next type of distraction is manual distraction. These may or may not be combined with visual distractions. The driver is taking one or both hands off the steering wheel for any number of reasons. Some examples may include:

- Eating or Drinking
- Adjusting devices in the vehicle – radio, GPS, temperature controls
- Grooming – putting on makeup or shaving
- Using a phone – answering/making a call, texting, answering emails
- Reaching for something in the car



Additional Resources:

[What Are Manual Distractions While Driving?](#)

[Distracted Driving - Water Bottles and the Radio \(video\)](#)

DISTRACTED DRIVERS

What is distracted driving?

Cognitive Distraction

Cognitive distractions are distractions that keep your mind from being focused during driving. It's something else that captures your attention or causes you to have trouble concentrating on the road. You won't be in the right state of mind to think fast or drive as you should. Some examples of cognitive distractions include:



- Daydreaming
- Emotions – angry, sad, happy, etc.
- Listening to the radio
- Talking on the phone – hands-free or not
- Interacting with someone in the car
- Stress

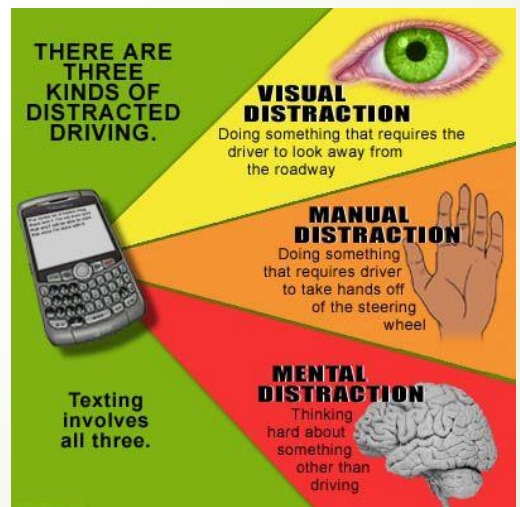
Additional Resources:

[National Safety Council \(NSC\) "Understanding the distracted brain"](#)

[AAA - Cognitive Distraction \(video\)](#)

[What are Cognitive Distractions While Driving?](#)

A Dangerous Combination:



Texting while driving is the most serious of the distractions because all three types of distractions (visual, manual, and cognitive) come into play. When you use your phone to read or compose a text, you take your eyes off the road, one or both hands leave the wheel, and your mind focuses on the act of reading and sending a text rather than concentrating on the task of driving.

Additional Resources:

[AAA Distracted Driving -- Testing Drivers While Text Messaging \(video\)](#)

[End Distracted Driving - Share this video and help make our roads safer](#)

[Behavioral Scientist "The Real Reason You Shouldn't Text While Driving"](#)

[Do You Do It? \(PSA Video\)](#)

[Take this Phone and Glove It](#)

DISTRACTED DRIVERS

Need to take a remedial driving course for a 2-point credit on your license or to get your license renewed? Safety Council of Southwestern Ohio offers classes. [Click here for a list of upcoming dates.](#)

Butler County Statistics on Distracted Driving

Additional Resources:

[The Ultimate List of Driving Statistics for 2020](#)

[Center for Disease Control and Prevention \(CDC\) Distracted Driving](#)

[IIHS Distracted Driving](#)

[Facts + Statistics: Distracted Driving](#)

[CNN "Behind the Wheel of a Distracted Driver" \(video\)](#)

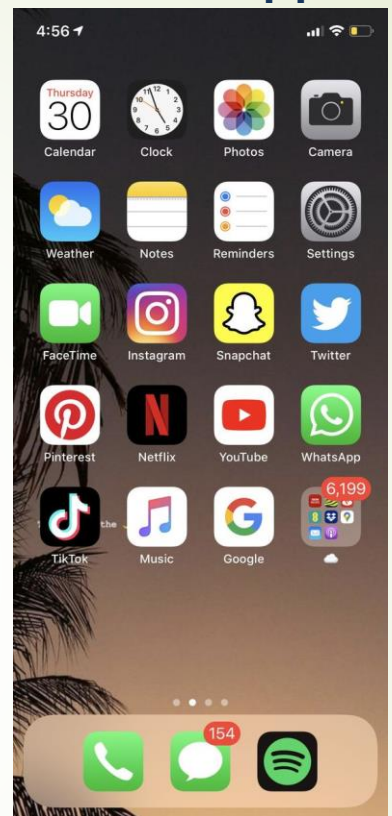
[Driver Distraction and Cell Phones -- Dr. David Strayer \(video interview\)](#)

[AT&T It Can Wait \(Videos\)](#)

[The Hartford: How Distracted Driving Can Effect Your Premium](#)

[NSC: Ending Distracted Driving is Everyone's Responsibility](#)

Get Your Head Out of Your Apps



Governors Highway Safety Association
The States' Voice on Highway Safety

Other Butler County Statistics:

[Butler County Statistics on Seat Belt Use](#)

[Butler County Statistics on Teen/Youth/New Drivers](#)

[Butler County Statistics on Impaired Driving](#)

[Butler County Statistics on Mature Drivers](#)

[Butler County Statistics on Other Road Users](#)



Other Butler County Safe Communities' pages:

[Seat Belts and Car Seats](#)

[Impaired Driving](#)

[Teen and New Drivers](#)

[Mature Drivers](#)

[Pedestrian & Other Road Users](#)

[Other Safety Focus Areas](#)

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