HANDS-FREE IS NOT RISK-FREE

#1

cause of unintentional deaths in U.S. are car crashes.

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

A DEADLY DISTRACTION

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HANDS-FREE IS NOT RISK-FREE

NOT primarily mechanical

Up to **90%** of all car crashes are caused by **DRIVER ERROR!**

NOT primarily environmental

At any moment, **9% OF DRIVERS** are talking on cell phones.

About **26% OF ALL CAR CRASHES** involve cell phone use – **including hands-free!**

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WHAT'S HANDS-FREE?

earpiece

dashboard system

speakerphone

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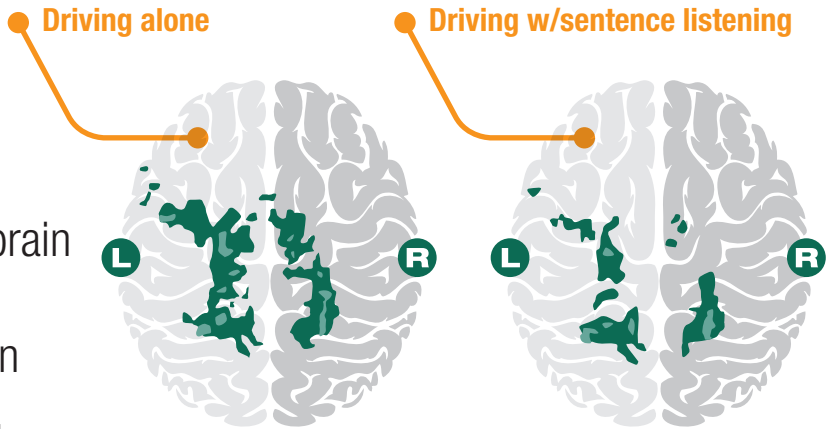
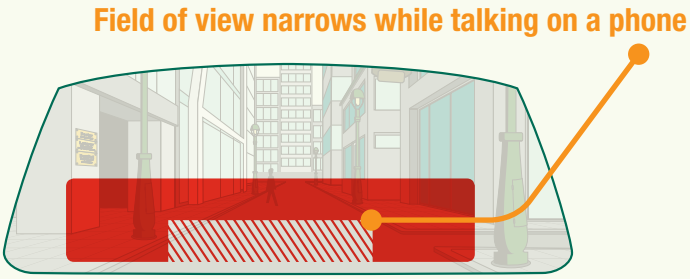
MULTI-TASKING: THE BIG FAT MYTH

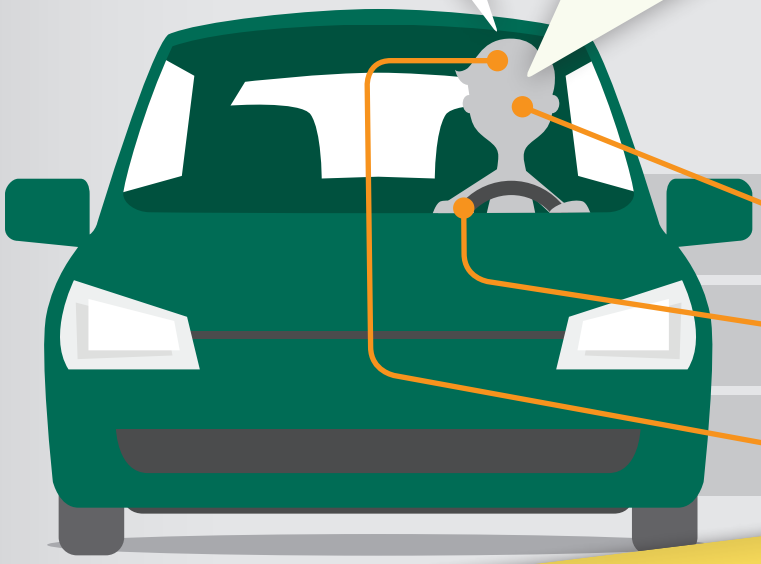
The brain quickly toggles between tasks – but can't do two things at the same time.

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.





THE ESSENTIAL TRIO: requirements for driving

- Eyes on the road
- Hands on the wheel
- **MIND ON DRIVING**

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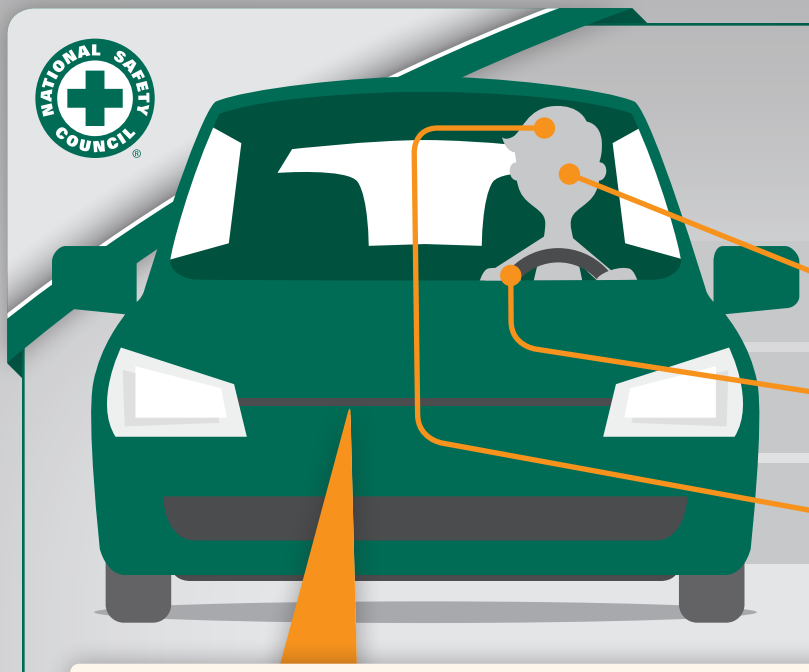
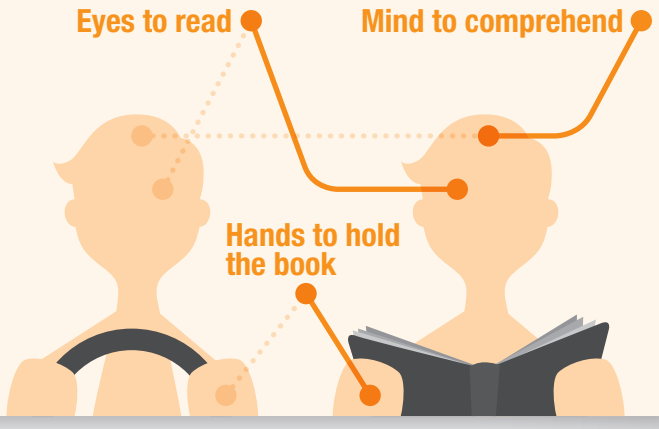


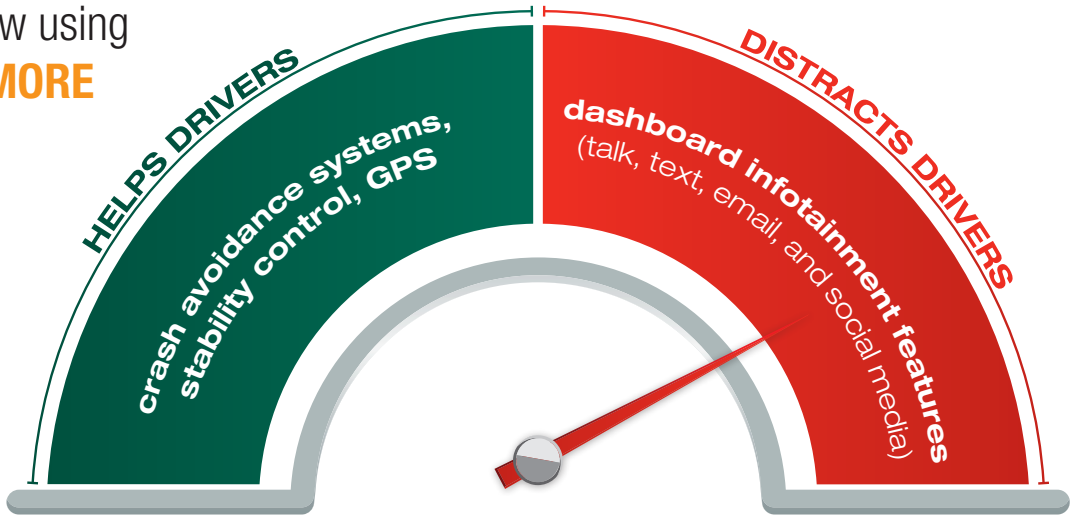
- Eyes on the road
- Hands on the wheel
- **MIND ON DRIVING**

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.



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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?

For adult drivers, **no!**

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

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

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