

# The Dangers of...

# Distracted Driving



Distracted Driving: any activity that takes a person's attention away from the primary task of driving

## Types of Distraction



Manual



Cognitive



Visual

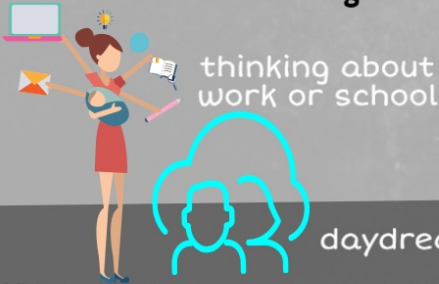


Auditory

## Sources of Distraction

### Inattention

attention has wandered from the task of driving



thinking about work or school

daydreaming

### External

attention is directed to an object, activity, or person outside the vehicle

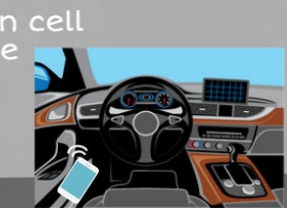


reading signs

looking at scenery

### Internal

attention is directed to an object, activity, or person inside the vehicle



talking on cell phone

texting

using GPS

adjusting radio

## By the Numbers...

**2/3** of drivers  have reported using a cell phone while driving.

In 2013, **3,154** people were killed and **424,000** people were injured in crashes involving a distracted driver.

Drivers are distracted as much as **50%** of the time while driving



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