

# RISK CONTROL CONSULTING

## Distracted Driving

The following information is courtesy of [Distraction.gov](http://Distraction.gov):

Distracted driving is any activity that could divert a person's attention away from the primary task of driving. *All* distractions endanger driver, passenger, and bystander safety. These types of distractions include:

- Texting
- Using a cell phone or smartphone
- Eating and drinking
- Talking to passengers
- Grooming
- Reading, including maps
- Using a navigation system
- Watching a video
- Adjusting a radio, CD player, or MP3 player

According to the National Highway Transportation Safety Administration (NHTSA) text messaging requires visual, manual, and cognitive attention from the driver making it by far the most alarming distraction.

The best way to end distracted driving is to educate all everyone about the danger it poses. On this page, you'll find facts and statistics that are powerfully persuasive. If you don't already think distracted driving is a safety problem, please take a moment to learn more. And, as with everything on [Distraction.gov](http://Distraction.gov), please share these facts with others. Together, we can help save lives.

### Key Facts and Statistics

- In 2011, 3,331 people were killed in crashes involving a distracted driver, compared to 3,267 in 2010. An additional, 387,000 people were injured in motor vehicle crashes involving a distracted driver, compared to 416,000 injured in 2010.
- 10% of injury crashes in 2011 were reported as distraction-affected crashes.
- As of December 2012, 171.3 billion text messages were sent in the US (includes PR, the Territories, and Guam) every month. (CTIA)
- 11% of all drivers under the age of 20 involved in fatal crashes were reported as distracted at the time of the crash. This age group has the largest proportion of drivers who were distracted.
- For drivers 15-19 years old involved in fatal crashes, 21 percent of the distracted drivers were distracted while using cell phones (NHTSA)

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- At any given daylight moment across America, approximately 660,000 drivers are using cell phones or manipulating electronic devices while driving, a number that has held steady since 2010. (NOPUS)
- Engaging in visual-manual subtasks (such as reaching for a phone, dialing, and texting) associated with the use of hand-held phones and other portable devices increased the risk of getting into a crash by three times. (VTII)
- 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. (VTII)
- Headset cell phone use is not substantially safer than hand-held use. (VTII)
- A quarter of teens respond to a text message once or more every time they drive. 20 percent of teens and 10 percent of parents admit that they have extended multi-message text conversations while driving. (UMTRI)

This Tribal First Risk Control Consulting fact sheet is not intended to be exhaustive. The discussion and best practices suggested herein should not be regarded as legal advice. Readers should pursue legal counsel or contact their insurance providers to gain more exhaustive advice. For more information on this topic, please contact Tribal First Risk Control Consulting at (888) 737-4752 or [riskcontrol@tribalfirst.com](mailto:riskcontrol@tribalfirst.com).