



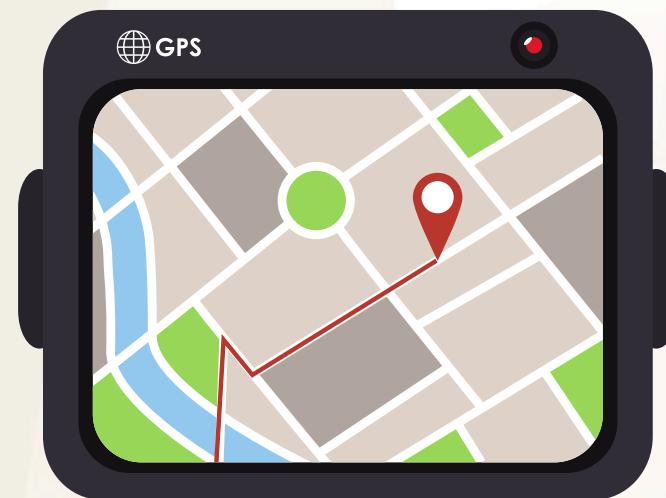
WHAT ARE DRIVER DISTRACTIONS?

It refers to any activity that diverts a driver's attention away from the task of driving. The National Highway Traffic Safety Administration (NHTSA) defines distractions in three main categories:

Visual: Taking your eyes off the road (e.g., looking at the GPS, staring at the scenery).

Manual: Taking your hands off the steering wheel (e.g., holding a phone, eating/drinking, adjusting the radio).

Cognitive: Taking your mind off driving (e.g., arguing on the phone, thinking about a meeting, being angry).



CRITICAL INFORMATION: USING A MOBILE PHONE IS THE MOST DANGEROUS ACTIVITY BECAUSE IT VIOLATES ALL THREE CATEGORIES SIMULTANEOUSLY.

WOULD YOU RUN 150 METERS WITH YOUR EYES CLOSED?

A Common Example Used by NHTSA:

- Sending or reading a text message takes your eyes off the road for an average of 5 seconds.
- If you are traveling at 88 km/h (approx. 55 mph), those 5 seconds are equivalent to driving the entire length of a football field (more than 100 meters).

Breaking it down into meters:

- A speed of 90 km/h \approx 25 m/s.
- Losing visual contact for 5-6 seconds results in 125-150 meters of "blind driving."

Texting while driving means taking your eyes off the road for 5-6 seconds. At 90 km/h, this is equivalent to driving 120-150 meters as if your eyes were closed.



4X RISK (GENERAL USE)

WHO Data: Using a phone while driving (handheld or hands-free) increases the crash risk by 4 times.

4X

ALCOHOL IMPAIRMENT EQUIVALENT

Utah University: Talking on the phone while driving is equivalent to driving with **0.8 PROMILLE ALCOHOL**, causing significant distraction. (Legal limit \sim 2 times)

0.8 PROMILLE EQUIVALENT

TEXTING: DEADLY RISK

VTTI Data: Texting while driving increases the crash risk by 23 times.

23X RISK