

Distracted Driving

Distracted driving can prove deadly for the driver, their passengers and other innocent drivers.

- Pay attention. Avoid distractions like texting, chatting, talking on the phone, or playing games while driving.
- Put your phone away when driving.
- Pull over and park in a safe location if a call or text is absolutely necessary.
- Change your voicemail greeting to inform callers you are on the road and will return their call when you can do so safely.
- Install an app that blocks text messages, phone calls and other alerts when driving, turn on "do not disturb" or airplane mode.
- Discourage others from calling or texting you while you're driving.
- Have passengers manage your phone for you.
- Prepare before you drive. Review maps, adjust your radio, eat, and make any phone calls needed before you drive.
- Request phone-free driving when you are a passenger.
- Model safe driving behavior.

Preventing drivers from distracted driving

- **Keep your vehicle tidy.** Store loose gear, possessions and other distractions that could roll around the vehicle in a location (such as the glove compartment) that will prevent you from reaching for them as they roll around the floor or seat.
- **Make all the necessary adjustments to the vehicle before departing.** This can include entering your destination into the navigation system, finding a radio station, adjusting the mirrors, and so on.
- **Finish dressing and grooming before getting on the road.** This can include applying makeup, brushing your hair, putting on a jacket, and so on.
- **Snack smart.** Attempt to eat meals or snacks prior to departing and not while driving.
- **Technology can wait.** Put aside electronic devices and other material that may easily distract you (or the driver, if you're a passenger). For example, place all cell phones, gaming devices, magazines or other reading materials in the glove compartment or trunk.
- **Involve your passengers.** If traveling with someone, allow and encourage your passenger(s) to assist you to focus on



DISTRACTED DRIVING SAFETY

THE BEST ADVICE FOR KEEPING YOUR EYES SAFELY ON THE ROAD



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Distracted Driving

Distracted driving is becoming an epidemic on our roadways. The use of electronics in the vehicle is at an all-time high due to the majority of drivers owning smartphones, navigation devices, video players, etc.

What is Distracted Driving?

Distracted driving is any visual or auditory activity that could divert a person's attention away from the primary task of driving. All distractions endanger driver, passenger, and bystander safety.

Examples of distracted behaviors

- Texting, emailing and charting when driving
- Using a cell phone or smartphone
- Eating and drinking
- Talking to passengers when driving
- Grooming eg shaving and applying makeups
- Reading, including maps
- Using a navigation system
- Watching a video and clips
- Adjusting a radio, CD player, or Phones
- Smoking inside the vehicle when driving

But, because text messaging requires visual, manual, and cognitive attention from the driver, it is by far the most dangerous for both the driver and all others on the road.



Understanding the Distracted Brain

There are three types of distraction

1. Visual:

A distraction that diverts the eyes from the road

2. Manual:

A distraction that causes the operator to take their hands off the wheel

3. Cognitive:

A distraction that causes the operator to take their mental focus from the road

Human brains are unable to effectively perform two cognitively complex tasks at the same time, such as driving and talking on a cell phone.

Drivers using hands-free and handheld cell phones tend to “look at” but not “see” objects.

Estimates indicate drivers using cell phones look at but fail to see up to 50 percent of the information in their driving environment.

What We Know

- Drivers using cell phones are four times as likely to be in a crash. About 1 out of every 5 motor vehicle crashes involves cell phone use.
- Safedrive Africa Foundation NGO for road safety in Kenya estimates that 25% of crashes involve talking on hand-held and hands-free cell phones.
- Hands-free is not risk-free. Hands-free phones do not eliminate cognitive distraction.
- Sending text, charting or email messages while driving draws a driver's eyes, mind, and hands away from the road.
- Drivers who are texting are 10 to 25 times more likely to cause a crash.
- Driving distracted is as dangerous as driving intoxicated.
- Driving while using a cell phone reduces the amount of brain activity associated with driving by 38%.

WHEN DRIVING DISTRACTED LIVES ARE IMPACTED

Safedrive Africa Foundation (SDAF) is a not-for-profit organisation advocating for road safety, traffic victims, environmentally friendly to reduce impact of road traffic & injuries.

