

IN CONTROL: BEYOND DISTRACTION



WHAT YOU NEED TO KNOW ABOUT DISTRACTED DRIVING AND TEENS

What is the Issue?

- Motor vehicle crashes are the *leading* cause of death and severe injury for teens.¹
- Distracted driving is one of the greatest contributors to crashes and near-crashes.¹
- Teen drivers have the highest incidence of distracted driving, and are *overrepresented* in fatal crashes.¹
- Over half of 11th and 12th grade students admitted to texting or emailing while driving.²



Why are Teens at Risk?

- Teens are the most aggressive and earliest adopters of new technology.²⁻⁴
- Wireless technologies (e.g., smart phones, iPods) have become commonplace.²⁻⁴
- Texting is the most common and preferred means of communicating for teens.²⁻⁴
- Teens' natural tendencies toward risk-taking make them more comfortable with distractions while driving.²⁻⁴



What Do You Need to Know?

- Whether hand-held or hands-free, the cognitive demands of cell phone use while driving degrade performance.
- Texting and manipulating hand-held devices requires drivers to spend up to 400 percent more time with their eyes off the road.



- Approximately 10% percent of all fatal crashes and 18% percent of all crash injuries each year are known to involve distraction. Each year in the US, over 3,000 people are killed and over 400,000 are injured in motor vehicle crashes involving a distracted driver. ⁴

What Should You Do?

- Talk to teens about the dangers of driving distracted! Tell them your rules for driving safely.
- Cell phones aren't the only source of distraction in the car. Other passengers, loud music, food, and applying make-up (among many others) can be a source of distraction for the driver.
- Parents can restrict teens from cell phone use while behind the wheel by downloading an app to their teen's smart phone. See your app store for availability.
- Set the example! Believe it or not, teens will assimilate the behaviors adults exhibit while behind the wheel.



Thank You!

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- **For more information, please visit www.carsafetynow.org or contact: Dr. Kelli England Will at willke@evms.edu or 757-668-6449.**



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