

Distracted driving is on the rise . . . and so are deaths.

- According to NHTSA, in 2010, **3,092** people were killed in crashes involving a distracted driver and an estimated additional 416,000 were injured in motor vehicle crashes involving a distracted driver.
- According to the Insurance Institute for Highway Safety, drivers who use hand-held devices are four times as likely to get into crashes serious enough to injure themselves.

WHAT IS DISTRACTED DRIVING?

- Distracted driving is any non-driving activity a person engages in that has the potential to distract them from the primary task of driving and increase the risk of crashing.
- Distractions include, talking or texting on a cell phone, grooming, eating or drinking, changing radio stations, or talking to passengers.

TEENS ARE AT THE MOST RISK!

- Motor vehicle crashes are the leading cause of death for teens in the United States, more than homicide and suicide combined.
- The younger, inexperienced drivers under 20 years old have the highest proportion of distraction-related fatal crashes.
- According to the CTIA, the Wireless Association, an estimated **110 BILLION** text messages were sent each month in 2008.

- Texting while driving is one of the most dangerous of all distracted driving activities, because it takes your hands off the wheel and eyes and mind off the road.
- Not surprisingly, drivers under the age of 20 text more than any other age group and the numbers are only increasing!

HOW CAN PARENTS HELP?

- Talk to your teens
- Set clear **“HOUSE RULES”**
- Remind your teenager that driving is a privilege - a privilege they will lose if they don't drive by your rules.
- Have your teen sign a House Rules Contract.
- Be a good example...show responsible driving behaviors starting when your children are young.

For more information or to download a
HOUSE RULES CONTRACT
visit www.distraction.gov

