



HANDS-FREE IS NOT RISK-FREE

#1

cause of unintentional
deaths in U.S.
are car crashes.

About **100 PEOPLE**
die every day in car crashes.



A DEADLY DISTRACTION



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NOT
primarily
mechanical



Up to
90%
of all car crashes
are caused by
DRIVER ERROR!



NOT
primarily
environmental

At any moment,
9% OF DRIVERS
are talking on
cell phones.

About **26% OF ALL CAR CRASHES**
involve cell phone use – **including hands-free!**



WHAT'S
HANDS-FREE?

earpiece

dashboard
system

speakerphone



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MULTI-TASKING: THE BIG FAT MYTH

The brain quickly toggles between tasks – but can't do two things at the same time.

The activity in the area of the brain that processes moving images **decreases by up to 1/3** when listening to talking on a phone.

Driving alone

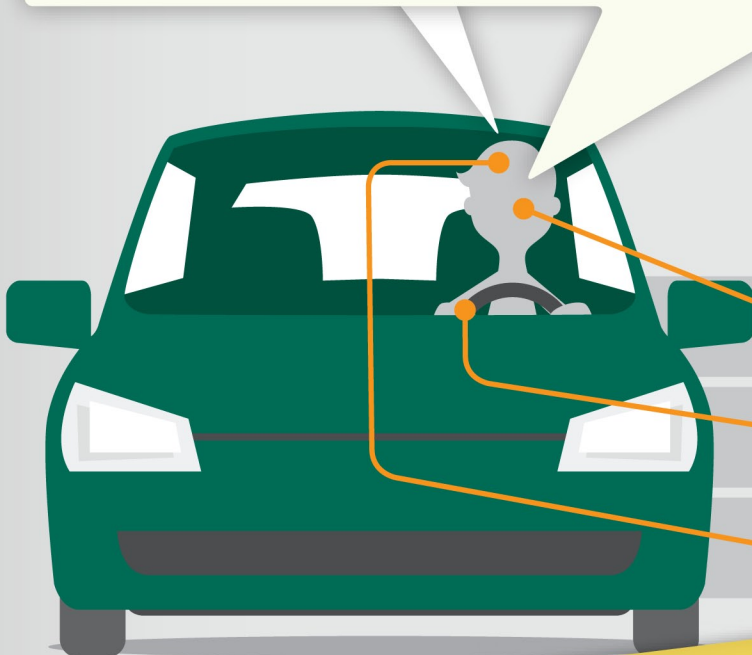
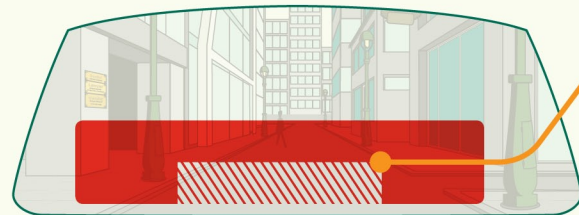


Driving w/sentence listening



Drivers looking out the windshield can **miss seeing up to 50%** of what's around them when talking on any kind of a cell phone.

Field of view narrows while talking on a phone



THE ESSENTIAL TRIO: requirements for driving

Eyes on the road

Hands on the wheel

MIND ON DRIVING

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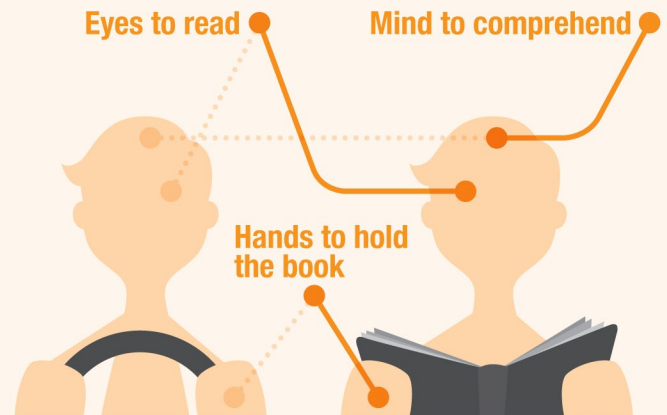
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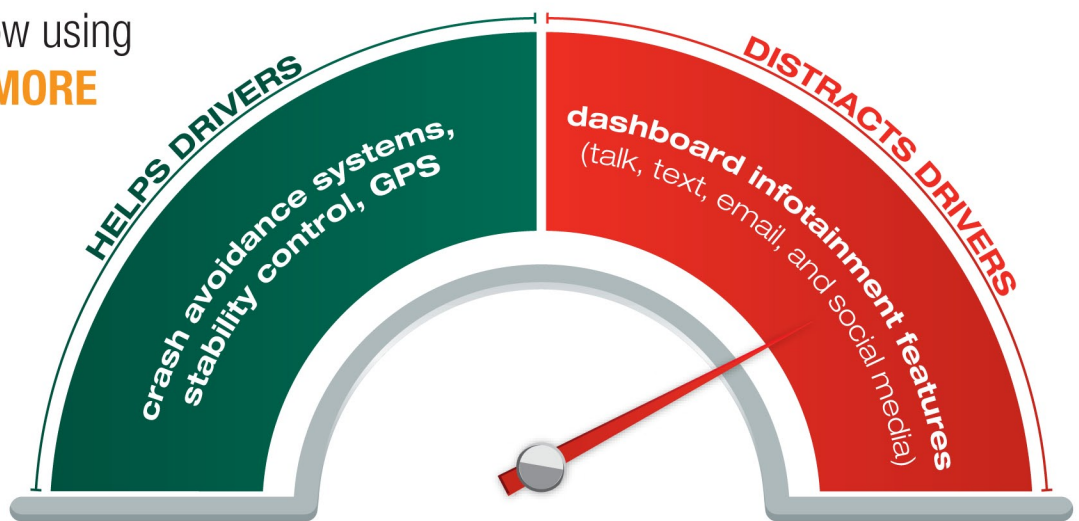
MIND ON DRIVING

Other activities **take thought** and **are hard to do while on a call**, like reading a book. You can't do either well if you're doing them at the same time, and the consequences with driving are much greater than needing to reread a page.



TECHNOLOGY: GOOD OR BAD?

New studies show using voice-to-text is **MORE** distracting than typing texts by hand.



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BACK-SEAT DRIVER: the paradox of the passenger

A passenger is another set of eyes.

A passenger is able to recognize when traffic is challenging and stop talking.

Isn't it just as distracting to talk to passengers?

A passenger is able to spot and point out driving hazards.

For adult drivers, **no!**



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TAKE THE PLEDGE TODAY!

Now that you have the facts about cell phone use while driving (hands-free or handheld!), take the pledge to keep our roadways safe by driving cell free at nsc.org/pledge

SOURCES: The AAA Foundation for Traffic Safety, Carnegie Mellon University, *Injury Facts*® 2013 edition, National Highway Traffic Safety Administration, National Safety Council, University of Utah



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