



Drive Assured

by knowing the dangers of driving and texting

Texting: the Most Alarming Distraction

Many activities can prove distracting while driving: eating, adjusting the radio or temperature dials, talking with passengers, grooming, etc. So why is it that the term “distracted driving” has become almost synonymous with “texting while driving?” Because despite the awareness of the dangers, texting while driving is occurring at alarming rates. According to a recent study completed by the AAA Foundation for Traffic Safety, 58 percent of the car crashes analyzed involved distracted driving, with cellphone use being one of the most common forms of distraction.

The act of texting involves three types of distracted driving, as outlined by the Centers for Disease Control and Prevention (CDC):

- Visual: taking one’s eyes off the road;
- Manual: taking one’s hand’s off the wheel, and;
- Cognitive: taking one’s mind off of driving.

At any given daylight moment in America, the National Highway Traffic Safety Administration (NHTSA) estimates that there are 660,000 drivers using cell phones or manipulating electronic devices while driving. This April, National Distracted Driving Awareness Month, you can help decrease that number and make the roads we share a little safer in the following ways:

As a driver: You can take the pledge to protect your life and the lives of others by driving phone-free. While having a cellphone with you in the car is great in case of emergencies, vow to put it away before you even start the engine.



As a passenger: Don’t be afraid to speak-up. While you may be appreciative for the ride, the driver has a responsibility to you and other drivers to give his or her full attention to the road. Encourage friends and family members to also make the commitment to drive phone-free.

As a parent: Discuss the importance of driving without distractions with your child often. Explain that driving is more than a privilege -- it’s a responsibility. And most importantly, be sure that you are serving as a good role model by not using a cellphone while driving. While they may not admit it, children learn their driving habits and behaviors from their parents.

Young, inexperienced drivers may be the group that comes to mind most often when we think of distracted driving, but the reality is that anyone who takes their focus off the road is driving distracted. Learn the facts and take the pledge at www.distraction.gov. At Preferred Mutual, we believe that you can’t drive assured if you’re driving distracted.

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