

## Is your life worth the distraction?

*What are you doing to make your commute safe?*

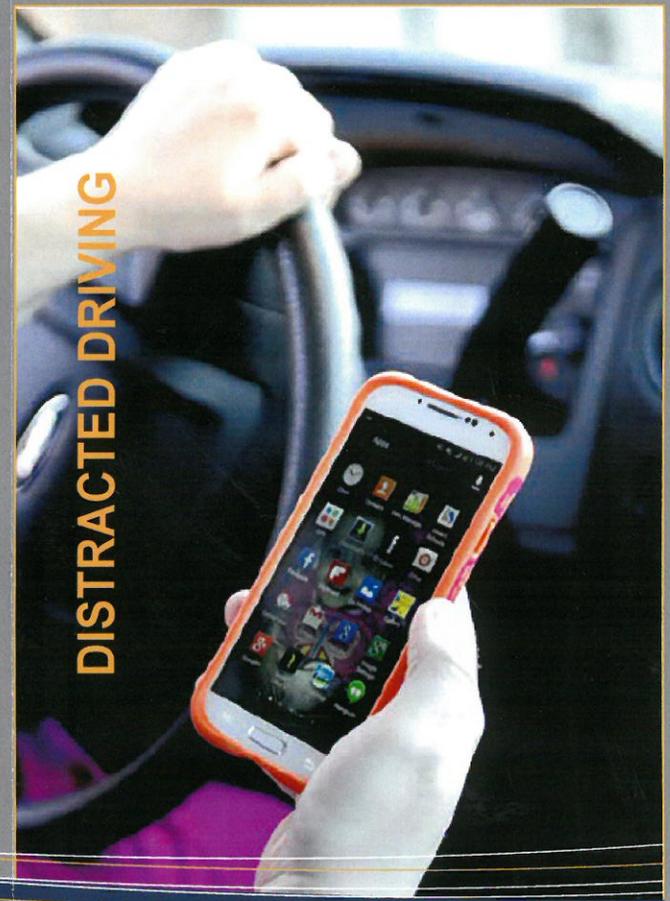
### DISTRACTED DRIVING IS UNLAWFUL

Arizona law requires driver's to operate a vehicle on a roadway at a reasonable and prudent speed. Drivers shall control their vehicle as necessary to avoid a collision. Arizona law states it is the duty of all persons to exercise reasonable care for the protection of others. A driver whose eyes are not on the road, hands are off the wheel or mind is not focused on driving is not exercising reasonable care for the protection of others.

All distractions compromise the safety of the driver, passengers, bystanders, and other individuals on the road. Any non-driving activity you engage in is a potential distraction and increases your risk of causing a crash.

### THINK YOU'RE GOOD AT MULTITASKING?

Many driver's think they can safely multitask while operating a vehicle. This assumption is scientifically proven to be inaccurate as the human brain actually toggles between tasks, but can only focus on one primary task at a time. Distracted driving involves cognitive distraction — mind off what you're doing. Cognitive distraction occurs when a driver multitasks or has divided attention reducing the driver's focus on the primary task of driving. Scientific research shows that a driver's abilities to focus on the primary task of driving is substantially decreased when distracted. A driver's eyes are on the road but their mind is off of what they are doing. The result is drivers miss roadway hazards. Distracted drivers display driving behaviors consistent with impaired drivers due to poor decision making.



### ADDITIONAL RESOURCES

- [www.distraction.gov](http://www.distraction.gov)
- [www.psych.utah.edu/lab/appliedcognition/publications.html](http://www.psych.utah.edu/lab/appliedcognition/publications.html)
- [www.aaafoundation.org](http://www.aaafoundation.org) (Search Distracted Driver)
- [www.cmu.edu](http://www.cmu.edu) (Search Distracted Driver Study)
- [www.distracteddrivinghelp.com](http://www.distracteddrivinghelp.com)

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Arizona  
Department of  
Public Safety

## DISTRACTED DRIVING:

Is any activity that diverts a driver's attention away from the primary task of driving. Your primary focus must remain on the road observing traffic signals, warning signs, and the environment around you.

### DISTRACTED DRIVING EXAMPLES:

- TEXTING
- ROADWAY INCIDENTS
- CELL PHONE CALLS
- VEHICLE RADIO
- PASSENGERS
- GPS SYSTEM
- READING
- GROOMING / MAKEUP



Almost all distracted driving involves 2 or 3 types of distractions (Visual, Manual, Cognitive).  
Distracted driving is any activity that diverts the driver's attention away from the primary task of driving.

### THREE TYPES OF DISTRACTIONS:

- **VISUAL** — EYES OFF ROAD.
- **MANUAL** — HANDS OFF WHEEL.
- **COGNITIVE** — MIND OFF WHAT YOU ARE DOING.

For example, text messaging requires the visual, manual, and cognitive attention of the driver; making it a particularly dangerous distraction.

### IS IT SAFE TO USE A CELL PHONE?

- Phone conversations cause drivers to miss the important visual and audio cues that would ordinarily help them avoid a crash.
- The cognitive distraction of using a cell phone reduces the amount of brain activity associated with driving by 37%.
- Distracted driving delays a driver's reaction time equaling that of a 0.08% blood alcohol content. All drivers are legally impaired at a 0.08% blood alcohol content level.
- Activities performed when completing a phone call while driving increased the risk of crashing by three times.

### SAFETY SOLUTIONS:

- Avoid all non-driving activities that draw your eyes away from the road.
- Complete all non-driving tasks prior to actually driving (for example adjusting mirrors and fastening your seatbelt).
- Visually scan mirrors and blind spots every 5 to 7 seconds for no more than 1 second at a time.
- Pull over and stop your vehicle at a safe location prior to reading maps or GPS devices.
- Use of hands free devices contribute to cognitive distraction and should be minimized.

### STATS:

- Hands free cell phone use is not substantially safer than hand-held cell phone use.
- Sending or receiving a text takes a driver's eyes from the road for an average of 4.6 seconds; at 55 mph that's the equivalent of driving the length of an entire football field...blind.
- In 2012, 3,328 people were killed in distracted driver crashes and an estimated 421,000 were injured in crashes involving a distracted driver.

