

DISTRACTED DRIVING

Protect your stakeholders

At any given daylight moment across America, approximately 660,000 drivers are manipulating electronic devices while driving.

Source: National Highway Traffic Safety Administration

According to the CDC, over 1,060 people are injured each day from crashes involving distracted drivers

Source: Centers for Disease Control and Prevention

Engaging in visual-manual subtasks (such as reaching for a phone, dialing and texting) increases the risk of getting into a crash by three times.

Source: Virginia Tech Transportation Institute

The most common forms of dangerous distracted driving are:

- Ⓧ Using a phone for any purpose
- Ⓧ Eating and drinking
- Ⓧ Talking to passengers
- Ⓧ Grooming
- Ⓧ Reading, including maps
- Ⓧ Adjusting a radio, CD or MP3 player

Tips for your nonprofit

Understand your state's law on distracted driving - www.distraction.gov/stats-research-laws/state-laws.html

Adopt a policy on distracted driving - www.myriskmanagementpolicies.org

Download the Drive Safely Work Week Toolkit - www.trafficsafety.org/drive-safely-work-week-archive/dsww-2013-materials-now-available

Enroll as an Affiliate Member to enjoy year-round access to pro bono Risk Help, or call us at 703.777.3504 to learn more about our consulting offerings.