



The Bonner County Safety Record

All the News that is Safe to Print

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Edition 5

Distracted Driving

In 2014 alone, motor vehicle crashes claimed 35,400 lives; some of these fatalities involved people who drive for a living. According to Injury Facts 2016, the Council's annual report on unintentional injuries, the three biggest causes of fatalities on the road include:

Alcohol (30.8%)

Speeding (30%)

Distracted driving (26%)

There Are
Three Main Types
of Distractions:



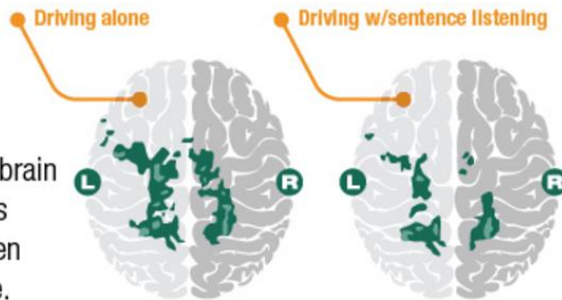
1. Manual - Taking your hands off the wheel
2. Visual - Taking your eyes off the road
3. Cognitive - Taking your mind off driving

Contrary to popular belief, the human brain cannot multitask. Instead of processing both cognitive tasks at once, the brain rapidly switches between the two activities.

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.



MAY IS GLOBAL
YOUTH TRAFFIC
SAFETY MONTH

THE ROAD TO BECOMING A #TrafficSafeYouth

Car crashes are the #1 killer of teens. Don't be a statistic.
Be a #TrafficSafeYouth.

Walk defensively...

because 5% of teen deaths in crashes are pedestrians.

Buckle up...

because 66% of teen passengers who die in crashes are not wearing a seat belt.

Avoid distractions...

because 58% of teens involved in traffic crashes are distracted.

Don't drive drunk...

because about 25% of car crashes involve an underage drinking driver.

Bike defensively...

because 10% of teen deaths in crashes are bicyclists.

NOYS
National Organization of Youth Safety

www.noys.org

SOURCES: AAA Foundation for Traffic Safety, National Highway Traffic Administration & Insurance Institute for Highway Safety

For more info on driving: <http://www.nsc.org/learn/NSCInitiatives/Pages/teen-driving.aspx?var=hp6>

