

# Distracted driving is on the rise... and so are deaths.

## WHAT IS DISTRACTED DRIVING?

- Distracted driving is any non-driving activity a person engages in that has the potential to distract them from the primary task of driving and increase the risk of crashing.
- Distractions include, talking or texting on a cell phone, grooming, eating or drinking, changing radio stations, or talking to passengers.

## FACTS:

- Sending or receiving a text takes a driver's eyes from the road for an average of 4.6 seconds, the equivalent-at 55 mph-of driving the length of an entire football field, blind.
- According to NHTSA, in 2014, 3154 people were killed, and an estimated 424,000 were injured in motor vehicle crashes involving a distracted driver.

