

Every time you text and drive, you are 23 times more likely to crash.

(Virginia Tech Transportation Institute Naturalistic Driving Study)



1.6 million crashes per year can be attributed to cell phone talking and texting while driving.

(National Safety Council)

Driving requires your full attention.

There are 3 forms of distraction:

- 1. Manual/Physical**
(hands off the wheel)
- 2. Visual**
(eyes off the road)
- 3. Cognitive**
(mind off the road)

Texting involves all three of these distractions.

We can't truly multi-task. Brains juggle tasks, performing only one task at a time. We screen out information to deal with distraction overload. "Inattention blindness" is a big risk: we look but don't always see crucial things when we're driving if we're distracted. At the minimum, the results are: missed exits, running red lights & stop signs, missing important signage. Unfortunately, crashes are also highly likely, resulting in thousands of unnecessary injuries and deaths.

- **Having your eyes off the road an average of 4-6 seconds when driving and texting is like having your eyes closed the equivalent length of a football field.**
- **Inexperienced drivers tend to speed and follow the vehicle in front of them too closely. This is a dangerous mix, especially when distracted by texting and driving.**
- **Car crashes are the #1 cause of death to teenagers.**

