



Driver Distraction

Know your distractions

Distracted driving can occur any time your attention is taken away from the task of driving. Common distractions include cell phones, food, the radio, GPS units, passengers, texting, children, personal grooming, or emotional distress.

Next time you feel you have to make that call, change that radio station, or put a DVD on for the kids, consider that a car going 100 km/h travels about 90 feet in one second. A tragedy can happen when you take your eyes off the road for even a second. **Just drive.**

There are 4 types of distraction

1. visual	2. auditory	3. cognitive	4. manual
Visual distractions take your eyes off the road.	Auditory distractions take your focus off the sounds of the road (such as horns or sirens).	Cognitive distractions take your mind off the road.	Manual distractions take your hands off the steering wheel.

Common distractions usually involve more than one type. For example, changing a CD requires you to take a hand off the wheel to select a CD and take your eyes off the road to change the CD.

Driver distraction digits	
45	The number of feet your car covers in one second at 50 km/h.
4	Drivers on cell phones (hand-held or hands-free) are four times more likely to crash.
300	Number of items that a fighter pilot needs to keep track of in a regular, non-combat mission.
3000	Number of items the average driver needs to keep track of during rush hour, including signs, traffic lights, other vehicles, passengers and pedestrians, plus road and weather conditions.
3	One study showed that nearly 80% of crashes and 65% of near-crashes involve some form of driver inattention within three seconds before the crash.
50%	Percentage of Canadian drivers who admit to eating while at the wheel.
8	Driver distraction is estimated to be a contributing factor in eight out of every 10 crashes reported to police.
68%	Percentage of Nova Scotians who consider distracted drivers a serious road safety problem.

Tips
<ul style="list-style-type: none"> • Avoid intense, complicated or emotional conversations when driving • Pull over to care for children • Adjust your seat, climate controls and other devices before pulling out • Ask your passengers to help navigate or adjust controls on GPS units • If you must make a call, pull over in a safe place • Stop to eat or drink

Source: Insurance Bureau of Canada