

The More You Know

Distracted Driving



Facts

Daily...

Approximately 9 people die from distracted driving

Approximately 1000 people are injured from distracted driving

On average, accidents caused by distracted driving cost employers:

\$16,500 for one vehicle

≥\$74,000 for injuries

>\$500,000 for fatalities

Skillful, safe driving requires constant attention and complete concentration

Distracted driving = Impaired driving

Distracted driving is driving while doing another activity that takes your attention away from driving.

Distracted driving can be life altering so the more you know, the better choices you can make to be a skillful, safe driver.

Three primary distractions



Visual

taking your eyes off the road even for a second



Manual

taking your hands off the steering wheel



Cognitive

not focusing on driving or what's around you

Consider this...

Texting while driving combines all three distractions.

Remember **5**

It takes **five** seconds to drive the length of a football field at 55mph.

It takes **five** distracted seconds or less to have an accident.

Accidents are expensive for employers

Financial losses may include increased insurance premiums, litigation expenses, workers' compensation claims, lower vehicle value and lost productivity.

Reputational losses may include negative publicity, permanent damage to brand and a decrease in employee morale.

The bottom line

Distracted driving can significantly impair a driver's reaction time and ability to act according to safe driver protocol. It puts everyone at risk.

Stay vigilant. Take action.

Six actions to stop distracted driving



Predict and Prevent Distracted Driving

Distracted or impaired driving can be costly to an employer. One way to reduce the risk of financial loss and reputation disparity is to use telematics systems or telematics apps for your fleet.

Telematics generally describes any system that uses devices to gather information and communicate over a network. Such as:

- Driving behavior (braking, speed)
- Annual mileage
- Value-added and safety metrics

Talk with your independent agent about telematics today!

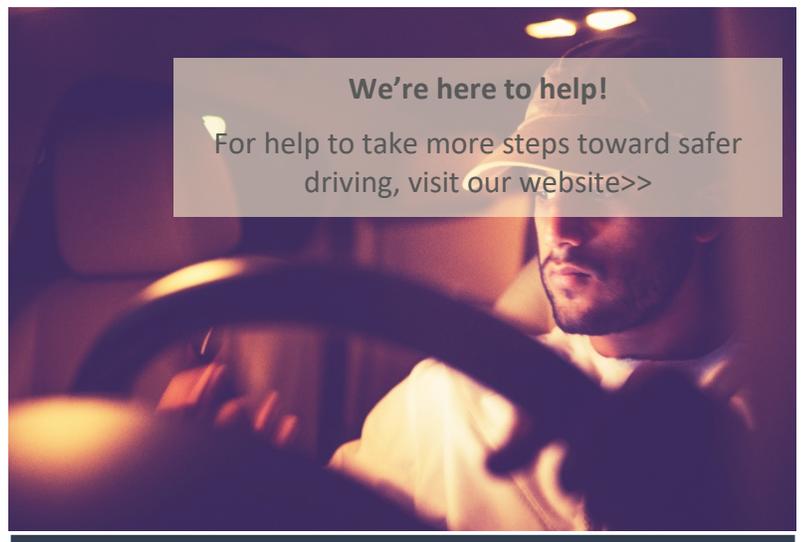
Many states are enacting laws to help prevent distracted driving

As of May 2020,

25 states and the District of Columbia had banned drivers from hand-held phone use.

48 states and the District of Columbia banned texting while driving. Two additional states ban texting while driving for new drivers.

And local, state and federal laws that ban using cell phones to call or text while driving or use graduated driver licensing systems for teen drivers, help raise awareness about how dangerous distracted driving is and prevent it from occurring.



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