



Safe Driving Tips

Distracted Driving

Did You Know?

- 16% of fatal crashes involve driver distraction (*anything* that takes your focus off the road ahead)?
- Teens are the #1 age group for crashes due to driver distraction?
- People who text while driving are 23 times more likely to be in a crash?
- Talking on a cell phone reduces the amount of brain activity associated with driving by 37%?
- Yet 19% of all drivers and 37% of 18 – 27 year-old drivers regularly send texts while driving?

Cell phones and texting are main culprits with teens but check out the results of a 2009 survey on the leading causes of distracted driving among men and women (<http://topdriver.com/forparents/leadingcausesofdistracteddriving.aspx>). There clearly are many causes of distracted driving and you may even do some yourself. Some are downright scary (shaving or reading while driving?). But you can reduce the risk of such incidents with *your* teen driver.

What You Can Do

We recommend parents do the following:

- Set a good example; much of a teen's driving behavior is learned over the years from watching their parents – don't give them bad habits to copy!
- Turn cell phones off while driving or consider products that disable phones while the car is in motion except for certain numbers; new such technology is now available and more will be forthcoming
- Establish expectations about cell phones, texting, and all distractions upfront with your teen before they start driving; consider a "No Tolerance" policy and employing a teen driving contract to highlight expectations (<http://topdriver.com/forparents/teendrivingcontract.aspx>)

For additional guidance for parents when coaching their teens in the car, go to <http://coaching.topdriver.com>

Drive Safely!



We teach *Driver Intelligence*