KEEPING YOUR BRAIN IN MIND . . .

Distracted Driving:
Any activity that takes a driver’s focus off the road and surrounding traffic.

DISTRACTED DRIVING

Motor vehicle crashes are a leading cause of Traumatic Brain Injury (TBI). In 2009, 20% of car crashes involved distracted driving. Drivers under the age of 20 are at highest risk.

According to the Centers for Disease Control and Prevention (CDC), the three main types of distraction are Visual (taking your eyes off the road), Manual (taking your hands off the wheel) and Cognitive (taking your mind off what you are doing).

Examples of distracted driving:
- Talking / Texting on the phone
- Eating
- Reading a map
- Using GPS, CD/DVD player, etc.
- Applying make-up
- Talking to passengers
- Attending to a pet
- Looking for a specific location/exit

TO PREVENT DISTRACTED DRIVING:
- Secure safety belts before leaving your location.
- Avoid multitasking.
- Plan your route ahead of time, allowing additional time for inclement weather and traffic delays.
- Program navigation devices before you begin driving.
- Refrain from using the cell phone while driving -- this includes talking as well as texting.
- Ask your passenger(s) to coordinate changing CD’s and radio stations.
- Secure pets in travel crates.
- Avoid excessive speeding.
- Don’t drive if you are tired, ill, medicated or inebriated.


A service of the Brain Injury Association of New Jersey
Sponsored by the NJ Division of Highway Traffic Safety
Helpline: 1-800-669-4323
www.bianj.org