

HANDS-FREE IS NOT RISK-FREE



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Distractions are a top factor in total car crashes

About 100 PEOPLE die every day in car crashes



A DEADLY DISTRACTION

NOT RISK-FREE



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At any moment, 7% OF DRIVERS are using cell phones

THOUSANDS OF PEOPLE HAVE DIED IN CRASHES involving cell phones – including hands-free!



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WHAT'S HANDS-FREE?

hands-free

dashboard system

speaking phone

MULTI-TASKING: THE BIG FAT MYTH

The brain quickly toggles between tasks – but can't do two things at the same time.

The activity in the area of the brain that processes moving images decreases by up to 1/3 when listening to talking on a phone.



Drivers looking out the windshield can miss seeing up to 50% of what's around them when talking on any kind of a cell phone.

Field of view narrows while talking on a phone



THE ESSENTIAL TRIO: requirements for driving

- Eyes on the road
- Hands on the wheel
- MIND ON DRIVING

Other activities take thought and are hard to do while on a call. For reading a book, you can't do either well if you're doing them at the same time, and the consequences with driving are much greater than reading to read a page.



TECHNOLOGY: GOOD OR BAD?

New studies show using voice-to-text is **WORSE** than typing texts by hand.



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BACK-SEAT DRIVER: the paradox of the passenger

Isn't it just as distracting to talk to passengers?

A passenger is able to recognize when traffic is changing and stop talking

A passenger is more at risk.

For adult drivers, too!

A passenger is able to read a map and identify locations

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TAKE THE PLEDGE TODAY!

Now that you have the facts about cell phone use while driving, hands-free or not, please take the pledge to keep your hands off the dial by driving cell-free at not.org/pledge

Source: National Highway Traffic Safety Administration, 2008