



Drive Safe, Not Distracted

- Choose a radio station, CD line-up or MP3 playlist before pulling out.
- Set climate controls in advance.
- Style hair and apply makeup before leaving or after arriving.
- Only use cell phones with hands free features including voice, not manual, dialing.
- Avoid difficult or emotional conversations while driving.
- Never read, write or send a text message while driving.
- Never read printed material, e-mails or search the internet while driving.
- Limit eating to simple foods without packaging and avoid hot drinks.
- Pull over briefly to a safe location to engage in distracting behaviors.
- Especially avoid distractions in heavy traffic or bad weather.
- Politely ask drivers you ride with to avoid distractions.
- Talk to young drivers about the dangers of distracted driving.

In the time it takes to read a text message or change the radio station, a distracted driver can cause a crash injuring or killing himself or someone else. Don't drive distracted. Make it home alive.



a message from
Lapeer County Prosecutor
Byron Konschuh

printed by Village Printing



Make it Home:

***DON'T DRIVE
DISTRACTED***





What is Distracted Driving?

Distracted driving refers to any activity drivers engage in that takes their attention from the primary task of driving. It can be visual distraction, taking their eyes from the road; manual distraction, taking their hands from the wheel; or cognitive distraction, taking their minds from their driving.

The average American spends 540 hours a year, or about an hour and a half a day, in the car. So, it is no wonder that most people spend some of that time eating, talking on the phone, texting, or playing with the radio.

Who Drives Distracted?

Although every driver has driven distracted, drivers under age 20 are most likely to do so, followed by those 20-29.

Why is it Dangerous?

Distracted driving takes the driver's focus away from the road, slows reaction time, reduces vehicle control, limits awareness of the surroundings, and decreases overall driving ability. This leads to increased near crashes and crashes, causing property damage, injury and even death to drivers, passengers and pedestrians.

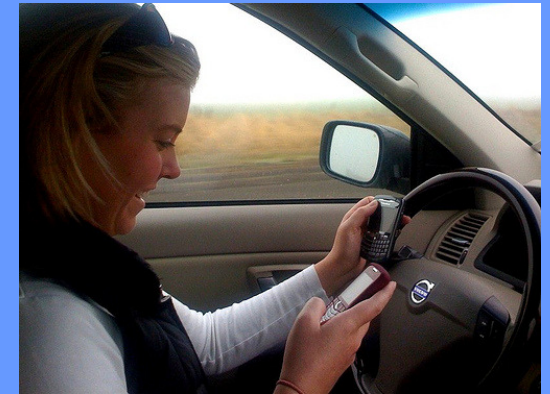
How Dangerous Is it?

Driver inattention is a cause of up to 80% of crashes in the U.S. In 2009, for example, about 6,000 people were killed and half a million people were injured by distracted driving. Every year, these crashes cause over \$40 billion of damage. And it is only getting worse: the number of distracted drivers on the road increased by half again between 2005 and 2010.

What is the Law?

Michigan law prohibits a person from reading, manually typing or sending a text message while operating a motor vehicle. Violators will be ticketed and fined \$100 for a first violation and \$200 for following violations. In some parts of Michigan, laws also forbid other distracting activities like cell phone use, eating, reading, or anything that prevents the driver from having control of the steering wheel with at least one hand.

Information from Distraction.gov, the National Highway Traffic Safety Association, the Network of Employers for Traffic Safety, Roland Berger Strategy Consultants, the Virginia Tech Transportation Institute, and MCL 257.602b.



Talking and Texting Risks

Of all distractions, cell phones are the most dangerous. Phone calls double the risk of a crash. Texting increases it 23.2 times, with no difference between drivers typing messages and those only reading them. A single text message takes a driver's focus away from the road for an average of 4.6 seconds, the time it takes to travel the length of a football field at 55 mph. Texting doubles driver reaction time, and makes drivers less able to stay in their lanes.

Texting may even be more dangerous than drunk driving. Recent studies have found that reaction times of texting drivers were slower than those over the legal limit and that texting drivers were more likely to cause crashes.

Information from [Car and Driver magazine](#), the [Texas Transportation Institute](#), and the [University of Utah](#).