

# **DISTRACTED DRIVING**

A close-up photograph of a person's hand holding a smartphone while driving a car. The hand is positioned in the center of the frame, holding the phone vertically. The background shows the car's interior, including the steering wheel, dashboard, and air vents. The text 'DISTRACTED DRIVING' is overlaid in large, bold, yellow letters across the top half of the image.

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# WHAT IS DISTRACTED DRIVING?

“Any non-driving activity a person engages in that has the potential to distract him or her from the primary task of driving and increase the risk of crashing.” - [Distraction.gov](http://Distraction.gov)



# DISTRACTION HIGHLIGHTS?

Distractions are anything that takes your attention off the primary task of driving

Texting

Using a cell phone or smartphone

Eating and drinking

Talking to passengers

Grooming

Reading, including maps

Using a navigation system

Watching a video

Adjusting a radio, CD player, or MP3 player





[elRellano.com](http://elRellano.com)

# Types of Distractions:



Visual Distractions: Anything that takes your eyes off the road.



Manual Distractions: Anything that takes your hands off the steering wheel.



Cognitive Distractions: Anything that takes your mind off driving.







# 3 IN 1

All distractions can be dangerous and life threatening but **texting** is one of the most dangerous distractions because it involves all three types of distractions.

Drivers don't understand or realize that talking on a cell phone distracts the brain and takes focus away from the primary task of driving.



# Multitasking: A Brain Drain

- Human brains do not perform two tasks at same time
  - Brain handles tasks sequentially
  - Brain switches between one task and another

Brain engages in a constant process to:

1. **Select** information brain will attend to
2. **Process** information
3. **Encode** to create memory
4. **Store** information
5. **Retrieve**
6. **Execute** or act on information



When brain is overloaded these steps are affected



# Multitasking: Impairs Performance



- A driver's job is to watch for hazards, but this cannot be done when brain is overloaded
- Hands – free devices do not eliminate cognitive distraction; they offer no safety benefit when driving

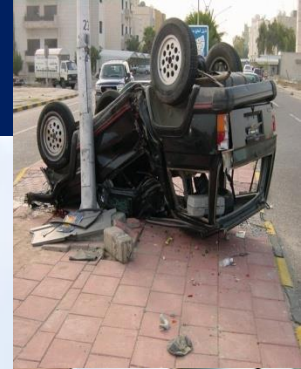


# Please Note.....

- Being a Undistracted Driver is the safest way to drive!!!
- These drivers stay focused, pay attention, and expect the unexpected.
- Distractions now join alcohol and speeding as a leading factors in fatal and serious injury crashes



# REMEMBER...



**The life you save could be your own!**