

**NATIONAL SAFETY COUNCIL**

**HANDS-FREE IS NOT RISK-FREE**

**Distractions** are a top factor in fatal car crashes

About **100 PEOPLE** die every day in car crashes.

**A DEADLY DISTRACTION**

**NOT** primarily mechanical

Up to **94%** of all car crashes are caused by **DRIVER ERROR!**

**NOT** primarily environmental

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

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

**WHAT'S HANDS-FREE?**

- earpiece
- dashboard system
- speakerphone

**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.

Driving alone vs. Driving w/sentence listening

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**, like 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 needing to reread a page.

Eyes to read vs. Mind to comprehend vs. Hands to hold the book

**TECHNOLOGY: GOOD OR BAD?**

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

**HELPS DRIVERS** (crash avoidance systems, stability control, GPS)

**DISTRACTS DRIVERS** (dashboard infotainment features (talk, text, email, and social media))

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