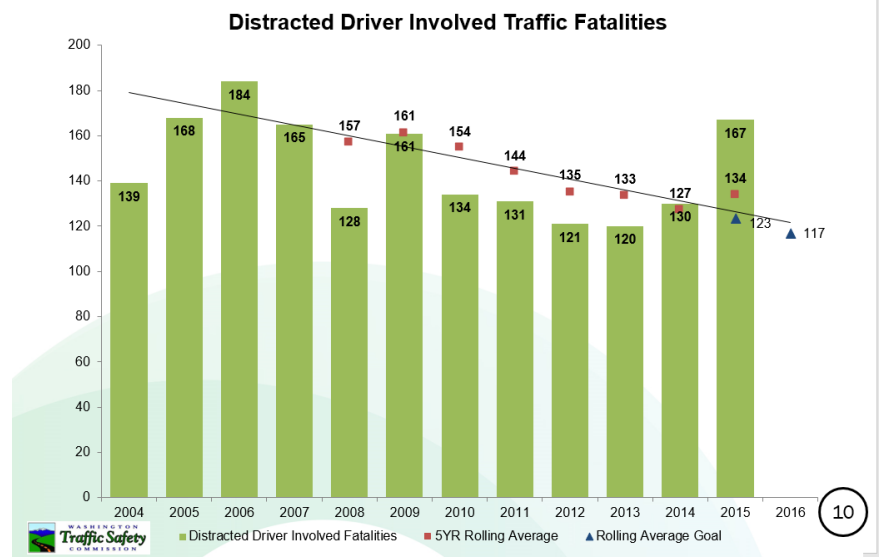


Distracted Driving – The Facts



- [WTSC data](#) shows that traffic deaths caused by distracted driving are increasing.
- Distracted driving is the cause of 30% of fatalities and 23% of serious injuries in crashes in the State of Washington.
- Driving while using your phone increases the risk of a crash like if you had a blood alcohol content of 1.9.
- One out of four crashes involve cell phone use just prior to the crash.
- Observational surveys ([2016](#) and 2017 – link 2017-DD-Report.PDF) found 1 in 10 are distracted in the State of Washington.

DISTRACTED DRIVING DEATHS INCREASE 30%



- 70% of observed distracted drivers were using their cell phones.
- This is the only factor in traffic deaths where women outnumber men.
- There are three types of distraction:
 - Visual: taking your eyes off the road
 - Manual: taking your hands off the steering wheel
 - Cognitive: taking your mind off what you are doing, driving safely
- The use of cell phones – hand held and hands free involve all three types of distraction, unless its voice activated then it only requires cognitive.

- Cognitive distraction causes **inattention blindness**, a psychological lack of attention not associated with any vision problems. Attention on something other than the road can cause an individual to fail to see something unexpected that is in plain sight.



This photo shows what is actually occurring on the road.

This photo shows what the driver with inattention blindness sees.