

# Distracted Driving **Kills**

**Distracted Driving Kills**

**If You're Driving,  
Hang Up Your Phone**



# Distracted Driving **Kills**

It was Wednesday, just a normal,  
beautiful Fall day...

# Distracted Driving **Kills**

...and my phone rang...

# Distracted Driving **Kills**

- You know that texting isn't safe.
- It's the "perfect storm" of distraction, and against the law.
- Do you think it's safe to use your cell phone while driving?
- It isn't. It's equivalent to driving with a .08 BAC. (Univ. of Utah)
- **FACT:** More than 7 times as many crashes occur because people were talking on cell phones than texting. (Natl. Safety Council)

# Distracted Driving **Kills**

**It's also illegal for drivers under the age of  
18  
to use their cell phone in any way while  
driving!**

# Distracted Driving **Kills**

**What Do the Experts and the Scientists Say?**

# Distracted Driving **Kills**

**It's estimated that 1 in 4 crashes (1.3 million a year) involves a driver talking or texting on a cell phone.**

**-(National Safety Council)**

# Distracted Driving **Kills**

**Over the past 5 years, the U.S. has seen a 42% increase in distracted driving fatalities.**

**-(Network of Employers for Traffic Safety)**



# Distracted Driving **Kills**

**Using a cell phone while driving reduces the amount of brain activity focused on driving by 37%.**

**-(Carnegie Mellon University)**

# Distracted Driving **Kills**

**We are 163 times more likely to be involved in a crash if we talk, text or access the internet behind the wheel.**

**-(NTSB)**

# Distracted Driving **Kills**

**Education about the use of seatbelts began in 1966.**

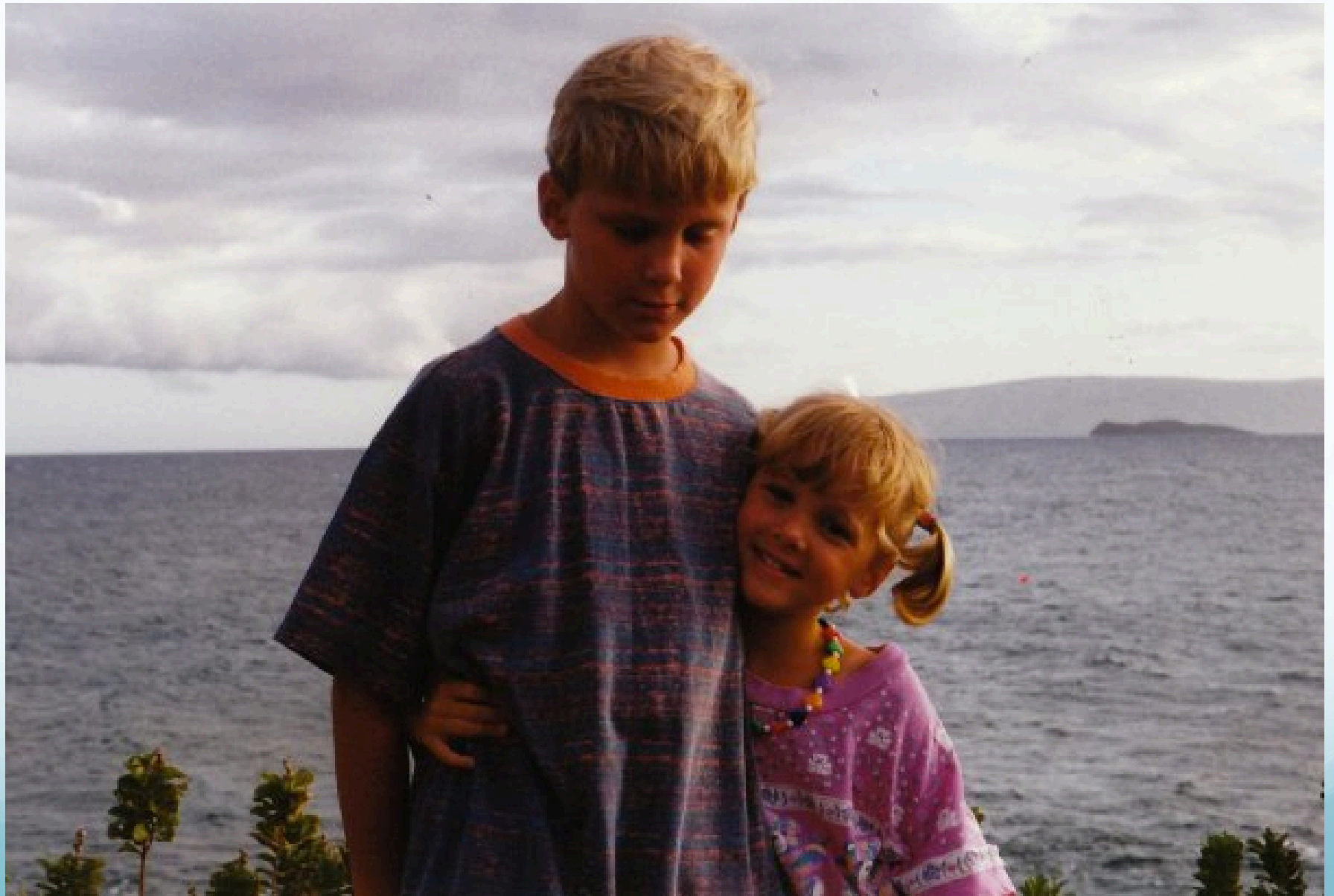
- **In 1981, only 14% of Americans wore them.**
- **In 1996, 61% of Americans wore them.**
- **In 2012, 84% of Americans wore them.**

# Distracted Driving **Kills**

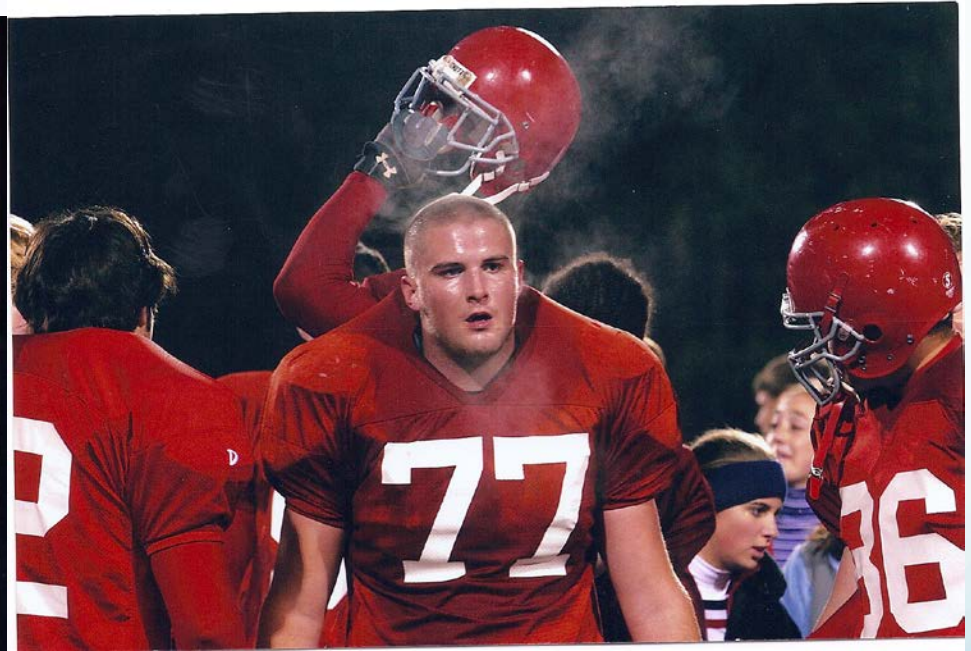
- **The point is, education about cell phone use while driving is just beginning.**
- **20 years from now, this behavior will be rare and socially unacceptable, and we'll all wonder how we could have been so careless.**
- **Will you be a leader or a follower?**

# Distracted Driving **Kills**

- **It's not just about facts and statistics.**
- **It's very personal when it's a friend or a family member.**

















Brian  
Patrick  
Ralls

September 24, 1986  
October 28, 2009

# Distracted Driving **Kills**

- Today, 14 states, DC and 3 US Territories ban the use of hand held devices.
- 34 others have partial bans.
- 44 states ban texting while driving.
- The other 6 have partial bans.
- Laws are important, but they aren't everything...
- It's time for **YOU** to make a difference.

# Distracted Driving **Kills**

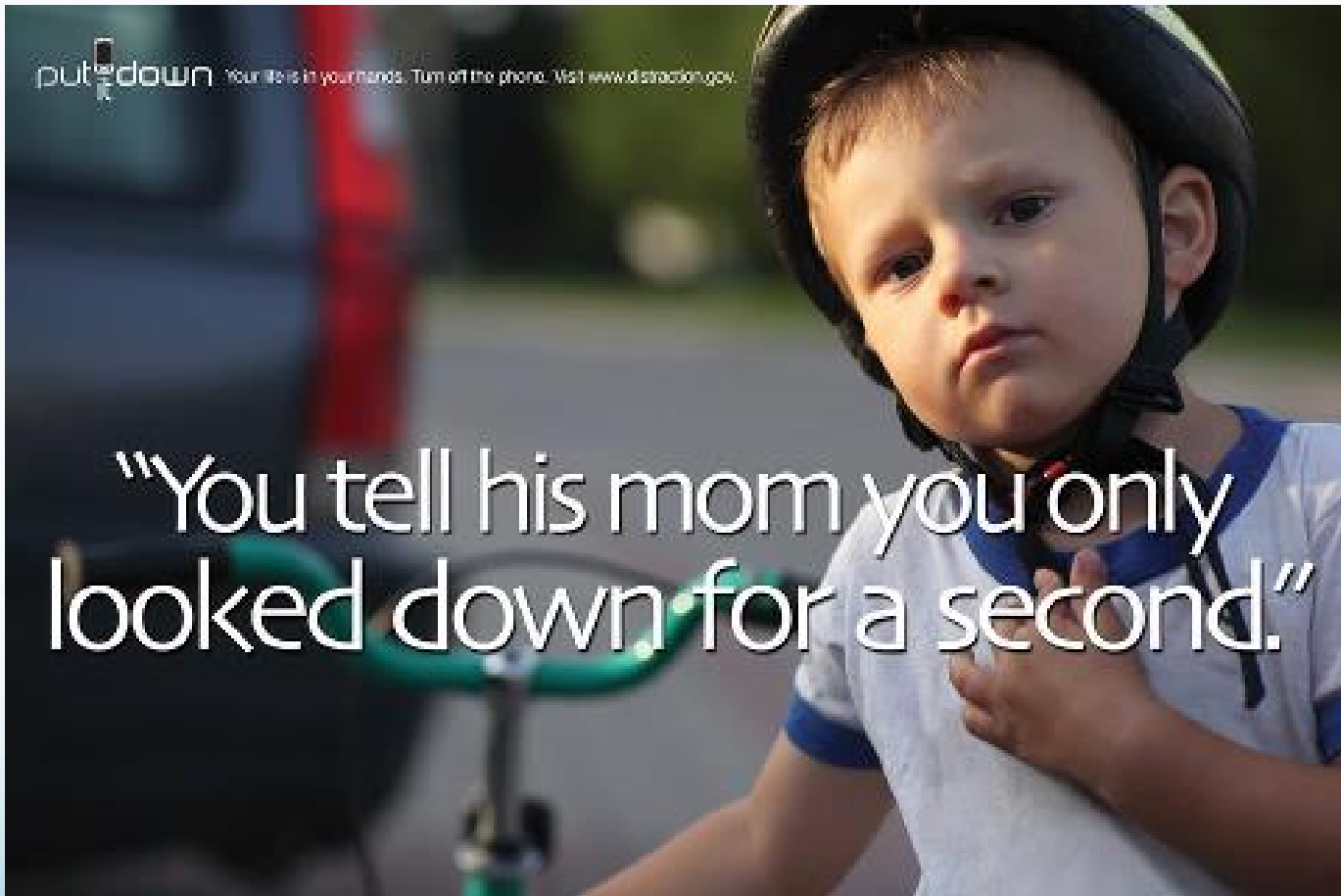
- So what can you do?
- Take the pledge yourself.
- Talk to your friends and family. Even in the car.
- Stay informed.

**facebook**

**Stop Phoning and Driving - In Memory of Brian**

put  down Your life is in your hands. Turn off the phone. Visit [www.distraction.gov](http://www.distraction.gov)

"You tell his mom you only  
looked down for a second."





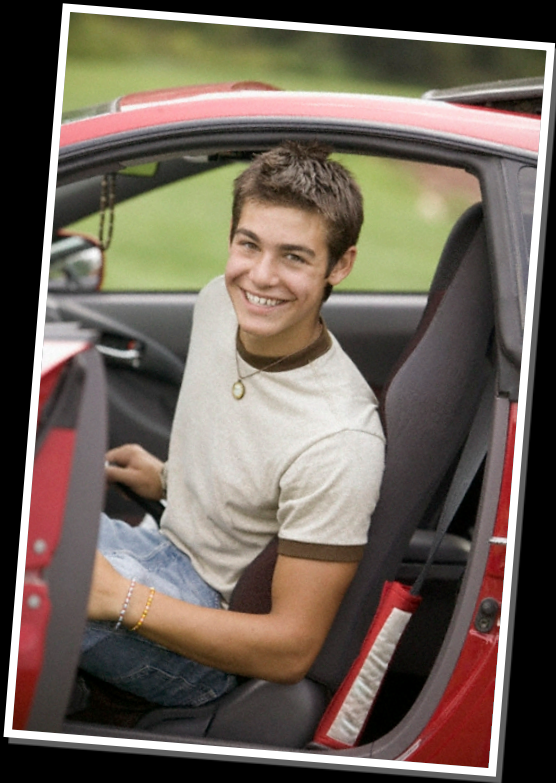


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# Driving is a Privilege, not a Right



- **When you apply for a driver's license, you are making an agreement with the State to honor all laws associated with driving.**
- **You are not the only person affected.**
- **Your parents, friends, and all other people on the road depend on you to drive carefully to ensure everyone makes it home safely.**



# Driving during your teen years is THE most dangerous thing you'll ever do.



- Crashes are the leading killer of teens. Fatal crashes account for nearly 40% of all teen deaths.
- Serious crashes occur weekly right here in Brentwood. No one is immune to the devastating effects of a collision.
- 37 Brentwood High School students have been killed as a result of car crashes. Countless more Brentwood students have been seriously injured or permanently disabled as a result.



# Teen Crash Facts in Tennessee



- The crash rate for 16 year old drivers is **TWENTY TIMES** that of any other age group. The crash rate for 17-19 year old drivers is **SIX TIMES** the rate of any other age group.
- In the US, 4,000 teens are killed every year while driving. That's an average of 11 per day.
- Don't let yourself or your friends become one of the 11.



# Teen Crash Facts in Tennessee

- **About half of Tennessee fatalities involve single vehicle crashes**
- **The more passengers in a car being driven by a teen; the greater the chance of a traffic fatality**
- **Tennessee is the 6<sup>th</sup> most deadly state in U.S.**
- **Recent statistics have revealed, TN is tied for the highest teen traffic fatalities in the country.**



# Your life is at risk

- **Research shows that people require about 5 years to develop driving experience and maturity needed to be proficient. Young drivers lack experience. This leads to poor ability to anticipate hazards.**
- **Willingness to take unnecessary risks.**
- **Sensitivity to peer influence.**
- **Statistically, adding just one male passenger more than doubles your risk of being fatally injured in a crash.**



# Tips to Prevent a Crash (and avoid a Ticket)

➤ **Always wear your seatbelt**

➤ **Obey the speed limit**

Remember, the speed limit is the fastest you should drive under ideal conditions. You are required to reduce your speed under hazardous conditions such as fog or rain.

➤ **Leave plenty of room between you and the car in front of you. A 4 second gap should allow you enough space to stop without hitting the back of the car in front of you. That is, as long as you are paying attention.**

➤ **Move over for emergency vehicles on the side of the road. If you are unable to safely move over, you are required to reduce your speed.**



# Tips to Prevent a Crash (and avoid a Ticket)

- **Stop at stop signs, completely. Turn right on red only after coming to a stop and only when it's safe to turn (unless prohibited by signs).**
- **Pay close attention to what's going on around you. Don't text while driving. This is fast becoming the most dangerous driving behaviors we've seen yet.**
- **Cell phone use by drivers under the age of 18 is prohibited by law.**





# Seat belts can save your life !



- Properly worn seat belts dramatically reduce the risk of death or serious injury to all vehicle occupants.
- Rollover crashes account for about 25% of all fatal crashes. They are so deadly because unbelted occupants are usually ejected and killed due to traumatic head injuries.
- Being ejected from a vehicle during a crash makes your risk of death 30 times more likely.
- Nationally, 6 out of 10 teen drivers who were killed in crashes were not wearing seatbelts.



# TN Roadway Fatalities:

**2013 – 988**

**2014 – 500**

as of (7/21/14)



# CLICK IT OR TICKET.



Safety belt enforcement is being stepped up everywhere. It doesn't matter where you drive, they'll be looking for you. Simply, law enforcement writes tickets to save lives. So buckle up or you will get a ticket. No exceptions.

# **WARNING**

**The following video is fairly graphic.**

**This video is a British Public Service Announcement created using student-actors. This is not a real collision. However, it does graphically depict the events that take place during a violent crash and sends a strong message against distracted driving.**

**You are not required to view this video.**

**If you wish to leave the court room while the video is shown, you are welcome to step into the lobby.**

**Please return to the court room when the video is over.**



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