



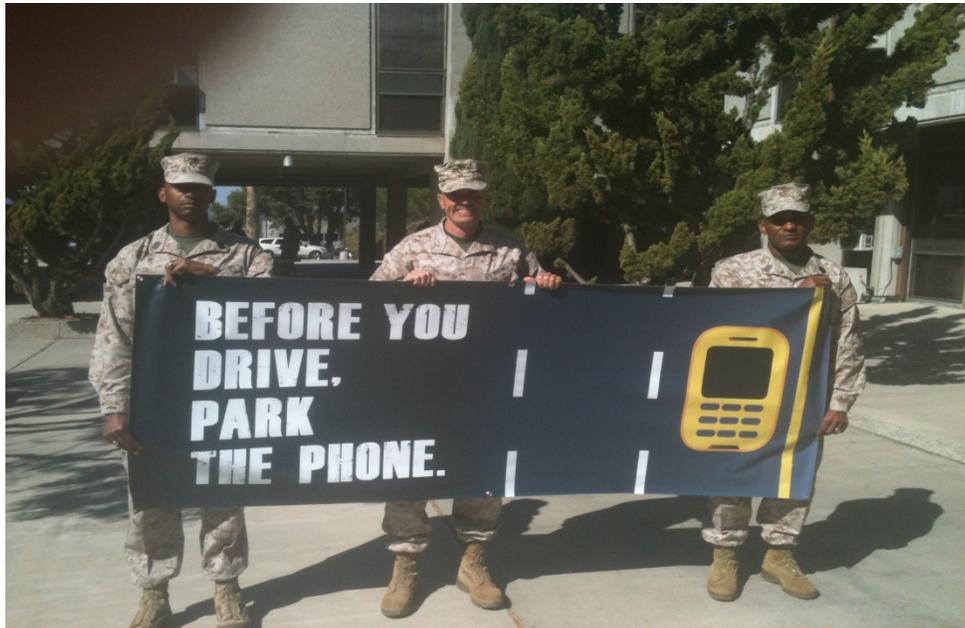
DISTRACTED DRIVING AWARENESS MONTH



MCIWEST-MCB CAMP PENDLETON

APRIL 2013

Is Your Life Worth A Phone Call?



BGen Coglianesse, SgtMaj Christovalle, and MSgt Thornton hold a poster for the Distracted Driving Awareness Month. The CG is a strong supporter of the campaign. "If you text for four seconds at 55 miles per hour you just drove blind for 100 yards," said the Commanding General MCIWEST-MCB Camp Pendleton. The SgtMaj also supports efforts to promote awareness of distracted driving. "Each day I see Marines, Sailors and Government Employees behind the wheel doing something other than concentrating on driving. It's common to see people on the phone, sending text messages, applying makeup, or and eating a meal on the go. Knock it off and drive."

Remember to:

1. Safely pull over to the right shoulder if you must take or make a call.
2. Limit your activity while driving
3. Avoid Eating while driving
4. Do all multitasking outside your vehicle



Did You Know?

Distracted driving is any activity that could divert a person's attention away from the primary task of driving. *All* distractions endanger driver, passenger, and bystander safety. These types of distractions include:

- 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

But, because text messaging requires visual, manual, and cognitive attention from the driver, it is by far the most alarming distraction.

The best way to end distracted driving is to educate all Americans about the danger it poses.

For more information visit:

<http://www.distraction.gov/index.html>

<https://www.aaafoundation.org/distracted-driving>

http://www.cdc.gov/motorvehiclesafety/distracted_driving/



Key Facts and Statistics

- ✓ In 2011, 3,331 people were killed in crashes involving a distracted driver, compared to 3,267 in 2010. An additional, 387,000 people were injured in motor vehicle crashes involving a distracted driver, compared to 416,000 injured in 2010.
- ✓ 18% of injury crashes in 2010 were reported as distraction-affected crashes.
- ✓ In the month of June 2011, more than 196 billion text messages were sent or received in the US, up nearly 50% from June 2009.
- ✓ 11% of all drivers under the age of 20 involved in fatal crashes were reported as distracted at the time of the crash. This age group has the largest proportion of drivers who were distracted.
- ✓ 40% of all American teens say they have been in a car when the driver used a cell phone in a way that put people in danger.
- ✓ **Drivers who use hand-held devices are 4 times more likely to get into crashes serious enough to injure themselves.**
- ✓ Text messaging creates a crash risk 23 times worse than driving while not distracted.
- ✓ Headset cell phone use is not substantially safer than hand-held use.
- ✓ Driving while using a cell phone reduces the amount of brain activity associated with driving by 37%.



HANG UP AND DRIVE