Distracted driving — It’s risky business.

The National Highway Traffic Safety Administration defines distracted driving as any activity that diverts attention from driving. This infographic will raise your awareness of the dangers of distracted driving and educate about the level of distraction resulting from many common activities by motorists that are unsafe behind the wheel. These habits put our lives, the lives of our loved ones and the lives of other motorists in danger. It’s our responsibility to drive safely, so let’s use this information to improve our focus on being an attentive driver.

Be SAFE

The daily cost of distracted driving

9 killed

1,000 injured

Three main distractions

Visual
Taking your eyes off the road

Manual
Taking your hands off the wheel

Cognitive
Taking your mind off driving

Levels of distraction

Taking on mobile device
Sending a text
Reading a text

Taking your eyes off the road

Taking your hands off the wheel

Taking your mind off driving

Visual

Sending a text
Checking email
Reading directions/map

Manual

Taking on mobile device
Sending a text
Reading a text

Manual

Taking your eyes off the road

Manual

Reading directions/map

Cognitive

Talking on mobile device
Sending a text
Reading a text

Cognitive

Talking to a passenger

Check out all activities you can typically do before you begin your trip.

Break bad habits

Visual

Keep your eyes on the road.

Pull over to read directions.

Put your phone in Do Not Disturb mode.

Manual

Keep your phone out of reach.

Make adjustments before driving.

Don’t reach for items while driving.

Cognitive

Avoid phone calls, even hands-free.

Stay focused on the road.

Keep your emotions in check.

It’s your choice

Deaths caused by distracted driving are preventable. When you get behind the wheel focus on being a safe driver — Just Drive.