

# Distracted Driving: The Raw Truth

*Know what your business can do.* Take a stand against distracted driving by implementing a company policy. Remember, you are liable for your employees' conduct while they operate your company vehicles. Don't be part of the problem. Be part of the solution! Have your employees take the pledge to be mobile device free while on the road.

## WHAT IS DISTRACTED DRIVING?

- ✓ **Anything that detracts the attention of the driver** (i.e., talking, eating, drinking, mobile device use, grooming, using a navigation system, etc.)

## MORE INJURIES, MORE FATALITIES

- ✓ **3,142** deaths were caused from driver distraction
- ✓ **More than 400,000** additional injuries attributed to distracted driving
- ✓ **13%** of all car crashes involved mobile phones
- ✓ **8%** of all fatal crashes were due to driver distraction

## DISTRACTION RECOVERY TIME

- ✓ **4.5 seconds** to read or send a text
- ✓ **27 seconds** to regain full alertness after mobile device use, even if hands-free, using a navigation system

## THE REAL COSTS

- ✓ **\$8.2B in crash costs** to employers Potential losses: injury, death, property damage, litigation

**For more information, please contact your FCCI risk control consultant.**

#### Resources

- [www.NHTSA.gov](http://www.NHTSA.gov), Network of Employers for Traffic Safety, AAA Foundation

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