



Background

April, 2016: National Distracted Driving Awareness Month

2010-2014 Distracted driving in Oregon

Driver distracted, inattentive, distracted by passenger and/or driver using cell phone

Total Crashes	Fatal Crashes	Deaths	All Injuries
16,987	58	58	14,186

Crashes involving a driver reported to have been using a cell phone at the time of the crash*

Total Crashes	Fatal Crashes	Deaths	All Injuries
1,419	15	15	1,175

Crashes involving drivers age 16-18 reported to have been using a cell phone at the time of the crash*

Total Crashes	Fatal Crashes	Deaths	All Injuries
131	0	0	120

*Each category above is subtracted from the prior category because it is a subset of the prior category.

Convictions (from DMV records)

2010	9,848
2011	16,643
2012	22,892
2013	21,520
2014	17,723
Total	88,626



On average in Oregon, over the five-year period 2010-2014...

- A distracted driver crash occurs every **2.5 hours**.
- A person is injured in a distracted driver crash every **3 hours**.
- A distracted driver crash involving a cell phone occurs more than **5 times a week**.
- Almost **5 people** are injured **each week** in a distracted driver crash involving a cell phone.
- Almost **1,500 people a month** are convicted of using a cell phone while driving.

Four types of driver distraction

- **Visual:** Looking at something other than the road
- **Auditory:** Hearing something not related to driving
- **Manual:** Manipulating something other than the wheel
- **Cognitive:** Thinking about something other than driving

Most distractions involve more than one of these types, with both a sensory – eyes, ears or touch – and a mental component.

11 tips for managing some of the most common distractions

1. **Turn it off and stow it.** Turn your phone off or switch it to silent mode before you get in the car. Then stow it away so that it's out of reach.
2. **Install an app.** Apps can help you avoid texting while driving. Go to your app store and search for *Distracted Driving Lifesaver*.
3. **Spread the word.** Record a message on your phone that tells callers you're driving and will get back to them when you're off the road, or sign up for a service offering this feature.
4. **Pull over.** If you need to make a call, pull over to a safe area first.
5. **Use your passengers.** Ask a passenger to make the call or respond to a text for you.
6. **X the Text.** Don't ever text and drive, browse online or read your email while driving. It's dangerous and against the law in most states. Even voice-to-text isn't risk-free.
7. **Know the law.** Familiarize yourself with state and local laws before you get in the car. **Oregon prohibits the use of hand-held cell phones in addition to texting.** (www.ghsa.org/html/stateinfo/laws/cellphone_laws.html)
8. **Prepare.** If using a GPS device, enter your destination before you start to drive. If you prefer a map or written directions, review them in advance. If you need help while driving, ask a passenger to assist you or pull over to a safe location to change your GPS or review your map.
9. **Secure your pets.** Unsecured pets can be a big distraction in the car.
10. **Mind the kids.** Pull over to a safe place to address situations involving children.
11. **Focus on driving.** Multi-tasking behind the wheel is dangerous. Refrain from eating, drinking, reading, grooming, smoking, and any other activity that takes your mind and eyes off the road.

More information from the National Highway Traffic Safety Administration: www.distraction.gov.

