

Driven to Distraction – Preventing Distracted Driving

It is against the law to use a hand held mobile phone whilst driving, whether that be making/answering calls, text messaging, taking photos, using social media etc.

We hope the information below gets you to think again and adopt a safer approach for you, your employees and family.



Distracted driving is 'any activity that could divert a person's attention away from the primary task of driving'. Numerous studies indicate the risk of a crash is five-times as likely when the driver is using a mobile phone. Hands-free devices do not appear to eliminate the cognitive distraction of engaging in conversation therefore the risk is still high.

Text messaging is also illegal as it requires visual, manual, and cognitive attention from the driver and is "by far the most alarming distraction." Sending or receiving a text message takes a driver's eyes away from the road for an average of 4.6 seconds. At 70 mph, that's about the equivalent of one and a half times your overall stopping distance or driving one and a half times the length of a football field without looking! Your risk of having a crash is 20 times higher when texting!

Mobile phones aren't the only distractions drivers face. Others include: eating or drinking; reading, including maps; adjusting radio/CD player; use of navigation systems; and personal grooming tasks.

If you are involved in a collision the police have powers to retrieve your phone records and will prosecute if distracted driving was partly or wholly to cause for the accident.

Don't make or answer any calls whilst driving, wait until you are safely parked. **Never ever** text whilst driving, it's just too dangerous.

If you are an employer, make a difference to those who work for you by enforcing a mobile phone and distracted driving policy. Contact us at www.pedigreeas.co.uk if you need any help with this.