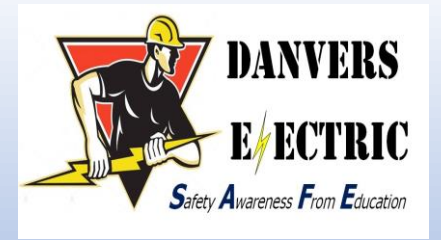




Danvers Electric Safety Corner

April is Distracted Driving Awareness Month 2023



THERE ARE THREE KINDS OF DISTRACTED DRIVING.

VISUAL DISTRACTION
Doing something that requires the driver to look away from the roadway

MANUAL DISTRACTION
Doing something that requires driver to take hands off of the steering wheel

MENTAL DISTRACTION
Thinking hard about something other than driving

Texting involves all three.

April is **DISTRACTED DRIVING AWARENESS MONTH**
The ESSENTIAL trio for driving: Eyes on the road, hands on the wheel, mind on driving

HANDS-FREE IS NOT RISK FREE
More than **30 studies** show hands-free devices **DON'T** make drivers any safer

27 SECONDS
Texting while stopped at a light can negatively affect full driving engagement for an average 27 seconds after texting

Drivers spend more than **HALF THEIR TIME** focused on things other than driving

Studies show voice to text is **MORE** distracting than texting by hand

About **26% OF ALL CAR CRASHES** include cell phone use — including hands-free

Source: **NATIONAL SAFETY COUNCIL** **AMERICAN FAMILY INSURANCE**
Insure carefully, dream fearlessly.

SAVE LIVES
STOP DISTRACTED DRIVING

3D3D
DYNAMIC • DEDICATED COLLISION CENTERS

TPS

VISUAL	MANUAL	COGNITIVE
TAKING EYES OFF ROAD	TAKING HANDS OFF WHEEL	TAKING MIND OFF DRIVING

What Does Distracted Driving Look Like?!

April, which is national Distracted Driving Awareness Month, is a good time to regroup and take responsibility for the choices we make when we're on the road. Follow these safety tips for a safe ride every time:

- ✓ Need to send a text? Pull over and park your car in a safe location. Only then is it safe to send or read a text.
- ✓ Designate your passenger as your "designated texter." Allow them access to your phone to respond to calls or messages.
- ✓ Do not scroll through apps, including social media, while driving. Cell phone use can be habit-forming. Struggling to not text and drive? Put the cell phone in the trunk, glove box, or back seat of the vehicle until you arrive at your destination.