

HEADS UP, STAY SAFE CONTEST

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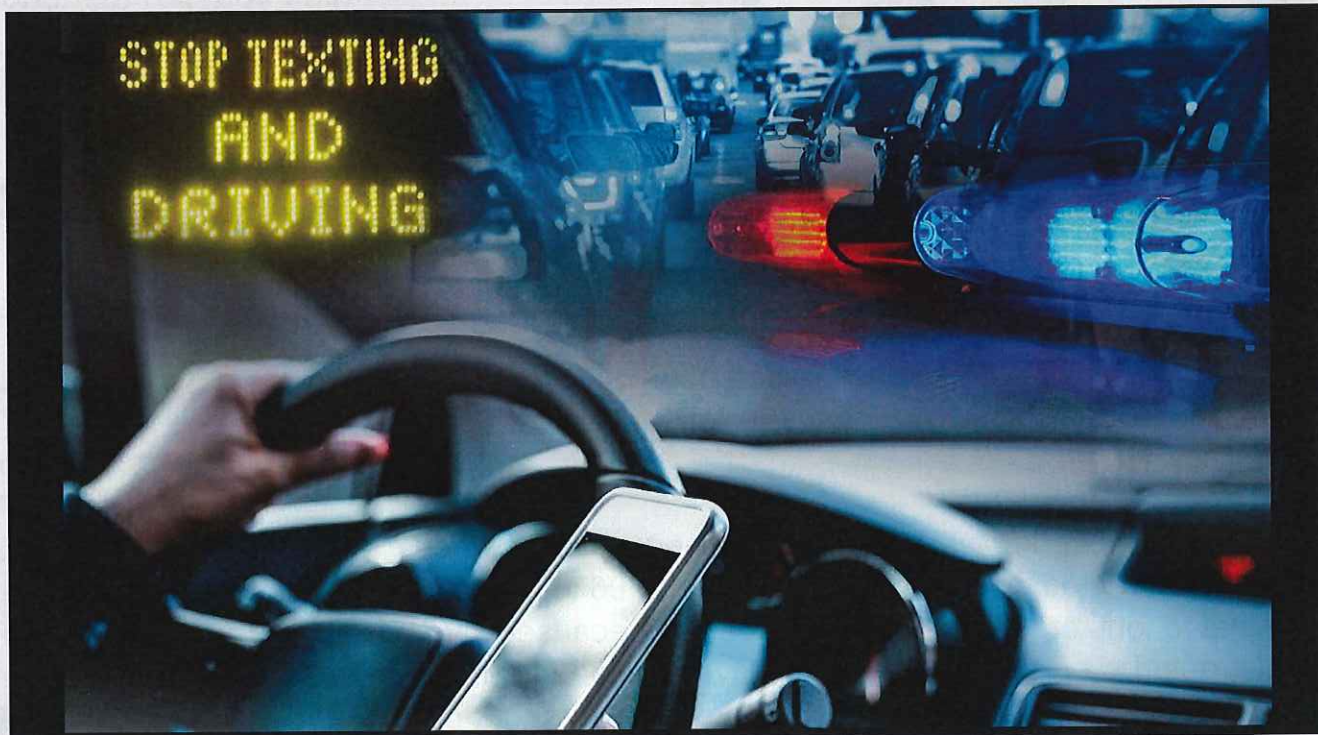
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HEADS UP, STAY SAFE!



IN THIS ISSUE

Distracted Driving

It's not just about drugs and alcohol anymore. Driving while under the influence of your phone can be lethal.

Distracted Walking

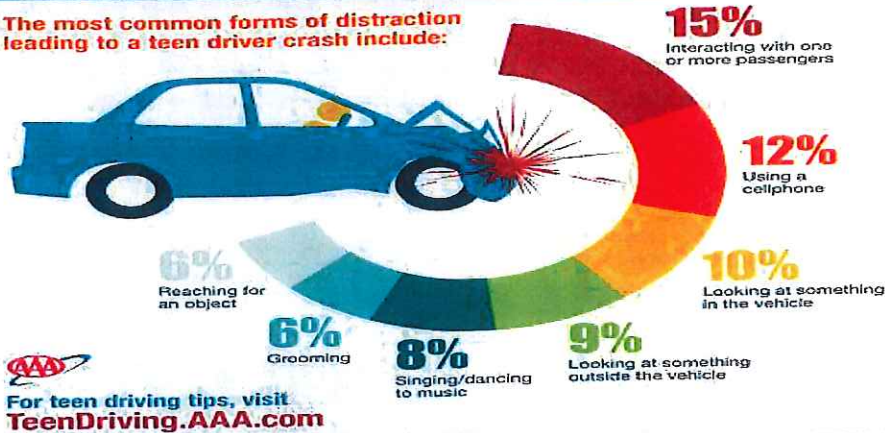
The cell-phone craze affects pedestrians, too. Texting while walking is a dangerous mix.

Prevention Tips

How can walkers and drivers be safe (and safer) on Georgia's streets and highways?

6 OUT OF 10 teen crashes involve driver distraction.

The most common forms of distraction leading to a teen driver crash include:



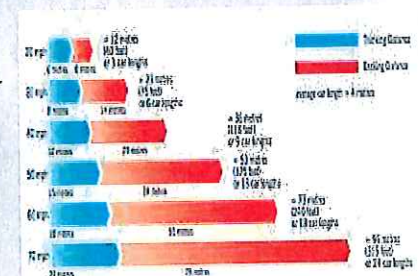
If you can't text and walk, what makes you think you can text and drive???

Distracted Driving

Many people already know a lot about certain types of dangerous driving. For example, the group known as Mothers Against Drunk Driving (MADD) has raised our awareness about the importance of not driving under the influence of drugs or alcohol.

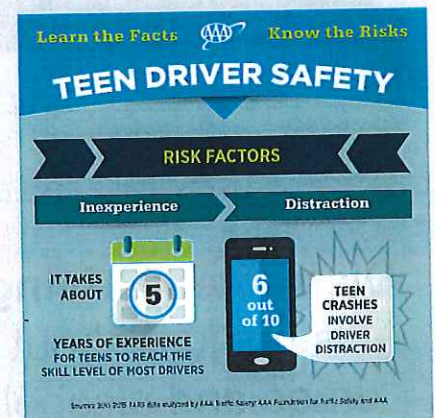
However, the public knows less about the equally dangerous problem of distracted driving. One study from 2006 in California stated that 8 out of 10 accidents happened because drivers were distracted. The study showed that over a year 241 drivers reported a total of 82 crashes and 761 near-crashes, but only reported 15 of those incidents. This represents a reporting rate of only 0.06%, which means that there are many more incidents than are reported. Because Georgia has a similar problem, in 2018 it banned the use of most hand-held technology while driving. This means drivers cannot use their phone to text or call while driving.

Despite this law, there are still a lot of distractions that can do harm while driving. The most common include eating and drinking, getting things out of a purse or bag, and doing hair and make-up.



IT TAKES NEARLY TWICE AS FAR TO STOP at 70mph AS IT DOES TO STOP at 50mph

Distraction + Speed = Danger!



Youth + Distraction = Double Danger!

DISTRACTED WALKING

ARE YOU AT RISK?



Between 2007-2016
walker death has went
up 27%

Distracted Walking

Do you usually text a message while walking? Do you usually play phone games and searching for a music while walking? You think distracted walking is not a big deal, but it is.

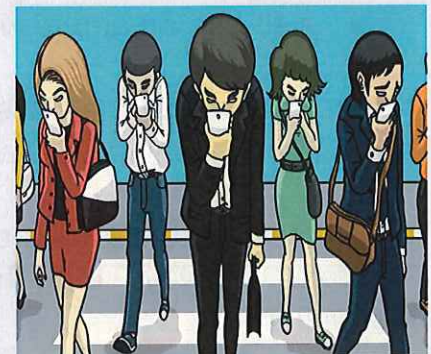
Distracted walking is a big problem.

Distracted walking means doing other works, while walking. It can be texting, listening to music, talking on the phone or eating and drinking foods. Lately, a lot of people are using phones while walking. People know distracted walking is dangerous. According to the survey, 78% of U.S adults said they think that distracted walking is a serious issue. But they still do it because they believe the accident won't happen to them.

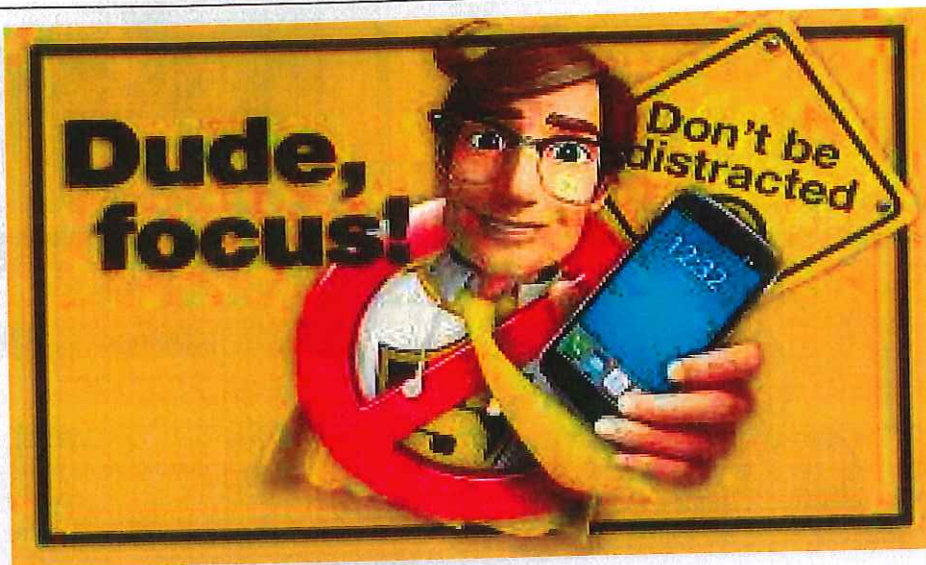
Than, how serious is the distracted walking? In the U.S., walker deaths rose 27% from 2007 to 2016. And between 2000 to 2011, more than 11,000 injuries were happen. It is very serious. Severity of distracted walking, some states ban distracted walking. For example, Honolulu, Hawaii is banning it now. Currently, business is developing apps.



Some states (Hawaii)
ban distracted walking



Addiction: 50% of teens
feel addicted & report
sending 55+ texts/day



1, 514 fatalities due to
distracted driving in GA in 2018

Prevention Tips

Don't worry! There are still many things you can do to prevent accidents from distracted driving and walking.

WALKERS, you can:

- look around before crossing the street
- put your phone away while crossing the street
- make sure your music is not too loud
- wait to text and walk
- put your phone on grey mode so you be less distracted
- also use an app to warn walkers

Your phone can always wait to be used you can use it anytime you want but not while crossing the road.

If you're a car driver you can't use your phone while driving in Georgia anyway, but there are other things to reduce distraction

DRIVERS, you can:

- set your map/GPS before you live
- make sure you don't have loud music
- also don't eat/drink while driving
- put your phone on silent or vibrate
- use the Do Not Disturb feature while driving
- go hand free
- have your eyes on the road



17% of fatalities from
distracted behaviors were
pedestrians



90% of pedestrians struck at
40 MPH or more become
fatalities

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