



# HEADS UP, STAY SAFE!

## CONTEST 2019

### COVER SHEET

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**01**

Back-to-school  
Issue

# THE OWL ORACLE

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**DEADLY  
DISTRACTED  
DRIVING**



LETTER FROM THE EDITORS

# Driving Dignity

*We lose an average of nine people daily each year. That is 3,285 people per year. Say that aloud. How does it sound? How does that make you feel? For me, this number is absolutely bonkers.*

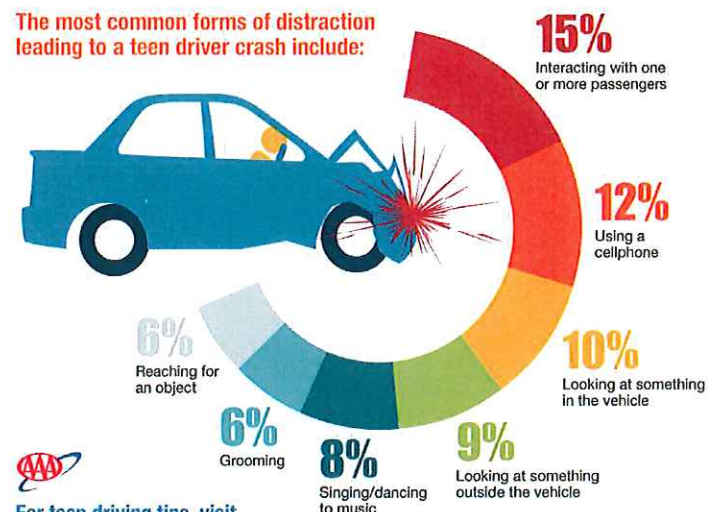
*We need to get these numbers down by a great margin. To do this, it all starts with you, to look both ways when crossing the street and not using your phone. and tell yourself how that sounds. Of course this isn't only limited to pedestrians, since in many states the right of way is for the pedestrian.*

*From a multitude of sources, it is recommend not to multitask in the car or with the driver. Plus, if you are feeling drowsy and your eyes are starting to feel like they are holding up cement blocks, pull over to a safe place and take a quick nap or switch with the person next to you (as long as they are able to drive, of course).*

*With rapidly evolving technology, it is up to all of us to stay vigilant and to work together to keep our world safe. Distracted driving destroys.*

**6 OUT OF 10** teen crashes involve driver distraction.

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



For teen driving tips, visit  
[TeenDriving.AAA.com](http://TeenDriving.AAA.com)

ACROSS THE NATION

# Daunting Data

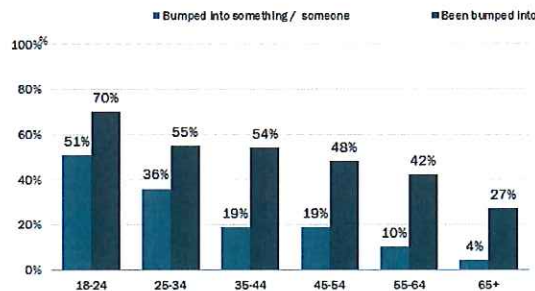
*From a variety of sources, all come with the same message: pay attention to your surroundings or suffer the consequences.*

## THE THREE TYPES OF DISTRACTED DRIVING AND HOW TO AVOID THEM

 VISUAL	 MANUAL	 COGNITIVE
		
Keep your eyes on the road. Pull over to read directions. Put your phone in "Do Not Disturb" mode.	Keep your phone out of reach. Make all adjustments before driving. Don't reach for items while driving.	Avoid phone calls, even hands-free. Stay focused on the road. Keep your emotions in check.

## Watch where you're going

% of cell owners in each age group who have bumped into something or been bumped into by others who were distracted by their phones



Source: Pew Research Center's Internet Project Survey, March 15-April 3, 2012. N=1,934 adult cell owners age 18 and older. Margin of error is +/-2.6 percentage points.

PEW RESEARCH CENTER

**1 in 4 Crashes**  
have the probability that it involved the use of a  
**CELLPHONE**

**2 Seconds**  
is how long a driver can safely glance away  
**FROM THE ROAD**

**5 SECONDS**  
That's how long sending or reading a text takes your eyes off the road – that's enough time to drive 55 mph the  
**LENGTH OF A FOOTBALL FIELD**

For more information, check out "Distracted Driving Statistics" from The Zebra.



PREVENTION TIPS

# Power to the People

*There is a multitude of ways to keep both pedestrians and drivers safe, and it all starts with keeping these tips in mind when out and about.*

**01**

## **Limit cell phone use**

The human brain isn't made to multi-task, so don't risk it on the road.

## **Sleeping slays**

Falling asleep at the wheel when trying to get home faster isn't worth it.

**02**

**03**

## **Cut the distractions**

When crossing a busy intersection either on foot or in a car, put away the earbuds and phone to pay attention to surroundings.

*For more information, check out "Tips to Avoid Distracted Driving" from GEICO.*