



In Kentucky, there's so much to live for.

Join us in driving distraction-free.

KENTUCKY FARM BUREAU



INSURANCE





dis•tract•ed driv•ing (n.):

any activity that could divert a person's attention away from the primary task of driving

You snap a picture of a cherry-red barn just off the side of the road, perfectly illuminated by a brilliant sunset. You plug the address of your next destination into the GPS as you leave your parking spot. You quickly reply to a friend's text with a smiley face while coasting to a stop sign.

Although common activities, these are all forms of distracted driving.

The notion of distracted driving is age old — it goes as far back as the invention of the automobile itself. Since driving down the street became a “thing,” there have been external distractions — like billboards or people on the side of the road. Internal distractions are nothing new, either — tuning a radio, fiddling with the air conditioner or parenting from the front seat.

In 1983, distracted driving took on a new meaning. That year, cellphones were introduced to the American marketplace.

PREVALENCE

Today, the number of cellphones in the U.S. surpasses the country's population. According to a recent study by AT&T, 70 percent of people admit to using those cellphones while driving.

The telecommunications company's research also shows that 4 in 10 smart phone users admit to checking social media while driving, 3 in 10 surf the web, and 1 in 10 video chat. This means that every person you pass on the roadway could be engaged in an entirely different world: watching a movie trailer, sending an e-mail, or video chatting with out-of-state relatives.

EFFECTS

Studies conducted internationally have all come to the same conclusion: Driving while using a smartphone

increases the risk of injury or property damage *fourfold*.

Driver distractions now join alcohol and speeding as leading factors in fatal and serious injury crashes. According to the American Psychological Association, the skills of a driver using a cellphone are actually more impaired than someone who has had too much to drink.

LEGISLATION

States across the nation have enacted laws in an effort to keep their roads distraction-free. Text messaging is now banned in 46 states and Washington, D.C., and talking on a hand-held device is banned in 14 states and D.C.

In Kentucky, there is a texting ban, but no laws restrict talking on a hand-held phone. Drivers younger than 18 are restricted from both texting and using a hand-held device.

WHAT CAN YOU DO?

According to AT&T, more than 90 percent of people say they know the dangers of texting and driving, yet many still find ways to rationalize their distracted driving.

Help us create a change in attitude surrounding this on-the-rise social ill. Behind the wheel, take a break from technology. Make Kentucky's roads a safe place to be, and join Kentucky Farm Bureau in driving distraction-free.

43%



Distracted driving was noted as a factor in 43% of crashes — 58,000 collisions — on Kentucky's roadways in 2015. That same year, driver distraction contributed to 182 fatalities in the Bluegrass State.

* Kentucky Office of Highway Safety



Tips to keep Kentucky's roads safe:

- Remove temptation! Put your phone on silent while driving.
- Make music playlist selections and plug in GPS coordinates before hitting the road.
- Secure children and pets in their seats before you leave. If they need your attention, pull off the road and put the vehicle in park.
- Don't send or read texts while your car is in drive!

Types of distracted driving



Texting while driving falls under all three types of distracted driving, occupying the driver's hands, eyes and thoughts.

1. VISUAL

Visual distractions cause your eyes to wander off the road.

2. MANUAL

Manual distractions cause you to take one or both hands off of the wheel.

3. COGNITIVE

Cognitive distractions preoccupy your mind from the task of driving.

in·at·ten·tion blind·ness (n.):



the tendency to look at but not fully see objects

Estimates indicate drivers using cellphones look at — but fail to see — up to 50 percent of the information in their driving environment.

* National Safety Council

Sending a text takes your eyes off of the road for an average of 4.6 seconds. At 55 mph, that's like driving the length of a football field blindfolded.

* Virginia Tech Transportation Institute

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Check yourself

Place a check mark beside the things you've done while driving in the past month.

- Posted on social media Took a selfie
- Reached for your phone Read an e-mail
- Had a complex conversation Plugged an address into GPS
- Selected music on your phone Picked an item up off the floor
- Wrote something down Liked a post on social media
- Texted someone Watched a video
- Video chatted Took a photo
- Reached into the back seat Ate a snack
- Made a hand-held phone call Searched through the console
- Searched through your contacts Surfed the web
- Sent an e-mail Groomed yourself in mirror

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