

TALKTEXT!CRASH

APRIL IS **DISTRACTED DRIVING AWARENESS MONTH.**

The Texas Department of Transportation (TxDOT) announced that April is National Distracted Driving Awareness Month and is launching *TalkTextCrash*. The campaign, designed to raise awareness of the dangers associated with distracted driving, encourages Texans to put down their cell phones and to eliminate any cause of distraction while driving. Radio PSAs will air throughout the month of April to remind drivers to “hang up and drive.”



WHAT IS **DISTRACTED DRIVING?**

Distracted driving is defined as any non-driving activity a person engages in while operating a motor vehicle. Distracted driving activities include conversing with passengers, eating, smoking, manipulating dashboard controls, reaching for something inside the vehicle, and talking or texting on a cell phone.

WHY FOCUS ON **CELL PHONES?**

Cell phone use is one of the most common and major causes of traffic crashes and fatalities related to distracted driving. The National Highway Traffic Safety Administration (NHTSA) reports that at any given moment during the daylight hours, 672,000 vehicles are being driven by individuals using hand-held cell phones. In 2009, cell phone use in Texas attributed to 3,308 crashes, 41 of which were fatal.

DISTRACTED DRIVING FACTS

NATIONALLY

- In 2009, 5,474 people were killed in crashes involving driver distraction.*
- Drivers who use hand-held devices behind the wheel are four times as likely to get into crashes serious enough to injure themselves or others.*
- The proportion of fatalities reportedly associated with driver distraction increased from 10 percent in 2005 to 16 percent in 2009.*
- Drivers under 20 years of age represented the highest proportion of distracted drivers (16%) involved in fatal crashes.*

*NHTSA

IN TEXAS

- Nearly one in four crashes in Texas involves driver distraction.**
- In 2009, over 100,000 vehicles were involved in crashes in which distraction in the vehicle, driver inattention, or cell phone use was cited; 408 of those crashes were fatal.**
- 42 percent of urban teens and 48 percent of rural teens text while driving.***
- 81 percent of Texans believe that texting while driving is worse than it was five years ago.***

TxDOT *Texas Transportation Institute

FIND OUT MORE:

For more information about distracted driving, visit www.distraction.gov.

For more information about the Texas Department of Transportation, visit www.txdot.gov.

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