

## DID YOU KNOW?

### MCDs:

- Create cognitive distractions for drivers
- Cause drivers not to see 50% of their driving environment and surroundings
- Impair reaction time more than alcohol
- Are the leading distraction causing motor vehicle crashes
- Used in hands-free mode are not safer due to the same cognitive distraction
- Are banned either entirely or with provisions in 64 countries
- Specifically, texting on MCDs, was banned for US government contractors in Executive Order 13513
- Are subject to varying regulations depending on country and locality

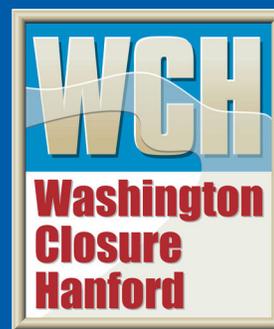
### Of the 2,004 companies responding to a National Safety Council survey:

- 58% had a cell phone policy
- 23% prohibit both hand-held and hands-free use
- 99% reported no decrease in productivity



### REMEMBER:

- Distractions from cell phone use while driving are now among alcohol and speeding as leading factors in fatal and serious injury crashes.
- A hands-free cellular telephone is not safer than a hand-held cellular telephone when driving.



## Information Pamphlet



# Use of Mobile Communication Devices (MCD) While Driving

*“Most Americans are in denial, driving with the false sense of security that hands-free devices are somehow safer, which could be a deadly mistake.”*

*– Peter Kissinger, President  
AAA Foundation for Traffic Safety (2008).*





## WHAT IS AN MCD?

Any portable wireless or connected device (hand-held or hands-free).

Examples include:

- Mobile/cell phones
- Blackberry
- iPhone
- iPad
- Pagers
- Two-way radios\*
- PDAs
- Other portable electronic devices that cause driver distraction (e.g., MP3, GPS, iTouch)

\* NOTE: Under specific operational controls, two-way radios may be used during work operations where communication between equipment operator and assisting personnel or for traffic control purposes is required and/or during emergency situations.

The Transport Research Laboratory, in the United Kingdom, found that drivers using an MCD presented a **greater danger** than individuals driving under the influence of alcohol.

### Driving Drunk

vs.

### Using MCDs While Driving Sober

Reaction Time Is Slowed By **21%**

Reaction Time, When Texting, Slowed By **35%**

Steering Control, When Texting, Decreased By **91%**

Use Of Hands-Free Kits Slowed Reaction Time By **30%**

## ACCIDENT FACTS (USA ONLY)

Total number of vehicle accidents per year (2008 – 2009): **5 million**, of those:



Accidents caused by cell phone use while driving **28%**

Accidents caused by cell phone conversations

Accidents caused by text messaging while driving **81%**

of ALL accidents are due to the use of cell phones

of accident crash survivors admit to using cell phones (speaking or texting)

Car and Driver Magazine tested the actions of drivers under specific conditions: it measured the stopping distances of drivers that were legally drunk against those that were sober but engaged in either reading or sending text messages.

**The study concluded that driving while reading or sending text messages is more dangerous than driving while intoxicated.**

Condition	Behavior	Action	Speed	Distance Traveled
Legally Drunk	Driving	Braking	70 mph	4 feet beyond baseline
Sober	Driving & reading e-mail	Braking	70 mph	36 feet beyond baseline
Sober	Driving & sending text	Braking	70 mph	70 feet beyond baseline

MCD Task	Increased Risk of Crash
Hands Free Use of Cell Phones (including Bluetooth):	<b>4.0 x</b>
Use of voice-activated dialing:	<b>13.0 x</b>
Light Vehicle	
Dialing	<b>2.8 x</b>
Talking/Listening	<b>1.3 x</b>
Text Messaging	<b>17.0 x</b>
Heavy Vehicles/Trucks	
Dialing	<b>5.9 x</b>
Talking/Listening	<b>1.0 x</b>
Text Messaging	<b>23.2 x</b>

