

Working together for safe highways



Under a Cooperative Agreement with the ALLSTATE Foundation, the ASPIRA Association is implementing traffic safety and distracting driving activities for Hispanic youth and parents. Several factors point to the value of education efforts to create awareness on distracted driving.

Driver distraction is a serious and potentially deadly threat. According to NHTSA, in 2008 5,870 people lost their lives and an estimated 515,000 people were injured in police-reported crashes in which at least one form of driver distraction was reported on the police crash report. Distracted driving is a tendency to multi-tasking while driving. It includes distractions such as the use of GPS devices, cell phones, texting, iPod use, smoking, holding a beverage, putting on lipstick or nail polish, and interaction with children or others in the car while driving.

ASPIRA encourages youth to use the *ASPIRA AAA Process* around this issue:

- **Awareness:** to become aware of the issue in their community;
- **Analysis:** to analyze the consequence of this issue;
- **Action:** to take action to address the Distracted Driving issue in their community.

The following statistics relate specific to distractions for drivers.

Distraction % of Drivers	
Outside person, object or event	29.4%
Adjusting radio, cassette, CD	11.4%
Other occupant in vehicle	10.9%
Moving object in vehicle	4.3%
Other device/object brought into vehicle	2.9%
Adjusting vehicle/climate controls	2.8%
Eating or drinking	1.7%
Using/dialing cell phone	1.5%
Smoking related	0.9%
Other distraction	25.6%
Unknown distraction	<u>8.6%</u>
	100%

Resource: NHTSA, 2009

Pictures:



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Useful links:

- NOYS www.noys.org
- ALLSTATE <http://www.allstate.com/foundation.aspx>
- NHTSA <http://www.nhtsa.gov/>