

Parents: worried about your teens driving?



What have you been teaching your children about distracted driving?



Teens whose parents drive distracted are more than twice as likely to also drive distracted.

University of Michigan TRF and Toyota, November 2012.

Our children learn from us—good and bad behaviors.

What excuses do we give for taking chances while driving?

- "I am a good driver"
- "I have never been in a crash"
- "It's just for a few seconds"
- "Nothing bad will happen"
- "I can multi-task"

88% 

67% 

More than 88% of those surveyed feel a threat to their safety from the use of cell phones by other drivers but more than 67% continue to use cell phones themselves.

AAA Foundation for Traffic Safety, November 2013, Traffic Safety Culture Index.

My daughter Casey was killed by a distracted driver



Joel Feldman, Founder of EndDD.org holding a photo of his daughter Casey Feldman (1988-2009).

I stopped driving distracted only after my daughter Casey was killed.



EndDD.org is a campaign of the Casey Feldman Foundation.

CONTACT US toll-free at 855-363-3478 or info@EndDD.org

DISTRACTED DRIVING CHANGES LIVES FOREVER



"He was a husband, father and about to be a grandfather..."

Distracted driving is more than texting or using our cell phones. It is any activity which takes our hands off the wheel, eyes off the road or mind off the primary task of driving.

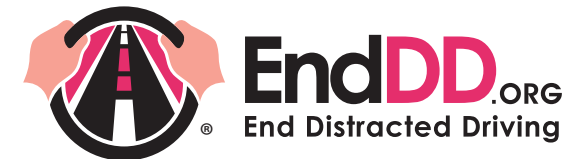
More than 10 people are killed and 1000 injured every day from distracted driving.

US DOT www.distraction.gov

Be the driver you want your teen to be

Are we lucky drivers... or safe drivers

What will it take for you to change the way you drive?



What can we do to end distracted driving?

Each of us has the power to save lives—Distracted driving crashes are 100% preventable



Parents

If you have driven distracted with your children in the car, change the way you drive today. Model safe non-distracted driving every time you drive.



Teens

You have the power to decide how you will drive and how you expect to be driven by others. **Friends don't let friends drive distracted**—when driven distracted by others speak up, protect yourself and let others know you care about their safety.



Employers

Talk with your employees about safe non-distracted driving and establish cell phone policies for your employees. Encourage them to speak with their families about safe driving. Lead by example.



Raise Awareness

Our distracted driving presentation was developed in collaboration with Children's Hospital of Philadelphia. Schedule a distracted driving presentation in your school, community, organization or workplace by contacting info@EndDD.org.

The fatal crash rate for teens is 3 times greater than for drivers age 20 and over.

Insurance Institute for Highway Safety, March 2014

Motor vehicle crashes are the leading cause of death for teens. The majority of serious teen crashes are caused by 3 factors: excessive speed, lack of scanning and driver distraction.

Children's Hospital of Philadelphia CIRP, Teen Driver Source, April 2011.

Teens are reducing distracted driving crashes by:

1 Choosing to drive distraction free and implementing a written plan to do so—even if their parents, siblings and friends drive distracted.

2 Modeling safe driving behaviors for friends and younger siblings.

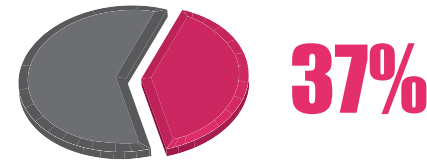
3 Speaking up when they experience distracted driving as passengers because they care about the safety of their driver.

4 As passengers, assuming responsibility with the driver for arriving safely by offering safe alternatives to distracted driving.

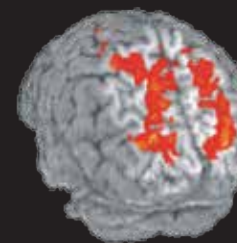
Cognitive Distractions: Safe driving requires our brains to be focused entirely on driving.

Even hands-free devices that require concentration are distracting.

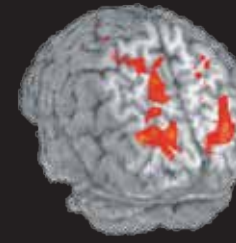
- **There is no safety benefit conferred by going from a hand held to hands-free cell phone.**
National Safety Council (NSC) White Paper. Understanding the Distracted Brain, 2010.
- **Voice-to-text technologies in cars are no safer than manual texting.**
Texas A&M Transportation Institute, April 2013.
- **Hands-free is not risk-free.**
Measuring cognitive distractions in the automobile. Strayer, et al, University of Utah and AAA, June 2013.



Trying to multi-task while driving can easily overload our brains and result in up to 37% of brain resources needed for safe driving being diverted to performing the secondary task.
Just, et al., Carnegie Mellon, Brain Research, 2008.



Driving Alone



Driving with a cognitively demanding secondary task

If you have driven distracted you will be tempted to continue to drive distracted.

Habits are tough to change—it takes hard work, commitment and a plan to change habits. No one intends their distracted driving to cause a crash—but intentions are not enough.

What is your plan to drive distraction-free?

Download the Family Safe Driving Agreement at EndDD.org/Family-Safety/.

"The EndDD.org program is unique in that it is scientifically guided, evidence based, has a training component and includes an evaluation process."

— Lela Jacobsohn, PhD and
Flaura Winston, M.D, PhD.

Center for Injury Research and
Prevention, Philadelphia's Children's Hospital



We need all of our brain's resources for safe driving.