

April 2023

Traffic Safety Newsletter Distracted Driving



**DRIVING UNDER THE
INFLUENCER?**

**You don't drive drunk.
Don't drive distracted.**

Distracted driving is just as dangerous as drunk driving. Never drive distracted. Always keep your eyes on the road. It's that simple.

 **BE ALERT
ARRIVE ALIVE DE**

[ArriveAliveDE.com/Be-Alert](https://www.arrivealivede.com/be-alert)

April is National Distracted Driving Awareness Month. **Ending distracted driving is everyone's responsibility.** Between 2011 and 2020, nearly 32,483 people died in crashes involving a distracted driver in the United States. In 2020 alone, NHTSA reports that there were 3,142 deaths linked to distracted driving nationwide, which accounts for 8% of all fatalities. In that same year, there were 587 non-occupants killed in crashes involving a distracted driver.

In Delaware in 2022:

- 26% of drivers involved in distracted driving crashes were between the ages of 20 and 29, with 61% of those being males.
- 24 distracted-driving-related deaths occurred, resulting in 15% of the overall fatalities for the year.
- Distracted driving crashes occurred most often between the hours of 2 PM and 7 PM, with Friday having the highest number of crashes.
- These numbers are already high, but may be even higher. Distracted driving crashes are often underreported.

Distractions to Avoid

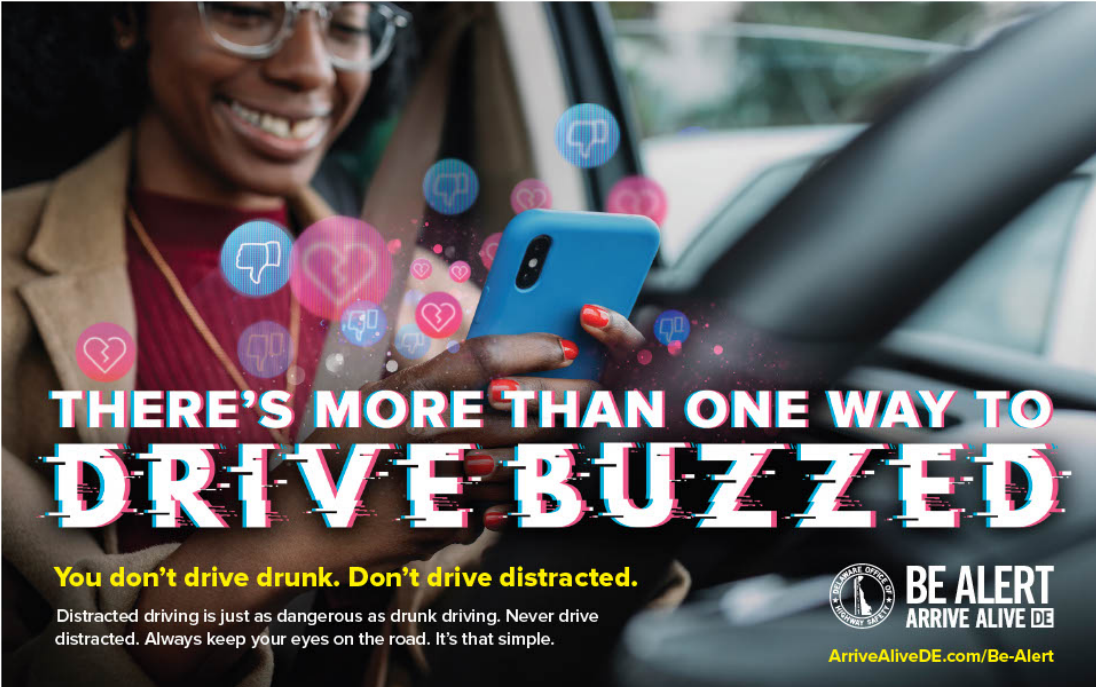
There are many distractions in our cars daily: a tempting text message, a hot coffee in the morning, skipping the annoying song on the radio, and many more. Other distractions include, but are not limited to:

- Searching for items in a purse or wallet
- Checking the GPS
- Watching a crash on the side of the road
- Securing a seat belt
- Talking with passengers
- Reaching for an item that has fallen on the floor

Did you know that it takes your brain 13 seconds before it refocuses on the road after looking at a cell phone? These could be seconds that you need to avoid a collision. Don't let the fear of missing out cause you to miss out on the rest of your life.

Learn
More


How to Limit Distractions



**THERE'S MORE THAN ONE WAY TO
DRIVE BUZZED**

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Limiting distractions in your vehicle is in your hands! Driving should have your undivided attention. Here are some things that you can do to keep your focus on the road:

- Use a cell phone for emergencies only
- Set your phone to "Do Not Disturb" while driving
- Download an app that silences calls and texts while your car is

- in motion
- Multitask when you're outside the car
- Avoid eating/drinking while driving
- Secure children and pets
- Put makeup on at home
- Set temperature controls before you start moving

[Learn
More](#)

Test Your Knowledge

THE GREAT ESCAPE

FROM DISTRACTED DRIVING



Welcome drivers. Your engine has been locked!
Find the 8 Keys to distraction-free driving and you'll reveal tasks to complete before you get moving. When you find them all, you'll have the keys to safer driving!

START

Head over to [our website](#) to test your knowledge of distractions in the vehicle. Can you find all eight distractions present? While you're there, check out the 5-Second Rule Distracted Driving Tool.

Visit us on [Facebook](#), [Twitter](#) and [Instagram](#) and follow [#ArriveAlive](#) and [#JustDrive](#).

Ending Distracted Driving Begins with YOU

In your vehicle, you can control and limit your distractions. [Take the pledge](#) and commit to driving phone-free. Pledge to:

- Protect lives by never texting or talking on the phone while driving.
- Be a good passenger and speak out if the driver in the car is distracted.
- Encourage friends and family to drive phone-free.

Be the example: put your phone away when you get behind the wheel. If you are expecting an important message, designate a passenger in the vehicle as a "designated texter." This person can answer the calls and text messages. Encourage family and friends to also take the pledge to end distracted driving. Say something if you see a friend driving distracted, and encourage them to call you out on your own distracted driving behaviors.

Texting while driving is an illegal, ticketable offense in 48 states (including Delaware), the District of Columbia, Puerto Rico, Guam, and the U.S. Virgin Islands. Click the image below to read about NHTSA's U Drive. U Text. U Pay. campaign.



Traffic Safety Spotlight

"What Will it Take for Us to Change the Way We Drive?"
Joel Feldman

My wife asked this question during an interview for a [U.S. Department of Transportation public service announcement](#).

A year earlier our daughter Casey had been killed by a distracted driver. We were struggling not only to come to terms with her death, but also the senseless actions that led to her death. At the time, I had no idea what the answer to her question could be.

However, today, I can answer that question with confidence.

Changing the way we drive will require us to change the way we think about distracted driving. We are offended when we see others driving distracted. But isn't it just as offensive when we do it? We tell our children not to drive distracted, yet we drive distracted. At many levels distracted driving is a story of hypocrisy.

Most adults describe distracted driving as "dangerous and risky." But our children describe it very differently. During the past 6 months, while working with the Delaware Office of Highway Safety, I have presented to more than 1,000 Delaware teens. Teens consistently describe distracted driving as "selfish and disrespectful." They make it about the person and not so much the situation. Thinking about distracted driving as our children do is far

more likely to make distracted driving socially unacceptable. I have worked with many individuals who believed they could drive distracted with impunity because "they were good drivers," "they could handle it" and that texting "only takes a few seconds." They came to me through various court systems to complete their community service hours. They had killed, or maimed others, while driving distracted.

They have changed the way they think about distracted driving. I changed the way I drive after my daughter was killed by a distracted driver. Must it take a tragedy for all of us to change the way we drive?

Joel D. Feldman is an attorney with the Philadelphia law firm of Anapol, Weiss. He is the founder of EndDD.org (End Distracted Driving) and has spoken with more than 200,000 teens and adults since his daughter Casey was killed by a distracted driver. He can be reached at info@EndDD.org

Tools For Employers

Are you a Delaware employer looking to raise distracted driving awareness amongst your employees? Download and distribute a copy of the free resources from the links below (in English and Spanish) to aid you and your company in your distracted driving awareness goals. If you need more resources like this, please contact our office.

**Sample Employer
Distracted Driving
Policy/Memo (English)**

**Sample Employer
Distracted Driving
Policy/Memo (Spanish)**

Thank You

The Delaware Office of Highway Safety would like to extend our gratitude and thanks to all of our corporate partners! We would love to highlight partners who share our traffic safety mission or have a similar traffic safety mission. Who are we missing? Share groups that we need to connect with to aubrey.klick@delaware.gov.

Join Our Mailing List



Aubrey Klick
302-387-2324
Aubrey.Klick@Delaware.gov

For more information and tools, please visit arrivealivede.com or call our office at 302-744-2740.

Delaware Office of Highway Safety | 800 S Bay Road , Dover , DE 19901

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