

# The Dangers of Texting and Driving

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# Objectives

- Identify forms of distracted driving
- Outline facts related to cell phone use, texting and driving
- Identify tools to educate and empower others for increased safety

# What is ***Distracted Driving***?

- Texting
- Using a cell phone or smartphone
- Eating and drinking
- Talking to passengers
- Grooming
- Reading, including maps
- Using a navigation system (GPS)
- Watching a video
- Adjusting a radio, CD player, or MP3 player

80% of crashes  
and 60% of near crashes involved  
some form of driver inattention within  
3 seconds of the incident

- 74% of American drivers admit to distracted driving
- 57% of American drivers admit to texting behind the wheel
- 89% of Americans think sending txts or emails while driving is distracting, dangerous, and should be outlawed



## Is it *really* so dangerous?

- “I’m good at multi-tasking”
- “I mean, how long does it really take—it’s quicker than a phone conversation and I can just take a look to see what my friend wanted to tell me...or tell my parents I’m on my way home...wouldn’t that be okay?”
- What about hands-free devices?

*Research indicates that the cognitive distraction of a hands-free device causes drivers to miss the important visual and audio cues that would ordinarily help you avoid a crash.*



# TEXT MESSAGING

lol no im nt bsy im only drving


# Key to reversing the trend??

- Educate
- Educate
- **Educate**



# ***3 Different Kinds of Distractions***

1. Visual 

2. Manual 

3. Cognitive 

# Texting involves *all three*.

2009 study at VT Transportation Institute :

Risk of crash while texting is

**23.2 times higher** than non-distracted driving!

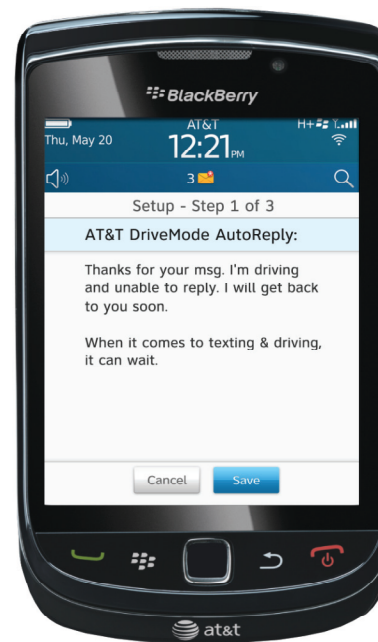


Writing OR reading a text message  
takes your eyes off the road for an  
average of 4.6 seconds



# Using technology for the positive

At&T has a movement that's catching on:  
***“Don't Text and Drive...It Can Wait”***



# AT&T DriveMode™

- App automatically sends auto-reply message to incoming texts
- Customizable message
- Must be enabled and vehicle moving 25 mph
- Free to AT&T customers only
  - Android: Google Play
  - BlackBerry App World™



# **“Textecution”**

- for Android phone, like the T-mobile MyTouch
- Uses onboard GPS to detect speed phone is traveling, and disables texting functions if deemed to be in a car
- If teen’s moving too fast, but not the driver, (e.g., riding a bus to a soccer game), he/she can send a request for access which alerts parent—who can enable texting

[www.itcanwait.com](http://www.itcanwait.com)

## **Safe Driving Checklist for Teens**

- Take the Pledge(s) BFF, Parent & Teen  
Be Smart/Be Caring/Be in Control/Be a True BFF/Be an example
- Curb the Urge (apps.)
- Make it a Family Affair
- Hammer Home the Message: “The Last Text,” documentary with real stories
- Know the Cost—health/financial/law-related

**No text is worth dying for.**

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**[www.distraction.gov](http://www.distraction.gov)**  
**[www/distraction.gov/teens](http://www.distraction.gov/teens)**

- Official U.S. Government Website for Distracted Driving
- Facts
- Pledge
- Downloadable materials  
(for teens, parents, educators, employers, community groups)

**ONE TEXT OR CALL COULD**  
**WRECK**  
**IT ALL**

## Other...

- Be a good *passenger*...**speak up** if the driver in your car is distracted
- **Spread the word** to your family and friends about the dangers of distracted driving

# Positive Beliefs Outweigh Negatives

## National Young Driver Survey

(research from The Children's Hospital of Philadelphia)

*"...teens put more weight on safety-related beliefs over those that are purely social."*

*"The positive belief of paying attention to their driving was more important than the negative beliefs of seeming less social and missing out on gossip or important news."*

Jessica Hafetz, PhD.

# Tips for Parents

- Teens don't respond well to restrictions that appear punitive or controlling, or single them out as a group
- Acknowledge that teens want a cell phone with them in case of emergency
- Convey clear message never to use the cell phone while driving

# Positive Practices

- Complete calls or texts before starting the car
- Know directions before you're on the road, rather than relying on a call or GPS to show the way; *pre*-set your navigation system
- Check in w/ parents or friends only *after* you arrive, **not during your drive**
- Pull over to a safe place for urgent calls or have a designated caller/responder/texter



# References:

[www.distraction.gov](http://www.distraction.gov)

[www.nhtsa.gov](http://www.nhtsa.gov)

[www.itcanwait.com](http://www.itcanwait.com)