



# Focus.

According to the CDC, nine people in the United States are killed every day in crashes that are reported to involve a distracted driver. Defined as any activity that takes a person's attention away from the primary task of driving, distracted driving is an ever-increasing problem as more and more technology creeps into our vehicles, dividing our focus. Texting, cell phone use, eating, changing the radio station, or even conversing all count as distracted driving.



## Tips to avoid distracted driving

Many everyday activities people engage in while driving can be distracting. Cell phone use is one of the most significant risks, as it causes visual, manual, and cognitive distractions. People tend to think they are good at multitasking, especially while driving; however, study after study has found that the brain cannot give full attention to more than one task at a time. Distracted driving can cause life-changing injuries and even fatalities.

To help limit distractions, plan your route before starting the trip:

- Set your GPS navigation before starting out.
- Set bluetooth, climate controls and other settings before putting it into Drive.
- Don't eat while driving.
- Set your cell phone to send an automatic text to inform callers that you are driving and will contact them later.

**Using a cell phone while driving reduces your focus on driving by 37%.**

