

## Distracted Driving

Almost every driver thinks he or she is a very good driver. If you are a "good" driver, or, if you "BELIEVE" you're a good driver, here is something you CAN believe. Driving today is dangerous, even for very good drivers, because there are so many inexperienced drivers, very young drivers, drivers in a rush, distracted drivers, angry drivers and just so many vehicles on the highways.

Driving during the time that you are "distracted" or your attention is "divided", you are driving *poorly* and you are certainly not watching out for other distracted drivers. You are not super-human. No one is. There are numerous distractions such as "day-dreaming", problem-solving, texting, talking on the phone, changing lanes, reaching for something, eating, etc.



Ever hear the terms "passive" and "active" referred to in other applications? We could use these terms in discussions about driving distractions. Examples of "passive distraction" could be simply that

the driver is deep in thought about a problem or a possible solution to a problem, ill or fatigued. "Active" distraction might include reaching for the radio, texting, reading e-mail on your phone, reading printed material, etc. Talking on the phone is probably both "active" and "passive". When applied to this or any other activity, the effect, whether "active" or "passive," is the same. They both have an effect on the primary task.



Multi-tasking has become prevalent in our society. Most people probably think they are good at it. Undoubtedly, some simple things can be done simultaneously.

However, try this "simple" test - snap your fingers on one hand and rub your thumb and index finger together on the other. Can you do it well, without pausing one?

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# The Communiqué



There are difficult things that can be done seemingly at the same time, but in reality, the person is quickly switching back and forth between the two tasks. The brain is forced to pause and refocus in the interim between changes in tasks. The brain

cannot fully focus when multi-tasking and this causes the total time to expand to completion and predisposes the tasks to error. There have been recent studies on the subject but common sense tells us that if the task is dangerous, don't try to multi-task. You need all of your attention directed at the dangerous task. In this case, that's driving. There are countless other examples of peoples' activities that would be even more dangerous if attention were divided or distracted. You would probably have difficulty attracting the attention of a mountain climber during a dangerous climb, or an airplane pilot during take-off. Driving is ALSO dangerous – believe it!



In addition, there are "forces" in action while you're moving down the street or highway; speed has a tremendous effect on

those forces. These forces do not allow for the time it takes to refocus if your attention is divided. Any quick maneuvers and the forces take over. Crash reconstruction reveals many things and we have a plethora of information from these and other studies. If you have ever had a "close call" or a "near miss" and you were lucky, learn from it, because the next time might not be forgiving.

Make a conscious decision to pay strict attention to your driving, every time you start to drive. Put the phone down, set aside any other activity, leave in time or just be late but don't rush. Moreover, don't let your mind wrestle with a problem or you'll be wrestling with a mass of twisted metal.







WHEN YOU'RE  
TEXTING WHILE  
**DRIVING.**

YOU'RE NOT REALLY  
**DRIVING.**





*If your attention is divided when you're on the road,  
the road only gets half of your attention.*





IF YOU PUT ON  
**MAKEUP**  
WHILE DRIVING,  
YOU MIGHT NEED  
**MAKEUP**  
TO COVER THE SCARS.





Trying to focus on two things while you're driving  
means you're not focused on driving.





A halftone background image of a person's face, specifically the mouth and chin area, with a feeding tube inserted. The image is rendered in shades of blue and black, with a grainy, dotted texture.

ONE SECOND YOU'RE

**EATING**

AND DRIVING,

THE NEXT YOU'RE

**EATING**

THROUGH A  
FEEDING TUBE.





When you look at something in your hand,  
you look at nothing out your windshield.







**SI ESTÁS  
TEXTEANDO,  
NO VAS  
MANEJANDO.**





*Si tu atención está dividida mientras vas manejando, significa que solo la mitad de tu atención está en la carretera.*







# COMER

MIENTRAS VAS MANEJANDO

PUEDE LLEVARTE A SER

# ALIMENTADO

POR MEDIO DE  
UN TUBO.





Cuando te fijas en algo que llevas en la mano,  
no te estás fijando en lo que está afuera del parabrisas.





**SI TE  
MAQUILLAS  
MIENTRAS VAS  
MANEJANDO,  
DESPUÉS NECESITARÁS  
MAQUILLAJE  
PARA CUBRIRTE  
LAS CICATRICES.**





*Intentar enfocarte en dos cosas mientras vas manejando significa que no vas enfocada en la carretera.*





**HACER**  
**VARIAS COSAS**  
**MIENTRAS VAS MANEJANDO**  
**CONDUCE A CHOQUES DE**  
**VARIOS VEHÍCULOS**  
**EN CADENA**