



DROWSY, DISTRACTED, OR FOCUSED... YOUR DECISIONS DRIVE YOUR SAFETY.

METEORITE
HITS BUICK

Witness Believes UFO Caused Traffic Crash

Tree Falls on Delivery Car

Careening
Turtle Causes
Freak Crash

*Actual headlines from crashes
in which, fortunately, no one was
seriously injured!*

Fortunately, these kinds of crashes are rare—which is why they make headlines. Although sometimes there is little a driver can do to prevent a crash, the truth is most motor vehicle crashes are not random or unavoidable events. In fact, **94%** of crashes are a result of things **drivers** do or don't do behind the wheel!¹ Meaning that nearly all crashes are **preventable**. The good news is, if your behavior behind the wheel—or before you get behind the wheel—is raising your crash risk, you can do something about it! The first step is taking time for a little self-reflection to gain awareness.

During Drive Safely Work Week™, we will look at behaviors that increase crash risk, help you determine the extent to which they may be increasing your risk, and provide tips to aid in adopting safer driving practices.

WHAT'S REALLY CONTRIBUTING TO CRASHES?

Keep in mind, it's often a combination of behaviors...

DROWSY DRIVING

A factor in more than 328,000 traffic crashes each year, resulting in more than 109,000 injuries and 6,400 deaths.²

21% OF CRASHES IN WHICH A PERSON WAS KILLED INVOLVED A DROWSY DRIVER

DISTRACTED DRIVING

In 2014, 3,179 people were killed and an estimated 431,000 were injured in motor vehicle crashes involving distracted drivers.³

10% OF FATAL CRASHES INVOLVED A DISTRACTED DRIVER
18% OF INJURY CRASHES INVOLVED A DISTRACTED DRIVER

SEAT BELTS

Seat belts keep drivers in place and better able to control the vehicle if they are hit by another driver.

WEARING A SEAT BELT REDUCES RISK OF SERIOUS INJURY OR DEATH BY NEARLY **50%** FOR FRONT-SEAT OCCUPANTS INVOLVED IN A CRASH⁷

FOLLOWING TOO CLOSELY

A major contributor to rear-end collisions.

50% OF CRASHES INVOLVING TWO VEHICLES ARE REAR-END COLLISIONS⁶

IMPAIRED DRIVING

Some over-the-counter and prescription medications can also impair driving.

33% OF TRAFFIC FATALITIES EVERY YEAR SINCE 1994 INVOLVED A BLOOD ALCOHOL LEVEL (BAC) OF .08% OR ABOVE⁴

SPEEDING

One of the most prevalent factors in fatal crashes.

28% OF FATAL CRASHES INVOLVED SPEEDING⁵

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References for all pages can be found at <http://trafficsafety.org/dsww/dsww-2016-materials/references>

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GOT KIDS?

SETTING THE RIGHT EXAMPLE

Remember, they'll do what you do.

Even if your kids are far from the driving age, demonstrate now the behavior you'll expect later on from them. Set the right example by silencing and stowing mobile devices while driving, driving at a safe speed for weather and road conditions, focusing on the driving environment, and always buckling up, no matter the length of the trip.

RISK TAKING AND THE TEENAGE BRAIN

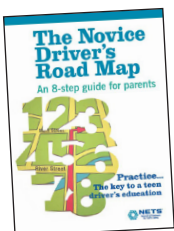
A teenager's brain is still developing (through the mid-twenties!⁹) and prone to seeking rewards that, in effect, encourage risky driving behavior. Studies show that knowing a behavior is risky does not stop teen drivers from engaging in it.

Graduated Driver Licensing (GDL) laws are designed to allow teens to gain driving experience under the safest possible conditions. To do this, state GDL laws limit nighttime driving, driving with teen passengers, and use of mobile devices behind the wheel.

Be sure to know your state's law and take a look at the laws in other states—you may want to use those with greater restrictions to amplify the rules you set for your teen. Visit www.iihs.org/ for the list of state GDL laws.

Take an even more active role in helping your teen learn to drive by using

the *Electronic Novice Driver's Road Map*[™] available at www.trafficsafety.org. This guide was developed by NETS and is free of charge.



DON'T IGNORE WARNING SIGNS

Most of us think we are pretty good drivers. We think it's the other drivers out there who are causing the problems. But year after year, an annual AAA survey⁸ finds many drivers admit to engaging in the same dangerous behaviors that they criticize as being "unacceptable" in others. Clearly, we should be alert at all times for risky drivers and be ready to respond accordingly. But there may be signs (aside from being involved in one or more recent crashes) that no one should ignore concerning his or her own driving practices. Things like:

A SPEEDING TICKET OR WARNING FROM AN OFFICER

For many, the first instinct is to focus attention on the unexpected expense of the ticket and possible increase in our insurance premium. But take a minute to think about why speed limits are enforced to begin with (road configuration, heavy pedestrian activity, etc.) and consider it a warning sign that you may have developed habits that are in need of adjustment.

COMMENTS FROM PASSENGERS

Have you been blessed with a back-seat driver in the family? As annoying as that can seem, they may be telling you something you need to hear.

A CLOSE CALL

Had to hit the horn, make a hard stop or swerve to avoid a collision? Take time to reflect on what happened. Analyze the situation to see what you can learn from any mistakes you may have made that contributed to the "close call."

EXPERIENCING BRAIN FOG

Have you missed turns? Suddenly noticed vehicles close by that seemed to have appeared out of the blue? It's important to tune in to instances of tuning out and work to identify the cause for the fog, whether it be insufficient sleep, allergy medication or something else.

GOT A 'TYPE A' PERSONALITY?

Goal-oriented? Constant sense of urgency? Dislike unproductive time? Tend to multi-task? Impatient?

If this sounds like you or someone close to you, read on. Several studies have concluded it's possible that the traits that make people 'Type A' personalities could put them at greater risk for a traffic crash. In one study, Type-A personality drivers self-reported being involved in more crashes and displaying more aggression on the road than average drivers. They also reported being more impatient and received more tickets for driving violations than those scoring lower on the Type-A scale.¹⁰

If you think you might be Type A, a little self-awareness could go a long way. Be mindful of the personality traits that could increase your risk of a crash and work to mitigate them.



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