



A NATIONAL MOVEMENT TO END DISTRACTED DRIVING

What is **Distracted Driving**?

Distracted driving is any non-driving activity a person engages in that has the potential to distract him or her from the primary task of driving.

There are three main types of distracted driving.

Visual: taking your eyes off the road

Manual: taking your hands off the wheel

Cognitive: taking your mind off the task of driving

Texting while driving involves all three types of distraction. (*Source: NHTSA*)

Distracted driving is an epidemic that is sweeping our country, claiming lives and destroying families. In 2008, nearly 6,000 people were killed and more than half a million were injured in crashes involving a distracted driver, according to the National Highway Traffic Safety Administration (NHTSA).

Cell phone use while driving delays a driver's reactions as much as a .08 blood alcohol concentration, according to a University of Utah study. You wouldn't put your friends and family in a car with a drunk driver, so why would you put them in equal danger by talking or texting while driving? Today, an estimated 11 percent of vehicles during daylight hours—one in ten—have a driver who is using a phone, according to data from NHTSA.

If you think you can call, text and drive at the same time, you cannot. That text message or call that just can't wait could kill. To combat this distracted driving epidemic, Oprah Winfrey and Harpo Studios are launching a new public service announcement campaign and joining forces with some of the country's preeminent transportation safety organizations in a nationwide effort to make every car a No Phone Zone.

No Phone Zone is a large-scale effort to honor victims of distracted driving, while also educating and inspiring Americans to end the deadly driving habits that result in senseless tragedies and loss.

Stats to back it up:

- In 2008, 5,870 people were killed and an estimated 515,000 people were injured due to distracted driving, according to the National Highway Traffic Safety Administration (NHTSA).

- Cell phone use while driving delays a driver's reactions as much as a .08 blood alcohol concentration, according to a University of Utah study.
- Today, an estimated 11 percent of vehicles during daylight hours – one in 10 – have a driver who is using a phone, according to data from NHTSA.
- Research shows that when drivers turn off their cell phones, they are four times less likely to get into crashes serious enough to cause injury, according to a 2005 study by the Insurance Institute for Highway Safety.
- The proportion of drivers reportedly distracted at the time of a fatal crash has increased from 8 percent in 2004 to 11 percent in 2008, according to NHTSA.

Nationwide Efforts

Twenty-three states and the District of Columbia, now ban text messaging for all drivers. While no state has endorsed a full ban on all types of cell phone use (hand-held and hands-free) for all drivers, 24 states and the District of Columbia ban all cell phone use by novice drivers. (*Source: Governors Highway Safety Association*)

In a 2009 survey of National Safety Council members, 58 percent said their organization had a cell phone policy of some kind. Of those, 99 percent said the policy resulted in no decrease in productivity. (*Source: National Safety Council*)

Communicating the Distracted Driving Issue

Cell phone use and texting are two of the most prevalent and most dangerous examples of distracted driving. A recent National Safety Council estimate finds at least 28 percent of motor vehicle crashes in 2008 – 1.6 million crashes – were due to cell phone use and texting.

Is driving and talking on a hands-free device safe and acceptable?

Research shows that there is no significant difference between hand-held cell phone use and hands-free cell phone use – both are dangerous because of the cognitive distraction the driver experiences, and the other member of the conversation cannot catch what the distracted driver misses. According to a University of Utah study, using a cell phone use while driving, whether it's hand-held or hands-free, delays a driver's reactions as much as having a blood alcohol concentration at the illegal limit of .08 percent.

Is texting while driving more dangerous than talking on your cell phone while driving?

All forms of cell phone use are dangerous, but texting while driving is the easiest target. Texting and e-mailing pulls a driver's eyes, hands and mind away from driving. It is this three-fold risk that has led 23 states and the District of Columbia to ban texting for all drivers.

What is No Phone Zone?

No Phone Zone is a nationwide effort to honor victims of distracted driving, and to educate and activate the American public to end the deadly driving habits that killed nearly 6,000 in 2008.

To combat our country's distracted driving epidemic, Oprah Winfrey and Harpo Studios are taking a stand against distracted driving, launching a new public service announcement campaign and joining forces with some of the country's preeminent transportation safety organizations in a nationwide effort to turn all cars into a No Phone Zone.

What is the No Phone Zone pledge?

By signing Oprah's No Phone Zone pledge, drivers agree to make their car a No Phone Zone and refrain from using their phone while driving, eliminating distractions from incoming calls, texts or e-mails. More than 175,000 people to date have signed the No Phone Zone pledge at Oprah.com.

What does the No Phone Zone pledge entail?

By signing the No Phone Zone pledge, drivers agree to make their car a No Phone Zone and refrain from using their phone while driving, eliminating distractions from incoming calls, texts or e-mails. To date, more than 175,000 people to date have signed Oprah's No Phone Zone pledge at Oprah.com/NoPhoneZone.

Can you help with the national movement?

Do your part to help put an end to distracted driving. Pledge to make your car a No Phone Zone. A study for the Insurance Institute for Highway Safety indicates that when drivers turn off their cell phones, they are four times less likely to get into crashes serious enough to cause injury.

By pledging to make your car a No Phone Zone you'll be a safer driver and will be doing your part to help put an end to distracted driving.

By signing the No Phone Zone pledge, drivers agree to make their car a No Phone Zone and refrain from using their phone while driving, eliminating distractions from incoming calls, texts or e-mails. To date, more than 175,000 people have signed Oprah's No Phone Zone pledge at Oprah.com.

If you think you have the texting and driving thing down . . . you *do not*. Make your car a No Phone Zone and pass it on. You could save a life—maybe even yours. Get involved. Take the pledge. Spread the word. Find out more and take the No Phone Zone pledge at Oprah.com/NoPhoneZone or text **NPZ** to **30644** when you are not driving

“A call or text isn't worth taking a life,” said Winfrey. “We must not allow more mothers and fathers, daughters and sons, sisters and brothers to die before we take action against distracted driving. Let's put a stop to it now, by joining together on April 30th for national ‘No Phone Zone Day’, and by making our cars a ‘No Phone Zone.’”