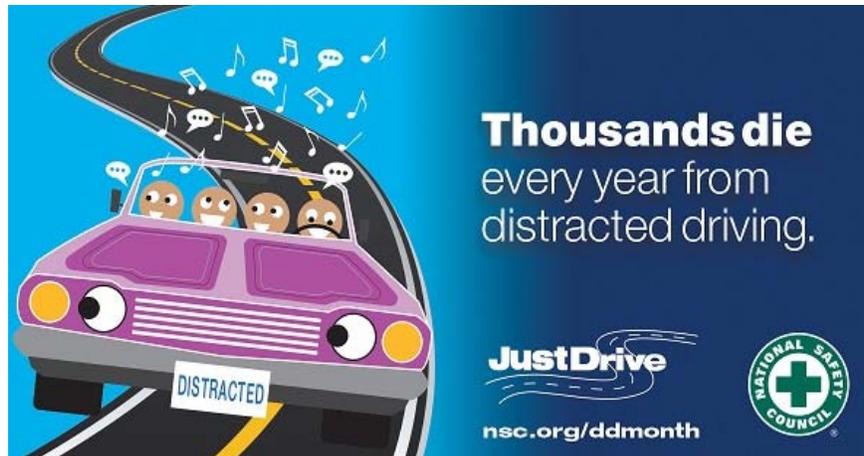


DISTRACTED DRIVING AWARENESS MONTH



BATEMAN,
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INSURANCE

April is Distracted Driving Awareness month. The stats are scary! Last year there were over 40 thousand motor-vehicle deaths in the US. Florida ranks 3rd highest in the US for the last 3 years. In 2016, there were over 3 thousand motor-vehicle deaths in Florida, which is a 3% increase from 2015.

According to the Florida Highway Safety and Motor Vehicle department, in 2015, drivers under the age of 30 accounted for more than 12 thousand crashes in Florida due to being distracted. Driver's aged 20–24 years old made up the highest number of distracted driving crashes, followed closely by 25–29 year olds and 15–19 year olds. Teens make up 4.5 percent of licensed drivers, yet in 2015 they were responsible for 11.7 percent of distracted driving crashes.

But it's not just teenagers that are driving distracted. It's also Field Salesman and Service Workers. If you own a business, and your employees drive while talking on the phone, you may be legally liable. To reduce this liability, Employers should talk to their employees, and set a strict Cell Phone Policy. To help start this conversation with your teen or employees, we provided a generic Corporate Cell Phone Policy agreement that employers can hand out to their employees and have them sign the agreement, and provided an agreement both the Teen and Parent can sign. The links are below. Feel free to customize it. We've also provided a poster you can print and post at your place of business or home fridge. And both Parents and Employers might want to add Cell Phone Blocking Technology. There are many smart phone apps (many are free) that can disable a phone's ability to make calls or texts when the vehicle is moving. Advanced apps can also block audio, and can track speeds and sudden stops. A person who is not driving can still use their phone, and 911 is not blocked.

Whether you are a Mom talking to their teenager, or an Employer talking to their Employees, an important talking point is defining "distractive driving". Distracted Driving is any activity that takes a driver's attention away. It is also anything that takes your hands off the wheel or your eyes off the road. Some causes of distractions are texting, taking on a phone (even through your car's speakers), eating or drinking, taking to a passenger, grooming (like brushing your hair, putting on makeup, or fixing you tie using a mirror), reading a map, watching a video, and adjusting a radio/CD player/MP3 player.

What happens when you are distracted? When you are distracted from driving, you lose visual attention, manual attention, and cognitive attention. 5 seconds is the average time your eyes are off the road while texting. Doesn't sound too scary until you realize that if you are diving 55mph, you'd cover the length of a football field BLINDFOLDED. That's scary!

Bateman, Gordon & Sands wants you to be safe on the road! Talk to your kids, your friends, and your co-workers. By taking, we can save lives!

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Resources: FLHSMV, NHTSA, NOPUS, 2009 VTII, NSC,