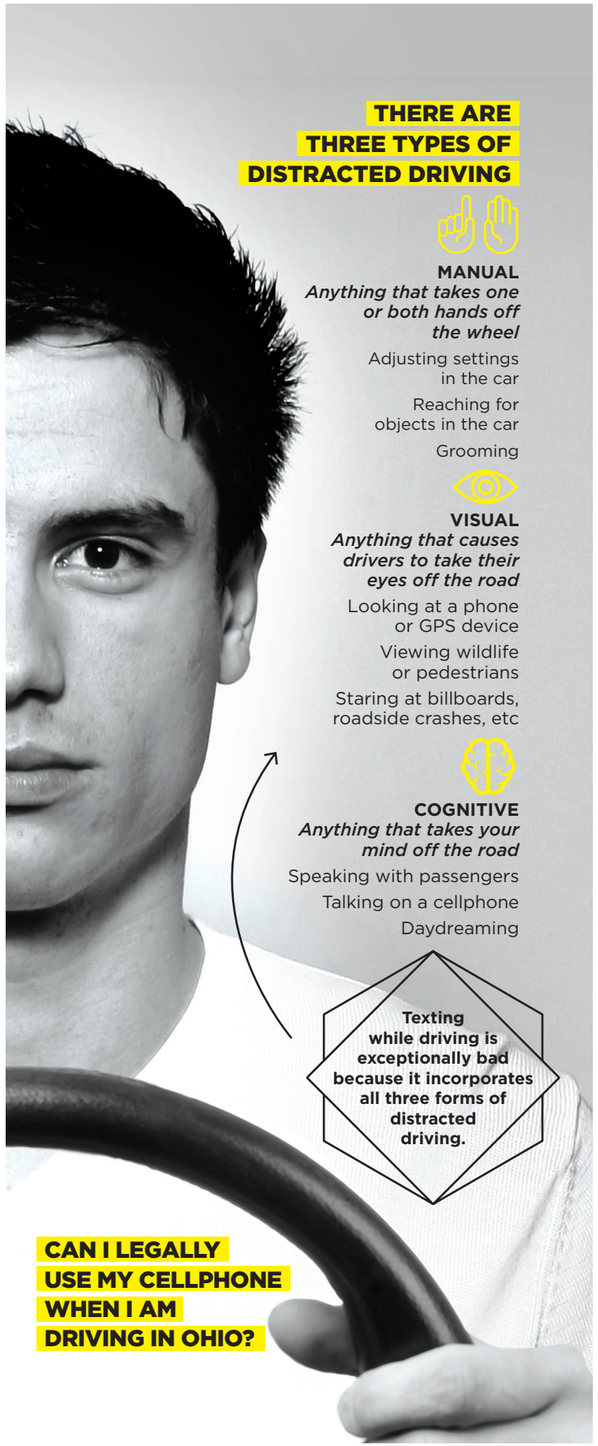


THERE ARE THREE TYPES OF DISTRACTED DRIVING

MANUAL
Anything that takes one or both hands off the wheel

Adjusting settings in the car

Reaching for objects in the car

Grooming

VISUAL
Anything that causes drivers to take their eyes off the road

Looking at a phone or GPS device

Viewing wildlife or pedestrians

Staring at billboards, roadside crashes, etc

COGNITIVE
Anything that takes your mind off the road

Speaking with passengers

Talking on a cellphone

Daydreaming

Texting while driving is exceptionally bad because it incorporates all three forms of distracted driving.

CAN I LEGALLY USE MY CELLPHONE WHEN I AM DRIVING IN OHIO?

CENTER RIGHT SPREAD

STATE HIGHWAY PATROL OHIO ®

ABOUT US

Our mission is to protect life and property, promote traffic safety and provide professional public safety services with respect, compassion, and unbiased professionalism.

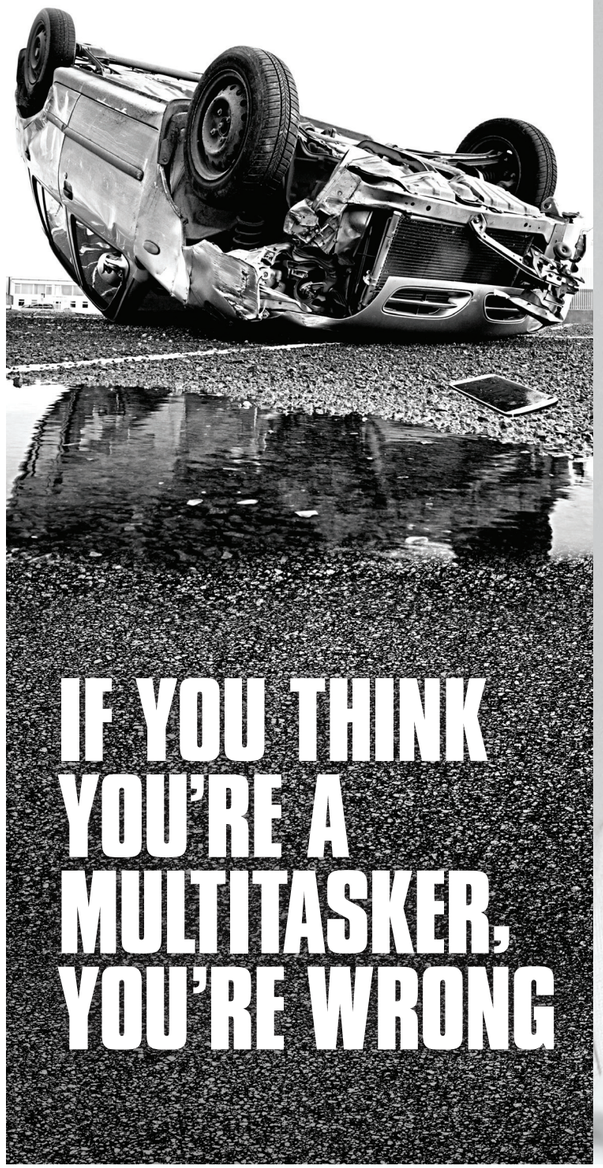
CONTACT

Website: statepatrol.ohio.gov
Phone: #677

Ohio State Highway Patrol
P.O. Box 182074
Columbus, Ohio 43223

Sources: Ohio State Highway Patrol; Centers for Disease Control and Prevention; Distraction.gov; National Safety Council

CONTACT INFORMATION



IF YOU THINK YOU'RE A MULTITASKER, YOU'RE WRONG

COVER

WHAT IS DISTRACTED DRIVING?

From cellphones to innovative car dashboards, everything around us competes for our attention and takes our mind off the task at hand — safely reaching our destination. In 2014, there were 11,979 crashes in Ohio alone that involved distracted driving, and as technology evolves, these types of incidents are only becoming more prevalent. Fortunately, they're also preventable.

Individuals ages 16 to 35 are more likely to be in a crash involving distracted driving than other age groups.

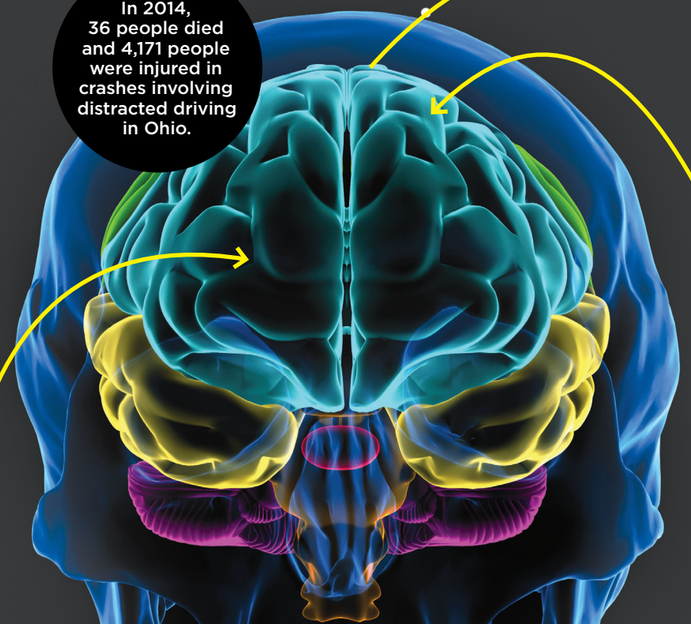
For everyone, it's illegal to text and drive. Adults are allowed to talk on a cellphone or use a hands-free device. **If you're 17 years or younger, you can't use an electronic wireless communication device in any manner.**

CENTER LEFT SPREAD

YOUR BRAIN CAN'T ACTUALLY DO TWO THINGS AT ONCE. HERE'S WHY:

Whether you think you're a good multitasker or a bad multitasker, the truth is the brain doesn't really multitask at all; it actually switches focus between one task and another at a rapid pace. It may feel as though you're simultaneously handling information, but your brain is actually missing details without even realizing it. This may not matter when it comes to mundane tasks, but if you're driving, this can be the difference between life and death. Missing details means your reaction time is slower, and a crash can happen in a fraction of a second.

In 2014, 36 people died and 4,171 people were injured in crashes involving distracted driving in Ohio.



OCCIPITAL LOBE
Processes and interprets visual information while driving

Scientists have found that its ability to function decreases during conversation.

YOUR BRAIN IS AT ITS BUSIEST WHEN YOU'RE DRIVING

We drive so frequently the task becomes second nature, but there are always decisions being made internally. Using multiple parts of the brain, you're judging spatial relationships, accelerating, changing lanes, anticipating other drivers and braking. Here's a look at how your brain handles the load.

SO HOW CAN I AVOID DISTRACTED DRIVING?

1. Turn your cellphone off and leave it out of sight.

2. Properly secure loose objects in your vehicle to prevent them from rolling around.

3. Secure children and restrain pets. Pull over and stop if you must assist them.

4. Program your destination into your GPS before you begin your drive.

5. Create playlists before you begin driving to avoid the need to change music en route.

PARIETAL LOBE
Controls spatial analysis, unifies information sent by your senses to create a reaction, and switches your brain to different tasks.

This area of the brain integrates all the information sent by your senses to deliver a response, such as putting your foot on the brake. Driving and having a conversation at the same time can decrease activity in this part of the brain by as much as 37 percent.

COGNITIVE DISTRACTIONS CAN EVEN AFFECT YOUR VISION

Cognitive distractions — any distraction that interrupts your thought process — can overload the brain, causing something called "inattention blindness." This means your range of vision can narrow to a fraction of what it is under attentive circumstances. You can't react to what you don't see, nor can your brain process quickly, so your response time to dangerous situations becomes much slower.

When you text while driving, your eyes are off the road for an average of 5 seconds.

That's like driving the length of a football field, blindfolded, at 55 mph.

FRONTAL LOBE
Analyzes, assesses and responds to risk

Responsible for your decision making and judgement, this area of the brain doesn't fully mature until you're in your 20s. This is one of the reasons teenagers are so prone to crashes. It also handles impulse control, a task cellphones have been found to interrupt.

AM I SAFER IF I TALK ON THE PHONE USING A HANDS-FREE DEVICE?

While using a hands-free device is a slightly better alternative, they still limit your cognitive function while driving. When your mind is focused on the conversation, you are less likely to anticipate and react to unexpected occurances on the road.

WHAT IF I ONLY TEXT WHILE I'M STOPPED AT A RED LIGHT?

This may sound like a safer option, but it still creates substantial cognitive distraction. You may have finished sending your text when the light turns green, but your brain is still processing the conversation, anticipating a response, and your eyes are probably still wandering back and forth between the road and your cellphone screen, thus drastically limiting your primary functions and ability to process external changes around you.

WHEN BROCHURE IS OPEN COMPLETELY, THIS IS THE LARGE INSIDE SPREAD ON WHY YOU SCIENTFICALLY CAN'T MULTITASK WHILE DRIVING