

# Top Ways to Avoid Distractions



- Pull off the road to find a safe place to talk on the cellphone or look for items in the vehicle.
- Make music selections or program radio stations before you get on the road.
- Do not put on makeup, read or eat while driving.
- Keep conversations with your passengers to a minimum.
- Plan your trip and use your GPS before you get on the road.
- Save the video watching and social media scrolling for home.
- Let calls go to voicemail and listen to messages later.
- Be aware of other vehicles, bicyclists and pedestrians around you, and always focus, focus, focus!



## #BUPD

Two things that can  
SAVE YOUR LIFE

### What's Next?

Join the movement - take the BUPD challenge. It's simple: when you get into a vehicle, BUCKLE UP. If you are the driver, put the cellphone down. Secure it in a purse, glove compartment or anywhere that won't cause a distraction. Every trip, every time!

Accept the challenge, and challenge a friend, relative, co-worker or members of your community or school to BUPD!

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ARRIVE  
ALIVE



# Distracted Driving The Great Multitasking Lie



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# What is **DISTRACTED** Driving?

Distracted driving is any activity that could divert a person's attention away from the primary task of driving.

Distractions endanger the safety of **EVERYONE** using our transportation system.

## Multitasking myths...

Most people know that texting while driving is a dangerous behavior, but many don't fully grasp the idea that having cellphone conversations in the car is also risky.

### **Myth 1 - Drivers can multitask**

Contrary to popular belief, the human brain cannot multitask. Driving and talking on a cellphone are two thinking tasks that involve many areas of the brain. Instead of processing both simultaneously, the brain rapidly switches between two cognitive activities.

### **Myth 2 - Using hands-free devices is safer**

Whether handheld or hands-free, cellphone conversations while driving are risky because the distraction to the brain remains. Drivers talking on cellphones can miss seeing up to 50 percent of their driving environments, including pedestrians and red lights. They look, but they don't see.

**Why is texting so bad?**  
Texting while driving has become a huge risk factor because it employs all three forms of distracted driving.



### **VISUAL**

When drivers take their eyes off the road

- Scrolling through social media or watching videos
- Staring at a roadside crash or looking at passengers
- Consulting a map or GPS device



### **MANUAL**

Anything that takes one or both hands off the wheel

- Reading or sending a text message
- Eating or drinking
- Adjusting car settings
- Reaching for objects in the car, such as purses or wallets



### **COGNITIVE**

Anything that takes your mind off the road

- Talking to passengers
- Talking on cellphones
- Allowing your mind to wander