

No Distraction, while driving

No Phone, No Staring, No Eating

While driving, you will be distracted by:

Mental distraction
Making a call even if using a hands-free device
Visual distraction
Texting a message or using electronic devices
Manual distraction

Eating, drinking and reaching for items while driving

Each time you are **distracted** while driving, the **immediate consequences are:**



- →Reduced awareness of what is happening around you on the road
- →Longer reaction time to detect unexpected road events and traffic signals
- →Increased mental workload which may lead to stress and frustration
- →Lapse of attention leading to :
 - blind spot / road traffic information negligence
 - driving mistake / drifting into opposite lane
 - erratic speed / too short safety distance / harsh braking

Distracted drivers are 4 times more likely to have a road accident !

80% of accidents and 65% of near-misses were accompanied by distracted driving !

Always keep your full attention on driving !



Tips to avoid distracted driving

- ★ Adjust rear and side view mirrors, sitting position, air conditioning settings, and navigation before driving.
- ★ Secure movable items in cup holders or storage compartments.
- ★ Keep your hands on the steering wheel.
- ★ Never use your mobile phone while driving.
- ★ Keep your eyes moving every 2 seconds.
- ★ Install driver distraction monitoring devices with real time event alert to driver.

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