



I can't wait! Using the cellphone while we drive.

Driving and using the cellphone at the same time increases the likelihood of having an accident. Such risks are often underrated or go unnoticed by drivers; however, those seconds of distraction may lead to very serious consequences.

If the cellphone rings, either when we get a text or a call, we feel the **urge** to look at it or respond **immediately**. But is this a real need? Do we need to respond right now? Can't it wait?



Parents, friends, bosses, or coworkers text us and wait for an **immediate answer**, and we have a natural urge to respond. **This is perceived as a need, when in fact it is not.** Nothing is as urgent as getting safe and sound to wherever we are heading. There is a social "pressure" to respond immediately, without considering how serious it is to do so while we drive.

When we drive and use the cellphone, there are 4 types of distractions:

- **Auditory** - Identifying the buzz of the call or text.
- **Visual** - Looking away from the road.
- **Manual** - Removing one or both hands from the steering wheel.
- **Cognitive** - Diverting the attention from what you are doing.



Drivers are unaware of the risk they put themselves at when they do this, which is huge, and generally these accidents often have **serious consequences due to our late reaction.**

Oftentimes, "**inattentional blindness**" occurs, which is when we look but do not see, i.e., **we do not perceive the signals from the environment.**

Just a few seconds on the cellphone and you or somebody else may get hurt or lose your life.

The consequences of a serious accident are manifold: physical and psychological injuries, economic loss, social and labor problems, family issues and problems.

Therefore, **let's use technology with responsibility** and to our advantage.



In case you need to answer a call or read and/or send a text, stop the vehicle at a safe place and do it.

Please share this information with friends and family so that we together can build safe mobility for everyone!

We are counting on you!

