



# Chatham Borough Police Department

## Traffic Safety Unit



The Chatham Borough Police Department is joining the national campaign to crack down on distracted drivers.

For three weeks beginning April 1 to April 21, 2016 we will have patrols out targeting drivers who “engage in dangerous distracted driving behaviors such as talking on hand-held cell phones and sending text messages while driving”.

Following in the tradition of **“Click It or Ticket”** and **“Drive Sober or Get Pulled Over.”** the national campaign has its own clever slogan: **“UDrive. UText. UPay.”**

Thousands of people are killed each year and an estimated half-million or so injured each year in distracted driver-related crashes, the National Highway Traffic Safety Administration says.

Using a hand-held cellphone to talk or text while driving is illegal in New Jersey, but that hasn't seemed to stem the practice.

Nearly three-quarters of those who responded to a 2013 FDU PublicMind Poll survey for the state Division of Highway Traffic Safety said they very often see people driving and talking, while 40% said they very often see drivers texting.

### **WHAT IS DISTRACTED DRIVING?**

Distracted driving is any activity that could divert a person's attention away from the primary task of driving. *All* distractions endanger driver, passenger, and bystander safety. These types of distractions include:

- Texting
- Using a cell phone or smartphone
- Eating and drinking
- Talking to passengers
- Grooming
- Reading, including maps
- Using a navigation system
- Watching a video
- Adjusting a radio, CD player, or MP3 player

But, because text messaging requires visual, manual, and cognitive attention from the driver, it is by far the most alarming distraction.



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The best way to end distracted driving is to educate all Americans about the danger it poses. On this page, you'll find facts and statistics that are powerfully persuasive. If you don't already think distracted driving is a safety problem, please take a moment to learn more. And, as with everything on [Distraction.gov](http://Distraction.gov), please share these facts with others. Together, we can help save lives.

### *Key Facts and Statistics*

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- The number of people killed in distraction-affected crashes decreased slightly from 3,360 in 2011 to 3,328 in 2012. An estimated 421,000 people were injured in motor vehicle crashes involving a distracted driver, this was a nine percent increase from the estimated 387,000 people injured in 2011.
- As of December 2012, 171.3 billion text messages were sent in the US (includes PR, the Territories, and Guam) every month. **(CTIA)**
- 11% of all drivers under the age of 20 involved in fatal crashes were reported as distracted at the time of the crash. This age group has the largest proportion of drivers who were distracted.
- For drivers 15-19 years old involved in fatal crashes, 21 percent of the distracted drivers were distracted by the use of cell phones **(NHTSA)**
- At any given daylight moment across America, approximately 660,000 drivers are using cell phones or manipulating electronic devices while driving, a number that has held steady since 2010. **(NOPUS)**
- Engaging in visual-manual subtasks (such as reaching for a phone, dialing and texting) associated with the use of hand-held phones and other portable devices increased the risk of getting into a crash by three times. **(VTTI)**
- Sending or receiving a text takes a driver's eyes from the road for an average of 4.6 seconds, the equivalent-at 55 mph-of driving the length of an entire football field, blind. **(VTTI)**
- Headset cell phone use is not substantially safer than hand-held use. **(VTTI)**
- A quarter of teens respond to a text message once or more every time they drive. 20 percent of teens and 10 percent of parents admit that they have extended, multi-message text conversations while driving. **(UMTRI)**