



## The Importance of Distracted Driving Awareness

According to a 2012 study by the AAA Foundation, more than two-thirds of drivers surveyed admitted to talking on a cell phone while driving during the previous month. Almost one-in-three drivers admitted to talking on their cell phone “regularly” while driving.

Whether at the office or in their personal life, many people multi-task to make the most efficient use of their time and this often carries over when they are behind the wheel. Texting clients or checking e-mails while driving has become increasingly common while talking to clients on a hands-free device has become second nature.

Many states and provinces have enacted laws that ban texting and/or using a handheld cell phone while driving. The Federal Department of Transportation has banned the use of handheld cell phones by drivers of commercial motor vehicles. Drivers who are caught and prosecuted are subject to significant fines. Additionally, in litigated claims where a crash involves a distracted driver, plaintiff attorneys are asking for significantly increased damages and juries are handing out larger awards, signifying how seriously such an offense is viewed.



Distracted driving is extremely dangerous and one of the leading causes of motor vehicle crashes, as many people are unaware of the significant risks it poses. Motor vehicles can be very unforgiving when in motion, especially at high rates of speed. It is important that we revisit these dangerous habits and recommit ourselves to safe driving practices.

HUB International encourages drivers to pledge to eliminate the use of mobile devices while driving. Dedicating ourselves to and reinforcing safe driving practices will make them second nature and can save lives in the process.

