

NEIGHBORHOOD WATCH

ZERO FATALITIES

Distracted Driving: heads up, phone down

Thousands have died in crashes involving cell phone use. The Center for Disease Control and Prevention estimates 9 people are killed every day in the United States as a result of crashes involving a distracted driver.

Distracted driving doesn't just mean texting and driving. Distracted driving means driving while not fully paying attention to the road. Even talking with another passenger is a distraction. Other distractions include:

- Reaching for your phone
- Checking your GPS or map
- Eating and drinking
- Managing passengers in the back seat
- Checking email or posting to social media sites
- Changing the music
- Taking a selfie or photo
- Putting on makeup/grooming

The extent of the problem

Unfortunately, distracted driving is all too common. How many times have you looked over and witnessed a distracted driver?

Consider the following statistics:

When you send a text, you take your eyes off the road for about 5 seconds. That's the time it takes to drive the length of a football field going 55 MPH! (*U.S. Department of Transportation*).

At any moment during the daylight hours, about 660,000 drivers are handling cell phones or other electronic devices while driving in the U.S. (*National Highway Traffic Safety Administration*). You are 3 times more likely to get into an accident when distracted by manipulating a mobile device (*Virginia Tech Transportation Institute*).

Why it is so hard to put the phone down

The Center for Internet and Technology Addiction, cites that one reason it is so hard to stay away from electronic devices while driving is because of smartphones' addictive nature.

Our brains instinctively respond to alerts our phones send us signaling an incoming message or social media update, making it harder to resist the urge to use your smartphone while driving.

An incoming text, email, or social media update on our smartphones results in an increase of dopamine to the brain, which is a chemical that attributes to the feeling of arousal, leading to a compulsion to check your smartphone, even if doing so will knowingly put you in danger.

A "fear of missing out" or "FOMO" is believed to be one of the reasons it is so hard to resist texting while driving. This anxiety surrounding the idea an exciting or interesting event may be happening without you can be part of by checking social media or text messaging.

Don't be part of the problem

It seems like there is always something to look at other than the road. It is tempting to try to stay connected by texting and driving, or to take a quick look at your GPS, but those actions can cost you your life or cause you to injure or kill someone else.

Always consider whether it's worth it. Is the text message you are about to send worth an injury or death?

Coffee With a Cop

April 27th, Saturday

Walmart Neighborhood Market Draper

1360 E Draper Pkwy, Draper, Utah 84020

10am to 2p

Citizen Police Academy

April 3rd to May 22nd

Wednesday evenings

6:30—9:30pm

[http://](http://www.draper.ut.us/936/Citizen-Police-Academy)

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Rx Drug Take Back

April 27th, Saturday

Walmart Neighborhood Market Draper

1360 E Draper Pkwy, Draper, Utah 84020

10am to 2p



NEIGHBORHOOD WATCH

Neighborhood Watch 101

Distracted Driving con'd

What you can do to help?

Give clear instructions – Give new drivers in your household clear instructions not to use their wireless devices while driving. Discuss the consequences if they fail to comply with the rule. Lead by example – No one should text and drive. Be an example for your children, and if you need to text or talk on the phone, pull over to a safe place. Set rules for yourself and your household regarding distracted driving.

Walking distracted: heads up, phone down

You have probably seen it on TV: a woman falls into a fountain while texting, or a man walks into a wall while texting. This may seem funny; however, distracted walking is a very real and serious problem. If you have a cell phone, you are at risk.

According to a Governors Highway Safety Association report, there were nearly 6,000 pedestrian fatalities in 2017. Many people are so focused on their cell phone they are unaware of their surroundings thus putting their safety at risk. Scientists call the phenomenon “inattentive blindness,” meaning the human brain has evolved to a point where it can only adequately focus attention on one task at a time. So when you are texting or talking on the phone while trying to walk, you cannot give your full attention to both tasks. The solution is quite simple. Stop using phones while walking, and not just in crosswalks and intersections.

Christina’s Story

On a chilly autumn morning, Christina was crossing the street just two blocks from her school. Dressed in dark clothes and wearing headphones, Christina was looking down at her phone as she started to cross the street. Just before she got to the other side of the intersection, an oncoming car hit her. According to SafeKids.org one in five high school students cross the street while distracted— most while texting or wearing headphones. It takes only a few seconds on you cell phone to become distracted.

Talk to your children

Here are four tips “SafeKids.org” recommends parents and teens can do to stay safe while walking:

- Talk to kids, especially teens, about the danger of distraction and the importance of putting devices down when crossing the street.
- Start the discussion about safety using technology when kids get their first mobile device and keep talking about it.
- Set a good example of what crossing the street safely looks like.
- Be aware of others who may be distracted and speak up.



Neighborhood Watch is a volunteer community organization comprised of Draper citizens who are concerned about keeping their community safe.

While the Draper City Police Department acts as a resource and a partner in the Neighborhood Watch program, the program belongs to you. The ultimate success or failure of the program in reducing crime and bringing your neighborhood together depends solely on you and your involvement in your Neighborhood Watch area. Remember, a chain is only as strong as its weakest link. Get involved and make a difference in your neighborhood!

Your Area Leader oversees the Neighborhood Watch program in your area. Block Leaders distribute information received from your Area Leader. Block Leaders keep participants on your block supplied with the latest copies of your area (or block) map and area phone or email tree. He/She shall pass on other information, i.e. monthly newsletters, trending crime alerts, crime stats & maps. Each local participant of your Neighborhood Watch group keeps the Area Leader up-to-date with participant information. Block Leaders plan block parties, NW meetings, and assists the Area Leader with running the program and keeping your Neighborhood Watch area active. Call your Block Leader for anything you need regarding Neighborhood Watch.

If you would like more information on any of the material mentioned in this month’s newsletter, contact Draper’s Neighborhood Watch Coordinator at 801.576.6342 or crimeprevention@draper.ut.us