

**Driver Focus: Distracted Driving**

Because your commute seems to be getting longer everyday. Because you are late for work...again. There are hundreds of reasons why you could engage in distracting activities behind the wheel. But there is one good reason not to: It could kill you. **Be Ready. Be Set. Be Focused. Because you never know what you may encounter on the roadway.**

Driver Focus: Cognitive Driver Distraction

Because the project you left at work that's due tomorrow isn't finished. Because you have no idea how you'll get to the daycare center by 6:00 pm. Are thoughts racing through your head as you race down the road? While taking one's eyes off the road and hands off the steering wheel presents obvious roadway risks, taking one's mind off the road can be just as dangerous. Research shows that drivers are limited in the amount of information they can process during any given period of time. Drivers who are preoccupied with thoughts other than the driving task are significantly increasing their risk for a crash. Don't add a crash to your list of worries. **Be Ready. Be Set. Be Focused. Because you never know what you may encounter on the roadway.**

Driver Focus: Psychomotor Driver Distraction

Because you didn't have time to eat breakfast at home. Because checking your at-work voicemails on your cell phone saves time at the office. There's probably a list of things you could do on the drive to work. But drive time is not down time. When you remove one or both of your hands from the steering wheel, you are also removing your attention from your number one priority behind the wheel—driving. **Be Ready. Be Set. Be Focused. Because you never know what you may encounter on the roadway.**

Driver Focus: Outside-the-Vehicle Driver Distraction

Because flashy billboards line the highway on your way to the office. Because you've been hearing about the fender bender in the left lane for the past five miles. Drivers face an increasingly complex driving environment...But before you take your eyes off the road to get a good look, you should know that roadside events and situations are major contributors to driver distraction and traffic crashes. Even though they may be tempting to look at, avoid "rubbernecking." **Be Ready. Be Set. Be Focused. Because you never know what you may encounter on the roadway.**

Driver Focus: Share the Road Safely

Because you share the road with pedestrians, bicyclists, motorcyclists, large trucks, and drivers of various ages and skill levels. Because you are not the only one on the road. Sharing the road safely requires mutual respect by all roadway users. It is important that you be aware of the limitations and capabilities of other drivers and road users. **Be Ready. Be Set. Be Focused. Because you never know what you may encounter on the roadway.**