



Inattentive Driving

Sometimes driving can feel routine, but you can never be prepared for all the twists and turns while you're behind the wheel. By staying focused and distraction free, you could avoid problems on the road.

- If you are driving at 55 mph and take your eyes off the road, in a span of 3-4 seconds you have traveled the length of a football field.
- If you are using your cell phone while driving you are four times more likely to be involved in a crash.
- Text messaging while driving is even worse. Texters are much more prone to drift out of their lane - steering control is 91% poorer than that of attentive drivers.
- Being awake for 18 hours has a similar effect on your alertness as having a BAC of .08 (the legal limit of intoxication) and leaves you at an equal risk for a crash.
- The chances of being in a sleep-related crash are greatest for those who are driving just 1 or 2 hours.

You can stay alert while driving by taking any of the following steps:

Try to get enough sleep everyday, avoid caffeine during the last half of your day, stop every 100 miles or 2 hours and switch drivers if you can, avoid alcohol, plan ahead for long trips, and avoid driving during the body's "down time" (generally in the mid-afternoon and between midnight and 6:00 am).



Safety Belts

Most everyone will be in at least one car crash in their lifetime. While it may not prevent a crash, wearing a safety belt during a crash can significantly increase your chances of surviving that crash.

3 out of 4 Missouri college students always wear their seatbelts.

Know the Facts

Safety belts DOUBLE your chances of walking away from a crash alive and without serious injury

Myths About Safety Belts

I don't need a safety belt when driving at slow speeds or short trips.

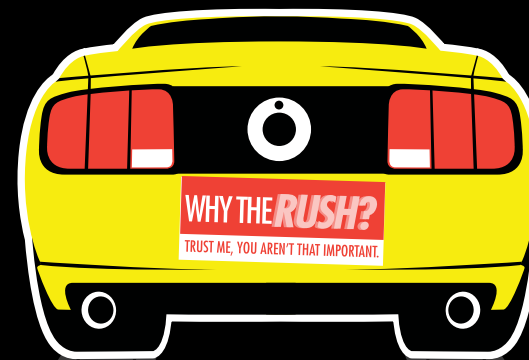
All driving can be dangerous. Fatalities have been recorded as slow as 12 miles per hour on non-belted occupants. Most crashes occur at speeds less than 40 miles per hour, and 75 % of them occur within 2.5 miles from home.

If I wear a safety belt, I might get trapped in a burning car or caught in one underwater.

Less than one out of 200 traffic-related incidents involve fire or water submersion. Even so, you're much more likely to be knocked out and rendered unconscious if you are not wearing a safety belt. Your chances of escaping are better while wearing a safety belt.

Even if passengers in the car are unbuckled, I'm safe as long as I have my safety belt on.

One person in the car not wearing their safety belt can endanger the life of everyone in the car in the event of a crash - even those who are buckled up.



Speeding and Aggressive Driving

Being aggressive and speeding behind the wheel not only makes driving dangerous, but it jeopardizes the safety of others who share the road with you.

Being in a rush to get to your destination can lead to accidents, traffic stops, and some serious frustration. At least 1,500 people are seriously injured or killed in aggressive driving (speeding, rapid acceleration and braking) crashes.

It can also lower your gas mileage by 33% at highway speeds and by 5% around town. Each 5 mph you drive over 60 mph is like paying an extra 25 cents per gallon for gas. Sensible driving is also safer for you and others, so you may save more than gas money.

For every 10 mph you drive over 50 mph, you double your chances of death or serious injury. Last year exceeding the posted speed limit or driving at an unsafe speed was the most common error in fatal crashes.

You can be safe and avoid aggressive driving in many ways:

Leave a little early and allow extra time to get to your destination, be patient and courteous while driving, and maintain a safe distance from the vehicle ahead of you.

How much time do you really save?

Do the math: if the speed limit is 60 mph, and you're driving 70 mph, after driving for an hour you will have only gained 10 miles - or 9 minutes.



Drinking and Driving

Most Missouri college students choose not to drink and drive. In fact 96% have used a designated driver when they needed one in the past year.

Drinking slows reaction time, decreases awareness, and impairs judgment. College students are particularly at risk. Every day, 13 people between the ages of 16 and 24 die in an alcohol related crash.

Nationwide in 2007, 12,998 people died in alcohol-related crashes. In Missouri that accounted for 225 deaths, or over 22% of the state's motor vehicle fatalities that year.

Make sure you arrange for a designated driver who will consume no alcohol if you plan to drink. If everyone in your party has been drinking, call a taxi or a sober friend to pick you up. Never ride home with the "least drunk" person in the group.

If you are the designated driver, use the CHEERS to the Designated Driver program in your community to get free non-alcoholic beverages at participating bars and restaurants.

DRIVE SAFE DRIVE SMART

Most Missouri college students make safe and smart decisions while operating a vehicle. However, unsafe driving habits occur often without the driver realizing it. Your university and the Missouri Department of Transportation are driven to help Missouri's college students drive safe and drive smart.

Crash Safety

Before you are involved in a crash, ensure that you have the proper information in your vehicle. You will need your driver's license, proof of paid insurance, and your vehicle registration. You should also be aware of where your vehicle identification number is located in your car. Carry flares and a notepad and pen in your car. These will be helpful should a crash occur.

If you are involved in a crash, as a driver or a passenger, it is important to remember these important steps in order to stay safe after the crash:

- 1. Before exiting your vehicle, watch for on-coming traffic.**
- 2. Check for injuries.** If people are injured, that is your first priority. If no one is injured, move your vehicle out of the roadway to a safer place where you can exchange information with the drivers of other vehicles involved in the crash.
- 3. Always call the police when an injury or fatality is involved.** You should also call the police when the cars cannot be moved, when one of the drivers is intoxicated, when one of the drivers has no insurance, and when one of the drivers leaves the scene of the crash before exchanging information.
- 4. If you cannot move your vehicle, protect the scene with flares or by raising your hood and move any persons to the side of the roadway.**
- 5. Exchange contact information, vehicle identification and license plate numbers, driver's license information.**

Never leave the scene of a crash without exchanging information or calling the police, when appropriate. If you hit a vehicle that is parked, find the driver, or write your information in a note that you leave with the vehicle.



**ARRIVE
ALIVE**

 **Partners in
Prevention**

drivesafedrivesmart.missouri.edu

Support for this campaign provided with federal highway safety grant funds from the Missouri Department of Transportation

**DRIVE SAFE
DRIVE SMART**

