#RVA Teens and Distracted Driving

Too many #RVA teens text and drive

58% of Richmond teens text and drive.

Richmond teens know texting and driving is dangerous.

The three types of distraction



Taking your eyes off the road



Taking your hands off the wheel



COGNITIVE Taking your mind off of driving

A driver's crash risk increases

when using a phone.

People die per day in distracted driving accidents.

> A national problem

387,000 injuries

2011

421,000 injuries

424.000 injuries

2013



of teens have not had the "text talk" with parents.

The power of parents

5 TIPS TO EDUCATE TEENS

- 1. Work it into every day conversations.
- 2. Set a good example.
- 3. Share real stories about dangers.
- 4. Download safe driving apps.
- 5. Highlight good driving habits.

SIGN THE PLEDGE

Talk to your teen today about texting and driving, sign Marks & Harrison's Drive Alive Richmond parent pledge at:



www.marksandharrison.com/drive-alive-richmond/.





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