

Don't be distracted.

Hands off your mobile phone, sat nav and co.



safetykit.bfu.ch



Brief distraction – big damage

Writing a quick text message, operating your navigation system, tuning into a radio station – even the shortest moment of distraction can have fatal consequences in road traffic.

Drivers usually react within 2 seconds. At a speed of 50 km/h, a driver who is briefly distracted and takes 3 seconds to react will travel almost half the length of a football pitch before even starting to brake. The response time when writing a text message is around 7 seconds – as long as it takes to travel 200 metres on the motorway, or the length of more than two football pitches.



Every activity at the wheel that is not focused on traffic increases the accident risk.

Therefore:

Before your journey

- Don't drive and phone. Turn on voicemail or airplane mode.
- Set your radio to your favourite station, connect your music player, insert a CD and select the music you want to listen to.
- Programme your sat nav before you set off.

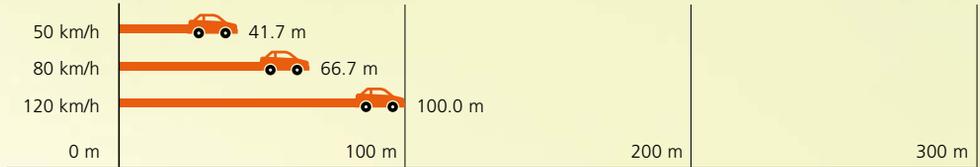
During your journey

- Refrain from distracting activities and keep your attention on the traffic.
- Phone calls with a hands-free set distract too. Do not make or answer calls while driving. Only use your phone while stationary and away from the road.
- Do not read or write text messages.
- Stop in a safe place if you need to do something that might distract you.



Distracted driving – how many metres will you travel without looking at the road?

In a response time of 3 seconds



In a response time of 7 seconds



If you are a pedestrian or cyclist, don't let yourself be distracted and pay attention to the traffic!

Live safely: your bfu.

The bfu is committed to safety by public appointment. As the Swiss Competence Centre for Accident Prevention it conducts research in the sectors of road traffic, sport, home and leisure and passes on its knowledge to private individuals and specialist circles by means of consultancy, training sessions and communications. Find out more about accident prevention on the bfu website: www.bfu.ch.



www.socialmedia.bfu.ch

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