



**LOSE THE BLINDFOLD.**

Drive Distraction-free.

[distraction.gov](https://distraction.gov)



**COLORADO**  
Department of  
Transportation

# What is distracted driving?

- Distracted Driving is engaging in any activity that diverts your attention from **the primary task** of **driving**.
- Common distractions include, but not limited to:
  - Talking or texting on a cell phone
  - Adjusting a radio
  - Using a navigation system
  - Focusing on other passengers
  - Grooming
  - Eating or drinking
  - Reading
  - Watching a video

# Distracted Driving Facts

At least  traffic fatalities in Colorado every year can be attributed to distracted driving

Engaging with cell phones increases the risk of an accident by three times (VTTI)

At any given daylight moment 660,000 drivers nationwide are using cell phones while driving

3,328 fatalities and and estimated 421,000 people were injured in motor vehicle crashes involving a distracted driver in 2012 (NHTSA)

Texting diverts a driver's eyes for an average of **4.6** seconds, the equivalent of driving the length of **a football field** at 55mph -- **blindfolded** (VITTI)



# Is texting the most dangerous form of distracted driving?

Texting involves **three** different types of distraction:

- Visual – Taking your eyes off the road
- Manual – Taking your hands off the wheel
- Cognitive – Taking your mind off driving

# What is being done?

- Locally
  - CDOT launched the “A Text is a 5 Second Blindfold” campaign
    - Posters, website advertisements, brochures are available online and through CDOT’s Traffic Safety office
- Nationally
  - April is National Distracted Driving Awareness Month
    - U.S. Department of Transportation launching first-ever national advertising campaign and law enforcement crackdown



# What can I do?

[It starts with a zero tolerance for distracted driving.](#)

It starts with *YOU*

- Make a pledge to never text while driving
- Speak up if the driver in your car is distracted
- Spread the word
- Paint your thumbnail **RED**



# #RedThumbReminder

- Partnership established this year with the Red Thumb Reminder organization based in Boulder
- The call to action is three simple steps:
  1. Get a bottle of bright red nail polish, then paint your texting thumb nail
  2. Take a selfie of you and your red thumb
  3. Share your photo on Facebook and Twitter with #redthumbreminder



# Questions?

Email [XXX@state.co.us](mailto:XXX@state.co.us) to request brochures, posters and website advertisements.

[distraction.gov](http://distraction.gov)



**COLORADO**  
Department of  
Transportation