



- I. DATE AND TIME OF PRESS RELEASE: January 5, 2011 @ 11:00 a.m.
- II. ANNOUNCEMENT:

LPD Traffic Safety Topic of the Month - Distracted Driving

III. FACTUAL INFORMATION:

During the month of January, the Livermore Police Department will be focusing its efforts on vehicle safety as it pertains to distracted driving.

Across the nation distracted driving cause's crashes, resulting in injuries and deaths. In 2008, almost 20% of all crashes in the year involved some type of distraction. Nearly 6,000 people died in 2008 in crashes involving a distracted driver, and more than half a million were injured.

Drivers who use hand held devices are four times as likely to get into crashes serious enough to injure themselves. Using a cell phone while driving, whether its hand held or hands free, delays a driver's reactions as much as having a blood alcohol concentration at the legal limit of .08 percent. (Source: University of Utah.)

There are three main types of distracted driving:

Visual: Taking your eyes off the road Manual: Taking your hands off the wheel

Cognitive: Taking your mind off what you are doing.

Distracted driving is any non-driving activity a person engages in that has the potential to distract him or her from the primary task of driving and increases the risk of crashing. Texting, cell phone use, eating/drinking, grooming, talking to passengers, using navigation devices, changing the radio station or a CD are all examples of distracted driving that can cause a collision.

During the month of January the Livermore Police Department will be focusing on distracted driving and will be conducting several targeted enforcement days, where officers will have an emphasis on distracted driving. The Livermore Police Department is committed to traffic safety and the safety of our citizens. We appreciate our partnerships that we share with the community and the Office of Traffic Safety toward this goal.

If you have any questions regarding illegal equipment contact the Livermore Police Department Traffic Division at 925 371-4850.

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