



DISTRACTED DRIVING KILLS

DRIVERS ARE FOOLED TO BELIEVE THEY CAN MULTITASK WHILE DRIVING, BUT IT HAS BEEN PROVEN THAT THE BRAIN TOGGLES BETWEEN TASKS.¹ THIS IS EQUIVALENT TO BLACKING OUT FOR SHORT SEGMENTS WHILE DRIVING. WHY TAKE THE RISK?

D i s t r a c t i o n F r e e D r i v i n g P l e d g e

- I PLEDGE NOT TO DRIVE DISTRACTED because it makes me much more likely to crash.
- I PLEDGE NOT TO DRIVE DISTRACTED because it can take my mind, hands and eyes off the road.
- I PLEDGE NOT TO DRIVE DISTRACTED because it is morally irresponsible.
- I PLEDGE NOT TO DRIVE DISTRACTED because I don't want to injure or kill anyone.
- I PLEDGE NOT TO DRIVE DISTRACTED because I don't want to leave behind my family and friends.
- I PLEDGE NOT TO DRIVE DISTRACTED because I don't want to break laws (run red lights, speed, etc).

By signing this pledge, I am making a conscious commitment not to drive distracted. I will drive sober, always stop on red, get proper sleep, wear my seatbelt and encourage my family and friends to always do the same!

Signature

¹ Earl Miller, a professor of neuroscience at The Picower Institute for Learning and Memory at MIT, breaks down why you shouldn't multitask.