

No Mobile, When Mobile



Will you help make using a mobile phone when driving socially unacceptable?

The Road Safety Partnership is seeking everyone's help with this brand new road safety campaign. Its aim is to change people's attitudes about mobile phones and driving through a blend of engagement, education and police enforcement. The national campaign will run between 14th and 20th November, but we would like the engagement to continue for as long as possible.

The Partnership will support these measures with local action to keep our roads safe but drivers must also take responsibility for their behaviour behind the wheel. Using local community action we need your help to exert some social pressure on family and friends who take these risks.

There are many ways to support this campaign, but here are four simple ways you can help your community:



Promote the '**My Red Thumb**' campaign to your local school or youth group
<http://www.myredthumb.com/>



Display the **campaign posters** available through the RSP website
www.roadsafety-gloucestershire.org.uk



Promote the **mobile phone policy** to your local business community
<http://www.rospe.com/road-safety/advice/drivers/distraction/mobile-phones/>



If you have a **parish newsletter** or magazine perhaps you could include an article?
<http://think.direct.gov.uk/mobile-phones.html>

The tragic deaths of four members of the same family on the A34, killed by a driver who was using his mobile phone and sentenced to 10 years imprisonment, illustrates how vital this campaign is.

Using mobile phones is one of the most dangerous behaviours for motorists, putting drivers, passengers and others on the road at risk of death and serious harm. And it is a behaviour seen too frequently on our roads but together we can help to make it **socially unacceptable**.

Some facts that you may find useful:

- ❖ Using a mobile phone, sat nav or any similar device whilst driving means that the driver's attention is distracted from the road. Research shows using a mobile phone while driving can make you **four times more likely to have a crash**. Reaction times for drivers using a hand-held phone are **50% worse** than when driving normally
- ❖ Using a **hands-free phone** while driving does not significantly reduce the risks because the problems are caused mainly by the mental distraction and divided attention of taking part in a phone conversation at the same time as driving.
- ❖ Studies show that drivers using a hands-free or handheld mobile phone are slower at recognising and reacting to hazards. Even careful drivers can be distracted by a call or text – and a **split-second** lapse in concentration could result in a crash.
- ❖ Sending or receiving a text takes a driver's eyes from the road for an average of 4.6 seconds. In 4.6 seconds a car travelling at 30mph would have travelled 61.7 metres (202.4 feet) that's about the wingspan of a 747 Jumbo Jet! **Think about it.**



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