



Safety Bulletin
September 2025

Distracted driving continues to be one of the fastest growing safety issues on the roads today. Distracted drivers are not just a threat to themselves, they are a danger to everyone else on the road.



The National Distracted Driving effort focuses on ways to change the behavior of drivers through legislation, enforcement, public awareness, and education. Distracted driving is any activity that diverts attention from driving, including talking or texting on your phone, eating and drinking, talking to people in your vehicle, fiddling with the stereo, entertainment, or navigation system — anything that takes your attention away from the task of safe driving.

Distracted Driving Statistics and Facts For 2024: NHTSA Insights And Key Data (September 2024) that distracted driving caused approximately 400,000 accidents in 2024. According to AAA in 2023, nearly 41,000 people were killed in U.S. traffic crashes, a sobering reminder of the ongoing public health crisis on our roads. Despite a slight decrease from the previous year, the threat posed by risky driving behaviors remains alarmingly high.

Safe Drivers admitted to driving less, while Most Dangerous Drivers, who admit to speeding, distracted, and impaired behaviors, logged more miles on the road, often in older vehicles with fewer safety features. Safe Drivers condemned risky driving behaviors, but other profiles seemed more indifferent to the dangers. Surprisingly, Safe Drivers and their riskier counterparts shared a similar disregard for the potential consequences of their actions.¹

Four types of distractions while driving:

- Visual – looking at something other than the road.
- Auditory – hearing something not related to driving.
- Manual – manipulating something other than the steering wheel.
- Cognitive – thinking about something other than driving.

To avoid distractions while driving, AAA recommends that motorists:

- Put aside electronic distractions. Stow a smartphone away, turn it to airplane mode, or activate “do not disturb” call/text blocking features.
- Prepare for a drive. Set vehicle systems like GPS, seats, mirrors, climate controls, and sound systems before hitting the road.
- Groom before leaving the house. Do not use time behind the wheel to fix hair or makeup.
- Stay focused. Be sure to actively scan the road, use mirrors and watch out for pedestrians and cyclists.
- Secure items. Properly secure items, children, and pets that can move around the vehicle and distract you.

¹ The Deadly Trio on U.S. Roads – Speeding, Distractions, and Aggression - 12/5/2024

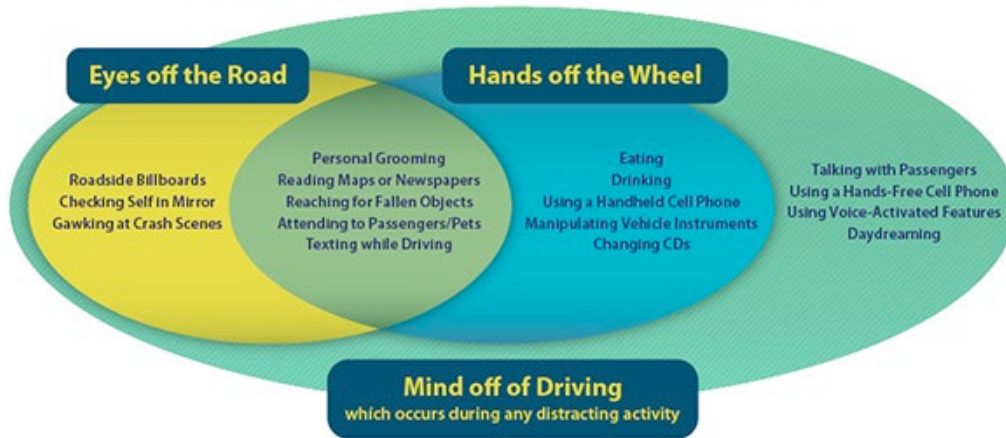


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- Be mindful of passengers. Enlist passengers' help as a "designated texter." Ask them to answer calls, respond to texts, and program navigation.

The National Safety Council has put together information [packets](#) that agencies can use to promote safe driving.

Understanding Distraction



ICRMA members should review their agency's vehicle use policy to ensure their employees understand the consequences of poor driving habits. It is recommended that agency employees have refresher driver training every three years.