

# ZERO HARM

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What you should know to help your children stay safe as they walk to and from school?

As kids head back to school, Safe Kids' new study reveals a scary truth:

- One out of every six drivers in school zones is distracted. There are more ways than ever for drivers to become distracted – cell phones, text messaging, eating and grooming.
- About 10% of drivers were caught using hand-held electronics—such as cell phones, PDAs, and Smartphones. These devices were the leading cause of distraction.

For more statistics, visit (<http://www.safekids.org/>)

**The Danger of Distracted Driving** recent studies have measured the driving skills of distracted drivers showing they perform as bad as or worse than drivers who are drunk. This is frightening for anyone on the road, but it's a particularly dangerous situation when kids are added into the mix.

**Common Traits of Distracted Driving:**

- Seatbelt use. Drivers that don't wear a seatbelt are 34% more likely to be distracted than drivers who are buckled up.
- Time of day. Afternoon drivers are 22% more likely to be distracted than morning drivers. Throughout the year, one in three child pedestrian deaths occur between 3 and 7 p.m., making afternoons the most dangerous time for children to walk.
- Gender. Female drivers are 21% more likely to be distracted than male drivers.
- Traffic volume. People driving on roads with a lot of traffic are 16% more likely to be distracted than those driving on roads with less traffic.

**Be a Safe Driver:**

- Slow down and be especially alert in residential neighborhoods and school zones.
- Eliminate any distractions inside your car so you can concentrate on the road and your surroundings.
- Watch for children on and near the road in the morning and after school hours.