

# When Distracted - Lives Are Impacted

## Distraction-Free Driving Tips for New Parents

Becoming a new parent changes your focus in life. Suddenly all of your attention is directed toward taking care of your child. However, the most precious cargo in your car - could be the very thing that gets hurt if you drive distracted. Like you, Rocky Mountain Hospital for Children at Swedish Medical Center believes your child is too important to put at risk.

Here are some important tips.



## Driving Distractions



### Grooming

Applying make-up, shaving with an electric razor or styling hair



### Eating and Drinking

Requires you to take at least one hand off the wheel



### Cell Phones

Talking, texting or emailing



### GPS or Music

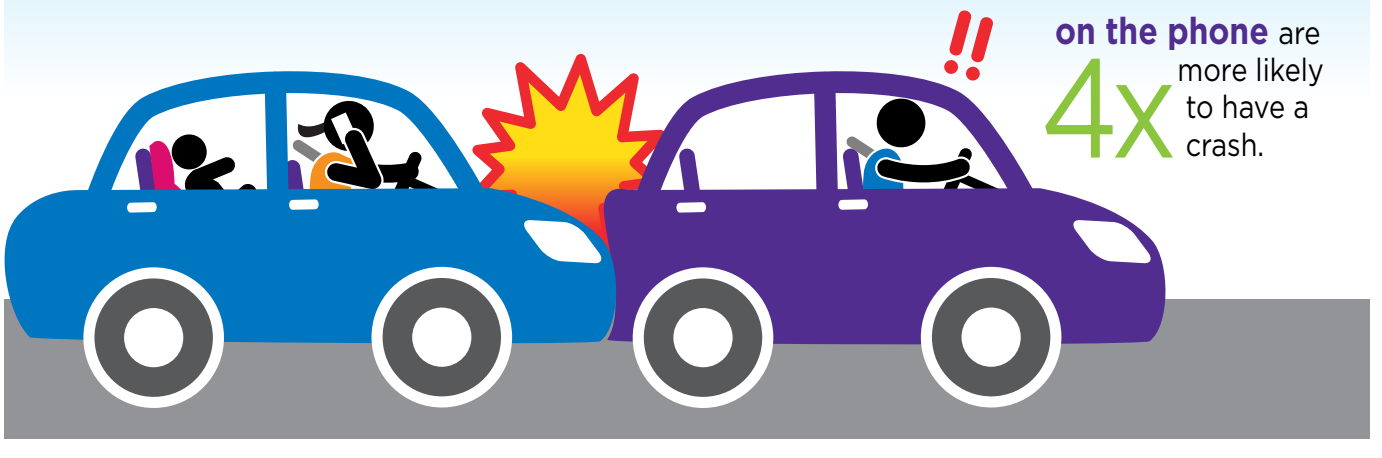
Programming a navigation system or adjusting the controls on your radio or iPod



**Kids** Passing out snacks, picking up toys and reaching back to soothe a fussy passenger can be more distracting than a cell phone.

**Pets** Petting, feeding or using your arms to restrain your pet from climbing into the front seat.

## Just How Serious Is Distracted Driving?



Drivers who talk on the phone are more likely to have a crash. **4x**

**3 OUT OF 4 Moms** admit to talking on the phone while driving with kids.

**10% Of new moms** have been in a crash while driving with their baby.



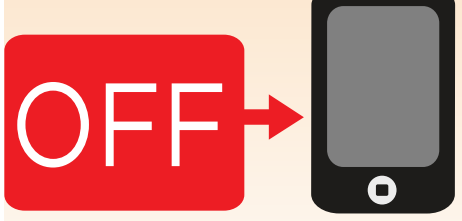
**1 OUT OF 4 Moms** say they text or check email while behind the wheel.



Distracted driving is linked to more than **50** traffic deaths a year in Colorado.

## Before You Get in the Car

### 1. Turn off or silence your phone.



I'll call you back

### 3. Put your cellphone in the trunk, backseat or bag.

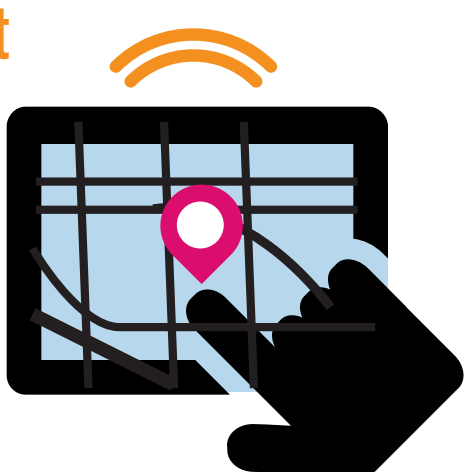


### 2. Let your voicemail greeting

notify callers you'll return their call when you are done driving.

### 4. Preset

your navigation system or playlist.



### 5. Make sure

your little ones have what they need.



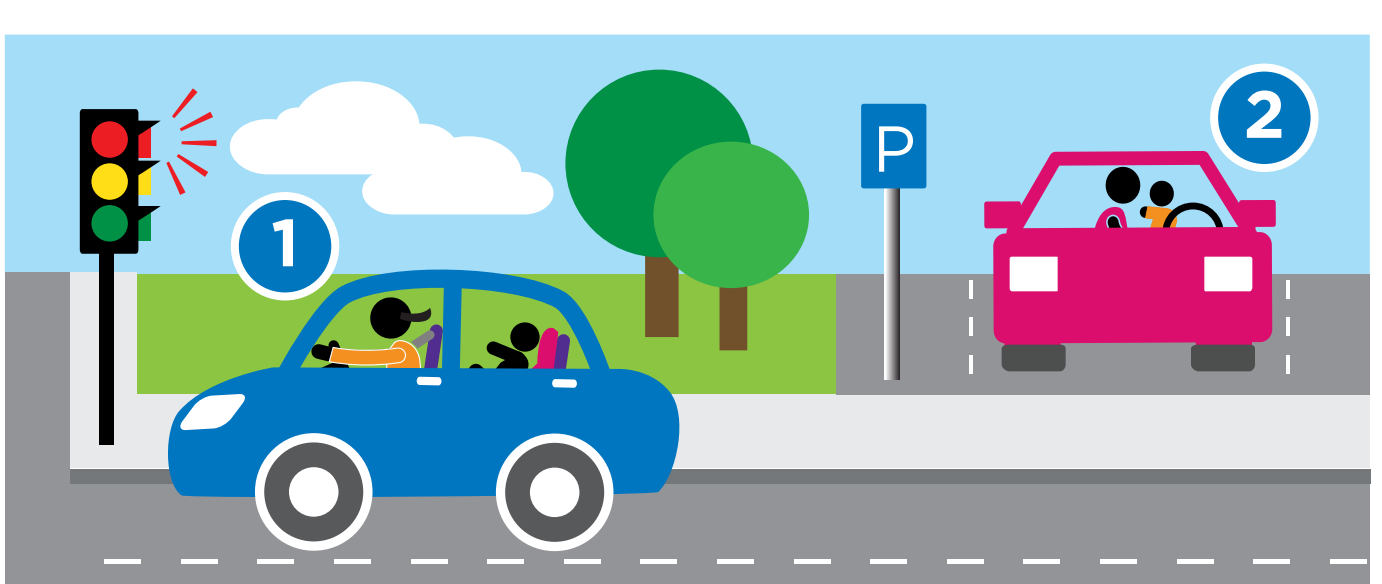
## While You Drive



**No texting**, taking calls or checking email.

### Running behind schedule?

Don't try to make up for lost time - it's okay to be late.



### 1. Take advantage of normal stops

to adjust controls.

### 2. Leave the road and park

in a safe place to make an emergency call or soothe a fussy child.

### 3. Let your passenger operate the phone

or allow someone else to drive so you can freely make or receive phone calls.



## Parenthood doesn't have to mean a lifetime of in-car chaos.

Teach your kids that driving is an important job and make protecting your child a priority every time you turn the engine on. No one expects you to be a super parent -

**Just a Super Driver.**



Rocky Mountain Hospital for Children

At Swedish Medical Center Health ONE

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