



COUNTY OF YOLO

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Distracted Driving Putting Yolo County High School Students at Risk (Yolo County Friday Night Live Mobilizing to Eliminate Distracted Driving)

(Woodland, CA) – During a recent one hour monitoring of distracted driving habits near high schools in West Sacramento, Winters and Woodland, drivers were found to be visibly and dangerously demonstrating the need to improve their focus. Distracted driving observations included the following:

Distraction	River City HS West Sacramento (Total cars = 1,269)	Winters HS Winters (Total cars = 758)	Pioneer HS Woodland (Total cars = 1,662)
Using a hand held device	19	12	31
Eating or drinking	16	17	28
Listening to loud music	9	3	3
Personal grooming	6	16	9
Pets in car	3	3	6
Reaching for an item	5	6	4
Total	58	57	81

More than just cellphone use, distracted driving is categorized by the California Highway Patrol as a range of activities that impact a driver's visual, auditory, physical or cognitive abilities when driving. Motivated by what they observed, Yolo County Friday Night Live members are mobilizing to implement campaigns that aim to eliminate distracted driving among their peers and in their community which include the following activities:

- Distracted Driving Pledge, resource fair and obstacle course
- Red Ribbon Week Pledge
- Daily announcements regarding distracted driving facts

Funded by a grant from the Allstate Foundation, and administered through the California Friday Night Live Partnership, this locally student-led research mirrors the annual October study, Roadwatch, which is conducted by students across California to raise awareness among adult and teen drivers and all communities about the importance of eliminating distractions while driving.

“Engaging California’s young people like this encourages their positive and healthy development and empowers them to become active leaders,” said Jim Kooler, California Friday Night Live Partnership director. “Programs like our annual Traffic Safety Summit and this Allstate Foundation Roadwatch allow California youth to lead their peers in reducing distracted driving collisions.”

“Reducing distractions behind the wheel is something we all can do—it costs nothing and its savings are enormous,” urges Phil Telgenhoff, field senior vice president of Allstate Insurance Company in California. “When we choose to drive more safely, we improve the safety of everyone on the road at the same time.”

The California Highway Patrol recorded 116 traffic fatalities caused by distracted driving in 2009. In 2012, there were more than 3,300 U.S. traffic fatalities and more than 400,000 injuries due to distracted driving, according to the National Highway Traffic Safety Administration.

Active in 54 counties statewide, California Friday Night Live Partnership engages young people to become active leaders and resources in their communities. For more information on Yolo County’s Friday Night Live Program, contact: Angela Angel at (530) 666-8711 or angela.angel@yolocounty.org.

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