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THE PSYCHOLOGY OF DISTRACTED DRIVING WHY IT'S SO HARD TO PUT YOUR PHONE DOWN

We've all heard the warnings—distracted driving is dangerous. But if we know the risks, why is it so hard to resist checking our phones behind the wheel? The answer is in how our brains are wired.

Our brains crave stimulation and reward, and smartphones provide both. Each time you receive a notification, your brain releases dopamine, the same chemical linked to pleasure and addiction. This reinforces the habit of checking your phone, making it feel almost automatic—even when driving.

Many people believe they can safely multitask, but studies show that the human brain isn't built for it. Instead of processing two tasks at once, the brain rapidly switches focus between them, reducing attention and reaction time. This is why texting while driving makes a crash 23 times more likely and why even hands-free devices can still be dangerously distracting.

Breaking the habit of distracted driving takes effort, but it's possible. Start by putting your phone on Do Not Disturb mode before driving or storing it out of reach. If you need GPS, set your destination before starting the car. Most importantly, remind yourself that no text, call, or notification is worth the risk.

In Texas, using a phone while driving isn't just dangerous—it's against the law. Protect yourself and others by staying focused on the road. Your life, and the lives of those around you, depend on it.

Stay focused. Stay safe.



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APRIL 2025

SAN ANTONIO - AUSTIN - DALLAS -FORT WORTH - HOUSTON - CORPUS CHRISTI - BROWNSVILLE - MCALLEN - MONTERREY

The Dangers of Distracted Driving

In today's fast-paced world, distractions are everywhere, even behind the wheel. Distracted driving has become a leading cause of accidents, posing a serious threat to drivers, passengers, and pedestrians alike. It is crucial to understand the gravity of this issue and take proactive measures to prove it.

Distracted driving encompasses any activity that diverts your attention from the primary task of driving. This includes:

- **Visual Distractions:** Taking your eyes off the road, such as looking at GPS, phone, or billboards.
- Manual Distractions: Taking your hands off the wheel, like eating, drinking, or adjusting the radio.
- **Cognitive Distractions:** Taking your mind off driving, such as engaging in a stressful conversation or daydreaming.

The most prevalent and arguably most dangerous form of distractions is cell phone use. Texting while driving is particularly alarming, as it combines all three types of distractions. It takes your eyes off the road, your hands off the wheel, and your mind off the task at hand. Even hands-free devices, while seemingly safer, can still divert your attention and impair your reaction time.

The consequences of distracted driving can be devastating. A momentary lapse in concentration can lead to:

- Collisions with other vehicles.
- Striking pedestrians or cyclists.
- Running off the road.
- Severe injuries or fatalities.

Beyond the immediate physical harm, distracted driving accidents can cause significant financial burdens, including medical bills, property damage, and lost wages.

Here are some essential tips to combat distracted driving:

- **Prioritize Driving:** When you're behind the wheel, your sole focus should be on driving. Put away your phone, avoid eating or drinking, and minimize conversations.
- **Utilize "Do Not Disturb" Mode:** Activate your phone's "Do Not Disturb" feature to silence notifications and calls while driving.
- **Plan Ahead:** Program your GPS, set your music, and adjust your mirrors before you start driving.
- **Pull Over When Necessary:** If you need to make a call or send a text, find a safe place to pull over.
- **Educate Others:** Share the dangers of distracted driving with friends, family, and colleagues.

By recognizing the dangers and adopting responsible driving habits, we can create safer roads for everyone. Let's commit to putting down our distractions and focusing on the road ahead.

LEARN ABOUT OUR UPCOMING EVENTS & MORE WAYS TO PREVENT DISTRACTED DRIVING!



UPCOMING EVENTS

At Herrman and Herrman, we love connecting with our community, and this spring, we are excited to be part of some incredible local events! From fun 5K runs and car shows to family friendly festivals and resource fairs. We will be busy this month supporting great causes, handing out tons of free merch, and meeting amazing people.

Check out the details for these awesome events!



TARS 5K

Friday, April 11, 2025 6:00 PM



Get ready to run for a great cause! Join us for the 3rd annual TARS 5K! Don't miss out on this fun 5K with many unique vendors. Visit our booth for a some free H&H swag!

Earth Day Bay Day Festival

Saturday, April 12, 2025 10:00 AM

1581 N Chaparral, Corpus Christi, TX 78401

Join us for the 26th annual Earth Day Bay Day Festival! This is a FREE event, filled with interactive and educational exhibits and activities, wild animal shows, plant give away, food freebies, and more!





Corpus Christi Car Show

Saturday, April 12, 2025 12:00 PM

1901 N Shoreline Blvd, Corpus Christi, TX 78401

We are thrilled to sponsor a car show celebrating automotive excellence, community, and family fun! Join us for show-stopping vehicles, live entertainment, food trucks, and tons of family fun!

Kleberg County Veterans Resource Fair

Saturday, April 26, 2025 9 AM - 3 AM

JK Northway Expo Center, 501 E Escondido Rd, Kingsville, TX

Visit us for the 2nd annual Kleberg County Veterans Resource Fair! This event is a joint mission of the Kleberg County Veterans Collaborative on a county wide effort to bring services and resources for veterans and their families to one central location.

Visit the community involvement section of the Herrman & Herrman website for more information on our events!



ACTIVITY PAGE

Word search, Crossword puzzle, & Sudoku

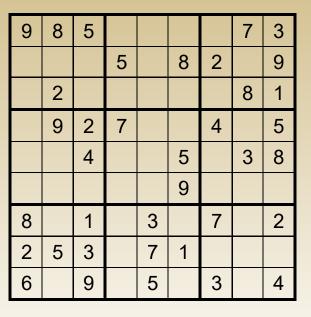


Find the following words in the puzzle! Words are hidden $\rightarrow \downarrow \searrow \& \nearrow$.

Distracted Driving **Awareness** Safety Collision

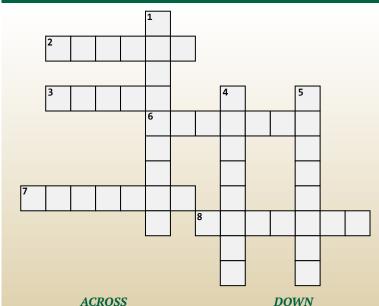
Prevention Cognitive Visual Manual Caution

Responsible Pedestrian Spring Easter Focus



Sudoku Rules

Use numbers 1-9 to fill rows, columns, and boxes without repeating any numbers.



- 2. The possibility of suffering harm or injury.
- 6. Make (someone) ready or able to do or deal with something. 7. The action or practice of
- sending text messages. 8. An official notice of a traffic offense.

- 1. A phone with access to a cellular radio system without a 3. Of, based on, or concerned with physical connection to a network.
 - 4. Exceeding the posted speed
 - 5. A belt or strap securing a person to prevent injury, especially in a vehicle.

