

Your thumb can save lives.



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With [424,000 injuries](#) reported a year due to distracted driving, here's a pop quiz all drivers should consider. *How many types of driving distractions are there?* If you guessed one – visual – that's a great start but only one part. There's three: visual (eyes off the road), manual (hands off the wheel) and cognitive (mind off driving).

Behind the wheel, it can be tempting to drive distracted due to so many tugs at your attention. This is where your thumb enters the equation. [NTTA's Red Thumb campaign](#) urges drivers to make some part of their thumbs red as a visual reminder to keep their hands on the wheel and eyes on the road at all times.

Far too often, our crews see the impact of distracting driving firsthand. During our recent community [Pave the Way Day](#) event, we had the opportunity to show the destruction firsthand – check out our Roadside Safety Vehicle below which was hit due to distracted driving. You can help end distracted driving by using and sharing helpful reminders. Wear and share a Red Thumb band, available for free at any [NTTA Customer Service](#)

[Center](#). Drivers can also paint a thumb nail red or use their creativity to remind themselves to put their phones down while driving.

