If You’re Distracted – We’re Impacted!

Distracted walking is usually the result of mobile technology. People walking on city streets and suburban parking lots often have their attention on cell phones, texting or listening to music and not keeping track of the dangers around them. Though the problem doesn’t yet have the same attention as texting while driving, the danger is still very real.

Technology is still one of the fastest growing industries in the world. It is a good thing as long as it is used properly and with safety in mind. Studies show that the distraction from electronics is different than other types of distractions. For some reason, the human brain blocks out important and real images when using electronics.

For instance, even when a person sees a car coming, the image is not registered in the brain properly while using tech devices. The brain receives part of the information, but tends to ignore it. People are urged not to take that chance with their lives.

There are things that pedestrians can do to help alleviate the injurious possibilities of distracted walking:

• *Never cross the street while talking on the cell phone or texting. Talking on a phone or texting while attempting to cross the street is one of the main causes of death in distracted walking cases.*

• *If the use of headphones is necessary, walk in a park or other public area that does not require crossing streets. The volume should be kept low enough that outside sounds can be heard. This helps prevent muggings, rape and murder, as well as allows the person to hear oncoming traffic.*

• *If you must walk and talk or text, act like a driver and pull over into a quiet area.*