



Talking Points

Do Not Disturb While Driving Day

October 19, 2023

Distracted Driving

- Distracted driving claimed 3,522 lives in 2021. An estimated 362,000 people were injured in crashes involving distracted drivers in 2021.
- Crash risk is 2-6 times greater when drivers are manipulating a cellphone compared with when they are not distracted. Risk is higher for drivers under 30.
- Most crashes occur during the workday or the daily commute.
- Employers absorb costs associated with these crashes, whether they are on or off the job.

Do Not Disturb Settings

- Thursday, October 19, is the second annual National Do Not Disturb While Driving Day – a day to draw attention to the lifesaving smartphone setting.
- Do Not Disturb While Driving automatically silences and prevents incoming notifications from appearing on screen when a mobile phone connects to a vehicle or if it senses vehicle movement.
- The National Distracted Driving Coalition encourages drivers to enable this feature. This is a simple step to help reduce distraction behind the wheel.
- Do Not Disturb settings are available on both Apple iOS and Android.
- [Research](#) shows that only 1 in 5 Apple iPhone users have “Do Not Disturb” set to turn on by default.
- Most operating systems require users to “opt in” and the setting can be cumbersome to find resulting in low awareness and low use rates.
- How to access Do Not Disturb While Driving settings:
 - **Apple:** <https://bit.ly/iPhone-DND>
 - **Android:** <https://bit.ly/Android-DND>
 - **Pixel:** <https://bit.ly/Pixel-DND>