



Crutchfield Dermatology Values the Safety of its Employees – It's Most Valuable Asset

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Last week Crutchfield Dermatology welcomed Lisa Kons, with the Minnesota Safety Council, for a seminar educating employees on the danger of distracted driving. According to the Minnesota Safety Council, driving while talking on a cell phone puts drivers at four time's greater risk of an injury-causing crash. On average, the most dangerous part of a person's day is on their way to and from work.

"Every distracted driving death is a story of loss where lives are transformed forever," Lisa Kons said. "Scrolling through song lists on a cell phone, or texting while driving is not just irresponsible, it can have tragic consequences."

"Lives are at stake on our highways. Crutchfield Dermatology wants to drive behavior change, stop bad habits, and encourage safe driving," said Medical Director, Charles E. Crutchfield III MD. "People need to understand the possible price of distracted driving. The cost of a ticket is nothing, compared to the cost of taking someone's life." Crutchfield Dermatology is planning a seminar for their patients supporting these efforts.

"Cell phones are an integral part of our everyday lives. We are kidding ourselves to think they do not affect our driving," said Crutchfield. "Crashes are up, so the scientific evidence is substantial. The dangers are real and apply to all of us."

A study by AAA found that distraction due to cell phone use is more prevalent than is reflected in official government statistics. "Investigators know when speed, alcohol, or drugs were a factor in a collision," Lisa Kons said. "However, it is challenging to determine when distracted driving is the cause. Most people will not say they were distracted before a crash. So we know distracted driving statistics much higher than reported."

"Distracted driving is an entirely preventable cause of death or injury on our roadways. We believe education is as important as enforcement in addressing this problem, which is why we are pleased to have Crutchfield Dermatology working with us," Kons added.

"Driving a car is the riskiest activity we undertake daily, and it is especially dangerous for teens," Lisa said. "For the first time since World War II, traffic deaths have increased despite decades of vehicle design improvements and road safety advancements. Very simply, we need to change behavior behind the wheel. We need to keep both hands on the wheel, both eyes on the road and focus our minds on driving. Concentrate on the road ahead to get to where you are going safely – we all have loved ones counting on us."

The danger of distracted driving is not only for teenagers. The DOT notes at any given moment in 2014, during daylight hours, more than 587,000 cars were driven by someone using a cell phone.

"Adults need to put down their devices when they drive," said Ms. Kons. "Teens will follow our example. Teens need to turn off their devices as well, and lead by reminding their peers to do the same."

A fact sheet other information concerning distracted driving are available on the NSC Website at distracteddriving.nsc.org.

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