



# Frodsham Weaver Vale Primary School

*An Exceptional School Without Exception*

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## **Parent Parking Charter**

Dear Parents/Carers,

Many thanks for signing up to our charter and promising to keep our children safe. Our New Road Safety message is about: **Phone Smart**

It's never clever to use a mobile phone while driving. Driving is a highly unpredictable and risky activity, so it requires full concentration at all times. Drivers who divide their attention between their phone and the road are significantly increasing their risk of causing a devastating crash.

New research from psychologists at the University of Sussex has found that driving while talking on a hands-free phone can be just as distracting as talking on a hand-held mobile. The study, published in the Transportation Research Journal, shows that drivers who are engaged in conversations that spark their visual imagination are much less able to spot and react to potential hazards. When the drivers involved in the study were asked about a subject that required them to visualise it, they focused on a smaller area of the road ahead of them and failed to see hazards, even when they looked directly at them.

The researchers claim their evidence shows conversations may use more of the brain's visual processing. Having a conversation which requires a driver to use their visual imagination creates competition for the brain's processing capacity that is also focusing on driving, this results in drivers missing road hazards that they might otherwise have spotted.

### **Never use your phone when driving!**

Don't forget, you can use the phone while you are walking but when you are on the road then you must put it in your pocket. **That's all you need to do.**

Yours truly,

Mr Peter Van Geffen and the Pupils of Frodsham Weaver Vale Primary School

