



City of Roseville
Police Department

911

Public Safety Newsletter

April 2018

End distracted driving Source: DMV.org, FCC.org, National Safety Council

Thousands have died in crashes involving cell phone use

The Center for Disease Control and Prevention estimates that **9 people are killed every day in the U.S.** as a result of crashes involving a distracted driver.

Distracted driving doesn't just mean texting and driving. Distracted driving means driving while not fully paying attention to the road. Even talking with another passenger is a distraction.

Other distraction include:

- Reaching for your phone
- Changing the music
- Checking your GPS or map
- Taking a selfie or photo
- Checking email or posting to social media sites
- Eating and drinking
- Putting on makeup/grooming

The extent of the problem

Unfortunately, distracted driving is all too common. How many times have you

looked over and seen someone talking on their cell phone or texting?

Consider the following statistics:

- When you send a text, you take your eyes off the road for about 5 seconds. That's the time it takes to drive the length of a football field going 55 MPH! (U.S. Department of Transportation).
- At any moment during the daylight hours, about 660,000 drivers are handling cell phones or other electronic devices while driving in the U.S. (National Highway Traffic Safety Administration).
- You are 3 times **more likely to get into an accident** when distracted by manipulating a mobile device (Virginia Tech Transportation Institute).

Don't be part of the problem

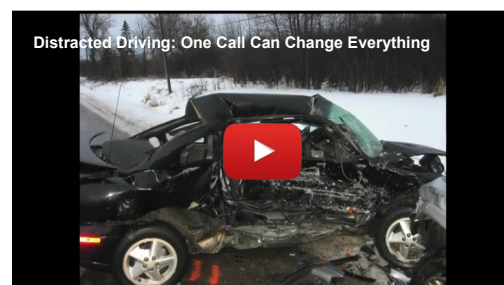
It seems like there's always something to look at other than the road. It's tempting to try to stay connected by texting and driving, or to take a quick look at your GPS, but those actions can cost you your life or cause you to injure or kill someone else.

Always think about whether it's worth it. Is the text message you're about to send worth an injury or death?

What you can do to help?

Give clear instructions – Give new drivers in your household clear instructions not to use their wireless devices while driving. Discuss the consequences what will happen if they fail to comply to the rule.

Lead by example –No one should text and drive. Be an example for your children, and if you need to text or talk on the phone, pull over to a safe place. Set rules for yourself and your household regarding distracted driving.



<http://www.nsc.org/learn/NSC-Initiatives/Pages/distracted-driving.aspx>

Walking distracted: heads up, phone down Source: SafeKids.org, NSC.org



<https://www.nbcnews.com/nightly-news/video/distracted-walking--the-growing-phone-related-danger-594878019689>

You've probably seen it on TV a woman falls into a fountain while texting, or the man who walks into a wall while texting. This may seem funny; however, distracted walking is a very real and serious problem. If you have a cell phone, you are at risk.

According to a Governors Highway Safety Association report, there were nearly 6,000 pedestrian fatalities in 2017. Many people are so focused on their cell phone that they are unaware of their surroundings thus putting their own safety at risk. Scientists call the phenomenon "inattentive blindness," saying that the human brain has evolved to only be able to adequately focus

attention on one task at a time. So when you're texting or talking on the phone while trying to walk, you cannot give your full attention to both tasks.

The solution is quite simple. Stop using phones while walking, and not just in crosswalks and intersections.



https://www.youtube.com/watch?time_continue=13&v=g_3saftYsZM

Christina's Story

On Halloween morning in 2012, Christina was crossing the street just two blocks from Seneca Valley High School, where she attended school as a sophomore. Dressed in dark clothes and wearing headphones, Christina was looking down at her phone as she started to cross the street. Just before she got to the other

side of the intersection, an oncoming car hit her.

According to SafeKids.org one in five high school students cross the street while distracted-most while texting or wearing headphones. It takes only a few seconds on you cell phone to become distracted.

Talk to your children

Here are four tips that "SafeKids.org" recommends parents and teens can do to stay safe while walking:

- Talk to kids, especially teens, about the danger of distraction and the importance of putting devices down when crossing the street.
- Start the discussion about safety using technology when kids get their first mobile device and keep talking about it.
- Set a good example of what crossing the street safely looks like.
- Be aware of others who may be distracted and speak up.



Things you can do about your data on social media.

If you follow the news, you know that Facebook faces fallout from the Cambridge Analytica data scandal. Reports suggest that the data-analytics firm obtained information on 50 million Facebook users via a personality-prediction app.



This is a reminder that the more information you put out there about yourself, the more that information can be used in ways you might not have intended, and you may even be putting yourself at risk for identity theft by

sharing too much information on social media.

Don't post these things on Facebook!

Any single piece of information listed below could help a crook steal your identity, wreak financial havoc in your life or just simply learn too much about you, as we've seen in this latest data scandal.

If you're putting any of these things on Facebook, take the information down.

- Full birth date - The date of your birth is a critical piece of information that a criminal would need to commit identity theft against you.

A survey conducted by Visa found that almost half of 1,000 respondents said they disclose their birthday on social media.

- Phone number - Visa also found some 29% of people admitted to sharing their phone number, too. This can open you up to phone scams like the one-ring scam or the jury duty scam
- Home address - Twenty percent of people list their home address on social media, according to Visa. With fake package delivery scams and criminals posing as utility workers and showing up at people's homes with the threat that they'll turn off the power if they're not paid are reasons not to give out your home address information on social media!
- Mother's maiden name - Particularly around Mother's Day, you see a lot of people putting up pictures of their mother and tagging her in the photo. Some 14% of people say

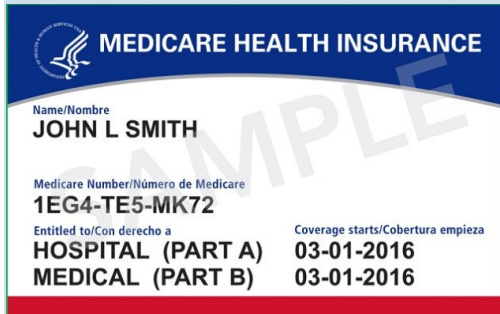
- they list their mother's maiden name on social media. Your mother's maiden name is another key piece of information a crook needs to breach your identity and apply for credit in your name.
- Social Security number - Could there be a worse thing to share from an identity theft perspective? Yet 7% of people fess up to posting their Social Security number on social media. Not only shouldn't you share your Social Security number, you might want to go one step further: Do a credit freeze to limit the ability of the crooks to open new lines of credit in your name.

Other things to not post

- Lifewire suggests you should refrain from posting the following on social media.
- Relationship status - Who needs to give the stalkers their cue?
 - Geotagged photos - You never want to disclose your exact location for security reasons.
 - Vacation photos - Posting these while you're still away advertises that your home is likely being left unattended. Hello, burglars!
 - Embarrassing pictures - Anything that would prevent you from getting a job offer or threaten your current employment is best left offline.
 - Information on your current job - Don't invite corporate espionage into your life by posting about a missed deadline or a project that went awry!

New Medicare cards coming in April (Federal Trade Commission, FTC)

In California the new Medicare cards will be arriving between April and June of 2018.



When you get your new card, be sure to destroy your old card. Don't just toss it in

the trash. Shred it. If you have a separate Medicare Advantage card, keep that because you'll still need it for treatment.

As the new Medicare cards start being mailed, be on the lookout for Medicare scams. Here are some tips:

- **Don't pay for your new card.** It's yours for free. If anyone calls and says you need to pay for it, that's a scam.
- **Don't give personal information to get your card.** If someone calls claiming to be from Medicare, asking for your Social Security number or bank information, that's a scam. Hang

up. Medicare will never ask you to give personal information to get your new number and card.

- **Guard your card.** When you get your new card, safeguard it like you would any other health insurance or credit card. While removing the Social Security number cuts down on many types of identity theft, you'll still want to protect your new card because identity thieves could use it to get medical services.

For more information about changes to your Medicare card go to [go.medicare.gov/newcard](https://www.medicare.gov/newcard).

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PDCommunityServices@roseville.ca.us

Graffiti Abatement
(916) 746-1021

**Police News & Crime Alert
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www.roseville.ca.us/enotify

RCONA
(Roseville Coalition Of
Neighborhood Associations)
www.RCONA.org

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