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Distracted driving a choice we make

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Every time you get behind the wheel, you're about to encounter potential dangers over which you have no control.

Traffic. Weather. Other drivers.

All you can do is react to them as best you can.

But there are other risks that you, the driver, can take control of and eliminate.

You have choices, and one of the most important is the choice you make to focus on the road and ignore the distractions competing for your attention.

The Illinois Insurance Association is partnering with law enforcement and community leaders in April to observe Distracted Driving Month. We've joined this effort because we know the devastating consequences of driving while distracted; 3,744 lives lost and 391,000 injuries in 2015 alone were attributed to crashes caused by distracted driving.

You may have heard that when you read or type an average text on the highway, you're driving the length of a football field without looking at the road or the cars around you.