**Script CO STMG (*Study: Texting While Driving Triples Crash Risk*)**

Voice-over: Witnesses say the driver of this pick-up truck admitted he was texting right before this crash last week. The minibus was filled with members of a Texas Church coming back from a retreat. Thirteen people died, including a friend of Ruth Pharis.

Ruth Pharis (Church parishioner): It’s just, hard to realize she’s gone.

Voice-over: A new study finds texting or even talking on the phone and driving are common factors in accidents. The company Cambridge Mobile Telematics collected Smartphone data from hundreds of thousands of drivers; they found phone distraction occurred in 52% of all trips that ended in a crash. And drivers used a phone for an average of more than two minutes before the crash.

Sam Madden (Cambridge Mobile Telematics): At 65 miles an hour, you know, it takes four seconds to go the length of a football field.

Chris Martinez (CBS reporter):Traffic fatalities in the US were dropping; but now, the number of deaths is rising, and experts believe distracted driving is a major factor why.

Ken Kolosh (National Safety Council): Every age group is increasingly texting; we even see measurable percentages of drivers over seventy texting.

Voice-over: Ken Kolosh from the National Safety Council wants a nationwide ban on using cell phones while driving. But he says we also need a cultural shift.

Ken Kolosh: We have to make it ok not to be connected 24 hours a day, 7 days a week.

Voice-over: Because the research shows unplugging when behind the wheel can save lives. Chris Martinez, CBS News, Los Angeles.

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