

— Distracted Driving

Fight Distracted Driving



April is National Distracted Driving Awareness Month. A week has been designated as National Distracted Driving Enforcement Mobilization week. The focus is on the idea that ***If you're texting, you're not driving.***

According to National Highway Traffic Safety Administration (NHTSA), between 2012-2017, nearly 20,000 people died in crashes involving a distracted driver. In fact, there were 3,166 people killed in motor vehicle crashes involving distracted drivers in 2017, which accounts for nearly one-tenth of all fatal crashes for that year.

They anticipate this message will engage the target audience of men and women 18-34 with creative and persuasive messaging on NHTSA's social media channels and from their media partners. The Traffic Safety Marketing service has developed campaign materials, including posters, videos, policy samples, and sample announcements. These materials are available at <https://www.trafficsafetymarketing.gov/get-materials/distracted-driving/u-drive-u-text-u-pay>. They can be downloaded at no cost and are available in Spanish.

The site opens on the "U Drive. U Text. U Pay" page, but there are several campaigns to choose from:

[Evergreen Campaign Materials](#)

[One Text or Call Could Wreck It All](#)

[Phone in One Hand – Ticket In The Other](#)

Help your drivers be better - increase their awareness with your own campaign to fight distracted driving. Start with some safe driving tips and posters.

Drive Safe Every Trip

Don't want to get ticketed for distracted driving? Don't do it. If you need to text, pull over and do not drive. If you're driving, follow these safe driving tips:

- If you are expecting a text message or need to send one, pull over and park your car in a safe location. Once you are off the road and parked, it is safe to text.
- Designate your passenger as your "designated texter." Allow them access to your phone to respond to calls or messages.
- Do not engage in social media scrolling or messaging while driving.
- Struggling to not text and drive? Put the cell phone in the trunk, glove box, or back seat of the vehicle until you arrive at your destination.

