**2017 ANTI-DISTRACTED DRIVING**

**ENFORCEMENT CAMPAIGN**

**SAMPLE TALKING POINTS**

**Put Your Phone Away or Get Ready to Pay.**

***Law Enforcement to Stop Distracted***

***Drivers with U Drive. U Text. U Pay.***

**Distracted Driving Is a Growing and Deadly Threat**

* Too many drivers are ignoring their responsibilities behind the wheel.
* According to the National Highway Traffic Safety Administration, 3,477 people were killed and an estimated 391,000 injured in motor vehicle crashes involving distracted drivers in 2015. That is a 9-percent increase in fatalities as compared to the previous year.
* That’s why **[State/Local Law Enforcement Organization]** will be stepping up enforcement to catch distracted drivers from April 6 to April 10, 2017, as part of the *U Drive. U Text. U Pay.* campaign, a national high-visibility effort to enforce distracted-driving laws.
* According to NHTSA, 10 percent of fatal crashes, 15 percent of injury crashes, and 14 percent of all police-reported motor vehicle crashes in 2015 were reported as distraction-affected crashes.
* Texting while driving has become an especially problematic trend among millennials. According to NHTSA, young drivers, 16 to 24 years old, have been observed using handheld electronic devices while driving at higher rates than older drivers since 2007.
* Nine percent of all drivers, 15 to 19 years old, involved in fatal crashes were reported as being distracted at the time of the crashes in 2015. This age group has the largest proportion of drivers who were distracted at the time of fatal crashes.
* Handheld cellphone use while driving is highest among 16 to 24 year old drivers, but female drivers 15 to 39 years old are most at-risk for being involved in a fatal crash involving a distracted driver.
* Female drivers with a cell phone have been more likely to be involved in fatal distracted driving crashes as compared to male drivers every year since 2011.

**Drop the Double Standard on Distracted Driving - the Dangers are Real.**

* The AAA Foundation for Traffic Safety found in analyzing 2009-2012 data, that even while more than 8 in 10 drivers believed it completely unacceptable for a motorist to text or e-mail behind the wheel, more than a third of those same respondents admitted to reading text messages while driving.
* Just as disturbing, even as fatalities go up, fewer drivers seem concerned about texting while driving. According to the AAA Foundation’s 2015 Traffic Safety Culture Index, significantly fewer motorists (77%) believed texting while driving is a problem, down from 96 percent in 2013–a 19-point drop in just two years.
* Texting while driving is more than just personally risky. When you text and drive, you become a danger to everyone around you.

**Put Your Phone Away or Get Ready to Pay.**

* Don’t follow the pack, be a leader. When you get behind the wheel, be an example to your family and friends by putting your phone away.
* In 46 States, Washington, DC, Puerto Rico, Guam and the U.S. Virgin Islands, texting while driving is an illegal, ticketable offense.
* Speak up. If your friends text while driving, tell them to stop. Listen to your passengers; if they catch you texting while driving, and tell you to put your phone away, put it down.
* No one likes to be called out by a friend for doing something wrong, but it’s even worse to get caught by law enforcement and end up paying a fine.
* Remember, when you get behind the wheel, put your phone away. *U Drive. U Text. U Pay.*

**Texting while driving is dangerous, and getting caught can be expensive and embarrassing. Save face, your money, and maybe save a life—your text message can wait. Remember: *U Drive. U Text. U Pay.***

For more information, visit [www.trafficsafetymarketing.gov](http://www.trafficsafetymarketing.gov).

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