

# DISTRACTED DRIVING

PUT THE PHONE  
AWAY OR PAY

Distraction – taking eyes, hands or mental attention away from driving – is a common contributing factor in most vehicle crashes and near crashes.

Texting while driving is a behavior so dangerous that drivers are:

**23X MORE** at risk of a crash or near-crash event  
**6X MORE** likely to crash than a drunk driver

According to the National Highway Traffic Safety Administration (NHTSA), 3,275 people nationwide were killed in vehicle crashes involving distracted drivers in 2023.\*

Distracted driving is vastly underreported because drivers may hesitate to admit they were distracted, witnesses may not notice, and other factors make it difficult to verify. As a result, North Dakota's crash data related to distraction is likely underestimated. However, in 2024 there were:

- 936 crashes related to distracted/fatigued/asleep drivers including 12 fatal crashes and 308 injury crashes in North Dakota.
- 1,452 distracted driving violations posted to the ND Driver's License System.



Sending one text at 55 mph is like **driving blindfolded** the entire length of a football field.



The Buckle Up Phone Down (BUPD) pledge is simple: when you get into any vehicle, buckle up and encourage others to do the same. If you are a driver, put the cell phone down. Every trip, every time!

Make an impact by taking the pledge and spreading the word to your colleagues, family and friends. You can help us reach Vision Zero. We challenge you, North Dakota! Take the pledge now at [VisionZero.ND.gov](https://www.visionzero.nd.gov) and get instant access to policies, social media posts, talking points and more.

