**2020 *U Drive. U Text. U Pay.* Distracted Driving Campaign**

**Connect to Disconnect (C2D)**

Connect to Disconnect (C2D) is a 4-hour national distracted driving enforcement and awareness initiative coordinated by State Highway Safety Offices and law enforcement agencies across the country. The initiative will take place on April 9, 2020, the first day of the 2020 *U Drive. U Text. U Pay.* distracted driving high-visibility enforcement period that runs through April 13.

The goals of C2D are to demonstrate a nationwide commitment to enforcing cell phone and texting bans, and to reduce traffic crashes caused by distracted drivers, ultimately preventing injuries and deaths associated with cell phone use and texting while driving.

C2D - The Ask

The importance of ending the epidemic of distracted driving cannot be overemphasized. Local law enforcement agencies are being asked to conduct a special 4-hour enforcement operation on April 9th where officers ticket drivers for violating their State’s or local jurisdiction’s cell phone or texting ban.

We encourage the States and Regional Offices to work with local law enforcement agencies to make this year’s C2D program a success.