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

**Sustained Enforcement and Communication**

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|  | All communities are encouraged to engage in high-visibility distracted driving enforcement activities throughout the month of April, and most specifically for the duration of the 5-day enforcement period (April 9-13). This enforcement period is an opportunity to increase local awareness about the dangers of distracted driving, and to strengthen the community’s perception that they will be cited for violating distracteddriving laws.  Ideally, law enforcement agencies will engage in a large, collaborative effort across municipal, county or even State borders. Coordinated enforcement efforts raise awareness of the seriousness of the distracted driving problem and could lead to mass media coverage. Consider the following:   | ***Sustained Enforcement During the month*** | ***Media Communications*** | | --- | --- | | * ***Daily enforcement is encouraged.*** * *Enforcement tactics to consider:*    + *Integrate distracted driving enforcement into regular traffic patrols;*   + *Observe traffic at intersections;*   + *Choose a high traffic volume area where potential stops are safe;*   + *Select a location that provides a good vantage point;*   + *Use the spotter technique to enforce the law; and*   + *Track citation data and share results internally.* | * ***Products for Enforcement Action Kit******(PEAK)*** *includes the following distracted driving earned*   *media material:*   * *Fact Sheet / Talking Points* * *Sample Pre-Event News Release* * *Sample Post-Event News Release* * *Sample Op Ed* * *Available at* [*www.trafficsafetymarketing.gov/get-materials/distracted-driving/u-drive-u-text-u-pay/peak-enforcement-kit*](http://www.trafficsafetymarketing.gov/get-materials/distracted-driving/u-drive-u-text-u-pay/peak-enforcement-kit) | | ***High-Visibility Enforcement Operation*** | ***Distracted Driving Resources*** | | * *National Enforcement Initiative*    + *Connect to Disconnect (C2D) 4-hour enforcement initiative on April 9, 2020, to conduct a coordinated enforcement operation with multiple agencies across the country*   + *Determine a specific time of day to conduct the enforcement operation.*   + *Capitalize on the effort and share the news via an earned media event or press release.* | *Visit NHTSA’s website for the latest statistics, laws, and research reports on distracted driving.*  [www.nhtsa.gov/risky-driving/distracted-driving](file:///C:\Users\maryf.jones\AppData\Local\Microsoft\Windows\Temporary%20Internet%20Files\Content.Outlook\3WX661OS\www.nhtsa.gov\risky-driving\distracted-driving) | |