****

**SAMPLE LETTER TO PROSPECTIVE**

**DISTRACTED DRIVING CAMPAIGN PARTNERS**

[DATE]

**Name**

**Title   
Organization**

**Address**

**City, State Zip code**

Dear **Mr./Ms.** **Name**,

How many times in the last week did you use your cell phone, eat a snack, change the radio station, or do any other task while you were driving? For most of us, driving isn’t our only focus when we’re behind the wheel. Unfortunately, these distractions are leading to fatalities that could otherwise be avoided.

According to the National Highway Traffic Safety Administration, in 2013, 3,154 people were killed and an estimated 424,000 were injured in motor vehicle crashes involving a distracted driver. That’s why NHTSA is focusing on ways to change the behavior of drivers through legislation, enforcement, public awareness and education—the same activities that have curbed drunk driving and increased seat belt use.

NHTSA’s campaign is centered on the slogan, “One Text or Call Could Wreck it All.” Its goal is to help drivers understand that texting, cell phone use, and other distractions behind the wheel can have dangerous consequences.

Together, we can make a difference in **[STATE]** by bringing together community and health groups, safety advocates, legislators and other elected officials, law enforcement, businesses, and concerned citizens to address this issue. We are [**insert information here about the local campaign].**

I would like to ask you to join us in this lifesaving effort as we ask **[STATE]** drivers to put down their phones and concentrate on the road.  **[Insert information here about what you would like them to do specifically—provide information to constituents, host events, write letters, act as a public partner, etc.]**

You can find more information about the campaign at [www.distraction.gov](http://www.distraction.gov/).

I will follow up with you in the next few days to discuss this effort, and I hope you will join us in our efforts to make **[STATE]** roads safer for everyone.

Sincerely,

**Name**

**Title**

**State** 