(Insert Picture or Infographic)

When you are behind the wheel of a vehicle, your number one job is to focus on the task of driving. Life can change forever in a few thumb swipes. Park your phone and just drive.

**This Month's Traffic Safety Bundle**

U. Drive. U Text. U Pay. Logo

Law enforcement agencies across North Dakota will increase patrols during the ***U Drive. U Text. U Pay.*** enforcement campaign from **(Enter Dates)** to enforce (enter state) texting while driving law in an effort to save lives.

**Did you know?**

* Text messaging is prohibited for all drivers, and drivers under the age of 18 are prohibited from using any electronic communications devices, including cell phones. This law carries a $100 citation and went into effect (enter implementation date). For more detailed information, view the (provide link to law)
* **Texting** multiplies the chance of a crash by **23x**.
* Sending one text at **55 mph** is like driving the length of a football field **blind**.
* Texting drivers are **6** times more likely to crash than a **drunk driver**.

***Use these tips to avoid the distraction of your phone:***

1. Silence your phone and turn off the vibration mechanism. The less you hear your phone, the less tempted you’ll be to respond while driving.
2. Designate a texter: Borrow thumbs from your passengers. Ask your passengers to handle tasks such as texting, placing a call or reprogramming your GPS.
3. Ask family, friends and colleagues to respect your drive: Set phone boundaries and politely ask them not to contact you during the hours of your commute.
4. Place your phone in the glove compartment or trunk: The old adage, ‘out of sight, out of mind’ can be applied here. Wait until you’re at your destination or pull into a gas station or rest area to check messages.
5. Download an app: Get some technological help to stop texting while driving. Download your favorite distraction-free app and forget the distractions while you drive.

**Distracted Driving Law in (enter state)**

The texting while driving law was expanded to include distracted driving to mean any distraction that impairs the ability to safely operate the vehicle. If you’re distracted while driving and commit a traffic violation, you can be given a $100 citation for distracted driving. This new expanded part of the law went into effect (enter date(. For more detailed information, view the [(provide link to statute).](http://www.legis.nd.gov/cencode/t39c08.pdf)

By working together to educate and inform those around us to Speak Up! Against Distracted Driving, we can help save lives on North Dakota roads. Share the materials (provide link) with your business, organization, family or friends. Materials include a flier, a radio script, a digital media ad and social media content, along with talking points on distracted driving. You can post the materials on a bulletin board, include them in your newsletter, or share on your social media channels.   
  
Insert photograph wit program slogan

**(Insert program slogan) Program**

Distracted and reckless driving is the leading cause of death for teenagers. (Insert program slogan) helps teens in (enter state) protect their safety in a vehicle. Parents remain the biggest influence on teenagers. As parents, you have the most critical interest in getting your teen through the high-risk years as a young driver.

(Insert campaign slogan) allows schools or community organizations to choose their own level of participation. Materials are FREE. Pledge cards, posters and/or banners will be shipped to organizations in (enter state) at NO CHARGE. For help putting your program together or if you have questions, contact us.

**Seeking Feedback**  
  
Making (enter state) roads safer is an allied effort. We appreciate your insight as we continue to work to reduce roadway fatalities. Send your comments and feedback on (enter coalition name) materials to (enter program coordinator email).