**2020 ANTI-DISTRACTED DRIVING**

**PEAK CAMPAIGN**

**SAMPLE TALKING POINTS AND FACT SHEET**

**Distracted Driving Can Cost You**

***U Drive. U Text. U Pay.***

The U.S. Department of Transportation’s National Highway Traffic Safety Administration (NHTSA) is joining forces with law enforcement nationwide during April’s National Distracted Driving Awareness Month. Law enforcement officers will be out in full force April 9 to April 13, 2020, for the *U Drive. U Text. U Pay.* campaign, a national high-visibility effort to enforce distracted-driving laws. Texting is one of the most common forms of distracted driving, and too many drivers are guilty of the deadly, illegal habit. State and local law enforcement agencies across the nation are teaming up with NHTSA in an effort to save lives. Participating agencies will be stepping up enforcement of distracted-driving laws and showing zero tolerance for people caught texting behind the wheel.

### Distracted-Driving Stats

* From 2012-2018, nearly 23,000 people died in crashes involving a distracted driver.
* According to NHTSA, there were 2,841 people killed in motor vehicle crashes involving distracted drivers in 2018. While this reflects a 12-percent decrease from 2017 to 2018, there is still much work to do. In the last 7 years, 9.3 percent of all fatal crashes involved a distracted driver.
* Texting while driving has become an especially problematic trend among younger drivers. In fact, in 2018, 8 percent of people killed in teen (15-19) driver crashes died when the teen drivers were distracted at the time of the crash.
* According to NHTSA, young drivers 16 to 24 years old have been observed using handheld electronic devices while driving at higher rates than older drivers have since 2007.

### Create Safe Driving Habits

* If you are expecting a text message or need to send one, pull over and park your car in a safe location. Once you are safely off the road and parked, it is safe to text.
* Give a passenger the role of “designated texter.” Allow them access to your phone to respond to calls or messages.
* Do not scroll on social media or check notifications while driving. No post or comment is worth crashing over.
* Cell phone use is habit-forming. If you’re struggling to fight the urge to check your phone when you’re driving, activate your phone’s “Do Not Disturb” feature, or put your phone in the trunk, glove box, or back seat until you arrive at your destination.

### If You Text and Drive, You Stand to Lose a Lot

* Do you have a “double-standard” for distracted driving? Does it irritate you when you see another driver texting at the wheel, even though you do the same thing?
* The bottom line is this: No one is good at texting while driving. That’s why it’s illegal in most states.
* In 48 states, the District of Columbia, Puerto Rico, Guam, and the U.S. Virgin Islands, texting while driving is an illegal, ticketable offense. You could end up paying a hefty fine and getting points on your driving record.
* If you see a friend texting while driving, tell them to stop. If you are a passenger, offer to check or respond to their texts.
* Listen to your passengers: If they catch you texting while driving and tell you to put your phone away, put it down.
* Remember, when you get behind the wheel, put your phone away. *U Drive. U Text. U Pay.*

For more information, visit [www.trafficsafetymarketing.gov](http://www.trafficsafetymarketing.gov).