

PUT THE PHINE AWAY OR PAY

National Mobilization | April 1-8, 2024

The national distracted driving high visibility enforcement (HVE) campaign kicks off April 1 with a new tagline, *Put the Phone Away or Pay*. This distracted driving enforcement campaign reminds drivers of the deadly dangers and the legal consequences – including fines – of distracted driving. Communication and marketing material featuring the new tagline are now available at <u>TrafficSafetyMarketing.gov</u>.

Click here to download the new campaign material.

Law Enforcement Presentations

Utah Highway Patrol has started a new program and now offer a one hour presentation available to all high school driver education classes. This is a standardized presentation by one of your local law enforcement or school resource officers. If you would like to schedule a presentation for your driver education class reach out to <u>MThompson@utah.gov</u> or 801-657-7107



Educator Resources

Over the past 20 years, the Traffic Safety Education Foundation has worked closely with school districts, administrators and educators in 23 states to deliver award-winning knowledge and materials to teachers and students.

Distracted Driving

DISTRACTED DRIVING IS A GROWING PROBLEM





Utah crash data between 2017-2021 shows that 27,514 distracted driving crashes resulted in 15,004 injury crashes and 83 people dying in 74 distracted driver fatal crashes.

Crash data indicates drivers under the age of 20 are involved in 31% of distracted driving crashes, more than any other age group.

The highest percentage of fatal distracted driver crashes occurred on Fridays, followed by Saturdays and Tuesdays.

48% of all fatal crashes occur between 12:00 pm and 7:00 pm, with the most significant occurring between 3:00 pm and 6:00 pm



CLICK TO WATCH VIDEO

Find out how Leslee Henson is working to stop distracted driving at <u>Stop the Texts Stop the Wrecks</u>. Distracted Driving Resources

Find logos, posters, social media messages, and videos at <u>distraction.gov</u> and <u>trafficsafetymarketing.gov</u>