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**PLEASE DELIVER THE FOLLOWING PAGES TO:**

NAME: News Editors/News Directors  
FROM: The Arapahoe County Sheriff's Office  
DATE: March 31, 2015  
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## **MEDIA RELEASE**

### **SHERIFF ANNOUNCES PARTICIPATION IN DISTRACTED DRIVING CAMPAIGN**

In a continuing effort to ensure traffic safety through education and enforcement, the Arapahoe County Sheriff's Office will once again participate with other agencies across Colorado and the nation in the annual Distracted Driving Enforcement and Education campaign that runs from **April 6 through April 14, 2015**.

Motorists are reminded that from **April 6 through 14, 2015**, law enforcement personnel across the nation and across Colorado will be using a combination of strategies to crack down on motorists who engage in distracted driving. This effort is a part of the effort to bring attention to and prevent distracted driving, which can include doing anything that takes your eyes and your attention away from the road, even momentarily. Examples include **texting, using a cell phone without a hands free attachment, eating or drinking, grooming, reading, using a GPS system, watching a video**, etc. This campaign will feature a high-visibility enforcement (HVE) campaign that combines periods of intense enforcement of anti-texting laws along with advertising and media outreach to let people know about the enforcement and encourage them to obey the law.

In 2012, there were 3,328 people killed and 421,000 injured nationwide in distraction-affected crashes. The University of Michigan's Transportation Research Institute reports that a quarter of teens respond to a text message once or more every time they drive. Additionally, 20 percent of teens and 10 percent of parents admit that they have extended, multi-message text conversations while driving.

The successes of the *Click It or Ticket* and *Drive Sober or Get Pulled Over* campaigns over the years have proven that the combination of tough laws, targeted advertising, and high-visibility enforcement can change people's risky traffic safety behaviors. This strategy has been implemented across the nation since



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2009 to target distracted driving. The enforcement blitz is also supported by a national advertising campaign, designed to raise awareness about the enforcement effort and remind people about the deadly consequences of driving and texting.

**Learn more about the *Click It or Ticket* mobilization and seat belt safety across the nation at [www.nhtsa.gov/](http://www.nhtsa.gov/) and [www.distraction.gov](http://www.distraction.gov) across Colorado at <https://www.codot.gov/programs/distracteddriving>.**

For further information about this media release or the participation of the Arapahoe County Sheriff's Office in this campaign, please contact Bureau Chief Glenn Thompson at 720-874-4023.

**END**