



## FOR IMMEDIATE RELEASE

[Date]

### Contact:

[Your Name]

[Your Organization]

[Your Phone Number]

[Your Email Address]

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## April is Distracted Driving Awareness Month: Take Action to Stay Safe on the Road

[City, State] – Every day, distracted driving puts lives at risk on our roads. As April marks Distracted Driving Awareness Month, [Your Organization] is urging drivers to stay focused and eliminate distractions behind the wheel.

According to the National Highway Traffic Safety Administration (NHTSA), distracted driving claimed 3,308 lives in 2022 alone. Whether it's texting, adjusting the radio, eating, or using in-car technologies, distractions can have deadly consequences.

“Driving requires your full attention, and even a momentary distraction can lead to devastating crashes,” said [Spokesperson’s Name], [Title] of [Your Organization]. “We are committed to raising awareness and providing resources to help drivers make safer choices.”

### Tips to Avoid Distracted Driving:

- **Put the Phone Away:** Use “Do Not Disturb” mode or store your phone out of reach while driving.
- **Plan Ahead:** Set your GPS and adjust music or climate controls before hitting the road.
- **Avoid Multitasking:** Focus on driving—save eating, grooming, and other tasks for when you’re safely parked.
- **Speak Up:** If you’re a passenger, remind the driver to stay focused.
- **Lead by Example:** Parents and caregivers should model safe driving behaviors for young drivers.

Throughout April, [Your Organization] will be hosting [list events, campaigns, or initiatives such as educational workshops, social media campaigns, or community engagement activities] to educate the public about the dangers of distracted driving.

Join us in making the roads safer for everyone. Take the pledge to drive distraction-free and spread the word about the dangers of distracted driving.

For more information, visit [Your Website] or follow us on [Your Social Media Handles].



2025 Distracted Driving Toolkit  
Provided by the ATSPA  
For more information visit [www.atspa.org](http://www.atspa.org)

**About [Your Organization]:**

[Brief description of your organization, its mission, and its efforts related to traffic safety.]

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For media inquiries, please contact [Your Name] at [Your Email] or [Your Phone Number].

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## Social Media Planning & Posts

### Hashtags:

#EyesOnTheRoad #DriveSafePA #EndDistractedDriving #FocusOnDriving #ATSPASafeDriving

### Posting Schedule:

- **Week 1: Awareness & Statistics**
    - "Did you know? Distracted driving claimed 3,308 lives in 2022. Stay focused. Stay safe. #EndDistractedDriving"
    - Infographic on the impact of distracted driving.
  - **Week 2: Personal Stories & Testimonials**
    - Share survivor stories or testimonials from families impacted by distracted driving.
    - "Meet [Name], who lost a loved one due to distracted driving. Their message? 'A text is never worth a life.' #EyesOnTheRoad"
  - **Week 3: Prevention Tips & Engagement**
    - "How can you prevent distracted driving? Set your GPS before you drive, put your phone on 'Do Not Disturb,' and stay focused. #DriveSafePA"
    - Poll: "What's the biggest distraction while driving? (A) Phone use (B) Eating (C) Passengers (D) Other"
  - **Week 4: Call to Action & Policy Advocacy**
    - "Join us in making PA roads safer! Sign our petition for stronger distracted driving laws. #FocusOnDriving"
    - Video PSA featuring local officials or trauma professionals urging safe driving practices.
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## **Special Event Ideas**

### **1. Community Pledge Event**

- Host a public event where drivers sign a "No Distracted Driving" pledge.
- Provide car decals or wristbands as a reminder of their commitment.

### **2. Mock Crash Demonstration**

- Partner with local EMS, fire departments, and schools to stage a distracted driving crash simulation.
- Use real-life scenarios to showcase the dangers and consequences.

### **3. Student Engagement Challenge**

- Encourage schools to create short videos or posters about distracted driving.
- Feature winning entries on ATSPA's social media platforms.

### **4. Corporate Partnership Initiative**

- Work with local businesses to implement distracted driving policies for employees.
- Distribute safety flyers and host educational lunch-and-learns.

### **5. Law Enforcement Ride-Alongs**

- Invite media to join officers in observing distracted driving violations.
  - Share findings to raise awareness about enforcement efforts.
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## Sample Government Recognition Request

[Your Name]  
[Your Title/Organization]  
[Your Address]  
[City, State, ZIP Code]  
[Email Address]  
[Date]

The Honorable [Official's Name]  
[Official's Title]  
[Office Address]  
[City, State, ZIP Code]

### **Subject: Proclamation Request for April as Distracted Driving Awareness Month**

Dear [Official's Name],

On behalf of the American Trauma Society, Pennsylvania Division (ATSPA), I respectfully request your support in proclaiming April as Distracted Driving Awareness Month in [City/State]. Distracted driving remains a significant threat to roadway safety, contributing to preventable injuries and fatalities each year.

By recognizing this month, [City/State] can take a stand in promoting awareness, education, and policy initiatives to reduce distracted driving incidents. ATSPA is committed to providing educational materials, hosting community events, and partnering with law enforcement to address this critical issue.

We kindly ask for your support in issuing an official proclamation to highlight the importance of focused driving. We welcome the opportunity to discuss ways to collaborate on local initiatives.

Thank you for your time and consideration. Please feel free to contact me at [Your Contact Information] for further discussion.

Sincerely,  
[Your Name]  
[Your Title]  
American Trauma Society, Pennsylvania Division