



News Release

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How many will it take?

Pledge to drive cell free this Distracted Driving Awareness Month

Itasca, IL – The [National Safety Council](http://www.nsc.org) promotes April as Distracted Driving Awareness Month and encourages everyone to take the NSC pledge to drive cell free at nsc.org/pledge. Thousands of fatal crashes each year involve drivers using cell phones. Those interested in getting involved in this issue can get started by taking the pledge and also find a variety of downloadable materials including posters, videos and more at nsc.org/ddmonth.

“It’s time to start changing the social acceptance of cell phone use while driving,” said Janet Froetscher, president and CEO of the National Safety Council. “While many understand the dangers, they still use their cell phones when they drive. We hope people will take the pledge this April to help prevent needless tragedies and keep our roadways safer.”

April also is a perfect time for employers to begin implementing total bans on cell phone use while driving for all employees. NSC developed its free [Cell Phone Policy Kit](#) to help employers interested in implementing or enhancing a policy.

National Distracted Driving Awareness Month was introduced as a resolution by former Rep. Betsy Markey (D-CO) and passed by the U.S. House of Representatives in a 410-2 vote on March 23, 2010. The resolution mentions 9-year-old Erica Forney, who was struck and killed by a distracted driver in Fort Collins, CO, in November 2008. Erica’s mother, Shelley Forney, is a founding board member of FocusDriven – Advocates for Cell-Free Driving.

Visit nsc.org/ddmonth throughout the month of April for additional materials. NSC also would like to thank FirstGroup for being a sponsor of Distracted Driving Awareness Month.

About the National Safety Council

Founded in 1913 and chartered by Congress, the National Safety Council ([nsc.org](http://www.nsc.org)) is a nonprofit organization whose mission is to save lives by preventing injuries and deaths at work, in homes and communities, and on the road through leadership, research, education and advocacy. NSC advances this mission by partnering with businesses, government agencies, elected officials and the public in areas where we can make the most impact – distracted driving, teen driving, workplace safety and safety beyond the workplace.

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