



# News Release

National Safety Council · 1121 Spring Lake Drive · Itasca, IL 60143 · [media@nsc.org](mailto:media@nsc.org)

---

FOR IMMEDIATE RELEASE  
March 28, 2013

Contact: Kathy Lane  
Communications Director  
Phone: (630) 775-2307

## **What were you thinking?**

### *National Safety Council educates on the distracted brain this Distracted Driving Awareness Month*

Itasca, IL – Each April, the [National Safety Council](http://nsc.org) promotes Distracted Driving Awareness Month and encourages the public to drive cell free. An estimated one in four crashes involves drivers using cell phones. Those interested in getting involved in this issue can take the NSC pledge to drive cell free and share the downloadable materials available at [nsc.org/ddmonth](http://nsc.org/ddmonth).

This year's theme – *What were you thinking?* – focuses on educating the public on the distraction to the brain from a cell phone conversation while driving, whether handheld or hands-free. Distracted Driving Awareness Month materials include:

- Posters
- Fact sheets
- An infographic
- Videos
- Social media posts

“Many drivers have a false sense of security that hands-free devices make cell phone use while driving safe,” said Janet Froetscher, president and CEO of the National Safety Council. “More than 30 research studies show hands-free devices provide no safety benefit as the distraction to the brain remains. We hope people will take time this April to help spread this important message so needless tragedies can be prevented.”

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](http://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://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, prescription drug overdoses and Safe Communities.

Connect with NSC:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

[YouTube](#)

###