



PRESS RELEASE

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FOR IMMEDIATE RELEASE

Date: Thursday, April 5, 2012
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Riverside Police Raising Awareness about Distracted Driving *“April is Distracted Driving Awareness Month”*

Riverside, California – The month of April has been designated as National Distracted Driving Awareness month. To emphasize this recognition, the Riverside Police Department would like to remind motorists to put down the phone and keep their eyes and mind on the road.

According to the National Highway Traffic Safety Administration, each day more than 15 people are killed and more than 1,200 people are injured in crashes that were reported to involve distracted driving. Distracted driving is an act that causes you to remove your attention from the road. These actions include, but are not limited to, texting, taking a phone call, reaching in the back for an object, or even changing your radio station. When you direct your focus off the road, the chances of a car collision increase substantially.

There are three main types of distraction:

- Visual- taking your eyes off the road;
- Manual- taking your hands off the wheel;
- Cognitive- taking your mind off your destination

Law Enforcement officials recommend these following steps to reduce driving distracted:

- Use presets for radio and climate controls or have a passenger assist you.
- Stop to eat or drink.
- Pull over to a safe place to talk on the phone, text message or email.
- Plan ahead- read maps and directions before you leave.
- Don't multitask and drive.
- Pull over to tend to children.

So remember, stay safe and alive, pay attention when you drive!

For more information, contact Nicolle DeFries at ndefries@riversideca.gov or 951-826-5674.

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