



Newport Police Department

169 SW Coast Highway
Newport, Oregon 97365

NPD MEDIA RELEASE

03/21/2013 8:00 a.m.

Incident: Distracted Driving Campaign

Location: Newport, Oregon

Date/Time: March 22, 2013 through April 7, 2013

Details: The Newport Police Department will participate in a county-wide traffic safety campaign beginning Friday, March 22, 2013, and concluding Sunday, April 7, 2013. The event will focus on distracted driving. The objective is to reduce the number of traffic crashes by increasing public awareness and education. During the two-week safety campaign, Newport Police Officers, Lincoln County Sheriff Deputies, and Oregon State Troopers will conduct four directed enforcement activities. On 03/29-30/2013, and 04/05-06/2013, law enforcement will concentrate on distracted driver violations in areas within Lincoln County from 1:00 pm to 5:00 pm each day.

This campaign does not eliminate enforcement of other traffic laws, or distracted driving in areas outside the directed enforcement perimeters.

The Newport Police Department has partnered with the Newport Municipal Court to offer a diversion program to all qualifying drivers cited for distracted driving offenses during the two-week safety campaign. The diversion program is a two-hour course that offers additional education and awareness for violating drivers in lieu of a full fine and permanent record.

The best way to reduce distracted driving is to educate all drivers about the danger it poses. Distracted driving poses a serious danger on our roadways. Drivers who use hand-held devices are four times more likely to be involved in crashes serious enough to injure themselves. Text messaging creates a crash risk 23 times higher than driving while not distracted. In 2011, 3,331 people were killed in crashes involving a distracted driver. An additional 387,000 people were injured in motor vehicle crashes involving a distracted driver.

Many believe that distracted driving refers specifically to the use of cell phones. However, distracted driving is any activity that could divert a person's attention from the primary task of driving. All distractions endanger driver, passenger, and bystander safety. Distractions include: texting, using a cell phone or

smartphone, eating and drinking, talking to passengers, grooming, reading maps, using a navigation system, watching a video, adjusting a radio, or driving with an animal on the lap.

It's very simple: distracted driving causes crashes and injures people. The next time you are pressed for time, and it seems that multi-tasking in the car is a solution, remember those 3,331 lives that were taken because someone decided they could do two things at once. No one is immune from the dangers of distracted driving. Law Enforcement encourages drivers to pay attention to the road and remember: "One text or call could wreck it all."

For more information, visit www.newportpolice.net and click on the distraction.gov link, or contact Officer Brad Purdom at 541-574-3348.

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Information Released By: Lt. Jason Malloy, 541-574-3348