



Newport Police Department

169 SW Coast Highway
Newport, Oregon 97365

NPD MEDIA RELEASE

03/13/2014 11:00 a.m.

Incident: Distracted Driving Campaign

Location: Newport, Oregon

Date/Time: March 21, 2014 through April 6, 2014

Details: Beginning Friday, March 21, 2014, and concluding April 6, 2014, the Newport Police Department will conduct a traffic safety campaign with a focus on distracted driving. The goal is to reduce the number of crashes by increasing public awareness. During the two-week safety campaign, Newport Police Officers will conduct four directed enforcement activities targeting distracted driving. On March 28 and 29, and April 4 and 5, 2014, patrols within Newport from 1:00 p.m. to 5:00 p.m. will concentrate on distracted driving.

Distracted driving is not the only traffic enforcement action that will be taken. While other traffic laws will continue to be enforced, the priority will be distracted driving.

Distracted driving poses a serious danger on our roadways. Drivers who use hand-held devices are four times more likely to get into crashes serious enough to injure themselves. Text messaging creates a crash risk 23 times higher than driving while not distracted. In 2012, 3,328 people were killed in crashes involving a distracted driver; an estimated 421,000 were injured in motor vehicle crashes involving a distracted driver. During Spring Break 2013, the Newport Police Department conducted a two-week traffic safety campaign that focused on distracted driving. During the 2013 traffic safety campaign, Newport Police Officers issued 172 traffic citations--83 of those citations were for using a handheld mobile communication device.

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, but are not limited to: 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; lighting a cigarette; or holding a pet on the lap.

The Newport Police Department encourages drivers to pay attention to the road. No one is immune from the dangers of distracted driving. Please remember: "One text or call could wreck it all." For more information, visit www.newportpolice.net and click on the distraction.gov link.

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