**EMBARGOED UNTIL APRIL 1 AT 12 A.M.**

***Put the Phone Away or Pay* is a new tagline and should not be referenced or used in press/promotional material until the campaign kicks off on April 1, 2024.**

***Put the Phone Away or Pay*   
Talking Points**

Join the U.S. Department of Transportation’s National Highway Traffic Safety Administration (NHTSA) for the *Put the Phone Away or Pay* campaign from April 1-8, 2024. This national high-visibility enforcement campaign comes during April, which is National Distracted Driving Awareness Month.

### General

* Distracted driving comes in many forms, but texting and cell phone use while driving has become the most prevalent type of distracted driving.
* If you are expecting a text message or need to send one, pull over and park your car in a safe location. Once you are safely off the road and parked, it is safe to text.
* Designate your passenger as your “designated texter.” Allow them access to your phone to respond to calls or messages.
* Do not engage in social media scrolling or messaging while driving.
* Struggling to not text and drive? Activate your phone’s “Do Not Disturb” feature, or put your cell phone in the trunk, glove box, or back seat of your vehicle until you arrive at your destination.
* When you get behind the wheel, be an example to your family and friends by putting your phone away. Just because other people do it doesn’t mean texting and driving is “normal” behavior.
* If you see someone texting while driving, speak up. If your friends text while driving, tell them to stop.
* Listen to your passengers: If they catch you texting while driving and tell you to put your phone away, put it down.

### Enforcement

* Law enforcement officers nationwide are working together to enforce texting and distracted-driving laws.
* Handheld phone use:
  + In 29 states, the District of Columbia, Puerto Rico, Guam, the Northern Mariana Islands, and the U.S. Virgin Islands, handheld phone use is prohibited while driving. This is a primary enforcement law, meaning an officer may cite a driver for using a handheld cellphone without any other traffic offense taking place.
* All cellphone use:
  + No state bans all cellphone use for all drivers, but 36 states and the District of Columbia ban all cellphone use by novice drivers, and 23 states and the District prohibit cellphone use by school bus drivers.
* Text messaging:
  + In 49 states, D.C., Puerto Rico, Guam, the Northern Mariana Islands, and the U.S. Virgin Islands, texting while driving is an illegal, ticketable offense. Drivers could pay a hefty fine and receive points on a driver’s license.
* Remember, when you get behind the wheel, *Put the Phone Away or Pay.*

**Stats**

For more information, visit https://www.trafficsafetymarketing.gov/safety-topics/distracted-driving/distracted-driving-enforcement-campaign.