



NEW BRUNSWICK POLICE DEPARTMENT



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Distracted Driving Enforcement and Education Campaign
UDrive. UText. UPay.
to be carried out locally from
April 1 – April 21, 2018

(NEW BRUNSWICK) -- Law enforcement officers from the New Brunswick Police Department will be cracking down on distracted drivers during April as part of New Jersey's *UDrive. UText. UPay.* enforcement campaign.

Beginning April 1 and running through April 21, the high visibility law enforcement initiative will target motorists who engage in dangerous distracted driving behaviors such as talking on hand-held cell phones and sending text messages while driving.

"Distracted driving is possibly the most serious safety issue on our roadways today," said Gary Poedubicky, Acting Director of the New Jersey Division of Highway Traffic Safety. "The National Highway Traffic Safety Administration reports that in 2015 alone, 3,477 people were killed in distracted driving crashes and an estimated 391,000 people were injured in motor vehicle crashes involving a distracted driver."

In New Jersey, driver inattention was listed as a contributing circumstance in 52 percent of the state's crashes in 2015. Driver inattention was in fact listed as a contributing factor in crashes at a rate nine times higher than that of the next highest contributing factor (speed).

The campaign is being carried out during the month of April, which the National Safety Council has designated as Distracted Driving Awareness Month. The New Jersey campaign is modeled after similar successful high visibility enforcement programs such as *Click It or Ticket* and *Drive Sober or Get Pulled Over*.

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