



## EVENT PLANNING GUIDE

# CONNECT TO DISCONNECT 2022



2022 U Drive. U Text. U Pay. Distracted Driving

**SUSTAINED ENFORCEMENT AND COMMUNITY AWARENESS**

All law enforcement agencies are encouraged to engage in high-visibility enforcement activities throughout the month of April, and most specifically during the 5-day enforcement period (April 7-11). This enforcement period is designed to increase local awareness about the dangers of distracted driving, and to increase the community's perception about violating distracted driving laws.

Ideally, law enforcement agencies will engage in a large, collaborative enforcement effort across municipal, county, or even state borders. Coordinated enforcement of the seriousness of the distracted driving problem and could lead to increased enforcement of these behaviors, safety and equity must go hand in hand. Law enforcement officers show in protecting road users from dangerous driving behaviors, prioritizing equity in all aspects of the enforcement of highway safety laws.

Consider the following:	Media Communication
<p><b>Sustained Enforcement During the Month</b></p> <ul style="list-style-type: none"> <li>Daily enforcement is encouraged.</li> <li>Enforcement strategies to consider:               <ul style="list-style-type: none"> <li>Integrate distracted driving enforcement into regular traffic patrols;</li> <li>Observe traffic at intersections;</li> <li>Choose a high traffic volume area where</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Products for Enforcement Kit (PEAK) includes:               <ul style="list-style-type: none"> <li>Distracted driving kit</li> <li>Fact Sheet/Talking Points</li> <li>Sample Pre-Event Signage</li> <li>Sample Post-Event Signage</li> </ul> </li> </ul>

2022 U Drive. U Text. U Pay. Distracted Driving

**SAMPLE C2D TIMELINE AND IMPLEMENTATION PLAN**

**C2D Timeline for April 7, 2022**

- Time: 4-hour enforcement period determined by the participating agencies (e.g., 2 - 6 p.m.)
- Location: Single or multiple locations as determined by the participating agencies
- Enforcement Strategy: Several techniques have been successfully documented during three NHTSA Distracted Driving Demonstration events. The most tested enforcement techniques is provided for use with this initiative. Media: Press release the day of the event, and schedule coverage or shortly after to discuss the results of the effort. Interviews with newspapers are encouraged.

**C2D Implementation Plan**

A C2D plan could include the following elements:

- Enforcement plan - time of enforcement operation, location, strategy, number of dedicated officers
- Media outreach - interviews, press release
- Social media plan - Facebook, Instagram, and Twitter messaging
- Promotion of Distracted Driving Awareness Month and increased collaboration with community partners.

**State Text Messaging**

48 states, D.C., Puerto Rico, Guam and the U.S. Virgin Islands have primary enforcement text messaging for all drivers. All but 4 have primary enforcement.

**State Handheld Cell Phone**

24 states, D.C., Puerto Rico, Guam and the U.S. Virgin Islands prohibit the use of handheld cell phones while driving. All are primary enforcement.

2022 U Drive. U Text. U Pay. Distracted Driving

**C2D ENFORCEMENT TECHNIQUES**

**Spotters**

An officer, usually standing on the side of the road in plain clothing, observes another officer when a passing motorist is observed texting or using a handheld cell phone. The spotter typically makes the stop and writes the ticket. Use of spotters on elevated roadways, as well as from taller SUVs and trucks, can be effective in detecting drivers manipulating electronic devices given the elevated observation point.

**Roving Patrols**

Officers observe drivers discretely, from strategically placed patrol vehicles. Officers seek out drivers using cell phones or texting. Officers have reported that seeking out drivers using cell phones or texting, particularly in high-traffic volume areas, is particularly effective. Roving patrols that target high-risk and high traffic volume areas have been successful.

This technique can also be done with two officers in one vehicle, where one officer observes the driver, followed by the driver initiating the stop, and the second officer approaches the driver of the unmarked vehicle to focus on safety, allowing the driver of the unmarked vehicle to focus on safety.

**Motorcycle Patrols**

A motorcycle provides several advantages to the detection of violators. A motorcycle provides a higher vantage point, offering a better view into a passenger vehicle than a patrol car.

2022 U DRIVE. U TEXT. U PAY CAMPAIGN

**SAMPLE NEWS RELEASE**

FOR IMMEDIATE RELEASE: [Date]  
CONTACT: [Name, Phone Number, Email]

Note: Before filling in the names of the organization and organization, you MUST contact them for permission to use their names in this release. You must get their approval for the language of their quotations, and any other additions they may require. Only after this is done should you fill in the [ ] areas.

**[XX] Drivers Cited During Connect to Disconnect**

**Annual U Drive. U Text. U Pay. Enforcement Campaign**

[City, State] - On April 7, in support of the annual U Drive. U Text. U Pay. Enforcement Campaign, [Local Law Enforcement Agency] successfully conducted a C2D enforcement campaign. [Local Law Enforcement Agency] participated in the second, third, etc.] Connect to Disconnect (C2D) distracted driving in [City, State]. The C2D campaign was coordinated by [Local Law Enforcement Agency] anti-distracted-driving awareness kickoff event, coordinated by [Local Law Enforcement Agency] safety offices and their respective law enforcement partners, aimed at increasing community awareness through highly visible texting and cell phone use. The resulting [XX] citations for texting and cell phone use while driving.



2022 U Drive.

**Connect to Disconnect**

Connect to Disconnect (C2D) is a national awareness initiative coordinated by the U.S. Department of Transportation. The 2022 U Drive. U Text. U Pay. runs through April 11.

The goals of C2D are to reduce phone and texting ban... (text obscured)

White law enforcement... (text obscured)

The Ask

The importance of enforcement agencies... (text obscured)

We encourage the... (text obscured)



All law enforcement... (text obscured)

of the... (text obscured)

com... (text obscured)

Idea... (text obscured)

the... (text obscured)

Wh... (text obscured)

the... (text obscured)

# How to use this Planning Guide

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This document is an Event Planning Guide for the Connect 2 Disconnect (C2D) campaign. It includes specific content and assets, along with instructions, to address drivers and inform them to never drive distracted.

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# Campaign Overview

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## Connect to Disconnect

Connect to Disconnect is a 4-hour national distracted driving enforcement and awareness initiative coordinated by state Highway Safety Offices and law enforcement agencies across the country. The initiative will take place on April 7, 2022, the first day of the 2022 *U Drive. U Text. U Pay.* distracted driving high-visibility enforcement period that runs through April 11.

The goals of C2D are to demonstrate a nationwide commitment to enforcing cell phone and texting bans, and to reduce traffic crashes caused by distracted drivers, ultimately preventing injuries and deaths associated with cell phone use and texting while driving.

## C2D - The Ask

The importance of ending distracted driving cannot be overemphasized. Local law enforcement agencies are being asked to conduct a special 4-hour enforcement operation on April 7, during which officers will ticket drivers for violating their state's or local jurisdiction's cell phone or texting ban.

We encourage the states and Regional Offices to work with local law enforcement agencies to make this year's C2D program a success.

## Campaign Summary

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Connect to Disconnect is a 4-hour national distracted driving enforcement and awareness initiative coordinated by state Highway Safety Offices and law enforcement agencies across the country.

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## Event Content

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# C2D Sample Timeline and Implementation Plan

MS Word document, One page

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English



## 2022 U Drive. U Text. U Pay. Distracted Driving Campaign

### SAMPLE C2D TIMELINE AND IMPLEMENTATION PLAN

#### C2D Timeline for April 7, 2022

- Time: 4-hour enforcement period determined by the participating law enforcement agencies (e.g., 2 - 6 p.m.)
- Location: Single or multiple locations as determined by the participating law enforcement agencies
- Enforcement Strategy: Several techniques have been successfully implemented and documented during three NHTSA Distracted Driving Demonstration Projects. A list of tested enforcement techniques is provided for use with this initiative.
- Media: Press release the day of the event, and schedule coverage the day of the event or shortly after to discuss the results of the effort. Interviews with local TV, radio, and newspapers are encouraged.

#### C2D Implementation Plan

A C2D plan could include the following elements:

- Enforcement plan - time of enforcement operation, location, identified enforcement strategy, number of dedicated officers
- Media outreach - interviews, press release
- Social media plan - Facebook, Instagram, and Twitter messaging
- Promotion of Distracted Driving Awareness Month and increased enforcement in collaboration with community partners.
- Distracted driving observations before and after the enforcement effort to document and demonstrate the extent of the problem to the community.

15508b-032422-v3

Spanish



## Manejar y Textear – La Vas A Pagar. Campaña sobre la Distracción al Manejar 2022

### MUESTRA DE CRONOLOGÍA Y PLAN DE IMPLEMENTACIÓN DE C2D

#### Cronología de C2D para el 7 de abril de 2022

- Hora: período de cumplimiento de 4 horas de la ley determinado por las agencias del orden público participantes (por ejemplo, 2:00 - 6:00 PM)
- Ubicación: Ubicaciones únicas o múltiples según lo determinen las agencias del orden público participantes
- Estrategia de Cumplimiento de la Ley: Se han implementado y documentado con éxito varias técnicas durante tres Proyectos de Demostración de NHTSA sobre la Distracción al Manejar. Se ha proporcionado una lista de técnicas probadas de cumplimiento de la ley para usar con esta iniciativa.
- Medios de Comunicación: Comunicado de prensa el día del evento, y programar la cobertura del día del evento o poco después para discutir los resultados del esfuerzo. Se recomiendan entrevistas con televisión, radio y periódicos locales.

#### Plan de Implementación de C2D

Un plan de C2D podría incluir los elementos siguientes:

- Plan de cumplimiento de la ley - hora de la operación de cumplimiento de la ley, ubicación, estrategia identificada de cumplimiento de la ley, número de agentes dedicados
- Difusión por los medios de comunicación - entrevistas, comunicado de prensa
- Plan de redes sociales - mensajes de Facebook, Instagram y Twitter
- Promoción del Mes de Concientización sobre la Distracción al Manejar y mayor cumplimiento de la ley en colaboración con los socios comunitarios.
- Observaciones de la distracción al manejar antes y después del esfuerzo de cumplimiento de la ley para documentar y demostrar el alcance del problema a la comunidad.

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# C2D Enforcement Techniques for Law Enforcement

MS Word document, Two pages

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English



## 2022 U Drive. U Text. U Pay. Distracted Driving Campaign

### C2D ENFORCEMENT TECHNIQUES

#### Spotters

An officer, usually standing on the side of the road in plain clothing, radios or calls ahead to another officer when a passing motorist is observed texting or using a cell phone. The second officer typically makes the stop and writes the ticket. Use of spotters on overpasses and elevated roadways, as well as from taller SUVs and trucks, can be effective in identifying drivers manipulating electronic devices given the elevated observation angle.

#### Roving Patrols

Officers observe drivers discretely, from strategically placed patrol vehicles, while actively seeking out drivers using cell phones or texting. Officers have reported that the use of higher vantage points, SUVs, and unmarked vehicles are particularly effective tools to identify violators. Roving patrols that target high-risk and high traffic volume areas in their communities have been successful.

This technique can also be done with two officers in one vehicle, where the passenger spots and calls out the violation, followed by the driver initiating the stop. The advantage with this approach is safety, allowing the driver of the unmarked vehicle to focus on driving.

#### Motorcycle Patrols

A motorcycle provides several advantages to the detection of violators. A motorcycle has a higher vantage point, offering a better view into a passenger vehicle than from a typical patrol vehicle. This is useful for directly observing a driver who uses a phone below the window frame. Another advantage is an officer's maneuverability on a motorcycle. An officer on a motorcycle can do things that officers in full-size passenger vehicles cannot do. Motorcycle officers, for example, can drive right up beside an offender, oftentimes unnoticed, and look down into the vehicle and more easily observe violations.

#### Intersection Enforcement

At an intersection, an unmarked vehicle is parked perpendicular to traffic in a location that provides the officer an unobstructed view of traffic. Officers can primarily watch for texting violations, in addition to other obvious traffic violations. This strategy is particularly appealing to officers, who find it to be an easy way to observe traffic and enforce the law.

#### Stationary/Covert Enforcement

Officers parked in either marked or unmarked vehicles look for cell phone/texting violations: on limited access highways; on secondary roads at intersections, parking lots, or

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Spanish



## Manejar Y Textear – La Vas A Pagar. Campaña sobre la Distracción al Manejar 2022

### ESTRATEGIAS DE CUMPLIMIENTO DE C2D

Textear, mandar mensajes y otros tipos de la distracción al manejar se encuentran en niveles epidémicos. El cumplimiento de la ley juega un papel integral en la reducción de este comportamiento peligroso. La seguridad y equidad deben ir mano a mano identificando las mejores prácticas para eliminar resultados sesgados y disparates basados en la aplicación de la ley. La dedicación que muestra la comunidad policial al proteger a los usuarios de la carretera de los conductores peligrosos es vital, y priorizar la equidad en todos los aspectos de la aplicación de las leyes de seguridad vial es esencial. Deben elegirse lugares de vigilancia y puestos de control para garantizar que la aplicación de la ley se lleve a cabo de manera equitativa. La distracción al manejar ocurre en todas las comunidades, y la aplicación de la ley debe llevarse a cabo sin prejuicios en un mejor esfuerzo por aumentar la confianza pública en la legitimidad de aplicar las leyes de tráfico.

#### Observadores

Un agente, usualmente parado al costado de la carretera con ropa de civil, usa su radio o llama a otro agente cuando observa a un automovilista que pasa textear o usando un celular. El segundo agente normalmente hace la parada y escribe la multa. El uso de observadores en pasos y carreteras elevados, así como SUVs y camionetas más altas, puede ser eficaz para identificar a los conductores que manipulan dispositivos electrónicos, dado el ángulo de observación elevado.

#### Patrullas Ambulantes

Los agentes observan discretamente a los conductores desde vehículos de patrulla estratégicamente ubicados, mientras activamente buscan a los conductores que están textear o usando celulares. Agentes han informado que el uso de puntos de observación más altos, SUVs y vehículos sin marcas son herramientas particularmente efectivas para identificar a los infractores. Las patrullas ambulantes que se dirigen a áreas de alto riesgo y volumen de tráfico en sus comunidades han tenido éxito.

Esta técnica también se puede hacer con dos agentes en un vehículo. El pasajero ve y anuncia la violación, seguido por la parada iniciada por el conductor. La ventaja de este enfoque es la seguridad, que permite que el conductor del vehículo sin marcas se concentre en manejar.

#### Patrullas De Motocicletas

Una motocicleta proporciona varias ventajas para la detección de infractores. Una motocicleta tiene un punto de observación más alto, que ofrece una mejor vista de un vehículo de pasajeros que desde un vehículo de patrulla típico. Esto es útil para observar directamente a un conductor que usa un teléfono debajo del marco de la ventana. Otra

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# C2D NHTSA Demo Projects Chart

MS Word document, One page

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English



## 2022 U Drive. U Text. U Pay. Distracted Driving Campaign

### SUSTAINED ENFORCEMENT AND COMMUNICATION

All law enforcement agencies are encouraged to engage in high-visibility distracted driving enforcement activities throughout the month of April, and most specifically for the duration of the 5-day enforcement period (April 7-11). This enforcement period is an opportunity to increase local awareness about the dangers of distracted driving, and to strengthen the community's perception about violating distracted driving laws.

Ideally, law enforcement agencies will engage in a large, collaborative effort across municipal, county, or even state borders. Coordinated enforcement efforts raise awareness of the seriousness of the distracted driving problem and could lead to increased media coverage.

While enforcement of texting and other forms of distracted driving laws are necessary to end the epidemic of these behaviors, safety and equity must go hand in hand. The dedication that law enforcement officers show in protecting road users from dangerous drivers is vital, and prioritizing equity in all aspects of the enforcement of highway safety laws is essential.

Consider the following: Sustained Enforcement During the Month	Media Communications
<ul style="list-style-type: none"> <li>Daily enforcement is encouraged.</li> <li>Enforcement strategies to consider:                             <ul style="list-style-type: none"> <li>Integrate distracted driving enforcement into regular traffic patrols;</li> <li>Observe traffic at intersections;</li> <li>Choose a high traffic volume area where potential stops are safe;</li> <li>Select a location that provides a good vantage point;</li> <li>Use the spotter method to enforce the law; and</li> <li>Track citation data and share results internally.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Products for Enforcement Action Kit (PEAK) includes the following distracted driving earned media material:                             <ul style="list-style-type: none"> <li>Fact Sheet/Talking Points</li> <li>Sample Pre-Event News Release</li> <li>Sample Post-Event News Release</li> <li>Sample Op Ed</li> </ul> </li> <li>Available at <a href="https://trafficsafetymarketing.gov/PEAK">trafficsafetymarketing.gov/PEAK</a></li> </ul>
High-Visibility Enforcement Operation	Distracted Driving Resources
<ul style="list-style-type: none"> <li>National Enforcement Initiative                             <ul style="list-style-type: none"> <li>Connect to Disconnect (C2D) 4-hour enforcement initiative on April 7, 2022, to conduct a coordinated enforcement operation with multiple agencies across the country.</li> <li>Determine a specific time of day to conduct the enforcement operation.</li> <li>Capitalize on the effort and share the news via an earned media event or press release.</li> </ul> </li> </ul>	<p>Visit NHTSA's website for the latest statistics, laws, and research reports on distracted driving.</p> <p><a href="https://www.nhtsa.gov/risky-driving/distracted-driving">www.nhtsa.gov/risky-driving/distracted-driving</a></p>

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Spanish



## Manejar Y Textear – La Vas A Pagar. Campaña sobre la Distracción al Manejar 2022

### CUMPLIMIENTO Y COMUNICACIÓN SOSTENIDOS

Se exhorta a todas las comunidades policiales a participar en las actividades de cumplimiento de alta visibilidad de las leyes sobre la distracción al manejar durante todo el mes de abril, y más específicamente por la duración del periodo de cumplimiento de 8 días de la ley (7-11 de abril). Este periodo de cumplimiento de la ley es una oportunidad para aumentar la concientización local sobre los peligros de la distracción al manejar, y fortalecer la percepción de la comunidad de que será multada por violar las leyes sobre la distracción al manejar.

Idealmente, las agencias del orden público realizarán un gran esfuerzo de colaboración a través de las fronteras municipales, del condado e incluso del estado. Los esfuerzos de cumplimiento coordinados de la ley aumentan la concientización de la gravedad del problema de la distracción al manejar y podrían llevar a la cobertura más grande por los medios de comunicación.

Si bien es necesario hacer cumplir las leyes sobre textear y otras formas de la distracción al manejar para poner fin a la epidemia de estos comportamientos, la seguridad y la equidad deben ir mano a mano. La dedicación que muestran los agentes del orden público para proteger a los usuarios de la carretera de los conductores peligrosos es vital, y es esencial priorizar la equidad en todos los aspectos de la aplicación de las leyes de seguridad del tráfico.

Considera lo siguiente: Cumplimiento Sostenido De La Ley Durante El Mes	Medios de Comunicación
<ul style="list-style-type: none"> <li>Se recomienda el cumplimiento diario de la ley.</li> <li>Estrategias de cumplimiento a considerar:                             <ul style="list-style-type: none"> <li>Integrar el cumplimiento de las leyes sobre la distracción al manejar en las patrullas de tráfico regulares;</li> <li>Observar el tráfico en las intersecciones;</li> <li>Elegir un área de alto volumen de tráfico donde las paradas posibles sean seguras;</li> <li>Seleccionar una ubicación que proporcione un buen punto de vista;</li> <li>Usar la técnica del observador para hacer cumplir la ley y</li> <li>Monitorizar los datos de multas y compartir los resultados internamente.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Paquete de Materiales para las Agencias del Orden Público (PEAK) incluye el material siguiente sobre la distracción al manejar para los medios ganados:                             <ul style="list-style-type: none"> <li>Hoja de Datos/Puntos de Discusión</li> <li>Muestra de Comunicado de Prensa para Antes del Evento</li> <li>Muestra de Comunicado de Prensa para Después del Evento</li> <li>Muestra de Opinión Editorial</li> </ul> </li> <li>Disponible en <a href="https://trafficsafetymarketing.gov/PEAK">trafficsafetymarketing.gov/PEAK</a> (en inglés y español)</li> </ul>
Operación de Cumplimiento de Alta Visibilidad de la Ley	Recursos Sobre la Distracción al Manejar
<ul style="list-style-type: none"> <li>Iniciativa Nacional de Cumplimiento de la Ley                             <ul style="list-style-type: none"> <li>Conecta para Desconectar (C2D) iniciativa de cumplimiento de 4 horas de la ley el 7 de abril de 2022 para llevar a cabo una operación de cumplimiento de la ley coordinada con múltiples agencias en todo el país.</li> <li>Determina una hora específica del día para llevar a cabo la operación de cumplimiento de la ley.</li> <li>Aprovecha el esfuerzo y comparte las noticias a través de un evento de medio ganado o un comunicado de prensa.</li> </ul> </li> </ul>	<p>Visita el sitio web de NHTSA para las últimas estadísticas, leyes e informes de investigación sobre la distracción al manejar.</p> <p><a href="https://www.nhtsa.gov/es/conducir-de-forma-riesgosa/distraccion-al-conducir">www.nhtsa.gov/es/conducir-de-forma-riesgosa/distraccion-al-conducir</a></p>

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# C2D Sample News Release (English)

MS Word document, Two pages, Customizable

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**C2D U DRIVE. U TEXT. U PAY CAMPAIGN  
 SAMPLE NEWS RELEASE**

**FOR IMMEDIATE RELEASE: [Date]  
 CONTACT: [Name, Phone Number, Email]**

**Note: Before filling in the names of the organization and organization spokesperson, you MUST contact them for permission to use their names in this press release. Also, you must get their approval for the language of their quotations, and any changes or additions they may require. Only after this is done should you issue the press release.**

**[XX] Drivers Cited During Connect to Disconnect**

**Annual U Drive. U Text. U Pay. Enforcement Campaign Off to Strong Start**

[City, State] – On April 7, in support of the annual U Drive. U Text. U Pay. high-visibility enforcement campaign, [Local Law Enforcement Agency] successfully launched its [first, second, third, etc.] Connect to Disconnect (C2D) distracted driving initiative. This 4-hour, anti-distracted-driving awareness kickoff event, coordinated by participating state highway safety offices and their respective law enforcement partners, aimed to increase law enforcement participation through highly visible texting and cell phone law enforcement. The C2D event resulted in the issuing of [XX] citations for texting and cell phone-use-while-driving violations. These expanded efforts to protect against impaired driving were conducted in a fair and equitable way.

“We participate in this campaign because it works,” said [local law enforcement official]. “Our goal isn’t to write more tickets – it’s to save more lives. Everyone knows it’s dangerous to text and drive. But we still see people on their phones behind the wheel every day. Sometimes a ticket is what gets through to someone. We’d rather a driver learn a lesson from a citation than from a crash.”

“We are also committed to using enforcement strategies that are based in safety and equity to eliminate disparities in traffic safety engagement. Our mission is to protect road users from dangerous drivers, and to prioritize equity in all aspects of the enforcement of highway safety laws,” said [local law enforcement official].

According to the U.S. Department of Transportation’s National Highway Traffic Safety Administration (NHTSA), between 2014 and 2020, nearly 23,000 people died in crashes involving distracted drivers. While fatalities from motor vehicle crashes increased significantly in 2019, distraction-related fatalities increased slightly. NHTSA reports that the number of deaths linked to driver distraction was 3,142 nationwide, or over 8% of all fatalities, in 2020. This represents a slight increase over the year 2019, or 23 more fatalities.

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**Customizable**

**FOR IMMEDIATE RELEASE: [Date]  
 CONTACT: [Name, Phone Number, Email]**

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“We participate in this campaign because it works,” said [local law enforcement official]. “Our goal isn’t to write more tickets – it’s to save more lives. Everyone knows it’s dangerous

“We are also committed to using enforcement strategies that are based in safety and equity to eliminate disparities in traffic safety engagement. Our mission is to protect road users from dangerous drivers, and to prioritize equity in all aspects of the enforcement of highway safety laws,” said [local law enforcement official].

**Also available in Spanish, see next page.**

## C2D Sample News Release (Spanish)

MS Word document, Two pages, Customizable

Download from  
[trafficsafetymarketing.gov](http://trafficsafetymarketing.gov)



Conecta Para Desconectar 2022

### MUESTRA DE COMUNICADO DE PRENSA E INFORME PARA DESPUÉS DE LA OPERACIÓN

PARA DIVULGACIÓN INMEDIATA: [Fecha]

CONTACTO: [Nombre, Número de Teléfono, Correo Electrónico]

Nota: Antes de llenar los espacios en blanco con los nombres de la organización y del portavoz de la organización, DEBES comunicarte con ellos para obtener permiso para usar sus nombres en este comunicado de prensa. También debes obtener su aprobación del lenguaje utilizado en las citas, así como para incorporar cualquier cambio o adiciones que ellos requieran. Sólo puedes enviar el comunicado de prensa si has cumplido plenamente con este requisito.

#### [XX] CONDUCTORES MULTADOS DURANTE CONECTA PARA DESCONECTAR

Campaña Anual De Cumplimiento De La Ley, Manejar Y Textear – La Vas A Pagar, Ha Tenido Un Buen Comienzo

[Ciudad, Estado] – El 7 de abril, en apoyo de la campaña anual de cumplimiento de alta visibilidad de la ley, *Manejar Y Textear - La Vas A Pagar*, [Agencia Local del Orden Público] lanzó con éxito su [primera, segunda, tercera, etc.] iniciativa sobre la distracción al manejar, *Conecta Para Desconectar* (C2D). Este evento nacional de lanzamiento de 4 horas de concientización sobre las leyes de no manejar distraído, coordinado por las oficinas estatales de seguridad vial y sus enlaces policiales respectivos, tuvo como objetivo aumentar la participación de los organismos policiales a través del cumplimiento de alta visibilidad de las leyes sobre el uso de los celulares al manejar y textear. El evento C2D resultó en la emisión de [XX] multas por infracciones de las leyes sobre el uso de celulares al manejar y textear.

“Participamos en esta campaña porque funciona”, dijo [funcionario local del orden público]. “Nuestra meta no es imponer más multas – es salvar vidas. Todos saben que es peligroso manejar y textear. Pero todavía vemos personas usando los celulares mientras están detrás del volante – todos los días. A veces, una multa es lo que llega a alguien. Preferimos que alguien aprenda una lección con una multa que de un choque”.

“También estamos comprometidos a utilizar estrategias de aplicación de la ley que se basen en la seguridad y la equidad para eliminar las disparidades en el compromiso de la seguridad vial. Nuestra misión es proteger a los usuarios de las carreteras de los conductores peligrosos y priorizar la equidad en todos los aspectos de la aplicación de las leyes de seguridad vial”, dijo [funcionario local encargado de hacer cumplir la ley].

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PARA DIVULGACIÓN INMEDIATA: [Fecha]

CONTACTO: [Nombre, Número de Teléfono, Correo Electrónico]

Nota: Antes de llenar los espacios en blanco con los nombres de la organización y del portavoz de la organización, DEBES comunicarte con ellos para obtener permiso para usar sus nombres en este comunicado de prensa. También debes obtener su aprobación del lenguaje utilizado en las citas, así como para incorporar cualquier cambio o adiciones que ellos requieran. Sólo puedes enviar el comunicado de prensa si has cumplido plenamente con este requisito.

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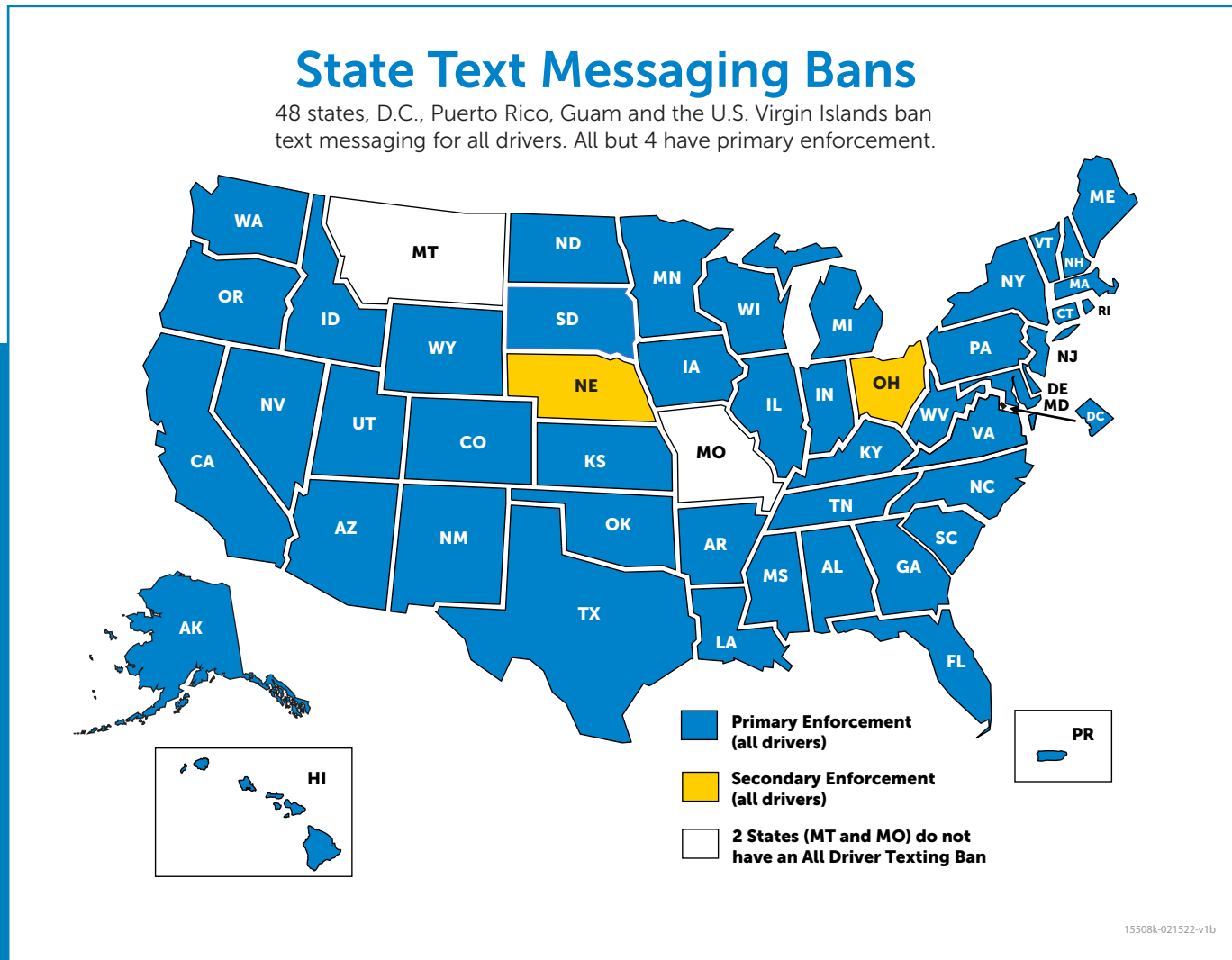
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“La distracción al manejar es una tendencia problemática entre los conductores más jóvenes”, dijo [organismo policial local]. De hecho, el 8% de conductores de 15-19 años quienes fueron involucrados en choques fatales en 2019 fueron reportados como distraídos. Sin embargo, según los datos más recientes de 2020 de NHTSA, el uso de celulares de mano fue mayor entre los conductores de 25 a 69 años. Esto se desvía del patrón anterior que

# Map 1 - State Text Messaging Bans

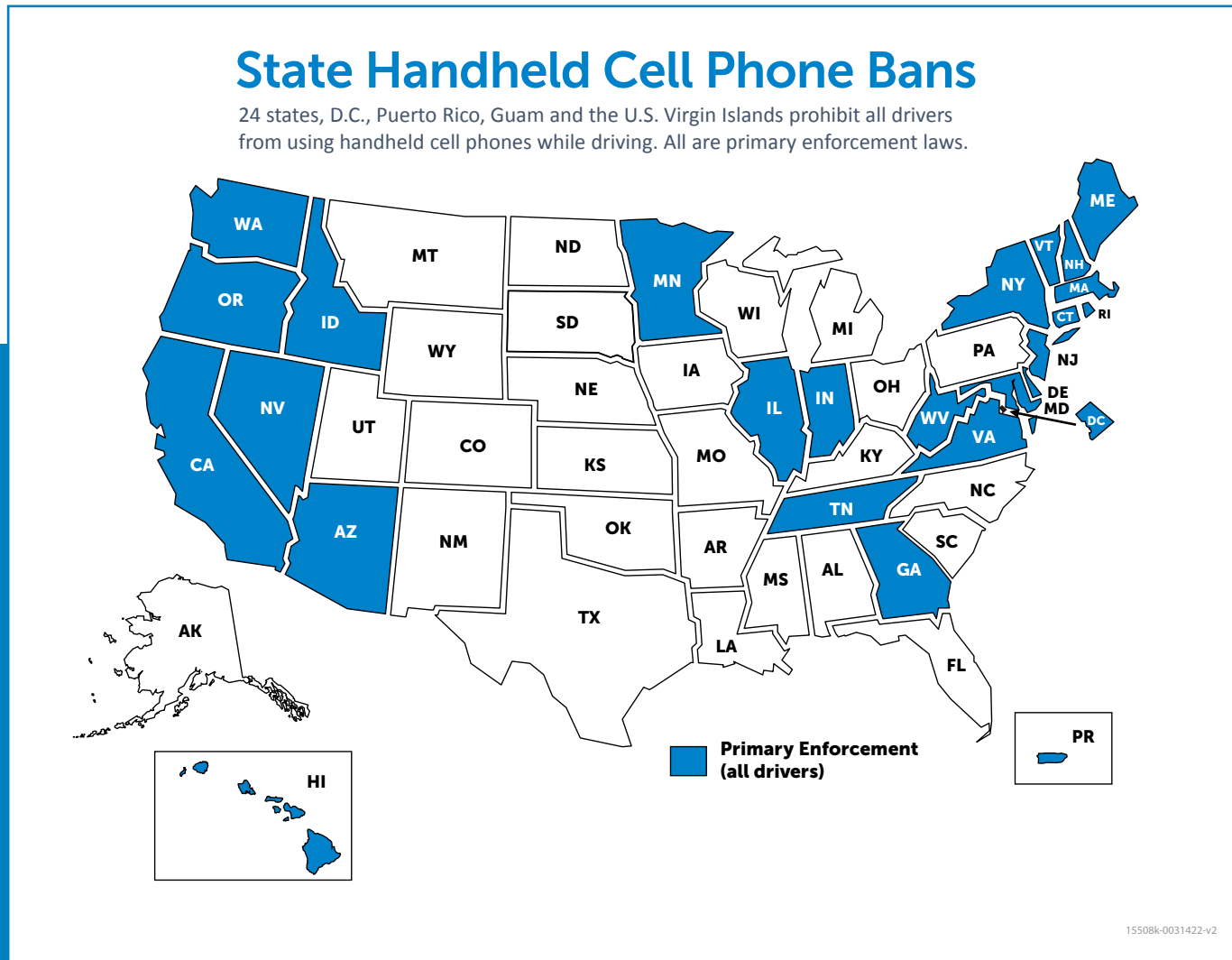
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## Map 2 - State Handheld Cell Phone Bans

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## NHTSA Contact

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If you have questions about the Connect to Disconnect (C2D) campaign, please contact Lori Millen at [Lori.Millen@dot.gov](mailto:Lori.Millen@dot.gov).

