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**April is National Distracted Driving Awareness Month**  
**Driver Distraction a Factor in 25% of Fatal Traffic Crashes,**  
**Killing More Than 11,500 Every Year**

**Distraction a bigger risk for teen drivers;**  
**Passengers are encouraged to Speak Up if driver is distracted**

NEW YORK, March 27, 2025 -- Driver distraction continues to be a major factor in crashes that results in thousands of fatalities and more than 289,000 serious injuries nationwide every year, according to the National Highway Traffic Safety Administration. The National Distracted Driving Coalition says distracted driving is grossly under-reported, and they estimate from 25 to 30 percent of fatal crashes involve distracted driving, which translates to an estimated 11,500 to 13,800 deaths every year.

April is National Distracted Driving Awareness Month and the National Road Safety Foundation says education and intervention can help limit distracted driving.

"Talking and texting on cell phones are the most talked-about causes of driver distraction, but there are many other things that can distract a driver," said Michelle Anderson, Director of Operations at The National Road Safety Foundation, a non-profit group that promotes safe driving behavior.

"Tuning the radio, adjusting the GPS, eating or drinking seem harmless, but they can take a driver's eyes and mind off the road, with potentially deadly results," Anderson said. Even talking to other passengers can be a dangerous distraction. Part of the solution, she noted, is to be aware of what creates driver distraction and to remember that drivers should always keep their hands on the wheel, eyes on the road and their mind on the task of driving.

Passengers can play a significant role in reducing the number of distracted driving crashes by speaking up if they're in a vehicle being driven by someone who is distracted or driving dangerously. "It's important that passengers speak up," Anderson said. "They can offer to make or take a call or send a text message for the driver, if he or she feels it just can't wait."

Despite the warnings, many people continue to drive distracted. A survey two years ago showed more than three-quarters of drivers said they use their cellphone while driving. More than half said they read texts or emails while driving and 27 percent said they check social media. Nineteen percent even admitted to shopping online while behind the wheel.

The risk of distraction is especially high for teen drivers. “It’s important that parents talk with their teen drivers about distraction,” Anderson said. She suggests that parents and teens sign a mutual pledge not to text or talk on the phone while driving. Technology can also help stem the problem, with apps that prevent calls while a car is in motion and others that enable parents to track and monitor driver behavior.

Parents should also refrain from using their phones while driving, as well as obeying speed limits and traffic signals. “Young people pattern their behavior on what they see their parents and other adults do, so it’s up to us to set the right example,” said Anderson.

During Distracted Driving Awareness Month, many state and local police will partner with the National Highway Traffic Safety Administration for the annual “U Drive. U Text. You Pay” campaign, with aggressive enforcement of distracted driving laws.

The National Road Safety Foundation has brief videos about distracted driving that can be viewed or downloaded at no charge from <https://www.nrsf.org/resources/distraction>. The site also has a free downloadable self-assessment quiz titled “Am I Distracted?” that points out common behaviors that can cause distraction while driving.

**The National Road Safety Foundation, Inc. (NRSF)** is a 501 (c)(3) non-profit charitable organization that for more than 60 years has been dedicated to reducing crashes, deaths and injuries on our nation’s highways by promoting safe driving habits through greater public awareness.

NRSF produces documentaries, educational programs and public service campaigns for broadcast and for use in safety, educational and enforcement programs by police, teachers, traffic safety agencies, healthcare professionals, youth advocacy groups and other grass-roots related agencies, as well as federal, state and local government agencies. NRSF programs, which are free, deal with distracted driving, speed and aggression, impaired driving, drowsy driving, driver proficiency and pedestrian safety. The Foundation also works with youth advocacy groups and sponsors contests to engage teens in promoting safe driving to their peers and in their communities. For information or to download free programs, visit [www.nrsf.org](http://www.nrsf.org)