# April 2021 Focused Driving Campaign

**Key Messages**

* Focused driving is safe driving.
* If we all focus on doing our part, we can prevent crashes from distracted driving.
  + Drivers - put your phone away, turn it off or put in on airplane mode
  + Passengers - encourage drivers to stay focused.
  + Parents - set rules and be an example of a focused driver.
  + Employers - establish a policy that encourages focused driving.
* In Washington, 90% of us focus when we drive, but until we get to 100% our roads are not as safe as they could be.
* The number one thing you can do to help is put your phone away while driving. And help others do the same.
* The hope is that by highlighting distracted driving prevention, we can help everyone build safety habits that are not dependent on fear of getting a ticket.

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