

JUST DRIVE

MOST OF US DRIVE FOCUSED

Never hold the phone
and talk while driving

65%

72%

Never text while driving

Source: Washington Statewide Traffic Safety Survey 2023

TOO MANY CRASHES STILL INVOLVE A DISTRACTED DRIVER

Nearly a quarter of all
traffic fatalities in
Washington involve a
distracted driver.

23%

Source: WTSC Fatalities Dashboard

DRIVERS ARE DISTRACTED BY:

Handheld
Device



32%

Device
to Ear



14%

Other Distractions



54%

Source: Washington Distracted Driving Survey 2022

ARE YOU A FOCUSED DRIVER?

TURN OVER AND FIND OUT
TARGET ZERO



JUST DRIVE

ARE YOU A FOCUSED DRIVER?



I ignore incoming calls, texts, and other notifications while driving.



I don't make calls while driving, even in hands-free mode.



I never text while driving, including when stopped at a red light.



I never take care of personal grooming while driving.



I review my route before I start driving, so I'm not distracted by GPS.



If passengers are engaged in distracting behavior, I ask them to stop.

MOST PEOPLE IN WASHINGTON DRIVE FOCUSED.

COMMIT TO BE ONE OF THEM.

Driving focused saves lives.

Find out more:

TARGET ZERO

