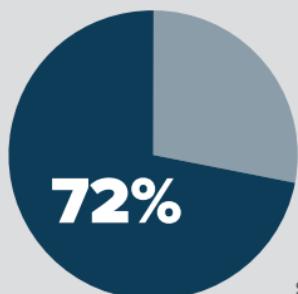


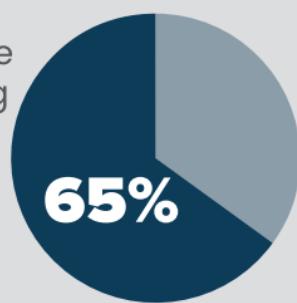
JUST DRIVE

MOST OF US DRIVE FOCUSED

Never hold the phone and talk while driving



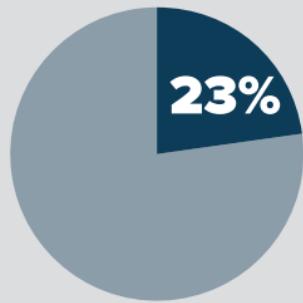
Never text while driving



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.



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

