

USF POLICE DEPARTMENT MEDIA RELEASE

DATE: March 28, 2014

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SUBJECT: USF Police Department Participates in the
First National Texting Enforcement
Crackdown

[Tampa, FL] –Motorists from all over the country are reminded that from April 10-15, 2014, law enforcement personnel will be using a combination of traditional and innovative strategies to crack down on motorists who text while driving. This effort is a part of the national U Drive. U Text. U Pay. high-visibility enforcement (HVE) campaign that combines periods of intense enforcement of anti-texting laws with advertising and media outreach to let people know about the enforcement and convince them to obey the law.

In 2012, there were 3,328 people killed and 421,000 injured nationwide in distraction-affected crashes. The University of Michigan’s Transportation Research Institute reports that a quarter of teens respond to a text message once or more every time they drive, and 20 percent of teens and 10 percent of parents admit that they have extended, multi-message text conversations while driving.

“When you text while driving, you take your eyes off the road, hands off the wheel, and mind off the task of driving. That puts everyone else’s lives in danger, and no one has the right to do that,” said Asst. Chief Daniel.

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