



PENNSYLVANIA STATE POLICE

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U DRIVE. U TEXT.



2016 National Distracted Driving Enforcement Campaign

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**Pennsylvania State Police Will
Crack Down on Texting-Law Violators During
Third National Texting Enforcement Crackdown
*Joins National Anti-Texting Effort to Save Lives***

From April 8-13, 2016, Pennsylvania State Police, Troop K, Media will be actively participating in a Nationwide enforcement and education program focusing on motorists who text while driving. The National *U Drive. U Text. U Pay.* high-visibility enforcement campaign has two goals: conduct intense enforcement of anti-texting laws, and couple these efforts with advertising, media, and social media outreach to let drivers know about the enforcement and convince them to obey the law.

Violating Pennsylvania's texting law can be costly, both personally and financially. Pennsylvania Motor Vehicle Code Section 3316, *Prohibiting Text-Based Communications*, is a summary traffic offense and imposes a \$50 fine upon conviction.

Because text messaging requires visual, manual, and cognitive attention from the driver, it is by far one of the most dangerous distractions. Distracted driving statistics paint a grim picture: In 2014, an estimated 3,179 people were killed and an additional 431,000 were injured in motor vehicle crashes involving distracted drivers. It is clear that distracted driving continues to be a deadly driving hazard.

The successes of the *Click It or Ticket* and *Drive Sober or Get Pulled Over* campaigns have proven that the combination of tough laws, targeted advertising, and high-visibility enforcement can change people's risky traffic safety behaviors.

The Pennsylvania State Police is committed to ensuring the safety of the communities we serve and actively participates in these programs to reduce traffic accidents and educate motorists.

For more information, please visit www.distraction.gov