



# Distracted Driving Awareness Month

“A National Safety Council public opinion poll found more than eight in 10 Americans believe cell phones are addictive, underscoring the need to help drivers kick their cell phone use habit – even hands-free.” (NSC, 2015)

A publication of the Center for Leadership Education in Maternal and Child Public Health

We hope you find this health observance quick-guide helpful! Roll over text to find live links to sites and materials. Most messages, materials, and facts can be adapted to fit other audiences not specifically depicted here.

## Social media



### Hashtag

#justdrive  
#callskill

### Facebook

National Safety Council

### Twitter

@NSCsafety

### YouTube

NatlSafetyCouncil

Social media can be a great tool for finding up-to-date resources and facts. Follow leading organizations to find out what they are doing, share their posts, and join in national chats.

One of the easiest ways to find more resources is to search the hashtag for this observance. This can be done on almost all social media sites. Include it in any posts you create.

*Please share these documents and consider tagging the Centers: @UMN\_MCH and @SahrcUMN.*



Print, post, or share



**The National Safety Council**

Tools and materials including: Infographics, agreements, kits, videos, and more.

Focus on the Drive Newsletter

The Free Cell Phone Policy Kit

Take the Focused Driver Challenge

Hands-free is Not Risk-free (video)

Distracted Driving Family Contract

Driver Safety materials to purchase: Trainings, courses, DVDs, and more.

If available, use logos and other graphics to enhance your posts, emails, or websites. Visuals help catch people’s attention and often have higher engagement numbers.

Use available facts from these organizations to create quick and easy posts for social media or a newsletter. Many also provide templates for press releases and other modes of communication.

Compiled with the help of the University of Minnesota State Adolescent Health Resource Center (SAHRC), part of the Adolescent and Young Adult Health - National Resource Center.

The Center for Leadership Education in Maternal and Child Public Health is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under grant number T76MC00005-59-00 for Leadership Education in Maternal and Child Public Health in the amount of \$1,750,000. This information or content and conclusions of our outreach products are those of the authors and should not be construed as the official position or policy of, nor should any endorsements be inferred by HRSA, HHS or the U.S. Government.