



News Release
Ashland Police Department
www.ashlandpolice.us
Douglas A. Goodman, Chief
Date: April 14, 2011

The Ashland Police Department Joins Effort to Stop Distracted Driving in Virginia

The Ashland Police Department is joining the fight against Distracted Driving with Drive Smart Virginia by participating in Distracted Driving Awareness Month. Three seconds is all it takes according to a study completed by the Virginia Tech Transportation Institute Driving Study. The study stated 80 % of all crashes and 65% of all near-crashes occurred within three seconds of a driver involved distraction and you are 23 times more likely to be in a crash every time you text and drive.

"As part of our accident reduction initiative, we are dedicated to reducing incidents of distracted driving in our community through focused traffic enforcement efforts," says Chief Doug Goodman.

Individual behaviors which increase this risk include texting, eating, reading and reaching for dropped objects. Technology is increasing drastically and with that comes distractions. Texting is illegal in Virginia however talking on the telephone is not illegal however both are distracting. According to the National Safety Council 1.6 million crashes were the result of talking and texting on the cell phone.

The number one tip to decrease your distracted driving is CHANGE YOUR WAYS. Change your ways and recognize the activities that distract you; changing the radio station, phone usage, and eating. More tips to decrease Distracted Driving can be found at www.ashlandpolice.us.

Drivers can pledge to drive distraction free at www.drivesmartva.org. Take the pledge today!

