



Someone is Waiting for You.

SLOW DOWN. PAY ATTENTION.

Who is Waiting for You?

Someone is waiting for you to arrive safely – family, friends, coworkers, even pets. Who would be deeply impacted if you were involved in a serious crash?

DISTRACTED DRIVING Minnesota, 2019 – 2023:

1 in 11 crashes were caused by distracted driving.

30 deaths each year.

140+ injuries each year.



Minnesota Hands-Free Law:



2019: the MN Hands-Free Law went into effect. 2024 data shows cellphone-related distraction is a continuing contributor to crashes.



6,000+ citations were issued recently during state enforcement campaigns. Hands-free cellphone violations are a primary offense.

Get the Facts: Distracted Driving

3 Types of Distraction:



1. VISUAL

Taking eyes off the road.



2. MANUAL

Taking hands off the wheel.



3. COGNITIVE

Taking mind off driving.



TEXTING

INVOLVES ALL THREE!

3,275 people

were killed in distraction-affected crashes in 2023.

324,000+ people

were injured in distraction-affected crashes in 2023.

15–20 year old drivers

have the highest proportion of involvement in fatal crashes where distraction was reported. U.S. drivers under age 30 consistently show higher rates of cellphone-related distraction.



SOURCES: AAA Foundation for Traffic Safety, *Traffic Safety Culture Index* (most recent release); Johns Hopkins Bloomberg School of Public Health, *Road Safety Communications Evidence Synthesis* (2024); Minnesota Department of Public Safety, *Office of Traffic Safety Reports* (2023–2025); National Highway Traffic Safety Administration (NHTSA), *Traffic Safety Facts: Distracted Driving* (2023 data release); Peer-reviewed Research on *Anticipated Regret, Social Norms, and Road Safety Communication* (2021–2024); Vital Strategies, *Road Safety Messaging Recommendations*.

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