

**GSUPD and GSU SGA  
PRESS RELEASE  
FOR DISTRACTED DRIVING  
CAMPAIGN LAUNCH**



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**FOR IMMEDIATE RELEASE: Thursday, November 19, 2015  
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**Grambling State University Police Department, and the  
Student Government Association Launches  
“One Text or Call Could Wreck It All” Campaign to promote safe driving  
during the Bayou Classic Weekend**

**Grambling, LA** – In an effort to make our roads safer, **GSUPD and GSU SGA** announced today that it has joined the “One Text or Call Could Wreck It All” campaign to stop distracted driving. We have pledged our support to help spread the message that distracted drivers are not only a danger to themselves, but everyone else on the road.

“We all know that talking on our cell phones while driving is distracting, but that doesn’t stop most people from continuing to do it,” said **Lari Talbert, Exec. Assist to Chief of Police**. “This effort is intended to educate our community about the dangers of cell phone use and other distractions while driving. We hope that once people see the statistics and realize the danger involved, they will change their driving habits to help protect themselves, their families, and others on the road.”

In 2013, 3,154 people were killed in crashes involving a distracted driver and an estimated additional 424,000 were injured in motor vehicle crashes involving a distracted driver. That same year, eleven percent of fatal crashes were reported as distraction-affected crashes.

While anything that takes your eyes off the road, hands off the wheel, or mind off the task of driving is a hazard, there is heightened concern about the risks of texting while driving because it combines all three types of distraction – visual, manual and cognitive.

The national distracted driving effort focuses on ways to change the behavior of drivers through legislation, enforcement, public awareness and education – the same activities that have curbed drunk driving and increased seat belt use.

The **GSUPD AND GSU SGA** campaign will send out a variety of emails consisting of flyers, videos, statistics, general information as well as a “Take The Pledge Card” to commit to fighting to end distracted driving. The SGA will be distributing the information throughout the dorms as well as airing information on the student’s information television station.

“Every driver in **Grambling** has a role in this effort,” said **Lari Talbert**. “However, we especially want to reach out to our student drivers because we know that statistically, the under-20 age group had the highest proportion of distracted drivers involved in fatal crashes.”

**GSUPD and GSU SGA’s** goal with this campaign is simple – save lives by getting drivers to remember that “One Text or Call Could Wreck It All.”

For more information about distracted driving, please visit [www.distraction.gov](http://www.distraction.gov), or you can contact Lari Talbert at [talbertl@gram.edu](mailto:talbertl@gram.edu). **PLEASE CLICK LINK BELOW FOR VIDEO...**

[https://youtu.be/S\\_-6EoNhitg](https://youtu.be/S_-6EoNhitg)

