



NEWS

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Montgomery County Health Department to Host Distracted Driving Awareness Event At Best Buy King of Prussia

King of Prussia, PA (July 23, 2014) – The Montgomery County Health Department (MCHD), in partnership with the Upper Merion Police Department, the Community Alliance for a Safer Tomorrow (CAST), and Best Buy, will hold a distracted driving awareness event in the King of Prussia store on Friday, July 25, 2014 from 4 p.m. to 7 p.m. as a part of the yearlong Distracted Driving Awareness and Prevention Campaign. Attendees will be able to participate in a variety of activities that demonstrate the dangers of distracted driving.

MCHD is committed to community outreach efforts that will reduce distracted driving behaviors, which are preventable driving risk factors. MCHD has adopted the AT&T “It Can Wait” Distracted Driving Awareness and Prevention Campaign consisting of different focus areas within the county, including community events, high school and corporate outreach, as well as involvement in the online and digital communities. The Best Buy Event is one of many activities planned for 2014. MCHD encourages everyone to go online to www.itcanwait.com and take the pledge not to text and drive.

In Montgomery County, motor vehicle crashes continue to be the leading cause of injury and death in people 15-25 years of age. There were 1,224 crashes attributed to distracted driving in Montgomery County in 2012. Of those crashes, five were fatal and 614 resulted in injury. One of those five fatal crashes involved a teenager. Also in 2012, State Route 63 and State Route 73 had the highest number of distracted driving crashes.

The Montgomery County Health Department’s Community Traffic Safety Project is focused on safety programming regarding seat belt usage, school bus safety and etiquette, teen driving, impaired driving, and pedestrian safety, which are available to all schools in Montgomery County. In addition, other educational opportunities are available through MCHD covering topics such as child passenger safety,

aggressive driving, vehicle safety for seniors, bicycle and motorcycle safety. All of these programs are provided to the community free of charge through a funding initiative from the Pennsylvania Department of Transportation.

For more information, please contact Katie Kucz, Montgomery County Health Department, Health Promotion Division, at 610-278-5117ext.6787 or via email at kkucz@montcopa.org, or visit www.montcopa.org/health.