

PRINCE GEORGE BRAIN INJURED GROUP SOCIETY

“HANG UP AND DRIVE” EDUCATION AND AWARENESS INITIATIVE

The campaign focuses on raising awareness on the dangers of distracted driving, particularly the use of cell phones while driving, and reducing the use of cell phones while driving motor vehicles.

Data collection and surveys will be developed focusing on cell phone use and driving. Education and media campaigns raise awareness. “Ride Safe” program developed to focus on teens and young adults focusing specifically on the dangers of using cell phones and texting while driving.

