**SAMPLE Letter from Law Enforcement to Businesses for**

**IDAHO’S DRIVE AWARE CAMPAIGN**

[DATE]

Dear [BUSINESS NAME],

**Did you know that you are *three times* more likely to crash when doing things like reaching for a phone, looking up a contact, dialing and texting?**

Distracted driving accounts for about 30% of all fatal and serious injury crashes in Idaho. However, distracted driving comes in many forms. It can include electronic distractions, like navigation systems and cell phones, or more conventional distractions, like interacting with passengers and eating.

Distracted driving is one of the leading causes of death and serious injury among Idahoans aged 1-44 years is motor vehicle crashes, a traffic crash occurred every 23.5 minutes, killing 213 Idahoans in 2013. Distracted driving accounts for 1 in 4 multiple vehicle crashes in Idaho, and over the last three years (2011-2013), there have been 879 serious injury crashes involving distracted drivers.

**Today I’m writing to ask you to discuss this important issue with your colleagues, peers and community groups. It’s a conversation that could save a life.**

[AGENCY], The Distracted Driving Task Force, Idaho businesses and State agencies urge Idaho motorists to adopt and maintain personnel policies that foster safe and attentive driving behavior while behind the wheel, to prevent needless deaths that can be prevented. We need your support to supplement this effort.

So, I’m asking you to join with me and encourage your community to pay attention to the road at all times.

**If you’re driving, three simple things can protect you**

* keep your hands on the wheel
* keep your eyes on the road
* keep your mind on driving and, if you’re a passenger, **speak up** if you think the driver is distracted

If you need any additional information or have any questions, please feel free to contact me or my staff. Or, visit <link>

Sincerely,

NAME

TITLE