

Distracted driving affects everyone, even the most innocent among us, children. A new, chilling campaign shows the horrific consequences that result from distracted driving, as told from a child's perspective.

The New Mexico Department of Transportation (NMDOT) has launched a new social media campaign warning about the dangers of distracted driving. A child narrates what happens when she sees her mother hit a group of pedestrians while driving distracted.

Stories are a powerful way to drive emotion, encourage engagement, and show the real-life consequences of distracted driving. Good people can make bad choices which makes this story relatable. The audience sees how something as simple as looking down at one's phone can instantly cause crashes, or worse, injuries and death.

April is National Distracted Driving Awareness Month. The JustDrive Child's Drawing Campaign will align with efforts by the National Highway Traffic Safety Administration (NHTSA), bringing needed awareness to this dangerous behavior.



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justdrive