

In Recognition of Just Drive Month

- WHEREAS,** the City of Fort Lauderdale holds the health and safety of its residents and visitors as a vital concern; and
- WHEREAS,** the use of "smartphones" has become pervasive throughout Broward County, the State of Florida and the Nation at large, and
- WHEREAS,** automobile crashes caused by distracted driving are on the rise, particularly among teenagers, due in large part to the proliferation of cell phone use. According to the National Highway Traffic Safety Administration, texting while driving makes crashes 23 times more likely; and
- WHEREAS,** younger, inexperienced drivers under 20 years old have the highest proportion of distraction-related fatal crashes. In 2011, 3,331 people were killed due to distracted driving, and 40% of all American teenagers say they have been in a car while the driver used a cell phone in a way that put people in danger; and
- WHEREAS,** Big Brothers Big Sisters of Broward County, in conjunction with Leadership Broward Foundation, Inc., and Leadership Broward Class XXXI endeavor to highlight and change the distracted driving practices of all residents in Fort Lauderdale and Broward County. The "**Just Drive**" campaign was created by these organizations as a platform through which to increase awareness of this problem; and
- WHEREAS,** increased awareness of the dangers and impact surrounding distracted driving is the cornerstone to reducing injury and death among county residents; therefore, during the month of May, the "**Just Drive**" campaign will be highlighted in Broward County schools through the distribution of literature, keepsake items, t-shirts and a video PSA; and
- WHEREAS,** the Broward Regional EMS Council also recognizes and combats distracted driving through its public education campaign "Take 5 to Stay Alive" during the month of May, sponsored by the Board of County Commissioners, to improve roadway safety by preventing crashes related to distracted driving behaviors; and
- WHEREAS,** the School Board of Broward County, which values safe driving behavior among all Broward County students and encourages parental involvement in helping young people develop critical driving skills, has declared its support of the "**Just Drive**" campaign by declaring May 2013 to be "Just Drive" month in Broward County Schools, and the City of Fort Lauderdale hereby adds its support to the "Just Drive" campaign.

NOW, THEREFORE, WE, as City Commissioners of the City of Fort Lauderdale, Florida, do hereby proclaim **May, 2013** as:

Just Drive Month

in the City of Fort Lauderdale and encourage all citizens to support education leading to move awareness of distracted driving practices and to focus more attention on safe driving habits.

DATED this, the 7th day of May 2013.

John P. "Jack" Seiler

Mayor

