



## Media Release

For Immediate Release  
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### SCDOI Launches Drive Smart Campaign, Challenges South Carolinians to Drive Distraction-Free

**Columbia, S.C.** Today, the South Carolina Department of Insurance (SCDOI) announced a Drive Smart campaign. This public awareness effort is challenging South Carolinians to drive without distractions.

#### **DOL.SC.GOV/DriveSmart Highlights Reasons to Avoid Distracted Driving**

The SCDOI is highlighting some of the real dangers of taking your eyes off the road on its website at [doi.sc.gov/drivesmart](http://doi.sc.gov/drivesmart). These include:

- ✓ You are 90% more likely to have an accident when driving distracted.
- ✓ Texting and driving is 6x more dangerous than driving drunk.
- ✓ Distracted driving kills more than 8 people and injures another 1,095 people daily in the U.S.
- ✓ South Carolina ranks #1 out of all states in fatality rate per 100 million vehicle miles driven.
- ✓ South Carolina averages two crashes every hour involving a distracted driver.

#### **Director Farmer Asks: Who's Driving When You're Distracted?**

“We’ve all let something distract us from the road. It’s easy to get sidetracked by your phone, GPS, or radio. We’re challenging you to consider this - who’s driving when you’re distracted?” said Ray Farmer, Director of the SCDOI.

#### **April is Distracted Driving Awareness Month**

This campaign will run the month of April, which is the National Highway Traffic Safety Administration’s Distracted Driving Awareness Month.

#### **Follow the SCDOI on Social to Learn More, Take Our Drive Smart Quiz**

Throughout April, the SCDOI will be sharing information about distracted driving and ways to drive distraction-free. This information will be shared via social on [Facebook](https://www.facebook.com/SCDOI) (SCDOI), [Twitter](https://twitter.com/scdoi) (@scdoi) and [Instagram](https://www.instagram.com/South_Carolina_DOI) (@South\_Carolina\_DOI).

The SCDOI is also launching a five question Drive Smart Quiz, available at [quiz.doi.sc.gov](http://quiz.doi.sc.gov).

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