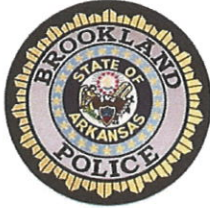


10-16-25
Emailed to NEA Reports
City Facebook Page
City Website

Brookland Police Department



*409 Holman Street
P.O. Box 7
Brookland, AR 72417
Phone: (870) 336-2073*



The Brookland Police Department will be taking part in the National Distracted Driving Campaign beginning October 19 through October 25.

The facts for Distracted Driving are this:

National Distracted Driving Stats

- 3,275 people were killed in distracted driving crashes in 2023.
- An estimated 324,819 people were injured in traffic crashes involving distracted drivers in 2023.
- 8% of fatal crashes, an estimated 13% of injury crashes, and an estimated 13% of all police-reported traffic crashes were reported as distraction-affected in 2023.
- 7% of drivers 15 to 20 years old involved in fatal crashes were reported as distracted. This age group has the largest proportion of drivers who were distracted at the time of the fatal crashes.
- 611 nonoccupants (pedestrians, pedalcyclists, and others) were killed in distraction-affected traffic crashes in 2023.
-

Distracted Driving Comes at a Cost

PUT THE PHONE
 AWAY OR PAY

ARKANSAS HIGHWAY SAFETY OFFICE

Is the Text Worth the Ticket?

PUT THE PHONE
 AWAY OR PAY

ARKANSAS HIGHWAY SAFETY OFFICE



Put the Phone Away or Pay

Facebook, X, Instagram

When posting to X and Instagram, consider adding a trending and relevant hashtag, like #JustDrive, to any of the below posts:

1. You and your phone may be attached at the hip, but it doesn't need to be attached to your hand when you're driving 🖐️ ❌. Stay focused behind the wheel. Put the Phone Away or Pay.
2. The consequences for driving distracted can be costly 💰 or deadly ☠️. Put the Phone Away or Pay.
3. 📅 Making plans can wait - your safety can't. Don't suffer the consequences for looking at your phone while driving. Put the Phone Away or Pay.
4. Don't end your day with a guilty conscience. Leave the phone out of reach and stay focused while driving. Put the Phone Away or Pay.
5. Staying focused on the road is the most important thing you can do behind the wheel. Put the Phone Away or Pay.
6. 🍷 Water bottle - filled
★ Vibes - good
📱 Phone - put away
👁️ Eyes - on the road
Put the Phone Away or Pay.
7. Don't risk it on the roads. Put your phone down while driving. Put the Phone Away or Pay.
8. Trust us, your friends won't mind if you wait to respond. They'd rather you be safe than sorry. Put the Phone Away or Pay.
9. Be a do not disturb hero 🙈 behind the wheel - all those notifications aren't as important as your life. Put the Phone Away or Pay.
10. Keeping your eyes on the road will help ensure you don't see dollar signs or jail. 💰 😬 Phones have no place behind the wheel. Put the Phone Away or Pay.

Fw: Distracted Driving Campaign

From Greg Lawson <glawson@cityofbrookland.com>

Date Thu 10/16/2025 9:07 AM

To Stan Morris <news@neareport.com>

 1 attachment (1 MB)

SCAN0103.PDF;

From: Jon Moore <jmoore@cityofbrookland.com>

Sent: Thursday, October 16, 2025 9:02 AM

To: Eric Stephens <estephens@cityofbrookland.com>; Shelby Pfeifer <SPfeifer@cityofbrookland.com>; Wade Shapp <wshapp@cityofbrookland.com>; Greg Lawson <glawson@cityofbrookland.com>

Subject: Distracted Driving Campaign