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**OTS and Caltrans launch new ‘Get Off Your Apps’ education campaign and video contest to encourage drivers to put the phone away**

**Elk Grove, Calif. –** The California Office of Traffic Safety (OTS) and California Department of Transportation (Caltrans) announced today a new statewide education campaign and video contest that encourages drivers to “Get Off Your Apps” and put the phone away. April is Distracted Driving Awareness Month and this effort is intended to raise awareness about the dangers of distracted driving and educate people on how to drive distraction-free.

“The phone is not your friend when you’re driving,” OTS Director Barbara Rooney said. “Put the phone away and put all your attention on the task of driving. It’s a simple but important habit that keeps yourself and others safe on the road.”

The campaign runs through April 24 and features a series of safety messages on broadcast television, digital platforms including social media and streaming services, and digital billboards. In addition, public service announcements (PSAs) will run on Spanish and English radio.

“April is set aside to raise awareness of the dangers of distracted driving, but our educational efforts continue year-round,” said Caltrans Acting Director Steven Keck. “We urge all drivers to make safety their priority, eliminate distractions and keep their focus on the road.”

“Inattention behind the wheel can have deadly consequences,” said California Highway Patrol (CHP) Commissioner Amanda Ray. “Together with our traffic safety partners, we are working toward improving driver behavior and encouraging voluntary compliance with the law.”

On April 20, CHP officers will participate in a statewide enforcement campaign specifically focused on citing drivers caught violating the hands-free cell phone law.

As part of the safety campaign, the OTS and Caltrans have introduced a [video contest](https://iheartmedia.jotform.com/sweeps/go-safely-ca)for the chance to win a role in the next public service announcement being filmed this summer. Participants ages 18 and older are asked to submit a two-minute video explaining solutions to end distracted driving and what they do to avoid distractions. Contest participants who submit their video by May 31 will also be entered to win two tickets to the iHeart Music Festival plus travel expenses provided courtesy of iHeartMedia.

To view the new campaign PSA, visit <https://bit.ly/3En1InV> **.** To learn about other helpful ways to stay safe on the go, visit [www.gosafelyca.org](http://www.gosafelyca.org)

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