



Decide To Drive

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### Quick Facts on the **Decide to Drive** Campaign

*The American Academy of Orthopaedic Surgeons (AAOS), in partnership with the Orthopaedic Trauma Association (OTA) and the Auto Alliance, presents, "Decide to Drive," a multimedia public service advertisement (PSA) program.*

- The campaign includes television, radio, and print public service advertisements and the education and driver reporting Web site **decidetodrive.org** with one mission in mind: getting each and every driver to decide to drive behind the wheel.
- Orthopaedic surgeons are the medical doctors who put bones and limbs back together after road crashes and trauma — they would rather help all drivers stay healthy and whole and arrive safely at their destinations.
- Distracted driving is a public safety threat that can cause life-altering injuries to the driver, his or her passengers and others on the road.
- Our goal is to affect behavior changes relating to those everyday driver distractions that aren't so little at all.
- According to the National Highway Traffic Safety Administration, more than 500,000 people reported involvement of at least one form of driver distraction at the time of an accident.
- This campaign will be launched at a media event on April 6, 2011 at the Press Club in Washington D.C.
- Follow Decide to Drive on Facebook:  
<http://www.facebook.com/DecidetoDrive.org>
- We also will Tweet our tips, news stories and updates on our campaign from [@decidetodrive](#) and [@aaos1](#)

#### **FOR MEDIA INQUIRIES**

*If you are a reporter, and would like to cover this campaign or interview an orthopaedic surgeon or a patient, contact AAOS PR department Kristina Goel 847-384-4034 [goel@aaos.org](mailto:goel@aaos.org).*

Visit [decidetodrive.org](http://decidetodrive.org). Watch the videos. Share them. Post them on Facebook. Listen to our radio ads. Read the stories. Help us spread the word about this campaign. And, then, tell YOUR story of how distracted driving has affected your life or someone you know.