



News Release

For Immediate Release

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N.C. Traffic Safety Conference to focus on reducing distracted driving

Raleigh, N.C. – March 30, 2018 – The North Carolina Governor's Highway Safety Program will host the 2018 NC Traffic Safety Conference & Expo beginning on April 9th where many state and national experts will gather to discuss a growing, but often preventable problem – roadway fatalities.

Traffic fatalities in North Carolina dropped slightly last year, but continue to hover near a five-year high. In 2017, there were 1,404 motor vehicle fatalities in the state, and the National Highway Traffic Safety Administration (NHTSA) estimates that 10% of these fatal crashes were caused by distracted driving.

“With thousands of individuals and families affected by roadway fatalities and serious injuries, it is time for us to recognize that distracted driving as a serious problem,” said Russ Dubisky, a spokesman for the Insurance Federation of North Carolina. “With more people on the road, and more ways for us to be distracted, it is more important than ever for us to promise ourselves and loved ones that we will limit distractions when we’re behind the wheel and focus on getting to our destinations safely.”

Distracted driving contributes not only to the seriousness of auto accidents, but also to their frequency.

Smartphone usage is a leading cause of distracted driving, but it’s not just for texting or talking on the phone. A 2016 National Safety Council survey found that 74 percent of drivers surveyed used Facebook while driving, and a TrueMotion survey showed that Facebook, Pokemon Go, Youtube, and Netflix were among the top 10 apps used while driving in 2016.

The Governor's Highway Safety Program is dedicated to reducing the number of traffic crashes and fatalities in the state. The 2018 Traffic Safety Conference & Expo (April 9th – 12th) will help bring professionals together on programs, research, and technologies that work towards improving traffic safety.

For more information from the Insurance Federation of North Carolina, or to schedule an interview, call (919)539-1375.

The Insurance Federation of North Carolina (IFNC) is a trade association established in 2004 by the leading property and casualty insurance companies doing business in North Carolina. IFNC serves as the voice for the industry on legislative and regulatory matters and promotes consumer awareness on issues of importance to the property and casualty insurance industry.

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