



# NILES POLICE DEPARTMENT

## MEDIA RELEASE

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Released on 05/02/2018

### Distracted Driving Awareness Month

**Niles, IL** – April is National Distracted Driving Awareness Month and the Niles Police Department has taken a strong stance on distracted driving and the dangers that it poses both to motorists but pedestrians as well. Each day, 10 people are killed in distracted driving crashes - contributing to the 37,000 people killed in crashes on U.S. roadways during 2016, according to the National Highway Traffic Safety Administration (NHTSA).

Some key findings in a study conducted by the AAA Foundation for Traffic Safety found that Cellphone use while driving is common, while 49.1% of driver's talked on a hand-held cellphone. The study found that the public views drivers' texting or emailing while driving as a very serious threat (96.8%). In the past 30 days, 44.9% of drivers read a text message or email while driving and 34.6% of drivers typed or sent a text message or email while driving.

Because of the statistics mentioned the Niles Police Department participates annually in a Distracted Driving Awareness Month. In addition to that annual participation, each Tuesday all year is designated #NoTextingTuesday, officers are specifically looking for people driving while using their cellphones. In the month of April the Niles Police Department issued 285 traffic citations for the use of an electronic device while driving.

It is our hopes that to raise awareness through our social media campaigns, public education and traffic enforcement efforts, will improve public safety for both motorist and pedestrians alike. "No distraction- whether texting or talking on the phone - is ever worth the loss of life on the roadway," said Chief of Police Luis C. Tigera. "These senseless deaths can easily be prevented if drivers simply choose to focus on the core task of driving when behind the wheel. We aim to do our part to help keep the Village of Niles roads safer."