



BLUFFTON POLICE DEPARTMENT



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Distracted Driving Education through 43 Key Seconds Campaign

The Town of Bluffton is partnering with the national Distracted Driving Campaign called 43 Key Seconds to educate and bring awareness to this danger that many Bluffton motorists participate in each day.

"I have only lived in Bluffton for six months, but it's amazing how many distracted drivers I've seen on our local roads. It's a serious problem here and we must do something to educate all motorists, but more importantly educate our young drivers," said Bluffton Police Chief Chris Chapmond.

The 43 Key Seconds campaign was first launched in October of 2018 by the Lutzie 43 Foundation with the intention of creating a national symbol for safe driving. Mike Lutzenkirchen started the Lutzie 43 Foundation in 2014 after his son, star Auburn football player Phillip Lutzenkirchen, was killed in a car accident. Mike firmly believes if Philip hadn't gotten into a car with someone who had been drinking and had fastened his seatbelt, Philip would still be here today.

The goal of the 43 Key Seconds Initiative is to change the narrative on unsafe and distracted driving and provide a symbol to remind drivers to conduct a safe driving checklist in the first 43 seconds in the vehicle.

CLEAR HEAD - ensure you have a clear head – one that is not affected by alcohol, drugs, emotions or fatigue.

CLEAR HANDS – have clear hands – send a text, adjust the radio and put all devices away so you can drive hands-free.

CLEAR EYES – set your sights on the road ahead. Do not look to the side at a passenger or down at a text.

CLICK IT – finally, click your seatbelt. It's the law and could save your life.



"I can't tell you how excited I am to bring this initiative to Bluffton. I'm very passionate about distracted driving and I feel Mike's story will resonate to those in Bluffton. If we can educate just a few and have them begin doing the safe checklist every time they get into their car, I feel like we have accomplished something," said Bluffton Mayor Lisa Sulka.

April is Distracted Driving Awareness Month. At that time, the Town of Bluffton will hold a press conference to announce some exciting steps in hopes Bluffton drivers will become safer drivers with the help of 43 Key Seconds.

The 43 Key Seconds initiative has been supported by prominent names in athletics, including Dabo Swinney, Nick Saban, Cody Parkey of the Chicago Bears, and more. Additionally, the Lutzie 43 Foundation has partnered with companies, organizations and other police departments to create change among employees and in communities.