

Driving while inTEXTicated?

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Research shows that texting reduces steering control by 91%. In addition, 70% of South African drivers admit to texting while driving, even though it increases the chances of collision fourfold.



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In view of these disturbing facts, OFM - the sound of your life - has decided to launch the "Driving while in TEXTicated?" campaign, on the eve of South Africa's busiest road travel season.

Says GM, Nick Efstathiou: "Studies have proven that texting can reduce your reaction time by 50%. That is much worse than driving under the influence. Traffic usually increases significantly on our roads through central South Africa during holiday period. We hope that this campaign will encourage our listeners, and those driving through our provinces, not to text while driving. Don't drive while 'inTEXTicated - texting and driving kills."

In addition to the "Driving while inTEXTicated?" campaign, listeners are also reminded of the OFM traffic hotline, which continues to provide a valuable service to those travelling on our roads. Any accidents or other issues, which might endanger or affect fellow road users, may be reported by phoning the OFM traffic hotline at 082 237 9497, or your passenger can send a text to 36OFM, that is 36636 at R1.50/sms or tweet all traffic related information to [@OFM9497](#) [#traffic](#).

"We hope that this campaign will have a positive influence on the driving behaviour of our listeners, and those travelling through our provinces. There are too many deaths on our roads, especially during the holiday period and we need to encourage our road users to be more responsible on our roads," says Efstathiou.

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OFM Radio



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