MINNESOTA
TOWARD ZERO DEATHS

TZD *Hands-Free* Stencil Installation Guide

Background

Distracted driving is a leading factor in crashes each year in Minnesota.

HANDS-FREE LAW: The new law that went into effect Aug. 1, 2019 allows a driver to use their cell phone to make calls, text, listen to music or podcasts and get directions, but only by voice commands or single-touch activation without holding the phone.

The dangerous choice to drive distracted contributed to more than 39,000 crashes from 2017-2021 and an average of 28 deaths and 161 serious, life-changing injuries a year in Minnesota.

Purpose

TZD has free *Hands-Free* stencils to spread awareness and encourage people to park the phone in your communities. Users will need to supply the paint.

Next steps

Some additional things to keep in mind when you are applying the stencils:

Do's

- Use white paint for the phone and hand and red for the circle
- Place on sidewalks or trails leading to parking areas.

Don'ts

- Do not place on public roads.
- If placed in parking lots, do not place at driver decision points such as approaching pedestrian crossings or stop signs.
- Do not place on highway entrance ramps.

For more information

Contact your TZD Regional Coordinator, or
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