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(S.D.)-State Highway Patrol To Be 'Out In Force' During July 4th Safety Campaign



By: Roxie Graham-Marski Posted at: 07/04/2013 07:34 AM

(PIERRE, S.D.)—South Dakota's Highway Patrol will be out in force on the Fourth of July with a high-visibility campaign to emphasize safe travel during the holiday weekend. The day-long saturation patrol will involve virtually all uniformed troopers. It is part of the Highway Patrol's summer-long safe-travel campaign entitled, "Obey the Sign and Avoid the Fine." Highway Patrol superintendent Colonel Craig Price says, "The Fourth of July holiday period is one of the busiest of the year for travel on state highways. Putting as many troopers on the road as possible raises public awareness of the need to make safe travel choices. That means wearing seatbelts, following speed limits and other rules of the road, avoiding distractions, and having a sober driver every trip. "Obey the Sign and Avoid the Fine" is a campaign to reduce highway crashes and increase safety on South Dakota's roadways. The Office of Highway Safety statistics show that speeding, impaired driving, and other hazardous moving violations are major contributors to crashes, injuries, and deaths on state highways. While speed and alcohol are the top targets for the enforcement campaign, troopers will be enforcing all other traffic laws as well.

In addition to enforcement, the summer safety campaign is using social media for public education and has partnered with the State Department of Transportation for permanent and portable message boards with safe-driving messages on interstates and other high-traffic areas around the state.

--South Dakota's Department of Public Safety