



Middlesex County Launches Vision Zero Campaign to End Distracted Driving

Middlesex County has launched a new public awareness campaign, Vision Zero, to address the leading cause of traffic fatalities in our region: distracted driving. Running from May 2025 through August 2025, the campaign aims to reduce preventable crashes by encouraging drivers to avoid distractions behind the wheel. From texting and phone use to grooming or adjusting music, small behaviors can have deadly consequences.

As the first county in New Jersey to adopt a Vision Zero Action Plan, Middlesex County is committed to eliminating all traffic-related deaths and serious injuries. This campaign is part of that broader strategy to make our roads safer for drivers, pedestrians, and cyclists alike.



Learn more, take the pledge, and help us reach zero: discovermiddlesex.com/VisionZero

