2026 Drive Like a Nevadan Campaign Encourages Safer Driving Across the State

LAS VEGAS, NV, UNITED STATES, September 8, 2026 /EINPresswire.com/ -- As part of the Nevada Zero Fatalities program's ongoing commitment to reduce traffic-related fatalities, the 2026 "Drive Like a Nevadan" campaign has officially launched on August 17and will run through November 22, encouraging positive driving behaviors and promoting safer roadways across the state.

Zero Fatalities Safe travels, Nevada

Zero Fatalities Nevada Logo



The statewide campaign encourages drivers to practice safe habits and make responsible decisions behind the wheel to help reduce roadway fatalities and serious injuries in Nevada. This approach highlights the positive driving behaviors that many Nevadans already practice and reinforces that everyone has a role in creating safer roadways.

The 2026 campaign will focus on five key roadway safety behaviors through rotating TV creative that aligns with the NHTSA enforcement calendar and seasonal messaging priorities. The creative features memorable characters who demonstrate what it means to "Drive Like a Nevadan" by modeling safe driving behaviors in relatable, everyday situations.

• Anti-Impaired Driving – Sober Steve: Sober Steve reinforces the importance of never driving impaired by encouraging Nevadans to plan ahead and choose a sober driver to ensure everyone gets home safely.

• Seat Belt Use – Click It Cameron: This campaign messaging reminds drivers and passengers to buckle up on every trip, reinforcing one of the simplest and most effective ways to reduce fatalities.

• Share the Road – Share the Road Rita: Share the Road Rita encourages drivers to respect all roadway users by giving cyclists, pedestrians, motorcyclists and others the space and courtesy they deserve.

• Speed Management – Speed Limit Luis: Speed Limit Luis reminds drivers that obeying posted speed limits and adjusting speed for road conditions helps prevent crashes and protects everyone on the road.

• Distracted Driving – No Distractions Desiree: No Distractions Desiree emphasizes the importance of staying focused behind the wheel by eliminating distractions and keeping full attention on the road.

“Safe driving is something Nevadans already value and practice every day,” said Amy Davey, division administrator of the Nevada Office of Traffic Safety. “The Drive Like a Nevadan campaign builds on these positive behaviors, such as driving sober, following the speed limit, wearing a seatbelt and avoiding distracted driving, which further reinforces a culture of responsibility and safety on Nevada roads.”

The “Drive Like a Nevadan” campaign will continue throughout the year with rotating safety messages designed to reach drivers across Nevada. By encouraging responsible decisions behind the wheel, the Nevada Zero Fatalities program continues its efforts to create safer roadways and move closer to achieving zero fatalities in Nevada.

For additional information on the Zero Fatalities program, please visit www.zerofatalitiesnv.com.

About Zero Fatalities
Nevada’s Zero Fatalities Program is all about eliminating fatalities on Nevada roadways. Some people may think zero is an impossible goal, but when it comes to your family and friends, what other number would be acceptable? We're aiming for zero because everyone matters. The road to zero targets key behaviors like buckling up, being pedestrian and motorcycle safe, eliminating impaired driving, focusing on the road, and stopping on red.
To learn more about Nevada traffic safety, log on to. Follow Zero Fatalities on Facebook, Twitter and Instagram.

Media Contacts
Kirvin Doak Communications
zfpr@kirvindoak.com

Anita Pepper, Public Information Officer
State of Nevada | Department of Public Safety | Office of Traffic Safety
a.pepper@dps.state.nv.us

Terri L Maruca
Kirvin Doak Communications
email us here

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