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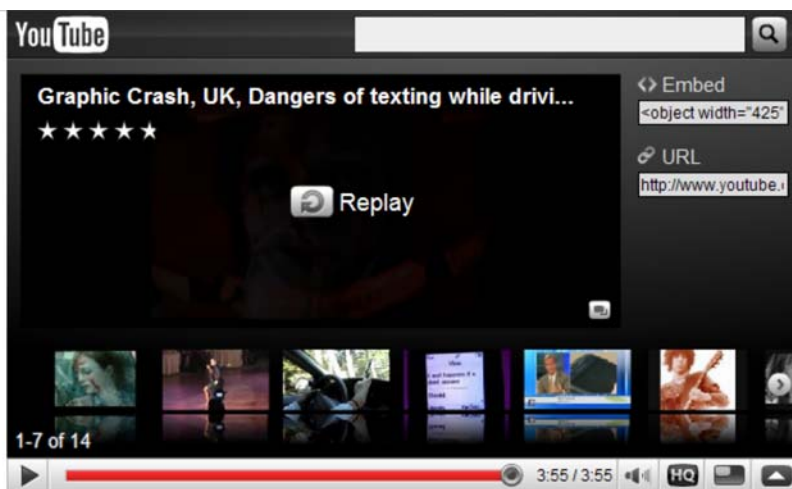
Is PSA on texting and driving too shocking?

by [Chris Matyszczyk](#)

It has already [been discussed on NBC's "Today Show."](#)

It has apparently enjoyed more than 1 million views on YouTube. And it has already [aroused cries that it is too graphic](#), too shocking, too much to watch.

But the police department of Gwent, Wales, felt it had to do something to highlight the realities of texting and driving, so together with filmmaker Peter Watkins-Hughes, it made a public service announcement.



The film shows a teenage girl driving some friends in her [car](#). Engrossed in her texting, she is involved first in one crash before her car is then broadsided by another.

You have seen far worse in movies and with far less good intent. It can only go a small way to making teenagers and, frankly, half the alleged adults I've seen driving in California,

consider the potential consequences of their self-involved habits.

But if it even makes one person think twice, or even once, about the consequences, then any amount of graphic content is to be applauded. There is surely nothing gratuitous about trying to save a life.



Chris Matyszczyk is an award-winning creative director who advises major corporations on content creation and marketing. He brings an irreverent, sarcastic, and sometimes ironic voice to the tech world. He is a member of the CNET Blog Network and is not an employee of CNET.