

# ***It Can Wait<sup>®</sup>***

## ***A Movement to End Texting and Driving***

*Month Date, 2013*



# *The Problem*



# The Dangers of Texting and Driving



## “National epidemic”

-U.S. Transportation Secretary Ray LaHood

Texting drivers are **23 times** more likely to be in an accident

-VA Tech Transportation Institute

75% of teens say texting while driving is “common among their friends”

-AT&T-commissioned poll, May 2012

More than  
**100,000**  
crashes

a year involve drivers who are texting, causing life-changing injuries and deaths



of teens have seen their parents text and drive

- and 75 percent say it is “common” among their friends.<sup>2</sup>

Teens know that texting while driving is dangerous.



but...



**of teens admit to** texting while driving.<sup>2</sup>

Texting drivers are **23 times** more likely to be in an accident.

# AT&T's Business Commuter Survey



A recent AT&T survey found:

**49%** of commuters admitted to texting while driving

**6 in 10** commuters said that they did not text and drive 3 years ago

**98%** of commuters said that they knew the risks of texting while driving

**49%** of commuters self-report texting while driving<sup>1</sup>, **compared to 43% of teens.**<sup>2</sup>



# *Taking Action to Change Behavior and Raise Awareness*



Opportunity to **change this risky behavior** – with a focus on **teens**

**#1 priority is consumer safety**

Share **real-life stories**

Provide educational **tools** and **resources**



*Sharing the stories of lives affected by texting related accidents*



## 3.6 million views on YouTube

# Downloadable Resources – att.com/itcanwait



[Personal](#)
[Business](#)
[About AT&T](#)

[txt The Issue](#)
[txt Resources](#)
[txt Videos](#)
[txt Get Involved](#)
[txt Media](#)

## Resources for All Wireless Users

If you, your school or your company is considering a texting while driving awareness program, AT&T is pleased to offer optional information and resource tools to help you jumpstart your campaign. The materials available to you are below:

[itcanwait.com](#)  
Join the conversation: #ItCanWait

## Family Pledge

Dear Parent and Teen,

In our 24/7 world, text messaging is increasingly becoming the way we communicate. Unfortunately, some people may be texting from behind the wheel of a moving vehicle. But when that habit hits the road, it can be dangerous. In fact, those who text while driving are **23 times more likely** to be in a crash.\*

As a family, we're committed to making America's roads safer by following these tips:

- **Be Smart.** Don't text and drive. No text message is worth a life.
- **Be Caring.** Don't send a text when you know your family member, friend or co-worker is driving.
- **Be In Control.** Remember, it's your phone. You decide if and when to send and read texts so take control. Download AT&T DriveMode®—an app designed to curb the urge to text and drive.\*\*
- **Be an Example.** A recent survey\*\*\* found that 77 percent of teens say adults tell them not to text and drive—yet do it themselves "all the time." Still, 89 percent of those teens said their own parents are good role models in terms of not texting while driving, so please lead by example.

We, \_\_\_\_\_ have read and discussed the tips and pledge to be safe drivers by not texting while driving.

## Speak up.

### You might just save a life.

Three Steps to Stop Texting and Driving:

- 1. Awareness. Know the risks.**

Texting drivers are **23x** more likely to be in an accident.<sup>1</sup>

75% of teens say texting while driving is common among their friends.<sup>4</sup>
- 2. Commitment. Take the pledge.**

Make a **lifelong commitment** never to text and drive.

➡ Go to [ItCanWait.com](#) to take the pledge and share your story.
- 3. Influence. Speak up.**

90% say they'd stop if a friend in the car asked them to.<sup>5</sup>

78% of teen drivers say they're likely not to text and drive if friends tell them it's wrong or stupid.<sup>1</sup>

93% would stop if a parent in the car asked them to.<sup>5</sup>

44% say that they would be thankful if a passenger complained about their texting while driving.<sup>4</sup>

[itcanwait.com](#)  
Join the conversation: #ItCanWait

## lol. cul8r. @wrk. ttl.

Texting has its own language. We use that language as a life line to connect to our friends, family and co-workers. We send pictures. We chat. We text.

That's why we're working with AT&T on a campaign to help raise awareness about the risks of texting and driving. The purpose of the initiative is to remind all wireless phone users, but especially youth, that when it comes to driving a vehicle, all text messages can—and should—wait.

### Texting Tips

Help keep all drivers safe on the road by following these tips:

- **Be Smart.** Don't text and drive. No text message is worth a life.
- **Be In Control.** Download AT&T DriveMode®—an app designed to curb the urge to text and drive.\*
- **Be Caring.** Don't send a text when you know your family member, friend or co-worker is driving.
- **Be Focused.** Never use your phone to take pictures, send and read messages, record video, or watch TV while driving.
- **Be an Example.** A recent survey<sup>1</sup> found that 77 percent of teens say adults tell them not to text and drive—yet do it themselves "all the time." So please lead by example.
- **Be Aware.** If you have teens, some wireless companies offer parents an easy way to manage their teen's phone functionality.
- **Be Proactive.** Take the pledge and commit to never text and drive: [www.itcanwait.com](#)



# AT&T DriveMode App



***It can wait***

*Curb the urge to text while driving with the AT&T DriveMode™ app*

*Now available for Android™ and BlackBerry®*



Parents, set a good example for your kids about **texting and driving**. Start today by downloading the AT&T DriveMode app. Activate the app before you get behind the wheel. Anyone who tries to call or text will receive a customizable auto reply message that you're currently driving and will get back to them as soon as it's safe. No text is worth the risk.



***It's simple and free***  
*For more information  
or to download the app,  
visit [att.com/drivemode](http://att.com/drivemode)*

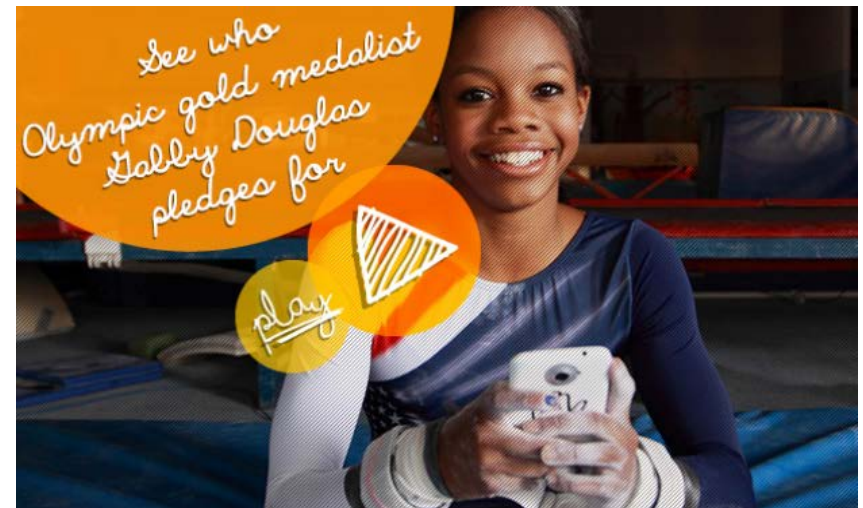
Data and text messaging charges may apply for download and app usage. Standard messaging rates apply to auto-reply messages. AT&T DriveMode™ is free to AT&T customers only. Compatible device required.



Mobile app that provides a customizable auto-reply message that friends and family receive after sending a message, notifying them that the user is driving and will respond when it is safe

Support from **Ryan Beatty, Gabby Douglas, Nick Cannon**  
and others

**80** celebrities reached **150** million people on Twitter



# Employee Engagement



- Our employees are working together to bring the campaign to high schools through our Aspire Mentoring Academy
- Employee volunteers have been in **33 states & 424 schools** – reaching nearly **629,000 people**
- AT&T's DriveMode app was conceptualized by an AT&T employee who submitted the idea to The Innovation Pipeline





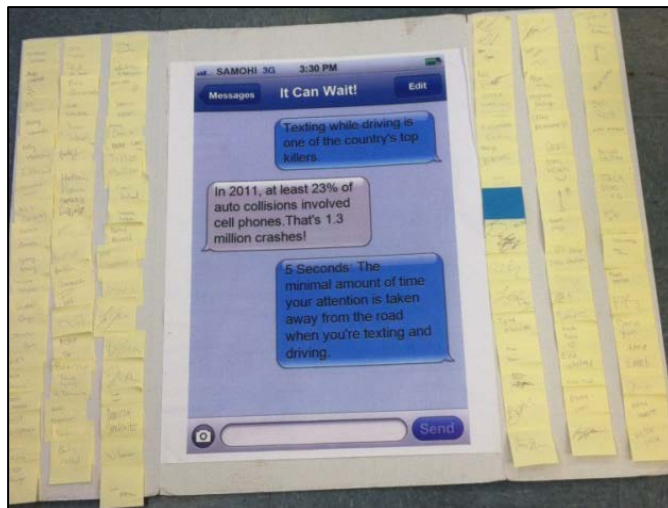


Every high school in America reached with It Can Wait message in 2012 at least twice

Continuing to contact **thousands** of schools in 2013

Developed school-specific materials and presentations

Santa Monica High School (Los Angeles, CA)



Timberland High School (Charleston, SC)



**500+** STATES  
& CITIES

Committed to enacting No Texting While Driving Pledge Day proclamations

**27** STATES

Featured LED highway signage –  
Kansas toll booth handed out ICW stickers



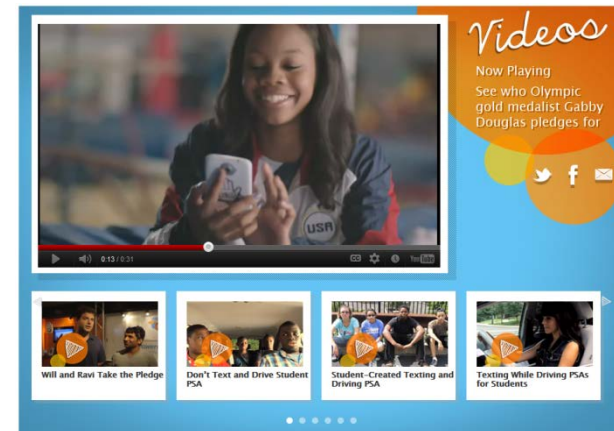
# In-Depth: Social Media



- Social media was a cornerstone of the campaign – **over 250 million accounts reached**
- Pledges could be instantly shared with friends and family on **Facebook, Twitter, Google+, Instagram**, etc.
- YouTube channel with over **60** videos



{sample tweet} : No text is worth the risk. Take the @ATT #ItCanWait pledge to never text & drive! <http://go-att.us/pqyr>





# Continuing a National Effort



Nearly **400** simulator events around the country this year

Over **200** organizations pledged their support



A Union of Professionals



## Youth Engagement



*The NAACP looks forward to seeing the progress of AT&T's commitment and movement in this space, and encourages its members to take the pledge at [itcanwait.com](http://itcanwait.com) and promise to not text and drive.*

- NAACP



# Bringing in Corporate Champions





# Success and Lessons Learned



1,500,000+ Pledges

Issue awareness has **doubled**

187,000 DriveMode app downloads



# It Can Wait National Day of Action

**SAVE THE DATE – SEPTEMBER 19, 2013**

AT&T continues to urge all Americans to  
**pledge to never text and drive.**

On **September 19**, join the movement and **TAKE ACTION** to help prevent injuries and deaths caused by texting and driving.



*A simple message that started a movement:*

*No text is worth a life*

