



ONE TEXT OR CALL COULD

**WRECK**

IT ALL

# Distracted Driving Campaign Starter Kit



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## Frequently Asked Questions

### 1. What is distracted driving?

There are three main types of distraction:

**VISUAL** — taking your eyes off the road

**MANUAL** — taking your hands off the wheel

**COGNITIVE** — taking your mind off what you're doing

Distracted driving is any non-driving activity a person engages in while operating a motor vehicle. Such activities have the potential to distract the person from the primary task of driving and increase the risk of crashing.

### 2. Why do people do it?

There are many reasons for distracted driving, including busy lifestyles, stressful jobs, and the presence of children and pets in the car. Many people use technology such as cell phones, Blackberrys, and other electronic devices as their main means of communication. They forget to put these devices down when they should be paying the closest attention to their driving for the sake of their own safety and that of others.

### 3. Who are the offenders, and how great a problem is this?

Everyone is guilty to a certain extent. The youngest Americans are most at risk, but they are not alone. At any given moment during the daylight hours, over 800,000 vehicles are being driven by someone using a hand-held cell phone. People of all ages are using a variety of hand-

held devices, such as cell phones, mp3 players, personal digital assistants, and navigation devices, when they are behind the wheel.

### 4. Is it safe to use hands-free (headset, speakerphone, or other device) cell phones while driving?

The available research indicates that whether it is a hands-free or hand-held device, the cognitive distraction is significant enough to degrade a driver's performance. The driver is more likely to miss key visual and audio cues needed to avoid a crash.

### 5. Is talking on a cell phone any worse than having a conversation with someone in the car?

Some research findings show both activities to be equally risky, while others show cell phone use to be more risky. A significant difference between the two is the fact that a passenger can monitor the driving situation along with the driver and pause for, or alert the driver to, potential hazards, whereas a person on the other end of the phone line is unaware of the roadway situation.

### 6. What, if anything, is NHTSA doing to try to combat this problem?

NHTSA is conducting research projects on driver cell phone use and will continue to monitor the research of others on this subject. As we learn more and as wireless technologies evolve and expand, NHTSA will make its findings public. NHTSA is encouraging state and local government



partners to reduce fatalities and crashes by identifying ways that states can address distracted driving in their Strategic Highway Safety Plans. Our state and local partners are keys to any success we will have in addressing distracted driving.

States can take some steps immediately to reduce the risks of distracted driving. One example is installing rumble strips along roads to get the attention of distracted drivers before they deviate from their lane.

**7. How do the states deal with this problem?**

Responses vary by state. Many states have laws banning certain type of distractions. Cell phone use has many restrictions, and it depends on each State's law.

**8. Are there any federal laws regarding distractions in cars?**

No. Those laws fall under the jurisdiction of individual states.

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# Campaign Strategy Overview

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## **CAMPAIGN STRATEGY OVERVIEW**

# **Strategy**

In order to stop this deadly behavior, every State and community should be involved in the “One Text or Call Could Wreck It All” effort, with all campaigns leveraging public-private partnerships in order to maximize their efforts. Below are the three key elements to embrace as we work together to get all drivers to remember that “One Text or Call Could Wreck It All.”

### **The Three Key Elements to Decreasing Distracted Driving**

Please remember, all campaigns should be tailored to meet your individual needs. No single approach will work in every State or community. Identify your needs and opportunities and then design your “One Text or Call Could Wreck It All” effort to best meet those needs.

#### **1. “One Text or Call Could Wreck It All”.**

Convincing drivers to put down all distracting devices such as cell phones, GPS, MP3 players is key to stopping distracted driving. Everyone needs to realize that they cannot pay full attention to the road while using these devices or engaging in other distracting activities.

#### **2. Use Messages That Work.**

After thoroughly examining the problem of distracted driving and the supporting data, three messages have stood out that will potentially move Americans to action. Use these key messages to help explain why “One Text or Call Could Wreck It All” is so important to all of us.

- **Deadly behavior** – Thousands of people die and hundreds of thousands of injuries happen each year simply because people were not paying attention to the road. Whatever it is it can wait. The chances of causing a crash that could ruin lives is just too great.
- **Young drivers are at great risk** – Young, inexperienced drivers, under 20 years old have the highest proportion of distraction-related fatal crashes. Their lack of driving experience can contribute to critical misjudgments if they become distracted, yet they text more than any other age group. It’s a trend that poses a growing danger, so it’s important to address this issue now.
- **Everyone has a role** – We all have a stake in this problem and we are all part of the solution. We must focus our attention on driving, be a good example to our children, our peers, and our community, and insist that when riding with others they do the same.

For more information and specific tools for the groups below, please visit the Get Involved section of [www.distraction.gov](http://www.distraction.gov):

- Community Group Materials
- School Materials
- Parent Materials
- Employer Materials
- Law Enforcement Materials



### **3. Implement a Three-Part Strategy.**

In order to decrease distracted driving we must concentrate our efforts on three tracks simultaneously.

- **Public Education** – Generate awareness about “One Text or Call Could Wreck It All.” Remind others that the price for not paying attention to the road is too high, and that we all have a part to play in making sure everyone keeps their eyes and mind on the road and hands on the wheel. Also, encourage community partners to join the “One Text or Call Could Wreck It All” cause.
- **Legislation** – Work to encourage State legislatures to pass primary (standard) anti-texting/hand held cell phone use bans in every State.
- **Enforcement** – Support local law enforcement’s efforts to seek compliance with State’s texting and cell phone use laws. Publicize your support of law enforcement’s efforts.

## CAMPAIGN STRATEGY OVERVIEW

# “One Text or Call Could Wreck It All”

## Key Messages

What motivates people to put their phones down? What information helps drivers understand why they can't pay full attention to the road when they're texting or talking on their phone while driving? After looking closely at this problem, the following statements best summarize the critical messages that work to move people to action.

No matter what state you live in, these persuasive messages most often will be the same. These key messages can help guide your communications as you create state and local programs that build awareness and change behavior.

Distraction is defined by NHTSA as a specific type of inattention that occurs when drivers divert their attention away from the task of driving to focus on another activity instead. These distractions can be electronic distractions, such as navigation systems and cell phones, or more conventional distractions, such as interacting with passengers and eating. These distracting tasks can affect drivers in different ways and are categorized into the following three types — visual, taking your eyes off the road; manual, taking your hands off the wheel; and cognitive, taking your mind off the road.

**Remember:**  
**“One Text or Call Could Wreck It All”**

### **Drivers Simply Can't Do Two Things At Once**

- Drivers who use hand-held devices while driving are four times as likely to get into crashes serious enough to injure themselves or others.<sup>1</sup>
- The proportion of drivers reportedly distracted at the time of the fatal crashes has increased from 8 percent in 2004 to 11 percent in 2008.<sup>2</sup>
- One of the most commonly recognized distractions is cell phone use. Cell phone subscriptions have grown exponentially from 1988 through 2009. About 89 percent, or approximately 277 million of all Americans, have a cell phone, according to CTIA – The Wireless Association. For many, it is the only kind of telephone they possess. In a recent NHTSA survey, most individuals (77 percent) reported that they talk on the phone while driving at least some of the time.

### **Everyone Has A Personal Responsibility**

With more portable technology now than ever, driver distractions have risen to unprecedented numbers. We live in a world where people expect instant, real-time information 24 hours-a-day and those desires do not stop just because people get behind the wheel. Drivers simply do not realize the dangers that are posed when they take their eyes and minds off the road and their hands off the wheel and focus on activities other than driving.

<sup>1</sup> Insurance Institute for Highway Safety

<sup>2</sup> System (NASS) General Estimates System (GES)



Common sense and personal responsibility are a major part of the solution. We simply can't legislate our way out of this problem. It's up to each and every person to make sure they pay attention to road. The risks are simply too high!

### **Young Drivers Are Especially At Risk**

Young drivers are especially at risk of distracted driving — men and women under 20 years of age. Their lack of driving experience can contribute to critical misjudgments if they become distracted. Not surprisingly, they text more than any other age group and the numbers of young drivers who text is only increasing.

It's a trend that poses a growing danger, so it's important to address this issue now. Parents need to set good example for their children and show them from an early age that it is just not safe to text and/or talk on their phone while driving.

### **Everyone Is Part of the Solution**

"One Text or Call Could Wreck It All" is a broad, public-private partnership of community and health groups, safety advocates, businesses, law enforcement, legislators, public officials, concerned citizens and those who have lost loved ones because of a distracted driver. These partners realize that putting phones down while driving will save lives and costs associated with crashes caused by distracted drivers. And because everyone is potentially affected when drivers drive distracted, everyone must be part of the solution.

For more information and specific tools for groups please click on the below links:

- Community Group Materials
- School Materials
- Parent Materials
- Employer Materials
- Law Enforcement Materials

### **Legislation**

As distracted driving has risen to unprecedented levels, State legislatures have begun to take action. In 2011, 42 states have enacted laws that ban texting and/or hand-held cell phone use to help protect the public from the dangers of distracted driving.

Texting laws are relatively new and have not been thoroughly evaluated. However, considering the rapid emergence of the problem and the growing evidence showing the threat to the safety of all road users, safety advocates and state legislatures are compelled to move forward. Most texting legislation is based on the broad foundation of principles learned from seat belt laws, impaired driving statutes and similar legislative initiatives, while more specific scientific evidence is gathered. To view a sample law that would prohibit texting, please visit <http://distraction.gov/files/dot/texting-law-021910.pdf>.

Since the prevalence of texting is particularly high among teens, legislatures may also choose to include specific consequences under their graduated drivers licensing law for texting violations by novice drivers, such as delayed full licensure.

### **High Visibility Enforcement**

Research for similar campaigns shows that high visibility enforcement works because, with many distracted drivers the fear of a citation and significant fine outweighs their fear of being injured or killed in a crash.

History has also shown for other issues like seat belt use, that when high visibility enforcement programs were implemented to enforce state laws, numbers of seat belt users increased dramatically. With a proven track record of success, we are confident that this strategy will have the same effect on distracted drivers.

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**Actions that  
Make a Difference**

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## **ACTIONS THAT MAKE A DIFFERENCE**

# **Taking Inventory of Your State**

Each state is unique, unique in its hand-held cell phone and anti-texting laws, in the level and focus of its public education efforts regarding the laws or the issue of distracted driving, and, if there are even laws on the books, in the level of enforcement of those laws. States are also unique in the public and political will to decrease distracted driving. Therefore, your “One Text or Call Could Wreck It All” campaign must be tailored to address your state’s circumstances.

That means that the first step in framing your state’s goals is to develop a statewide inventory. Only then can you create a strategy that will help eliminate the deadly practice of distracted driving.

The following table provides guidance in developing your state inventory. Because each state is unique, these questions and actions are intended as a starting point in assessing your state.

### **Public Education**

#### **Questions to Ask**

- If there is a law on the books, what is the level of public awareness of the state’s law, whether it is a no hand-held cell phone law, anti-texting or both?
- How is the public made aware of the hand-held cell phone and texting ban laws and enforcement efforts in the state?
- Is there any active public education campaign for increased awareness of the dangers of distracted driving?
- What is the public attitude towards strong laws that focus on stopping distracted driving?

#### **What to Look For**

- Number and quality of editorial and opinion pieces in newspapers supporting anti hand-held cell phone and texting laws.
- Examples of public intolerance and outrage (e.g., letters-to-the-editor of local newspapers) when reports of a crash reveal that drivers were either talking on a hand-held phone or texting.
- Number, if any, of public service announcements on television, radio, local websites and in newspapers within your state.
- Number and distribution of events targeting distracted driving, such as displays at shopping centers, local festivals and public events, etc.

#### **Actions That Make a Difference**

- Use ALL campaign partners to educate the public that distracted drivers are not only a danger to themselves, but everyone else on the road around them.
- Educate the public on the benefits of laws that ban hand-held cell phone use and texting.
- Lead by example: make sure that you put your cell phone down and do not engage in any activity that takes your mind or eyes off the road or hands off the wheel.

#### **Legislation**

- What is the political climate in the state? Are public and traffic safety issues being considered in the legislature? In the executive branch of the state’s government?
- What types of anti-texting and hand-held cell phone bans have already been passed?

- If your state already has these types of laws, are there any specific weaknesses that could be addressed in new stronger laws?
- What is the political will to pass laws that will either strengthen or enact laws that ban hand-held cell phone use and texting?
- Has the state legislature unsuccessfully considered such laws? What were the circumstances that prevented the bill from becoming law?
- Who were the strong proponents? Opponents? Who are they now?

#### **What to Look For**

- Primary, meaning no other offense has to be committed to be pulled over and ticketed, or secondary laws for texting and/or hand-held cell phone violations.
- Laws that apply to both texting and hand-held cell phone use.

- Sufficiently stringent fines or penalty point assessments for non-compliance with anti texting and hand-held cell phone bans.

#### **Actions That Make a Difference**

- Work for passage of laws that make texting and talking on a hand-held cell phone a primary offense.
- Work to make fines for texting and hand-held cell phone violations strong enough to deter violators. Studies for similar laws, like mandatory seat belt use, show that higher fines lead to higher compliance rates.
- Work with your campaign's legislative partners (law enforcement, health care and medical communities, etc.) to inform law makers about the dangers of distracted driving.
- Involve all campaign partners to advocate for passage of primary enforcement laws that ban texting and hand-held cell phone use.

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## **ACTIONS THAT MAKE A DIFFERENCE**

# **Building Partnerships**

Travel across the country and you will witness the “One Text or Call Could Wreck It All” campaign already in progress. Many states have already banned the use of hand-held devices and texting while driving a vehicle. In each of these states, partnerships with communities and businesses are making the difference between positive change and the status quo.

As we work to make our roads safer for everyone, it is important to realize that we, as individuals, businesses, communities, organizations and government bodies, each have something to offer, and we can each make a positive contribution to the “One Text or Call Could Wreck It All” campaign. Change comes about when everyone unites to pool resources and call upon a variety of experiences to help meet goals and objectives that make all of us safer on the roads. In order to raise awareness of the consequences of distracted driving, we are encouraging you to work together to create a campaign that includes diverse partnerships, consisting of committed individuals, businesses and organizations.

### **Taking Inventory of Your State and Community & Defining Goals**

In order to focus on your campaign’s efforts in areas that will bring about the greatest gains, you must first take inventory of your state and community. Ask questions such as how much public education has to occur to generate support for “One Text or Call Could Wreck It All” efforts? Does the state have any enforcement laws? Is there strong public support

for strengthening these laws? How strong are the law enforcement efforts? After you have found some answers, you can then decide the best way to allocate resources in order to realize improvements. Every state and community is different and no one particular strategy will work universally.

Having taken inventory of your state, identify possible partnerships that can meet your campaign goals and then utilize your partnerships to effectively work toward improvements in the areas that you have identified. Strive for reasonable and obtainable goals. Be specific about what activities will work best to increase safe driving patterns in your state or community. What will “One Text or Call Could Wreck It All” do? Will your “One Text or Call Could Wreck It All” campaign focus on public education or enforcement or both? Will it work to close gaps in laws about driving and cell phone use? By setting attainable and realistic goals, you will greatly improve your success rate.

### **Developing Partner Incentives**

It’s important to explain to potential partners why distracted driving is a vital issue to them and the community. Explain the benefits of becoming a “One Text or Call Could Wreck It All” partner. Of course, the “hook” will vary depending upon the organization or individual partner. Keep in mind that individuals and organizations are motivated and energized for different reasons. Spell out what their role will be as a “One Text or Call Could Wreck It All” partner. Some suggested incentives might be:



- Making materials and coalition building tools available to partners.
- Keeping partners informed on “One Text or Call Could Wreck It All” goals and progress.
- Informing partners of “One Text or Call Could Wreck It All” success stories.
- Helping to generate media coverage of partner’s involvement in “One Text or Call Could Wreck It All.”
- Building public acknowledgement for a partner’s good work in the community.

#### **What Every Partnership Can Do**

- Create or join a “One Text or Call Could Wreck It All” coalition in your community.
- Seek leadership and participation from mayors, councils, boards and other officials.
- Issue a proclamation in support of “One Text or Call Could Wreck It All” efforts.
- Support traffic enforcement of cell phone use laws as one of the best investments of scarce enforcement resources.
- Implement cell phone use and driving policies for all public employees and encourage businesses to do the same.

- Publicize state cell phone use and driving laws and support activities to improve them.
- Work with local media outlets to reach as many people as possible with messages about distracted driving.
- Contact local legislators asking them to support strong cell phone use and driving legislation.
- Team with local law enforcement and community members to support their efforts to improve safe driving patterns in the community.
- Donate merchandise or discount coupons that law enforcement officers could distribute to safe drivers.
- Use businesses’ internal and external communication methods to publicize “One Text or Call Could Wreck It All” goals, achievement and success stories, and provide information about how others can get involved in “One Text or Call Could Wreck It All”.
- Address business and civic groups on the consequences of driving distractions.

Working together, we can make safe driving a new priority, invigorate the public, work toward strengthening laws and enforcement efforts, making our roads safer for everyone.

## **ACTIONS THAT MAKE A DIFFERENCE**

# **Potential Community Partners**

### **State Government**

Governor's Office  
Highway Safety Office  
Regulatory Commission  
Department of Transportation  
Department of Administration  
Department of Health  
Motor Vehicle Administration  
Department of Public Safety  
State Police/Highway Safety Patrol  
Legislators

### **Local Government**

Mayors  
City Council members  
County executives  
County boards  
Traffic court judges  
Traffic engineering departments  
Municipal police departments  
County sheriff departments  
Fire and rescue departments  
City and county health departments

### **Educational Institutions**

Administrators  
Department heads  
School bus supervisors and drivers  
College and university faculty  
Teacher associations  
Local school boards  
State School Board  
District school boards

### **Business, Safety, Industry or Professional Organizations**

Chambers of Commerce  
Local utility companies  
Local leading industries  
Insurance companies  
Banking institutions  
Automotive dealers  
Shipping and transportation companies  
Health professionals  
Local mass transit boards  
State affiliations of physicians'/nurses' association  
Mothers Against Drunk Driving local chapter  
Students Against Drunk Driving local chapter  
Youth highway safety leaders association  
State Association of Chiefs of Police  
National Sheriffs' Association state office  
State Driver Education Association  
Local driver education teachers/companies  
American Automobile Association (AAA)  
State and local highway safety groups  
Community Traffic Safety Programs (CTSPs)  
Safe Communities programs  
American Marketing Association (AMA)  
Professional sports teams  
Child care providers  
State grocers associations  
State restaurant associations

### **Men's or Women's Clubs and Service Organizations**

Red Cross local chapter  
Jaycees  
Rotary Clubs  
Lions Clubs  
Kiwanas International  
American Legion post  
Veterans of Foreign Wars post  
Neighborhood associations  
Sororities and fraternities

### **School and Parent/Teacher Groups**

Public schools  
Independent and parochial schools  
Community service coordinators within schools  
Parent Teacher Associations  
Parent Teacher Student Associations

### **Youth Groups**

Boy Scouts  
Girl Scouts  
4-H  
Future Homemakers of America/HERO  
Future Business Leaders of America  
DECA (formerly known as Distributive Education Clubs of America, also known as Delta Epsilon Chi on the college level)  
Boys and Girls clubs  
Student councils  
National Organizations for Youth Safety (NOYS)

### **Recreational Organizations**

YMCA  
YWCA  
Community centers/parks  
Community sports team leagues  
Health clubs  
Sports clubs

### **Religious Organizations**

Churches and synagogues  
Clergy associations  
Men's or women's religious groups  
Teen/youth religious groups, for example Young Life

### **Media**

Newspapers  
Newsletters  
Magazines  
Radio  
Television  
Outdoor advertising  
State high school newspaper associations  
High school and college journalism classes

### **Advertising/PR**

Advertising agencies  
Public relations agencies  
Marketing agencies  
Advertising clubs/associations  
Market research firms  
Advertising specialty companies  
Promotions companies

### **Other Ideas**

Movie Theaters, signs at theatre  
Local Cell phone companies/stores  
Local malls/shopping centers



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## **ACTIONS THAT MAKE A DIFFERENCE**

# **Working With The Media**

Publicity is vital to the success of “One Text or Call Could Wreck It All” efforts. Neither community events nor enforcement alone will generate the level of public exposure necessary to reach the entire community unless you promote them. By working with the media, the impact of “One Text or Call Could Wreck It All” will extend far beyond the actual contacts made during an event.

### **Earned Media**

One of the most efficient and cost effective ways to reach a large audience is through “earned media.” Earned media is positive press coverage you actively work to get. By creating newsworthy stories or events, you can generate effective media coverage that targets specific audiences. Earned media is a powerful tool in spreading the word about “One Text or Call Could Wreck It All.”

### **Key Messages**

Your “One Text or Call Could Wreck It All” campaign should communicate to the media that stopping distracted driving needs to be a priority. Specifically, communicate how drivers who engage in distracted driving behaviors are not only a danger to themselves, but to everyone else on the road around them. No one is immune!

Always remember the key persuasive arguments: drivers simply can’t do two things at once; young drivers are at great risk; and everyone has a role in stopping this deadly behavior. These are the main

points that should be highlighted every time you deliver your “One Text or Call Could Wreck It All” message to the media. Be consistent.

### **Generating Attention**

There are numerous activities you can do to generate media attention. Among them are:

- Stage press events with creative visuals and news hooks;
- Mine your data for new stats and figures that demonstrate the dangers of distracted driving;
- Send letters-to-the-editor to your state and local newspapers or ask your partners to do so;
- Write opinion-editorials for your state and local newspapers or ask your partners to do so;
- Talk to your local radio stations to coordinate interviews during peak drive-time hours to discuss the dangers of distracted driving;
- Schedule editorial board meetings with state and local newspapers;
- Encourage local and state TV and radio stations to air Public Service Announcements (PSA).

### **Making Your News “Newsworthy”**

Most people need to see a single media message at least three separate times before they can recall having seen the message at all. Repeated messages through different media channels are the most effective way to build public awareness for “One Text or Call Could Wreck It All.” It is important to continually use the same theme, like “One Text or

Call Could Wreck It All,” when talking about your campaign, but also remember to always look for new, fresh ways to communicate this same message. You also will want to make your information as current and timely as possible. Here are some ideas to help generate media coverage and keep “One Text or Call Could Wreck It All” in the spotlight.

- **Develop relationships with media professionals** — Get to know the reporters who cover feature, traffic, public safety, metro, legislation and police beats. Keep them up-to-date on “One Text or Call Could Wreck It All” events and news.
- **Where have all the reporters gone?** — Keep in mind, traditional media has experienced significant downsizing over the past few years, so news agencies are stretched more than ever, making establishing relationships and having strong news essential.
- **Emergence of Social Media** — Social media (Facebook, Twitter, etc) has made its way into our lives. Consider using these platforms to keep media informed.
- **Become a source** — Work with your “One Text or Call Could Wreck It All” spokesperson so he or she understands the messages and goals of “One Text or Call Could Wreck It All.” Then offer the spokesperson as a source to reporters who need information and quotes when covering distracted driving stories or crashes in your community.
- **Use your campaign partners as media resources** — National organizations, businesses and many advocacy groups have press offices or press personnel. Work with them to generate maximum coverage for “One Text or Call Could Wreck It All.”
- **Invite the Media to become campaign partners** — Invite media outlets and professionals to join the “One Text or Call Could Wreck It All” efforts. The more information the media has on distracted driving, the better. Some local television and radio stations may agree to partner with you as a public service. Ask media outlets to sponsor “One Text or Call Could Wreck It All” activities such as, safety events, and to make announcements periodically during their programming.
- **Hold an event** — With the volume of news media has to cover today, hold events that are convenient for the media to get to, make sure they are at convenient times (before reporter’s deadlines), that they are visually compelling and most importantly, newsworthy.

#### **What the Media Can Do**

- Join the “One Text or Call Could Wreck It All” partnership in your community.
- Implement distracted driving policies, like no texting or talking on hand-held cell phones, for employees.
- Serve on local task forces to assist in community efforts.
- Request that on-air traffic reports include distracted driving messages during their on-going reporting.



## ACTIONS THAT MAKE A DIFFERENCE

# Public Education

For the public to endorse “One Text or Call Could Wreck It All,” they need to understand the dangers and potential deadly consequences of distracted driving. One of the best ways to provide that information is through public education. To effectively and most widely educate people means using all the tools at the campaign’s disposal — company newsletters, special events, media outreach and even one-on-one contacts between individuals. It’s letting people know that when they decide to drive while distracted they are not only a danger to themselves, but to everyone on the road around them.

### Creating an Environment for Change

Public education can do more than just inform people of the dangers of distracted driving, it can also create an environment for change. By focusing on messages that work, public education can build public and political understanding and endorsement for local “One Text or Call Could Wreck It All” partnerships and their efforts to pass stronger legislation and support enforcement.

It’s this dynamic combination of stronger legislation, enforcement and public education that has proven effective in changing behavior. While public education may alter the attitudes of people who just won’t stop driving distracted, it may not be enough to change their actions. When you combine public education with laws prohibiting texting and talking on hand-held cell phones, enforcement and penalties, people begin to get the message that they simply can’t do two things at once.

### Messages That Move the Public:

Remember “One Text or Call Could Wreck It All”

When drivers engage in distracted driving behaviors they are not only a danger to themselves, but everyone else on the road around them.

**Drivers simply can’t do two things at once.** According to the Insurance Institute for Highway Safety, drivers who use hand-held devices while driving are four times as likely to get into crashes serious enough to injure themselves or others.

**Deadly behavior.** In 2010, 3,092 people were in crashes involving a distracted driver and an estimated 416,000 were injured in motor vehicle crashes involving a distracted driver. People’s conversations can wait. The chances of causing a crash that could ruin lives is just too great.

**Young drivers are especially at risk.** Young drivers are especially at risk of distracted driving — men and women under 20 years of age. Their lack of driving experience can contribute to critical misjudgments if they become distracted. Not surprisingly, they text more than any other age group and the numbers of young drivers who text is only increasing.

**Everyone has a role.** We all have a stake in this problem and we are all part of the solution. We must put our phones down, be a good example to our children, our peers, and our community, and insist that when riding with others they do the same.



### **Set the Example and Educate**

- Join the “One Text or Call Could Wreck It All” partnership in your community.
- Remember that “One Text or Call Could Wreck It All.” Don’t engage in distracted behaviors while driving.
- Ask and encourage friends, family and co-workers to put their phones down while driving.
- Prohibit driving-age teenagers from talking on a cell phone or texting while driving.
- Work with advocacy groups and support passing or strengthening current laws that ban hand-held cell phone use and texting.
- If your State has anti-texting and hand-held cell phone laws, work with advocacy groups to support high visibility enforcement of these laws.

## **ACTIONS THAT MAKE A DIFFERENCE**

# **High Visibility Enforcement**

High visibility enforcement means using stepped up enforcement, such as safety checkpoints or other enforcement strategies, in coordination with an earned media and/or paid media campaign supporting the enforcement effort. When people in the community understand that law enforcement is serious about enforcing laws like texting and hand-held cell phone bans—and actually witness officers enforcing those laws—they are more likely to “One Text or Call Could Wreck It All” and pay attention to the road. As demonstrated in similar campaigns, like “Click It or Ticket” that have been extremely successful in increasing the national seat belt use rate, those who engage in these dangerous highway safety behaviors fear getting a ticket and a fine significantly more than they do being injured or killed in a motor vehicle crash.

Members of the “One Text or Call Could Wreck It All” campaign can help law enforcement in their efforts to develop enforcement programs that are both effective and visible. It might mean assisting them with safety checkpoints, promoting enforcement activities, or donating merchandise or coupons that law enforcement officers could distribute to drivers who have chosen to put their phones down.

In those states and communities that have implemented high visibility enforcement programs for similar campaigns, like “Click It or Ticket,” there have been great successes. By implementing new high visibility enforcement programs across the country, and calling on all “One Text or Call Could Wreck It All” partners to support law enforcement, drivers will get the message loud and clear that distracted driving makes them not only a danger to themselves, but everyone else on the road around them.

### **You can assist law enforcement**

- “One Text or Call Could Wreck It All” partners can publicly support enforcement efforts and educate their constituencies on the importance of paying attention to the road instead of anything else that will divert their attention from the task at hand...driving.
- Organizations can write letters to their political leaders and to newspapers in support of stepped-up enforcement efforts.
- Businesses can provide rewards and incentives to law enforcement, like discount coupons, to distribute to people who are paying attention to the road and not their phones.
- Recognize your law enforcement agency’s efforts to help protect citizens by enforcing distracted driving laws.

ONE TEXT OR CALL COULD

**WRECK**

IT ALL