

Starting a Movement: AT&T's It Can Wait Campaign

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The Problem

“National epidemic”

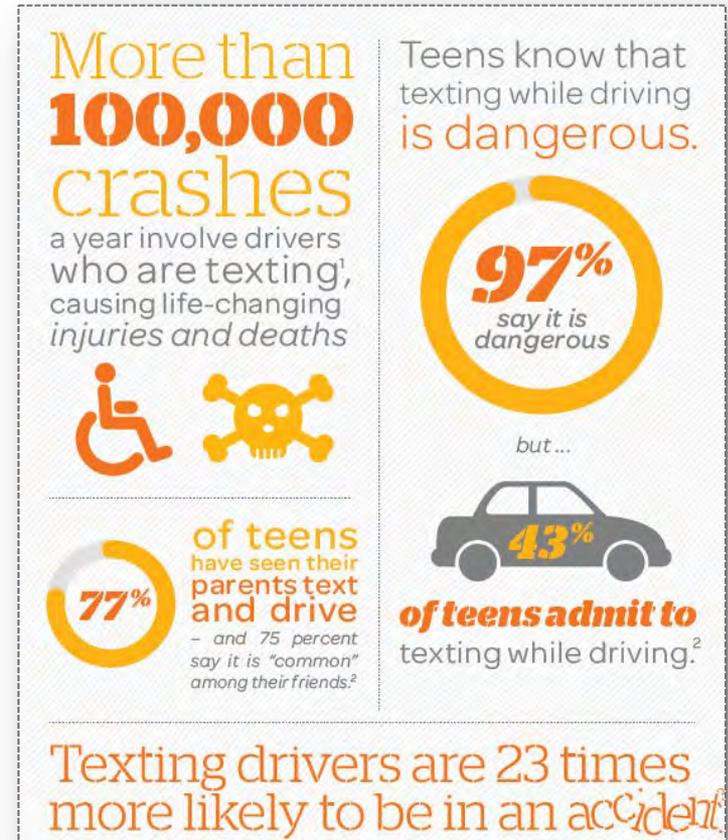
-U.S. Transportation Secretary Ray LaHood

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



The Strategy

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

#1 priority is consumer safety

Share **real-life stories**

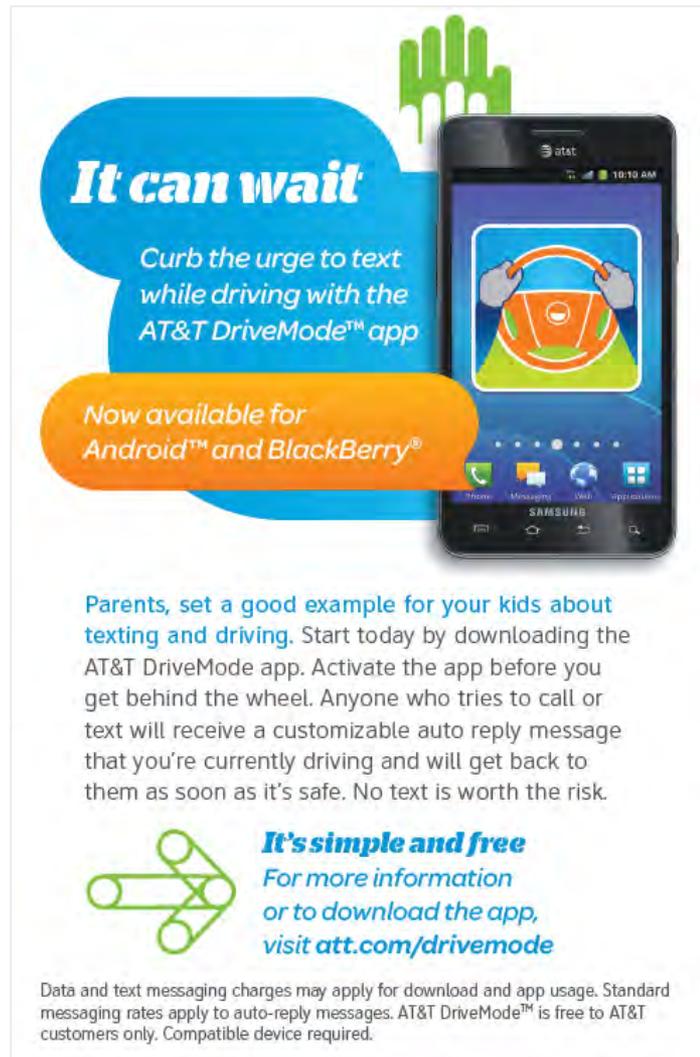
Provide educational **tools** and **resources**



TV Ads



AT&T DriveMode App



It can wait
Curb the urge to text while driving with the AT&T DriveMode™ app

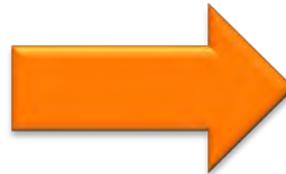
Now available for Android™ and BlackBerry®



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

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



No Text on Board: Pledge Day

AT&T continues to urge all Americans to **pledge to never text and drive**, and is asking all Americans to join our company on **September 19, 2013** to make a **lifelong personal commitment** to help prevent injuries and deaths caused by texting and driving

Visit www.itcanwait.com to take the pledge



Drive 4 Pledges Day
September 19, 2013

 [#itcanwait](https://twitter.com/itcanwait)



AT&T Texting While Driving Simulator Experience

- AT&T is bringing **state-of-the-art virtual reality simulators** to communities across the country to demonstrate the dangers of texting while driving – we had **380 simulator events** last year.
- Events with AT&T car simulator in **Green Bay, Milwaukee** in 2012
- AT&T also released an **online simulator** at www.ItCanWaitSimulator.com



Celebrity Engagement

WI Support from **Packer Josh Sitton, Retired Packer LeRoy Butler,**
LG U.S. National Texting Champion Austin Wierschke

National Support from **Ryan Beatty, Gabby Douglas, Nick Cannon**

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



State and Local Support

285 STATES
& CITIES

Committed to enacting *No Texting While Driving Pledge Day* proclamations

Wisconsin
proclamations

Governor proclaimed Sept. 2012 as
“Don’t Text & Drive Awareness Month”

Also proclamations from mayors in Milwaukee, Green Bay,
Racine, Brookfield, Burlington & St. Francis

27 STATES

Featured LED highway signage

Kansas toll booth handed out ICW stickers



AT&T WI Partnership with WI State Patrol, AAA

- AT&T Wisconsin partnership with State Patrol, AAA since 2010 to educate Wisconsin teens on **dangers of texting and driving**
- Events held at **25 high schools** reaching nearly **16,500 teens**
- Wisconsin State Summit on **Teen Distracted Driving** held in Wisconsin Dells in 2012



AT&T WI Partnership with WI State Patrol, AAA

- Teen drivers encouraged to take the **Pledge to never text & drive** at www.ItCanWait.com
- Asking teens to share pledge with friends, family via **Facebook & Twitter**



 #itcanwait



It Can Wait campaign continues in WI

- AT&T partnership with State Patrol, AAA continues in Wisconsin
- Events being planned again this school year at **high schools throughout Wisconsin**
- AT&T asking teens and all Wisconsin drivers to take the pledge again on **September 19 – “Drive 4 Pledges Day”**

Every high school in U.S. receiving “It Can Wait” toolkit and messaging



The image shows a digital toolkit for the 'It Can Wait' campaign. At the top, it says 'TXTNG & DRIVING... IT CAN WAIT' and 'TAKE THE PLEDGE TO NEVER TEXT AND DRIVE'. There are buttons for 'pledge now' and 'pledge via Facebook'. Below this, there is text from the National Organizations for Youth Safety (NOYS) and the NOYS Coalition youth leaders. At the bottom, there are instructions for schools on how to promote text-free driving, including holding assemblies, showing documentaries, and encouraging students to hold parking lot texting use activities.

National Organizations for Youth Safety (NOYS) is dedicated to promoting safe and healthy behaviors among youth. That's why we're concerned about the prevalent and deadly activity that some teens are participating in every day - texting while driving. According to a recent survey, 43% of teens admitted to sending a text while driving, and 75% say their friends text and drive. It's time we change that.

NOYS Coalition youth leaders are teaming up with AT&T as part of their "It Can Wait" campaign urging our peers to take a pledge to never to text and drive. September 19 is set aside as a national day to encourage all teens to pledge to not text and drive. Youth who participate will be part of a growing movement against this dangerous habit.

We can beat texting while driving, but we need your help. Here's what your school can do leading up to September 19 and beyond to promote text free driving:

- Hold an assembly on Pledge Day, September 19, about the dangers of texting while driving and ask all students to **take the pledge** to not text and drive.
 - Show the impactful documentary "The Last Text", which features real stories from teens about the dangers of texting while driving.
 - Download our **viewing toolkit** to help guide discussion.
- Encourage students to hold parking lot texting use activities.
 - Check to see if drivers are texting while driving on their way in and out of school.



Downloadable Resources

Personal Business About AT&T

 [The Issue](#) [Resources](#) [Videos](#) [Get Involved](#) [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:

["The Last Text" Documentary](#) Full-length | :90-second preview

Share: [f](#) [t](#) [in](#) [diigo](#) [e](#)

CAMPAIGN TOOLKIT

 **Infographic:**
[The Dangers of Texting While Driving](#)

 **Fact Sheet:**
[AT&T's "It Can Wait" Campaign](#)
[Texting While Driving safety brochure](#)
[Texting While Driving Poster](#)
[AT&T DriveMode App Fact Sheet](#)
[Teen Driving Checklist](#)
[Print and Sign Our Parent/Teen Pledge](#)
[Print and Sign Our Teen/Teen Pledge](#)
[AT&T DriveMode Palm Card](#)



Success and Lessons Learned

1,800,000+ Pledges

Issue awareness has doubled

120,000+ DriveMode downloads



A simple message that started a movement:

No text is worth a life

The image shows a screenshot of a website for 'No Text on Board'. At the top, there is a navigation bar with the text 'TXTNG & DRIVING... IT CAN WAIT' and four buttons: 'HOME', 'VIDEOS', 'GET INVOLVED', and 'YOUR STORIES'. Below the navigation bar, there is a large graphic featuring a hand with the text 'NO TEXT ON BOARD' and 'it can wait' written on it. To the right of the hand, the text 'TAKE THE PLEDGE' is written in large, bold, blue letters, with 'to never txt and drive' underneath. Further right, there are two circular buttons: a blue one with 'dedicate your pledge' and a pink one with 'pledge now'. Below the blue button is a Facebook icon with the text 'pledge via facebook'. Below the pink button is a green 'submit' button. At the bottom of the page, there is a banner with the text 'NO TEXT ON BOARD PLEDGE DAY' and a large green circle containing the date '09.19.12'. The background of the banner shows a crowd of people with their hands raised.



Thank You!

Q&A

