



Community Toolkit



JOIN THE MOVEMENT

Distracted driving is dangerous. Over 95% of people view it as a problem. But most people do it anyway.¹ And, more than a third of drivers call distracted driving a habit.¹

Since 2010, AT&T's *It Can Wait* campaign has been working to raise awareness about the dangers of distracted driving and drive pledges to end the hazardous habit of using your phone while driving. *It Can Wait* shares the simple message: Please don't drive distracted.

AT&T invites you to join the *It Can Wait* movement and help put an end to distracted driving in your community. This toolkit is for all champions of our cause – students and educators; public safety advocates; civic and community leaders; and everyone who wants to speak up and make a difference. The *It Can Wait* Toolkit includes:

- ☐ Facts and stats about distracted driving
- ☐ *It Can Wait* campaign logos and guidelines for non-commercial/educational use
- ☐ Infographics for use in educational and event materials
- ☐ Posters for use in high-traffic locations and event settings
- ☐ Social media assets to share on Facebook, Twitter and Instagram
- ☐ Videos including real stories from real people impacted by distracted driving
- ☐ Tips to drive distraction free
- ☐ Conversation Starters (Ice Breakers) to speak up against distracted driving
- ☐ Presentations for raising awareness in school, business and community settings

Join the movement and the thousands of champions that have used the *It Can Wait* toolkit to help put an end to smartphone distracted driving. Together, we can make the roads safer for everyone.

Learn more and follow us at ItCanWait.com | [#ItCanWait](https://twitter.com/ItCanWait)

Terms and Conditions

BY DOWNLOADING IT CAN WAIT® Campaign resources you agree to use the resources only for public service, non-commercial, instructive and educational purposes, and to not modify or create derivative works from the resources or their content. You also agree to be bound by the terms of AT&T Usage Agreement, [available here](#).

The Tool Kits and the Content are protected by trademark, copyright and other intellectual property laws.

¹ Online survey with 603 respondents (total distracted drivers n=489) conducted by Kantar Added Value. Data represented here were collected October 2019-December 2019. National panel sample (ages 15-54, drive, and have a smartphone).



Distracted Driving Facts & Stats

Smartphone distracted driving has become more pervasive.

- Over 95% of people view distracted driving as a problem. Yet most people do it anyways (8-in-10 admit they do it). And more than a third of drivers call it a habit.¹
- It's so common that nearly a quarter of people don't see it as a major problem.¹ But it is a problem.
- Tens of thousands of people are injured — and hundreds die — every year due to smartphone distracted driving.²

Smartphone use behind the wheel goes beyond texting and driving.

- Some of the activities people say they do while driving include: ¹
 - Read texts, emails or social media (68%)
 - Type texts, emails or social media posts (60%)
 - Watch videos or look at pictures (54%)
 - Surf the web (54%)
 - Play games (38%)

Taking an action and speaking up can help reduce distracted driving.

- More than half of people (57%) are more likely to stop driving distracted if a friend or passenger pressures them to.¹

Pledging matters and can make a difference.

- 60% of drivers say spreading the word and talking about distracted driving has an impact on how they behave behind the wheel.¹

1 Online survey with 603 respondents (total distracted drivers n=489) conducted by Kantar Added Value. Data represented here were collected October 2019-December 2019. National panel sample (ages 15-54, drive, and have a smartphone).

2 U.S. Department of Transportation National Highway Traffic Safety Administration, Distracted Driving 2018 ([Traffic Safety Facts Research Note](#), April 2020, Table 2 & Table 4)



IT CAN WAIT LOGOS

Together, we can make the roads safer for everyone. **AT&T invites you to use the *It Can Wait* campaign logos in educational and community efforts** to help raise awareness and put an end to smartphone distracted driving in your community. Download the files from the “Logos” folder in the [Toolkit on the *It Can Wait* website](#).



Emblem with Globe AT&T Lockup

Guidelines:

Our preferred Emblem without Globe used in combination with Globe AT&T lockup should always be your first choice when choosing logos. Make sure to keep both elements equally sized within your layout.



Emblem with Globe

Guidelines:

Guidelines: In situations where space or design limitations prevent the use of the Emblem with Globe AT&T lockup, use the Emblem with Globe asset. This can also be used if there is already an AT&T globe logo located nearby.



It Can Wait with Globe

Guidelines:

In communications with very limited space, use the *It Can Wait* with Globe asset. This is not preferred.

Terms and Conditions

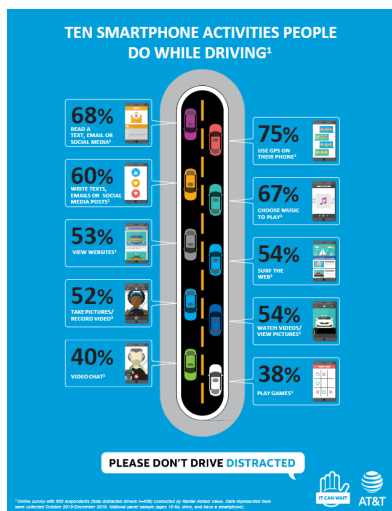
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VISUAL AIDS: INFOGRAPHICS, POSTERS & SOCIAL MEDIA ASSETS

Visual aids, such as infographics and posters, can help raise awareness about distracted driving on social media and IRL. Download the assets in the “Visual Aids” folder in the [Toolkit on the It Can Wait website](#).

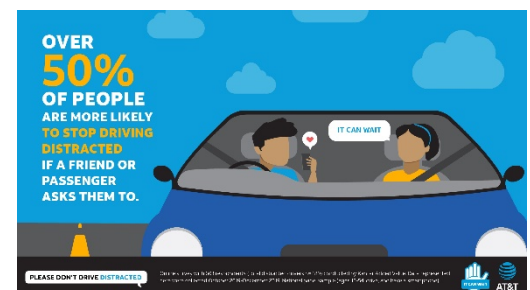
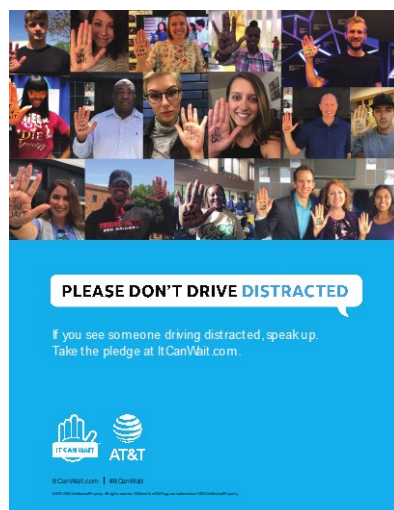
Infographics



Social Media Assets



Posters





VIDEOS: REAL **STORIES**. REAL **PEOPLE**.

Stories are a powerful way to educate and inspire. *It Can Wait* shares real stories from real people who have been impacted by distracted driving. View all the videos on the [It Can Wait website](#).

1. Merritt Levitan



After losing their daughter to a driver who was texting behind the wheel, Anna and Rich Levitan founded **TextLess Live More**, a student-led campaign to spread awareness and put an end to distracted driving.

[View video](#)

2. Misael Rico



Misael Rico knows the consequences of texting while driving. At age 6, he was run over by a distracted driver. Now, **the survivor is using his voice** to urge drivers to stay focused behind the wheel.

[View video](#)

3. Clifton Gibbs



Larissa Thompson's fiancé, Clifton, was killed in a car collision caused by a woman who was texting while driving. Now, **she is spreading awareness to students** about the dangers of distracted driving.

[View video](#)



TIPS FOR DRIVING **DISTRACTION FREE**

More than a third of drivers call distracted driving a habit.¹ But, breaking bad habits can be hard to do. This series of GIFs offers tips to help drive distraction free. View all the tips [HERE](#) or on the [It Can Wait website](#).

1. Use Your Car's Voice Controls



[View GIF](#)

2. Keep Your Phone On Silent



[View GIF](#)

3. Give Your Phone To A Passenger



[View GIF](#)

4. Use Your Phone Before You Go



[View GIF](#)

5. If It's That Important, Pull Over



[View GIF](#)

¹ Online survey with 603 respondents (total distracted drivers n=489) conducted by Kantar Added Value. Data represented here were collected October 2019-December 2019. National panel sample (ages 15-54, drive, and have a smartphone).



CONVERSATION STARTERS

People are more likely to stop driving distracted if a friend or passenger tells them to.¹ But speaking up against distracted driving isn't always easy. This series of Ice Breakers can help start the conversation. View all the ice breakers [HERE](#) or on the [It Can Wait website](#).

1. Be Direct



[View Video](#)

2. Share the Facts



[View Video](#)

3. Offer to Help



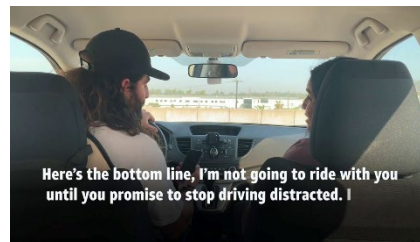
[View Video](#)

4. Show Some Love



[View Video](#)

5. Take a Stand



[View Video](#)

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IT CAN WAIT PRESENTATIONS

It Can Wait has 2 presentations for educational and community use. Together, **they can help you raise awareness** in schools, businesses and other community settings. Download them from the “Presentations” folder in the [Toolkit on the *It Can Wait* website](#).

School Presentation



Community Presentation

