



It Can Wait

Please don't drive distracted.

AT&T's *It Can Wait*[®] campaign shares the simple message: **Please don't drive distracted.**

Started in 2010 to help raise awareness about the dangers of texting and driving, the *It Can Wait* campaign has expanded over the past decade to include the many other smartphone driving distractions now tempting drivers behind the wheel, such as: using social media, streaming videos, playing games and many other activities.

Today, *It Can Wait* is a multifaceted movement working to help put an end to distracted driving through research, advocacy, education and action. It Can Wait has generated more than 40 million pledges – and counting – to drive distraction free. [Visit ItCanWait.com to learn more.](https://www.itcanwait.com)

RESEARCH



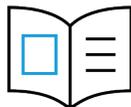
7-in-10 people engage in smartphone activities while driving.¹ Research drives the *It Can Wait* campaign and 60% of drivers say spreading the word and talking about distracted driving has an impact on how they behave behind the wheel.¹

ACTION



The *It Can Wait* pledge asks drivers to make a personal commitment to never drive distracted. Since 2010, the *It Can Wait* campaign has generated more than 40 million pledges to drive distraction free.

EDUCATION



The *It Can Wait* campaign shares tips to help drive distraction free; resources to speak up against distracted driving; and a community toolkit to help spread the word in local communities.

ADVOCACY



As part of *It Can Wait*, AT&T supports hands-free laws and bans on smartphone use while driving across the country.² Today, 48 states have implemented texting and driving laws.³

Learn more and join the movement at [ItCanWait.com](https://www.itcanwait.com) | [#ItCanWait](https://twitter.com/ItCanWait)

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 AT&T distracted driving policy position paper

³ Governor's Highway Safety Administration: Distracted Driving – State Laws