

It Can Wait Toolkit



# DISTRACTED DRIVING IS NEVER OK.

Take the pledge at [ItCanWait.com](http://ItCanWait.com) | Follow us on Twitter [@ItCanWait](https://twitter.com/ItCanWait)

Distractions behind the wheel are a lot more common than you think. In fact, 7-in-10 people engage in smartphone activities while driving. The latest news, score updates, social media uploads, and emails are all just a click or swipe away. But when you're behind the wheel, they can put you and everyone else on the road in danger.

This guide is full of ideas about how you can get involved and help us spread the word that [\*It Can Wait\*](#).

*The It Can Wait Team*

# Did you know?

- 7 in 10 people engage in smartphone activities while driving<sup>1</sup>
- 61% read, send, or reply to text messages while driving<sup>1</sup>
- Nearly 4 in 10 people use social media while driving<sup>1</sup>
- People try to justify using their phone, and many even think they can use their phone safely while driving<sup>1</sup>

The truth is you're never alone on the road and distracted driving is never OK. So let's get started, and take the distractions out of driving. We need your help. We'll show how you can reach out to friends and family, but first, we'll show you how you can talk about *It Can Wait*.

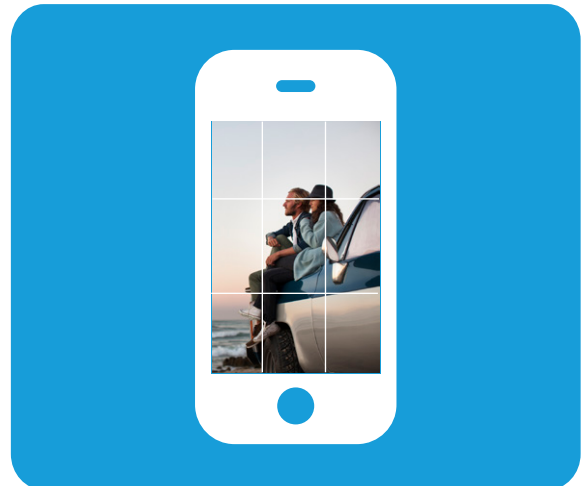
<sup>1</sup> Research commissioned by AT&T and conducted by Braun Research. Polled 2,067 people in the U.S. aged 16-65 who use their smartphone and drive at least once a day.

# Spread the word about *It Can Wait*



Instagram pictures of your destination with the hashtags #ItCanWait and the line:

“Wait until you reach your destination to share your journey. Distracted driving is never ok.”

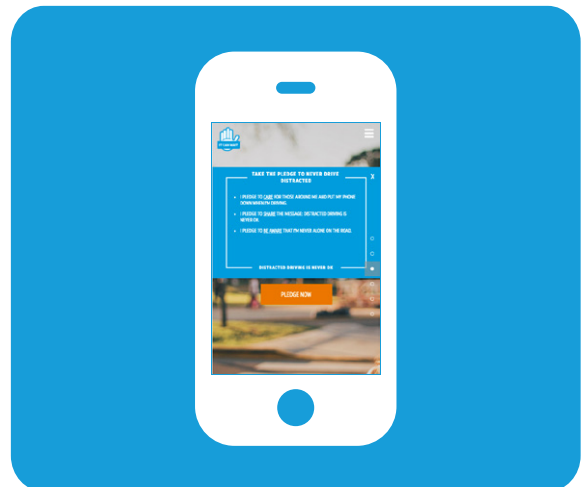


Capture pictures or videos of friends and family, at the side of the road or at the final destination, after driving responsibly — without distractions — and share them with the hashtag #ItCanWait and the line:

“@[FriendsName] took the pledge to practice safe driving. His/her eyes will be on the road, not on their phone. Posts/Tweets/Grams will have to wait!”



Share some of the stats and facts we provided in this guide to start a conversation on social media. Make sure to use #ItCanWait and link to [ItCanWait.com](http://ItCanWait.com) for more information.



Keep the movement growing. Ask your friends to join the movement to end distracted driving by taking the pledge at [ItCanWait.com](http://ItCanWait.com). Together we can make the roads a safer place for everyone.

# Lend Your Voice to the Movement



Change your email signature on your phone to encourage others to wait to respond: “Sent from my phone. This email was not sent while driving. Distracted driving is never OK. *It Can Wait.*”



Create an *It Can Wait* contract for your children (or your parents!) to sign — and make them promise that they won’t use their phone while they’re driving. Make sure to keep them honest!



Change your phone’s background and lockscreen to: “Distracted driving is never OK”  
Art available at [ItCanWait.com](http://ItCanWait.com).



Add an *It Can Wait* sticker to the back of your phone case to remind you distracted driving is never OK.



Show off your *It Can Wait* swag in the community by wearing it out and about. Get it at [estore.att.com/Browse/NOTEXT](http://estore.att.com/Browse/NOTEXT).



Host an event to raise awareness about *It Can Wait*, such as a 5K or auction. Participants can wear *It Can Wait* t-shirts.



Be an advocate at your office. Work with your company’s HR to raise awareness about *It Can Wait* and encourage safe driving.



Talk to leaders of your local Driver’s Ed courses and provide them with stickers, gear, and simple ideas for fun activities and learning opportunities related to *It Can Wait*. Visit [ItCanWait.com](http://ItCanWait.com) for materials and support.



Make hanging, streetpole or lawn signs and banners with the phrase “Distracted driving is never ok. *It Can Wait.*” Work with your neighborhood to put in peoples yards or driveways.



Work with your DMV to create an *It Can Wait* “Worth the Wait” contract that new drivers can sign to pledge not to use their phones while driving.

# Use These Tools to Drive Distraction-Free



**Download the AT&T DriveMode® app.**  
Download the app and show your friends all the ways DriveMode makes it easier to drive distraction-free.



**Remind your ride.**  
On social media, in school, at work, and all around your community, talk to your friends and family and share *It Can Wait*. The more we talk about it, the more change we can create.



**Follow us on Twitter.**  
Learn the latest about what we're up to: news, special initiatives, and inspiring words—all here! @ItCanWait. Use #itcanwait when you Tweet about us.



**Put it on silent.  
Put it away.**  
Out of sight, out of mind. You'll be less tempted to respond to messages and notifications if your phone's on silent or where you can't see it.



**Watch what's happening.**  
Check out these videos to learn more, and then share them on with others.

- [The Unseen](#)
- [@SummerBreak](#)
- [Jordan Spieth It Can Wait](#)
- [DriveMode](#)



**Hand it over.**  
Avoid the temptation to use your phone while driving by passing it off to your passenger. It will keep them occupied on errands and trips!



**Make it work for you.**  
Find your own recipe for success and safety. Pick tactics that work with your habits.