



Texting While Driving Toolkit

Fact Sheet

Usage

These facts can be used in stories, as talking points or e-mails to employees about the risks of texting while driving.

Item

- According to CTIA – The Wireless Association, text messaging has experienced a **tenfold increase in the past three years**. It is becoming the way many people communicate today, which means some people may be doing it at the worst possible time – while driving.
- The statistics on the risks of texting and driving are clear. Those who text while driving are **23 times more likely** to be involved in some type of safety critical event as compared to those drivers who don't text while driving, according to a study by Virginia Tech Transportation Institute.
- Companies are sponsoring programs to educate employees, customers and the general public about using wireless devices safely while driving. Their goal is to generate a **change in thinking and behavior** of all wireless users.
- In addition to CTIA, **other organizations are working** to educate the public about the dangers of texting while driving. Information about these organizations and their efforts can be found at:
 - [AT&T Texting & Driving: It Can Wait](#)
 - [National Safety Council](#)
 - [CTIA - The Wireless Association](#)
 - [On the Road, Off the Phone](#)
 - [National Safety Council Teen Driver](#)