



Texting While Driving Toolkit

Employee Message

Usage

This text can be used as an e-mail, executive message or newsletter story to employees.

Item

Dear Colleague:

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.

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.

You and your family are important to (name of company or business). That's why I am urging you to put safety first when you are in the driver's seat and follow these tips:

- **Be Smart.** Don't text and drive. No text message is worth being distracted while you drive.
- **Be in control.** Remember it's your phone. You decide if and when to send and read texts so take control. Consider turning your phone off, setting it to silent or even set it aside before hitting the road.
- **Be Caring.** Don't send a text when you know your family member, friend or co-worker is driving.
- **Be Focused.** Never use your phone to take pictures, send and read messages, record video, or watch TV while driving.
- **Be an Example.** Don't send the wrong signal by texting while you drive. This is especially important if you have a teen driver in the household. Your family and friends will follow your example.
- **Be Proactive.** Open, print and sign the Personal Pledge not to text and drive, and encourage your co-workers and friends to do the same.
- **Be Aware.** If you have teens, some wireless companies offer parents an easy way to manage their teen's phone functionality, such as the time of day the phone can be used for messaging, Web browsing or outbound calling. However, 911 calls are always allowed and parents can also set up "allowed numbers" that the teens can call as parents or others deem appropriate.

It only takes a split second to be distracted and find yourself in an accident. My message is simple, yet vital: When it comes to texting and driving, it can wait.

Sincerely,

[Name of company official]