

Flyer Like It's 1999 – It Can Wait **Awareness Activity**

Difficulty Level:

Easy

Implementation Timeframe:

Anytime

Overview:

Back in the day, when you wanted to get a message out about something – you made a flyer! While social media is cool, sometimes you have to “throw it back” old school. Our goal is simple: get our message “in the hands” of others. We’re going to attempt to fill hands with knowledge, rather than distractions!



Purpose:

To raise awareness on the consequences of distracted driving and send a message to put down your distractions when driving.

How to Implement:

Step 1: Seek permission from your school administration, SADD chapter advisor, or community leader to host this campaign.

Step 2: Photocopy the attached media or download it yourself from ItCanWait.com.

Step 3: Hand out the flyers during your school lunch period and stick the flyers in places all around your school’s campus or community center. Your goal is to have as many people see your message as possible!

Step 4: Use social media to give your message more reach! Take photos of your efforts and people reading your literature. Get clever and invent your own hashtags that relate to this activity! Be sure to mention #FLTeenSafeDriver, #ItCanWait, #PutItDown, #JustDrive and any other relevant hashtags.

Step 5: Report back on your outreach using the link and criteria below.

Reporting Criteria - Please visit this link to report back on your outreach efforts:

<https://www.floridasadd.org/project-reporting/>

1. Did you implement this project? Yes/No
2. How many flyers did you hand out?
3. How many flyers did you post around your campus?
4. Estimate the number of total interactions that may have resulted in person or on social media. Ex: conversations in the lunchroom, morning announcements, retweets, replies from other students or advocates.

Contact:

Melissa Branca

State Coordinator for Florida SADD

Lead of the Florida Teen Safe Driving Coalition

info@floridasadd.org

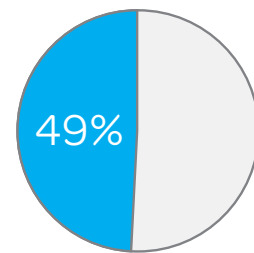
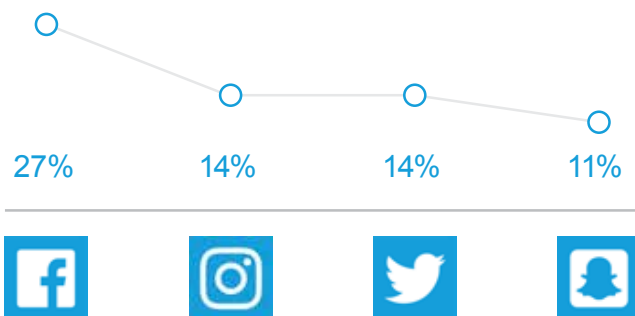
(850) 570-8879

Distracted Driving is Never OK.



Nearly 4 in 10

people use social media while driving.¹

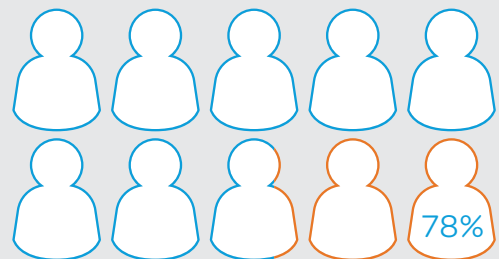


Nearly half

of commuters admitted to texting while driving.²

75%

of teen drivers say texting while driving is “common among their friends”.³



82%

of drivers who have taken action to stop texting while driving feel good about themselves.⁴

of teen drivers say they are likely not to text and drive if friends tell them it's wrong.⁵

Take the pledge and help end distracted driving.

¹ 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.

² Commuter survey conducted by ResearchNow on behalf of AT&T.

³ AT&T Teen Driver Survey.

⁴ AT&T Compulsion Research.

⁵ ConnectSafely.org survey sponsored by AT&T.

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Distracted Driving Is Never OK.



Don't let alerts, notifications, or updates take your focus off what's most important. Stay safe: join us and take the pledge. You're never alone on the road. Distracted driving is never OK.

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