



No Texting While Driving School Kit

Free resource materials to help schools and student groups raise awareness about the dangers of texting behind the wheel

Texting growing, along with related dangers

On average, teenagers text five times more text messages a day than a typical adult¹. That's alarming when teens get behind the wheel of a car – potentially creating a dangerous combination. Texting and driving don't mix.

Schools are getting the word out about texting and driving

To discourage distracted driving, schools are conducting no-text-while-driving awareness campaigns. To help your school develop and launch its own program, a variety of tools and resources are available as part of AT&T's "[It Can Wait](#)" campaign. The materials can be used during morning announcements, assemblies, sports events, lunchtime, Red Ribbon Week, health classes – as well as in student newspapers or websites.

Use these free resources to jumpstart your own campaign

The [Texting While Driving Tool Kit](#) (also found at www.att.com/TWDtoolkit) is free. Here is a partial list of the optional resources that schools, PTAs, student organizations, civic clubs and church groups can use to spread an important message: when it comes to texting and driving – it can wait.



- Documentary and public service announcements (PSAs)
- Scripts to introduce our documentary and PSAs
- Texting while driving fact sheet, posters and quiz
- Banner ads for programs, newspapers
- PA announcements at sporting events, plays, festivals
- Fliers for lockers and car windows
- Sample school newspaper story
- Sample leadership letter from principal to faculty, staff
- Ideas for school-wide events, programs and rallies

¹Virginia Tech Transportation Institute Research: www.vtti.vt.edu