

HIGH SCHOOLS: Limited Free *It Can Wait* Program Available to Schools to Educate Students on Dangers of Distracted Driving

November 2015

Dear District Administrator:

Did you know new research shows that seven in ten people are now engaging in smartphone activities while driving? While texting is still the most common, four in ten drivers are also tapping into social media. In today's connected world, young people are most at risk for engaging in this dangerous behavior behind the wheel.

We are writing today to let you know about a free, limited program you can bring to your high schools to help educate students on the dangers of distracted driving and encourage them to take the pledge to keep their eyes on the road and not their phones.

The *It Can Wait* campaign is a partnership between the Wisconsin State Patrol, AT&T, and AAA to hold events at high schools across the state to drive home the dangers of distracted driving. During these assemblies, students watch an AT&T video called "**Fletcher's Drive**" that shows how one young man's dreams of playing college football ended instantly when a driver distracted by a phone hit his vehicle.

Students are also given the chance to experience the dangers of smartphone activities behind the wheel on AAA's **distracted driving simulator**. They are then asked to take the pledge at www.ItCanWait.com.

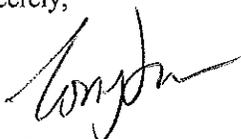
Since 2010, the State Patrol, AAA, and AT&T have teamed up together to hold events at 78 high schools throughout Wisconsin, reaching over 31,000 teens. *While the program is free, a limited number are held each school year, with the opportunity available to the first 25 schools that schedule an event.*

DPI, in partnership with DOT, encourages you to consider bringing this free program to your school.

- For more information, please contact Jessica Erickson of AT&T at 608-692-5340 or jessica.erickson@att.com.
- For more information on the *It Can Wait* campaign, please visit www.ItCanWait.com.

Thank you for your efforts to help educate our young people on the dangers of distracted driving. The message is very simple: there is no text, no post, and no video worth a life.

Sincerely,



Tony Evers, PhD
State Superintendent



Mark Gottlieb, P.E.
WisDOT Secretary

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