

STOP THE TEXTS. STOP THE WRECKS.

ACTIVITY 1: CALCULATE THE RISKS



What can happen in 5 seconds? A lot when you're driving. Five seconds is the average time a driver takes his or her eyes off the road when texting. This may not seem like much time, but when you factor in speed, reaction time, distance, car size, and the key factor of the unexpected, taking your eyes off the road for 5 seconds could have disastrous consequences.

PART A: KILLER NUMBERS

Solve the math problems below to better understand what could happen when your eyes are on your phone instead of the road. Round your answers to the nearest tenth. Remember, there are 5,280 feet in a mile.

1. If you are driving 55 mph, how far will you travel in 5 seconds? _____
(This is a long distance to travel while oblivious to what's in front of you!)
2. You're on a street in a neighborhood that has a driveway every 55 feet. Traveling at 30 mph, how many driveways will you pass in 5 seconds?

- (A driveway represents the possibility of a car or child darting out in front of you.)
3. If you're driving 55 mph and a car 250 feet in front of you stops short, how long will it take you to hit them if you're distracted and don't apply your brakes? (Hint: Less than 5 seconds!) _____
4. A study at Texas A&M University's Texas Transportation Institute found that a texting driver took 3 to 4 seconds to respond or react to a flashing yellow light—twice the time of non-texting drivers. If it takes a texting driver traveling 30 mph 3 seconds to respond to a red light that is 120 feet ahead of her, will she be able to stop her car at the light? _____
5. Reaction time is only one factor in stopping a car. What else factors into bringing a car to a safe stop? _____

PART B: CONCENTRATE!

How well are you able to concentrate and absorb information when doing two things at once? According to the Virginia Tech Transportation Institute (VTTI), 5 seconds is the average time it takes to send a text while driving. Try these two 5-second experiments, then discuss your experience as a class. How did it differ from what you might have expected?

1. Text a message to a friend (you don't have to send it) while you listen to your teacher read a sentence aloud. Example: "How was your weekend?"
2. Text a message to a friend (you don't have to send it) while your teacher shows a sentence on the board.

WHAT'S YOUR "DANGER IQ"?
Check out
[Facebook.com/stopthetexts](https://www.facebook.com/stopthetexts)
to find out.

TEXTING WHILE DRIVING \neq MULTI-TASKING

You might think you're multi-tasking when you're texting behind the wheel, but that's a mistake. Our minds can't really focus on two things at the same time that both require concentration. Instead, the mind switches from task to task. So a texting driver is really engaging in two separate activities, when the driver's mind should be strictly on the road. It's not multi-tasking; it's driving blind.



STOP THE TEXTS. STOP THE WRECKS.

ACTIVITY 2: STUDY THE STATS, STATE THE FACTS



Most teens realize that texting behind the wheel can be dangerous, so why do so many teens text anyway? Here are some popular excuses:

- They think they can handle texting while driving safely.
- They feel compelled to respond to messages soon after they receive them.
- They think texting while driving is just another form of multi-tasking.
- They think nothing really bad will happen to them.

Whether they're reading a text or sending one, texting drivers are distracted drivers. With your team, research facts, stats, and recent events in the media that highlight the dangers of texting while driving. Prepare five points or arguments that will help support the position that texting behind the wheel is unsafe. In addition, for each of your points, provide a tip for texting drivers to help them curb this habit. To get started, check out **StopTextsStopWrecks.org** and the video infographic on the campaign's YouTube page (YouTube.com/stophetexts).

OUR TEAM'S ANTI-TEXTING ARGUMENTS

1. _____

2. _____

3. _____

4. _____

5. _____

Now present your points in a class debate. Your teacher will try to make excuses for texting behind the wheel, but now you know the facts!

THINK ABOUT THE CONSEQUENCES

What are the potential consequences of texting behind the wheel? They could be costly or even deadly. Think about it—injuries or death to the driver, friends in the car, or passengers in other cars. These consequences could impact a texting driver for the rest of his or her life—all because the person couldn't wait to text.



GET THE NEWS OUT

We've created an e-newsletter that you can send to your friends and family to share facts and stats about texting while driving. You can even customize it with a personal note.

Check out ymiclassroom.com/stophetexts.html for a link to the e-newsletter and instructions on how to send it.

STOPTEXTSSTOPWRECKS.ORG

STOP THE TEXTS. STOP THE WRECKS.

ACTIVITY 3: SPREAD THE WORD



You value your friends and family and want them to stay safe. What would you tell them to encourage them not to text while driving? Based on what you've learned about the hazards of texting behind the wheel, write a letter to your friends, family, or someone in particular that you care about to make them aware of the danger. You can check out the videos at StopTextsStopWrecks.org and the video infographic on the campaign's YouTube page (YouTube.com/stopthetexts) for information and inspiration. First, draft your letter below:

Dear _____,

Now share your letter on the campaign's Tumblr page as part of the Ad Council's "Open Letter to Young Adults" campaign at StoptheTexts.Tumblr.com.

TAKE IT SCHOOL-WIDE

Because some teens may consider texting while driving to be a harmless activity, you can help spread the word to encourage your classmates to stop this dangerous practice. With your peers and your teacher's guidance, consider generating a school-wide campaign. Here are some ideas:

- Check out the "Become an Advocate" section of the StopTextsStopWrecks.org website or go directly to stopthetexts.adcouncil.org for videos, facts, and customizable posters/flyers you can download and share.
- "Like" the **Stop the Texts. Stop the Wrecks.** Facebook and Twitter pages at Facebook.com/stopthetexts and Twitter.com/stopthetexts, and share/retweet posts to spread the word.
- Share your open letter from Tumblr on your school's website or on social media pages such as Facebook and Twitter, and encourage your friends, family, and school leaders to do the same.

MORE WAYS TO GET INVOLVED

- **National Stop the Texts Day** is May 1, 2012. Join together with advocates across the country to raise awareness about the dangers of texting while driving. Change your Twitter or Facebook profile photo to the **Stop the Texts. Stop the Wrecks.** logo for the day. Find out how else you can participate at stopthetexts.adcouncil.org.
- Create your own video by interviewing your friends and asking them what they think about texting while driving. Upload your video onto CNN iReport and then share it with us on our **Stop the Texts** Facebook page.

