

STOP THE TEXTS. STOP THE WRECKS.

This is an interactive e-newsletter. Type your messages in the highlighted fields.

DID YOU KNOW?

- #1 killer of teens in America = distracted driving (including texting behind the wheel). (2007, Children's Hospital of Philadelphia and State Farm Insurance Study and NHTSA Study)
- 5 seconds = the average time a driver's eyes are off the road when texting. At 55 mph, that's enough time to drive the length of a football field (360 feet). (2009, Virginia Tech Transportation Institute)
- 8 per day = 16- to 19-year-olds who died in 2009 from motor vehicle injuries. (2010, CDC)
- 18% = distraction-related highway fatalities in America in which cell phone use while driving was reported. (2009, NHTSA)
- 23 times = a texting driver is more likely to get into a crash than a non-texting driver. (2009, Virginia Tech Transportation Institute)
- 34% = teens who drive while distracted who say they're used to multi-tasking. (2010, AAA and *Seventeen Magazine*)
- 77% = young adult drivers who are somewhat to *very* confident that they can safely text while driving. (2011, Ad Council)
- 85% = texting teen drivers who agree that texting while driving is a problem. (2011, Ad Council)
- 500,000 = young adults injured each year because of distracted driving. (2009, NHTSA)



TEXTING WHILE DRIVING
≠ MULTI-TASKING
TEXTING WHILE DRIVING
= DRIVING BLIND

I AM GOING TO STOP THE TEXTS BECAUSE:

IT'S IMPORTANT TO ME THAT YOU STOP THE TEXTS BECAUSE:

BECOME AN ADVOCATE: SPREAD THE WORD

May is National Youth Traffic Safety Month. It's a great time to spread the word to Stop the Texts. Check out additional resources like videos and facts that you can share with friends at the "Become an Advocate" link at StopTextsStopWrecks.org.

SUPPORT STOP THE TEXTS DAY

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. Share the [video infographic](#) on the campaign's YouTube page (YouTube.com/stopthetexts). 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.

WRITE A LETTER!

Encourage your friends to stop texting while driving by writing an open letter on the campaign's Tumblr page as part of the Ad Council's "Open Letter to Young Adults" at StoptheTexts.Tumblr.com.

FIND OUT MORE!



StopTextsStopWrecks.org



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StoptheTexts.Tumblr.com



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