



Leadership Messages

How to Use

This message from school principals and other leaders to faculty and staff introduces It Can Wait and highlights the role schools play in protecting students from texting and driving.

Longer version

Dear Faculty and Staff,

We know this is true – people who text while driving are **23 times more likely** to be in a crash. That said we need to address the newest generation of drivers—our youth. We have a huge opportunity—a responsibility—to set an example of safety. I urge you to lead when you are in the driver’s seat by not texting behind the wheel.

Put safety first with these tips:

- **Be Smart.** Don’t text and drive. No text message is worth a life.
- **Be in control.** Remember it’s your phone. You decide if and when to send or read texts. Take control. Download [AT&T DriveMode®](#) – an app designed to curb the urge to text and drive.*
- **Be Caring.** Don’t send a text when you know a family member, friend or co-worker is driving.
- **Be Focused.** Never use your phone to take pictures, send or read messages, record video, or watch TV while driving.
- **Be an Example.** A recent survey² found that 77 percent of teens say adults tell them not to text and drive - yet do it themselves “all the time.” Still, 89 percent of those teens said their own parents are good role models in terms of not texting while driving, so please lead by example.

- **Be Proactive.** Take and share the pledge, and commit to stop texting and driving: www.itcanwait.com.
- **Be Aware.** Know that many wireless companies offer parents an easy way to protect their teen from texting and driving. New tools can freeze all phone functionality during set times of day, while allowing 911 and customized “allowed numbers.”

We’re a family at (name of school). Let’s do what’s best for our students. Spread this simple but vital message: When it comes to texting and driving, **It Can Wait**.

Sincerely,

Principal Name/Signature

THIS MESSAGE IS NOT WORTH READING WHILE DRIVING

Shorter Version

Dear Faculty and Staff:

We know this is true – people who text while driving are **23 times more likely** to be in a crash. That said we need to address the newest generation of drivers—our youth. I urge you to lead when you are in the driver’s seat by not texting behind the wheel.

Take control. It’s your phone. You decide when to send and read texts. So before you hit the road, turn your phone off, put it on silent or just set it aside.

And remember: Safety works both ways. Don’t text your family members, friends or co-workers when you know they’re driving.

We’re a family at (name of school). Let’s do what’s best for our students. Spread this simple but vital message: When it comes to texting and driving, **It Can Wait**.

Sincerely,

Principal Name/Signature

THIS MESSAGE IS NOT WORTH READING WHILE DRIVING

¹ Virginia Tech Transportation Institute (www.vtti.edu)

² AT&T Teen Survey (http://www.att.com/Common/about_us/txtng_driving/att_teen_survey_executive.pdf)

*Data and text messaging charges may apply for download and app usage. Standard messaging rates apply to auto-reply messages.

AT&T

DriveMode is free to AT&T customers only. Compatible device required.

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