

STOP THE TEXTS

STOP THE WRECKS

THE AVERAGE TEXT TAKES YOUR EYES OFF THE ROAD FOR NEARLY FIVE SECONDS. AT HIGHWAY SPEEDS, THAT'S ENOUGH TIME TO TRAVEL THE LENGTH OF A FOOTBALL FIELD.

(2009, VTTI)



DISTRACTED DRIVING IS THE #1 KILLER OF AMERICAN TEENS.

(2007, CHILDREN'S HOSPITAL OF PHILADELPHIA AND STATE FARM INSURANCE STUDY AND NHTSA STUDY)



More than a third of young adults say they have been involved in a near-crash because of their own or someone else's distracted driving.

(2010, Pew Research Center)



82%

OF DRIVERS 16 TO 24 SAID THEY HAVE TEXTED WHILE DRIVING.

(AAD COUNCIL, 2011)

85%

OF YOUNG ADULTS WHO TEXT WHILE DRIVING AGREE THAT TEXTING IS A PROBLEM.

(AAD COUNCIL, 2011)

77%

OF YOUNG ADULT DRIVERS ARE SOMEWHAT TO VERY CONFIDENT THAT THEY CAN SAFELY TEXT WHILE DRIVING.

(AAD COUNCIL, 2011)

A TEXTING DRIVER IS 23 TIMES MORE LIKELY TO GET INTO A CRASH THAN A NON-TEXTING DRIVER.

(2009, VTTI)



STOP THE TEXTS. STOP THE WRECKS.



HOW WILL YOU STOP TEXTING AND DRIVING?

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