



Texting and Driving Prevention

Campaign Sponsor: National Highway Traffic Safety Administration (NHTSA)
Volunteer Advertising Agency: Pereira & O'Dell

BACKGROUND:

People feel pressure to remain in constant contact, even when behind the wheel of their cars. What drivers do not realize is that there are many dangers to taking their eyes and minds off the road and their hands off the wheel when they focus on activities other than driving.

CAMPAIGN OBJECTIVES:

- Curb the behavior of drivers who text while driving by showing them what it means to have their eyes off the road
- Go beyond the “texting while driving is dangerous” messaging, and address the compulsion to text while driving
- Directly speak to the overconfidence many have in their ability to “safely” text while driving
- Encourage drivers to visit www.StopTextStopWrecks.org to learn more

CAMPAIGN DESCRIPTION:

The television, radio, print, outdoor, and web public service ads direct audiences to visit StopTextsStopWrecks.org. This Tumblr-based website is a mobile and social-friendly hub with engaging and educational materials, including tips about how to avoid texting while driving; information about the dangers to driving distracted; and ways to educate others about the issue.

TARGET AUDIENCE:

- Adult drivers between the ages of 16-49.



DID YOU KNOW?

- In 2011, 3,331 people were killed in crashes involving distracted drivers and an estimated additional 387,000 were injured in motor vehicle crashes involving distracted drivers
- The average time a driver's eyes are off the road while texting is nearly five seconds. When traveling at 55mph, that's enough time to cover the length of a football field
- Drivers who use hand-held devices are four times more likely to get into crashes serious enough to injure themselves