



Texting and Driving Prevention

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

BACKGROUND:

Texting and driving is dangerous – that is a fact. Americans are highly aware of and concerned about the issue. More than nine in ten Americans believe sending (94%) and reading (91%) texts while driving is dangerous or very dangerous. There have been many efforts to educate and convey the potential consequences of texting and driving using scare tactics or preachy messaging. And, while research shows that people are convinced that the behavior is dangerous, they are still doing it. In order to address the disconnect between awareness and behavior, we need to go beyond showing people the potential crashes and gruesome end result. We need to address the fact that individuals are personally engaging in a behavior that they *know* is dangerous.

CAMPAIGN OBJECTIVES:

- Curb the behavior of drivers who text while driving by directly speaking to the overconfidence many have in their ability to “safely” text and drive
- Go beyond the “texting while driving is dangerous” messaging, and remind drivers that no one is special enough to text and drive.
- Encourage drivers to visit www.StopTextsStopWrecks.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:

- Drivers ages 16 – 34



DID YOU KNOW?

- A quarter of teens respond to a text message once or more every time they drive. 20 percent of teens and 10 percent of parents admit that they have extended, multi-message text conversations while driving
- 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 three times more likely to get into crashes serious enough to injure themselves
- In 2014 alone, 3,179 people were killed in distracted driving crashes