

Governors Highway Safety Association  
2019 Annual Meeting

# *It Can Wait*

Distracted driving is never OK

Julio Figueroa, AT&T

Director of External Affairs  
Riverside/San Bernardino Counties  
3580 Orange St. 2nd Floor - Riverside CA 92501  
m 951.640.3667 | [jf1934@att.com](mailto:jf1934@att.com)



*It Can Wait* Presentation

Where it all started

“When it comes to texting and driving, no text is worth a life. *It Can Wait.*”



## How *It Can Wait* has expanded

Smartphone driving distractions have grown beyond texting to social media, web surfing, selfies and video chatting.

text  
search  
post  
view  
selfie

**No** is worth a life.



Distracted driving  
is never OK.

Nearly 9 in 10 people admit to using their smartphone while driving.\*

81% Text

60% Email

50% Access  
Social Media

47% Surf  
the Net

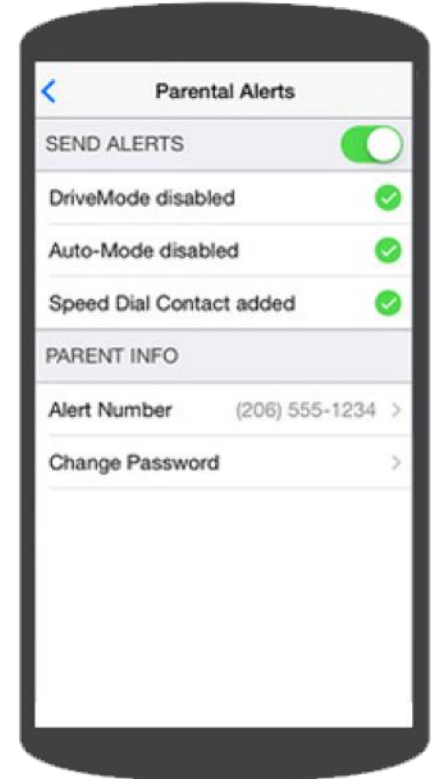
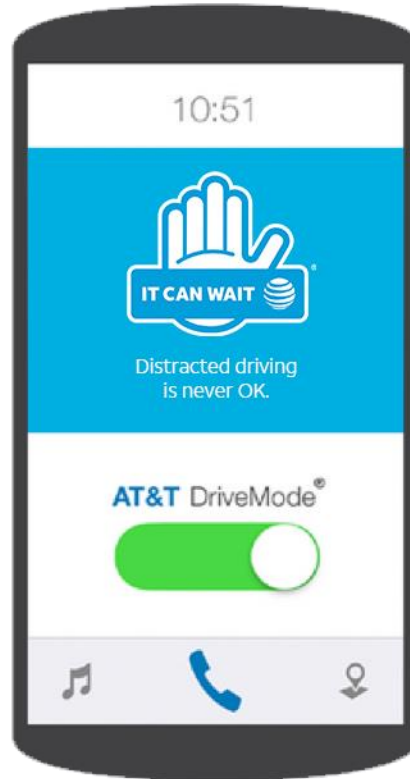
Nearly  
4-in-10

drivers call distracted  
driving a habit.\*

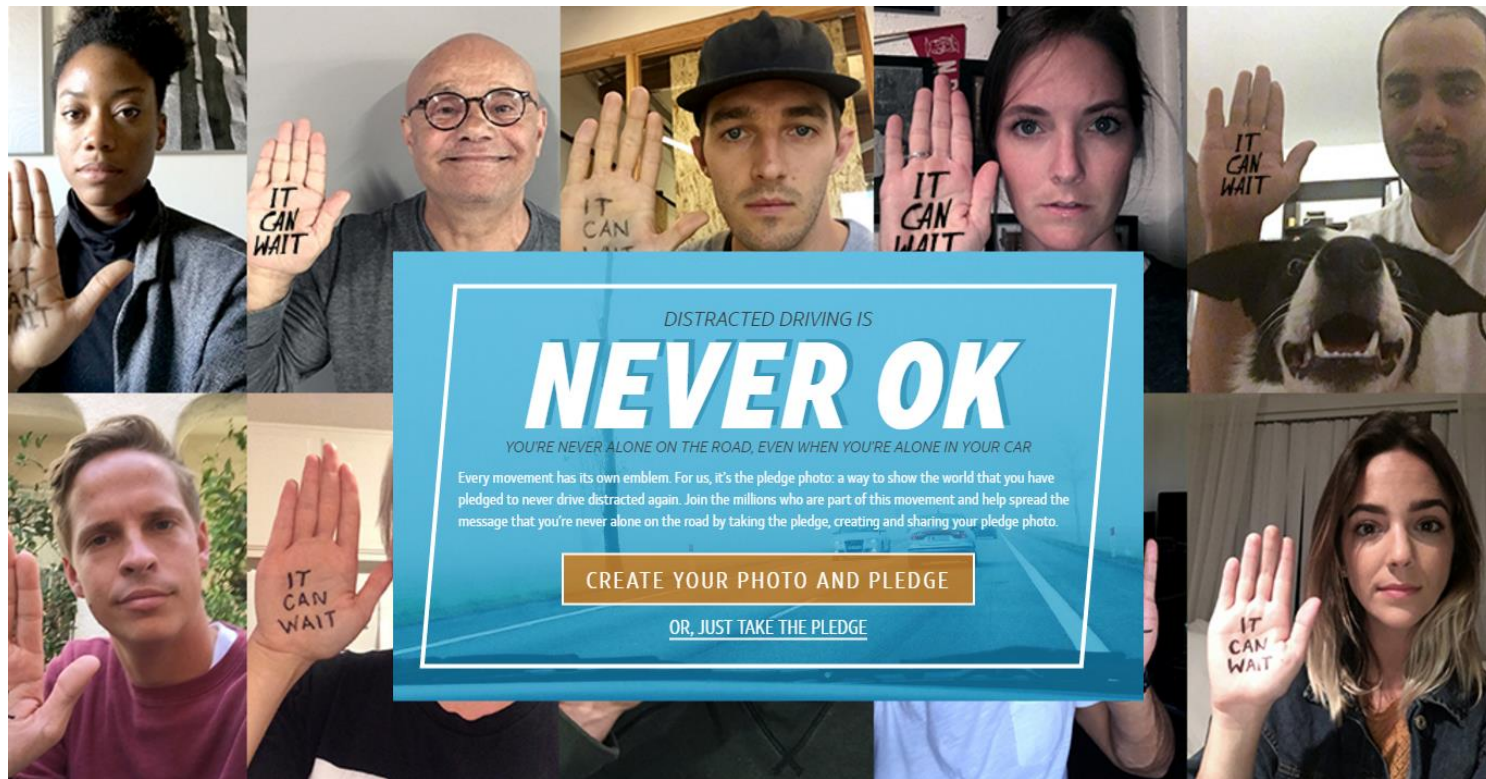


## Curb the urge

- Download the AT&T DriveMode® app
- DriveMode® can help keep you and others safe by automatically silencing incoming alerts and sending customizable auto-reply messages.
- Silence and/or hide your phone while driving
- Speak up!



## Take the pledge and pass it on



*DISTRACTED DRIVING IS*

# NEVER OK

*YOU'RE NEVER ALONE ON THE ROAD, EVEN WHEN YOU'RE ALONE IN YOUR CAR*

Every movement has its own emblem. For us, it's the pledge photo: a way to show the world that you have pledged to never drive distracted again. Join the millions who are part of this movement and help spread the message that you're never alone on the road by taking the pledge, creating and sharing your pledge photo.

[CREATE YOUR PHOTO AND PLEDGE](#)

[OR, JUST TAKE THE PLEDGE](#)



## It Can Wait VR Experience

### VR Experience

- *Memorial Wall* honoring victims of distracted driving
- *Shattered Glass Wall* featuring notifications that can distract you behind the wheel and quotes from activists
- *Pledge Wall* featuring testimonials from people who have taken the pledge.

### “Event-in-a-Box” Loaner Program

- VR Headset & Headphones
- Branded banner
- iPad to collect and track pledges
- Promotional Items (if attendance allows)



# Join the movement



Eyes on the road,  
not on your phone



Thank You



“Wait for It...this could save your life”

– Summer Break 4 video –