



**Testimony by David Kerr, Regional Vice President, AT&T External Affairs  
before the Pennsylvania House of Representatives Transportation Committee  
on the AT&T IT CAN WAIT® Campaign to Prevent Distracted Driving  
April 3, 2018**

Chairman Taylor, Chairman Keller, and members of the committee:

Good afternoon. I am David Kerr, regional vice president for AT&T in Pennsylvania, On behalf of our employees here in the Commonwealth and around the world, I appreciate the invitation to join you to discuss our nearly decade-long campaign to remind drivers that distracted driving is never OK.

In 2009, our Chairman, Randall Stephenson, announced efforts to raise awareness of the dangers of texting while driving. Our "Texting & Driving, *It Can Wait*" program launched in 2010 to deliver a simple yet vital message to all wireless users: When it comes to texting and driving, no text is worth a life. IT CAN WAIT. The campaign evolved as smartphone driving distractions grew beyond texting to social media, web surfing, selfies and video chatting.

Our effort is sustained and multifaceted, including several elements. Highlights include:

- We encouraged all our employees to pledge not to text and drive and, in turn, urge others to do the same. Since the campaign's launch, over 23 million people have pledged to not drive distracted.
- Many celebrities have joined the cause to deliver the message via TV ads, concerts, public appearances, Twitter and Facebook.
- Our aggressive social media campaign encourages people to share the #ItCanWait message with friends.
- We've challenged device makers and app developers to work with us. All Android devices include AT&T DriveMode, our no-texting-while-driving app, pre-loaded, and the app is also available to iPhone users in the App Store.
- In 2013, we provided a kit of no-texting-while-driving information to every U.S. high school.
- In June 2014, we launched a new IT CAN WAIT handle on Twitter. It now has nearly 130,000 followers.

Towards the end of 2014, AT&T was one of ten global companies to join Together for Safer Roads – an innovative cross-sector coalition focused on improving road safety and reducing deaths and injuries by road traffic collisions.

- In May 2015, AT&T expanded the IT CAN WAIT campaign from a focus on texting while driving to include other smartphone driving distractions that have emerged as our relationships with our devices have evolved.
- And in March 2018, we launched a new version of our virtual reality experience to bring the public face-to-face with the dangers of distracted driving and real-life stories of its consequences.

We've participated in hundreds – if not thousands – of events across the country to show the impact of distracted driving to audiences of all ages.

Here in Pennsylvania, we've hosted scores of events throughout the Commonwealth – from Love Park in Philadelphia to the Erie County Courthouse, from Bedford to Bensalem and many other communities across the state.

Our employees have made presentations to high school and college students statewide; at hospital-sponsored events; and even at companies in the state that wanted to offer training for their employees.

In 2016 and 2017, we made several stops with our virtual reality simulator, including here in the Main Capitol Rotunda last spring.

And last month, we joined the Pennsylvania News Media Association to announce the winners of the 2017-18 It Can Wait Essay Contest. It was the third year we teamed up with newspapers across the Commonwealth to help spread the word about the dangers of smartphone distractions while driving. We're excited that the PA School Press Association also was on board this year.

The first place winner of this year's contest is a senior at Bermudian Springs High School whose piece appeared in The Gettysburg Times. The second place winner was a senior at Carlisle High School. And the third place winner is a senior at Bellwood-Antis High School whose essay appeared in The Daily Herald in Tyrone.

Last week, we officially kicked off the 2018 nationwide tour with an enhanced virtual reality experience. There will be around 200 stops nationwide as part of this year's tour, including next month at the Pennsylvania Fire Expo at the Farm Show. We expect several other stops in the state this year as part of the 2018 tour.

We also have done extensive research on the impact of the It Can Wait campaign across many categories, and I want to share a few highlights. Since its launch in 2010, the campaign has:

- Helped grow awareness of the dangers of smartphone distracted driving to nearly 90% of audiences surveyed.
- Worked with departments of transportation in Texas, Kentucky and other states on research that suggests a correlation between *It Can Wait* campaign activities and a reduction in crashes.
- Collaborated with AT&T data scientists on research that shows how statewide anti-texting laws impact the rate of texting while driving.

And, we did research just a few years ago that shows just how powerful teen voices can be:

- 90% of teens say they'd stop texting while driving if a friend in the car asked them to, and 93% would stop if a parent in the car asked them to.
- 78% of teen drivers say they're likely not to text and drive if friends tell them it's wrong or stupid.
- 44% say that they would be thankful if a passenger complained about their texting while driving.

These findings are among the many reasons why we remain inspired to continue this campaign this year.

I encourage every member of the committee to visit [itcanwait.com](http://itcanwait.com) to learn more about the campaign, to take the It Can Wait pledge, and encourage their friends, family members, staff and constituents to do the same.

Thank you for the opportunity to join you today.

###

# Speak up.



*You might just save a life.*

Three Steps to Stop Distracted Driving:

## 1. Awareness. *Know the risks.* \_\_\_\_\_

Texting drivers are much more likely to be in an accident.<sup>1</sup>

75% of teens say texting while driving is common among their friends.<sup>2</sup>

## 2. Commitment. *Take the pledge.* \_\_\_\_\_

Make a **lifelong commitment** to never drive distracted.

You're never alone on the road, even when you're alone in your car.

→ Go to [ItCanWait.com](http://ItCanWait.com) to take the pledge and share your story.

## 3. Influence. *Speak up.* \_\_\_\_\_

90% say they'd stop if a friend in the car asked them to.<sup>3</sup>

 of teen drivers say they're likely not to text and drive if friends tell them it's wrong or stupid.<sup>3</sup>

93% would stop if a parent in the car asked them to.<sup>3</sup>

 say that they would be thankful if a passenger complained about their texting while driving.<sup>3</sup>

<sup>1</sup> Virginia Tech Transportation Institute Research: [www.vtti.vt.edu](http://www.vtti.vt.edu) <sup>2</sup> 2012 AT&T-conducted survey <sup>3</sup> [ConnectSafely.org](http://ConnectSafely.org)





text  
search  
**No** post **is worth a life.**  
view  
email



Distracted driving  
is never OK.

Nearly 4 in 10 social network while driving.<sup>1</sup>

27% Facebook

14% Instagram

14% Twitter

11% Snapchat

49%

Nearly half  
of commuters admitted  
to texting while driving.<sup>2</sup>

75%

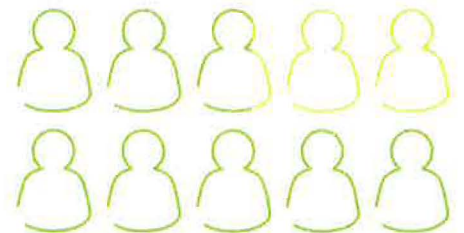
of teen drivers say texting  
while driving is “common  
among their friends”.<sup>3</sup>

82%

of drivers  
who have taken action  
to stop texting while  
driving feel good about  
themselves.<sup>4</sup>

78%

of teen drivers  
say they are likely not to  
text and drive if friends tell  
them it's wrong or stupid.<sup>5</sup>



<sup>1</sup> Research commissioned by AT&T and conducted by Braun Research. Polled 2,067 people in the U.S. aged 16-65 who use their smartphone and drive at least once a day.

<sup>2</sup> Commuter survey conducted by ResearchNow on behalf of AT&T.

<sup>3</sup> AT&T Teen Driver Survey.

<sup>4</sup> AT&T Compulsion Research.

<sup>5</sup> ConnectSafely.org survey sponsored by AT&T.

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