

## Dear Community Partner:

To curb texting while driving, National Organizations for Youth Safety (NOYS), is pleased to provide the new documentary developed by AT&T, "**The Last Text**," and the *NOYS Community Viewing Toolkit* for educational use. We are proud to bring this profoundly impactful documentary to schools and communities around the country to raise awareness of the risks of texting behind the wheel.

In March 2010, AT&T launched the "It Can Wait" national campaign to educate consumers about the dangers of texting while driving. In the newly released documentary, "**The Last Text**," brave individuals share their personal, tragic stories because of how deeply they feel about the dangers of texting while driving. (Please bear in mind that this documentary features real-life tragic stories and may not be appropriate for young or sensitive viewers.)

The *NOYS Community Viewing Toolkit* contains the materials you'll need for your initial community viewing:

- **AT&T's "The Last Text" 10-minute Documentary**
- **Getting Started Resources:** *Introductory letter and call-to-action items*
- **Community Viewing Toolkit:** *Resources for schools and community leaders*
- **Before- and After- Surveys:** *For all teen and adult viewing participants*
- **Template Materials:** *Resources to assist you with organizing your community viewing*
- **Ideas:** *Follow up activities in your community*

With the generous support of AT&T and through the NOYS Coalition outreach, this resource is provided to you free of charge. In return, NOYS asks that you assist us in evaluating the impact of this program by making sure to fill out and send back the before- and after- community viewing surveys.

### What You'll Need to Know:

(1) The documentary features real-life tragic stories and may be difficult for some viewers. We recommend having counselors on hand at all community viewings and encourage you to offer "opt out slips" to students who request them. A sample parent letter explaining the documentary is available as part of the NOYS Community Viewing Toolkit.

(2) It is critical that you view this documentary before sharing it with audiences so that you can assess how best to use the materials in your school and community. It is important to include key community leaders such as school administrators, city officials, law enforcement, youth leaders, etc., in your planning. We encourage you to preview the documentary in its entirety.

(3) Review the Community Viewing Toolkit before showing the documentary to your youth and incorporate the toolkit materials in your plans. The printed materials were designed to help students process the documentary.

(4) Utilize the Community Viewing Toolkit template materials for samples of resources you may need to plan, publicize, and present your community viewing event.

(5) **This documentary is licensed to AT&T for screenings to non-paying audiences in school and community group settings.** Any form of transmission via broadcast, cable, closed-circuit television or any other media is forbidden. You may not take clips or stills from the documentary and make them available on the Internet or via any other media. Furthermore, you may not make any separate use of the AT&T or NOYS name or logo or any music in the documentary without written permission. If any local media that cover your community viewing request clips of the documentary, please direct them to email NOYS at [info@noys.org](mailto:info@noys.org) to arrange for permission from AT&T.

(6) Please introduce the documentary with this script, **“This documentary was produced by AT&T and made available to NOYS through the generosity of AT&T.”**

**“The Last Text”** is designed to be used as a tool in your ongoing efforts to prevent texting while driving. We suggest two initial “calls-to-action” to engage your community in the issue and assess how to best address distracted driving prevention in your area.

**Call to Action #1:** Show the documentary to as many youth, parents and other community partners as possible and make sure to administer the short Before-Viewing and After-Viewing surveys.

**Call to Action #2:** Visit the NOYS website ([www.noys.org](http://www.noys.org)) and review the peer educator tools developed by youth to make ‘NOYS’ for positive change. Host a discussion group, plan ahead to utilize teachable moments, or raise your voices to opinion leaders by planning to conduct a youth-led effort to support distracted driving prevention.

Thank you for supporting this lifesaving project,

Sandy Spavone  
Executive Director  
National Organizations for Youth Safety

**NOYS Mission:**

The mission of the NOYS Coalition is to promote youth leadership and build partnerships that save lives, prevent injuries, and enhance safe and healthy lifestyles among all youth.

# “The Last Text”

## Community Viewing Toolkit



Documentary Sponsored by AT&T  
Community Viewing Toolkit Developed by  
National Organizations for Youth Safety (NOYS)

The Last Text documentary is licensed to AT&T for chapter, school and community viewings for educational purposes only. Duplication and any form of transmission

## Table of Contents

Introduction .....	2
Introduction .....	3
Tips to Get Started .....	4
Who Should Participate .....	4
Notes to Facilitators .....	5
Viewing Logistics .....	6
Panel Discussions Host Guidance .....	7
Introducing the Documentary .....	8
Read Before Viewing .....	8
Discussion Ground Rules .....	8
Before-Viewing Activities .....	9
Before-Viewing Survey .....	9
Before-Viewing Audience Participation Questions .....	9
After-Viewing Activities .....	9
After-Viewing Audience Participation Questions .....	9
After-Viewing Audience Participation Exercises .....	9
After-Viewing Survey .....	10
Individual Action Plan .....	10
Resources and Opportunities for Long-Term Involvement .....	10
Organizations and Reports .....	11
Community Action Ideas .....	11
Peer-to-Peer Activities for Youth .....	11
Sample Parent Letter .....	13
Parent Tips Handout .....	14
Sample Email Blast .....	15
Letter to Editor Guidance .....	15
Before-Viewing Survey .....	16
After-Viewing Survey .....	17
Post Event Feedback Questions .....	18

## Using This Guide

This Community Viewing Toolkit has been developed as a tool to help facilitators create the most effective, most personal experience for viewers of the AT&T documentary, “**The Last Text.**” In each community where the documentary is shown, audience members should be able to take away from the ensuing discussion knowledge and resolve that is unique to the circumstances in their own environment. If possible, discussion leaders should view the documentary before it is shown publicly, so facilitators are not processing their own reactions while they are trying to lead a discussion. Leaders should also consider whether they wish to provide handouts to participants—for example, the list of resources found at the end of this Community Viewing Toolkit.

To help people get the most from viewing “**The Last Text,**” the Community Viewing Toolkit provides the following tools:

*Introduction:*

- a brief description of the problems associated with distracted driving
- a brief documentary background
- tips to getting started

*Who Should Participate*

*Notes to Facilitators*

*Community Viewing Logistics*

*Panel Discussion Host Guidance*

*Documentary Introduction:*

- read before showing documentary

*Discussion Ground Rules*

*Before Viewing Activities:*

- survey
- audience participation questions

*After Viewing Activities*

- audience participation questions
- audience participation exercises
- survey
- individual action plans
- resources for long-term involvement

*Attachments and Templates*

- Facts and Stats Handout
- Parent Letter
- Parent Tips Handout
- Sample email blast
- Letter to the editor guidelines
- Before-Viewing Survey
- After-Viewing Survey
- Post-Event Feedback

## Introduction

### The Documentary

### “The Last Text”

AT&T created this documentary to heighten awareness of the problem of texting while driving in the United States. To expand the reach of this compelling documentary, AT&T is working with prevention organizations including National Organizations for Youth Safety (NOYS). Impressed by the documentary’s potential to have an impact on teens, the NOYS Coalition incorporated “**The Last Text**” into its distracted driving prevention campaign and AT&T responded by generously providing the AT&T “**The Last Text**” documentary.

“**The Last Text**” offers a personal look at the risks of texting while driving and the tragic results of the lives lost. A special thank you to AT&T for making its documentary available through NOYS. Your community now has the opportunity to use this resource to help prevent distracted driving. Distracted driving is any non-driving activity a person engages in that has the potential to distract him or her from the primary task of driving and increase the risk of crashing. While all distractions can endanger drivers’ safety, texting is the most alarming because it involves all three types of distraction.

***Other distracting activities include:***

- Using a cell phone
- Eating and drinking
- Talking to passengers
- Grooming
- Reading, including maps
- Using a PDA or navigation system
- Watching a video
- Changing the radio station, CD, or Mp3 player.

Driver distraction could present a serious and potentially deadly danger. In 2008, 5,870 people lost their lives and an estimated 515,000 people were injured in police-reported crashes in which at least one form of driver distraction was reported on the police crash report. Distracted driving comes in various forms, such as cell phone use, texting while driving, eating, drinking, talking with passengers, as well as using in-vehicle technologies and portable electronic devices. There are other less obvious forms of distractions including daydreaming or dealing with strong emotions. While these numbers are significant, they may not state the true size of the problem, since the identification of distraction and its role in a crash can be very difficult to determine using only police-reported data. New data sources are available to provide more details on the type and presence of driver distraction.

The percentage of young drivers texting or using other hand-held electronic devices has increased from 2007, according to the National Highway Traffic Safety Administration’s 2008 nationwide survey, which provides the only nationwide probability-based observed data on driver electronic device use in the United States. The survey shows that the hand-held cell phone use rate in 2008 translates into 812,000 vehicles being driven by someone using a hand-held cell phone at any given moment during daylight hours. It also translates into an estimated 11 percent of all vehicles that had drivers who were using some type of phone (hand-held or hands-free).

## Tips to Get Started

Thank you for using the Community Viewing Toolkit for showing AT&T's documentary, "**The Last Text**" in your school or community. The documentary "**The Last Text**" is a campaign to educate consumers about the dangers of texting while driving. The brave individuals in this documentary shared their stories with us because of how deeply they feel about the dangers of texting and driving. "**The Last Text**" demonstrates the consequences of texting while driving.

To get started:

- o **DOWNLOAD:** If you do not already have a copy of the documentary, please download the documentary [here](#).
  
- o **SCHEDULE A VIEWING:** Contact the local school organizations like FCCLA, SADD and BACCHUS chapters along with other community groups working to reduce distracted driving among teens. We encourage you to collaborate with other schools and organizations in your area, both private and public, to bring your community together to confront these critical issues.
  
- o **FIND TOOLS:** Materials available will provide everything you need to have a successful event in your community. For additional help, please e-mail [info@noys.org](mailto:info@noys.org).
  
- o **FORM AN ACTION PLAN:** The documentary "**The Last Text**" is a powerful tool to generate peer-to-peer and intergenerational dialogue. Your challenge is to turn this heightened awareness into **SUSTAINABLE ACTION** that addresses the problem in your community. Plan to leave time after the community viewing for guided discussion about the community's concerns, teen's concerns and a review of promising safety initiatives to address distracted driving prevention.
  
- o **LICENSE:** This documentary is licensed to AT&T for screenings to non-paying audiences in chapters, schools and community settings only. Any form of duplication or transmission via broadcast, cable, closed-circuit television or any other media is forbidden. You may not take clips or stills from the documentary and make them available on the Internet or via any other media. Furthermore, you may not make any separate use of the AT&T and NOYS name or logo or any music in the documentary. If any local media covering your community viewing requests clips of the documentary, please direct them to contact NOYS at [info@noys.org](mailto:info@noys.org) to arrange written permission.

## Who Should Participate

The AT&T documentary, "**The Last Text**" is intended for viewing by a general audience, age 13 through adulthood. While having teenagers themselves view the documentary is important, much can be gained by having the participation of parents, teachers, clergy, and other community members. Indeed, some of the questions and the activities delineated later in this Community Viewing Toolkit might have a greater impact if opinions were expressed by people with differing (generational and other) points of view.

Thus, the methods used to announce the showing of the documentary—and the discussion to follow—should make clear who is invited. Flyers, posters, notices in newsletters and in local newspapers, for example, might ask teens to "bring their parents," or students to "bring their teachers." Also, please

note that all flyers, posters and other screening collateral must acknowledge that this documentary was produced by AT&T and made available to the NOYS Coalition through the generosity of AT&T.

## Notes to Facilitators

We have made suggestions throughout the Community Viewing Toolkit about actions the facilitator might take for a successful project. To simplify the facilitator's role, we have gathered all of those suggestions and listed them below.

This DVD is licensed to by AT&T for screenings to non-paying audiences in chapters and schools for educational purposes only. Any duplication or form of transmission via broadcast, cable, closed-circuit television or any other media is forbidden.

A range of methods can be used to publicize your event, including articles in local media, appearances on local radio and television programming, articles in newsletters, and flyers posted in local retail establishments. Consider promoting your event to so that it attracts multigenerational groups—for example, parents as well as teens, teachers as well as students. Please note:

- All publicity must acknowledge that this documentary was produced by AT&T and made available to the NOYS Coalition through the generosity of AT&T.
- Furthermore, you may not make any separate use of the AT&T and NOYS name or logo or any music in the documentary.
- You may not take clips or stills from the documentary and make them available on the Internet or via any other media. If any local media covering your screening request clips of the documentary, please direct them to email NOYS at [info@noys.org](mailto:info@noys.org) to arrange for permission from AT&T.
- For more information on reaching out to local media, sample media releases and sample press releases, please contact NOYS at [info@noys.org](mailto:info@noys.org).

We recommend that facilitators view the documentary before it is shown publicly, so that discussion leaders are not processing their own reactions while they are trying to lead a discussion.

Decide whether you wish to provide handouts to participants—for example, the list of resources found at the end of this Community Viewing Toolkit.

Provide name tags so that people participating in the discussion will be able to refer to each other by name.

Have the participants complete the Before-Viewing Survey attached to this Community Viewing Toolkit.

When everyone is done, collect and review the surveys while your audience is viewing the documentary, so that the responses can be used in the discussion that follows.

The Before-Viewing and After-Viewing questions and exercises are suggestions designed to get discussion started. Facilitators do not necessarily have to use them all, or even use them in the order they are listed. Rather, facilitators should allow participants to contribute to the conversation and, if needed, move the discussion forward by using the suggestions in this Toolkit.

To enable the activities and results of this nationwide program to be tracked, the Before-Viewing and After-Viewing surveys should be forwarded to:

National Organizations for Youth Safety  
ATTN: **The Last Text**  
7371 Atlas Walk Way, #109  
Gainesville, VA 20155

Note: Facilitators may wish to keep copies of these documents so that the results can be used to spur interest for additional community efforts.

When your event has concluded, consider using local media again to talk about what you did and what came out of it; and any long-term efforts that will be launched as a result. Media outlets interested in including clips of the documentary in a news story must contact NOYS at [info@noys.org](mailto:info@noys.org) to request a clip.

### **“The Last Text” Community Viewing Logistics**

- ✓ Coordinate with your local FCCLA, SADD or BACCHUS chapter
- ✓ Identify community partners
- ✓ Identify partnering school/district
- ✓ View documentary with school administrators
- ✓ Determine viewing type(s)
  - In-school
  - Community
- ✓ Identify school role
  - Viewing only
  - Viewing and curriculum
- ✓ Identify appropriate site(s)
  - Stage
  - Sound system
  - Meeting room for panelists, speakers, etc.
  - Media sign-in area
  - Location for media interviews
- ✓ Fill roles and responsibilities
- ✓ Identify local participants
  - Moderator
  - Panelists
- ✓ Work with NOYS to identify additional participants
  - Expert speakers
  - Trainers
  - Event spokespersons
- ✓ Coordinate transportation and accommodations
- ✓ Create and distribute promotional materials
  - Flyer
  - E-mail (provided)
  - Poster
- ✓ Media outreach
- ✓ Refreshments for panelists, speakers, etc.
- ✓ Thank You letters
- ✓ Reimbursements
  - Per diem
  - Other expenses

## Panel Discussion Host Guidance

Consider these tips when planning to include a panel discussion as part of your community viewing event:

- ▶ Diversity
  - Students:
    - Having both students who are already involved in combating issues of distracted driving and those who may have engaged in distracted driving is important
  - Parents
  - Health Professionals:
    - EMTs
    - ER Doctors and nurses
    - Neurosurgeons
  - Experts:
    - Traffic safety professionals
    - Distracted driving experts
    - Local law enforcement
    - Teen driving instructors
    - Reporters that have covered teen crashes / distracted driving
- ▶ Be aware of the repercussions of certain types of panelists:
  - Victims on a panel tend to have a very strong presence and sometimes an agenda that can take the discussion away from repercussions and into debates on appropriate culpability and punishment
  - Law enforcement panelists may deter teens from talking openly
  - Organizational leaders may give their traditional organizational overview rather than address the topics being raised unless given a specific role
- ▶ Make sure panelists pre-screen the documentary
- ▶ Make sure panelists read the Community Viewing Toolkit
- ▶ Provide panelists an agenda for the event:
  - Give panelists guidelines on what you want them to cover and for how long
- ▶ Make panelists aware of concerns:
  - One perspective dominating the conversation
  - Getting off track from discussing the repercussions for young people of distracted driving
  - Allowing teens to talk openly about distracted driving behaviors
  - Leaving lots of room for questions and honest discussion

## Panelist Tips

- ▶ Pre-screen the documentary
- ▶ Read the Community Viewing Toolkit
- ▶ Make sure you discuss your role with the moderator and coordinator beforehand:
  - Get to know the other panelists and their role/expertise before hand
  - Inform them of your strategies if you feel the conversation is being dominated or going off track so that they can also check themselves
- ▶ Remain on topic:
  - The documentary **“The Last Text”**
  - Distracted driving
  - Your community’s solutions
  - Your role in the community and your experience with the issues of distracted driving
- ▶ Encourage the audience to talk openly and honestly:
  - Allow for different perspectives
  - Remain respectful, particularly of young people

## Moderator Tips

- ▶ Pre-screen the documentary
- ▶ Read the Community Viewing Toolkit
- ▶ Make sure panelists know their roles beforehand:
  - Introduce them to each other and identify each person’s role/expertise before hand
  - Inform them of your strategies if you feel the conversation is being dominated or going off track so that they can also check themselves
- ▶ Acknowledge AT&T, NOYS, CTIA, NSC
- ▶ Guide the discussion:
  - Try not to dominate the discussion
  - Utilize your panelists and their individual expertise
- ▶ Be prepared to get the conversation back on track if it strays too far from repercussions or is being dominated by one panelist:
  - Ask a follow up question to the audience or a different panelist to bring things back to the topic
  - Ask a different panelist to bring their perspective to the discussion
- ▶ Encourage the audience to talk openly and honestly
- ▶ Make sure there is plenty of time for open questions and discussion

## Introducing the Documentary

Please introduce the documentary by first letting the audiences know that the AT&T documentary, **“The Last Text”** was produced by AT&T and made available to NOYS through the generosity of AT&T. Explain to your audience that this documentary describes the tragedy of texting while driving through the eyes of family members, friends, and the teens who have lost a loved one or caused a crash. The documentary focuses on the devastation of texting while driving—and the far-reaching consequences it causes. They will see distraught family members and friends. We want them to be prepared—to understand what they will be seeing—because, even when you know what to expect, the impact of it can be emotionally powerful.

## Read before Viewing

- Distracted driving is dangerous—as well as illegal in some states.
- Distracted driving is associated with crashes and tragic loss of life.
- Distracted driving is a major cause of injury and death on the nation’s highways, no matter what the age of the driver. However, the *leading* cause of death among young people between 16 and 20 years old is traffic crashes. These injuries have an impact on everyone: the teen, the teen’s family and friends, the teen’s community, and society in general, costing billions of dollars each year.
- Despite changes in the law and educational campaigns by government and private entities, too many young people still use their phone while driving.
- The combination of driving inexperience, impulsive behaviors, and unfocused driving is frequently tragic.

## Discussion Ground Rules

If the group is small enough, have all participants introduce themselves so that facilitators and other attendees know who is there. Create discussion procedures so that everyone understands they will be heard and no one can dominate the discussion or silence others. Use “active listening”—that is, repeat comments back to the individuals who said them to be sure that they were heard correctly and that everyone understands. Invite people to participate, especially those who may not have contributed to the conversation.

## Before-Viewing Activities

### Before-Viewing Survey

Have the participants complete the Before-Viewing Survey attached to this Community Viewing Toolkit. When everyone is done, collect and review them while your audience is viewing the documentary, so that the responses can be used in the discussion that follows.

### Before-Viewing Audience Participation Questions

Pose the following questions to the members of your audience without judging the responses. This activity is designed to see what people think before they view the documentary.

- What do you think is the biggest problem associated with distracted driving?
- What do you imagine is the worst thing that can happen as a result of distracted driving?
- Do you think that distracted driving is a risk for all drivers?
- Describe what you mean and what the risks may be.
- Why do you think some laws in some states in the country make it illegal to text and drive?

## After-Viewing Activities

### After-Viewing Audience Participation Questions

The following questions are intended to generate a discussion among audience members. Whether all of them are covered is not as important as having participants discuss what is significant to them and how they see the documentary having an impact on their own lives.

- What is your reaction to AT&T's "**The Last Text**"?
- Now that you have seen the documentary, what do you think is the worst thing that can happen as a result of distracted driving?
- In the documentary, one youth says "I sent one stupid, meaningless text, 'lol' and killed a man." Is this something that could happen to you? How does that make you feel?
- A state trooper in the documentary says,  
"At that point is when I noticed her cap and gown was still in her car, she was going to graduate the next day. It was just a really horrific scene... all because of a senseless text message."
- Has your life ever changed in a matter of moments?
- Have you ever done something that you regretted immediately or even much later? What happened? How did it feel?
- What options can you take to avoid distracted driving?

### After-Viewing Audience Participation Exercises

The following exercises are suggestions to continue the discussion or to move it into an area the facilitator feels has not been covered.

- List all of the excuses you have heard, given, or can think of why someone would choose to drive distracted. Write a response and offer an alternative to each excuse.
- Make a list of things you might do or say if you were in a vehicle when the driver was driving distracted. Can you see yourself saying or doing these things? Why or why not?
- Make a list of people who do *not* make decisions based on peer pressure. Describe the personal characteristics of these people.

- Make a list of people who will support you in driving phone free. Would your name appear on anyone else’s list?
- Make a list of ways in which you think you can take action to deal with this problem in your own community.

## After-Viewing Survey

Have the participants complete the After-Viewing Test and collect them when everyone is done. Ask participants to discuss the differences between their Before-Viewing and After-Viewing answers. So that NOYS can track responses across the country, the Before- and After-Viewing Surveys should be forwarded to:

National Organizations for Youth Safety  
 ATTN: **The Last Text**  
 7371 Atlas Walk Way, #109  
 Gainesville, VA 20155

## Individual Action Plan

Close the loop by asking each participant to develop an action plan to reduce distracted driving. Some potential partners and activities are listed here and on the following pages. Include each level that applies.

*Community Level:* Task forces involving parents, media, faith-based groups, police, schools, civic leaders, hospitals/EMS, chapters of national student organizations like FCCLA and SADD

*School Level:* Clubs, SGA, students (diverse voices), awareness-raising activities, enforcement policies, educate/learn about safety risks (physical, mental)

*Family Level:* Family meeting to discuss distracted driving, creating a family pledge to not text and drive, and available resources

*Individual Level:* Reach out to a friend who you know drives distracted; participate in school or community activities listed above

## Resources and Opportunities for Long-Term Involvement

Individuals who are willing to come to an event such as the showing of the AT&T documentary, “**The Last Text**,” tend to be a self-selecting group. That is, those who willingly attend such an event may already have an interest in the subject. Attracting the attention of those who do not have a pre-existing interest in preventing distracted driving may require longer-term commitment. Many opportunities exist to help teens drive focused and develop reasons to drive safe. For example, young people are likely support each other in safe driving activities offered through youth-led organizations. Similar opportunities exist for adults to help teens avoid risky driving that can result from distracted driving. Yet every community has young people who are texting while driving, and parents who don’t know to recognize this risk and provide prevention tools.

For those who are interested, the following organizations can provide information about programs that can be used effectively in schools and communities, and the suggested activities can provide opportunities for continuing involvement—and continuing success—addressing this important community issue.

## Organizations and Reports

Distraction.gov, [www.distraction.gov](http://www.distraction.gov)

National Highway Traffic Safety Administration (NHTSA), [www.nhtsa.gov](http://www.nhtsa.gov)

FCCLA (Family, Career and Community Leaders of America), through its FACTS (Families Acting for Community Traffic Safety) program, which has a CD available, [www.fcclainc.org](http://www.fcclainc.org)

National Center for Statistics and Analysis (NCSA). The NCSA website can be accessed by going to [www.nhtsa.gov](http://www.nhtsa.gov) and clicking on Crash Information.

NOYS (National Organizations for Youth Safety), [www.noys.org](http://www.noys.org) The website offers tools for the NOYS *Speak Out and Make NOYS* program and a new NOYS program, *Project YOUTH-Turn*, and a resource for parents *UnderYOURInfluence*.

## Community Action Ideas

We have listed some suggested areas of activity that participants might wish to pursue. These are only suggestions. To find out what is going on in your community, or whether your community is addressing an issue you think is important, contact your local police department or sheriff's office, the state police, and the schools. If these agencies cannot help you, try the website of the Governors Highway Safety Association, [www.ghsa.org](http://www.ghsa.org), and click on State Info to learn what your state's Highway Safety Office is doing.

## Peer-to-Peer Activities for Youth

As peer leaders in your community, we encourage you to visit the NOYS website (National Organizations for Youth Safety, [www.NOYS.org](http://www.NOYS.org)), and use one of the peer educator tools developed by NOYS youth to help you plan to make NOYS for positive change in your own school or community. Host a discussion group, plan ahead for a *Project YOUTH-Turn* teachable moment, create a *National Youth Traffic Safety Month* event, or raise your voices to opinion leaders by using the *Speak Out & Make NOYS* guide. All of these youth-developed resources are available free through the NOYS website and more resources are available from NOYS partner links.

## Facts and Stats

The following statistics have been provided by Distraction.gov and National Highway Traffic Safety Administration (NHTSA)

- In 2008, almost 20 percent of all crashes in the year involved some type of distraction. (NHTSA)
- Nearly 6,000 people died in 2008 in crashes involving a distracted driver, and more than half a million were injured. (NHTSA)
- The younger, inexperienced drivers under 20 years old have the highest proportion of distraction-related fatal crashes. (NHTSA)
- Drivers who use hand-held devices are four times as likely to get into crashes serious enough to injure themselves. (Insurance Institute for Highway Safety)
- Using a cell phone while driving, whether it's hand-held or hands-free, delays a driver's reactions as much as having a blood alcohol concentration at the legal limit of .08 percent. (University of Utah)
- In 2008, there were a total of 34,017 fatal crashes in which 37,261 individuals were killed. (NHTSA)
- In 2008, 5,870 people were killed in crashes involving driver distraction (16% of total fatalities). (NHTSA)
- The proportion of drivers reportedly distracted at the time of the fatal crashes has increased from 8 percent in 2004 to 11 percent in 2008. (NHTSA)
- The under-20 age group had the highest proportion of distracted drivers involved in fatal crashes (16%). The age group with the next greatest proportion of distracted drivers was the 20-to-29-year-old age group (12%). (NHTSA)
- Motorcyclists and drivers of light trucks had the greatest percentage of total drivers reported as distracted at the time of the fatal crashes (12%). (NHTSA)
- An estimated 21 percent of 1,630,000 injury crashes were reported to have involved distracted driving. (NHTSA)

## Sample Parent Letter for “The Last Text”

*Dear Administrator: This letter contains suggested language. Please utilize on your own letterhead and modify to suit your needs.*

Dear Parent,

On [DATE] at [TIME], we will be showing the [CLASS LEVEL] class “**The Last Text**,” AT&T’s documentary on the consequences of texting while driving. The documentary has been generously provided free of charge to schools and community groups around the country by AT&T and the NOYS Coalition ([www.noys.org](http://www.noys.org)).

In March 2010, AT&T launched a campaign to educate consumers about the dangers of texting while driving. The brave individuals in this documentary shared their stories with us because of how deeply they feel about the dangers of texting and driving. “**The Last Text**” shows the consequences from unsafe decisions, including personal stories from friends, families, and those who caused tragic crashes through texting while driving.

This documentary features real life tragic stories and may not be appropriate for young or sensitive viewers. We plan to have school counselors available during the viewing, as well as afterwards to deal with any feelings or issues that this documentary may bring up for your student. We also plan to discuss the documentary afterwards in order to reinforce the message. Should you prefer that your student not participate in the viewing, we have provided opt-out slips. Please sign and send these back **ONLY** if you do not want your student participating.

We hope that this documentary will spark discussion among students and at home on the real dangers of texting while driving. We have attached some tips on discussing distractions with your teen, provided by National Organizations for Youth Safety (NOYS). We appreciate your support as we tackle this difficult and important subject and work together to keep your teen safe.

Best Regards,

School Administrator

## Parent Tips

- ▶ Set a good example – your kids will do as you do
- ▶ Talk with your teens early and often about focused driving
- ▶ Remind your child that you love them and care about their safety
- ▶ Talk to your teens about your expectations of them
  - As a driver
    - Sober
    - Obeying speed limit
    - Seat belt use
    - Not distracted by:
      - Other teens
      - Cell phones
      - Text messaging
      - Eating
      - Drinking
      - Smoking
      - Retrieving a dropped item like gum, a wallet or a phone
      - Music
        - Changing radio stations
        - Changing CDs
        - Changing iPod
  - As a passenger
    - Seatbelt use
    - Sober driver
    - When not to get in a car
    - What to do if your driver is intoxicated or driving unsafely

## Sample E-mail Blast

Subject: Screening of AT&T's "The Last Text" on (DATE)

Please join us on (date) at (time) at (location) for a very powerful and important event, a (community/school) screening of the AT&T documentary, "The Last Text." This documentary shows the real-life consequences of texting while driving and has been made available to our community for educational purposes through National Organizations for Youth Safety (NOYS) and the generosity of AT&T.

We encourage (teens, parents and/or community members) to join us to view this documentary and engage in an open, honest discussion of how we can reduce texting while driving among teens in our community. Please share this invitation with (friends, family and/or community members).

If you have questions about this event, please contact (your screening organizers contact information).

We look forward to seeing you on (date) at (time) at (location).  
(Screening Organizer or organizing groups)

Please Note: This documentary features real life tragic stories and may not be appropriate for young or sensitive viewers.

### Letter to the Editor Guidelines

- ▶ Respond to a pertinent article, event, news segment or opinion piece on:
  - Young people
  - Safety
  - Teen driving
  - Automotive safety
  - Unsafe driving behavior depicted in the entertainment media
- ▶ Site the piece that you are responding to
  - Re: *Article title and date*
- ▶ Keep your response short and to the point
- ▶ Don't just agree or disagree, offer a unique perspective
- ▶ Offer new information

**PLEASE COMPLETE THIS SURVEY BEFORE VIEWING THE DOCUMENTARY**

Please fill in the following: Your Birthday (day only): Month/\_\_\_\_/Year

Last two numbers of home street address: \_\_\_\_ First and last numbers of your phone number: \_\_\_\_

1. What is your gender? (*Circle one*) Male Female

3. What is your age (in years)? (*Circle one*)

11 12 13 14 15 16 17 18 19 20 21+

4. Do you currently have a valid driver's license or a temporary permit? (*Mark One*)

No (I have neither) <input type="radio"/>	Yes (I have a full license) <input type="radio"/>	Yes (I have a temporary permit) <input type="radio"/>
--	--	--

Reason for no valid driver's license or permit:  not of age;  of age, but have not applied;  
 suspended or revoked;  Other (please explain) \_\_\_\_\_

5. During the past 30 days, have you read or sent a text message while driving? (*Mark One*)

<input type="radio"/> Every day	<input type="radio"/> 3-5 days per week	<input type="radio"/> Only on special occasions
<input type="radio"/> 4-6 days per week	<input type="radio"/> 1-2 days per week	<input type="radio"/> Not at all

6. How dangerous *do you think* it is to text while driving? (*Mark one*)

Not at all Dangerous <input type="radio"/>	Maybe a Little Dangerous <input type="radio"/>	Somewhat Dangerous <input type="radio"/>	Quite Dangerous <input type="radio"/>	Very Dangerous <input type="radio"/>
--	--	--	---	--

Please mark one response for each of the following questions.

	Very Unlikely	Somewhat Unlikely	Neutral	Somewhat Likely	Very Likely
7. In general, how likely do you think it is that you could be involved in a serious crash?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. If you rode with a driver who was texting, how likely is it that you could be involved in a serious crash?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. If you have/had a driver's license or permit, how likely is it that you would text while driving? <input type="radio"/> <i>I don't currently drive</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. How likely is it that you would ride with a driver who you know uses their phone while driving?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. How likely is it that you would try to stop a friend from texting while driving?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. How likely is it that you would try to stop a friend from <u>riding</u> with a driver who uses their phone while driving?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PLEASE COMPLETE THIS SURVEY AFTER VIEWING THE Documentary**

Please fill in the following: Your Birthday (day only): Month/\_\_\_\_/Year

Last two numbers of home street address: \_\_\_\_ First and last numbers of your phone number: \_\_\_\_

Mark <u>one</u> response for <u>each</u> question.	Very Unlikely	Somewhat Unlikely	Neutral	Somewhat Likely	Very Likely
1. In general, how likely is it that you could be in a serious crash?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. If you rode with a driver who was texting, how likely is it that you could be involved in a serious crash?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. If you have/had a driver's license or permit, how likely is it that you would text while driving? <input type="radio"/> <i>I don't currently drive</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. How likely is it that you would ride with a driver who you know uses their phone while driving?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. How likely is it that you would try to stop a friend from texting while driving?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. How likely is it that you would try to stop a friend from <u>riding</u> with a driver who uses their phone while driving?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. In general, how dangerous do you think it is to text while driving? *(Mark one)*

Not at all Dangerous <input type="radio"/>	A Little Dangerous <input type="radio"/>	Somewhat Dangerous <input type="radio"/>	Quite Dangerous <input type="radio"/>	Very Dangerous <input type="radio"/>
--	--	--	---	--

8. After seeing the documentary, are you more or less likely to feel that you could be harmed in a crash if you drive distracted or ride with a distracted driver? *(Mark one)*

Much Less Likely <input type="radio"/>	Somewhat Less Likely <input type="radio"/>	No Change <input type="radio"/>	More Likely <input type="radio"/>	Much More Likely <input type="radio"/>
--	--	------------------------------------	--------------------------------------	---

9. As a result of viewing the documentary, are you more or less likely to drive distracted or ride with a distracted driver? *(Mark one)*

Much Less Likely <input type="radio"/>	Somewhat Less Likely <input type="radio"/>	No Change <input type="radio"/>	Somewhat More Likely <input type="radio"/>	Much More Likely <input type="radio"/>
--	--	------------------------------------	--	---

## Post-Event Feedback

Thank you for your work to address distracted driving. Your dedication to educating others about this risk is sincerely appreciated. We would like to highlight your efforts through the NOYS Coalition. Please share your post-event feedback with NOYS at [info@noys.org](mailto:info@noys.org), we will use your suggestions and comments to share with other communities that are planning “**The Last Text**” events.

1. Tell us about your community and its experience with distracted driving.
2. How many students participated in your event?
3. How many adults participated in your event?
4. Did you include a panel discussion
5. Did you have any speakers participate?
6. Which parts of the kit did you use?
  - a. Questionnaire
  - b. Logistics kit
  - c. Panel discussion guidance
  - d. Before- and After- Viewing surveys
7. What elements did you find most helpful?
8. Was there anything else that we could provide to help you with your event?
9. What was most successful about your event?
10. How did you publicize your event?
11. What might you do differently for a future event?
12. Did you have any media participation?
13. How many community organizations helped plan your event?
14. Do you have any suggestions for other communities that are planning a “**The Last Text**” community viewing?