
**Save lives
with #X**



Toolkit

We're encouraging advocates of the *It Can Wait*[®] movement to use #X to help end texting and driving. This document contains suggestions for you to start activating #X and spreading the word.



Helping save lives. Empowering change. One text at a time.

What is #X?

#X is a shortcut/tool we've introduced to pause a text, social, or email conversation before you drive to let friends know you're about to drive and can't respond until you safely reach your destination.

Why use it?

#X does something. Those two little characters have power: The power to control the conversation. The power to save a life.

How to use it?

In the middle of a text, email, or social media conversation use #X to pause the conversation temporarily.

When to use it?

Use #X before beginning to drive.



Nobody wants to stop a conversation

It's not in our nature

We're human

We crave continuous contact like we crave the air we breathe

That's why we need a tool like #X

That's why we need a tool like #X

Because our text conversations have become just as important as our real conversations

Maybe more important

And that's what makes #X so important

Because it can be impossible to stop texting

It feels like we're severing our connection with the world

Losing our lifeline to everything we care most about

Even when we're getting behind the wheel

And that's where #X comes in

It's a simple hashtag

So we don't have to worry about missing out

About not seeing a Snapchat, status update or essential selfie

Or risk offending a friend with silence

That's the power of #X

It gives us the ability to put our precious conversations on pause

Not to end them – just pause them

Put our handheld life on hold

Just to take a breath while we make the right choice

Just until we arrive safely

That's #X.

Whether it's serious or silly, hot gossip or just gabbing

#X pauses the conversation before we drive

Because no text is worth a life

Ways to share #X in social media

Use #X to pause your text, email and social conversations before getting behind the wheel.

Spread the word about #X by tweeting, posting or instagramming about #X and how it can help save lives. Try these:

I text my friends #x to let them know I'm about to drive and won't respond to texts. #ItCanWait

When I text #x to my friends, it lets them know I'm about to drive and won't be responding to texts. #ItCanWait

Before I get in the car, I always text my friends #x to let them know I'm about to hit the road and won't be responding to texts. #ItCanWait

Paint 'X' on your thumbnails as a visual reminder not to text and drive. Get creative with it, and share your nail art through your social media profiles with #ItCanWait.

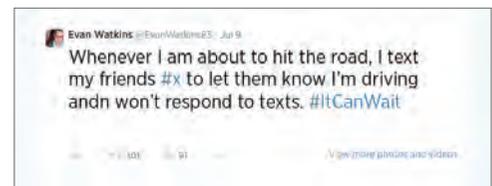
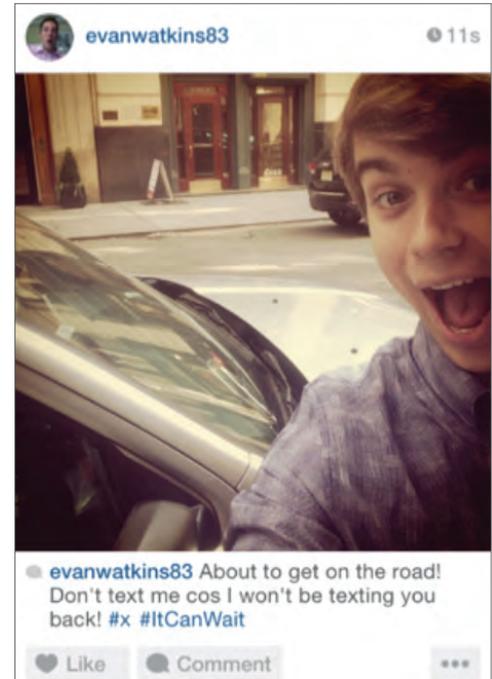
Change your email signature line to let others know about #X and the dangers of texting and driving. "Send #X before you drive to pause the conversation until you arrive. Take the pledge... It Can Wait"

Create a text message shortcut on your smart phone where a long press on x sends "#x. I will respond when I get to my destination safely."

Create a video and share it on YouTube and Vine about "What I do when I #X". You can show others what you do to remind yourself not to text and drive and share ways you can help yourself or others to put the phone down.

Fun Instagram/Snapchat/Facebook ideas: Form a human X with a group of friends, cut an X into your lawn, find things that form a natural X like tree branches, take a selfie with your version of #X, just think of your own way of showing you don't text and drive, then snap a picture share it with your friends. #X before you drive.

Share your art! Show us your version of #X to help inspire others to join in. Take a picture, share on social media. And don't forget to tag #ItCanWait!



Ways to spread the word about #X in the real world

At School or Work

Create a sign for your locker at school to help others learn about #X and how it can save lives.

Turn white T-shirts into #X shirts with fabric markers using one of our stencils, and share your work with others on social media.

Get permission from your school or other local organization and hold a free car wash to help spread the word about texting and driving, keeping the roads safe, and to remind others to use #X before they drive.

In the Community

Draw the #X in dust on a car window to show others you are in the know, and to remind yourself or other drivers to use #X before driving.

Host a walk or rally to show your support and invite your local community organizations to highlight the solutions like #X.

Make a creative yard sign and put it out in front of your house to remind passers-by to use #X before the drive to pause the conversation.

Other ways

Use or create a calendar where you can X-out every day when you or your parents don't text and drive. It's a fun way to join in when you can't drive yet, and also to help others see the sense in staying safe.

Change your phone's wallpaper to feature #X and remind yourself that texting and driving don't mix.

Use a sticky label or tape on car keys, alarm fob, or steering wheel to remind yourself or other drivers to use #X before they drive.



Spread the word! Here's a few tips to help you educate others and get the word out about the dangers of texting and driving.

Download the AT&T DriveMode® app, it is a free app that helps you avoid distractions so you can stay focused while driving. It silences incoming text message alerts and sends an auto-reply letting the sender know you're behind the wheel.

Out of sight, out of mind. Put your phone on silent mode or in a place where you can't reach it. No phone. No texts.

Create a music playlist to rock out or sing along to in the car. It's way safer than texting while driving – and more fun!

Educate your friends, family and community with these videos:

From One Second to the Next

<https://www.youtube.com/watch?v=Xk1vCqfYpos>

Demi Lovato PSA

<https://www.youtube.com/watch?v=skSbfe6GANK>

R5 behind the scenes

<https://www.youtube.com/watch?v=YyFkRhXflt8>

#X Before you Drive

<https://www.youtube.com/watch?v=yFLOJcRjS1A>

Assign a "Designated Texter" when you're on the road with friends and family. They can respond to incoming texts for you, or respond with #itcanwait.

Call, don't text! If you need to tell someone you're running late while driving, use the approved Bluetooth feature in your car to make the call safely instead.

Speak up! If you see a friend or family member texting and driving, tell them it's not okay and ask them to stop.