



Take the Pledge to “Just Drive” Distracted Driving Dangerous

Why take the pledge?

Supporting safe driving is important for all communities to protect those whom they love and provide a safe environment for all on the road. The pledge acknowledges the risks of distracted driving and asks individuals to commit to not drive distracted. By taking the pledge, individuals share their commitment to drive safe and encourage others to do the same. The drive should involve schools, parents, local businesses and emergency health care provider leaders. The pledge drive is designed for schools and communities to engage in a conversation regarding the dangers of distracted driving.

Ideas for Local Campaigns

Local high schools can get involved and encourage students to “Take the Pledge.”

- Contact schools and ask them to promote the campaign to students. The sample letter ([link](#)) provides a template for detailing how the school can participate in the pledge drive.
- Encourage schools to promote the pledge drive through posts on social media such as Facebook and Twitter. By promoting the pledge through the school’s social media sties, parents will see information regarding the drive and the importance of not driving distracted. *See example of social media posts in attached materials.*
- A well-respected teacher or athletic coach would be appropriate to be a campaign spokesperson in the school. *See sample messages.*
- Join with leaders of student groups – such as school organizations like Student Council, University Interscholastic League, football team, band and other extra-circular activities – to challenge these groups to take the pledge and encourage their peers to do the same.
- Work with your local high school to facilitate activities during the “Take the Pledge” week in September. RACs can provide speakers to schools for presentations (assemblies or class-specific) to students about the dangers of distracted driving and encourage them to take the pledge. The presentation can include a video stimulus shown during the designated pledge week to display how quickly accidents can happen when a driver is distracted. *See attached video stimulus.*

Local chambers of commerce can promote safe driving to local businesses. Participation could involve some or all of the following:

- Resolution to support the pledge drive.
- Communication with all chamber members about the pledge drive. *See sample letter attached.*

- Participation in a news conference the day of the pledge drive.
- Promotion of the pledge drive through posts on social media such as chamber website, Facebook and Twitter, and an article in a chamber newsletter. *See sample social media posts and sample article.*

Your mayor or other city /county government official(s) may get involved to support safe driving.

- Request a proclamation or resolution to support the pledge drive in your community.
- Involve local government leaders in a press conference on your local pledge day.
- Encourage the mayor and city council members to promote the pledge drive through posts on social media such as Facebook and Twitter. *See sample social media posts.*

Involve the local media.

- Distribute a media advisory about the upcoming pledge day outlining various school and community events and encourage coverage. Target local newspaper(s) including neighborhood or shopper publications, TV stations including cable companies and radio stations. Ask for posting on these entities' websites and other social media platforms. *See sample advisory*
- Distribute press release and fact sheet to local newspaper, TV stations and radio. *See sample release and fact sheet.*
- Host press conference to inform the public about the drive. *See sample outline for news conference.*

Raise awareness of the Pledge Drive within your community.

- Submit an article about the pledge drive and the importance of safe driving to local churches, civic organizations, employers, community websites or blogs, etc. *See sample article.*
- Place poster flyers detailing information about taking the pledge in public areas and encourage churches, businesses and health care providers to post them as well. *See sample poster.*
- Distribute copies of the “pledge” to all participating entities and make it available online. *See sample pledge.*