

Distracted Driving Video Challenge: Join students across the state of Ohio and help us warn teens against distracted driving

AT&T and the Ohio Department of Public Safety call on teens to warn against distracted driving in a video challenge. We invite Ohio high school students to submit their best creative, new and innovative ideas for video messages discouraging smartphone distractions behind the wheel.

It Can Wait/Safer Ohio Video Challenge details

- Ohio high school students can send a video script or description of up to 700 words to **communications@dps.ohio.gov** between **December 1 and March 31**.
- AT&T and ODPS will select up to six submissions to be produced by The Ohio Channel.
- Students with selected ideas will receive a prize package that includes a wireless tablet from AT&T.
- Students can find challenge guidelines by visiting **http://www.publicsafety.ohio.gov/video_challenge/index.html**.



What is distracted driving?

- New research shows that 7-in-10 people engage in smartphone activities while driving.
- 62% keep their smartphones within easy reach while driving.
- More than 6-in-10 smartphone users text and drive, nearly 4-in-10 tap into social media while driving, almost 3-in-10 surf the net and 1-in-10 video chat.

AT&T's It Can Wait campaign

- AT&T launched the national movement in 2010 to drive awareness of the dangers of texting and driving. The campaign has since expanded as drivers engage in more and more smartphone activities from behind the wheel.
- Law enforcement, educators, national retailers, consumer safety groups, legislators, and the entire wireless industry have joined the movement.
- Our no-texting-while-driving app (AT&T DriveMode), online driving simulator, *It Can Wait* Twitter handle and celebrity ads and appearances are just a few components of the multifaceted campaign.
- *It Can Wait* inspired more than 7 million pledges not to text and drive.

The deadline to submit your *It Can Wait/Safer Ohio* messages is March 31. Visit **http://www.publicsafety.ohio.gov/video_challenge/index.html** for more details on the challenge, and contact us through **ohio.att.com** with any further questions.

