



AT&T supports the Sustainable Development Goals



SDG 3, Target 6: • *By 2020, halve the number of global deaths and injuries from road traffic accidents*

In Latin America and the United States, AT&T is committed to saving lives by raising awareness and sharing a simple message through our It Can Wait campaign: keep your eyes on the road, not on your phone.

It Can Wait®

Several initiatives comprise our no-texting-while-driving campaign, It Can Wait®. Originally introduced in 2010, the program aims to educate millions of our wireless users, employees and the general public about the dangers of texting while driving. Now in its fifth year, our campaign has evolved as smartphone driving distractions have grown beyond texting to social media, web surfing, selfies and video chatting.

At the end of 2014, AT&T was asked to join a global coalition, Together for Safer Roads, focused on improving road safety and reducing deaths and injuries by road traffic collisions. The founding members are: Anheuser-Busch InBev, AIG, AT&T, Chevron, Ericsson, Facebook, IBM, iHeartMedia, PepsiCo and Walmart. In 2015, we participated in the

development and launch of a white paper from the coalition that identifies gaps, and discusses the role of the private sector in advancing road safety.



It Can Wait Mexico

In October 2015, AT&T introduced its It Can Wait campaign to Mexico to call on drivers across the country to keep their eyes on the road, not on their phones. Our research showed that more than 9-in-10 (92%) urban Mexicans said they read or send messages or engage in other smartphone activities while driving, and that nearly a quarter (24%) do it “all the time.”



We joined with government and community officials to launch an It Can Wait public awareness, advertising and pledge campaign in Mexico City in 2015 and we'll expand the program to other major cities in Mexico in 2016. In Mexico City, we are working with Mayor Miguel Ángel Mancera to share the It Can Wait message on city-owned billboards. The 16 municipalities Casas de Cultura will host neighborhood It Can Wait events that will include the virtual reality simulator.

Research

In the end, the question is whether all this activity is making a difference – and importantly, which activity is the most impactful.

In 2015, to inform the shift in our focus, AT&T commissioned research that shows that 7-in-10 people engage in smartphone activities while driving, and that 62% of people keep their smartphones within easy reach while driving.

In the first installment of an AT&T study in 2014, preliminary research on crash data from Texas, Florida and Illinois suggested a correlation between It Can Wait campaign activities and a reduction in crashes. We have continued to work on this model in some of these states and intend to collaborate with others to see how our campaign may be helping reduce smartphone-related crashes.

National Virtual Reality Simulator Tour

In 2013, AT&T commissioned texting-while-driving car simulators and organized more than 200 local events for drivers to experience what happens while texting and driving. As of December 2015, AT&T has grown this program with 588 events reaching more than 49,000 participants across the country. In 2015, a fully immersive virtual reality experience was created specifically for the tour. On the simulator tours alone, nearly 106,000 pledges have been made to keep your eyes on the road, not on your phone.

National Speakers Bureau

As part of our efforts to bring first-hand stories about the dangers of smartphone use while driving to audiences around the country, AT&T works with StopDistractions.org to connect with people affected by distracted driving crashes with schools, conferences, conventions and media to talk about these life-changing events. The speakers bureau includes hundreds of advocates around the country who have also contributed to AT&T's two documentaries and national advertising campaigns.

It Can Wait Pledges

By January 2016, the movement has achieved more than 7.5 million pledges from drivers to keep their eyes on the road, not on their phone.



Social Media Engagement

In an effort to further drive behavior change, we focused on digital and social media through the voice of influencers and our Twitter handle, @ItCanWait. The handle launched in July 2014 and has garnered more than 133,000 followers to date.

In 2015, AT&T also released a survey that showed that, while many of us have hundreds of smartphone contacts, 2-in-3 people have almost all or most of their texts, social media interactions and emails with just 5 people. Because of this, AT&T launched the #Tag5toSave5 to ask people to tag their “top 5” in a social post and encourage them to keep their eyes on the road, not on the phone. We encouraged people to #Tag5toSave5, and follow that hashtag to see how others are sharing the message.

Technology and Innovation Programs

AT&T has tapped into its innovation programs to help drive the It Can Wait movement. The AT&T DriveMode app to curb the urge to text while driving emerged from an employee’s submission to The Innovation Pipeline. In 2014, the AT&T DriveMode app became available for iPhone users – making it the first free no-texting-while-driving application offered by a major U.S. wireless carrier that works on the iPhone. This app launch helped drive adoption of the application resulting in more than 3 million downloads as of 2015.

AT&T Employees

Over the years, AT&T has engaged its 240,000 employees to help spread the word through outreach in their local communities. Through internal communications and websites, we’ve encouraged employees to take the pledge and discuss the issue. Our employees have given presentations about the It Can Wait campaign to more than 1,500 schools and they continue to hold It Can Wait community events and activations. To date, more than three-quarters of AT&T employees have taken the pledge.