



2014-08

**NATIONAL SHERIFFS' ASSOCIATION SUPPORTS
AT&T'S IT CAN WAIT CAMPAIGN**

WHEREAS, engaging in visual-manual subtasks (such as reaching for a phone, dialing and texting) associated with the use of hand-held phones and other portable devices increased the risk of getting into a crash by three times (2009, Virginia Tech Transportation Institute), and;

WHEREAS, U.S. Department of Transportation data demonstrate that effective advertising coupled with increased high-visibility police enforcement of distraction laws could reduce distracted driving over a widespread area (National Highway Traffic Safety Administration), and;

WHEREAS, forty nine percent (49%) of drivers with cell phones under the age of 35 send or read text messages while driving (2011, Harris Poll), and;

WHEREAS, over twenty five percent (25%) of people between the ages of 18 and 29 report that they text "regularly" while driving (Centers for Disease Control), and;

WHEREAS, seventy one percent (71%) of teens and young people say they have composed/sent SMS messages while driving (2012, Ad Council), and;

WHEREAS, 40% of teens in the U.S. report that they have been in a vehicle while the driver was using a cell phone in a way that put passengers in danger (The Pew Charitable Trusts), and;

WHEREAS, according to the U.S. Department of Transportation's National Highway Traffic Safety Administration, 3,328 people were killed and an estimated 421,000 were injured in distraction-affected crashes in 2012 (NHTSA), and;

WHEREAS, reports state that eleven percent (11%) of all drivers under the age of 20 involved in fatal crashes were reported as distracted at the time of the crash. This age group has the largest proportion of drivers who were distracted (2012, NHTSA), and;

WHEREAS, the National Sheriffs' Association supports efforts of the cellular device industry to reduce crashes by, and fatalities of, drivers trying to drive and text at the same time;

NOW, THEREFORE, BE IT RESOLVED, that the National Sheriffs' Association lends its endorsement to AT&T's "It Can Wait" campaign, recognizing the value of using social media to

change social norms, and that every person persuaded to refrain from texting while driving improves our communities and reduces crashes, injuries and fatalities.