

On a Very Special Episode of Inspectress Gadget: Don't Text and Drive!

Written by Claire Perkins

I'm about to get back to school special on you.

I can definitely relate. Sometimes it's a **STRESSFUL** day when you're speeding to a meeting and trying to take care of business. Other times you're driving on a straightaway and just plain bored. Sometimes you're on a freeway and you hear a text chime from your new crush. It can be really difficult to ignore your portal to the world when you're in your car, especially when you live in a space as spread-out as Phoenix.



This person is stupid. A) for using a phone from 2002 and B) for texting while driving

But needless to say, it's insanely stupid and dangerous. Think about it for a sec. You're going 65, changing lanes and you're worried about finding the comma key to complete a sentence in an e-mail to your realtor? Please. We know people who have backed into brick walls while texting, fallen down and gotten seriously injured while texting and even worse.

Even if you wrongly believe you are capable of safely texting and driving, imagine all the people out there you don't trust. You need to be on your defensive driving game to avoid tools who are incapable of multitasking. There are plenty uncoordinated people who can barely chew gum and drive, let alone Facebook and drive. This is why we, as a society, need to all agree not to mess with our phones while behind the wheel.

AT&T agrees, and has made texting & driving a new priority with their "It Can Wait" campaign. Read on to learn more, and read my top ten tips to STOP texting and driving.



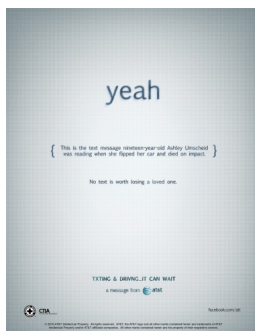
Your next ride could be on one of these

A shocking 5,500 people were killed by texting and driving last year, and the largest number of those killed were younger than 20 years old. AT&T is educating texters young and old with their new "It Can Wait" campaign. Their [Web site](#) has a wealth of info on texting and driving, including:

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- An AT&T's **"It Can Wait" Resource Center**, which directs readers to the National Safety Council, CTIE Wireless Association, On the Road, Off the Phone site and National Safety Council Teen Driver site.
- A **General Wireless Safety Guide**, which includes a Parent's Guide to Texting, How-To Smart Limits instructions, A general guide to Wireless Safety and Wireless Tips for Seniors.
- A **link to the Facebook Pledge** you (or your kiddos) can take to promise to put the Blackberry down. More than 21,600 people have taken the pledge already!
- A **Texting & Driving IQ Test**
- A **10-minute documentary called "The Last Text"**, which offers a look into the lives of eight lives touched by texting and driving.



An (s)ad from AT&T's campaign

AT&T is responsibly taking other steps to end texting and driving, which include:

- **Launching an expansive advertising campaign**, spanning print, radio, TV and Web ads, in-store signage, collateral and Web billing initiatives.
- **Working to distribute their documentary video to numerous government agencies, safety organizations, tens of thousands of schools** around the country and policymakers to put real faces with the problem and spread the message.
- Reminding new phone buyers not to drive and text by covering most phones sold with **protective screen covers that bear the words "TXTNG & Driving...It Can Wait"**.
- Providing parents with the [Smart Controls Page](#), an all-in-one spot equipped with tools parents can use to help their families stay safe while using technology.
- Providing an [AT&T Friends & Family page](#) for even more info.

So now that you have alllll the info you could ever want, (Drumroll, please....)



- **Get XM Radio.** It's funny what a crass morning show will do to distract you.
- Blast the Twilight soundtrack and **imagine you're in Edward Cullen's Volvo** (or sub in another glamorous movie of your preference).
- **Hand your phone to a wingman** who can text and call for you. If you're alone, toss it in the trunk.
- **Tell friends and family in advance that you're not going to answer** to texts or calls while driving so they don't call or text you (or understand when you don't reply).
- **Don't even start.** When you're at a red light and bored, don't pick it up. Then you'll get caught in a texting back-and-forth.
- **Switch to a fun, sporty car** and focus on shifting, revving and the other joys of driving. Just don't get too wild- that can open up another can of worms.

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- **Veg out.** Seriously. If you're like me it can be hard to find a second to yourself. Take the 20 minutes it takes to daydream, think about your dog, relive childhood Christmases. Whatever you want.
- If you must, **pull over.** If you seriously can't make it the 30 minutes to work without texting, pick a halfway point texting safe zone where you can park for a sec.
- **Turn your phone volume off** so you aren't wondering who's calling, texting, e-mailing, BBMing, etc.
- Brace yourself, then **YouTube [AT&T's documentary](#)**. You'll never want to touch a phone in your car again.

About AT&T

AT&T Inc. (NYSE:T) is a premier communications holding company. Its subsidiaries and affiliates – AT&T operating companies – are the providers of AT&T services in the United States and around the world. With a powerful array of network resources that includes the nation's fastest mobile broadband network, AT&T is a leading provider of wireless, Wi-Fi, high speed Internet and voice services. A leader in mobile broadband, AT&T also offers the best wireless coverage worldwide, offering the most wireless phones that work in the most countries. It also offers advanced TV services under the AT&T U-verse® and AT&T | DIRECTV brands. The company's suite of IP-based business communications services is one of the most advanced in the world. In domestic markets, AT&T Advertising Solutions and AT&T Interactive are known for their leadership in local search and advertising. In 2010, AT&T again ranked among the 50 Most Admired Companies by FORTUNE® magazine.

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