

RADD[®]



The Entertainment Industry's
Voice for Road Safety

www.radd.org

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RADD: DWT 2010

is our Behavioral
Management Initiative
to reduce **Driving
While Texting**.

A woman with short blonde hair and glasses is sitting at a desk, looking at a laptop screen. The background is slightly blurred, showing what appears to be an office or classroom setting with a window on the right.

RADD: DWT2010

seeks to migrate the
perception of DWT as
a social practice from
“cool” to “not cool.”



This will be a lot
harder than **“Friends
Don’t Let Friends
Drive Drunk.”**
Driving drunk
was never
“cool.”

The RADD: DWT2010
message is clear and
unequivocal.

DWT is NUTS!

Simple. Memorable.

Repeatable

therefore **viral**.

RADD/DWT2010

supports technology and enforcement strategies by engaging relevant audiences through conversations that **raise the stakes for texting drivers.**

FIRST RADD raises awareness among each of the stakeholders that they are **key influencers**. Parents, educators, siblings, sweethearts, friends of texting drivers are all **agents of change**.

NEXT RADD engages those Key Influencers in how to save the texting driver's life.

And the lives of those people who the texting driver puts at risk every time they DWT.

THEN RADD delivers
the guidance required to
balance the needs of the
texting driver to be
“in-touch” **and the**
consequences of being
off just a few seconds
in an accident.

FINALLY, RADD provides materials for their own “DWTisNUTS” campaign so that the stakeholders can demonstrate their concern to the texting driver at every turn.

Imagine these materials
in front of **YOUR** teen-
aged daughter, your
older brother, or your
Mom. **Wherever** they are
and **wherever** they go.
Constant reminders.
DWT is NUTS!



DWT
is
NUTS

I won't survive.
Please don't text and drive.

RADD
The Roadside Assistance for Drivers' Safety



DWTT
is
NUTS.

Driving
While Texting
An Arrogant
Jerk Thing.

RADD
The Entertainment Industry's
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DWT takes the brain
of a
flea.

DRIVING WHILE TEXTING

DWT
isNUTS

PAAD



Driving
While
Tweeting
Is For
Twits.

NUTS



If You're Texting, I'll wind up dead. **DWT is NUTS.**



DRIVING WHILE TEXTING

DWIT

ISNUTS

dwt=dth

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**The Entertainment
Industry's Voice Against
Distracted Driving.**