

Use this Distracted Driving messaging toolkit to reach out to your unique audience with information on the importance of driving distraction-free while operating or riding in a motor vehicle. You can use these messages as they are or modify them for your intended purpose.

## **Amplify the Agency of Transportation's Campaign**

One quick and easy way to get educational messaging to your audience is to share content directly from the Agency of Transportation. Find fresh content on our Facebook, Instagram and Twitter channels which are updated regularly:

- Facebook: <https://www.facebook.com/VTransontheroad/>
- Instagram: <https://www.instagram.com/aotvermont/>
- Twitter: <https://twitter.com/AOTVermont>

Or [visit our website](#) for more information or [download materials](#).

## **Key Prevention Messages**

- Drive with your full attention
- When you're distracted while driving, you're not in control of your vehicle
- All these things can distract you and possibly cause a crash: Using your phone, changing music, eating, drinking, passengers

### Sample Facebook/Instagram Content

Utilize the following messaging to help reinforce the importance of driving distraction-free:

#### Message

##### **VERSION A**

**Headline:** It's time to take action.

**Body:** To put the phone on do not disturb, to leave the snacks for later, to let the song play through. To give driving your full attention.

##### **VERSION B**

**Headline:** It's time to take action.

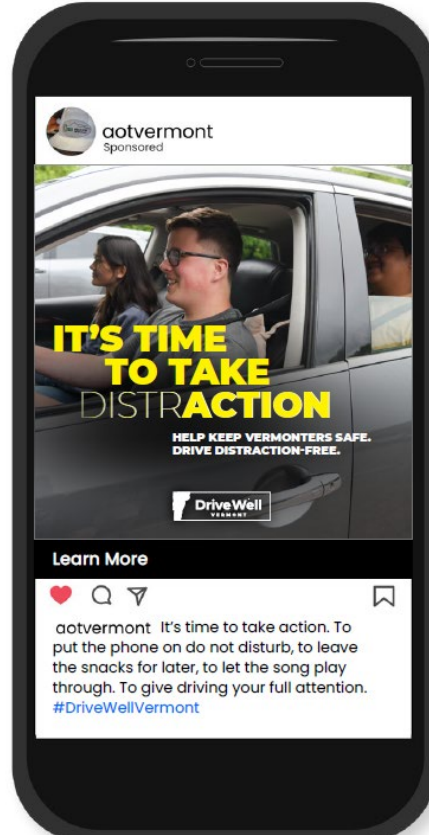
**Body:** When you're distracted driving, you are not in control of your vehicle. Give driving your full attention and drive distraction-free.

##### **VERSION C**

**Headline:** It's time to take action.

**Body:** Using your phone, changing the song, taking a bite to eat, or even interacting with passengers are all distractions when you are driving. Give driving your full attention and drive distraction-free.

## Sample Facebook/Instagram Images



## Sample Twitter Content

These messages emphasize why it is important to drive distraction-free to protect your life and the lives of people around you.

### Message

**Version A:** Let the song play through. Drive distraction-free to stay in control of you and your vehicle.

**Version B:** Save the snacks for later. Driving distracted-free allows you to stay safe and in control when on the road.

**Version C:** Try turning on do-not-disturb on your phone while behind the wheel and take action against distracted driving. Drive distraction-free.

**Version D:** Drive with your full attention. Let the song play through, save the snack for later, and drive distraction-free.

### Hashtags

#drivedistractionfree #distractionfree #putthephonedown #itstimetotakeaction #roadsafety #staysafe #safetyfirst #drivewellvt

## Resources

- [Vermont State Highway Safety Office](#)
- [National Highway Transportation Safety Office](#)
- [Drive Well Vermont](#)
- [Vermont State Police](#)
- [Vermont Department of Motor Vehicles](#)