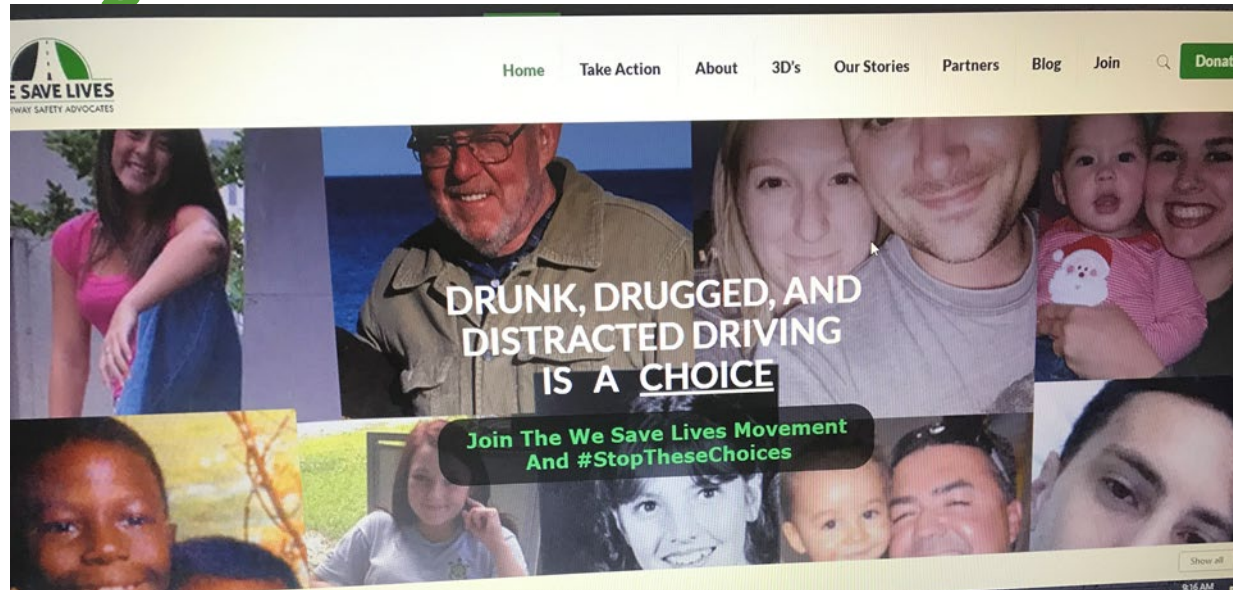


# We Save Lives' Mission: #ChangetheseChoices



To support and promote solution driven policies and programs that save lives by changing dangerous driving **choices** through viral awareness, education, advocacy and partnerships.

- ▶ Focus on the 3 D's, drunk, drugged and distracted driving
- ▶ More than 50 global partners and growing
- ▶ Supported by volunteers who advocate, educate and participate in outreach programs and policy initiatives.

# Just Drive: Enable Airplane/Drive Mode

Thank you to everyone who signed our “Just Drive: Enable Airplane | Drive Mode” Petition! We are pleased to announce that Apple agreed to add a “Do Not Disturb While Driving” feature to all phones running iOS11. If you have this safe driving mode we encourage you to use it as it may save your life.

If you would like to view our campaign, we have provided a copy here.

Sign This Petition

Keep Drivers Focused on Driving

First Name

Last Name

Email

State / Province

☒ *Yes, I would like to receive communications from We Save Lives<sup>SM</sup>*

**SIGN THE PETITION!**

*SPECIAL THANKS TO OUR PARTNER*



Consider these facts, all preventable by enabling **Airplane | Drive Mode**:

- ✓ 1 out of every 4 car crashes in the United States is caused by cellphone use while driving.
- ✓ The majority of car crashes involve drivers distracted while talking on handheld or hands-free cellphones.
- ✓ Texting while driving is 6 times more likely to cause a car crash than driving drunk.
- ✓ Answering a text takes away your attention for about five seconds. Traveling at 55 mph, that's enough time to travel the length of a football field.

Sign this petition. Help us keep drivers  
focused on driving.

#JustDrive#EnableDriveMode

 **Airplane**  **Drive Mode** 

In 2014, 3,179 people were killed, and 431,000 were injured in motor vehicle crashes involving distracted drivers. What if there was a way to prevent it? What if you could simply enable **"Airplane | Drive Mode"** before you get in your car? We already do it when we get on a plane, let's make it easy to do before we start driving.

Let's prevent these tragedies from happening:

Margay was an extremely bright child. She died, lying on the bottom of the bus, unable to be rescued and all because someone chose to use their cell phone while driving.

Her parents were killed and Jacy was left with unbelievable physical and emotional pain for something that didn't need to happen.

Heather and her fiancé Patrick were to meet her parents at Walt Disney World. Heather's car and 8 other vehicles were struck from behind by a driver that was sending and receiving text messages.

Vinny was in ICU for five weeks. The next two years were filled with more surgeries and continuous painful rehabilitation. 32 procedures in 26 surgeries in a two year period.

While training with his high school cross country team, Conor was killed by a distracted, unlicensed, hit-and-run driver.

Douglas's life was lost due to the injuries he sustained by a distracted driver, records indicated the driver had used his phone minutes before the crash took place.

Please sign this petition so that Mobile Device Manufacturers will change "Airplane Mode" to **"Airplane | Drive Mode"**

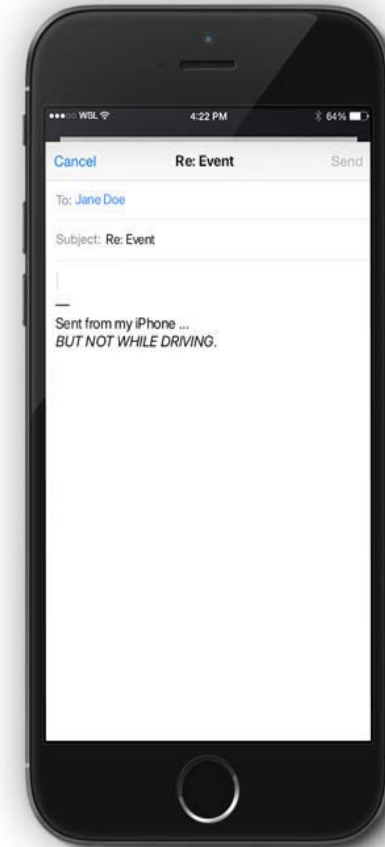
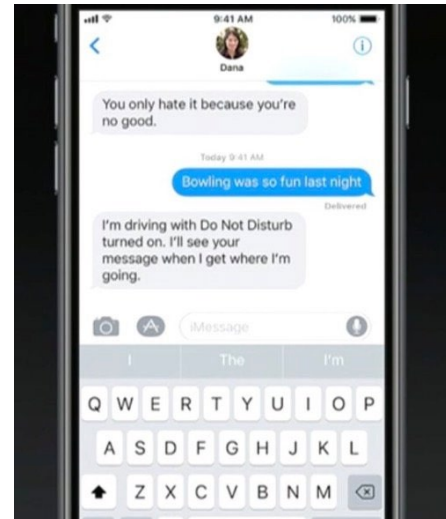
# Campaigns: Distracted Driving

<http://wesavelives.org/butnotwhiledriving/>  
**#BUTNOTWHILEDIVING** and Drive Mode



- ▶ We encourage everyone to add a simple message to the email signature-block sent from your phones, like so: **#BUTNOTWHILEDIVING**.
- ▶ This message demonstrates that distracted driving is socially unacceptable.
- ▶ It lets your family and friends know that you will not tolerate this behavior.
- ▶ We launched a petition drive, asking apple to add Drive Mode onto their iPhones. They did.
- ▶ We also support legislation making distracted driving a primary offense.

*Update your signature block to say this!*



# #NoCellWednesday 🚗 Distracted Driving Fines





# Campaign: Drop the “A” Word

<http://wesavelives.org/campaigns/drop-the-a-word/>



The Drop The “A” Word campaign is made up of a diverse group of highway safety advocates and organizations, victims groups, media, law enforcement, and others united in an effort to discontinue the improper and dangerous use of the word “accident” when referring to roadway incidents.

- ▶ We produced a video of survivors sharing their feelings about the use of the word “accident.”
- ▶ We Launched a petition drive encouraging the media and others stop using the word accident.
- ▶ We are the **sponsors of AB2198 in California** - updates California’s vehicle code by replacing the term “accident” with “crash” when referencing instances of drunk, drugged, or distracted driving.

12:55



## PETITION - Crash vs. Accident

We, the victims, survivors and their supporters who have been impacted by motor vehicle crashes and crimes urge the public and the media to stop using the word accident. We ask the media to change their policies and follow the AP Stylebook Guidelines:

- "When negligence is claimed or proven, avoid accident, which can be read as exonerating the person responsible. Instead, use crash, collision or other terms."

Drunk, drugged, distracted and most other crashes are caused by either dangerous or criminal behaviors.

We urge everyone to sign this petition and pass it on for others to sign. By standing in solidarity with those directly affected by the inaccurate and painful use of the word accident, we can stop excusing irresponsible and dangerous driving choices.

Thank you!





# Campaign: First Ever National Passenger Safety Week January 23-30, 2022

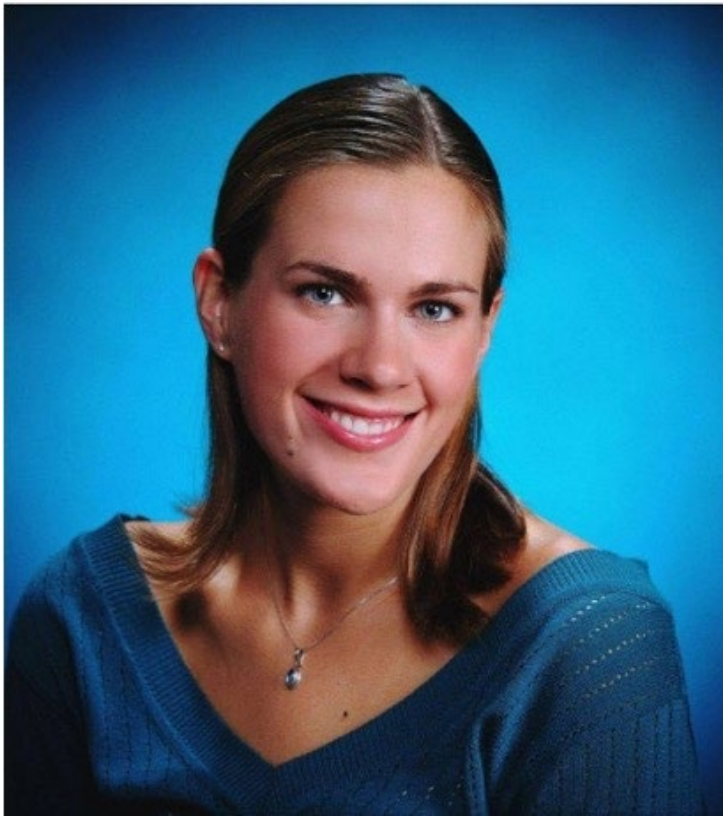
<https://wesavelives.org/national-passenger-safety-week/>

Statistics show that in 2019:

- 62% of all traffic fatalities are passengers.<sup>1</sup>
- 13% of those who died in alcohol related fatalities were passengers
- 53% of children killed in alcohol related crashes were passengers.



1. Cosponsored by We Save Lives and the National Road Safety Foundation.
2. Joined by more than 50 other organizations
3. Posted videos produced by Students showing tips on intervention
4. List of questions parents should ask their teen before they ride with someone else
5. Passenger safety graphics for others to use
6. Promoted the Courage to Intervene Promise



### Laura's Story

Do You Know with Whom Your Teen is Riding?

Melinda Lynam will never forget the day when she learned that her daughter, Laura, was killed in a crash as a passenger in a car with 7 teens including the 16-year-old driver. Under the Graduated Driver Licensing Law in Virginia, the driver was only allowed one extra person who wasn't a family member. Unbeknownst to Melinda, Laura and her friends had decided to all ride in one car. Despite the driver's age and restrictions, two mothers watched as their children piled into the car. Neither parent expressed any concern over the number of passengers or the inexperience of the driver. If they had, Laura might be alive today.





## The Courage to Intervene Checklist

Questions to ask your teen before they become a passenger:

- How old is the driver?
- Does the driver have a valid driver's license?
- How much experience do they have driving and how long have they been driving?
- Are they wearing seat belts in the car?
- Will you promise to always buckle up?
- Do they like to speed?
- Do we know the driver of the vehicle?
- If not, are they willing to meet with us when they pick you up?
- Will they give us your destination, and will you call us if there is a change in plans?
- Do you have your proper identification with you just in case something happens?
- Will the driver share with us their parents contact info?
- How many other passengers will be in the car?
- What time will you be home?
- Will you promise to call me if the driver is under the influence so I can pick you up?
- Do you know if the driver is on any kind of medication that may interfere with their driving?
- Do they use their cell phone or Bluetooth while driving?
- Will you sign the Courage to Intervene Promise?

# Campaign: First Ever National Passenger Safety Week January 23-30, 2022

<https://wesavelives.org/national-passenger-safety-week/>



Become the solution that will help eliminate motor vehicle tragedies.

“Become a Protector Not a Passenger”

#Couragetointervene  
#BecomeaProtector  
#passengersspeakup

One Courageous Voice  
Can Stop One Deadly Choice



## The Courage To Intervene Promise

I will stop my friends and loved ones from driving buzzed, drunk or drugged.

I will not ride with them if they are under *any* kind of influence and  
I will encourage others to do the same.

I will stop my friends from using their cell phones while driving.

I will **not risk my life** to keep others from killing themselves or someone else.

I will have the **Courage to Intervene...**

**Because I care**

# Campaign: First Ever National Passenger Safety Week January 23-30, 2022

<https://wesavelives.org/national-passenger-safety-week/>

**Look for signs of an unsafe ride and speak up to change the situation.**

#PassengersSpeakUp



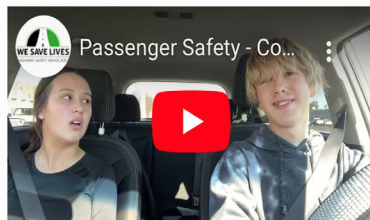
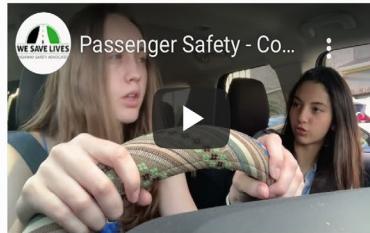
**Before jumping in the car, evaluate if the driver is safe and responsible.**

#PassengersSpeakUp



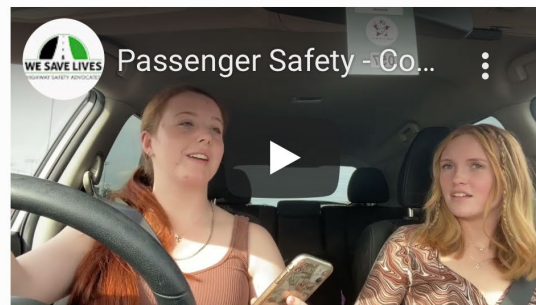
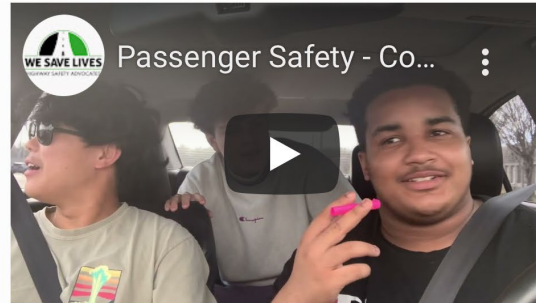


## Courage to Intervene PSAs



wesavelives.org

11:04



11:05



## Kids Speaking Up for Road Safety

Traditionally, students learn about distracted driving in high school, at or just before they will get their licenses. **End Distracted Driving** and **Safe Roads Alliance** didn't want to wait until teens are ready to drive to teach them about distracted driving. Working with elementary teachers and experts, the program helps parents and educators teach students about the dangers of distracted driving and pedestrian safety. Students are taught to recognize when their drivers are distracted and how to respectfully, using "I" statements, speak up and ask drivers to put their phones down.

We need your help in creating a generation of kids who won't drive distracted when they do get their licenses.

wesavelives.org

# Campaign: First Ever National Passenger Safety Week January 23-30,

**2022** <https://wesavelives.org/national-passenger-safety-week/>

- ▶ Take Action and Get Involved
  - Share the National Passenger Safety Logo on your website
  - Link to the National Passenger Safety Landing page
  - Download the Courage To Intervene Promise, and add your logo at the bottom
  - Sign the Courage To Intervene Pledge and encourage others to sign the pledge
  - Download and Share our social media graphics



# Campaign: First Ever National Passenger Safety Week January 23-30,

**2022** <https://wesavelives.org/national-passenger-safety-week/>

- Pin **#NationalPassengerSafetyWeek** post to top of feed
- If you develop your own social media, please consider adding the [NPSW logo](#), and the hashtag **#PassengersSpeakUp**
- Write opinion editorials for your local newspapers; supporting the importance of passenger safety
- Write blogs emphasizing the need for empowering passengers
- Share stories of passengers you know have intervened
- [Download](#) and share our Courage to Intervene checklist

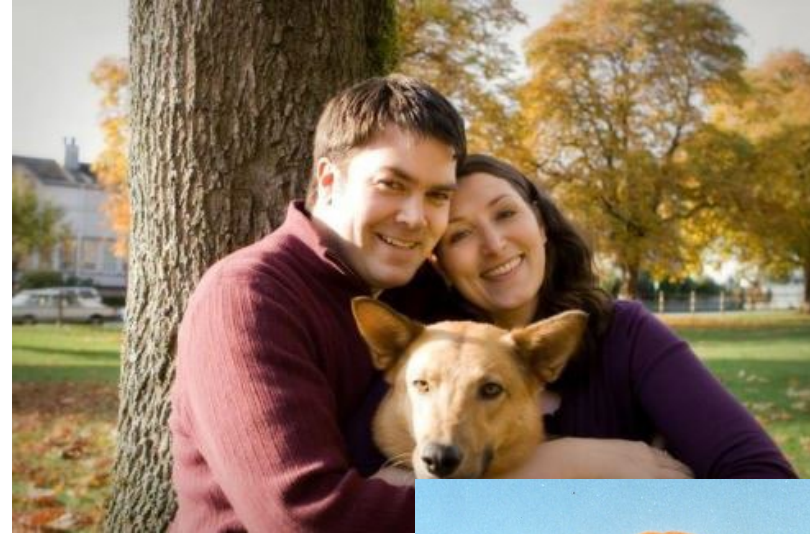
# What Can You Do?

## Join Us!



- ▶ **Write letters** to the press and legislators
- ▶ **Sign Up** for our Newsletter
- ▶ **Do you know** a victim or survivor who would like to share their story? Let us know.
- ▶ **Support our legislation**, whenever possible
- ▶ **Sign the Driving High petition**
- ▶ **Distribute our policies** to any state legislators that allow marijuana or is considering making it accessible to everyone.
- ▶ **Use our Courage to Intervene Promise** when speaking at schools and community events
- ▶ **Share our video Reflections from Inside**
- ▶ **Follow us** on Twitter @wesavelivesorg and retweet!
- ▶ **Like us** on Facebook and share our posts
- ▶ **Join our coalition** - help us promote our Passenger Safety Campaign all year long
- ▶ **Follow** us on Instagram

# Why we do it...



Thank you for everything you do to  
prevent crashes.

Candace Lightner  
[Clightner@wesavelives.org](mailto:Clightner@wesavelives.org)  
703-296-4708

