

How To Stop Texting While Driving

Lately, the modern world has been experiencing a fairly new kind of issue that has greatly impacted our lives today. This devastating issue can be the difference between life and death. It is called texting while driving. Although this action can be carried out by people of all ages, it is most common in teens, due to their inexperience and lack of patience. In addition, teens are the most addicted to texting. This also explains why they are “The age group at the highest risk for texting-related accidents.” (Digital Responsibility). These accidents can range from a fender bender in the parking lot to a high speed collision on the freeway resulting in fatalities. How can this serious problem be solved? A good start would be increasing the volume of public service announcements on the subject in more places.

In 2015, AT&T put out a powerful mini series, beginning the “It Can Wait” movement. Their “Close to Home” video is especially powerful, as it addresses how impactful it is to not only the texters, but also those who witness the accident. Another video, titled “The Unseen”, warns that people who decide not to text when they have a passenger in their car, should not risk texting while driving alone. A third video, “Fletcher’s Drive”, displays the true story of Fletcher Cleaves, an exceptional football player from Memphis, Tennessee who was paralyzed from the chest down in a collision caused by a texting driver. Earlier that day, Cleaves received a letter naming him a starter of the football team at Lambuth University. Due to his injuries from the accident, he could not take the field ever again. What makes this story stand out from the others is that Cleaves was the victim of the incident, not the perpetrator.

Considering that the rate of texting-related accidents involving teens increases every year, the world’s attempt at advertising the consequences has not been effective enough. Therefore, advertisements should be shown more often in more areas. For example, people should be required to watch an anti-texting ad before viewing a YouTube video or playing an online computer game, without having the option to skip the ad. Although these concepts are already in action in our world today, they are not executed as frequently as they should be.

While many drivers have been quick to stop (or never start) texting while driving for fear of causing an accident, far more believe that such an accident won’t happen to them. Showing more anti-texting public service announcements via digital media to the people who think they are immune to this danger will help to decrease texting related accidents and deaths on the highways and roads around the world.

Works Cited

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