**Distracted Driving Campaign at a Glance**

Below are suggested activities and a timeline for the **JUST DON’T DO IT! No Text,** **No Talk program**. Feel free to use the materials provided in our Toolkit and/or create your own.

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| **THREE WEEKS**  **OUT** | * Send email (see sample) to all employees announcing your co-op’s participation in the   **JUST DON’T DO IT! No Text, No Talk program.**   * This is essentially a “heads up” that a program will be happening, and provides a big picture message – the overall goal of promoting a culture of safety; that the program ties into the co-op principle of Concern for Community; and lets people know more details will follow. |
| **TWO WEEKS**  **OUT** | * Send a notice (via Calendar invite in Outlook if possible) inviting staff to an all-hands meeting/brown bag lunch session etc. on **JUST DON’T DO IT! No Text, No Talk program.** Provide meeting location, time, and any other details (i.e. whether they need to bring a lunch). |
| **ONE WEEK OUT** | * Send reminder email of all-hands meeting/brown bag lunch session etc. on **JUST DON’T DO IT! No Text, No Talk program.** * PostPledge, Fact Sheet and other info on your co-op web site. * Provide meeting location, time, and any other details (i.e. whether they need to bring a lunch). |
| **MONDAY** | * Display the **JUST DON’T DO IT! No Text, No Talk program** sign in your co-op’s break room, bulletin board areas and other high traffic locations. * Use the sample posts on social media. |
| **TUESDAY** | * Share a link to a short video (see sampling) on distracted driving with your employees as a lead-up to the meeting tomorrow. * Ask them to share the video with their own social networks. |
| **WEDNESDAY** | * Schedule a reminder to go out early in the morning so that it’s one of the first emails your employees see in their inbox. * Host an all-hands meeting/ brown bag lunch session etc. that introduces the **JUST DON’T DO IT! No Text, No Talk program.** (See the presentation with talking points, discussion guide). Distribute the **JUST DON’T DO IT!** Pledge to all employees. * Post the Pledge Signature Board in the break room or other high traffic area. Distribute “I took the pledge” stickers to those employees who signed at the meeting. |
| **THURSDAY** | * Issue a press release (see sample) announcing your co-op’s commitment to safety through its involvement in the national effort by co-ops to “put the brakes on distracted driving” and promote a culture of safety in your co-op and the surrounding community. * Use social media channels to push out messages about your co-op’s commitment to safety. |
| **FRIDAY** | * Follow-up by email with all employees (see sample). This message from the CEO should: * Reiterate a commitment to safety * Remind employees of the co-op’s safety policy * Thank co-op employees and their families who took the pledge and invite all other employees and their families to sign the pledge. * **Include a PDF of the pledge card for them to print so they can share the pledge with their families.** |
| **ONE WEEK LATER** | * Send a follow-up email to all employees urging them to keep in mind the **DON’T DO IT! No Text, No Talk program.** Include a few reminder facts/stats from the presentation and a PDF of the pledge card for them to print so they can share the pledge with their own families. |
| **ONGOING** | * Continue to incorporate the **No Text, No Talk** pledge and information about distracted driving in employee safety meetings and other employee and member events. |