**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.
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| **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).
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| **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).
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| **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.
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| **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.
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| **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.
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| **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.
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| **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.**
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| **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.
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| **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.
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