



# TEXTLESS LIVEMORE

toolkit

[www.textlesslivemore.org](http://www.textlesslivemore.org)

# TextLess Live More 101



## our mission

We are a student-led, peer-to-peer, national awareness campaign to end distracted driving and promote digital wellness.



## our name

TextLess Live More (TLLM), has dual meanings, both interconnected:

1. By ending digital distraction behind-the-wheel, we can prevent tragic crashes and save lives.  
We **LIVE MORE**, *literally*.
2. By practicing and promoting digital wellness, we embrace the benefits of real-time, real-world connections.  
We **LIVE MORE**, *figuratively*.
3. Interconnection: We **LIVE MORE** by (1) safe driving with 100% focus behind the wheel and (2) practicing a balanced use of digital devices.



## our inspiration

Merritt Levitan was an 18-year-old girl who lost her life on July 3, 2013 to a young person who was texting behind the wheel.

Merritt died because of 4 seconds of texting.  
TextLess Live More was founded by her friends.  
Merritt is the inspiration behind our mission.

# distracted driving stats



9 people are killed each day in the U.S. in crashes caused by a distracted driver

NHTSA



Mental distractions can last up to 27 seconds after a text or distraction occurs

AAA



Drivers under the age of 20 have the highest proportion of distraction-related fatal crashes

NHTSA



In 2019, 39% of U.S. high school students admitted to texting or emailing while driving at least once during a 30-day period

CDC



# digital wellness post pandemic

We recognize that in-person restrictions due to Covid-19 have changed our relationship with and dependence upon technology.

TextLess Live More is committed to understanding the evolving landscape of digital wellness in our post-pandemic world.



Working with students, teachers, administrators, health providers, and leaders in the field of digital wellness, TextLess Live More will engage in the discussion of healthy digital usage post pandemic. TLLM's goal is to understand the boundaries and benefits around this dynamic subject affecting all our lives.

The TextLess Live More community is committed to asking how we can **LIVE MORE** with and without technology



# strategies

TextLess Live More employs 3 strategies to support our mission. The strategies work in conjunction or can act as stand-alone modules to combat distracted driving and promote digital wellness.

## EDUCATION

TLLM believes education is an integral tenant to ending distracted driving and distracted living. We share educational resources based on current data such as:

- *Stats and facts and other educational tools on distracted driving*
- *Personal impact testimonials of people affected by distracted driving*
- *Blogs and videos on distracted driving*
- *TLLM campaign and education outreach event ideas*

## BEHAVIOR MODIFICATION

TLLM recognizes behavior modification as a key component to safe driving. Drivers, and especially young or new drivers, must learn or relearn how to drive, despite the distractions of the Digital Age. TLLM's actionable items include:

- *TLLM Pledge to never drive distracted*
- *TLLM Challenge Event to practice phone-free, device-free living for an hour, day, or set amount of time with a goal to practice "hands-free from device" driving*
- *TLLM Strategies and Tips on how to be present while driving (device in backseat or glove compartment; device with friend; device on Bluetooth, etc.)*

End Distracted Driving  
Save Lives  
Prevent Tragic Crashes  
Promote Digital Wellness  
**LIVE MORE**

## DIALOGUE

TLLM's unique peer-to-peer model recognizes that young people listen to young people. By engaging peers in open discussions about safe driving practices, TLLM encourages The Digital Generation to practice and commit to never go digital behind-the-wheel.

# get started

**BE CREATIVE!**  
Remember, **YOU** have the  
power to change behavior  
behind the wheel

## ACTIVATE

### EDUCATION:

- Host a TLLM Assembly at school or within your community. Introduce TLLM's mission and dual meaning
- Share stats & facts on distracted driving
  - Watch the TLLM PSA's

### DIALOGUE:

- Tell Merritt's story

- Discuss the real dangers of distracted driving and distracted living

### BEHAVIOR MODIFICATION:

- Sign the Pledge to never text or engage in digital distraction behind the wheel
- Create a TLLM Challenge Event to practice phone-free living for an hour or day
  - Establish a phone-free zone at your school in the lunchroom or student center

## PREPARE & PROMOTE

- Plan ahead. Decide a date, time and location to introduce TLLM
- Promote the event! Generate buzz and excitement
  - Download the TLLM logo to create posters, newsletters, emails
- Get the word out about TLLM to students, peers, parents, administrators and local press
  - Purchase TLLM Blue Bracelets, phone stickers, bumper stickers and t-shirts



# important dates

Mark these important dates on your calendar!

MARCH 6 - 7

National Day of  
Unplugging

APRIL

Distracted  
Driving  
Awareness  
Month

MAY 7

Digital Wellness  
Day

JULY 3

TextLess Live More  
Day

OCTOBER 18 - 24

National Teen  
Driver Safety  
Week

# bring TLLM to your school or community

Get started with  
TextLess Live More!



- Organize a TextLess Live More 101 Education Assembly at school or within your community
  - Host a TextLess Live More Pledge Event
- Create a TextLess Live More Challenge Event to practice phone-free living for an hour or day or a given amount of time
  - Establish a phone-free zone at your school or in the lunchroom or student center
  - Participate in the GetLiving Campaign to promote Digital Wellness

Visit [textlesslivemore.org](http://textlesslivemore.org) or email [info@textlesslivemore.org](mailto:info@textlesslivemore.org) to learn more.



# host a TextLess Live More pledge event

A pledge event is an easy and fun way to introduce TextLess Live More to your community. Most TLLM Pledge Events take the form of “tabling.” If you can set up a table, you can have a pledge event!

## BEFORE

- Download the TLLM Pledge...or create a TLLM Pledge Banner
- Order TLLM Blue Bracelets and Phone stickers to decorate the table
- Recruit volunteers to help you set up, decorate and engage with passersby on the day of the pledge
- Select date, time and location for the TLLM Pledge Event
  - Advertise! Contact peers, school administrators and local press to tell them about TextLess Live More’s Mission and the upcoming TLLM Pledge Event (See Sample Press Release)

## DAY OF PLEDGE EVENT

- Set-up: Choose a highly visible location or area on campus with lots of foot traffic and a time such as lunch, sports events, proms, dances and pre-existing community events such as fairs to set up the table
- Engage with passersby! Share TextLess Live More’s mission to end distracted driving, save lives and prevent tragic crashes caused from distracted driving. Share Merritt’s story, the inspiration behind TextLess Live More (See About Merritt, Our Inspiration)
- Ask peers, friends, and colleagues to sign the pledge to never drive distracted
  - Once signed, give out a TLLM Blue Bracelet or phone sticker as a reminder to stay present and never drive distracted



# TLLM pledge sheet



## TAKE THE PLEDGE. SAVE LIVES.

### TEXTLESS LIVE MORE PLEDGE

I pledge to never text, post, stream or engage in any form of digital distraction behind-the-wheel to save lives, prevent tragic crashes and make driving safe for everyone.

_____	_____	_____
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# sample letter about TLLM event

Dear *(insert name)*,

My name is *(insert name)*, and I am organizing a TextLess Live More *(name of event: Pledge, Challenge, Education)* event for *(school name or organization)* on *(date and time)*.

TextLess Live More is a student-led, peer-to-peer national awareness campaign to end distracted driving, save lives and prevent tragic crashes associated with distracted driving. You can learn more about TextLess Live More at [www.textlesslivemore.org](http://www.textlesslivemore.org).

TextLess Live More was founded by students in honor of Merritt Levitan, an 18-year-old girl who was killed by a distracted driver in July 2013. Merritt is the inspiration behind our event.

During our TextLess Live More event, we will *(describe event: ask students to sign the TLLM Pledge to never drive distracted; challenge students to turn off their phones; educate students about the dangers of distracted driving; show TLLM PSAs, etc.)*.

Please consider joining us for our event and covering the story. I can be reached at *(insert contact info)* to answer any questions about our event and mission to save lives and make driving safer for everyone in our community.

Best,  
*(Name)*



# join the TLLM engagement board

OPEN TO ALL SADD STUDENTS WITH A  
PASSION TO END DISTRACTED DRIVING



As a member of the Engagement Board, you will be at the forefront of the TLLM movement. Members will design the GetLiving campaign, shape our national strategy, and collaborate and create with peers from around the U.S. Hone your leadership skills and be a real-life influencer in your school and community.

To learn more and apply, visit [www.textlesslivemore.org/EB](http://www.textlesslivemore.org/EB)





# the GetLiving campaign

The GetLiving Campaign is a monthly initiative program created by the TextLess Live More Engagement Board.



GetLiving's goal is to create a balanced approach to today's 24/7 digital connectivity. GetLiving acknowledges the necessity and benefits of interacting in our digital world – especially during the COVID-19 pandemic with the restrictions of real-time, in-person connections.

However, GetLiving also acknowledges the consequences of being constantly plugged in. Distracted driving is dangerous and potentially deadly. Distracted living can be detrimental to our mental health and interpersonal relationships.

Designed by the TextLess Live More Student Engagement Board, the twelve-month GetLiving Campaign presents a monthly theme with actionable items surrounding the topic of distracted living.

The ultimate goal of GetLiving is to empower young people to **LIVE MORE** by enjoying and exploring real-world, real-time opportunities offline.

Please visit [www.textlesslivemore.org/getliving](http://www.textlesslivemore.org/getliving) to participate in and learn more about TextLess Live More's GetLiving Campaign.

# our inspiration



## MERRITT LEVITAN

Merritt Levitan never let anything get her down or prevent her from achieving her dreams. Born on October 11, 1994 in Boston, Massachusetts, to parents Anna Cheshire Levitan and Rich Levitan, Merritt was the adored older sister, aka "Sissy," to her younger sister Hunter Levitan and brother Joseph Levitan.

In 2013, Merritt decided to spend the summer before her freshman year at Colgate University traveling the United States...by bike! She, along with her group of thirteen talented teenagers and two enthusiastic, highly trained guides, embarked upon Overland's American Challenge, a 3,000 mile cross country bike trip that begins in South Carolina at the Atlantic Ocean and ends in Santa Monica at the Pacific.

On July 2, 2013, Merritt and her fellow bikers were riding along a rural road in Arkansas. They had crossed the mighty Mississippi the day before and had already logged 900 miles on their bikes. That day, a young man who was driving distracted hit the group of thirteen, injuring several bikers severely and critically injuring Merritt. She sustained a traumatic brain injury and died the next day, July 3, 2013, a date now known as National TextLess Live More Day. This costly crash could have been prevented by education and awareness. Texting and driving was and is not against the law in the State of Arkansas.

TextLess Live More was founded in the Fall of 2013 by Merritt's high school friends, led by Emeline Atwood, Abigail Lebowitz, Kaitlin Gately, and Erika Lamere, who were compelled to turn their grief into action to save lives and prevent tragic crashes. Blue was Merritt's favorite color. It is now the color of the TextLess Live More logo and signature blue bracelet. Merritt loved to ski, hike and bike. She loved the outdoors and especially Sugarbush Mountain in Vermont. The logo embraces Merritt's Live More spirit.



## our partners





# ABOUT SADD

THE NATION'S PREMIER YOUTH  
HEALTH & SAFETY ORGANIZATION



**SADD works to empower teens, engage parents, mobilize communities, & change lives around the issues of traffic safety, substance abuse, & personal health & safety. We do this through a vibrant network of school & community-based programs.**

## HOW TO GET INVOLVED

### 1 Head to SADD.org

On the SADD Website, you'll find the basics of SADD. Our history. What we do. All of our programs and materials are located in the SADD Portal, our one-stop-shop for all things SADD. Visit [SADD.org/states](http://SADD.org/states) to connect with your State Coordinator for assistance and resources to help you get started.

### 4 Get Busy

In the portal, you'll find tons of resources and materials to help your chapter make change. SADD hosts numerous contests and events that offer free prizes and funds to support your chapter. You'll find more information in the Chapter Manual too.

### 2 Get Your Team Together

Gather together a group of caring students who want to make a change. This is your chapter. Find a caring adult. This is your advisor. Make sure you get permission from your school or organization administration, as every chapter is required to be affiliated with a school or community group.

### 5 Contact & Report Back

We LOVE to celebrate the great work you're doing. Check-in with your State Coordinator. You can find contact information for your coordinator here or by clicking on the "State" icon in the banner on the SADD Website.

### 3 Register in the SADD Portal

Every chapter is asked to be registered in the SADD Portal. When you're getting started, register your chapter on the SADD website. Visit [SADD.org](http://SADD.org), click resources, and register your chapter. List your members and advisors and make sure you submit those through the system.



Questions? Email us at [communications@sadd.org](mailto:communications@sadd.org)



# DIGITAL WELLNESS ECOSYSTEM



GLOBAL CHANGEMAKERS



CERTIFICATION PROGRAMS

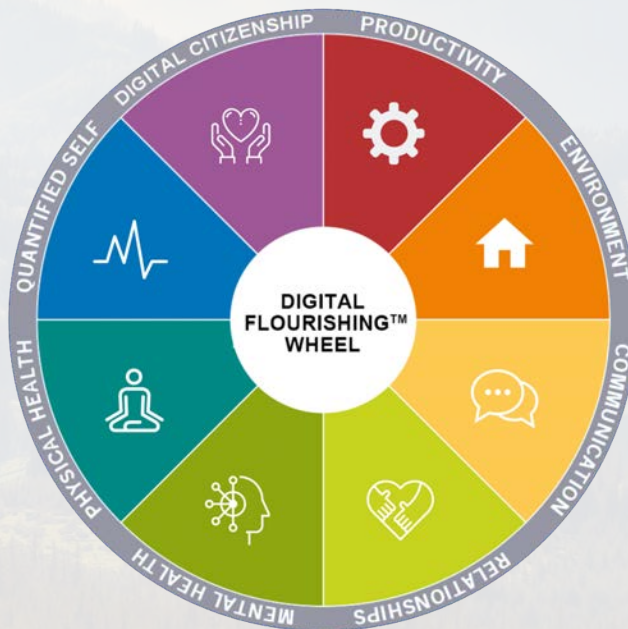


YEAR-ROUND EVENTS

## What is Digital Wellness?

The optimum state of health and well-being that each individual using technology is capable of achieving.

A way of life, while using technology, that promotes optimal health and well-being in which body, mind, and spirit are integrated by the individual to live more fully within the human, natural, and digital communities.



## What is Digital Flourishing®?

Digital Flourishing® refers to a mindful approach to digital technology usage that supports our thriving in different areas of life. This approach empowers us to take advantage of the benefits of technology while avoiding associated harms.

In order to digitally flourish, we can enhance our skills in at least eight areas that our digital behaviors relate to, including mental health, physical health, environment, communication, relationships, productivity, quantified self, and digital citizenship.



# get started with TLLM & GetLiving



We are happy to help you discover more about TextLess Live More's mission to end distracted driving and the mission to end distracted driving and promote digital wellness.

Together we can end distracted driving, save lives and prevent tragic crashes associated with distracted driving to **LIVE MORE**.

Together we can address the correlation between distracted living and distracted driving to empower young people to **LIVE MORE**.

Please email [info@textlesslivemore.org](mailto:info@textlesslivemore.org) for more information on how to get started and bring TextLess Live More and GetLiving to your school or community.

thank you for supporting  
**TEXTLESS**  
**LIVEMORE**

A logo consisting of a dark blue mountain peak with a white triangular snow-capped section. To the right of the mountain is an orange sun with concentric white circles.

[www.textlesslivemore.org](http://www.textlesslivemore.org)