

“DECIDE TO DRIVE” PSA MATERIALS

Distracted Driving Awareness Public Service Advertisements

In an average year, 415,000 people are injured in accidents caused by drivers who are distracted. Orthopaedic surgeons are the specialists who put bones and limbs back together after road accidents and trauma. Instead, they would like to see your readers arrive safely. Those “little” everyday driver distractions — be it the radio, a phone call, a passenger or that cup of morning Joe — aren’t little at all. In fact, they are a significant threat to the safety of the driver and his or her passengers and everyone else on the road! Educate your patients that any distraction is just an accident waiting to happen with these free materials.



My kid reports distracted drivers.
www.DecidetToDrive.org

RADIO PSA

Spoken Word

“Spoken Word” is a 30- and 60-second radio public service announcement reminding listeners that those “small” everyday driver distractions – the radio, a phone call, a child’s dropped toy or that cup of morning Joe – actually aren’t so little at all. In fact, these diversions are a significant threat to the safety of the driver, his or her passengers and everyone else on the road!

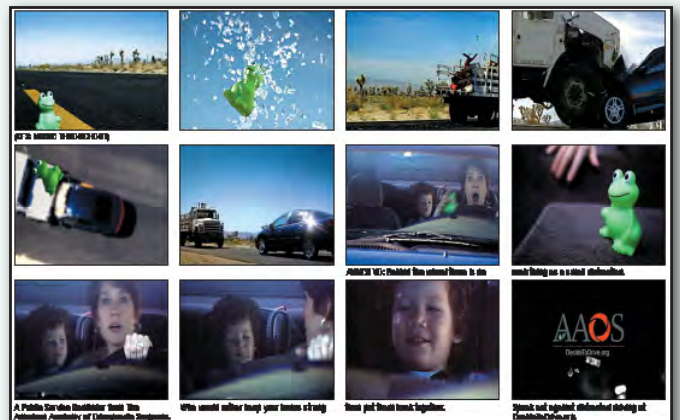


To order products, fill out and fax the form on the back.

TELEVISION PSA

Froggy

This 30- and 60-second television spot that reverses and dramatically slows down the split-second decision a young mother makes on the road – hinting at a serious consequence. Viewers are encouraged to “decide to drive” and to speak up against poor driving behaviors by visiting DecidetToDrive.org.



Order your FREE "Decide to Drive" Resources*:

QUANTITY			POSTCARDS (6" x 8" EACH, 25/PACKAGE); POSTERS (18" x 24" EACH); EASEL BACKS (8.5" X 11" EACH)
Postcard(s)	Poster(s)	Easel Back(s)	Distracted Driving PSAs
			OMG! Get the message. Texting while driving is a deadly distraction.
			Behind the wheel there is no such thing as a small distraction.
		n/a	Smokin' Joe Frazier vs. Distracted Driving
		n/a	The most advanced safety feature this card has is the driver standing next to it.

QUANTITY	OTHER MATERIALS
	"Decide to Drive" Wreck-less Checklist Bookmarks (2.75" x 8.875" each; 25/package)
	"My kid reports distracted drivers." Static Car Window Clings (17.65" x 1.5" each; 25/package)

*** Pay only for the cost of shipping. Shipping limited to addresses within the U.S. Please allow 3 weeks for standard shipping. Contact (800) 626-6726 to inquire about additional rush shipping charges.**

Three Easy Ways to Order

1. Phone Call toll-free (800) 626-6726 Monday through Friday, 8:00 AM to 5:00 PM, Central Time.
2. Fax Fax a copy of your completed order form, toll-free to (800) 823-8025.
3. Mail Mail your completed order form and method of payment to:
AAOS, P.O. Box 75838
Chicago, IL 60675-5838

Quantity of Posters in Order	Shipping Cost	Quantity	Cost of Shipment
1-12 posters	\$14.95		
Additional posters in increments up to 12	Additional \$14.95		

Quantity of Non-Poster Items in Order	Shipping Cost	Quantity	Cost of Shipment
1-5 non-poster items	\$14.95		
Additional non-poster items in increments up to 5	Additional \$14.95		
Total Cost of Shipment			

Method of Payment

Check or money order payable to AAOS enclosed Institutional purchase order enclosed.

Visa MasterCard American Express Card #:

Exp. Date Signature

Name

Address

City State Zip

Academy ID Number (if known)

Area Code, Daytime Phone, Extension

Email