

On February 9th, 2008, Molly Welch was one exit away from Auburn University on I85. She looked down at her tape recorder.

A Second Later...



Molly's car jumped the median and crashed head-on into another vehicle, changing her life forever. After a long recovery that continues to this day, Molly decided to make it her mission to connect with others about the dangers of distracted driving.

Molly Welch brings authenticity, humor, and hope to an urgent message: **Don't Drive Distracted**. Speaking from deep experience that transcends statistics, Molly delivers her message with grace and a physical presence that empowers her words. In addition to her personal story, she employs clever and interactive content that engages listeners and creates "ownership" of her vital and timely message.

KEYNOTE: A Second Later

Molly's moving story about a split second of distracted driving that changed her life

30 to 60 Minutes + Q&A

- Molly's story is relevant to everyone and especially resonant with teens. It is an important message everyone should hear.

WORKSHOP: 3D Challenge – Don't Drive Distracted

An engaging and interactive session with a serious message

30 Minutes



- The audience receives free 3D glasses while Molly introduces the "3Ds": Don't Drive Distracted. She talks about how difficult it is to see with the glasses on, equating this with the experience of driving distracted. She invites audience members to write *I'm Taking the 3D Challenge* on paper plates, then Instagram themselves with plates and glasses.
- The glasses and Instagrams are workshop mementos and durable reminders of the commitment. Instagrams can be immediately viewed on a presentation screen (when available) for added impact.

WORKSHOP: It's Not Just Texting... and IT CAN WAIT!

A simple activity that catalogues the things we can do with the engine OFF

30 Minutes



- The message is simple: anything beyond hands on the wheel and eyes (and attention) on the road is distracted driving. Audience members write driving distractions on sticky notes—everything from *checking my hair in the mirror* to *pulling voice mail*—and post the stickies on the wall. Volunteers pick items off the wall and offer ways to

handle that task without distraction. The common theme of "It can wait" is repeated by the group.

- The audience is challenged to come up with other "3D" themes, such as *Delay Daydreaming*, *Do Drive Defensively*, *Don't Dial Diane*, etc.



MODULE: Molly's Top 10 *

Molly's "teachable moments" in a familiar and engaging format

15 Minutes

- A funny and bittersweet list of anecdotes, reflections, and wisdom from Molly's recovery experience. The takeaway is clear: we can laugh about it now, but it's not worth it.

MODULE: "I've got this." *

10 Minutes

- Molly closes with a witty and memorable message: "I've got a lock on this inspirational thing. You go and be fabulous today... not 10 years from now." She acknowledges that while her journey of recovery has been inspiring to many, the most important takeaway is Don't Drive Distracted.

* These short modules can be added to longer programs.

*Molly's crucial message resonates with audiences in **businesses, churches, and schools**. Her moving story brings urgency to these "words to live by": **Don't Drive Distracted!***

It's Not Just Texting!

The danger of texting gets a great deal of attention in the U.S., and it should—it's a killer. However, texting is just one of the ways we put ourselves at risk. Distracted driving includes anything that takes your hands off the wheel and eyes off the road. Molly's story provides the bigger picture!

1.6 million crashes a year are attributed to cell phone use while driving.¹ **One in four car accidents in the US is caused by texting & driving.²**

Distracted driving cost \$40 billion in 2010.³ **Distracted driving is difficult to detect and likely plays an even larger role in causing crashes.⁴**



"A SECOND LATER IS SAVING LIVES AND TEACHING OTHERS ABOUT THE DANGERS OF DISTRACTED DRIVING."

"Molly really got under my skin when she talked about her accident and how long it took just to be able to walk and talk again. I'll never forget what I heard today."

1-4 <https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/812013>

Don't miss "A Second Later," Molly's powerful Emmy nominated PSA video.

