

TRAFFIC SAFETY SOCIAL MEDIA TEMPLATES

Enforcement can be a powerful and productive means of delivering traffic safety benefits to communities. Education is beneficial and can make lasting impressions on drivers in ways that can permanently change driving behaviors and make roads safer.

The key to successful education is effective communication. Law enforcement agencies that wish to impact roadways in positive, enduring ways must invest in consistent public outreach via

multiple and diverse channels—including traditional means like news media and contemporary tools like social media, both of which can be powerful means of sharing information, building awareness, and soliciting community feedback.

Enclosed are tools and templates designed to help, including a National Calendar Template that includes national holidays and events around which law enforcement agencies can build information and conduct outreach, and a Social Media Guide that includes sample social media language that agencies can customize and use on Facebook, Twitter, and Instagram.





TRAFFIC SAFETY NATIONAL CALENDAR

JANUARY	FEBRUARY	MARCH
<ul style="list-style-type: none"> Human Trafficking Prevention Month (DOS) 	<ul style="list-style-type: none"> Impaired Driving During Super Bowl Week (NHTSA) 	<ul style="list-style-type: none"> Vehicle Recalls Week (NHTSA) Rail Grade Crossing Campaign (NHTSA)
APRIL	MAY	JUNE
<ul style="list-style-type: none"> High Visibility Enforcement Mobilization: U Drive. U Text. U Pay Campaign (NHTSA) National 911 Public Safety Telecommunicators Week (NHTSA) Drug-Impaired Driving Campaign (NHTSA) National Work Zone Awareness Week (FHWA) National Distracted Driving Awareness Month (NHSTA) 	<ul style="list-style-type: none"> National Heatstroke Prevention Day (NHTSA) National Police Week (NLEOMF) Click It or Ticket Campaign Kickoff (NHTSA) National EMS Week (ACEP) National Youth Traffic Safety Month (NOYS) Motorcycle Safety Awareness Month (NHTSA) National Bicycle Safety Month (NHTSA) 	<ul style="list-style-type: none"> National Ride to Work Day (Motorcycles, Bicycles and Scooters) on Third Monday (NHTSA)
JULY	AUGUST	SEPTEMBER
<ul style="list-style-type: none"> July 4: Impaired Driving on Fourth of July (NHTSA) 	<ul style="list-style-type: none"> National Impaired Driving High Visibility Enforcement Campaign: Drive Sober or Get PulledOver/Drive High Get a DUI (NHTSA) National Night Out 	<ul style="list-style-type: none"> Child Passenger Safety Week (NHTSA) Rail Safety Week (NSC) National Seat Check Saturday End of Child Passenger Safety Week (NHTSA)
OCTOBER	NOVEMBER	DECEMBER
<ul style="list-style-type: none"> National Teen Driving Safety Week (NHTSA) Oct. 31: Impaired Driving on Halloween (NHTSA) Pedestrian Safety Month (NHTSA) 	<ul style="list-style-type: none"> Impaired Driving During Thanksgiving Week (NHTSA) Blackout Wednesday- Day before Thanksgiving (NHTSA) Click It or Ticket Campaign (NHTSA) 	<ul style="list-style-type: none"> National Drunk & Drug-Impaired Driving Prevention Month (ONDCP) National Impaired Driving High Visibility Enforcement Campaign- Holiday Season (NHTSA)

TRAFFIC SAFETY SOCIAL MEDIA LANGUAGE

JANUARY: Human Trafficking Prevention Month (DOS)

 Facebook |  LinkedIn

As many as 25 million people worldwide can be considered human trafficking victims. Learn more about the efforts to combat and eradicate human trafficking at [\[Insert URL/Image/Hashtag\]*](#).⁷

January is Human Trafficking Awareness Month. Can you recognize the signs of human trafficking? Learn more about human trafficking and ways you can help at [\[Insert URL/Image/Hashtag \]*](#).⁸

Human trafficking can occur everywhere. Help eradicate human trafficking by joining the fight. Learn more about efforts at [\[Insert URL/Image/Hashtag \]*](#).⁹

 Twitter |  Instagram

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FEBRUARY: Impaired Driving During Super Bowl Week (NHTSA)

 Facebook |  LinkedIn

The Super Bowl is around the corner. Play it smart by using a designated driver to get home. [\[Insert URL/Image/Hashtag\]*](#)¹⁰

Super Bowl Sunday is almost here, but we continue to be on the same team when it comes to keeping each other safe. We can do this together by getting a sober ride home. [\[Insert URL/Image/Hashtag\]*](#)¹¹

Fans do not let other fans drive drunk or high! Be a team player by ensuring your friends get home safe this Super Bowl Sunday. [\[Insert URL/Image/Hashtag\]*](#)¹²

 Twitter |  Instagram

The Super Bowl is around the corner. Play it smart by using a designated driver to get home. [\[Insert URL/Image/Hashtag\]*](#)

Super Bowl Sunday is almost here, but we continue to be on the same team when it comes to keeping each other safe. We can do this together by getting a sober ride home. [\[Insert URL/Image/Hashtag\]*](#)

Fans do not let other fans drive drunk or high! Be a team player by ensuring your friends get home safe this Super Bowl Sunday. [\[Insert URL/Image/Hashtag\]*](#)

7 "Survivor Voice Lead the Way." Polaris Project. <https://polarisproject.org/>

8 "National Slavery and Human Trafficking Prevention Month." United States Department of State. January 2021. <https://www.state.gov/national-slavery-and-human-trafficking-prevention-month/>

9 "How To Help." Polaris Project. <https://polarisproject.org/how-to-help/>

10 "On Super Bowl Sunday, Fans Don't Let Fans Drive Drunk." National Highway Traffic Safety Administration. <https://www.nhtsa.gov/super-bowl-sunday-fans-dont-let-fans-drive-drunk>

11 "On Super Bowl Sunday, Fans Don't Let Fans Drive Drunk." National Highway Traffic Safety Administration. <https://www.nhtsa.gov/super-bowl-sunday-fans-dont-let-fans-drive-drunk>

12 "Super Bowl." National Highway Traffic Safety Administration. <https://www.trafficsafetymarketing.gov/get-materials/drunk-driving/buzzed-driving-drunk-driving/super-bowl>



FEBRUARY: Impaired Driving

Facebook | LinkedIn

Impaired driving is dangerous and preventable. Do you know the causes of impaired driving? Learn more at [\[Insert URL/Image/Hashtag\]](#).

Alcohol-impaired driving accounted for over one-quarter of all traffic fatalities in 2018 and 2019. Show your commitment to driving sober and help raise awareness. Learn more at [\[Insert URL/Image/Hashtag\]](#).¹³

In 2018, alcohol-impaired driving caused more than 10,511 traffic fatalities. That is one death every 50 minutes. Take the pledge to keep our streets safe by driving sober. Learn more at [\[Insert URL/Image/Hashtag\]](#)¹⁴

Twitter | Instagram

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MARCH: Vehicle Recalls Week (NHTSA)

Facebook | LinkedIn

Have you recently received a vehicle safety recall? Getting your car fixed could save a life. It is free! Learn more at [\[Insert URL/Image/Hashtag\]](#).¹⁵

Did you know that you should check your car for vehicle recalls at least twice a year? Learn more about safety recalls and how to receive alerts about vehicle recalls, including car seat recalls, at [\[Insert URL/Image/Hashtag\]](#).¹⁶

Keep yourself and others safe by staying up to date on your vehicle's recalls. Learn how to receive vehicle recall alerts at [\[Insert URL/Image/Hashtag\]](#).¹⁷

Twitter | Instagram

Have you recently received a vehicle safety recall? Getting your car fixed could save a life. It is free! Learn more at [\[Insert URL/Image/Hashtag\]](#)

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- 13 "Overview of Motor Vehicle Crashes in 2019." National Highway Traffic Safety Administration. December 2020. <https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/813060>
- 14 "Traffic Safety Facts 2018 Data." National Highway Traffic Safety Administration. December 2019. <https://crashstats.nhtsa.dot.gov/api/public/viewpublication/812864>
- 15 "U.S. DOT Reminds Public to Check for Recalls as Clocks Spring Forward." National Highway Traffic Safety Administration. March 2018. <https://www.nhtsa.gov/press-releases/us-dot-reminds-public-check-recalls-clocks-spring-forward>
- 16 "Recalls Safety Campaign." National Highway Traffic Safety Administration. <https://www.trafficsafetymarketing.gov/get-materials/vehicle-safety/recalls-safety-campaign>
- 17 "Vehicle Safety Recalls Week." National Highway Traffic Safety Administration. <https://www.nhtsa.gov/recalls/vehicle-safety-recalls-week>

MARCH: Rail Grade Crossing Campaign (NHTSA)



When entering a railroad crossing: Stop, Look, and Listen. Trains cannot. Learn more grade crossing tips at [\[Insert URL/Image/Hashtag\]](#).¹⁸

In recognition of Rail Grade Crossing Week, learn more about safety tips at [\[Insert URL/Image/Hashtag\]](#).

ALWAYS expect a train at railroad crossings. We compiled a list of safety tips that you can find here: [\[Insert URL/Image/Hashtag\]](#).¹⁹



When entering a railroad crossing: Stop, Look, and Listen. Trains cannot. Learn more grade crossing tips at [\[Insert URL/Image/Hashtag\]](#).

In recognition of Rail Grade Crossing Week, learn more about safety tips at [\[Insert URL/Image/Hashtag\]](#).

ALWAYS expect a train at railroad crossings. We compiled a list of safety tips that you can find here: [\[Insert URL/Image/Hashtag\]](#).

APRIL: High Visibility Enforcement Mobilization: U Drive. U Text. U Pay Campaign (NHTSA)



Did you know that texting can visually, manually, and cognitively distract you? It is considered the most dangerous type of distracted driving. [\[Insert URL/Image/Hashtag\]](#)²⁰

Teens, did you know that texting can increase your risk of being involved in a crash by 23 times? Texts can wait. U Drive. U Text. U Pay. Learn more at [\[Insert URL/Image/Hashtag\]](#).²¹

Although it takes only five seconds to send or read a text message, a person can remain distracted for up to 27 seconds afterwards. Learn more about the risks at [\[Insert URL/Image/Hashtag\]](#)²²



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Teens, did you know that texting can increase your risk of being involved in a crash by 23 times? Texts can wait. U Drive. U Text. U Pay. Learn more at [\[Insert URL/Image/Hashtag\]](#).²¹

It takes only five seconds to send or read a text message. Yet you remain distracted for up to 27 seconds afterwards. Learn more about the risks at [\[Insert URL/Image/Hashtag\]](#).

18 "Always Expect a Train!" National Highway Traffic Safety Administration. <https://www.nhtsa.gov/campaign/railroad-crossing>
19 "Always Expect a Train!" National Highway Traffic Safety Administration. <https://www.nhtsa.gov/campaign/railroad-crossing>
20 "U Drive. U Text. U Pay." National Highway Traffic Safety Administration. <https://www.nhtsa.gov/campaign/distracted-driving>
21 "Teen Driving." National Highway Traffic Safety Administration. <https://www.nhtsa.gov/road-safety/teen-driving>
22 <https://www.theiacp.org/resources/document/distracted-driving-toolkit>

* = Insert department or agencywide resource, image, and/or information hashtag



APRIL: National 911 Public Safety Telecommunicators Week

Facebook | LinkedIn

Emergency Communications Officers are vital in keeping our communities safe. They answer 911 calls and dispatch emergency services. In recognition of National 911 Public Safety Telecommunicators Week, we thank our dispatchers. [\[Insert URL/Image/Hashtag\]](#)²³

In recognition of National 911 Public Safety Telecommunicators Week, we would like to thank all dispatchers for the sacrifice you make each time you answer a call. [\[Insert URL/Image/Hashtag\]](#)²⁴

We want to honor dispatchers, our unseen heroes, during National 911 Public Safety Telecommunicators Week.²⁵

Twitter | Instagram

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We want to honor dispatchers, our unseen heroes, during National 911 Public Safety Telecommunicators Week. [\[Insert URL/Image/Hashtag\]](#)

APRIL: Drug-Impaired Driving Campaign (NHTSA)

Facebook | LinkedIn

On average, drivers in over 56% of seriously injured and fatal crashes have tested positive for at least one drug. Learn more at [\[Insert URL/Image/Hashtag\]](#).²⁶

Drug use among drivers has become prevalent in recent years. Whether you take legal or illegal drugs: If you feel different, you will drive differently. Learn more about misconceptions and what you can do to drive safely at [\[Insert URL/Image/Hashtag\]](#).²⁷

To raise awareness of the Drug-Impaired Driving Campaign, learn how to put an end to drug-impaired driving in your community by visiting [\[Insert URL/Image/Hashtag\]](#).

Twitter | Instagram

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- 23 "National Public Safety Telecommunicators Week: April 11-17, 2021." Virginia Department of Health. April 2021. <https://www.vdh.virginia.gov/emergency-medical-services/2021/04/12/national-public-safety-telecommunicators-week/>
- 24 "This week is National Public Safety #TelecommunicatorsWeek." Alexandria Police Department. April 2019. <https://twitter.com/AlexandriaVAPD/status/1118203989282238470/photo/1>
- 25 "Dispatch/ Communications Center." Grand County Colorado. <https://www.co.grand.co.us/257/Dispatch-Communications-Center>
- 26 "Drug-Impaired Driving." National Highway Traffic Safety Administration. <https://www.nhtsa.gov/risky-driving/drug-impaired-driving>
- 27 "Drug-Impaired Driving." National Highway Traffic Safety Administration. <https://www.nhtsa.gov/risky-driving/drug-impaired-driving>

* = Insert department or agencywide resource, image, and/or information hashtag

APRIL: National Work Zone Awareness Week (FHWA)



Speeding was a factor in over 31% of fatal work zone crashes in 2019 and has continued to rise. Learn how to be a safe driver in work zones at [\[Insert URL/Image/Hashtag\]](#).²⁸

In 2019, over 25% of crashes in work zones involved rear-end collisions. Slow down and be alert to sudden stops. Learn more during National Work Zone Awareness Week [\[Insert URL/Image/Hashtag\]](#).²⁹

More than 135 workers were killed in highway work zones in 2019. Drive safely and respect workers in work zones. Learn more during National Work Zone Awareness Week [\[Insert URL/Image/Hashtag\]](#).³⁰



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APRIL: National Distracted Driving Awareness Month (NHTSA)



In 2019, distracted driving caused more than 3,000 fatalities, an increase from previous years. Learn more about the risks and take the pledge to drive distraction-free at [\[Insert URL/Image/Hashtag\]](#).³¹

Did you know that eating, adjusting the radio, applying makeup, or even talking while behind the wheel is considered distracted driving? It can be deadly, so take the pledge to be a safer driver. Learn more at [\[Insert URL/Image/Hashtag\]](#).³²

On average, distracted driving injures more than 700 people every day. In recognition of National Distracted Driving Awareness Month, learn how to keep yourself and others safe [\[Insert URL/Image/Hashtag\]](#).³³



In 2019, distracted driving caused more than 3,000 fatalities, an increase from previous years. Learn more about the risks and take the pledge to drive distraction-free at [\[Insert URL/Image/Hashtag\]](#).

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28 "National Work Zone Awareness Week." Kansas Department of Transportation. April 2021. http://www.ksdot.org/Assets/wwwksdot.org/bureaus/offTransInfo/GoOrange/pdf/21-027_FHWA_NWZAW-2021_v02.pdf

29 "National Work Zone Awareness Week." Kansas Department of Transportation. April 2021. http://www.ksdot.org/Assets/wwwksdot.org/bureaus/offTransInfo/GoOrange/pdf/21-027_FHWA_NWZAW-2021_v02.pdf

30 "National Work Zone Awareness Week." Kansas Department of Transportation. April 2021. http://www.ksdot.org/Assets/wwwksdot.org/bureaus/offTransInfo/GoOrange/pdf/21-027_FHWA_NWZAW-2021_v02.pdf

31 "Distracted Driving." National Highway Traffic Safety Administration. <https://www.nhtsa.gov/risky-driving/distracted-driving>

32 "U Drive. U Text. U Pay." National Highway Traffic Safety Administration. <https://www.nhtsa.gov/campaign/distracted-driving>

33 "Understanding Distracted Driving and Inattention Blindness." National Safety Council. 2020. <https://www.nsc.org/getmedia/01b64f21-6b61-4761-b539-e35c0f36c5af/safety-talk.pdf>

* = Insert department or agencywide resource, image, and/or information hashtag



MAY: National Heatstroke Prevention Day (NHTSA)

Facebook | LinkedIn

Twitter | Instagram

Heatstrokes accounted for more than 53 child fatalities in 2018 and 2019. Learn how to prevent heatstroke fatalities at [\[Insert URL/Image/Hashtag\]](#).³⁴

Heatstrokes accounted for more than 53 child fatalities in 2018 and 2019. Learn how to prevent heatstroke fatalities at [\[Insert URL/Image/Hashtag\]](#).

Look before you lock your doors! Heatstroke deaths are preventable. Make sure it does not happen to you. [\[Insert URL/Image/Hashtag\]](#)

Look before you lock your doors! Heatstroke deaths are preventable. Make sure it does not happen to you. [\[Insert URL/Image/Hashtag\]](#)

Did you know that apart from crashes, heatstroke is the leading cause of vehicle-related deaths in children? Learn more on how to prevent heatstroke at [\[Insert URL/Image/Hashtag\]](#).³⁵

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MAY: National Police Week (NLEOMF)

Facebook | LinkedIn

Twitter | Instagram

Each week, an officer dies in a motor vehicle-related crash on average. During National Police Week, take the pledge to protect those who serve our communities by exercising safe driving habits. [\[Insert URL/Image/Hashtag\]](#)³⁶

Each week, an officer dies in a motor vehicle-related crash on average. During National Police Week, take the pledge to protect those who serve our communities by exercising safe driving habits. [\[Insert URL/Image/Hashtag\]](#)

In recognition of National Police Week, we thank our officers for the sacrifice they make to protect our communities. [\[Insert URL/Image/Hashtag\]](#)

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During National Police Week, we pay our respects to officers who have lost their lives in the line of duty. Learn more about events honoring police at [\[Insert URL/Image/Hashtag\]](#).³⁷

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34 "Hot Car Deaths." National Safety Council. <https://injuryfacts.nsc.org/motor-vehicle/motor-vehicle-safety-issues/hotcars/#:~:text=In%20both%202018%20and%202019%20a%20record%20number,tracking%20U.S.%20child%20vehicular%20heatstroke%20deaths%20since%201998>.
35 "Child Safety." National Highway Traffic Safety Administration. <https://www.nhtsa.gov/road-safety/child-safety>
36 "Law Enforcement Officer Motor Vehicle Safety." Centers for Disease Control and Prevention. <https://www.cdc.gov/niosh/topics/leo/default.html>
37 "Programs & Events at the Memorial." The National Law Enforcement Memorial Fund. <https://nleomf.org/memorial/programs/>

* = Insert department or agencywide resource, image, and/or information hashtag

MAY: Click It or Ticket Campaign Kickoff (NHTSA)



Whether you're a driver or passenger, the safest choice you can make in a car is buckling up. Seatbelts save lives—but only if you wear them. Learn more about seatbelts and occupant safety. [\[Insert URL/Image/Hashtag\]](#)³⁸

On average, seatbelts in the United States save more than 10,000 lives every year. Click It or Ticket. Learn more at [\[Insert URL/Image/Hashtag\]](#)³⁹

Did you know that wearing a seatbelt can reduce your risk of being moderately or critically injured in a crash by 50%? Learn more about seatbelts and occupant safety. [\[Insert URL/Image/Hashtag\]](#)⁴⁰



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MAY: National EMS Week (ACEP)



In recognition of National EMS week, we thank the emergency medical services who care for our communities. [\[Insert URL/Image/Hashtag\]](#)

On average, it is estimated that ambulances are involved in more than 4,500 vehicle-related traffic crashes each year. During National EMS Week, ensure their safety by driving responsibly and moving over for emergency vehicles. [\[Insert URL/Image/Hashtag\]](#)⁴¹

Each year there are at least 29 fatal crashes involving ambulances across the U.S. During National EMS Week, practice safe driving habits and commit to moving over for emergency vehicles. [\[Insert URL/Image/Hashtag\]](#).⁴²



In recognition of National EMS week, we thank the emergency medical services who care for our communities. [\[Insert URL/Image/Hashtag\]](#)

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38 "Seat Belts." National Highway Traffic Safety Administration. <https://www.nhtsa.gov/risky-driving/seat-belts>

39 "Seat Belts Save Lives." National Highway Traffic Safety Administration. <https://www.nhtsa.gov/seat-belts/seat-belts-save-lives>

40 "Seat Belts." National Highway Traffic Safety Administration. <https://www.nhtsa.gov/risky-driving/seat-belts>

41 "A National Perspective on Ambulance Crashes and Safety." National Highway Traffic Safety Administration. September 2015. <https://www.ems.gov/pdf/EMSWorldAmbulanceCrashArticlesSept2015.pdf>

42 "A National Perspective on Ambulance Crashes and Safety." National Highway Traffic Safety Administration. September 2015. <https://www.ems.gov/pdf/EMSWorldAmbulanceCrashArticlesSept2015.pdf>

* = Insert department or agencywide resource, image, and/or information hashtag



MAY: National Youth Traffic Safety Month (NOYS)

 Facebook |  LinkedIn

On average, six teens die every day in vehicle crashes. Learn more about safe driving during National Youth Traffic Safety Month [\[Insert URL/Image/Hashtag\]](#).⁴³

Did you know that the leading cause of death in youth ages 15 to 20 is motor vehicle crashes? Learn how to speak to your teen about traffic safety at [\[Insert URL/Image/Hashtag\]](#).⁴⁴

Do you know a teen who recently got their driver's license? Learn how to speak to them about safe driving before handing over the keys. Visit [\[Insert URL/Image/Hashtag\]](#).

 Twitter |  Instagram

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MAY: Motorcycle Safety Awareness Month (NHTSA)

 Facebook |  LinkedIn

Motorcycle safety is a two-way street. Look both ways and look twice. Keep yourself and other motorists safe. Learn more during Motorcycle Safety Awareness Month at [\[Insert URL/Image/Hashtag\]](#).⁴⁵

The safest choice you can make on a motorcycle is wearing a helmet. In 2019, more than 5,014 motorcyclists died in fatal crashes. Learn more motorcycle safety tips at [\[Insert URL/Image/Hashtag\]](#).⁴⁶

Over 80% of motorcycle crashes are fatal or injurious. Learn about motorcycle safety at [\[Insert URL/Image/Hashtag\]](#).⁴⁷

 Twitter |  Instagram

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43 "Global Youth Traffic Safety Month." United States Department of Health and Human Services. <https://teenpregnancy.acf.hhs.gov/events/global-youth-traffic-safety-month>

44 "Global Youth Traffic Safety Month." United States Department of Health and Human Services. <https://teenpregnancy.acf.hhs.gov/events/global-youth-traffic-safety-month>

45 "Motorcycle Safety is a Two-way Street." National Safety Council. <https://www.nsc.org/road-safety/safety-topics/motorcycle-safety>

46 "Motorcycle Safety." National Highway Traffic Safety Administration. <https://www.nhtsa.gov/road-safety/motorcycles>

47 "The Anatomy of a Motorcycle Crash." National Highway Traffic Safety Administration. <https://one.nhtsa.gov/people/injury/ped-bimot/motorcycle/safebike/anatomy.html#:~:text=While there is no typical motorcycle crash%2C what,head injury protection to the rider or passenger.>

* = Insert department or agencywide resource, image, and/or information hashtag

MAY: National Bicycle Safety Month (NHTSA)



Wearing a helmet can help protect you from getting a head injury by over 50%. During National Bicycle Safety Month, learn more bicycling tips to keep you safe at [\[Insert URL/Image/Hashtag\]](#).⁴⁸

More than 846 bicyclists were killed in crashes in 2019. Practice safe road rules and watch out for each other. [\[Insert URL/Image/Hashtag\]](#)⁴⁹

Most deaths involving bicyclists occur between 6 p.m. and 9 p.m. Share the road and look both ways for bicyclists. Learn more at [\[Insert URL/Image/Hashtag\]](#).⁵⁰



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Most deaths involving bicyclists occur between 6 p.m. and 9 p.m. Share the road and look both ways for bicyclists. Learn more at [\[Insert URL/Image/Hashtag\]](#).

JUNE: National Ride to Work Day (Motorcycles, Bicycles and Scooters) on Third Monday (NHTSA)



Did you know that today is National Ride to Work Day? It is a day that celebrates motorcycle riding and other means of transportation such as bikes and scooters. This means you may see more motorcyclists, pedicyclists, and scooters on the road. Let us keep each other safe by looking out for each other. [\[Insert URL/Image/Hashtag\]](#)⁵¹

It's National Ride to Work Day! Did you know that motorcyclists are 29 times more likely to be involved in a fatal crash? Be kind and share the road. [\[Insert URL/Image/Hashtag\]](#)⁵²

It is National Ride to Work Day! Motorcyclists and cyclists, do not forget to wear your DOT-compliant helmet that can help keep you safe. [\[Insert URL/Image/Hashtag\]](#).⁵³



Did you know that today is National Ride to Work Day? It is a day that celebrates motorcycle riding and other means of transportation such as bikes and scooters. This means you may see more motorcyclists, pedalcyclists, and scooters on the road. Let us keep each other safe by looking out for each other. [\[Insert URL/Image/Hashtag\]](#)

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* = Insert department or agencywide resource, image, and/or information hashtag



JULY 4: Impaired Driving on Fourth of July (NHTSA)

Facebook | LinkedIn

As we gather to celebrate our nation’s birth, remember to drink responsibly. Buzzed driving is drunk driving. Learn more about sober driving at [\[Insert URL/Image/Hashtag\]](#).⁵⁴

Are you hosting a party this July 4? Help your guests secure a sober ride home. You could be saving lives. Learn more about the risks of driving on July 4 at [\[Insert URL/Image/Hashtag\]](#).⁵⁵

Did you know that July 4 is one of the deadliest holidays due to drunk-driving crashes? If you feel different, you drive different. [\[Insert URL/Image/Hashtag\]](#)⁵⁶

Twitter | Instagram

As we gather to celebrate our nation’s birth, remember to drink responsibly. Buzzed driving is drunk driving. Learn more about sober driving at [\[Insert URL/Image/Hashtag\]](#).

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Did you know that July 4 is one of the deadliest holidays due to drunk-driving crashes? If you feel different, you drive different. [\[Insert URL/Image/Hashtag\]](#)

AUGUST: National Impaired Driving: High Visibility Enforcement Campaign: Drive Sober or Get Pulled Over/Drive High Get a DUI (NHTSA)

Facebook | LinkedIn

As we celebrate the last weeks of summer, remember to drive responsibly. If you feel different, you will drive differently. Drive sober or get pulled over. [\[Insert URL/Image/Hashtag\]](#)⁵⁷

If you feel different, you will drive differently. Remember: Drive high, get a DUI. [\[Insert URL/Image/Hashtag\]](#)⁵⁸

Will you be celebrating over Labor Day weekend? Remember to secure a sober drive home. If you drive high or feeling buzzed, you will get a DUI. [\[Insert URL/Image/Hashtag\]](#)⁵⁹

Twitter | Instagram

As we celebrate the last weeks of summer, remember to drive responsibly. If you feel different, you will drive differently. Drive sober or get pulled over. [\[Insert URL/Image/Hashtag\]](#)

If you feel different, you will drive differently. Remember: Drive high, get a DUI. [\[Insert URL/Image/Hashtag\]](#)

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* = Insert department or agencywide resource, image, and/or information hashtag

SEPTEMBER: Child Passenger Safety Week (NHTSA)



On average, 50% of all car seats are installed incorrectly. Is your child in the correct car seat and is it installed correctly? Find out by joining us at one of our local events during Child Passenger Safety Week. [\[Insert URL/Image/Hashtag\]](#)⁶⁰

A properly installed car seat can save a child's life: When they're in a properly installed car seat, a child's chances of survival during a crash increase by 54%. Learn safety tips during Child Passenger Safety Week at [\[Insert URL/Image/Hashtag\]](#).⁶¹

Have you registered your car seat with its manufacturer? This simple step can keep your child safe by keeping you informed about safety recalls. Learn more during Child Passenger Safety Week at [\[Insert URL/Image/Hashtag\]](#).⁶²



On average, 50% of all car seats are installed incorrectly. Is your child in the correct car seat and is it installed correctly? Find out by joining us at one of our local events during Child Passenger Safety Week. [\[Insert URL/Image/Hashtag\]](#)

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Have you registered your car seat with its manufacturer? This simple step can keep your child safe by keeping you informed about safety recalls. Learn more during Child Passenger Safety Week at [\[Insert URL/Image/Hashtag\]](#).

SEPTEMBER: Rail Safety Week (NSC)



Stop Track Tragedies: During Rail Safety Week, learn more about the about crossing railroad tracks safely. [\[Insert URL/Image/Hashtag\]](#)⁶³

Did you know that it can take a full mile for a train to stop if it's travelling at 55 mph? Remember: Trains always have the right of way. Learn tips for safe railroad crossings at [\[Insert URL/Image/Hashtag\]](#).⁶⁴

Do you live near a railroad crossing? Protect your family and your neighbors by learning about safe railroad crossings during Rail Safety Week. [\[Insert URL/Image/Hashtag\]](#)⁶⁵



Stop Track Tragedies: During Rail Safety Week, learn more about the about crossing railroad tracks safely. [\[Insert URL/Image/Hashtag\]](#)

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SEPTEMBER: National Seat Check End of Child Passenger Safety Week (NHTSA)

Facebook | LinkedIn

It's National Seat Check Saturday! Join us to learn how to ensure your child is secured correctly in your vehicle. Learn more at [\[Insert URL/Image/Hashtag\]](#).

Do you need help installing your car seat correctly? Or checking to see if it's the right seat for your child to begin with? Join us to learn how to properly secure your child during National Seat Check Saturday! [\[Insert URL/Image/Hashtag\]](#)

Did you know that over 50% of all car seats in the U.S. are installed incorrectly? To ensure that your car seat is properly installed, join us during National Seat Check Saturday! [\[Insert URL/Image/Hashtag\]](#)⁶⁶

Twitter | Instagram

It's National Seat Check Saturday! Join us to learn how to ensure your child is secured correctly in your vehicle. Learn more at [\[Insert URL/Image/Hashtag\]](#).

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OCTOBER: National Teen Driving Safety Week (NHTSA)

Facebook | LinkedIn

The leading cause of death in teens is motor vehicle crashes. Keep your teen safe by having conversations about important rules of the road. Learn more during National Teen Driving Safety Week at [\[Insert URL/Image/Hashtag\]](#).⁶⁷

Did you know that parents can be the biggest influencers on teen behaviors behind the wheel? Take the time to talk to your teen about the risks of driving and to learn safe-driving tips during National Teen Driving Safety Week [\[Insert URL/Image/Hashtag\]](#).⁶⁸

It's National Teen Driving Safety Week! Have you spoken to your teen about the rules and risks of the road? Learn safe-driving tips that may be helpful to share with your teen at [\[Insert URL/Image/Hashtag\]](#).⁶⁹

Twitter | Instagram

The leading cause of death in teens is motor vehicle crashes. Keep your teen safe by having conversations about important rules of the road. Learn more during National Teen Driving Safety Week at [\[Insert URL/Image/Hashtag\]](#).

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* = Insert department or agencywide resource, image, and/or information hashtag

OCTOBER 31: Impaired Driving on Halloween (NHTSA)



Happy Halloween! Help us make happy memories and avoid tragic nightmares. Buzzed driving is drunk driving. [\[Insert URL/Image/Hashtag\]](#)⁷⁰

Do not create terrors this Halloween by driving drunk. Stay sober or secure a sober ride home. [\[Insert URL/Image/Hashtag\]](#)

Help us make this Halloween safe by driving responsibly. If you feel buzzed or high, you will get a DUI. [\[Insert URL/Image/Hashtag\]](#)⁷¹



Happy Halloween! Help us make happy memories and avoid tragic nightmares. Buzzed driving is drunk driving. [\[Insert URL/Image/Hashtag\]](#)

Do not create terrors this Halloween by driving drunk. Stay sober or secure a sober ride home. [\[Insert URL/Image/Hashtag\]](#)

Help us make this Halloween safe by driving responsibly. If you feel buzzed or high, you will get a DUI. [\[Insert URL/Image/Hashtag\]](#)

OCTOBER: Pedestrian Safety Month (NHTSA)



Did you know that the end of daylight savings time places pedestrians at higher risk? Look out for pedestrians and use extra caution. Learn more safe-driving tips during Pedestrian Safety Month [\[Insert URL/Image/Hashtag\]](#).⁷²

It is Pedestrian Safety Month! Enjoy walking safely by looking both ways for incoming traffic, using pedestrian crosswalks, and obeying signs and signals. Remember to walk facing traffic if there is no sidewalk. Motorists, please watch for pedestrians. Learn more safety tips at [\[Insert URL/Image/Hashtag\]](#).⁷³

On average, there are more than 6,000 pedestrian fatalities in the U.S. every year. During Pedestrian Safety Month, please be extra mindful of your surroundings. [\[Insert URL/Image/Hashtag\]](#)⁷⁴



Did you know that the end of daylight savings time places pedestrians at higher risk? Look out for pedestrians and use extra caution. Learn more safe-driving tips during Pedestrian Safety Month [\[Insert URL/Image/Hashtag\]](#).

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* = Insert department or agencywide resource, image, and/or information hashtag



NOVEMBER: Impaired Driving During Thanksgiving Week (NHTSA)

 Facebook |  LinkedIn

As we approach Thanksgiving Day, make sure drinking and driving is not on the menu. Be a responsible driver this holiday weekend. [\[Insert URL/Image/Hashtag\]](#)⁷⁵

Celebrating with friends and family this Thanksgiving? Excited about Black Friday shopping? Remember: If you feel buzzed, stay home. [\[Insert URL/Image/Hashtag\]](#)

Hosting Thanksgiving this year? Help your guests secure a sober ride home. [\[Insert URL/Image/Hashtag\]](#)

 Twitter |  Instagram

As we approach Thanksgiving Day, make sure drinking and driving is not on the menu. Be a responsible driver this holiday weekend. [\[Insert URL/Image/Hashtag\]](#)

Celebrating with friends and family this Thanksgiving? Excited about Black Friday shopping? Remember: If you feel buzzed, stay home. [\[Insert URL/Image/Hashtag\]](#)

Hosting Thanksgiving this year? Help your guests secure a sober ride home. [\[Insert URL/Image/Hashtag\]](#)

NOVEMBER: Blackout Wednesday- Day before Thanksgiving (NHTSA)

 Facebook |  LinkedIn

Blackout Wednesday is the worst and deadliest day to travel. Pass out from turkey, not alcohol. [\[Insert URL/Image/Hashtag\]](#)⁷⁶

Did you know that Blackout Wednesday is the deadliest day to travel? Say no to drinking and driving. [\[Insert URL/Image/Hashtag\]](#)⁷⁷

On average, there are more than 100 deaths every year during the Thanksgiving holiday due to alcohol-related crashes. Say no to Blackout Wednesday. [\[Insert URL/Image/Hashtag\]](#)⁷⁸

 Twitter |  Instagram

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On average, there are more than 100 deaths every year during the Thanksgiving holiday due to alcohol-related crashes. Say no to Blackout Wednesday. [\[Insert URL/Image/Hashtag\]](#)

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* = Insert department or agencywide resource, image, and/or information hashtag

NOVEMBER Click It or Ticket Campaign (NHTSA)



Whether you're a driver or passenger, the safest choice you can make in a car is buckling up. Seatbelts save lives—but only if you wear them. Learn more about seatbelts and occupant safety. [\[Insert URL/Image/Hashtag\]](#)⁷⁹

On average, seatbelts in the United States save more than 10,000 lives every year. Click It or Ticket. Learn more at [\[Insert URL/Image/Hashtag\]](#)⁸⁰

Did you know that wearing a seatbelt can reduce your risk of being moderately or critically injured in a crash by 50%? Learn more about seatbelts and occupant safety. [\[Insert URL/Image/Hashtag\]](#)⁸¹



Whether you're a driver or passenger, the safest choice you can make in a car is buckling up. Seatbelts save lives—but only if you wear them. Learn more about seatbelts and occupant safety. [\[Insert URL/Image/Hashtag\]](#)

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Did you know that wearing a seatbelt can reduce your risk of being moderately or critically injured in a crash by 50%? Learn more about seatbelts and occupant safety. [\[Insert URL/Image/Hashtag\]](#)

DECEMBER: National Drunk & Drug-Impaired Driving Prevention Month (ONDGP)



Christmas and New Year's are among the deadliest holidays due to drunk and impaired driving. If you feel different, you will drive differently. Drive sober this holiday season. [\[Insert URL/Image/Hashtag\]](#)⁸²

In 2018, more than 800 people died during the month of December due to alcohol-related crashes. This month has consistently remained one of the deadliest, so be a responsible driver this holiday season. [\[Insert URL/Image/Hashtag\]](#)⁸³

Stay sober if you plan to drive. Because if you're feeling buzzed or high, you will get a DUI. Take the pledge to drive and ride responsibly during National Drunk & Drug-Impaired Driving Prevention Month. [\[Insert URL/Image/Hashtag\]](#)⁸⁴



Christmas and New Year's are among the deadliest holidays due to drunk and impaired driving. If you feel different, you will drive differently. Drive sober this holiday season. [\[Insert URL/Image/Hashtag\]](#)

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DECEMBER: National Impaired Driving: High Visibility Enforcement Campaign- Holiday Season (NHTSA)

Facebook | LinkedIn

Twitter | Instagram

On average, more than 10,500 people die every year due to a drunk-driving crash. Drive sober or get pulled over. Learn more about impaired driving at [\[Insert URL/Image/Hashtag\]](#).⁸⁵

Did you know that someone dies in a drunk-driving crash every 50 minutes? Keep your loved ones and others safe by remembering: Drive sober or get pulled over. [\[Insert URL/Image/Hashtag\]](#)⁸⁶

Did you know that fatal drunk-driving crashes killed more than 285 people in 2018? Alcohol-related crashes increase during the month of December, making it one of the deadliest. 'Tis the season to drive sober. Learn more about impaired driving at [\[Insert URL/Image/Hashtag\]](#).⁸⁷

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* = Insert department or agencywide resource, image, and/or information hashtag

ACKNOWLEDGEMENTS

The International Association of Chiefs of Police (IACP), and the U.S. Department of Transportation (USDOT), National Highway Traffic Safety Administration (NHTSA), created a multidisciplinary Advisory Working Group to provide advice and guidance to inform the development of Safer Roads, Stronger Communities: How Traffic Safety Saves lives and Actually Improves Them Resource. The IACP and NHTSA would like to express our gratitude for the vital contributions of the following Advisory Working Group Members who are listed below with affiliations at the time of participation.

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