



Safer Roads, **STRONGER** Communities

How Traffic Safety Saves Lives—
and Actually Improves Them



The International Association of Chiefs of Police (IACP) is the world's largest and most influential professional association for police leaders. With more than 30,000 members in over 165 countries, the IACP is a recognized leader in global policing. Since 1893, the association has been speaking out on behalf of law enforcement and advancing leadership and professionalism in policing worldwide.

The IACP is known for its commitment to shaping the future of the police profession. Through timely research, programming, and unparalleled training opportunities, the IACP is preparing current and emerging police leaders—and the agencies and communities they serve—to succeed in addressing the most pressing issues, threats, and challenges of the day.

The IACP is a not-for-profit 501c(3) organization headquartered in Alexandria, Virginia. The IACP is the publisher of *The Police Chief* magazine, the leading periodical for law enforcement executives, and the host of the IACP Annual Conference, the largest police educational and technology exposition in the world. IACP membership is open to law enforcement professionals of all ranks, as well as non-sworn leaders across the criminal justice system. Learn more about the IACP at www.theIACP.org.

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EXECUTIVE SUMMARY

America is a nation in flux. That is evident in transportation. Thanks to increased interest in environmental sustainability and physical fitness, public appetite for mass transit and pedestrianism has grown exponentially in recent decades. More than ever, Americans want walkable communities and clean, reliable public transit.

In cities large and small, buses, trains, bike lanes, and pedestrian trails are symbols of progress, while emerging technologies like air taxis and high-speed trains are exciting signs of future greatness.

And yet, the fact remains: For now, at least, the United States is a nation of cars.

Indeed, there are approximately 276.5 million registered vehicles on American roadways, including more than 253.7 million passenger vehicles.¹ That is nearly two cars per U.S. household. It makes sense. Because for most Americans, driving is still the best and often only way to get to work, to school, to the doctor, to the grocery store, and to countless other places that people need to go to live healthy, happy, and productive lives.

Of course, in a nation where driving is so essential, traffic safety also is paramount. Without it, the cars on which so many rely on would sit idle in garages and in parking spaces, unable to ensure safe passage from point A to point B. In that way, traffic safety is as important as the cars it governs: Like oil in the engine and fuel in the gas tank, it keeps vehicles moving—and along with them, people, cargo, and commerce.

Unfortunately, not everyone sees it that way. Although it is a fundamental and vital part of modern policing, many communities and law enforcement agencies view traffic safety with

neither enthusiasm nor prestige. Individuals often see it as an inconvenience, while law enforcement officers may view it as a lower priority. Upon closer scrutiny, however, traffic safety is a compelling opportunity to create positive and meaningful impact.

It is incumbent on law enforcement leaders to recognize that opportunity and incorporate it within their workforce and their community. To assist police leaders, the International Association of Chiefs of Police (IACP) and the National Highway Traffic Safety Administration (NHTSA) have created this toolkit to illustrate the benefits of traffic safety and to help law enforcement agencies do the same.

Central to the toolkit are three core messages:

1. Traffic safety saves lives.

While Americans drove less in 2020 due to the pandemic, NHTSA has estimated that there were 38,680 people killed in motor vehicle traffic crashes—the largest projected number of fatalities since 2007.² Fatalities included not only drivers and passengers, but also cyclists, pedestrians, and other nonoccupants. In 2020, Passenger fatalities was up 5%, motorcyclists up 9%, and pedalcyclists up 5%.

When one considers their causes and consequences, however, they are impossible to ignore. The former range from speeding and alcohol impairment to aggressive, drowsy, and distracted driving—all of which can be prevented or reduced with traffic safety education and enforcement—while the latter include lost children, friends, teachers, neighbors, family members, and partners. In that light, one cannot help but acknowledge: Traffic safety is a necessary.

2. Traffic safety makes communities more livable.

Traffic safety saves lives. Just as important, however, is the fact that it improves them.

Consider, for example, the economic costs of traffic crashes: In 2010—the last time NHTSA reported on

1 "Number of U.S. Aircraft, Vehicles, Vessels, and Other Conveyances." Bureau of Transportation Statistics. Accessed April 29, 2021. <https://www.bts.gov/content/number-us-aircraft-vehicles-vessels-and-other-conveyances>.

2 "2020 Fatality Data Show Increased Traffic Fatalities During Pandemic." National Highway Traffic Safety Administration. June 2021. [2020 Fatality Data Show Increased Traffic Fatalities During Pandemic | NHTSA](https://www.nhtsa.gov/press-releases/2020-fatality-data-show-increased-traffic-fatalities-during-pandemic).

the subject—motor vehicle crashes cost the United States \$242 billion, or approximately 1.6% of U.S. gross domestic product. That includes \$1 million per nonfatal injury in medical costs and lost productivity, \$76.1 billion in property damage, and \$28 billion in crash-related congestion costs, such as travel delays, fuel consumption, and air pollution.³

And that is just the immediate costs of a crash. Every time a person is killed in a collision, society also loses that person's future economic output, which amounts to an average of \$1.4 million per fatality.⁴

Although private insurers and individual crash victims pay most of the tab, approximately 7% of all crash costs are paid from public funds. Uninvolved motorists who are delayed in traffic, charities, and health care providers shoulder another 16% of the costs. Cumulatively, that is billions of dollars every year—over \$187 billion, to be exact—that society spends on traffic crashes that it might otherwise spend on schools, parks, social services, and other public interests that make communities attractive, comfortable, and prosperous places to live.⁵

However, there are more immediate and tangible benefits, too. For example, traffic enforcement has been shown to be both a specific and general deterrence to crime,⁶ including minor offenses like noise violations, littering, vandalism, public intoxication, and disorderly conduct, as well as more serious offenses like burglary and assault. That is because police officers who make traffic stops are visible to other community members who are driving by—not only is the driver who was pulled over deterred, but so are other potential criminals, who may decide not to commit a crime due to police presence. The result: increased safety and a better quality of life.

3. Traffic safety strengthens police-community relations.

Many people at some point have interactions with police during routine traffic stops. That is of significant public benefit, as law enforcement at

its best is a collaborative partnership between the public and police. When they are done correctly, traffic stops build foundations on which to establish and grow the relationships on which that partnership relies.

Furthermore, traffic safety builds goodwill. In residential communities, for example, police often receive complaints from community members about speeding, reckless driving, and other traffic violations. When police officers take those complaints seriously and organize targeted enforcement actions to address them, individuals take note. Police can subsequently spend the resulting social capital they have earned to further engage community members and establish meaningful dialogue on other law enforcement issues that are important to the community.

Traffic Safety as Strategic Priority

Traffic safety is a worthy mission with strategic value that deserves increased priority within law enforcement agencies of all types and sizes. It saves lives, improves the quality of life in communities, and creates positive relationships by which police officers can engage in the communities they serve.

The rest of the documents in this toolkit will help you emphasize and elevate the issue within your own agency and community. Included are insights on the benefits of collaborative policing, a Community Assessment Tool to help law enforcement agencies engage the community about traffic safety, and templates that law enforcement agencies can use to communicate the importance of traffic safety to the public via local news outlets and social media.

In addition, be sure to review and utilize the following IACP traffic safety resources, all of which are available on [the IACP's website](#):

3 "The Economic and Societal Impact of Motor Vehicle Crashes, 2010 (Revised)." National Highway Traffic Safety Administration. 2015. <https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/812013>.

4 Ibid.

5 Ibid.

6 Hall, Howard B., and Lowman, Anthony S. "Traffic Enforcement: Calculating the Benefits to the Community." *The Police Chief* (July 2017): 42–47. <https://www.iadlest.org/Portals/0/Files/Documents/DDACTS/Docs/Traffic/Benefits%20of%20Traffic%20Enforcement.pdf>.



Safe, Quick Clearance Toolkit

UN-JAMMING TRAFFIC: Driving Toward Safer, Quicker Clearance of Traffic Incidents

Why Traffic is Treacherous

Practical Considerations for Making Traffic Stoppage Safer

Practical Considerations for Making Traffic Stoppage Safer

Practical Considerations for Making Traffic Stoppage Safer

Traffic Enforcement During the COVID-19 Pandemic

Educate Yourself. Stay Informed. Be Safe.

While COVID-19 cases are steadily increasing within the U.S., law enforcement agencies continue to respond to incidents and enforce traffic laws in their communities, despite the operational challenges they may face on roadways due to the pandemic. Below are considerations to help when making traffic stops or conducting traffic safety activities.

The following recommendations were created in consultation with a panel of experts from across the United States.

Any specific considerations related to impaired driving enforcement are covered in the **COVID-19 Impaired Driving Toolkit**.

FEDERAL CONSIDERATIONS FOR MAKING TRAFFIC STOPPAGE SAFER

Police officers responding to traffic incidents should consider the following operational adjustments:

- Avoid a traffic stop if possible, after physically observing a vehicle for a period of time to ensure it is safe to stop. If a stop is necessary, use a safe location and avoid high-traffic areas.
- Minimize contact with the driver, including using a handheld radio or mobile phone to communicate.
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Distracted Driving Toolkit

Distracted Driving

Promising Practices and Lessons Learned from the Field

Montgomery County, Maryland, Police Department

Ohio State Highway Patrol

Distracted Driving & Safety

Distracted Driving & Safety

Distracted Driving & Safety

Traffic Safety Resource Guide

TRAFFIC SAFETY RESOURCE GUIDE

Current Issues in Traffic Stoppage

Current Issues in Traffic Stoppage

Current Issues in Traffic Stoppage

High Visibility Education & Enforcement: A Collaborative Approach to Traffic Safety

HIGH VISIBILITY EDUCATION & ENFORCEMENT (HIVE): A COLLABORATIVE APPROACH

DELAWARE

With the intent to engage the community and other stakeholders, a summary of the HIVE program is provided below. For more information, please contact the HIVE Lead, Officer Sarah, at sarah@delaware.gov.

A report by the Delaware Highway Safety Administration (DHSA) indicates that Delaware and Florida have the highest number of traffic fatalities in the United States, according to the Department of Transportation's (DOT) annual report on traffic fatalities. In Delaware, 2019 saw 103 traffic fatalities, a 10% increase from 2018. The Department of Transportation (DOT) and Delaware Department of Transportation (DDOT) are working together to address traffic fatalities. The Delaware Department of Transportation (DDOT) and Delaware Highway Safety Administration (DHSA) are working together to address traffic fatalities. The Delaware Department of Transportation (DDOT) and Delaware Highway Safety Administration (DHSA) are working together to address traffic fatalities.

STEERING TOGETHER: HOW COLLABORATIVE POLICING AMPLIFIES THE BENEFITS OF TRAFFIC SAFETY

Roads do not stop at city limits. Traffic problems flow in and out of communities as easily as people and commerce. That creates a challenge for law enforcement, but also an opportunity. When law enforcement agencies reach across borders in the same way that roads do, they can scale both their efforts and their impact in ways that benefit not just individual communities, but entire regions.

To make collaborative policing happen state and local law enforcement agencies should work together to seek and leverage opportunities for joint traffic safety programming and initiatives, and to identify and overcome barriers that prevent them from doing so.

Collaborative Policing Barriers

There are myriad challenges that stand in the way of working collaboratively on traffic safety. A few of the most common are:

- **Funding:** Collaborative policing efforts often are funded by state and federal grants. Such grants are an unstable funding source and often come with built-in restrictions that limit recipients' ability to work in high-priority zones or jurisdictions. For those and other fiscal reasons, law enforcement agencies may decline to participate in otherwise valuable joint policing activities.
- **Politics:** Politics may deter law enforcement agencies from prioritizing traffic safety, which, in some communities, might put officers in the uncomfortable position.

- **Staffing:** Small agencies may lack sufficient personnel to contribute to collaborative policing efforts. Additionally, some agencies may not have a dedicated traffic unit from which to draw resources.
- **Generational buy-in:** Because traffic enforcement in some jurisdictions may be perceived as a low priority; generational differences and recruitment for patrol officers to participate in traffic safety initiatives can be difficult.
- **Leadership:** Traffic enforcement is a mentality that must spread through an agency's culture to be successful. That begins at the top. Without leaders who value traffic safety and establish it as a strategic priority, getting agencies to endorse and participate in collaborative traffic safety initiatives is an uphill battle.

Collaborative Policing Success Stories

Despite the challenges, many law enforcement agencies have established successful interagency partnerships to move the needle on traffic safety in their local and regional communities.



Washington State Patrol: The Washington State Patrol (WSP) has a close working relationship with local police departments across the state of Washington, with whom it regularly collaborates on traffic safety education and enforcement. A particularly effective campaign was the Night of a Thousand Stars, wherein the agency partnered with Mothers Against Drunk Driving (MADD) to coordinate a statewide DUI enforcement effort, the goal of which was having 1,000 officers patrolling Washington roads on a single evening. WSP also conducts miscellaneous joint patrols with local agencies to focus on issues such as seatbelt enforcement and electronic device laws. Although law enforcement agencies may be reluctant to share authority, WSP often eases



tensions by establishing written agreements ahead of time regarding jurisdictional issues like civil unrest and traffic.



Tennessee Highway Patrol: The Tennessee Highway Patrol (THP) has found success in collaborative efforts by focusing on issues of import to the public, such as distracted driving and speeding. For example, in support of *Drive to Zero*, a multi-agency collaboration to decrease traffic fatalities across

Tennessee, THP has conducted several cross-state distracted-driving-enforcement “bus tours.” During the tours, THP provided large, painted buses and/or unmarked passenger vehicles to transport local law enforcement partners as they observed motorists on the road. When they observed traffic violations, officers communicated to patrol vehicles that could then execute enforcement actions. THP also has had success cooperating with local police departments to enforce unrestrained drivers.



Houston, TX, Police Department: The Houston Police Department (HPD) takes a top-down approach to collaborative policing within and around the city of Houston, which leads the nation in fatal crashes due to impaired driving. For example, when HPD organizes monthly joint enforcement efforts

with other agencies—Houston’s chief of police works directly with other chiefs to do planning and outreach. Lieutenants and captains also play significant roles, which helps create buy-in at the line level. Two traffic safety issues that HPD has been successful at organizing are aggressive driving and street racing. To address them, HPD has formed a task force comprising of numerous state and local partners, encompassing approximately 50 officers from HPD and 50 officers from other law enforcement agencies, all of whom team up to plan and execute targeted enforcement efforts in and around Houston. Having staffing from other agencies—such as sheriffs’ offices and highway patrol—helps HPD tackle an important problem without having to rely on overtime or removal of officers from other assignments.



Old Dominion University Police Department: The Old Dominion University Police Department in Norfolk, Virginia, collaborates several times per year with the Norfolk, VA, Police Department, with whom it conducts various trainings in radar and lidar speed

measurement devices, motorcycle training to new motor officers, traffic safety checkpoints, and various other traffic initiatives.

Collaborating with Communities

When law enforcement agencies collaborate with each other, they sow the benefits of traffic safety farther and wider than they otherwise could by themselves. They can enhance their impact even further, however, by adding a third partner to their collaborative ecosystem: community members.

Even the largest police forces have only so many resources and only so much reach. By treating community members as if they are not only beneficiaries of traffic safety initiatives, but also instruments of them, law enforcement agencies can optimize their efforts and maximize their positive outcomes.

While there are numerous ways to recruit and engage community members in traffic safety initiatives, a few of the most effective are:

- **Traffic tip lines:** Having a dedicated web page or hotline where community members can submit traffic-related complaints and concerns is a good first step toward community engagement.
- **Mascots:** In Tennessee, mascot Ollie the Otter promotes traffic safety by providing education and awareness around the use of seat belts and booster seats. Sponsored by the Tennessee Highway Safety Office, he helps children and parents develop a positive opinion about occupant safety through interactive programs at elementary schools.
- **Social media:** Because it is designed for information and community building, social media can be an effective means through which to share news, distribute education, and organize people.

Learn More ...

For more ideas and inspiration around collaborative policing and community engagement, explore the following programs from the Washington State Patrol and the Houston Police Department:

■ **EI Protector**

WSP's EI Protector program provides traffic safety education through bilingual and bicultural dialogue with the Hispanic/Latino community, rather than focusing on specific enforcement measures.

<https://www.wsp.wa.gov/el-protector>

<https://www.youtube.com/watch?v=AdGOOaPPNss>

<https://www.youtube.com/watch?v=JHorMpCBuA>

<https://www.youtube.com/watch?v=67glUCEmRJY>

■ **Night of a Thousand Stars**

WSP's Night of a Thousand Stars is a partnership with Mothers Against Drunk Driving (MADD) wherein it coordinates a statewide DUI enforcement effort, the goal of which is having 1,000 officers patrolling Washington roads on a single evening.

<https://wspinsideout.wordpress.com/2016/12/01/preparing-for-night-of-1000-stars>

■ **TX2K**

TX2K is an annual event at Houston Raceway Park where streetcar owners and enthusiasts can engage in legal, sanctioned street racing. In conjunction with it, HPD and a coalition of state and local law enforcement partners perform a joint enforcement effort in and around Houston. In 2020, the four-day enforcement effort led to 23 street racing arrests and 287 DWI arrests.

<https://youtu.be/n-rymRPzb6s>

<https://youtu.be/CViBDmjeQOI>

<https://youtu.be/gPEGfCfsyJE>

<https://youtu.be/Fbn7Rqw81BQ>

<https://youtu.be/-Y7iApUMBJ4>

<https://youtu.be/CJ9NrkgmzoO>

<https://youtu.be/AvGtWat0SZQ>

<https://youtu.be/t0CP6a9UvZ0>

<https://youtu.be/7tjX7JE1p-g>



TRAFFIC SAFETY COMMUNITY ASSESSMENT TOOL

To fully realize the benefits that traffic safety initiatives confer in the areas of public safety, quality of life, and community-police engagement, law enforcement agencies must invite community members to take an active role in setting traffic safety priorities. One of the most effective ways to do that is to conduct a Traffic Safety Community Assessment.

About the Community Assessment

The example community assessment below invites members of the community to assess their law enforcement agency's responses to traffic-related issues in the community and to provide feedback on community confidence in the law enforcement agency's traffic safety programming and initiatives. Using the feedback and information gathered from this assessment, law enforcement agencies can:

- Evaluate internal strengths and challenges when responding to and investigating incidents related to traffic.

- Improve awareness of the importance of making traffic safety a priority in the agency and its impact on officers and communities.
- Develop and enhance partnerships that promote collaboration and strengthen trust among neighboring jurisdictions; and
- Develop and implement strategies and procedures that make traffic safety a greater priority in the agency, thereby increasing community involvement, improving traffic safety education and enforcement, and enhancing community confidence in law enforcement approaches to traffic safety.

This assessment is not intended to capture all the ways in which agencies and departments can raise the profile of traffic safety education and enforcement. Rather, this tool is intended to serve as guidance to bring awareness to agencies, departments, and communities on the importance of having strong traffic safety programming, initiatives, and activities that improve the quality of life for all.

Community Assessment Questions

SECTION I: General Traffic Safety Information

1. On a scale of 1 to 5, where 1 is "not important at all" and 5 is "extremely important," how important is traffic safety to you?
 - 1 - Not important at all
 - 2 - Slightly important
 - 3 - Neutral
 - 4 - Important
 - 5 - Extremely Important

2. What are the primary traffic concerns in your city? Check all that apply.

- | | |
|--|-------------------|
| Speeding | School zones |
| Distracted driving | School bus safety |
| Impaired driving (i.e., alcohol and drugs) | Parking |
| Pedestrian and crosswalk safety | Other |
| Bicycle safety | |

3. What are your primary traffic safety concerns in your neighborhood? Check all that apply.

- | | |
|--|----------------------|
| Speeding | Electric bike safety |
| Distracted driving | School zones |
| Impaired driving (i.e., alcohol and drugs) | School bus safety |
| Pedestrian and crosswalk safety | Parking |
| Bicycle safety | Other |
| Scooter safety | |

SECTION II: Quality-of-Life Questions within Jurisdiction Limits

4. How safe do you feel on the roadway?

- 1 - Not at all safe
- 2 - Slightly safe
- 3 - Neutral
- 4 - Very safe
- 5 - Extremely safe

5. How safe do you feel behind the wheel?

- 1 - Not at all safe
- 2 - Slightly safe
- 3 - Neutral
- 4 - Very safe
- 5 - Extremely safe

6. Are the speed limits in your neighborhood/community at a safe, set pace?

- Yes
- No



7. Which concerns you more: traffic while you are commuting to work or traffic while you are driving around in your community?

Traffic while commuting to work.

Traffic while driving around in my community.

8. When do you encounter more traffic, and more traffic safety concerns: during weekdays or on the weekends?

During the week

On the weekend

SECTION III: Community Perception of Police Department and Efforts

1. On a scale of 1 to 5, where 1 is “not engaged at all” and 5 is “extremely engaged,” how engaged do you believe the police department is in addressing traffic safety issues in your neighborhood?

1 - Not engaged at all

2 - Slightly engaged

3 - Neutral

4 - Very Engaged

5 - Extremely engaged

2. On a scale of 1 to 5, where 1 is “never” and 5 is “all the time,” how often do you see officers conducting high-visibility enforcement and education?

1 - Never

2 - Sometimes

3 - Not sure

4 - Often

5 - All the time

3. Yes or no: Have you ever been stopped by the police?

Yes

No

If yes, how many times?

If yes, what was it for?

4. How often should officers give tickets?

Never

Almost never

Almost every time

Every time

5. How often should officers give warnings?

Never

Almost never

Almost every time

Every Time

SECTION IV: Education Awareness

6. On a scale of 1 to 5, where 1 is “not aware at all” and 5 is “extremely aware,” how aware are you of new traffic laws that have recently passed (e.g., move-over laws and hands-free laws)?

1 - Not aware at all

2 - Slightly aware

3 - Not sure

4 - Very Aware

5 - Extremely aware

7. How would you want information about new traffic laws distributed to you? (Check all that apply)

Social media

Bulletin boards

Radio shows

Message boards

News media

Letter in the mail

Newspapers

Town hall

Postcards

Other



8. What traffic safety education efforts have you heard about in your community? (List any that apply, or N/A if none)

9. What avenues of communication would you like the police department to use to promote traffic safety programming and initiatives? (Check all that apply)

Social media

Bulletin boards

Radio shows

Message boards

News media

Letter in the mail

Newspapers

Town hall

Postcards

Other

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

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 [\[Insert URL/Image/Hashtag \]*](#).

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 [\[Insert URL/Image/Hashtag \]*](#).

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

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/drun-driving/buzzed-driving-drun-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

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 [\[Insert URL/Image/Hashtag\]](#)*

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. [\[Insert URL/Image/Hashtag\]](#)*

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 [\[Insert URL/Image/Hashtag\]](#)

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 [\[Insert URL/Image/Hashtag\]](#).

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

- 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



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

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

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

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. [\[Insert URL/Image/Hashtag\]](#)

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

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

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 [\[Insert URL/Image/Hashtag\]](#).

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

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



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 [\[Insert URL/Image/Hashtag\]](#).

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 [\[Insert URL/Image/Hashtag\]](#).

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 [\[Insert URL/Image/Hashtag\]](#).

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 [\[Insert URL/Image/Hashtag\]](#).

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 [\[Insert URL/Image/Hashtag\]](#).

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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

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

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. [\[Insert URL/Image/Hashtag\]](#)

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 [\[Insert URL/Image/Hashtag\]](#).

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

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

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

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. [\[Insert URL/Image/Hashtag\]](#)

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 [\[Insert URL/Image/Hashtag\]](#).

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



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. [\[Insert URL/Image/Hashtag\]](#)

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

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. [\[Insert URL/Image/Hashtag\]](#)

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. [\[Insert URL/Image/Hashtag\]](#)

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. [\[Insert URL/Image/Hashtag\]](#)

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. [\[Insert URL/Image/Hashtag\]](#).

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

 Twitter |  Instagram

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](#)].

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](#)].

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](#)].

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](#)].

MAY: Motorcycle Safety Awareness Month (NHTSA)

 Facebook |  LinkedIn

 Twitter |  Instagram

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

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](#)].

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](#)].

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

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



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 [\[Insert URL/Image/Hashtag\]](#).

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

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. [\[Insert URL/Image/Hashtag\]](#)

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. [\[Insert URL/Image/Hashtag\]](#)

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. [\[Insert URL/Image/Hashtag\]](#).

- 48 "Bicycle Safety Statistics May Surprise You." National Safety Council. May 2019. <https://www.nsc.org/safety-first-blog/bicycle-safety-statistics-may-surprise-you>
- 49 "Bicycle Safety." National Safety Council. May 2019. <https://www.nhtsa.gov/road-safety/bicycle-safety>
- 50 "Bicycle Safety." National Safety Council. May 2019. <https://www.nhtsa.gov/road-safety/bicycle-safety>
- 51 "Motorcycle Freedom & Safety on the Open Road." National Highway Traffic Safety Administration. <https://www.nhtsa.gov/motorcycle-safety/ride-work-day#:~:text=Ride%20to%20Work%20Day%2C%20on%20the%20third%20Monday,for%20your%20safety%20and%20for%20that%20of%20others.>
- 52 "Motorcycle Freedom & Safety on the Open Road." National Highway Traffic Safety Administration. <https://www.nhtsa.gov/motorcycle-safety/ride-work-day#:~:text=Ride%20to%20Work%20Day%2C%20on%20the%20third%20Monday,for%20your%20safety%20and%20for%20that%20of%20others.>
- 53 "Motorcycle Safety." National Highway Traffic Safety Administration. <https://www.nhtsa.gov/road-safety/motorcycles>

* = 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 [\[Insert URL/Image/Hashtag\]](#).

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 [\[Insert URL/Image/Hashtag\]](#).

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. [\[Insert URL/Image/Hashtag\]](#)

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. [\[Insert URL/Image/Hashtag\]](#)

- 54 “Buzzed Driving Is Drunk Driving.” National Highway Traffic Safety Administration. <https://www.nhtsa.gov/campaign/buzzed-driving>
- 55 “Celebrate America Safely This July 4th.” National Highway Traffic Safety Administration. <https://www.nhtsa.gov/celebrate-america-safely-july-4th>
- 56 “4th of July - Drive Sober.” National Highway Traffic Safety Administration. <https://www.trafficsafetymarketing.gov/get-materials/drunk-driving/drive-sober-or-get-pulled-over/4th-july-drive-sober>
- 57 “Drive Sober or Get Pulled Over.” National Highway Traffic Safety Administration. <https://www.nhtsa.gov/campaign/drive-sober-or-get-pulled-over>
- 58 “DRUNK DRIVING | DRIVE SOBER OR GET PULLED OVER.” National Highway Traffic Safety Administration. 2021. <https://www.trafficsafetymarketing.gov/get-materials/drunk-driving/drive-sober-or-get-pulled-over/national-mobilization>
- 59 “What You Can Learn From This Cheetah.” National Highway Traffic Safety Administration. <https://www.nhtsa.gov/campaign/if-you-feel-different-you-drive-different>

* = 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. [\[Insert URL/Image/Hashtag\]](#)

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 [\[Insert URL/Image/Hashtag\]](#).

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. [\[Insert URL/Image/Hashtag\]](#)

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 [\[Insert URL/Image/Hashtag\]](#).

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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 [\[Insert URL/Image/Hashtag\]](#).

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! [\[Insert URL/Image/Hashtag\]](#)

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

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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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* = 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 (ONDCP)



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

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 [\[Insert URL/Image/Hashtag\]](#).

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

ACKNOWLEDGEMENTS

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