

TRAFFIC SAFETY TOOLKIT



Sample Public Safety Announcements

- ◆ Fans, remember that drunk driving is deadly and illegal – don't risk it, drive sober every time.
- ◆ Distracted driving isn't just a stupid mistake. It's a deadly trend on American roads, and it's getting worse.
U Drive. U Text. U Pay.
- ◆ The Rhode Island Department of Transportation reminds you to Click It or Ticket – seat belts save lives.
- ◆ Thank you for attending today's/tonight's game. We wish everyone a safe trip home and remind you to please wear your seatbelt, put down your phone, and *"Just Drive."*



Encourage everyone in your school community to do their part to help keep our roads safe. Share [THIS LINK](#) and Ask them to take a minute to take the RIIL Traffic Safety Pledge.



The National Highway Traffic Safety Administration (NHTSA) provides all the resources and materials you need to communicate important traffic safety information within your school community. That includes graphics, videos, facts, talking points and sample social media posts for traffic safety topics and campaigns going on throughout the year.

Visit <https://www.trafficsafetymarketing.gov/> to get started.

