

ONE VOICE *FOR SAFETY*

COMMUNICATION TOOLKIT
FOR TRAFFIC SAFETY PARTNERS



Note: This toolkit is under development. For additions or suggestions, contact: ncvisionzero@ncsu.edu.

Table of Contents

Communication Strategies	4
Tips and Guidelines	4
Social Media Content	5
General traffic safety messaging/Vision Zero messaging	5
Parents	9
Weather	10
Crash Not Accident	11
Enforcement Campaigns	12
Booze It and Lose It	12
Safety Focus Areas	15
Bicycle Safety	15
Child Passenger Safety	20
Distracted Driving	21
Drinking and driving	23
Drowsy Driving	25
Drugged driving	27
Pedestrian Safety	28
Teen Driver	31
Seat belt safety	33
Speeding	38
School Bus	40
Large Truck/CMV Safety	41
Motorcycle Safety	42
Work Zone Safety	43
Holidays	44
New Years	44
Valentine's Day	44
July 4th	45
Halloween	46

Christmas	47
Law Enforcement	48
Additional Content	49
Videos	49
Images	49

Communication Strategies

Tips and Guidelines

DO

- Emphasize **positive** community norms. For example, “Most North Carolinians do not use a phone behind the wheel.”
- **Highlight safe behaviors** and the power of each individual to avoid injury. For example, “Buckle up to save your life!” rather than “Buckle up or be injured/killed.”
- Include a visual element with every post, including a picture, gif, or video.
- Tag relevant partners on posts to reach a wider network of traffic safety partners and increase engagement.
- Tailor messages to a specific audience or peer crowd.
- Respond to private messages, replies, and comments on your page to engage directly with followers and open informal conversation.
- Check analytic tools for social media pages to improve reach and engagement, including [Facebook Insights](#) and [Twitter Analytics](#).

DON'T

- Use “car accident.” To emphasize the power of personal choices and each person’s responsibility on the road, **avoid using the term “accident.”** Instead, describe incidents as a crash or collision. More information [here](#).
- Use fear appeals and graphic or gory images (including bloody scenes, crunched up cars, etc.). Research shows that scare tactics, gore, and **fear appeals do not influence behavior**. Instead, use positive social health behavior messaging. For example, rather than using a message such as “Wear a seat belt or die!” encourage the healthy behavior, such as “Wear a seat belt to save your life!”

Helpful tools

- Save time by using a **social media scheduling app** - such as [Hootsuite](#) or [Social Pilot](#). This will allow you to write content on your own schedule and plan out when it will post in the future.
- [Tweriod](#) is a free service which tells you the best times to post when your followers are on Twitter - allowing you to schedule posts and maximize reach.

Social Media Content

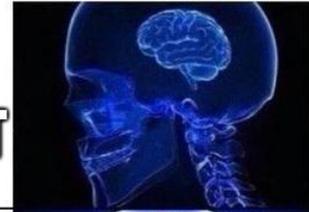
***Note:** Tags listed in the following posts are relevant for Facebook accounts only. Search other platforms (Twitter, Instagram, etc.) to see if an organization has a different tag for other pages.

General traffic safety messaging/Vision Zero messaging

Post	Preview of Visual
<p>It's time to challenge the status quo and adopt a zero tolerance approach to traffic violence. Too many lives are lost each year to selfish decisions on the road. Zero is the only acceptable goal. @ncvisionzero https://goo.gl/t5cG9e</p>	
<p>No one likes a surprise on the road. #communicate #turnsignals @ncvisionzero https://goo.gl/YcbXQi</p>	

Reaching the ultimate level of driving consciousness. #wholesome @ncvisionzero <https://bit.ly/2qlitu1>

**WEARING
A SEAT BELT**



**FOLLOWING
THE SPEED
LIMIT**



**LOOKING FOR
PEDESTRIANS**



**DRIVING LIKE YOU
CARE ABOUT EVERYONE
ON THE ROAD AND
JUST WANT EVERYONE
TO GET HOME SAFELY**

imgflip.com



This public health crisis is in our reach. Crashes are preventable. #yourchoicesmatter @NCVisionZero <https://goo.gl/SWGAaS>



**EVERY 16 MINUTES,
A PERSON IS KILLED
IN A MOTOR VEHICLE CRASH
IN THE UNITED STATES.**

(2014 DATA. NHTSA)

**NC
VISION
ZERO**

Anytime you are in a vehicle, you have the power to prevent a crash.

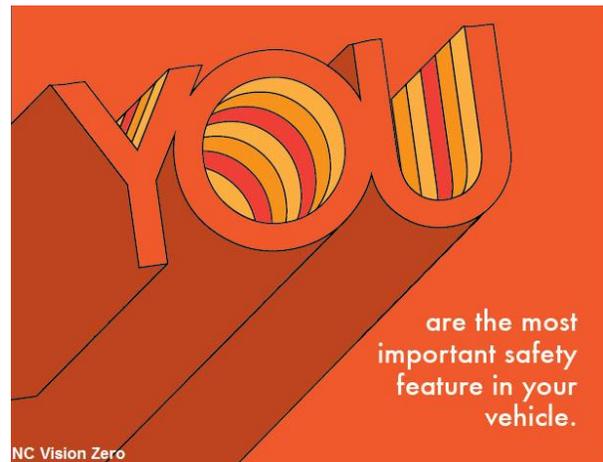
#EmpoweredPassenger #speakup

@ncvisionzero <https://goo.gl/Gpgkuo>



Anytime you are in a vehicle, you have the power to prevent a crash. #Speakup for safety. This makes you an #EmpoweredPassenger.

@ncvisionzero



The closer you are to the car in front of you, the more impossible it is to stop without hitting them.

#commonsense #leavespace #stoppingdistance

#whatstherush @ncvisionzero

<https://goo.gl/images/bZrJ81>



Personal trauma, the anguish of loss, an experience for which you were lamentably unprepared-- What does it mean - what can it mean - if you keep it hidden inside?
#ShareYourStory at ncvisionzero.org/share.
@ncvisionzero <https://bit.ly/2HnEQr3>

Share *Your* Story

Make traffic safety
PERSONAL.



ncvisionzero.org/share-your-story

Do you know someone with a story to tell about traffic safety? Encourage him to tell it at ncvisionzero.org/share! @ncvisionzero <https://bit.ly/2HnEQr3>

Share *Your* Story

Make traffic safety
PERSONAL.



ncvisionzero.org/share-your-story

Your story is only about you - until you tell it. Then, it's history. That's a big deal. #ShareYourStory about traffic safety at ncvisionzero.org/share.
@ncvisionzero <https://bit.ly/2HnEQr3>

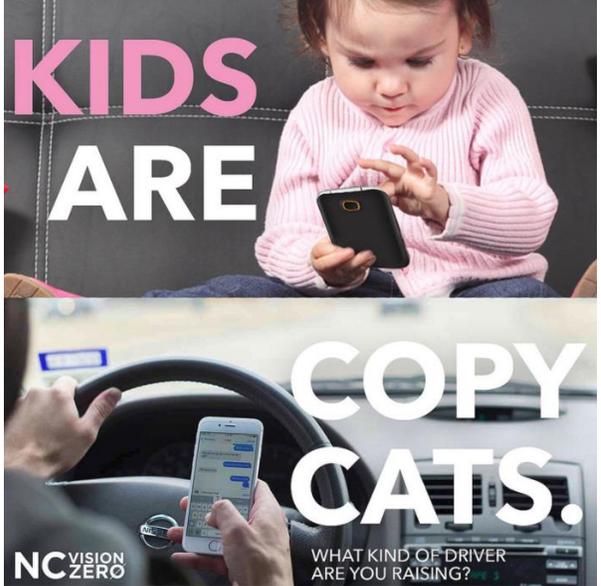
Share *Your* Story

Make traffic safety
PERSONAL.

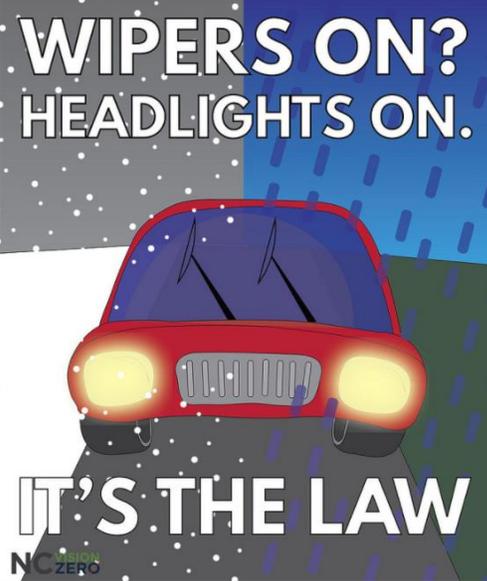


ncvisionzero.org/share-your-story

Parents

Post	Preview of Visual
<p>Children observe and absorb your behavior like a sponge. What kind of driver are you raising? #kidsarecopycats @ncvisionzero https://goo.gl/mnVDG7</p>	
<p>Parents, #resist driving distracted for your kids. #distracteddriving @ncvisionzero @zerofatalities</p>	<p>(video)</p> 

Weather

Post	Preview of Visual
<p>Make sure others can see you in bad weather. @ncvisionzero https://goo.gl/jM98wq</p>	 <p>A graphic featuring a red car with its headlights on, driving on a road. The background is split into a dark grey area with white dots (representing snow) and a blue area with white dashes (representing rain). The text "WIPERS ON? HEADLIGHTS ON." is at the top, and "IT'S THE LAW" is at the bottom. The "NCVISION ZERO" logo is in the bottom left corner.</p>
<p>Wipers and headlights belong together. @ncvisionzero http://gph.is/2po4WSb</p>	<p>(gif)</p>  <p>A GIF showing the interior of a car at night. The dashboard and steering wheel are visible. The text "LIGHTS GLOWING" is overlaid at the top. The car's headlights are on, and the road ahead is visible through the windshield.</p>

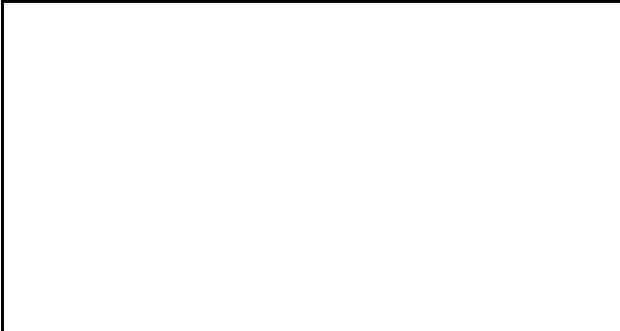
Crash Not Accident

Post	Preview of Visual
<p>A collision resulting from someone drinking and driving or looking down at a phone is no “accident” - it’s a crash. #crashnotaccident @NCVisionZero https://goo.gl/images/2rdkaq</p>	 A graphic with a black background. The word "CRASH" is written in large, bold, yellow, hand-painted style letters. Below it, the word "ACCIDENT" is written in the same style but is crossed out with a thick yellow horizontal line. On the right side, there are three vertical yellow and black diagonal stripes.
<p>The language that we use to describe motor vehicle crashes has great influence on how we perceive our personal power and responsibility to prevent traffic violence. Let’s be clear: Crashes are preventable. #crashnotaccident @NCVisionZero https://goo.gl/images/2rdkaq</p>	 A graphic with a black background. The word "CRASH" is written in large, bold, yellow, hand-painted style letters. Below it, the word "ACCIDENT" is written in the same style but is crossed out with a thick yellow horizontal line. On the right side, there are three vertical yellow and black diagonal stripes.

Enforcement Campaigns

Booze It and Lose It

Post	Preview of Visual
<p>You work hard. Take a well-deserved break this #LaborDay. But, if you drink don't drive. @NCVisionZero https://goo.gl/images/hBUx1y</p>	 <p>A comic book panel with a red background. Batman, in his blue and grey suit with a black mask, is shown from the chest up, holding a yellow sash across his chest. He is looking at a driver whose back is to the viewer. The driver has dark hair and is wearing a yellow shirt. A speech bubble from the driver says, "I've only had 4 drinks. I'm cool to drive." Another speech bubble from Batman says, "NO!!"</p>
<p>A DWI is expensive. You have plenty of options. You can find a sober ride home. #notworththerisk #Boozelt&Loselt @NCVisionZero https://goo.gl/wYPu1M</p>	<p>(gif)</p>  <p>A still from a video showing a man in a white t-shirt and grey pants walking in a hallway, carrying a tray. A young child in a grey shirt and dark shorts is running towards him.</p>
<p>This #LaborDay, start the party, not your car. #BoozeltAndLoselt @NCVisionZero https://goo.gl/UwpkqH</p>	<p>(video)</p>



Enjoy #LaborDay with friends--but, do elect a designated driver. #BoozeltAndLoselt @ITRE_NCSU @NCVisionZero
<https://bit.ly/2JyG2Zo>

(video)

CDOT Last Call Lots: High Five
828 views

A DWI is expensive. You have plenty of options--you can find a sober ride home. #BoozeltAndLoselt @NCVisionZero

(video)

Nothing Kills a Buzz Like... | Zero Fatalities Nevada
14,451 views

Take a load off this #LaborDay. --But, if your celebrations include alcohol, don't drive. #BoozeltAndLoselt @NCVisionZero
<https://bit.ly/2qeNYH5>

(video)

One Sober Moment 2015 :30
523 views

Deaths attributed to drunk driving were fewer in 2016 than in any of the preceding 5 years. North Carolina police are fighting the good fight--but drunk driving still accounts for 27% of all roadway fatalities.

Police will be working extra-hard this week and next to preserve you against the scourge of drunk driving.

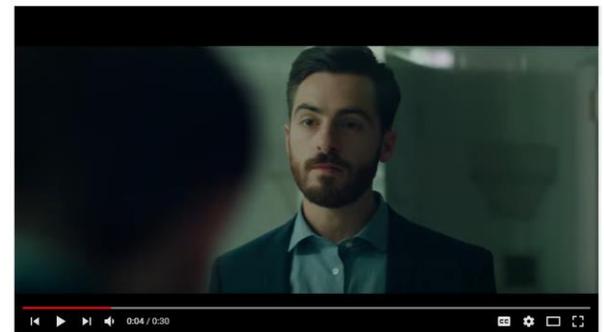
#BoozeltandLoselt @NCVisionZero
<https://goo.gl/images/H3i3iw>



Alcohol is insidious. It impairs your ability to drive--but, it also impairs your ability to _reason_. You know you should not drink and drive. Will you know you should not drive _after several drinks_? Plan sober. Then, stick to the plan.

#BoozeltandLoselt @NCVisionZero
<https://bit.ly/2GOJD7F>

(video)



Man in the Mirror
Unlisted

Safety Focus Areas

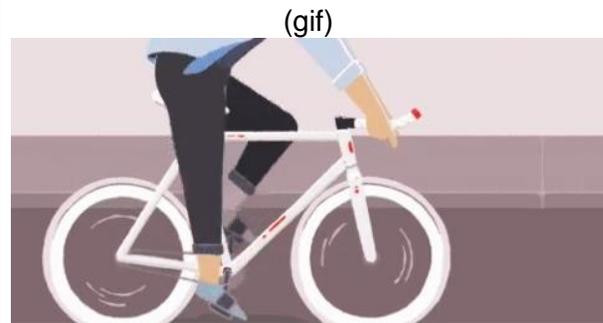
Bicycle Safety

Post	Preview of Visual
<p>Change lanes to pass cyclists. #sharetheroad #watchformenc @bikewalknc @ncvisionzero https://goo.gl/images/Eyjpnk</p>	
<p>Human powered vehicles have a right to the road. Always look for cyclists before turning. #sharetheroad #watchformenc @ncvisionzero https://bit.ly/2lfPqPP</p>	<p>(video)</p> 

A car and a bicycle can't fit in the same lane. Change lanes to pass cyclists. #sharetheroad #watchformenc @bikewalknc @ncvisionzero <https://goo.gl/images/ji6kK5>



Bicycles are vehicles. #samerights #samerules #sharetheroad #watchforme @bikewalknc @ncvisionzero <https://gph.is/2glGwWs>

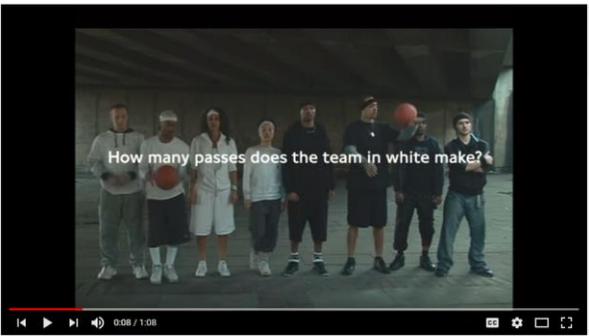
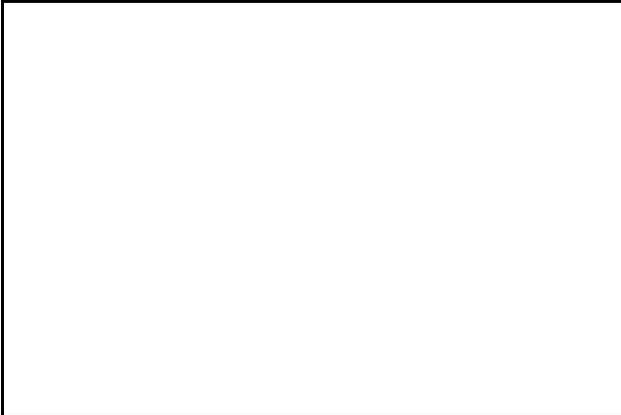


On the road, we all have to watch for each other and travel with mutual understanding. #WatchForMeNC @ncvisionzero @bikewalknc <https://bit.ly/2GdAHs6>



Can you pass this awareness test? #WatchForMeNC @bikewalknc @ncvisionzero <https://bit.ly/2GbQTue>

(video)



Test Your Awareness: Do The Test
23,331,534 views
48K likes 1.3K comments SHARE ...

Anywhere else in life, it's awkward. On the road, it's dangerous. #leavespace #sharetheroad #WatchForMeNC @ncvisionzero @bikewalknc <https://bit.ly/2GBIPU9>

(video)



3 Feet When Passing Law
47,128 views
108 likes 2 comments SHARE ...

We all share the road. #Respect cyclists. #WatchForMe @ncvisionzero @bikewalknc <https://bit.ly/2GbTpkA>

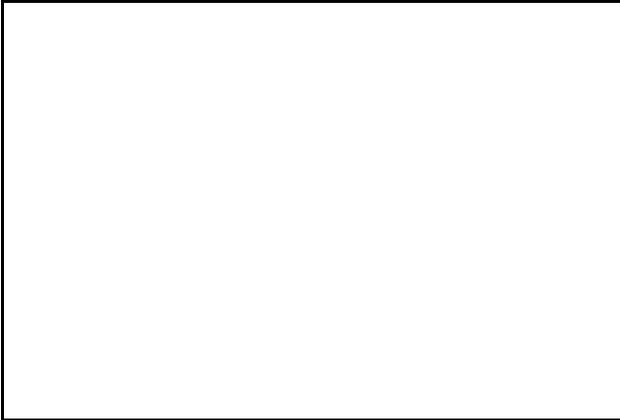
(video)



Sharing the Road with Cyclists - Road Safety Authority Ireland
45,353 views
313 likes 10 comments SHARE ...

@Blackstonebikes - a community bike shop and youth education program gives #bicyclesafety tips with style. #trafficsafetymusic @ncvisionzero @bikewalknc <https://bit.ly/2IWNRHW>

(video)



Stay In Your Lane
7,853 views

60 kph = 37 mph #leavespace
#sharetheroad #watchformenc
@bikewalknc @ncvisionzero
<https://bit.ly/2pS1OOB>

(video)



How much space should you give to bike riders on the road?
3,003 views

We must all be vigilant as we
#sharetheroad. Before jumping out of your
car, looking for oncoming cyclists.
#dutchreach #watchformenc @ncvisionzero
<https://bit.ly/2GKKBAW>

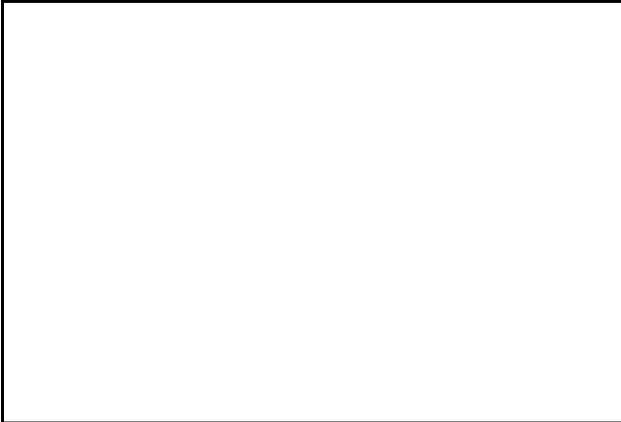
(video)



Drivers: Look for Bikes and Pedestrians Before Opening Your Door
34 views

Bicycles are vehicles. That means we all
have the #samerights and must follow the
#samerules. @ncvisionzero
<https://bit.ly/2GkuuLc>

(video)



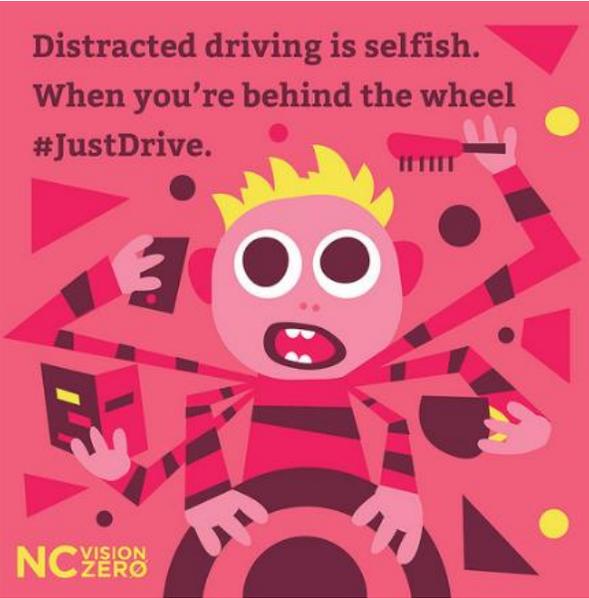
Cyclists: Stop at Stop Signs and Red Lights

5 views 👍 2 🗣️ 0 🔗 SHARE 📺 ⋮

Child Passenger Safety

Post	Preview of Visual
<p>Your children rely on you. Have you checked lately? Is your child in the #rightseat? Find out here: http://www.buckleupnc.org/choosing-using/ @hsrcinfo @ncvisionzero @ncsafekids https://goo.gl/24u2A5</p>	
<p>Is your child in the #rightseat? Most parents aren't sure. http://www.buckleupnc.org/choosing-using/ @ncvisionzero @hsrcinfo https://goo.gl/images/BQQWpE</p>	
<p>Car seats can be complicated. But they don't have to be! Check out this information from @hsrcinfo to make sure you're using #therightseat. @ncvisionzero http://www.buckleupnc.org/choosing-using/ https://goo.gl/images/vF8reX</p>	

Distracted Driving

Post	Preview of Visual
<p>When your eyes aren't on the road, you can't perceive obstacles and risks quickly enough to stop safely. #JustDrive @ncvisionzero https://bit.ly/2Ey8RBe</p>	
<p>You can do it. Rebel against distraction! #jointheresistance #JustDriveNC @ncvisionzero https://goo.gl/c5zzSn</p>	<p>(video)</p>  <p>Join the Resistance, Texts</p>
<p>You can live without it. #JustDrive @ncvisionzero https://bit.ly/2JgXvp1</p>	<p>(video)</p>  <p>Mobile Phone - You can live without it</p> <p>34,094 views</p>

#Distracteddriving is selfish. #JustDrive
@ncvisionzero <https://bit.ly/2Gy9dKa>

(video)



Todd's Texting Troubles | Texting and Driving Prevention | Ad Council

43,739 views

👍 135 🗣️ 8 ➦ SHARE 🌐 ...

Silence your distractions while driving - or at least put them out of reach. When you drive, #JustDrive. @ncvisionzero <https://bit.ly/2Jgdy6c>

(video)



Silence the Distraction 2015 - Nick

2,462 views

👍 10 🗣️ 0 ➦ SHARE 🌐 ...

Our phones are like an extension of ourselves. But when you drive, #justdrive. @ncvisionzero <https://bit.ly/2Imz3B2>

(video)

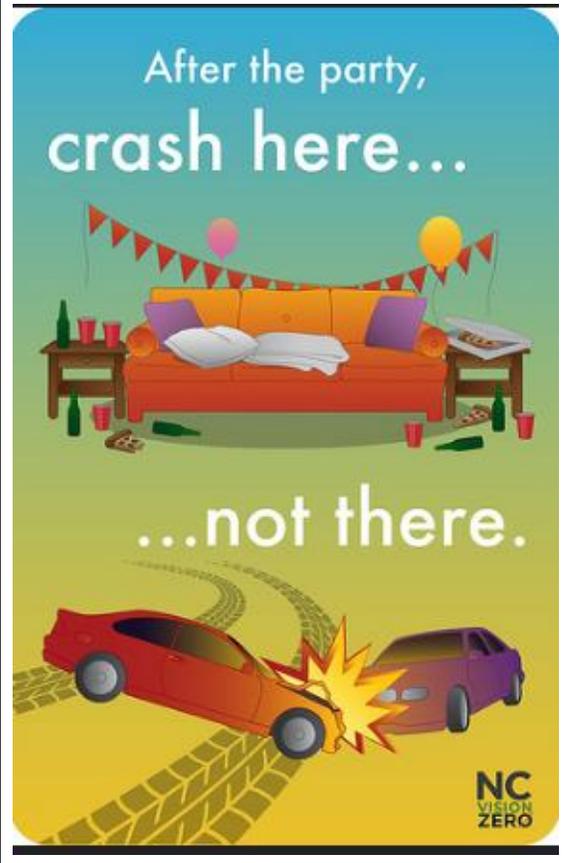


Distracted Driving - When You Drive, Just Drive

Drinking and driving

Post	Preview of Visual
<p>Only villains drive after drinking. #batman #drivesober #checkyourself @madd.official @ncvisionzero</p>	 <p>I've only had 4 drinks. I'm cool to drive.</p> <p>NO!!</p>
<p>Easy choice. Let #Lyft or #Uber get you home safely. @ncvisionzero https://bit.ly/2v2NDvO</p>	 <p>RIDE-SHARE HOME: \$17.32</p> <p>DWI CONVICTION: \$9,020-\$15,020</p> <p>YOUR CHOICE</p> <p>NCVISIONZERO</p>

The best part of a house party is a comfy couch to crash in. #itsjusteasier @ncvisionzero <https://bit.ly/2lETppw>



Drowsy Driving

Post	Preview of Visual
<p>You can't fight sleep. Being tired is as dangerous as being drunk on the road. @ncvisionzero https://goo.gl/VzU7YJ</p>	 <p>The infographic features a light beige background with bold, black, sans-serif text. At the top, it reads 'DRIVING AFTER BEING AWAKE FOR 24 HOURS IS LIKE DRIVING WITH A BLOOD ALCOHOL CONTENT OF 0.10'. The number '24 HOURS' is significantly larger than the other text. Below the text is a cluster of ten beer mugs, each filled with orange beer and topped with white foam. In the bottom left corner, it says 'SOURCE DAWSON & REID, 1997'. In the bottom right corner, it features the 'NC VISION ZERO' logo, with 'NC' in black, 'VISION' in green, and 'ZERO' in black.</p>

Most drowsy driving crashes involve a single vehicle leaving the roadway at a high speed with no sign of braking. You can't fight sleep. Take a break. Take a nap in a safe place. #drowsydriving @ncvisionzero <https://goo.gl/CyniHm>

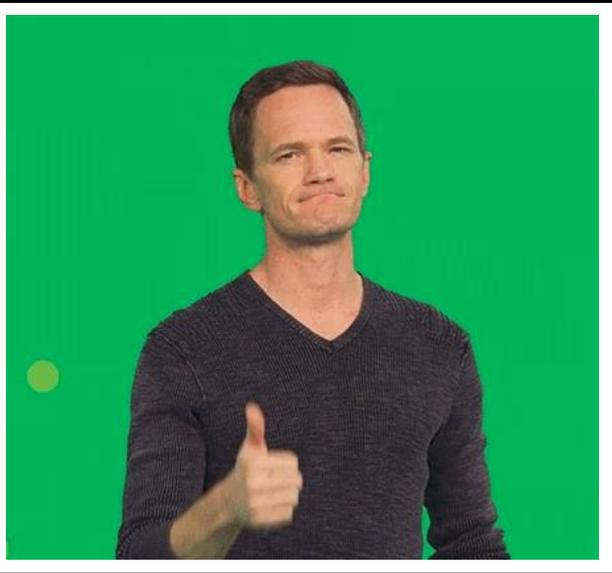


Drugged driving

Post	Preview of Visual
<p>DUI laws aren't limited to illegal drugs and alcohol. Check your prescription to be sure - is it safe to drive on your medication? #druggeddriving @ncvisionzero https://goo.gl/2hECqs</p>	 <p>DRIVE HIGH GET A DUI</p> <p>NC VISION ZERO</p>
<p>#Weed slows reaction time and increases your likelihood of a crash. @ncvisionzero https://goo.gl/e413ia</p>	 <p>DRIVE HIGH GET A DUI</p> <p>NC VISION ZERO</p>

Pedestrian Safety

Post	Preview of Visual
<p>Always look for people. Especially while turning. #watchformenc @bikewalknc @ncvisionzero https://goo.gl/Hqg6Pm</p>	
<p>17% of people killed on North Carolina roads in 2016 were not in motor vehicles. #pedestrians #bicycles #watchformenc @bikewalknc @ncvisionzero https://goo.gl/images/5HdUyD</p>	
<p>#MRW I see a pedestrian trying to cross the road and I stop and signal that he is safe to go. #watchformenc @bikewalknc http://gph.is/2lpYUsP</p>	<p>(gif)</p>



Yield to people - every road user is a loved one. #travelkindly #sharetheroad #watchformeNC @bikewalknc @ncvisionzero <https://goo.gl/yK4pwr>

(video)

Nevada Department of Transportation (NDOT) Walking Wife
121 views

Heads up - we're all responsible. #lookforpedestrians #travelkindly #watchformenc @zerofatalities @bikewalknc @ncvisionzero <https://goo.gl/Cajwsp>

(video)

Drivers: Yield to pedestrians
16,048 views

Whether it's a short walk in a parking lot or a long trek to work—we're all pedestrians. When people share spaces with 2-ton steel machines, it's important that we all watch out for each other.
#watchformenc @ncvisionzero @bikewalknc



A small difference in speed can be the difference between life and death.
#whatstherush #speedkills
#watchformenc @ncvisionzero
<https://bit.ly/2lglQtK>



Watch for people and save a life.
#watchformenc @ncvisionzero @circulateSD <https://bit.ly/2GD9aQt>

(video)

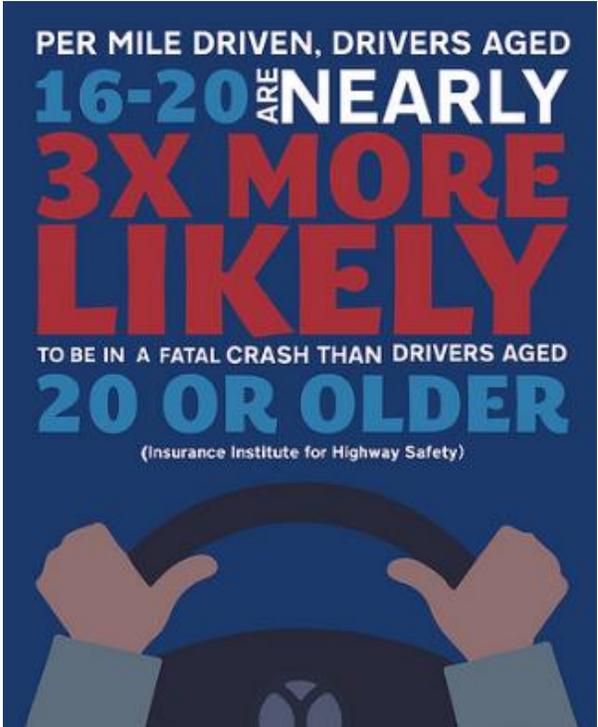
A video player showing a group of people walking in a circle on a street. In the center of the circle is a large sign that says "Watch for People". The video player has a progress bar at 0:17 / 0:46. Below the video, it says "Vision Zero. Watch for Pedestrians & Save a Life." and "396 views". There are icons for like, comment, share, and more options.

Pay attention. Your choices matter.
#JustDriveNC #watchformenc #visionzero @ncvisionzero @nycdot
<https://bit.ly/2GChgc7>

(video)

A video player showing a woman in a car and a man walking. A text bubble says "R u close by?". The video player has a progress bar at 0:14 / 0:30. Below the video, it says "Vision Zero - Your Choices Matter - Cautious :30" and "5,253 views". There are icons for like, comment, share, and more options.

Teen Driver

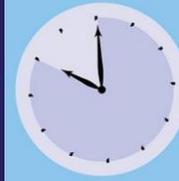
Post	Preview of Visual
<p>Car crashes are the #1 cause of death for teens in North Carolina. Before you hand over the keys, discuss and enforce the #5todrive. https://goo.gl/TcZ7wJ</p>	<p>(video)</p>  <p>Whoa 44,175 views</p> <p>LIKE DISLIKE SHARE ...</p>
<p>The first five years of driving are the most dangerous. Teen crash rates are highest within the first months of driving. The best thing you can do is ride and practice with them. Give them advice based on personal experience - and stay calm! #GDL @ncvisionzero https://bit.ly/2GLhmLm</p>	

In North Carolina, all teen drivers must complete 60 hours of supervised driving. This experience will prepare your new driver to understand potential risks and safely navigate the roads when driving alone. #GDL @ncvisionzero <https://bit.ly/2v0sEKI>

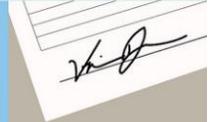
TO RECEIVE A LICENSE, NORTH CAROLINA TEENS MUST COMPLETE AT LEAST 60 HOURS OF SUPERVISED DRIVING.



**AT LEAST
10 HOURS
DRIVING AT NIGHT**



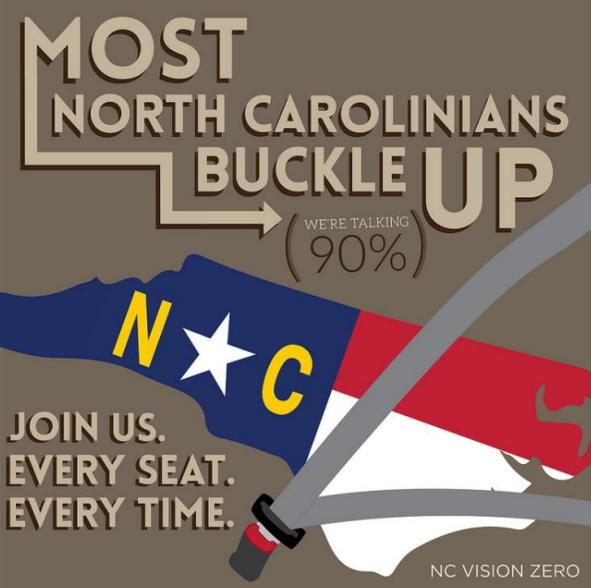
**NO MORE THAN
10 HOURS A WEEK**



**ALL HOURS
MUST BE SIGNED
IN DMV DRIVING LOG**

NC VISION ZERO

Seat belt safety

Post	Preview of Visual
<p>Powerful reminder of the real reasons that we #buckleup. @ncvisionzero https://goo.gl/QQFygP</p>	<p>(video)</p>  <p>Embrace Life - always wear your seat belt 19,991,767 views</p>
<p>Anyone remember these guys? #TBT #VinceandLarry #buckleupNC @ncvisionzero https://gph.is/2njfUJc</p>	<p>(gif)</p> 
<p>MOST North Carolinians buckle up. https://goo.gl/3qE7uc</p>	 <p>MOST NORTH CAROLINIANS BUCKLE UP (WE'RE TALKING 90%) JOIN US. EVERY SEAT. EVERY TIME. NC VISION ZERO</p>

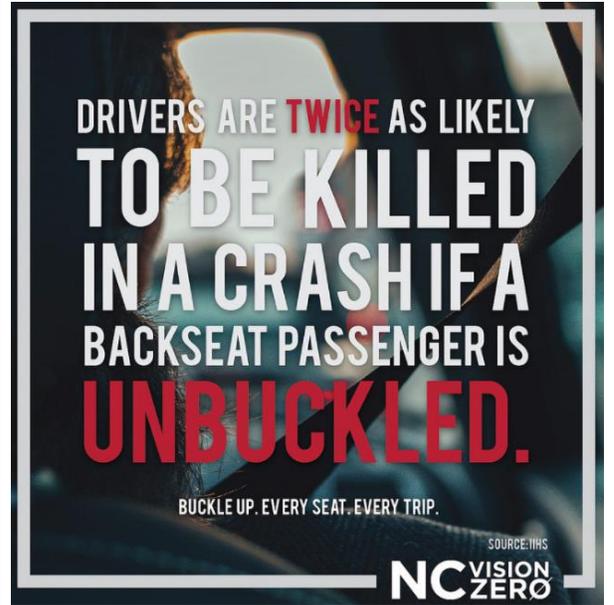
You're a good driver, right? Buckle up to protect yourself from other drivers' mistakes.
#seatbelts #buckleupNC @ncvisionzero
<https://goo.gl/DUwTU1>



92% of North Carolinians buckle up. The rest of them? #meme #spongebob
<https://goo.gl/7B7vjA>



This is why you insist that everyone is buckled up. Every seat. Every time.
#buckleupNC @ncvisionzero
<https://goo.gl/kkD3q7>



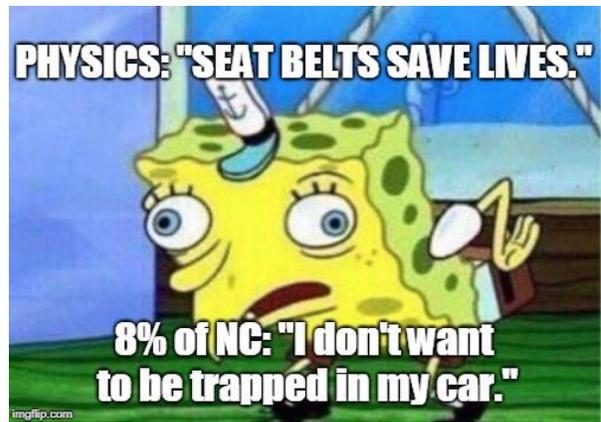
42% of the people killed on #NorthCarolina roads last year were unbuckled at the time of the crash. Protect yourself and your loved ones - buckle up. Every seat, every time.
#noexceptions #buckleupnc @ncvisionzero
<https://goo.gl/aZeEF5>



#MRW someone gives me an attitude when I ask them to #buckleup. @ncvisionzero
<https://goo.gl/images/URFY9p>



MOST North Carolinians #buckleup. The rest?
#spongebob #meme @ncvisionzero
<https://goo.gl/SZtGd3>



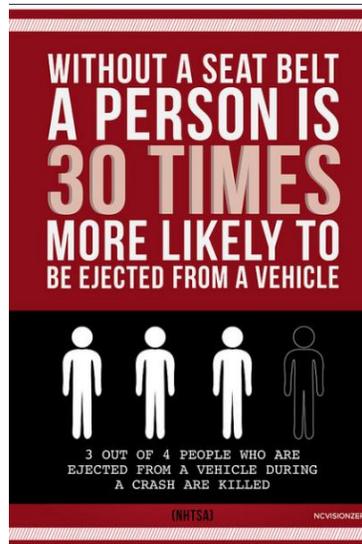
This is #whywebuckleup in every seat, every
time. #seatbelts #parents @ncvisionzero
@carolinarent <https://goo.gl/KaE69S>

(video)



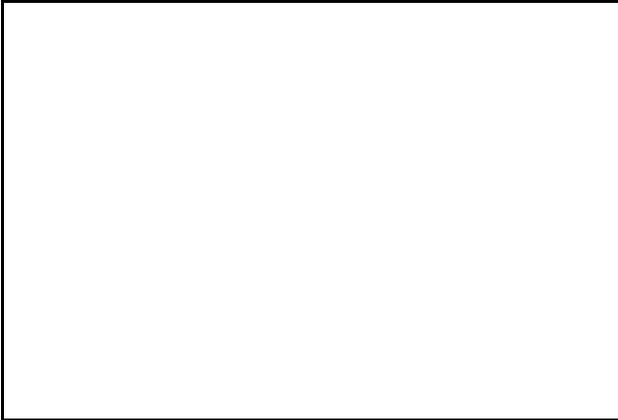
Zero Fatalities: Twist

Your best chance of surviving a crash is being
buckled. #buckleupNC @NCVisionZero
<https://goo.gl/2JR2k4>



You mean a lot of different things to a lot of
different people. #Buckleup for the people who
depend on you. @ncvisionzero
@roadsafetycommission <https://goo.gl/2qPWLr>

(video)



Sashes - Seat belts TV commercial

52,835 views

6 0 SHARE ...

Riding with an unbuckled passenger increases your risk of being hurt or killed by 40%.
#buckleupnc @ncvisionzero @coloradodot
<https://goo.gl/pTFXKG>

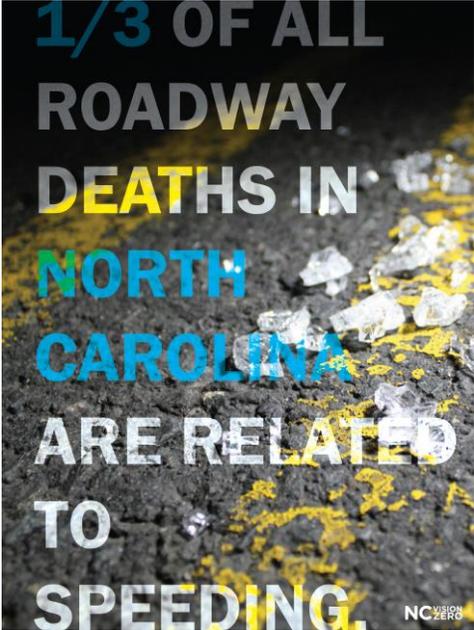


CDOT Beware of the Beltless TV: 30 seconds

190 views

5 0 SHARE ...

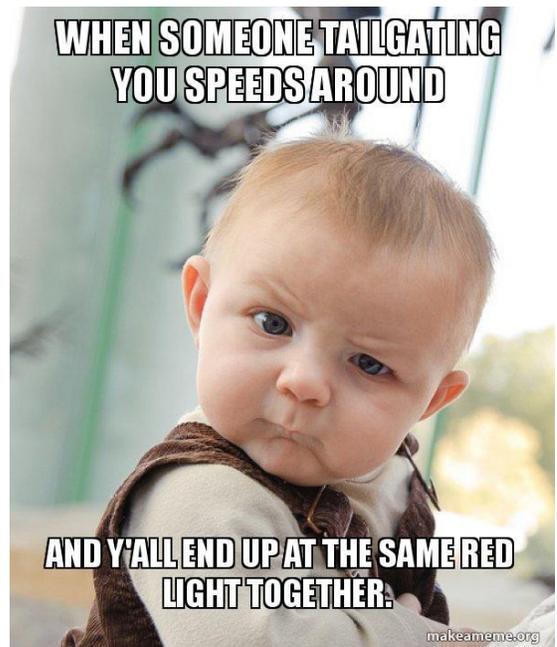
Speeding

Post	Preview of Visual
<p>Racing through a yellow light will only get you to the next red one faster. #slowdown #speedkills #whatstherush @ncvisionzero https://bit.ly/2qpG8ur</p>	
<p>Speed isn't about arrival time, it's about survival. When other drivers are unpredictable, your speed is under your control. #speedkills @ncvisionzero https://goo.gl/pUvyGe</p>	
<p>Tag someone who can relate. #whatstherush #slowdown @ncvisionzero https://goo.gl/images/92TjVF</p>	<p>When people get mad and speed past you and y'all end up at the same red light together</p> 

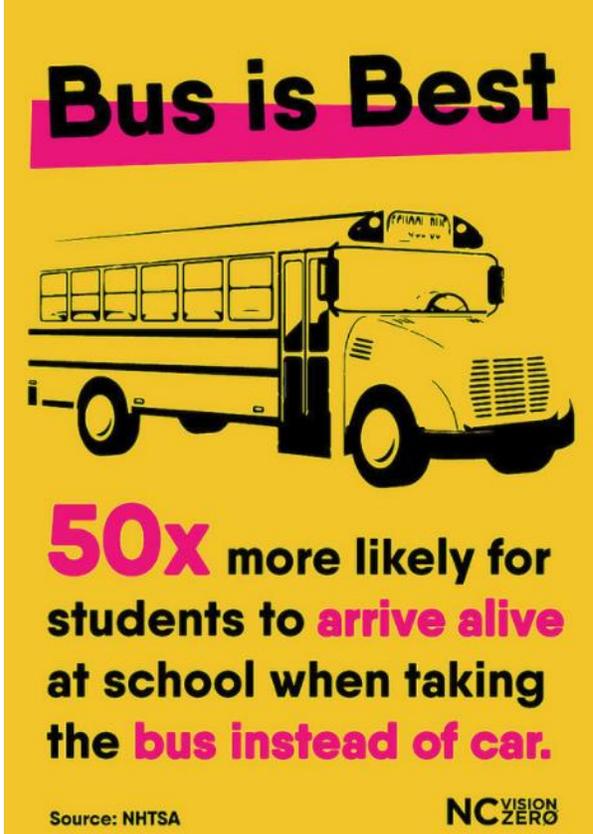
No one is impressed by selfish, dangerous driving. #whatstherush #speedkills #notimpressed @ncvisionzero <https://goo.gl/mWL99n>



Can anyone relate? #whatstherush #meme #speedkills @ncvisionzero <https://goo.gl/q72fTW>



School Bus

Post	Preview of Visual
<p>Protect your community's children. Never pass a school bus with the stop arm displayed. @ncpublicschools @ncvisionzero https://goo.gl/E4ThGb</p>	
<p>If your child can safely walk or bike to school - fantastic! If not, the #schoolbus is your best option. @ncpublicschools @safekidsnc @ncvisionzero https://goo.gl/CCf2e8</p>	

Large Truck/CMV Safety

Post	Preview of Visual
<p>Big trucks have lots of blind spots. Look for the mirrors! @ncvisionzero https://goo.gl/dp4jC4</p>	 <p>IF YOU CAN'T SEE A TRUCKER'S MIRRORS, YOU ARE IN A BLIND SPOT</p> <p>MAKE YOUR PRESENCE CLEAR STAY IN SIGHT OF A MIRROR</p> <p>NCVISIONZERO</p>
<p>Drivers get a chance to sit a large truck. You'll be shocked to see what they find out. #BeTruckAware @NorthCarolinaTruckingAssociation @trucksafetycoalition @NCVisionZero https://goo.gl/eTxnJQ</p>	<p>(video)</p>  <p>Be Truck Aware - Blind spots 21,851 views</p> <p>LIKE DISLIKE SHARE ...</p>

Motorcycle Safety

Any experienced biker will tell you - wearing the right gear is the smart choice. #bikerlife @ncvisionzero <https://goo.gl/CwVY5v>



Take care when turning left. 41% of fatal motorcycle crashes with another vehicle involved a vehicle turning left in front of a motorcycle. #bikesafenc @nhtsa @ncvisionzero <https://bit.ly/1XcgMKv>



Work Zone Safety

Post	Preview of Visual
<p>#workzone @ncltap @ncvisionzero https://goo.gl/aT8Ki3</p>	<p><i>what's the rush?</i></p>  <p>DRIVING 45 MPH THROUGH A WORK ZONE</p> <p><i>on a</i></p> <p>65 MPH STRETCH OF HIGHWAY</p> <p>< adds ></p> <p>LESS THAN ONE MINUTE <i>to your trip.</i></p> <p>SOURCE: NCDOT</p> 

Holidays

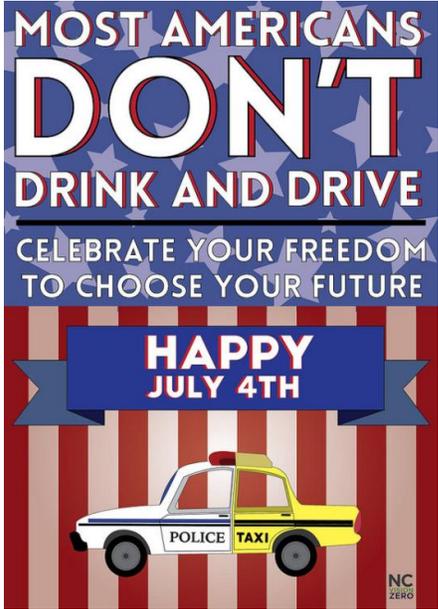
New Years

Post	Preview of Visual
<p>The #newyear is full of promise. Let's start it out right. If you're drinking a toast to #2019 tonight - grab a #Lyft or #Uber. And get one for your friends too. Happy New Year everyone. @ncvisionzero https://goo.gl/gLQwVP</p>	

Valentine's Day

Post	Preview of Visual
<p>This #ValentinesDay, tell the ones you love to buckle up. #buckleupNC #bromance @ncvisionzero https://goo.gl/kq6wgH</p>	<p>(video)</p>  <p>Buckle up, Honeybuns! - Keep the Bromance alive 143,617 views</p>

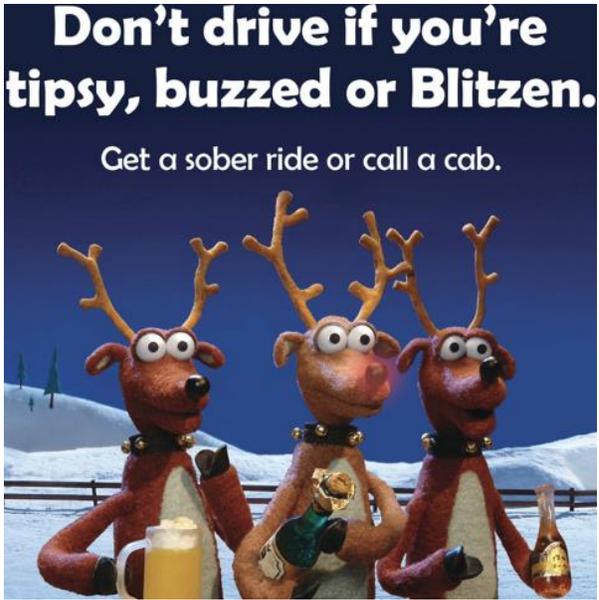
July 4th

Post	Preview of Visual
<p>The most patriotic thing you can do today: don't drive after drinking. #4thofJuly #America @NCVisionZero https://goo.gl/4EE4V1</p>	 <p>The graphic is a vertical poster. The top half has a blue background with white stars. It contains the text "MOST AMERICANS" in white, "DON'T" in large white letters with a red outline, and "DRINK AND DRIVE" in white. Below this, it says "CELEBRATE YOUR FREEDOM TO CHOOSE YOUR FUTURE" in white. The bottom half has a background of vertical red and white stripes. A blue banner with white text says "HAPPY JULY 4TH". Below the banner is a white and yellow car with "POLICE TAXI" written on its side. In the bottom right corner, there is a small logo that says "NC Vision ZERO".</p>

Halloween

Post	Preview of Visual
<p>No matter what your costume is - today, you can be a hero. #Halloween #boozeitandloseit #drivesober @ncvisionzero https://goo.gl/6PrRMV</p>	 <p>SEE SOMEONE ATTEMPTING TO DRIVE IMPAIRED? BE THE HERO INTERVENE</p> <p>RELATE THAT YOU CARE I care about you and don't want to see you wrapped around a tree.</p> <p>CHECKPOINT My buddy told me there's a checkpoint tonight. You better crash here or get a ride share.</p> <p>USE A STORY My friend got a DUI and lost his license - not a fun way to end the night. I'm calling you a taxi.</p> <p>BE INSISTENT You're too drunk to drive. I'm calling you a ride.</p> <p>RELATE TO PREVIOUS EXPERIENCE You're too drunk to drive. We've all been there. Other people have stopped in for me to keep me safe. Let me call you a cab.</p> <p>TAXI</p> <p>NC VISION ZERO</p>
<p>Lots of cute little characters on the roads tonight. Drive alert and sober - and Happy #Halloween! @ncvisionzero https://goo.gl/images/bgE8Si</p>	 <p>LOOK FOR PEDESTRIANS</p> <p>A TARGET ZERO MESSAGE FROM SCDPS</p>

Christmas

Post	Preview of Visual
<p>This holiday season - celebrate! Enjoy your family and friends. Gather and be merry! But if your celebrations involve alcohol - plan a safe, sober ride home. #homefortheholidays #Christmas @ncvisionzero https://goo.gl/images/fqB9uj</p>	 <p>Don't drive if you're tipsy, buzzed or Blitzen.</p> <p>Get a sober ride or call a cab.</p>

Law Enforcement

Post	Preview of Visual
<p>They're out there to help people. Let's give them space. @nchighwaypatrol @ncpublicsafety @ncemergency @ncvisionzero https://goo.gl/kz1yjJ</p>	<p>SEE FLASHING LIGHTS?</p>  <p>MOVE OVER. IT'S THE LAW.</p> <p>NC VISION ZERO</p>

Additional Content

Videos

- The NC Vision Zero YouTube Channel has Traffic Safety Playlists by safety focus area. Best videos are compiled into shorter playlists:
 - [Traffic Safety Compilation list](#)
 - [Best of Seat Belt Safety](#)
 - [Top Distracted Driving](#)
 - [Top Drinking and Driving](#)
 - [Best of speeding safety](#)
 - [Top Motorcycle](#)
 - [Top Child Passenger Safety](#)
 - [Top Young Driver Safety](#)
 - [Top Work Zone Safety](#)
 - [Top Bicycle Safety](#)
 - [Top Rail Safety](#)
 - [Top Drugged Driving](#)
 - [Top Commercial Truck Safety](#)

Images

- NC Vision Zero graphics and images by safety category are available at:
go.ncsu.edu/ncvzimages

Gifs

- <https://giphy.com/NCVisionZero>