

Safe Routes to School Social Media Toolkit



Show your support for Safe Routes to School on social media using this free toolkit! All content is free to download and share.

Please be sure to include tags for the Triangle J Council of Governments (@TJCOGnc) and ITRE's Traffic Safety Marketing group (@ITRE_Safety), who partnered to produce this content.



How to use this toolkit

All of the following social media content can be copied and pasted directly onto your page. Each topic includes a graphic (including a link to download), post content for Twitter or Facebook, relevant hashtags, and alt text (see below).

Pro Tip: tag partner organizations in your area to help spread the word and shape traffic safety culture on our roads.



How to add Alt Text:

Alt Text (or Alternative Text) are image descriptions that screen reader software uses to describe images to blind or visually-impaired people.

Twitter - After uploading the image into a tweet, click "Add description" and copy the Alt Text into the box that appears.

Facebook - After uploading the image into a post, hover over the image and click "edit." Select "Alternative Text" and copy the Alt Text into the box that appears.



TRIANGLE J
COUNCIL OF GOVERNMENTS



Benefits of Walking or Rolling to School

Post 1: Walking or rolling to school keeps kids happy, healthy, and focused	3
Post 2: Building friendships while walking to school.....	4
Post 3: Active kids become active adults	5
Post 4: Kids who walk to school are more active the rest of the day.....	6
Post 5: Kids who bike or walk to school have better concentration.....	7
Post 6: Physical activity can improve children's academic performance.....	8
Post 7: Physical activity makes us happier	9



Parents/Grown-ups

Post 8: Show, explain, practice traffic safety	10
Post 9: Teach kids safety	11
Post 10: Kids are copy cats	12
Post 11: Model safe choices	13
Post 12: Pass down safety habits	14
Post 12: Role models are road models	15
Post 13: Like father, like son; Like mother, like daughter.....	16
Post 14: Teach kids safety when traveling	17
Post 15: Pass down safety - Speed prevention	18



Physical Activity for Kids

Post 16: Walk to school to get recommended physical activity.....	19
Post 17: Keep active and play one hour a day	20



Distracted Driving Prevention

Post 18: Focus for them.....	21
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Speeding Prevention

Post 19: Slow down around school zones	22
Post 20: Slow down when you see people walking	23
Post 21: Slow down in the Triangle.....	24
Post 22: North Carolinians Take it easy	25
Post 23: Traffic deaths are preventable.....	26

Benefits of Walking or Rolling to School

Post 1: Walking or rolling to school keeps kids happy, healthy, and focused.



Download image:

ncvisionzero.org/wp-content/uploads/2021/12/Bike-walk-to-school-happy-healthy-focused-TSMP-2021.png

Alt Text:

Image shows three kids carrying backpacks and walking, biking, and riding a scooter. Text reads: to school keeps kids happy, healthy, focused.

Twitter Post:

Active commutes are good for children's minds and bodies. Help your kids start the day energized and joyful by walking or rolling to school.

More information at:

ncvisionzero.org/walking-biking-to-school-keeps-kids-happy-healthy-and-focused/

#SRTS #walktoschool #biketoschool #childhealth #parenting #school

@TJCOGnc @ITRE_Safety

Facebook Post:

Active commutes are good for children's minds and bodies. Help your kids start the day energized and joyful by walking or rolling to school.

More information at:

ncvisionzero.org/walking-biking-to-school-keeps-kids-happy-healthy-and-focused/

#SRTS #walktoschool #biketoschool #childhealth #parenting #school

@TJCOG @ITRE_Safety

Benefits of Walking or Rolling to School

Post 2: Building friendships while walking to school



Download image:

ncvisionzero.org/wp-content/uploads/2021/09/Building-Friendships-ITRE-TJCOG-2021.png



Square version:

ncvisionzero.org/wp-content/uploads/2022/01/Building-Friendships-ITRE-TJCOG-1080x1080-2022.png

Alt Text:

Image shows a group of middle school aged kids walking and carrying backpacks. Text reads: Building friendships and making memories, when they walk with friends, put your mind at ease.

Twitter Post:

There is safety (and fun!) in numbers. Walking to school with friends can also help improve your child's confidence and independence.

#SRTS #WalkToSchool #parenting #ChildHealth #friendship

@TJCOGnc @ITRE_Safety

Facebook Post:

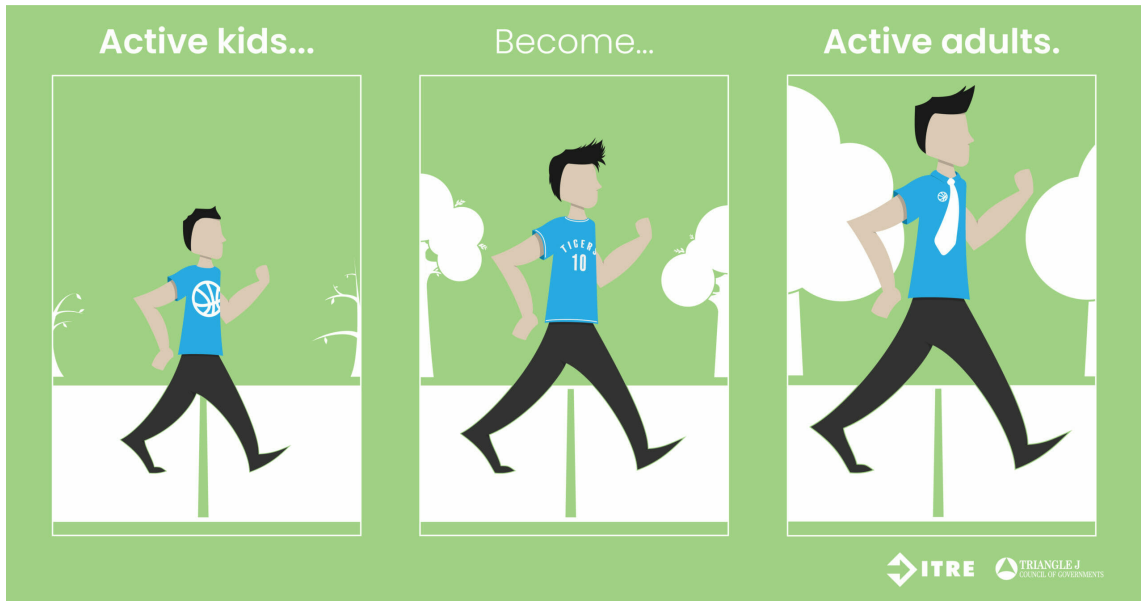
There is safety (and fun!) in numbers. Walking to school with friends can also help improve your child's confidence and independence.

#SRTS #WalkToSchool #parenting #ChildHealth #friendship

@TJCOG @ITRE_Safety

Benefits of Walking or Rolling to School

Post 3: Active kids become active adults.



Download image:

ncvisionzero.org/wp-content/uploads/2021/07/TJCOG-Active-kids-become-active-adults-2021-scaled.jpg

Alt Text:

Image shows a person walking as a child, walking as a teenager, and walking as an adult. Caption: Active kids become active adults.

Twitter Post:



One of the best ways to ensure lifelong #health is to establish active habits early! How do you incorporate #walking into your family's routine?

#srts #parenting #ChildHealth

@TJCOGnc @ITRE_Safety

Facebook Post:

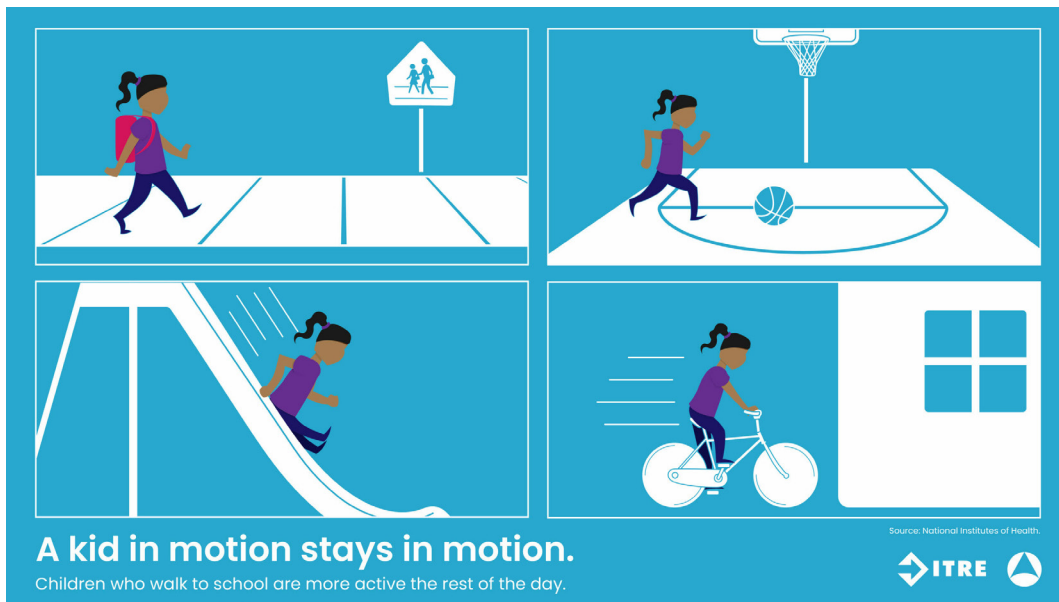
One of the best ways to ensure lifelong #health is to establish active habits early! How do you incorporate #walking into your family's routine?

#srts #parenting #ChildHealth

@TJCOG @ITRE_Safety

Benefits of Walking or Rolling to School

Post 4: Kids who walk to school are more active the rest of the day.



Download image (boy version):

ncvisionzero.org/wp-content/uploads/2021/12/Bike-walk-to-school-happy-healthy-focused-TSMP-2021.png

Download image (girl version):

ncvisionzero.org/wp-content/uploads/2022/01/Walk-Bike-to-School-Happy-Healthy-Focused-square-TJCOG-ITRE-2022.jpg

Alt Text:

Image shows a little boy/girl walking to school, playing basketball, sliding down a slide, and biking. Text reads: A kid in motion stays in motion. Children who walk to school are more active the rest of the day.

Twitter Post:

One of the best ways to make sure our kids get the recommended amount of physical activity is to walk to school. Research shows that kids who walk to school are more active the rest of the day.

More info: ncvisionzero.org/walking-biking-to-school-keeps-kids-happy-healthy-and-focused/

#SRTS #HealthyKids #fitness

@TJCOGnc @ITRE_Safety

Facebook Post:



One of the best ways to make sure our kids get the recommended amount of physical activity is to walk to school. Research shows that kids who walk to school are more active the rest of the day.

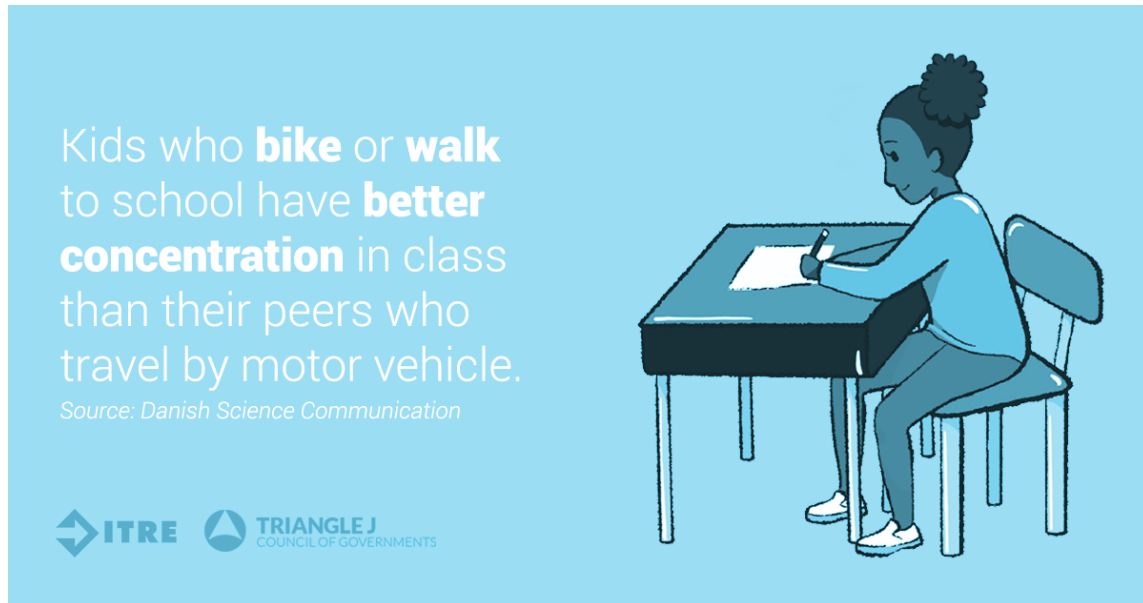
More info: ncvisionzero.org/walking-biking-to-school-keeps-kids-happy-healthy-and-focused/

#SRTS #HealthyKids #fitness

@TJCOG @ITRE_Safety

Benefits of Walking or Rolling to School

Post 5: Kids who bike or walk to school have better concentration.



Download image:

ncvisionzero.org/wp-content/uploads/2021/08/KidsConcentration20210823_version6-TJCOG-1.png

Alt Text:

Image of a young girl sitting and working at a school desk. Text reads: Kids who bike or walk to school have better concentration in class than their peers who travel by motor vehicle. Source: Danish Science Communication.

Twitter Post:

An #ActiveCommute is the best start to a productive day. Walking or biking helps our kids arrive to #school energized and ready to learn.

#SRTS #WalkToSchool #BikeToSchool #kids

@TJCOGnc @ITRE_Safety

Facebook Post:

An #ActiveCommute is the best start to a productive day. Walking or biking helps our kids arrive to #school energized and ready to learn.

#SRTS #WalkToSchool #BikeToSchool #kids

@TJCOG @ITRE_Safety

Benefits of Walking or Rolling to School

Post 6: Physical activity can improve children's academic performance.



Download image:

ncvisionzero.org/wp-content/uploads/2020/08/TJCOG-Happier_Focus-Version-5.jpg

Alt Text:

Image shows a family smiling, wearing helmets, and sitting on bicycles. Text reads: We focus better when we move! Physical activity can improve children's academic performance. Source: Transportation Research Record, 2010.



Twitter Post:

Did you know that physical activity has been linked to better academic performance? Walking or biking to school is a great way to increase your child's physical activity while also setting them up for a successful day at school.

#PhysicalActivity #SRTS #bike #family #fitness

@TJCOGnc @ITRE_Safety

Facebook Post:

Did you know that physical activity has been linked to better academic performance? Walking or biking to school is a great way to increase your child's physical activity while also setting them up for a successful day at school.

#PhysicalActivity #SRTS #bike #family #fitness

@TJCOG @ITRE_Safety

Benefits of Walking or Rolling to School

Post 7: Physical activity makes us happier.



Download image:

ncvisionzero.org/wp-content/uploads/2020/08/TJCOG-Happier_Focus-Version-10.jpg

Alt Text:

Image features a mother walking with her young daughter in a park. Text reads: We are happier when we move! Physical activity can lower levels of anxiety and depression.



Twitter Post:

Feeling anxious or sad? Take a walk! Walking reduces stress hormones and promotes the release of endorphins (that promote relaxation and improve mood).

#MentalHealth #SelfCare #SRTS

@TJCOGnc @ITRE_Safety

Facebook Post:

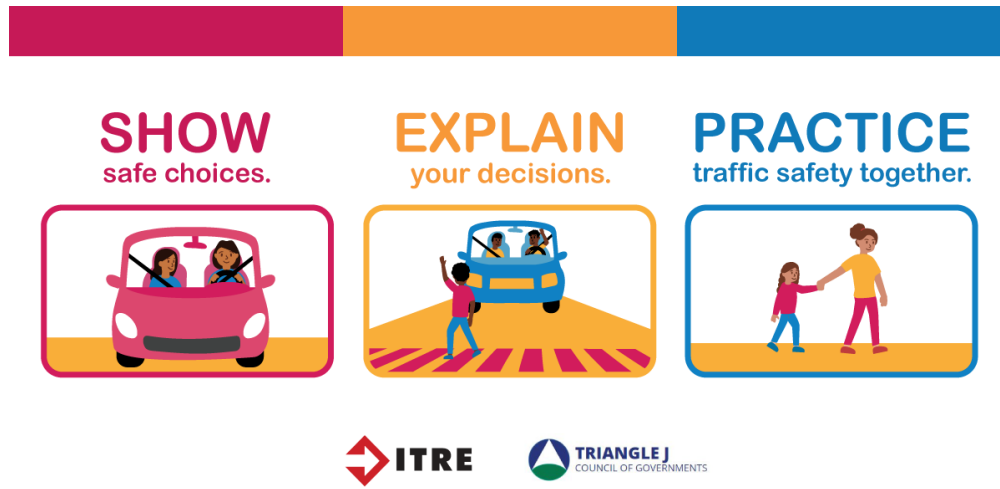
Feeling anxious or sad? Take a walk! Walking reduces stress hormones and promotes the release of endorphins (that promote relaxation and improve mood).

#MentalHealth #SelfCare #SRTS

@TJCOG @ITRE_Safety

Parents/Grown-ups

Post 8: Show, explain, practice traffic safety.



Download image:

ncvisionzero.org/wp-content/uploads/2021/08/SEP-ITRE-TJCOG-1200x630-082021.png

Alt Text:

Images shows three scenarios. A mother driving with her daughter in the front seat watching her. A father driving and waving to a crossing pedestrian. His son is in the front seat watching. And a mother holding hands and walking with her young daughter. Text reads: Show safe choices. Explain your decisions. Practice traffic safety together.



Twitter Post:

How can we teach our kids to be safe on the road? The #ShowExplainPractice method helps children & grown-ups turn everyday experiences into #TrafficSafety lessons.

More information at: <https://ncvisionzero.org/teaching-kids-to-be-safe-on-the-road/>

#parenting #SRTS #RoleModels #KidsAreCopyCats #MiniMe

@TJCOGnc @ITRE_Safety

Facebook Post:

How can we teach our kids to be safe on the road? The #ShowExplainPractice method helps children & grown-ups turn everyday experiences into #TrafficSafety lessons.

More information at: <https://ncvisionzero.org/teaching-kids-to-be-safe-on-the-road/>

#parenting #SRTS #RoleModels #KidsAreCopyCats #MiniMe

@TJCOG @ITRE_Safety

Parents/Grown-ups

Post 9: Teach kids safety.



Download image:

ncvisionzero.org/wp-content/uploads/2021/08/SEP-ITRE-TJCOG-1200x630-082021.png

Alt Text:

Images shows three scenarios. A mother driving with her daughter in the front seat watching her. A father driving and waving to a crossing pedestrian. His son is in the front seat watching. And a mother holding hands and walking with her young daughter. Text reads: Show safe choices. Explain your decisions. Practice traffic safety together.

Twitter Post:

Our kids follow our example. By modeling safe choices on the road, we give them tools and habits that will protect them for life.

Find tips for raising safe children at: ncvisionzero.org/kids-learn-how-to-act-on-the-road-from-you/

#SRTS #parenting

@TJCOGnc @ITRE_Safety

Facebook Post:

Our kids follow our example. By modeling safe choices on the road, we give them tools and habits that will protect them for life.

Tip of the day: As you are traveling, explain your decisions aloud using "I" statements. For example, if you're driving and you see someone at a crosswalk: "Oh look - there's a person trying to cross the road at that crosswalk. I'm going to stop and wave at her so she knows it's safe to cross."

Find tips for raising safe children at: ncvisionzero.org/kids-learn-how-to-act-on-the-road-from-you/

#SRTS #parenting

@TJCOG @ITRE_Safety

Parents/Grown-ups

Post 10: Kids are copycats.



Download image:

ncvisionzero.org/wp-content/uploads/2020/08/TJCOG_kids_copy_phone.jpg



Alt Text:

Image shows a split screen. The top half shows a toddler playing with a phone. The bottom half shows an adult holding a phone while driving. Text reads: Kids are copycats. What kind of driver are you raising?.

Twitter Post:

Driver's ed starts now. The best lessons happen during everyday trips with the family.

For tips on how to raise a safe driver, visit: ncvisionzero.org/kids-learn-how-to-act-on-the-road-from-you/

#SRTS #ModelSafety #KidsAreCopyCats

@TJCOGnc @ITRE_Safety

Facebook Post:

No matter how old your child is - driver's ed starts now. How do you want her to drive in 10 years? Model those choices now.

The best lessons happen during everyday trips with the family.

For tips on how to raise a safe driver, visit: ncvisionzero.org/kids-learn-how-to-act-on-the-road-from-you/

#parenting #children #KidsAreCopyCats

@TJCOG @ITRE_Safety

Parents/Grown-ups

Post 11: Model safe choices.



Download image:

ncvisionzero.org/wp-content/uploads/2022/01/TJCOG-Pass-Down-Safety-TSMP-2022.jpg

Alt Text:

Image shows a father giving a high five to his young son. There is a soccer ball between them. Text reads: He looks up to you. Show him how to be safe on the road by modeling safe choices.

Twitter Post:



Does your child imitate you? This is how he learns! Setting a good example on the road is the best way to teach him to be safe.

For tips on how to raise a safe driver, visit: ncvisionzero.org/kids-learn-how-to-act-on-the-road-from-you/

#SRTS #parenting #PassDownSafety #KidsAreCopyCats #father #dad

@TJCOGnc @ITRE_Safety

Facebook Post:

Does your child imitate you? This is how he learns! Setting a good example on the road is the best way to teach him to be safe.

For tips on how to raise a safe driver, visit: ncvisionzero.org/kids-learn-how-to-act-on-the-road-from-you/

#SRTS #parenting #PassDownSafety #KidsAreCopyCats #father #dad

@TJCOG @ITRE_Safety

Parents/Grown-ups

Post 12: Pass down safety habits.



Download image:

ncvisionzero.org/wp-content/uploads/2022/01/TJCOG-Parents-Safe-Driving-Habits-TSMP-2022.jpg

Alt Text:

Image shows young son on his father's shoulders. They are both smiling. Text reads: He inherited your sense of humor. Make sure he inherits your safe driving habits.



Twitter Post:

The bond between a #father and a #son is powerful. He imitates you because he looks up to you! Pass down a legacy of safety by modeling safe choices on the road.

#SRTS #MiniMe #PassDownSafety #KidsAreCopyCats

@TJCOGnc @ITRE_Safety

Facebook Post:

The bond between a #father and a #son is powerful. He imitates you because he looks up to you! Pass down a legacy of safety by modeling safe choices on the road.

#SRTS #MiniMe #PassDownSafety #KidsAreCopyCats

@TJCOG @ITRE_Safety

Parents/Grown-ups

Post 12: Role models are road models.



Download image:

ncvisionzero.org/wp-content/uploads/2020/08/tcjog-kids-are-copy-cats-2.jpg

Alt Text:

Image shows a little girl playing dress-up. She is wearing her mother's high heels and carrying a large purse. Text reads: Role models are road models. What kind of driver are you raising?



Twitter Post:

One of life's greatest joys is seeing our kids grow up and imitate us. What shoes will your kids fill? Will you pass down a #legacy of safety?

#PassDownSafety #KidsAreCopyCats #SRTS

@TJCOGnc @ITRE_Safety

Facebook Post:

One of life's greatest joys is seeing our kids grow up and imitate us. What shoes will your kids fill? Will you pass down a #legacy of safety?

#PassDownSafety #KidsAreCopyCats #SRTS

@TJCOG @ITRE_Safety

Parents/Grown-ups

Post 13: Like father, like son; Like mother, like daughter.



Download image:

ncvisionzero.org/wp-content/uploads/2022/01/TJCOG-Father-3-Traffic-Safety-TSMP-2022.jpg

Alt Text:

Image shows a father holding hands with his young son. They are standing in front of a crosswalk. Text reads: Like father, like son. He learns how to act on the road from you.



Twitter Post:

Do you have a #MiniMe?
Our children learn through imitation. When we #ModelSafeChoices on the road, we help them practice life-saving habits.

#PassDownSafety #KidsAreCopyCats #parenting

@TJCOGnc @ITRE_Safety

Facebook Post:

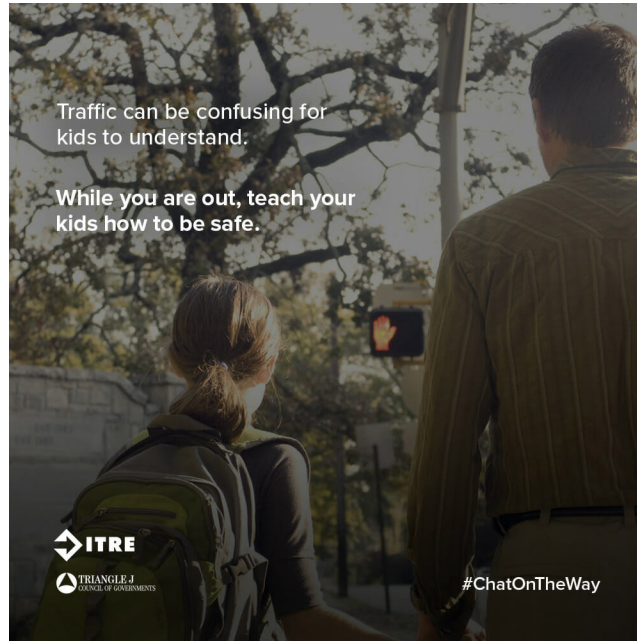
Do you have a #MiniMe?
Our children learn through imitation. When we #ModelSafeChoices on the road, we help them practice life-saving habits.

#PassDownSafety #KidsAreCopyCats #parenting

@TJCOG @ITRE_Safety

Parents/Grown-ups

Post 14: Teach kids safety when traveling.



Download image:

ncvisionzero.org/wp-content/uploads/2022/01/TJCOG-Parents-Traffic-Safety-2-TSMP-2022-1.jpg

Alt Text:

Image shows father holding hands with his young daughter, who is wearing a backpack. They are looking at a crosswalk signal, waiting for the signal to change. Text reads: Traffic can be confusing for kids to understand. While you are out, teach your kids how to be safe.



Twitter Post:

You can make any trip into a traffic safety lesson when you #ChatAlongTheWay with your kids.

Try this 🗨️ Ask open-ended questions about situations you encounter, like "What should we do when we want to cross the street?"

#SRTS #parenting #TrafficSafety

@TJCOGnc @ITRE_Safety

Facebook Post:

You can make any trip into a traffic safety lesson when you #ChatAlongTheWay with your kids.

Try this 🗨️ Ask open-ended questions about situations you encounter, like "What should we do when we want to cross the street?"

This small practice will help your child build a habit of thinking about safety when they are traveling.

#SRTS #parenting #TrafficSafety

@TJCOG @ITRE_Safety

Parents/Grown-ups

Post 15: Pass down safety habits.



Download image:

ncvisionzero.org/wp-content/uploads/2022/01/TJCOG-Parents-Speeding-Safety-TSMP-2022.jpg

Alt Text:

Image shows mother and young daughter laughing. They have similar curly hair. Text reads: She's got your hair. Will she get your lead foot?



Twitter Post:

Our kids learn through imitation. What habits will you pass down?

#SRTS #PassDownSafety #KidsAreCopycats

@TJCOGnc @ITRE_Safety

Facebook Post:

Our kids learn through imitation. What habits will you pass down?

#SRTS #PassDownSafety #KidsAreCopycats

@TJCOGnc @ITRE_Safety

Physical Activity for Kids

Post 16: Walk to school to get recommended physical activity.



Download image:

ncvisionzero.org/wp-content/uploads/2021/04/WalkingOneMileToSchool-TJCOG-2021.jpg

Alt Text:

Image shows a hand with a watch and a pair of shoes. Text reads: To stay healthy, kids need an hour of physical activity a day. Walking to school will help your child get the physical activity they need.

Twitter Post:



Do you feel like there aren't enough hours in the day to finish your to-do list? Try this #LifeHack: #WalkToSchool.

It's a win-win-win situation:

- ☒ exercise
- ☒ fresh air + endorphins
- ☒ commute

#SRTS #WalkToSchool #fitness

@TJCOGnc @ITRE_Safety

Facebook Post:

Do you feel like there aren't enough hours in the day to finish your to-do list? Try this #LifeHack: #WalkToSchool.

It's a win-win-win situation:

- ☒ exercise
- ☒ fresh air + endorphins
- ☒ commute

#SRTS #WalkToSchool #fitness

@TJCOG @ITRE_Safety

Physical Activity for Kids

Post 17: Keep active and play one hour a day.



Download image:

ncvisionzero.org/wp-content/uploads/2021/06/KeepActiveAndPlayBike-TJCOG-2021.jpg

Alt Text:

Image shows the silhouettes of kids riding bicycles. Text reads: Keep active and play, one hour a day.



Twitter Post:

Help your child meet the @CDCgov recommendations by centering #PhysicalActivity on #play. Nurture your child's sense of adventure, encourage exercise, and most importantly - have fun!

#SRTS #PlayOutside #GetOutdoors #1HourADay

@TJCOGnc @ITRE_Safety

Facebook Post:

Help your child meet the @CDCgov recommendations by centering #PhysicalActivity on #play. Nurture your child's sense of adventure, encourage exercise, and most importantly - have fun!

#SRTS #PlayOutside #GetOutdoors #1HourADay

@TJCOG @ITRE_Safety

Distracted Driving Prevention

Post 18: Focus for them.



Download image:

ncvisionzero.org/wp-content/uploads/2021/02/FocusForThemCrosswalkKidsTJCOG2021-scaled.jpg

Alt Text:

Image shows the perspective of a driver looking out in front of his vehicle. There are two kids carrying backpacks crossing the street on a crosswalk. Text reads: Focus for them.



Twitter Post:

Keep our children safe. Keep your eyes on the road and your hands on the wheel.

#SRTS #JustDrive #DistractedDriving #SchoolSafety

@TJCOGnc @ITRE_Safety

Facebook Post:

Keep our children safe. Keep your eyes on the road and your hands on the wheel.

#SRTS #JustDrive #DistractedDriving #SchoolSafety

@TJCOG @ITRE_Safety

Speeding Prevention

Post 19: Slow down around school zones.



Download image:

ncvisionzero.org/wp-content/uploads/2020/08/TJCOG-RaceTrack-Slowing-Down-Saves-Lives-scaled.jpg

Alt Text:

Image shows children looking down a crosswalk that leads to their school. There are race cars driving on the road that intersects with the crosswalk. Text reads: Where do you think you're driving? Slowing down saves lives.

Twitter Post:

We all have an important role to play in keeping our children safe. In #TheTriangle, we slow and look for people around school zones.

#SRTS #SlowDown #speeding #school

@TJCOGnc @ITRE_Safety

Facebook Post:

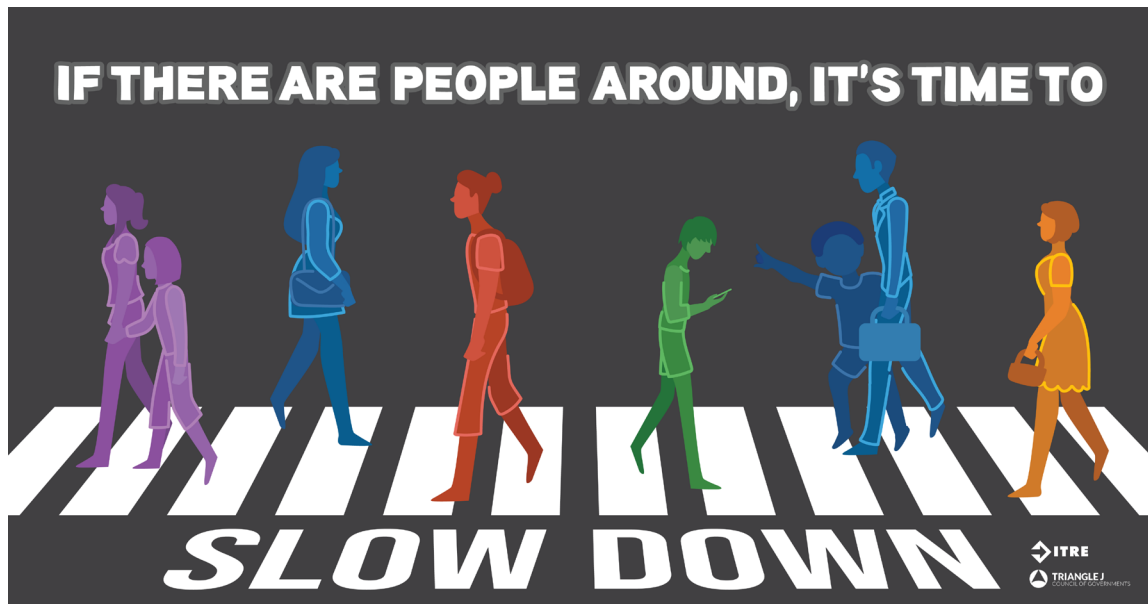
We all have an important role to play in keeping our children safe. In #TheTriangle, we slow and look for people around school zones.

#SRTS #SlowDown #speeding #school

@TJCOG @ITRE_Safety

Speeding Prevention

Post 20: Slow down when you see people walking.



Download image:

ncvisionzero.org/wp-content/uploads/2021/11/Pedestrians-Slow-Down-TJCOG-2021.png

Alt Text:

Image shows a crosswalk with a variety of people and children crossing. Text reads: If there are people around, it's time to slow down.



Twitter Post:

We all want to live in a safe community. Preventable traffic crashes are one of the biggest threats to our families and loved ones. You can help improve the safety of your community by slowing down and encouraging others to do the same.

#pedestrians #SlowDown #SRTS #speeding

@TJCOGnc @ITRE_Safety

Facebook Post:

We all want to live in a safe community. Preventable traffic crashes are one of the biggest threats to our families and loved ones. You can help improve the safety of your community by slowing down and encouraging others to do the same.

#pedestrians #SlowDown #SRTS #speeding

@TJCOG @ITRE_Safety

Speeding Prevention

Post 21: Slow down in the Triangle.



Download image:

ncvisionzero.org/wp-content/uploads/2020/08/Copy-of-Slow-Down-Triangle-PS-RD13-ReducedSize.jpg

Alt Text:

Image shows a triangle. The three points depict Raleigh, Durham, and Chapel Hill. There are people biking, walking, and traveling in cars in between the points. Text reads: This is the Triangle. Around here, we take it easy. Slowing down saves lives.

Twitter Post:

What is your favorite part about living in the #ResearchTriangle?

Whether you're headed to a #UNCBasketball game, a concert at @DPAC, or an art festival in #DowntownRaleigh, your choice to follow the #SpeedLimit is a vote for a safer community for all of us.

@TJCOGnc

Facebook Post:

What is your favorite part about living in the #ResearchTriangle?

Whether you're headed to a #UNCBasketball game, a concert at @DPAC, or an art festival in #DowntownRaleigh, your choice to follow the speed limit is a vote for a safer community for all of us.

#SlowingDownSavesLives #SRTS #Durham #Raleigh #ChapelHill

@TJCOG @ITRE_Safety

Speeding Prevention

Post 22: North Carolinians Take it easy.



Download image:

ncvisionzero.org/wp-content/uploads/2020/08/This-is-NC-TJCOG-scaled.jpg

Alt Text:

Image shows two kids playing in a yard from the perspective of a front porch. Text reads: This is North Carolina. We take it easy down here. Slowing down saves lives.

Twitter Post:

What's the rush? Take a breath, take a moment, take it easy. In North Carolina, we slow down and follow speed limits to save lives.

#SlowingDownSavesLives #TakeItEasy #SRTS

@TJCOGnc @ITRE_Safety

Facebook Post:

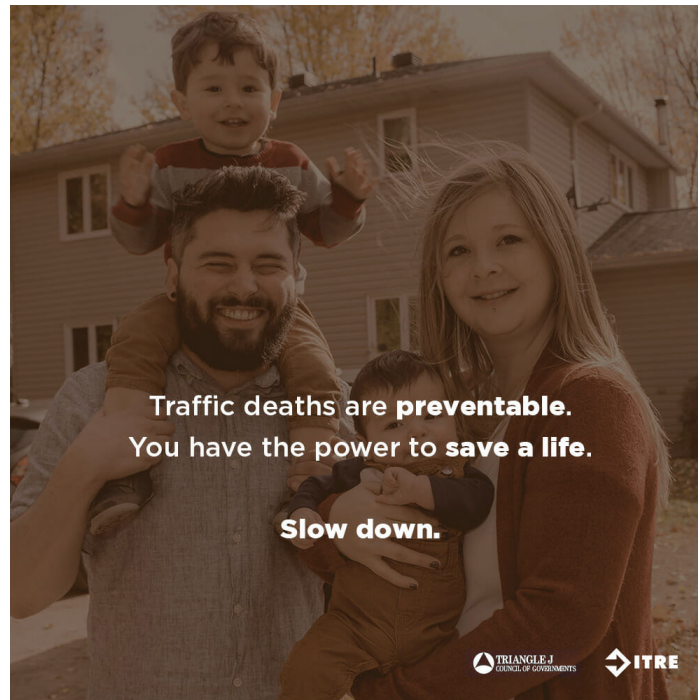
What's the rush? Take a breath, take a moment, take it easy. In North Carolina, we slow down and follow speed limits to save lives.

#SlowingDownSavesLives #TakeItEasy #SRTS

@TJCOG @ITRE_Safety

Speeding Prevention

Post 22: North Carolinians Take it easy.



Download image:

ncvisionzero.org/wp-content/uploads/2021/01/TJCOG-Traffic-Deaths-are-Preventable-Slow-Down-4.jpg

Alt Text:

Images shows a smiling family with young children. Text reads: Traffic deaths are preventable. You have the power to save a life. Slow down.



Twitter Post:

🔄 Retweet 🔄 if you agree: Family comes first. That's why I make the lifesaving choice to slow down and follow speed limits.

#SlowDown #speeding #SRTS #family

@TJCOGnc @ITRE_Safety

Facebook Post:

👍 Like 👍 if you agree: Family comes first. That's why I make the lifesaving choice to slow down and follow speed limits.

#SlowDown #speeding #SRTS #family

@TJCOG @ITRE_Safety