



SOCIAL MEDIA PLAYBOOK

PEDESTRIAN SAFETY

MONTH CAMPAIGN

2024



How to Use This Playbook

This pedestrian safety playbook includes specific content and assets, along with instructions, to inform pedestrians and drivers about how they can do their part to keep others safe during 2024 Pedestrian Safety Month and other times throughout the year. The content in this playbook is designed for easy posting and seamless integration into your current social media strategy. Your communication efforts may help save lives.

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Campaign Overview

Campaign Summary

Pedestrian safety efforts led by the U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA) are intended to raise awareness about road safety, whether walking, rolling or biking. Death and other serious injuries are unacceptable. As part of these efforts, resources are provided to educate and reinforce these safety messages. Everyone shares the responsibility for road safety, including your organization. On average, a pedestrian was killed every 70 minutes and injured every eight minutes in traffic crashes in 2022.

You're encouraged to use the resources provided in this playbook and on NHTSA's [Traffic Safety Marketing](#) to share the important messages about pedestrian safety throughout the year and especially during Pedestrian Safety Month, which occurs annually in October. Everyone is a pedestrian at some point in the day, so every community can benefit from sharing these important safety tips. Your outreach with these resources can help save lives.

Objectives

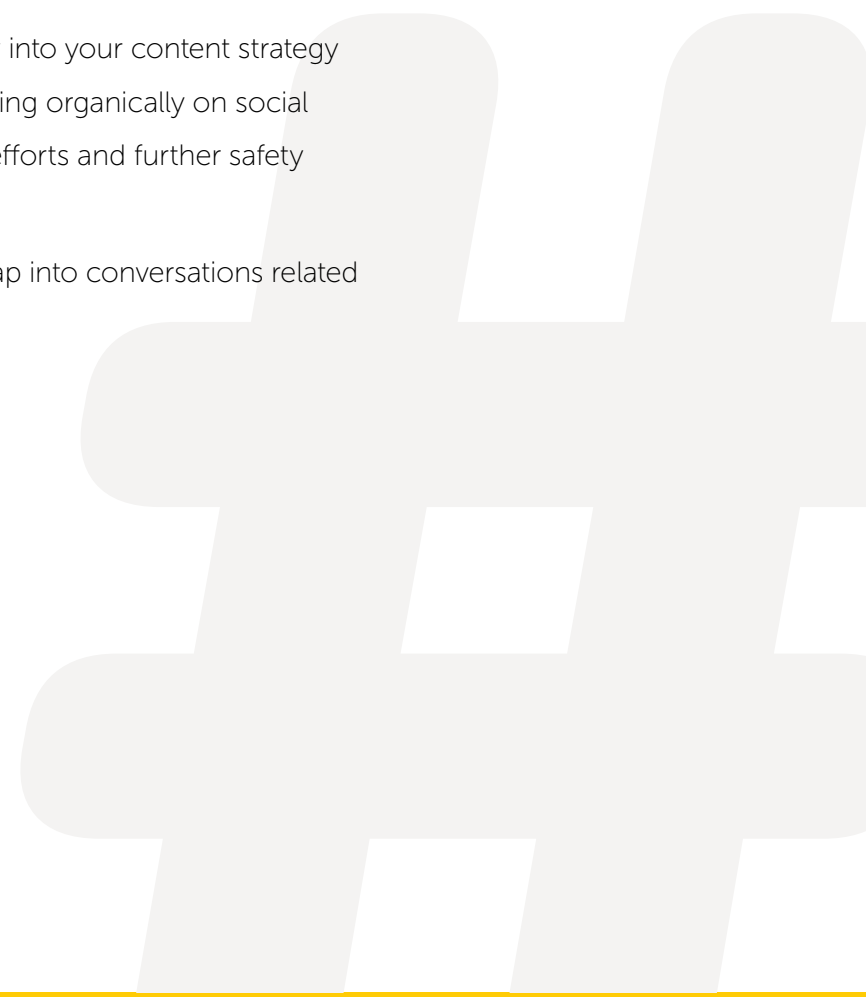
- Increase awareness of pedestrian injuries and fatalities
- Educate the public about pedestrian safety
- Motivate individuals to practice safe behaviors whether they are walking, rolling, biking or driving
- Encourage community members to get involved in improving pedestrian safety in their communities

Posting Strategy

Sharing pedestrian safety tips with the public can flow into your content strategy at any point in October and throughout the year. Posting organically on social media will help support the outreach and education efforts and further safety messages with pedestrians.

Below are relevant hashtags to use when posting to tap into conversations related to the 2024 Pedestrian Safety Month campaign:

- **#PedestrianSafety**
- **#WalkSafely**
- **#RoadSafety**
- **#ArriveAlive**



Creating Your Own Content

While standard social messages are offered within this playbook, we encourage you to create your own messages to accompany the graphics provided. Over the course of several campaigns, we've seen messages that localize the campaign and speak to each organization's audience receive significantly more engagement.

Use statistics from the [NHTSA's Data Visualization Tool](#) to help create personalized messaging for your state. For example, if you're from Tennessee, you can find the statistic that "210 pedestrians were killed in 2022," and use it to write a message similar to the following, "210 pedestrians lost their lives in Tennessee last year, with the majority of incidents happening at night. Stay safe and let's make our streets safer for everyone."

There are countless ways to create your own messages or tailor our pre-written messages to your audience, but here are some suggestions to get you started:

- Include the state or city name within the message
- Utilize local crash or traffic stop data

Here are some examples of a "create your own" style message:

- Roads should get you where you need to go safely, Topeka. Let's prioritize responsible driving behaviors to ensure pedestrians reach their destination unharmed. **#PedestrianSafety**
- Speeding isn't worth the risk, Portland. Follow the speed limit and slow down to keep pedestrians, bicyclists, drivers and all other road users safe. **#PedestrianSafety #RoadSafety**

Social Media Content

This section contains shareable social media content for the 2024 Pedestrian Safety Month campaign period. Provided on pages (12-29) are downloadable graphics with accompanying suggested posts that you can use or use as inspiration when sharing on your social media channels.



Social Story 1080x1920



Social Post 1200x1200

On the left are two sample social media graphics: one for social stories on Instagram and Facebook and one for social feed posts that can be used on any platform.

Content Organization

The social media content is organized into sections based on NHTSA's Safe System Approach and social platform. Both English and Spanish versions are provided for this campaign.

English

- Safer People—p. [12](#)
- Safer Vehicles—p. [14](#)
- Safer Speeds—p. [15](#)
- Safer Roads—p. [16](#)

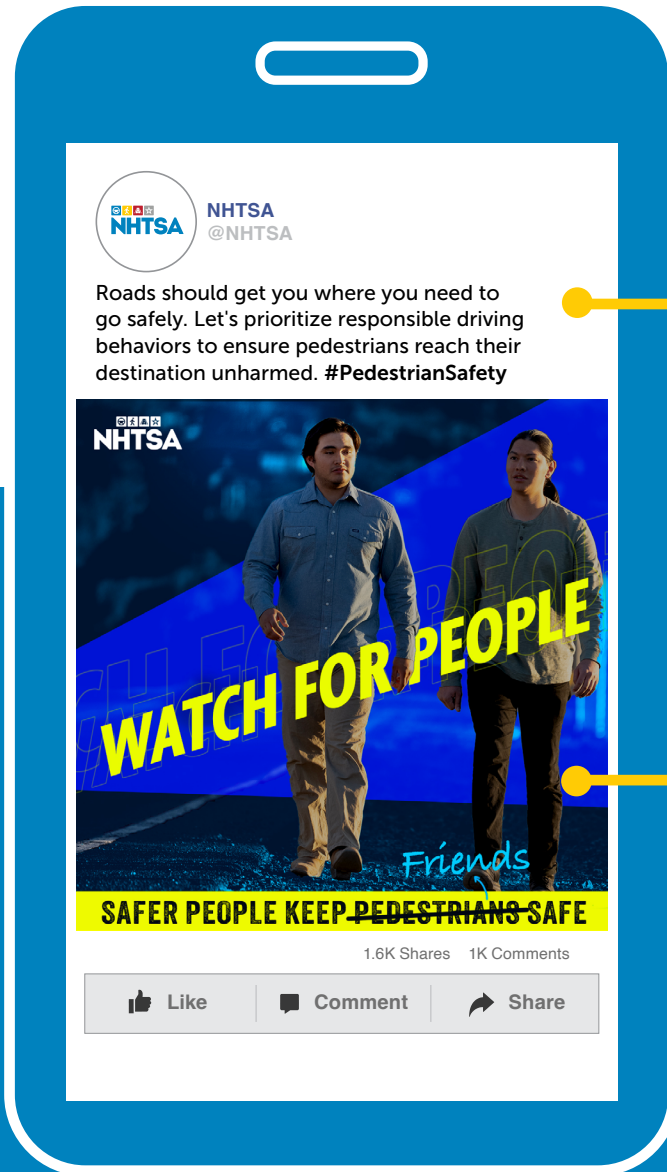
Spanish

- Safer People—p. [17](#)
- Safer Vehicles—p. [22](#)
- Safer Speeds—p. [25](#)
- Safer Roads—p. [28](#)

On the following pages, you will see additional graphics and post examples for the campaign. Be sure to consider which social media platform your target audience typically uses when you choose the graphics and post content. Also, take into consideration that most people use mobile phones when checking their social media accounts. The graphics in this playbook are optimized for mobile platforms.

Social Post Example

Here is an example of how a social post should look when published.



1 Suggested copy from this playbook.

2 Downloaded graphic from trafficsafetymarketing.gov.



Social Story Example

Here is an example of how a social story should look when published.

1

Downloaded graphic from trafficsafetymarketing.gov.

Social Media & Accessibility

Creating inclusive content is of increasing priority on social media.

To make platforms more accessible, most have implemented the option to include alternative text (or alt text) along with images. This alt text allows for users who utilize screen readers to still understand what the graphics are presenting. In this playbook, you will find alt text provided for each graphic concept that can be used across the various sizes. For how to include alt text on each social media platform, visit these resources:



[Facebook](#)



[Instagram](#)



[X \(Formerly Twitter\)](#)



Alt Text Example

People walking with text “Watch for People” and “Safer People Keep Friends Safe” overlaid

Safer People —English

STEP

1 Download graphics.

Download the “Safer People” graphic below at: [Traffic Safety Marketing](#)

Alt Text: People walking with text “Watch for People” and “Safer People Keep Friends Safe” overlaid



Sizes Available:



Social Posts

1200x1200

Social Stories

1080x1920

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Facebook & Instagram Messages

- Roads should get you where you need to go safely. Let’s prioritize responsible driving behaviors to ensure pedestrians reach their destination unharmed. **#PedestrianSafety**
- Pedestrians have the right of way at intersections. All drivers must do their part to keep those walking, rolling or biking safe. **#PedestrianSafety #WalkSafely**
- Statistics are clear: driving sober and vehicle speed play crucial roles in road safety. Let’s prioritize driving safely and save the lives of those walking, rolling or biking. **#RoadSafety**
- Celebrate walking as a healthy form of transportation—get up, get out and get moving safely! **#PedestrianSafety #WalkSafely**
- Physical changes that come with aging may impact how safe pedestrians are while walking. Stay alert, yield to all pedestrians and give extra time to those who may need it. **#PedestrianSafety #WalkSafely**
- Watch for those who may face challenges crossing the street. People who use assistive devices such as canes, walkers or wheelchairs may need more time to cross safely. Make sure you yield to all pedestrians and give extra time to those who may need it. **#PedestrianSafety #WalkSafely**
- School is in session and that means increased foot and bicycle traffic in and around school zones. Keep kids safe—slow down and always watch out for pedestrians and cyclists. **#PedestrianSafety #WalkSafely**
- Every state and DC has school bus stop arm laws to protect student pedestrians. Unfortunately, injuries and fatalities occur more often outside or near a bus because motorists fail to heed the stop-arm warning. Always stop when the stop-arm is out. **#PedestrianSafety #WalkSafely**
- If you’re driving around neighborhoods, schools and parks, drive with caution and be on the lookout for people who may be walking, rolling or biking. **#PedestrianSafety #WalkSafely**

Safer People —English

STEP

1 Download graphics.

Download the “Safer People” graphic below at: [Traffic Safety Marketing](#)

Alt Text: People walking with text “Watch for People” and “Safer People Keep Friends Safe” overlaid



Sizes Available:



Social Posts
1200x1200

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample X (Formerly Twitter) Messages

- Safety is at the heart of everything we do. Join us in promoting safe behaviors for all road users, including those driving, walking, rolling or biking. **#PedestrianSafety #WalkSafely**
- Traffic-related tragedies are preventable. Choose to buckle up, drive sober and obey speed limits to keep all road users, including pedestrians, safe. **#PedestrianSafety #WalkSafely**
- Lives are on the line. Let’s drive responsibly with consideration for others, ensuring every road user can reach their destination safely. **#PedestrianSafety**
- Think of pedestrians as your family before you get behind the wheel. **#PedestrianSafety**
- Drive responsibly to protect the pedestrians sharing our roads. Everyone should get home safely. **#PedestrianSafety**
- Pay attention to individuals who may be using an assistive device such as a cane, walker or wheelchair; they may need more time to cross the street safely. **#PedestrianSafety**

Safer Vehicles —English

STEP

1 Download graphics.

Download the “Safer Vehicles” graphic below at: [Traffic Safety Marketing](#)

Alt Text: Child in driveway with text “Reverse with Caution” and “Safer Vehicles Keep Families Safe” overlaid



Sizes Available:



Social Posts
1200x1200

Social Stories
1080x1920

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Facebook & Instagram Messages

- Newer vehicles have lifesaving driver assistance safety technologies to help protect pedestrians, like automatic emergency braking, rear backup cameras, pedestrian-friendly front structures and better headlights for identifying pedestrians at night. Know how to use these technologies when driving to keep everyone safe. **#RoadSafety #PedestrianSafety**
- NHTSA’s Five-Star Safety Ratings system provides information on vehicle safety and the tested technologies for keeping all road users safe. Learn more about your car’s rating: <https://www.nhtsa.gov/ratings> **#RoadSafety #PedestrianSafety**
- School buses are designed differently than passenger vehicles and have safety features that make them better at avoiding crashes and preventing injuries. They are one of the safest forms of transportation for children to use to travel to and from school. **#RoadSafety #PedestrianSafety**
- Be vigilant about using your headlights at night and in inclement weather. Nearly 80% of pedestrians are killed in dark conditions. **#RoadSafety #PedestrianSafety**
- Safety features like pedestrian automatic emergency braking and rear automatic emergency braking are just some of the new car safety features that are helping to keep pedestrians safe. **#RoadSafety #PedestrianSafety**
- The future of road safety is here. Advanced vehicle safety systems can help prevent crashes and protect everyone on the road, inside and outside the vehicle. **#RoadSafety #PedestrianSafety**

Sample X (Formerly Twitter) Messages

- From pedestrian detection to automatic emergency braking, modern vehicles are equipped to make traveling our roads safer than ever. **#RoadSafety #PedestrianSafety**
- Automatic emergency braking systems have the potential to save at least 360 lives a year and prevent at least 24,000 injuries annually. **#RoadSafety #PedestrianSafety**
- Be vigilant about using your headlights at night and in inclement weather. Nearly 80% of pedestrians are killed in dark conditions. **#RoadSafety #PedestrianSafety**

Safer Speeds —English

STEP

1 Download graphics.

Download the “Safer Speeds” graphic below at: [Traffic Safety Marketing](#)

Alt Text: Grandma & child in crosswalk with text “Slow to Stop in Time” & “Slower Speeds Keep Grandmas Safe”



Sizes Available:



Social Posts
1200x1200

Social Stories
1080x1920

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Facebook & Instagram Messages

- Speeding isn't just breaking the law—it's risking lives. We can prevent it by improving how we design streets, educating friends and family about safe driving, reaching out to our communities and enforcing the law. **#PedestrianSafety #RoadSafety**
- Every mile per hour counts. Let's work together to make following the speed limit the norm on our roadways, reducing the frequency and severity of crashes for all. **#PedestrianSafety #RoadSafety**
- Speeding isn't worth the risk. Follow the speed limit and slow down to keep pedestrians, bicyclists, drivers and all other road users safe. **#PedestrianSafety #RoadSafety**
- Slower speeds save lives. Research shows that the average risk of death for a pedestrian reaches 10% at an impact speed of 23 mph, while it's 90% at 58 mph. **#PedestrianSafety #RoadSafety**
- The greatest risk to a child isn't riding a school bus but approaching or leaving one on foot. That's why, when driving in school zones or where children may be present, it is especially important to pay attention, slow down and stop. Children's lives are on the line. **#PedestrianSafety #RoadSafety**

Sample X (Formerly Twitter) Messages

- Speeding doesn't just affect those behind the wheel—it endangers pedestrians' lives. Let's prioritize safer speeds to protect everyone on our roads. **#PedestrianSafety #RoadSafety**
- The faster you drive, the higher the risk for severe injury or death. Let's make safe speeds the new standard. Together, we can create safer roadways for all. **#PedestrianSafety #RoadSafety**
- Managing speeds saves lives. Drive at a safe speed to make sure everyone makes it home to their loved ones. **#PedestrianSafety #RoadSafety**
- Speed limits aren't suggestions. They are road- and situation-specific to save lives and benefit all road users' safety. Follow the speed limit. **#PedestrianSafety #RoadSafety**

Safer Roads —English

STEP

1 Download graphics.

Download the “Safer Roads” graphic below at: [Traffic Safety Marketing](#)

Alt Text: Man in crosswalk with text “Choose the Crosswalk” and “Crosswalks Keep Dads Safe” overlaid



Sizes Available:



Social Posts
1200x1200

Social Stories
1080x1920

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Facebook & Instagram Messages

- Pedestrian safety zones use lower-cost and quicker methods to implement Safe System Approach strategies in underserved communities to address pedestrian safety problems. Learn more from the Low Cost Pedestrian Safety Zones: An Eight-Step Handbook: https://www.pedbikeinfo.org/cms/downloads/PedZone_Handbook.pdf #PedestrianSafety #RoadSafety
- Don't get left in the dark! Enhancing visibility saves lives. The Safe Transportation for Every Pedestrian (STEP) initiative identifies overhead lighting as a critical safety countermeasure to decrease pedestrian-vehicle crashes. Learn more: <https://highways.dot.gov/safety/pedestrian-bicyclist/step> #PedestrianSafety #RoadSafety

Sample X (Formerly Twitter) Messages

- Communities will often adopt Complete Streets Policies to commit to providing safety for everyone. Learn more: <https://highways.dot.gov/complete-streets> #PedestrianSafety #RoadSafety
- Roadway lighting and improved crosswalk visibility through enhanced signage and markings are shown to save pedestrian lives, as shown in the FHWA Lighting Handbook. Learn more: https://highways.dot.gov/sites/fhwa.dot.gov/files/2023-05/FHWA-Lighting-Handbook_0.pdf #PedestrianSafety #RoadSafety
- Implementation of safety countermeasures supports the Safe System Approach and can accelerate achieving local, state and national safety goals. The Safe System Roadway Design Hierarchy is a tool to use infrastructure-based countermeasures and strategies to save lives. Learn more: https://highways.dot.gov/sites/fhwa.dot.gov/files/2024-01/Safe_System_Roadway_Design_Hierarchy.pdf #PedestrianSafety #RoadSafety

Safer People —Spanish

STEP

1 Download graphics.

Download the “Safer People” graphic below at: [Traffic Safety Marketing](#)

Alt text: People walking with text “Watch for People” and “Safer People Keep Friends Safe” overlaid

Alt text SPA: Personas caminando con texto “Cuidado con la gente” y “Las personas seguras protegen a sus amigos”



Sizes Available:



Social Posts
1200x1200

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Facebook & Instagram Messages

- Las carreteras deben llevarte a tu destino de manera segura. Demos prioridad a los comportamientos responsables al conducir para garantizar que los peatones lleguen a su destino sanos y salvos. **#SeguridadPeatonal**

*Translation: Roads should get you where you need to go safely. Let's prioritize responsible driving behaviors to ensure pedestrians reach their destination unharmed. **#PedestrianSafety***
- Los peatones tienen el derecho de paso en las intersecciones. Todos los conductores deben poner de su parte para mantener seguros a quienes caminan, se desplazan en silla de ruedas o van en bicicleta. **#SeguridadPeatonal #CaminaSeguro**

*Translation: Pedestrians have the right of way at intersections. All drivers must do their part to keep those walking, rolling or biking safe. **#PedestrianSafety #WalkSafely***
- Las estadísticas son claras: conducir sobrio y respetar los límites de velocidad son fundamentales para la seguridad en las carreteras. Demos prioridad a conducir de manera segura y salvemos las vidas de quienes caminan, se desplazan en silla de ruedas o van en bicicleta. **#SeguridadVial**

*Translation: Statistics are clear: driving sober and vehicle speed play crucial roles in road safety. Let's prioritize driving safely and save the lives of those walking, rolling or biking. **#RoadSafety***
- Celebra el caminar como una forma saludable de transporte: ¡levántate, sal y muévete con seguridad! **#SeguridadPeatonal #CaminaSeguro**

*Translation: Celebrate walking as a healthy form of transportation—get up, get out and get moving safely! **#PedestrianSafety #WalkSafely***

Safer People —Spanish

STEP

1 Download graphics.

Download the “Safer People” graphic below at: [Traffic Safety Marketing](#)

Alt text: People walking with text “Watch for People” and “Safer People Keep Friends Safe” overlaid

Alt text SPA: Personas caminando con texto “Cuidado con la gente” y “Las personas seguras protegen a sus amigos”



Sizes Available:



Social Posts
1200x1200

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Facebook & Instagram Messages

- Los cambios físicos que vienen con la edad pueden afectar la seguridad de los peatones al caminar. Mantente alerta, cede el paso a todos los peatones y da más tiempo a quienes lo necesiten. **#SeguridadPeatonal #CaminaSeguro**

*Translation: Physical changes that come with aging may impact how safe pedestrians are while walking. Stay alert, yield to all pedestrians and give extra time to those who may need it. **#PedestrianSafety #WalkSafely***
- Presta atención a quienes puedan tener desafíos para cruzar la calle. Las personas que usan dispositivos de asistencia, como bastones andadores o sillas de ruedas, pueden necesitar más tiempo para cruzar de manera segura. Asegúrate de ceder el paso a todos los peatones y dar más tiempo a quienes lo necesiten. **#SeguridadPeatonal #CaminaSeguro**

*Translation: Watch for those who may face challenges crossing the street. People who use assistive devices such as canes, walkers or wheelchairs may need more time to cross safely. Make sure you yield to all pedestrians and give extra time to those who may need it. **#PedestrianSafety #WalkSafely***
- Empezó la escuela y eso quiere decir que hay más tráfico peatonal y de bicicletas en las zonas escolares y sus alrededores. Mantén a los niños seguros—reduce la velocidad y siempre presta atención a los peatones y ciclistas. **#SeguridadPeatonal #CaminaSeguro**

*Translation: School is in session and that means increased foot and bicycle traffic in and around school zones. Keep kids safe—slow down and always watch out for pedestrians and cyclists. **#PedestrianSafety #WalkSafely***

Safer People —Spanish

STEP

1 Download graphics.

Download the “Safer People” graphic below at: [Traffic Safety Marketing](#)

Alt text: People walking with text “Watch for People” and “Safer People Keep Friends Safe” overlaid

Alt text SPA: Personas caminando con texto “Cuidado con la gente” y “Las personas seguras protegen a sus amigos”



Sizes Available:



Social Posts
1200x1200

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Facebook & Instagram Messages

- Todos los estados y el Distrito de Columbia tienen leyes sobre la señal de alto de los autobuses escolares para proteger a los estudiantes peatones. Desafortunadamente, las lesiones y muertes ocurren con más frecuencia fuera o cerca de un autobús porque los conductores no prestan atención a la señal de alto. Siempre detente cuando la señal de alto del autobús esté extendida. **#SeguridadPeatonal #CaminaSeguro**

*Translation: Every state and DC has school bus stop arm laws to protect student pedestrians. Unfortunately, injuries and fatalities occur more often outside or near a bus because motorists fail to heed the stop-arm warning. Always stop when the stop-arm is out. **#PedestrianSafety #WalkSafely***
- Si estás manejando por vecindarios, escuelas y parques, hazlo con precaución y mantente atento a las personas que puedan estar caminando, desplazándose en silla de ruedas o andando en bicicleta. **#SeguridadPeatonal #CaminaSeguro**

*Translation: If you're driving around neighborhoods, schools and parks, drive with caution and be on the lookout for people who may be walking, rolling or biking. **#PedestrianSafety #WalkSafely***

Safer People —Spanish

STEP

1 Download graphics.

Download the “Safer People” graphic below at: [Traffic Safety Marketing](#)

Alt text: People walking with text “Watch for People” and “Safer People Keep Friends Safe” overlaid

Alt text SPA: Personas caminando con texto “Cuidado con la gente” y “Las personas seguras protegen a sus amigos”



Sizes Available:



Social Posts
1200x1200

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample X (Formerly Twitter) Messages

- La seguridad es el centro de todo lo que hacemos. Únete a nosotros para promover comportamientos seguros para todos los usuarios de la carretera, incluyendo a los que conducen, caminan, se desplazan en silla de ruedas o andan en bicicleta. **#SeguridadPeatonal** **#CaminaSeguro**

*Translation: Safety is at the heart of everything we do. Join us in promoting safe behaviors for all road users, including those driving, walking, rolling or biking. **#PedestrianSafety** **#WalkSafely***
- Las tragedias relacionadas con el tráfico son prevenibles. Elige abrocharte el cinturón, conducir sobrio y respetar los límites de velocidad para mantener seguros a todos los usuarios de la carretera, incluidos los peatones. **#SeguridadPeatonal** **#CaminaSeguro**

*Translation: Traffic-related tragedies are preventable. Choose to buckle up, drive sober and obey speed limits to keep all road users, including pedestrians, safe. **#PedestrianSafety** **#WalkSafely***
- Hay vidas en juego. Manejemos de manera responsable y con consideración a los demás, para que todos los usuarios de la carretera puedan llegar a su destino de manera segura. **#SeguridadPeatonal**

*Translation: Lives are on the line. Let's drive responsibly with consideration for others, ensuring every road user can reach their destination safely. **#PedestrianSafety***

Safer People —Spanish

STEP

1 Download graphics.

Download the “Safer People” graphic below at: [Traffic Safety Marketing](#)

Alt text: People walking with text “Watch for People” and “Safer People Keep Friends Safe” overlaid

Alt text SPA: Personas caminando con texto “Cuidado con la gente” y “Las personas seguras protegen a sus amigos”



Sizes Available:



Social Posts
1200x1200

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample X (Formerly Twitter) Messages

- Piensa en los peatones como si fueran tu familia antes de ponerte al volante.
#SeguridadPeatonal
Translation: Think of pedestrians as your family before you get behind the wheel. #PedestrianSafety
- Maneja con responsabilidad para proteger a los peatones que comparten nuestras carreteras. Todos deberían llegar a casa de manera segura. **#SeguridadPeatonal**
Translation: Drive responsibly to protect the pedestrians sharing our roads. Everyone should get home safely. #PedestrianSafety
- Pon atención a las personas que puedan estar usando un dispositivo de asistencia, como un bastón andador o silla de ruedas; podrían necesitar más tiempo para cruzar la calle de manera segura. **#SeguridadPeatonal**
Translation: Pay attention to individuals who may be using an assistive device such as a cane, walker or wheelchair; they may need more time to cross the street safely. #PedestrianSafety

Safer Vehicles —Spanish

STEP

1 Download graphics.

Download the “Safer Vehicles” graphic below at: [Traffic Safety Marketing](#)

Alt text: Child in driveway with text “Reverse with Caution” and “Safer Vehicles Keep Families Safe” overlaid

Alt text SPA: Niña en cochera con texto “Retrocede con precaución” y “Vehículos seguros protegen a las familias”



Sizes Available:



Social Posts
1200x1200

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Facebook & Instagram Messages

- Los vehículos más nuevos cuentan con Tecnología de Asistencia al Conductor que salvan vidas y ayudan a proteger a los peatones, como frenos automáticos de emergencia, cámaras de reversa, estructuras frontales diseñadas para proteger a los peatones y mejores luces delanteras para identificar a los peatones por la noche. Aprende a usar estas tecnologías al conducir para mantener a todos seguros. **#SeguridadVial #SeguridadPeatonal**

Translation: Newer vehicles have lifesaving Driver Assistance Safety Technologies to help protect pedestrians, like automatic emergency braking, rear backup cameras, pedestrian-friendly front structures and better headlights for identifying pedestrians at night. Know how to use these technologies when driving to keep everyone safe. #RoadSafety #PedestrianSafety

- El sistema de Calificaciones de Seguridad de Cinco Estrellas de NHTSA proporciona información sobre la seguridad de los vehículos y la tecnología probada para mantener seguros a todos los usuarios de las carreteras. Aprende más sobre la calificación de tu auto: <https://www.nhtsa.gov/ratings> **#SeguridadVial #SeguridadPeatonal**

Translation: NHTSA's Five-Star Safety Ratings system provides information on vehicle safety and the tested technologies for keeping all road users safe. Learn more about your car's rating: <https://www.nhtsa.gov/ratings> #RoadSafety #PedestrianSafety

- Los autobuses escolares están diseñados de manera diferente a los vehículos de pasajeros y tienen características de seguridad que los hacen más efectivos para evitar accidentes y prevenir lesiones. Son una de las formas más seguras de transporte para que los niños viajen hacia y desde la escuela. **#SeguridadVial #SeguridadPeatonal**

Translation: School buses are designed differently than passenger vehicles and have safety features that make them better at avoiding crashes and preventing injuries. They are one of the safest forms of transportation for children to use to travel to and from school. #RoadSafety #PedestrianSafety

Safer Vehicles —Spanish

STEP

1 Download graphics.

Download the “Safer Vehicles” graphic below at: [Traffic Safety Marketing](#)

Alt text: Child in driveway with text “Reverse with Caution” and “Safer Vehicles Keep Families Safe” overlaid

Alt text SPA: Niña en cochera con texto “Retrocede con precaución” y “Vehículos seguros protegen a las familias”



Sizes Available:



Social Posts
1200x1200

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Facebook & Instagram Messages

- Ten cuidado al usar tus luces delanteras por la noche y en condiciones climáticas adversas. Casi el 80% de los peatones mueren en condiciones oscuras o de poca visibilidad. **#SeguridadVial #SeguridadPeatonal**

Translation: Be vigilant about using your headlights at night and in inclement weather. Nearly 80% of pedestrians are killed in dark conditions. #RoadSafety #PedestrianSafety

- Características de seguridad como los frenos automáticos de emergencia para peatones y los frenos automáticos de emergencia en reversa son solo algunas de las nuevas funciones de seguridad en los automóviles que están ayudando a proteger a los peatones. **#SeguridadVial #SeguridadPeatonal**

Translation: Safety features like pedestrian automatic emergency braking and rear automatic emergency braking are just some of the new car safety features that are helping to keep pedestrians safe. #RoadSafety #PedestrianSafety

- El futuro de la seguridad vial ya está aquí. Los sistemas avanzados de seguridad en los vehículos pueden ayudar a prevenir accidentes y proteger a todos en la carretera, tanto dentro como fuera del vehículo. **#SeguridadVial #SeguridadPeatonal**

Translation: The future of road safety is here. Advanced vehicle safety systems can help prevent crashes and protect everyone on the road, inside and outside the vehicle. #RoadSafety #PedestrianSafety

Safer Vehicles —Spanish

STEP

1 Download graphics.

Download the “Safer Vehicles” graphic below at: [Traffic Safety Marketing](#)

Alt text: Child in driveway with text “Reverse with Caution” and “Safer Vehicles Keep Families Safe” overlaid

Alt text SPA: Niña en cochera con texto “Retrocede con precaución” y “Vehículos seguros protegen a las familias”



Sizes Available:



Social Posts
1200x1200

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample X (Formerly Twitter) Messages

- Desde la detección de peatones hasta el frenado automático de emergencia, los vehículos modernos están equipados para hacer que viajar por nuestras carreteras sea más seguro que nunca. **#SeguridadenlaCarretera #SeguridadPeatonal**

*Translation: From pedestrian detection to automatic emergency braking, modern vehicles are equipped to make traveling our roads safer than ever. **#RoadSafety #PedestrianSafety***
- Los sistemas de frenado automático de emergencia tienen el potencial de salvar al menos 360 vidas al año y prevenir al menos 24,000 lesiones anualmente. **#SeguridadVial #SeguridadPeatonal**

*Translation: Automatic Emergency Braking systems have the potential to save at least 360 lives a year and prevent at least 24,000 injuries annually. **#RoadSafety #PedestrianSafety***
- Ten cuidado al usar tus luces por la noche y en condiciones climáticas adversas. Casi el 80% de los peatones mueren en condiciones de poca visibilidad. **#SeguridadVial #SeguridadPeatonal**

*Translation: Be vigilant about using your headlights at night and in inclement weather. Nearly 80% of pedestrians are killed in dark conditions. **#RoadSafety #PedestrianSafety***

Safer Speeds —Spanish

STEP

1 Download graphics.

Download the “Safer Speeds” graphic below at: [Traffic Safety Marketing](#)

Alt text: Grandma & child in crosswalk with text “Slow to Stop in Time” & “Slower Speeds Keep Grandmas Safe”

Alt text SPA: Niño y abuela en cruce y texto “Reduce la velocidad” y “Velocidades bajas protegen a las abuelas”



Sizes Available:



Social Posts
1200x1200

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Facebook & Instagram Messages

- Exceder el límite de velocidad no solo es romper la ley, sino también poner vidas a riesgo. Podemos prevenirlo mejorando el diseño de las calles, educando a amigos y familiares sobre conducir de manera segura, involucrándonos con nuestras comunidades y haciendo valer la ley. **#SeguridadVial #SeguridadPeatonal**

Translation: Speeding isn't just breaking the law—it's risking lives. We can prevent it by improving how we design streets, educating friends and family about safe driving, reaching out to our communities and enforcing the law. #PedestrianSafety #RoadSafety

- Cada milla por hora cuenta. Trabajemos juntos para que respetar el límite de velocidad sea la norma en nuestras carreteras, reduciendo la frecuencia y la gravedad de los choques para todos. **#SeguridadVial #SeguridadPeatonal**

Translation: Every mile per hour counts. Let's work together to make following the speed limit the norm on our roadways, reducing the frequency and severity of crashes for all. #PedestrianSafety #RoadSafety

- Exceder el límite de velocidad no vale el riesgo. Respeta el límite de velocidad y reduce la velocidad para mantener seguros a los peatones, ciclistas, conductores y a todos los demás usuarios de la carretera. **#SeguridadenlaCarretera #SeguridadPeatonal**

Translation: Speeding isn't worth the risk. Follow the speed limit and slow down to keep pedestrians, bicyclists, drivers and all other road users safe. #PedestrianSafety #RoadSafety

Safer Speeds —Spanish

STEP

1 Download graphics.

Download the “Safer Speeds” graphic below at: [Traffic Safety Marketing](#)

Alt text: Grandma & child in crosswalk with text “Slow to Stop in Time” & “Slower Speeds Keep Grandmas Safe”

Alt text SPA: Niño y abuela en cruce y texto “Reduce la velocidad” y “Velocidades bajas protegen a las abuelas”



Sizes Available:



Social Posts
1200x1200

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Facebook & Instagram Messages

- Las velocidades más bajas salvan vidas. Los estudios muestran que el riesgo promedio de muerte para un peatón alcanza el 10% a una velocidad de impacto de 23 mph, mientras que llega al 90% a 58 mph. **#SeguridadVial #SeguridadPeatonal**

Translation: Slower speeds save lives. Research shows that the average risk of death for a pedestrian reaches 10% at an impact speed of 23 mph, while it's 90% at 58 mph.

#PedestrianSafety #RoadSafety

- El mayor riesgo para un niño no es viajar en un autobús escolar, sino acercarse o alejarse de uno a pie. Por eso, cuando manejes en zonas escolares o donde haya niños, es especialmente importante prestar atención, reducir la velocidad y detenerte. Las vidas de los niños están en juego. **#SeguridadVial #SeguridadPeatonal**

Translation: The greatest risk to a child isn't riding a school bus but approaching or leaving one on foot. That's why, when driving in school zones or where children may be present, it is especially important to pay attention, slow down and stop. Children's lives are on the line.

#PedestrianSafety #RoadSafety

Safer Speeds —Spanish

STEP

1 Download graphics.

Download the “Safer Speeds” graphic below at: [Traffic Safety Marketing](#)

Alt text: Grandma & child in crosswalk with text “Slow to Stop in Time” & “Slower Speeds Keep Grandmas Safe”

Alt text SPA: Niño y abuela en cruce y texto “Reduce la velocidad” y “Velocidades bajas protegen a las abuelas”



Sizes Available:



Social Posts
1200x1200

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample X (Formerly Twitter) Messages

- El exceso de velocidad no solo afecta a quienes están detrás del volante—también pone en peligro la vida de los peatones. Démosle prioridad a velocidades más seguras para proteger a todos en nuestras carreteras. **#SeguridadPeatonal #SeguridadVial**

*Translation: Speeding doesn't just affect those behind the wheel—it endangers pedestrians' lives. Let's prioritize safer speeds to protect everyone on our roads. **#PedestrianSafety #RoadSafety***
- Cuanto más rápido manejas, mayor es el riesgo de sufrir lesiones graves o morir. Hagamos de las velocidades seguras el nuevo estándar. Juntos, podemos crear carreteras más seguras para todos. **#SeguridadPeatonal #SeguridadVial**

*Translation: The faster you drive, the higher the risk for severe injury or death. Let's make safe speeds the new standard. Together, we can create safer roadways for all. **#PedestrianSafety #RoadSafety***
- Controlar la velocidad salva vidas. Conduce a una velocidad segura para que todos puedan llegar a casa con sus seres queridos. **#SeguridadPeatonal #SeguridadVial**

*Translation: Managing speeds saves lives. Drive at a safe speed to make sure everyone makes it home to their loved ones. **#PedestrianSafety #RoadSafety***
- Los límites de velocidad no son sugerencias. Están diseñados específicamente para cada tipo de carretera y situación para salvar vidas y mejorar la seguridad de todos los usuarios de la vía. Respeta el límite de velocidad. **#SeguridadPeatonal #SeguridadVial**

*Translation: Speed limits aren't suggestions. They are road- and situation-specific to save lives and benefit all road users' safety. Follow the speed limit. **#PedestrianSafety #RoadSafety***

Safer Roads —Spanish

STEP

1 Download graphics.

Download the “Safer Roads” graphic below at: [Traffic Safety Marketing](#)

Alt text: Man in crosswalk with text “Choose the Crosswalk” and “Crosswalks Keep Dads Safe” overlaid

Alt text SPA: Hombre en cruce peatonal con texto “Usa el cruce” y “Los cruces peatonales protegen a los papás”



Sizes Available:



Social Posts
1200x1200

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Facebook & Instagram Messages

- Las zonas de seguridad peatonal utilizan métodos más económicos y rápidos para implementar estrategias de Enfoque del Sistema Seguro en comunidades desatendidas para hacer frente a problemas de seguridad peatonal. Aprende más con el manual "Zonas de Seguridad Peatonal de Bajo Costo: Una Guía de Ocho Pasos": https://www.pedbikeinfo.org/cms/downloads/PedZone_Handbook.pdf #SeguridadPeatonal #SeguridadVial

Translation: Pedestrian safety zones use lower-cost and quicker methods to implement Safe System Approach strategies in underserved communities to address pedestrian safety problems. Learn more from the Low Cost Pedestrian Safety Zones: An Eight-Step Handbook: https://www.pedbikeinfo.org/cms/downloads/PedZone_Handbook.pdf #PedestrianSafety #RoadSafety

- ¡No te quedes en la oscuridad! Mejorar la visibilidad salva vidas. La iniciativa Transporte Seguro para Cada Peatón (STEP) identifica la iluminación superior como una contramedida de seguridad crucial para disminuir los choques entre peatones y vehículos. Aprende más: <https://highways.dot.gov/safety/pedestrian-bicyclist/step> #SeguridadPeatonal #SeguridadVial

Translation: Don't get left in the dark! Enhancing visibility saves lives. The Safe Transportation for Every Pedestrian (STEP) initiative identifies overhead lighting as a critical safety countermeasure to decrease pedestrian-vehicle crashes. Learn more: <https://highways.dot.gov/safety/pedestrian-bicyclist/step> #PedestrianSafety #RoadSafety

Safer Roads —Spanish

STEP

1 Download graphics.

Download the “Safer Roads” graphic below at: [Traffic Safety Marketing](#)

Alt text: Man in crosswalk with text “Choose the Crosswalk” and “Crosswalks Keep Dads Safe” overlaid

Alt text SPA: Hombre en cruce peatonal con texto “Usa el cruce” y “Los cruces peatonales protegen a los papás”



Sizes Available:



Social Posts
1200x1200

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample X (Formerly Twitter) Messages

- Las comunidades a menudo adoptan Políticas de Calles Completas para comprometerse a garantizar la seguridad de todos. Aprende más: <https://highways.dot.gov/complete-streets> **#SeguridadPeatonal #SeguridadVial**

*Translation: Communities will often adopt Complete Streets Policies to commit to providing safety for everyone. Learn more: <https://highways.dot.gov/complete-streets> **#PedestrianSafety #RoadSafety***
- La iluminación de las carreteras y la mejor visibilidad de los cruces peatonales mediante señalización mejorada han demostrado salvar vidas, como se muestra en el Manual de Iluminación de la FHWA. Aprende más: https://highways.dot.gov/sites/fhwa.dot.gov/files/2023-05/FHWA-Lighting-Handbook_0.pdf **#SeguridadPeatonal #SeguridadVial**

*Translation: Roadway lighting and improved crosswalk visibility through enhanced signage and markings are shown to save pedestrian lives, as shown in the FHWA Lighting Handbook. Learn more: https://highways.dot.gov/sites/fhwa.dot.gov/files/2023-05/FHWA-Lighting-Handbook_0.pdf **#PedestrianSafety #RoadSafety***
- La implementación de contramedidas de seguridad respalda el Enfoque del Sistema Seguro y puede acelerar el logro de los objetivos de seguridad locales, estatales y nacionales. La Jerarquía de Diseño de Carreteras del Sistema Seguro es una herramienta para aplicar contramedidas y estrategias basadas en la infraestructura para salvar vidas. Aprende más: https://highways.dot.gov/sites/fhwa.dot.gov/files/2024-01/Safe_System_Roadway_Design_Hierarchy.pdf **#SeguridadPeatonal #SeguridadVial**

*Translation: Implementation of safety countermeasures supports the Safe System Approach and can accelerate achieving local, state and national safety goals. The Safe System Roadway Design Hierarchy is a tool to use infrastructure-based countermeasures and strategies to save lives. Learn more: https://highways.dot.gov/sites/fhwa.dot.gov/files/2024-01/Safe_System_Roadway_Design_Hierarchy.pdf **#PedestrianSafety #RoadSafety***

NHTSA Contact

If you have questions about the 2024 Pedestrian Safety Month campaign, please contact Lori Millen at lori.millen@dot.gov.

For more inquiries related to general pedestrian safety, please reach out to nhtsa.safetycountermeasures@dot.gov.