

BESAFE TOGETHER

2nd Annual Global Road Safety Week 2025 Campaign Toolkit

BeSafeTogether.org

Contact:

Tanya Sheres, Vice President – Communications, Marketing and Media Relations

tsheres@ibtta.org | 202.304.7805

Quick Link:

[DOWNLOAD THE CAMPAIGN ASSETS AND FACT SHEET](#)

CAMPAIGN TOOLKIT TABLE OF CONTENTS

Campaign Purpose, Goals, and Calls to Action.....	3
Global Road Safety Week Content Calendar	3
Amplify Your Voice on BeSafeTogether.org.....	4
Campaign Fact Sheet and Graphics	6
Social Media	7
Press Release Template	13
Internal Outreach	16
Dynamic/Variable Message Signs	18

CAMPAIGN PURPOSE, GOALS, AND CALLS TO ACTION

Purpose

The *Be Safe Together: Be the Highway Hero* campaign is a global initiative launched in conjunction with IBTTA's 2nd Annual Global Road Safety Week to spotlight the people and actions that make our roads safer every day. Whether behind the wheel, maintaining infrastructure, or designing safer systems, we all have a role to play in protecting lives and fostering a culture of shared responsibility.

Goals

- **Raise awareness** of the ongoing global road safety crisis and the human cost of inaction
- **Highlight the tolling industry's leadership** in advancing safe infrastructure, policies, and practices.
- **Celebrate the people**—drivers, roadway workers, planners, engineers—who are everyday heroes in road safety.
- **Mobilize public and partner participation** in Global Road Safety Week through storytelling, local activations, and social media engagement.

Calls to Action

- **Be the Highway Hero.** Make safe choices every day, whether you're driving, working on the road, or supporting operations behind the scenes.
- **Share the message.** Use campaign graphics, hashtags, and stories on social media to inspire others.
- **Host or join an activity.** Bring the campaign to life through local events, safety briefings, or community outreach.
- **Promote your people.** Celebrate your organization's safety champions and share their impact.
- **Submit stories and ideas.** Contribute thought leadership, videos, and real-life stories for potential inclusion on the new BeSafeTogether.org website.

GLOBAL ROAD SAFETY WEEK CONTENT CALENDAR

Mon, June 23	Tues, June 24	Wed, June 25	Thurs, June 26	Fri, June 27
Global Road Safety Week Kick off <i>Live Webinar</i>	Distracted Driving <i>Recorded interviews</i>	Speeding and Aggressive Driving <i>Recorded interviews</i>	Impaired Driving <i>Recorded interviews</i>	Personal Responsibility <i>Recorded interviews</i>

AMPLIFY YOUR VOICE ON BESAFETOGETHER.ORG

Help spotlight the tolling industry's global commitment to safety by contributing to [BeSafeTogether.org](https://besafetogether.org)—our new digital hub dedicated to sharing the stories, strategies, and people behind safer roads. We are now accepting member submissions in the following three categories:

1. *Thought Leadership & Case Studies*

Do you have insights that could help others strengthen their safety culture or outcomes? We invite you to submit original articles or case studies (500–800 words) that address timely safety challenges, strategies, and solutions.

Potential topics include (but are not limited to):

1. Emerging technologies and their role in improving roadway safety.
2. Safety performance measurement and data-driven decision-making
3. Customer safety and experience at tolling facilities
4. Behavioral change campaigns and community outreach
5. Worker safety practices and jobsite innovations
6. Equity, accessibility, and safety for all road users
7. Agency-wide safety culture transformation
8. Multimodal coordination and safety integration

Submission Requirements:

- Original content between 500–800 words
- Non-promotional in tone and educational in nature
- Must include a high-resolution headshot and short professional bio of the author.
- Accepted on a rolling basis; to be considered for inclusion during **Global Road Safety Week (June 23–27, 2025)**, please submit by **June 15, 2025**

2. *Hero Highlights*

Our industry is full of unsung heroes—let's celebrate them. Hero Highlights are short profiles that recognize individuals who go above and beyond to make our roads safer. These could be frontline workers, engineers, dispatchers, customer service agents, or anyone whose actions reflect a deep commitment to safety.

Please use the following template when submitting your Hero Highlight:

Hero Highlight Template

- **Full Name:**
 - **Job Title:**
 - **Organization:**
 - **Location (City, State/Country):**
 - **What makes them a Highway Hero?** (Please provide a compelling description of approximately **half a page in length**, or 250–300 words. Include specific examples, anecdotes, or details that illustrate their impact.)
 - **Photo:** (High-resolution image required)
-

3. Videos

Short-form videos (under 2 minutes) that feature safety innovations, personal stories, or culture-building practices are encouraged. Videos can highlight internal initiatives, field operations, community outreach, or individual hero stories.

Preferred Format:

- MP4 or MOV file
- Horizontal orientation
- Clear audio and visuals

Submit your content or questions to tsheres@ibtta.org and help bring the safety stories of our industry to life.

>> [DOWNLOAD CAMPAIGN ASSETS](#) <<

Social media account banner:



Social media or newsletter advertisements:



We're asking IBTTA members and partners to help make our **2nd Annual Global Road Safety Week (June 23–27, 2025)** our most impactful yet. Here's how you can participate on social media:

1. Share and Engage Leading Up to the Week

From now through June 23, help us build awareness by **sharing and engaging with IBTTA's campaign promotions** on social media. Every like, share, and repost helps amplify our collective voice.

2. Kick Off Strong on Monday, June 23

Join us in making a powerful first impression on Monday, June 23. We'll share **sample social posts and graphics below** to help you join the chorus of voices launching IBTTA's Global Road Safety Week across the tolling industry and beyond. Plan now to post first thing Monday morning to start the week with momentum.

3. Stay Engaged Throughout the Week

There are two simple ways to stay active and keep safety in the spotlight:

- **Tell your own story.** Post about your agency's safety initiatives, spotlight a Highway Hero, or highlight how your team is committed to protecting every journey.
- **Share and engage with campaign content** from IBTTA and fellow members and partners throughout the week. Highlight others, tag collaborators, and keep the message moving. See below for sample content.

Day	Theme	Action Type
Mon, June 23	Campaign Kickoff	Brand + values post
Tues, June 24	Behind the Scenes of Safety	Staff highlight + User Generated Content
Wed, June 25	Visual Safety Snapshot	Photo/video challenge
Thurs, June 26	Customer or Partner Focus	Community-facing content
Fri, June 27	"My Pledge"	Reflective call-to-action, individual voices

How to Participate on Social Media

Help us create a unified, global message by following these simple steps when posting during Global Road Safety Week:

- **Use the official campaign hashtags in every post:**
 - #BeSafeTogether
 - #BeTheHighwayHero
- **Tag IBTTA so we can see and amplify your message:**
 - LinkedIn: @IBTTA
 - X (formerly Twitter): @IBTTA

Monday, June 23rd – Kick Off Posts

LinkedIn

Every safe journey has a hero. From the people who travel our roads to those who keep them moving, we all play a role in protecting lives along the way.

This **@IBTTA** Global Road Safety Week, we're honoring the people who make our roads safer—and sharing how our team is stepping up to protect lives.

Driven by the toll industry. Powered by everyday heroes. Protecting lives worldwide.

Let's **#BeTheHighwayHero**. Let's **#BeSafeTogether**. 🚧❤️

📸 [Pair with a campaign creative, photo of your team, road crews, control center, or a local Highway Hero.]

Facebook

Every safe journey has a hero.

From the people who travel our roads to those who keep them moving, we all play a role in protecting lives along the way.

This **@IBTTA** Global Road Safety Week, we're honoring the people who make our roads safer—and sharing how our team is stepping up to protect lives.

Driven by the toll industry. Powered by everyday heroes. Protecting lives worldwide.

Let's **#BeTheHighwayHero**. Let's **#BeSafeTogether**. 🚧❤️

📷 [Pair with a campaign creative, photo of your team, road crews, control center, or a local Highway Hero.]

 Instagram

🚧 **Global Road Safety Week is here!**

Every safe journey has a hero.
From the people who travel our roads
to those who keep them moving,
we all play a role in protecting lives.

This **@IBTTA** Global Road Safety Week,
we're honoring the people who make roads safer—
and sharing how our team is stepping up
to protect lives.

Driven by the toll industry.
Powered by everyday heroes.
Protecting lives worldwide.

Let's **#BeTheHighwayHero**.
Let's **#BeSafeTogether**. 🚧💛

📷 [Pair with a campaign creative, photo of your team, road crews, control center, or a local Highway Hero.]

 X (Twitter)

Every safe journey has a hero.
From the people who travel our roads to those who keep them moving—we all protect lives.

This **@IBTTA** Global Road Safety Week, we're honoring the heroes making roads safer and
sharing how we're stepping up.

Let's **#BeTheHighwayHero**. Let's **#BeSafeTogether**. 🚧💛
(Characters: 275)

📷 [Pair with a campaign creative, photo of your team, road crews, control center, or a local Highway Hero.]

Tuesday – Friday: Midweek social media samples

Tuesday, June 24 – Behind the Scenes of Safety

Theme: Safety Doesn't Happen by Accident

Action Type: Highlight your behind-the-scenes teams with a group photo, video clip, or staff quote

Post Example:

Safety doesn't happen by accident.

Behind every safe journey is a team of everyday heroes—dispatchers, maintenance crews, engineers, and customer service reps—working 24/7 to protect lives.

Today, we're spotlighting the people behind the scenes who keep our roads safe.

Let's **#BeTheHighwayHero**. Let's **#BeSafeTogether**. 🚧💛

@IBTTA

Wednesday, June 25 – Safety Snapshot

Theme: Real Moments of Roadway Safety

Action Type: Share a photo or short video of a safety practice, work zone setup, or real-time ops moment

Post Example:

This is what safety looks like.

From high-visibility vests to traffic cones and safety checks—our team is taking action every day to protect the people who travel our roads.

Today, we're sharing a behind-the-scenes look at the real work it takes to make safety possible.

📸 Show us your **#SafetySnapshot!**

Let's **#BeTheHighwayHero**. Let's **#BeSafeTogether**. 🚧💛

@IBTTA

Thursday, June 26 – Partners in Safety

Theme: Safety is a Shared Responsibility

Action Type: Highlight a partner or customer (e.g., DOT, vendor, contractor, local agency) that contributes to your safety mission

Post Example:

Protecting lives on the road is a shared responsibility.

Today, we're recognizing the partners who work alongside us to make safety a reality—from tech providers to emergency responders and DOT allies.

Together, we're building safer journeys.

Let's **#BeTheHighwayHero**. Let's **#BeSafeTogether**. 🚧💛

@IBTTA

Friday, June 27 – Highway Hero Pledge

Theme: Commit to the Future of Safety

Action Type: Ask your team or audience to share a safety pledge or “why I do this” quote

Post Example:

Being a Highway Hero means showing up for safety—every day.

We asked our team: *What's one thing you always do to help protect others on the road?*

Whether it's slowing down in work zones or mentoring new staff, the small actions add up to safer journeys for all.

Let's finish Global Road Safety Week with a renewed commitment to each other.

Let's **#BeTheHighwayHero**. Let's **#BeSafeTogether**. 🚧💛

@IBTTA

Friday, June 27 – Individual Reflection Post

Theme: My Highway Hero Pledge

Audience: Employees, colleagues, individuals in the industry

Action Type: Personal statement or pledge, team member quotes, selfie or candid photo

Post Example:

Every safe journey has a hero—and here's why I try to be one.

I'm a Highway Hero because I always **[insert habit—e.g., stay alert in high-speed zones / double-check my lane closures / speak up when something feels unsafe]**.

Safety isn't just a policy—it's a mindset, a choice, and a responsibility.
What's your pledge?

Let's **#BeTheHighwayHero**. Let's **#BeSafeTogether**. 🚧💛
@IBTTA

How to Use This Template to Engage Local Media

This customizable press release is designed to help IBTTA members promote their participation in the Be the Highway Hero campaign and highlight their commitment to road safety during Global Road Safety Week (June 23–27, 2025) and beyond.

Use this release to:

- Announce your agency’s safety efforts and campaign involvement.
- Recognize roadway workers and local safety “heroes.”
- Share specific safety initiatives, community events, or signage deployments.
- Position your agency as a leader in protecting drivers, workers, and the traveling public.

Instructions:

1. Insert your agency’s name, quotes, and local initiatives in the highlighted placeholder sections.
2. Add specific dates or events if you’re hosting public outreach, deploying DMS messaging, or recognizing safety leaders.
3. Coordinate with your communications or public affairs team to distribute the release to local media outlets, post to your website, and share across social channels.
4. Consider pitching the story with a human angle — spotlighting a roadway worker, dispatcher, or safety team member as a local “highway hero.”
5. Share any media coverage or campaign content on social media using the hashtags **#BeSafeTogether** and **#BeTheHighwayHero**, and be sure to tag **@IBTTA** to help amplify your story.

Template: [Insert link]

FOR IMMEDIATE RELEASE

[Insert Date]

[Member Name] Calls on Drivers to ‘Be the Highway Hero’ in New Road Safety Campaign

Global Road Safety Week Highlights Local Commitment to Safer Roads

[City, State] — Roadway crashes remain a leading cause of death worldwide, claiming an estimated 1.19 million lives each year — the equivalent of more than 20 commercial plane crashes every single day. In the U.S. alone, more than 42,514 people died in roadway crashes in

2022. As traffic volumes rise and more drivers take to the roads during the warmer months, [Member Name] is calling on everyone to make safe choices that protect lives.

To address the ongoing challenges of roadway safety, [Member Name] is participating in IBTTA's Global Road Safety Week, taking place June 23–27, 2025. This international campaign, led by the International Bridge, Tunnel and Turnpike Association (IBTTA), underscores the tolling industry's deep commitment to protecting drivers, workers, and communities through safer infrastructure, smarter operations, and everyday responsibility.

"Every safe journey depends on someone choosing to slow down, stay alert, or move over," said [Name, Title]. "Those everyday choices are what make someone a highway hero."

Through the *Be the Highway Hero* campaign, [Member Name] is spotlighting the real people behind road safety — from roadway workers and first responders to conscientious drivers and control center staff — while raising public awareness about how small actions can prevent tragedies.

Campaign highlights include:

- [Insert local initiative: Recognizing outstanding roadway heroes, launching a PSA, or hosting a safety event]
- [Insert another local effort: Work zone safety signage, digital outreach, community engagement]

"Our crews — whether on the road or behind the scenes — show up every day to keep travelers safe. We ask drivers to do the same: slow down, stay focused, and drive sober," said [Name, Title]. "As summer traffic increases, [Member Name] urges everyone to take safety seriously — and to be the reason someone gets home safe."

For more information or to support the campaign, visit [Member Website or Contact Info] and BeSafeTogether.org.

###

About [Member]

[Insert Member boilerplate]

About IBTTA

The International Bridge, Tunnel and Turnpike Association (IBTTA) is the worldwide association for owners and operators of toll facilities and the businesses that support them. Founded in 1932, IBTTA has members in over 20 countries on six continents, advancing innovative, user-based transportation funding solutions to meet today's infrastructure challenges.

IBTTA's *Be the Highway Hero* campaign is part of its **Be Safe Together** initiative, promoting global road safety and the tolling industry's commitment to protecting lives on and around the road. Learn more at www.ibtta.org and www.besafetogether.org.

INTERNAL OUTREACH

Use this customizable email to engage your team in IBTTA's **2nd Annual Global Road Safety Week** (June 23–27, 2025). It's a chance to celebrate the people behind safer roads and invite your employees to actively participate in this global initiative.

How to Use

- Personalize the [bracketed sections] with your organization's name and specific activities.
- Send the message internally between **June 10–20, 2025**, to build awareness and encourage participation.
- Consider sending from a senior leader or safety officer to reinforce the importance of the campaign.
- Pair the email with a team photo, campaign graphics, or a link to your internal safety plans.

Engagement Ideas

- Host a brief safety huddle or team recognition event.
- Feature “Highway Hero” stories from your staff
- Create a photo wall or digital board celebrating your team's contributions.
- Encourage staff and communicators to post using **#BeSafeTogether** and **#BeTheHighwayHero**, and tag **@IBTTA** to help amplify the message and highlight your organization's commitment to road safety.
- Submit employee stories, videos, or thought leadership for possible inclusion on BeSafeTogether.org.

Subject: You're a Highway Hero — Join Us for Global Road Safety Week

Hi Team,

Every day, your work helps keep people safe on the roads — whether you're planning, building, maintaining, or supporting behind the scenes. **You are the reason our roads are safer.**

That's why [Company Name] is proud to participate in IBTTA's **2nd Annual Global Road Safety Week**, June 23–27, 2025. This year's theme — *Be Safe Together: Be the Highway Hero* — is all about honoring the people who make safety happen.

We'll be [insert company activities — e.g., spotlighting team members, hosting safety events, sharing campaign messages], and we want you to be part of it.

Here's how you can join in:

- Share your pride in the work you do — and the difference you make
- Use **#BeSafeTogether** and **#BeTheHighwayHero** on social media
- Participate in [insert internal event or activity]
- Send in your stories or safety ideas for us to highlight.

Let's celebrate the everyday heroes who keep our roads — and each other — safe.

Thank you for all you do,

[Your Name]

[Your Title or Team]

The following daily DMS/VMS messages seek to reinforce a culture of roadway safety through short, impactful prompts visible to drivers. Agencies may display messages as part of:

- Daily DMS/VMS rotation
- Global Road Safety Week (June 23–27)
- Campaign-aligned outreach.
- Weekend or holiday safety reminders.

General messaging:

<i>Option 1</i> EVERY SAFE JOURNEY NEEDS A HERO — THAT’S YOU	<i>Option 2</i> SAFETY STARTS WITH YOU BE THE HIGHWAY HERO	<i>Option 3</i> HIGHWAY HEROES PUT SAFETY FIRST
--	--	---

Daily DMS Message Calendar

<i>Day</i>	<i>Message</i>	<i>Why This Message?</i>
Monday	BE THE HIGHWAY HERO START THE WEEK DRIVING SAFE	Monday commutes can be rushed or stressful — reminds drivers to reset their mindset.
Tuesday	BE THE HIGHWAY HERO EYES ON THE ROAD, NOT YOUR PHONE	Distractions creep in early in the week — especially phones after Monday's reset.
Wednesday	BE THE HIGHWAY HERO LET OTHERS MERGE — DRIVE KIND	Midweek fatigue can dull focus — emphasizes alertness and safe habits.
Thursday	BE THE HIGHWAY HERO PLAN AHEAD — DRIVE SOBER	People start planning evenings or weekends — reinforces sober driving ahead of time.
Friday	BE THE HIGHWAY HERO DON'T SPEED INTO THE WEEKEND	Friday brings impatience and speed — this slows people down before the weekend.
Saturday	BE THE HIGHWAY HERO PROTECT WHAT MATTERS MOST	Many families travel on Saturdays — encourages responsibility for passengers.
Sunday	BE THE HIGHWAY HERO DRIVE EASY — IT'S SUNDAY	End-of-weekend return trips — promotes thoughtful, safe driving heading into Monday.

Disclaimer:

Please review all messages with your local traffic operations, legal, or public affairs teams to ensure they align with your jurisdiction's DMS/VMS content regulations, character limits, and approved message protocols. Messages should only be used in accordance with federal, state, and local guidelines governing traffic control messaging.