

# BESAFETOGETHER

## IBTTA's GLOBAL ROAD SAFETY CAMPAIGN

### GLOBAL ROAD SAFETY WEEK TOOLKIT FOR ENGAGEMENT

Be Safe Together is The International Bridge, Tunnel and Turnpike Association's (IBTTA) new global road safety campaign to educate drivers about the actions they can take to make our roads safer for all users.

The campaign includes global messaging, digital promotion, and public and driver engagement, including the first IBTTA Global Road Safety Week, which will take place from June 24 to 28, 2024.

We encourage IBTTA members and partners worldwide to participate in the campaign and showcase our industry's commitment to safety. That commitment shows up in how we build, maintain, and operate our roads and in how we support all road users. With this campaign, we are coming together as an industry to emphasize to drivers that their little choices at each step of their journey can make a real difference in others' lives.

IBTTA members can participate in the campaign through direct messaging to drivers on the roads, at toll facilities and rest areas, and across social media channels, as well as by engaging government and community stakeholders.

This toolkit includes tools and resources that can be used as-is or adapted to fit your communications and marketing efforts to raise awareness for the Be Safe Together campaign during Global Road Safety Week and beyond.

#### INTRODUCTION TO THE BE SAFE TOGETHER CAMPAIGN

IBTTA's Global Road Safety Campaign showcases the tolling industry's commitment to ensuring our roads are safe for everyone. Be Safe Together is a call to action and a reminder that every person on the road, including drivers, motorcyclists, passengers, and road workers, is part of a community of people who deserve empathy and respect.

The website [ibtta.org/besafetogether.org](https://ibtta.org/besafetogether.org) houses all campaign materials and is regularly updated with new tools and resources. So check back often!

#### WHY THE CAMPAIGN IS NEEDED: THE FACTS ABOUT ROAD SAFETY AND THE VALUE OF TOLL ROADS

Road accidents are the leading cause of death globally for 5- to 29-year-olds and the 12th leading cause of death when all ages are considered. In 2021, there were 1.19 million road traffic deaths. In the United States, road deaths are increasing. In 2010, there were 32,999 fatalities; 12 years later, that number rose to 42,795.

The numbers are going in the wrong direction. The tolling industry is doing our part to address the problem by prioritizing safety as we build, maintain, and operate toll roads, as well as by educating drivers about the ways that their actions can positively impact everyone else on the road.

We have developed a fact sheet you can share with key audiences. It contains the most up-to-date stats and information about road safety and the value of toll roads in the transportation ecosystem.

[Click here to download the fact sheet](#)

## **IBTTA GLOBAL ROAD SAFETY WEEK CALENDAR OF ACTIVITY**

During Global Road Safety Week, June 24-28, we will focus our efforts on addressing three major contributors to road accidents: speeding, distracted driving, and impaired driving. We will also share the many ways our industry works every day to increase safety on the roads.

[Click here to download a daily calendar](#)

## **CAMPAIGN CALENDAR**

We are stronger in numbers, which is why we are excited and proud to support other safe driving efforts across the industry, including Global Youth Traffic Safety Month, NHTSA's Speed Campaign, Drive Sober or Get Pulled Over, National Teen Driver Safety Week, and more.

View the calendar below to see more events that are supporting road safety.

[Click here to download the full calendar](#)

## **LOGO AND BRAND GUIDELINES**

The Be Safe Together campaign materials are for our members and partners in the tolling industry. The campaign has developed branded materials that can be used across all your digital and print channels, including social media, websites, and printed materials.

[Click here to download logos and brand guidelines](#)

## **PRESS RELEASE TEMPLATE & MEDIA ENGAGEMENT**

Announce your participation in the Be Safe Together campaign with a press release promoting your organization's support and how you will engage in Global Road Safety Week. During the week, consider hosting media events, giving interviews, and submitting op-eds.

[Click here to download the press release template](#)

## **CAMPAIGN TALKING POINTS & MESSAGING**

The Be Safe Together campaign asks drivers to think of themselves as part of a larger community of people on the roads, where every action – however small – can have a big impact. Our talking points and messaging can be used to talk about the campaign in meetings, interviews, and with partners.

[Click here to download talking points](#)

## **SOCIAL MEDIA**

Social media is one of the best ways to engage with and promote the Be Safe Together campaign. Use #BeSafeTogether to increase visibility and drive the conversation before, during, and after Global Road Safety Week.

[Click here to download social media tools for use across channels](#)

## **VARIABLE MESSAGE SIGNS FOR SAFETY**

During Global Road Safety Week, program your VMS with messaging from the Be Safe Together campaign.

[Click here to download our suggested Variable Message Sign messages](#)

## **CAMPAIGN GRAPHICS**

We are developing a number of campaign graphics to use across platforms when promoting the campaign and during Global Road Safety Week.

[Click here to download graphics](#)

## **CASE STUDIES**

IBTTA members around the world are sharing their work to raise awareness about road safety through unique campaigns and initiatives.

[Click here to download case studies](#)

## **IBTTA MEMBER AND PARTNER EVENTS**

Members and global partners lead engaging safety campaigns throughout the year. As an association, we are proud to promote and support those efforts.

[Click here to learn more about safety campaigns around the globe](#)