RRSAW, will raise awareness about rural road safety by telling the “rural story” to the public, to leaders, and to potential partners. It will shine a light on the unique safety risks faced by rural road users, progress towards addressing these challenges, and solutions that are making a difference on the Rural Road to Zero fatalities and serious injuries.

The “rural story” will be told through daily themes:

| MONDAY: Defining Rural | TUESDAY: Rural Safety Champions | WEDNESDAY: Rural Road Modes | THURSDAY: Proven Rural Safety Countermeasures | FRIDAY: Rural Safety Culture |

Everyone travels on rural roads – so let’s keep everyone safe.

The risk of death or serious injury is twice as high on rural roads than urban roads. (NHTSA)

Urban residents log more than 44% of the miles traveled on rural roads. (NHTSA)

45% of all U.S. road fatalities occur in rural areas. (USDOT)

Join us and get Involved:
- Friend us on Facebook @ruralroadsafety and
- Follow us on LinkedIn @national-center-for-rural-road-safety
- For more information, tips, and facts, visit the Rural Road Safety Awareness Week website at https://ruralsafetycenter.org/news-events/rural-road-safety-awareness-week/
- Tell your rural story using #RuralRoadSafety and #RRSAW2020.

Questions? Contact Jaime Sullivan: jaime.sullivan2@montana.edu or 406-994-7368.

The inaugural RRSAW is hosted by the National Center for Rural Road Safety.