








**2021 Rural Road Safety Awareness Week (July 19-23)**

**Live, Work, and Explore along the Rural Road to Zero**

Pre-RRSAW			Images for verification only. Use high res 508 compliant images from download site.
Pre-RRSAW Post Option #1	Facebook/LinkedIn	We're kicking off Rural Road Safety Awareness Week on July 19 <sup>th</sup> ! Prepare to up your rural road safety knowledge during #RRSAW2021! #RuralRoadSafety	 <p><b>Graphic Alt Text:</b> Overview of Rural Road Safety Awareness week 2021: Live, Work, and Explore along the Rural Road to Zero. Daily themes include Monday is safe road users, Tuesday is safe vehicles, Wednesday is safe speeds, Thursday is safe roads, and Friday is post-crash care.</p>
	Twitter (270)/Instagram	We're kicking off Rural Road Safety Awareness Week on July 19 <sup>th</sup> ! Prepare to up your rural road safety knowledge during #RRSAW2021! #RuralRoadSafety	
Pre-RRSAW Post Option #2	Facebook/LinkedIn	So, what is Rural Road Safety Awareness Week? It's a whole week dedicated to understanding actions we can take to safely <i>Live, Work, and Explore along the #RuralRoadtoZero</i> . Make sure to follow along on our journey! #RRSAW2021! #RuralRoadSafety	 <p><b>Graphic Alt Text:</b> Overview of Rural Road Safety Awareness week 2021: Live, Work, and Explore along the Rural Road to Zero. Daily themes include Monday is safe road users, Tuesday is safe vehicles, Wednesday is safe speeds, Thursday is safe roads, and Friday is post-crash care.</p>
	Twitter (243)/Instagram	So, what is Rural Road Safety Awareness Week? It's a whole week dedicated to understanding actions we can take to safely <i>Live, Work, and Explore along the #RuralRoadtoZero</i> . Make sure to follow along on our journey! #RRSAW2021! #RuralRoadSafety	



*Your trusted "safety sidekick" to make rural road travel safer!*



Monday: Safe Road Users			Images for verification only. Use high res 508 compliant images from download site.
Mon. Post Option #1	Facebook/LinkedIn	When is ZERO a good thing? When everyone makes it to their destination safely. This summer as you <i>Live, Work, and Explore along the #RuralRoadtoZero</i> (deaths), remember that safety is a shared responsibility, and we all need to do our part and drive responsibly #RRSAW2021 #RuralRoadSafety #VisionZero #TowardZeroDeaths	 <p><b>Graphic Alt Text:</b> How many deaths on our roads are an acceptable number? Zero, the answer is always the same.</p>
	Twitter (259)/Instagram	When is ZERO a good thing? When everyone makes it to their destination safely. This summer as you <i>Live, Work, and Explore along the #RuralRoadtoZero</i> (deaths), remember that safety is a shared responsibility, and we all need to do our part and drive responsibly #RRSAW2021 #RuralRoadSafety	
Mon. Post Option #2	Facebook/LinkedIn	Road users (those who walk, bike, drive, ride transit, and travel by other modes) play a role in keeping everyone safe and are the first element in the Safe System approach. Do you have a safety mindset? #RRSAW2021 #RuralRoadSafety	 <p><b>Graphic Alt Text:</b> What are your Safe Driving Behaviors? Checklist includes Buckle up. Every trip. Every time; Plan a sober ride; Avoid all distractions; Share the road; Always expect a train; Obey the sign; Slow down; Look twice for motorcycles; Stay out of blind spots; Watch for animals; Stay alert; Pass with care and only when legal; Slow down and move over for emergency responders; Don't crowd the plow; and Protect workers. Give 'em a brake.) Zero...the only way to get there is together.</p>
	Twitter (232)/Instagram	Road users (those who walk, bike, drive, ride transit, and travel by other modes) play a role in keeping everyone safe and are the first element in the Safe System approach. Do you have a safety mindset? #RRSAW2021 #RuralRoadSafety	
Mon Post Option #3	Facebook/LinkedIn	Did you know that the decision to buckle up is one of the safest choices road users (drivers and passengers) can make? As you <i>Live, Work, and Explore along the #RuralRoadtoZero</i> , Buckle Up. Every Trip. Every Time. #RRSAW2021 #RuralRoadSafety #NHTSA	 <p><b>Graphic Alt Text:</b> NHTSA's Buckle Up. Every Trip. Every Time logo</p>
	Twitter (247)/Instagram	Did you know that the decision to buckle up is one of the safest choices road users (drivers and passengers) can make? As you <i>Live, Work, and Explore along the #RuralRoadtoZero</i> , Buckle Up. Every Trip. Every Time. #RRSAW2021 #RuralRoadSafety #NHTSA	



*Your trusted "safety sidekick" to make rural road travel safer!*



Tuesday: Safe Vehicles			Images for verification only. Use high res 508 compliant images from download site.
Tues. Post Option #1	Facebook/LinkedIn	Did you know that in the event of a crash, the interior design of a vehicle (like seat belts and airbags) increases survivability by reducing impact forces on your body? Mistakes happen, so make sure you are prepared and wear your seatbelt! #RRSAW2021 #RuralRoadSafety	 <p><b>Graphic Alt Text:</b> Safety champions who contribute to seat belt use include investors, builders, implementers, engineers, testers, messengers, and users. The images show that these champions buckling up.</p>
	Twitter (268)/Instagram	Did you know that in the event of a crash, the interior design of a vehicle (like seat belts and airbags) increases survivability by reducing impact forces on your body? Mistakes happen, so make sure you are prepared and wear your seatbelt! #RRSAW2021 #RuralRoadSafety	
Tues. Post Option #2	Facebook/LinkedIn	Rural roads are home to buggies and farm equipment. This summer, as you <i>Live, Work, and Explore along the #RuralRoadtoZero</i> , look for the slow-moving vehicle sign and think of SAM. #RRSAW2021 #RuralRoadSafety #SharetheRoad #FindMeDriving	 <p><b>Graphic Alt Text:</b> I'm SAM, have you found me on rural roads? (Note that SAM is a character made from a slow moving vehicle sign) Safety starts with you: Slow down. Assess your surroundings. Move with caution.</p>
	Twitter (236)/Instagram	Rural roads are home to buggies and farm equipment. This summer, as you <i>Live, Work, and Explore along the #RuralRoadtoZero</i> , look for the slow-moving vehicle sign and think of SAM. #RRSAW2021 #RuralRoadSafety #SharetheRoad #FindMeDriving	
Tues Post Option #3	Facebook/LinkedIn	Vehicles are designed with safety features (from seat belts to back-up cameras and blind spot detection) to minimize the occurrence and severity of collisions. These safety features are improving all the time. Next time you're in the market for a new vehicle, remember to ask about the available safety features. #RRSAW2021 #RuralRoadSafety	<p><b>VIDEO:</b> <a href="https://www.youtube.com/watch?v=uKJ6lfQANTE&amp;list=PL2GIXO1j4M71HXh-KNeh6F1a5nBdZzn5p&amp;index=3">https://www.youtube.com/watch?v=uKJ6lfQANTE&amp;list=PL2GIXO1j4M71HXh-KNeh6F1a5nBdZzn5p&amp;index=3</a></p> <p>[put video link in the next thread of tweet]</p>
	Twitter (261)/Instagram	Vehicles are designed with safety features to minimize the occurrence and severity of collisions. Next time you're in the market for a new vehicle, remember to ask about the available safety features, they are improving all the time. #RRSAW2021 #RuralRoadSafety	

Your trusted "safety sidekick" to make rural road travel safer!



Wednesday: Safe Speeds			Images for verification only. Use high res 508 compliant images from download site.
Wed. Post Option #1	Facebook/LinkedIn	Why slow down? Adjusting speeds can provide additional time for drivers to stop, improve visibility, and in the event of a crash, reduce impact forces. Make the choice to prioritize safety over speed! #RRSAW2021 #RuralRoadSafety #SlowDown #VisionZero	 <p><b>Graphic Alt Text:</b> Vision Zero's Safety Over Speed logo</p>
	Twitter (250)/Instagram	Why slow down? Adjusting speeds can provide additional time for drivers to stop, improve visibility, and in the event of a crash, reduce impact forces. Make the choice to prioritize safety over speed! #RRSAW2021 #RuralRoadSafety #SlowDown #VisionZero	
Wed. Post Option #2	Facebook/LinkedIn	Did you know that 1/3 of all rural fatalities include speed as a factor? <i>As we Live, Work, and Explore along the #RuralRoadtoZero</i> , it is important that we slow down and enjoy the ride. Remember, safe speeds save lives! #RRSAW2021 #RuralRoadSafety	 <p><b>Graphic Alt Text:</b> Did you know? 1/3 of all rural fatalities include speed as a factor? It is important that we slow down and enjoy the ride. Remember, safe speeds save lives!</p>
	Twitter (246)/Instagram	Did you know that 1/3 of all rural fatalities include speed as a factor? <i>As we Live, Work, and Explore along the #RuralRoadtoZero</i> , it is important that we slow down and enjoy the ride. Remember, safe speeds save lives! #RRSAW2021 #RuralRoadSafety	

*Your trusted "safety sidekick" to make rural road travel safer!*





Thursday: Safe Roads		Images for verification only. Use high res 508 compliant images from download site.
Thurs. Post Option #1	Facebook/LinkedIn	All road users need space to move around safely. Because rural roads typically lack dedicated space that separates drivers from people walking or rolling, we need to be prepared to slow down and pass safely. Help protect those on foot or bike and give your fellow road user some space! #RRSAW20201 #RuralRoadSafety #SlowDown #PBIC
	Twitter (278)/Instagram	All road users need space to move around safely. Because rural roads typically lack dedicated space that separates drivers from people walking or rolling, we need to help protect those on foot or bike and give your fellow road user some space! #RRSAW20201 #RuralRoadSafety #PBIC
Thurs. Post Option #2	Facebook/LinkedIn	Did you know that safety is proactive? FHWA's Focus on Reducing Rural Roadway Departures (#FoRRRwD) initiative provides resources for deployment of countermeasures that can be proactively implemented to help keep vehicles in their lane, reduce crash potential, minimize crash severity...and ultimately get people home safely. Learn more here: <a href="https://safety.fhwa.dot.gov/FoRRRwD/">https://safety.fhwa.dot.gov/FoRRRwD/</a> #RRSAW2021 #RuralRoadSafety
	Twitter (272)/Instagram	Did you know that safety is proactive? FHWA's #FoRRRwD initiative provides resources for deployment of countermeasures that can be proactively implemented to help keep vehicles in their lane, reduce crash potential, and minimize crash severity. #RRSAW2021 #RuralRoadSafety




**Graphic Alt Text:** Sharing is caring – it's more than just words, it could save a life. Examples in the image include a jogger with a dog on a rural road, a cyclist riding on a city road, and motorcyclist being followed by a vehicle on a mountain valley road.



**Graphic Alt Text:** Focus on Reducing Rural Roadway Departures Poster showing six countermeasures for keep vehicles in their lane in green, 4 countermeasures for reducing the potential for crashes in yellow, and 2 countermeasures for minimizing crash severity in red.

[put website link in the next thread of tweet-  
<https://safety.fhwa.dot.gov/FoRRRwD/>]



<b>Friday: Post-Crash Care</b>		<b>Images for verification only. Use high res 508 compliant images from download site.</b>
Fri. Post Option #1	Facebook/LinkedIn	When a person is injured in a crash, they rely on emergency responders to quickly locate them, stabilize their injury, and transport them to medical facilities. But first responders rely on us too! When you see lights, vests, and reflectors...slow down and move over to keep our emergency responders safe. #RRSAW2021 #RuralRoadSafety #SlowDownMoveOver #ResponderSafety
	Twitter (277)/Instagram	When a person is injured in a crash, they rely on emergency responders. But first responders rely on us too! When you see lights, vests, and reflectors...slow down and move over to keep our emergency responders safe. #RRSAW2021 #RuralRoadSafety #SlowDownMoveOver #ResponderSafety
Fri. Post Option #2	Facebook/LinkedIn	As we close out Rural Road Safety Awareness Week 2021, we hope you will remember that having a safe (road) system, where everyone gets home safely, is a shared responsibility. Will you do your part as we <i>Live, Work and Explore along the #RuralRoadtoZero?</i> Lives depend on it! #RRSAW2021 #RuralRoadSafety
	Twitter (264)/Instagram	As we close out #RRSAW2021, we hope you will remember that having a safe (road) system, where everyone gets home safely, is a shared responsibility. Will you do your part as we <i>Live, Work and Explore along the #RuralRoadtoZero?</i> Lives depend on it! #RuralRoadSafety
		<p><b>VIDEO:</b> <a href="https://vimeo.com/161785292">https://vimeo.com/161785292</a></p> <p>[put video link in the next thread of tweet]</p>
		 <p><b>Graphic Alt Text:</b> Safe System: Safe road users, safe vehicles, safe speeds, safe roads, and pot-crash care; a shared responsibility on the Road to Zero deaths.</p>

*Your trusted "safety sidekick" to make rural road travel safer!*