# Post-Crash Care is Big League Safety: [the name of your agency] observes Rural Road Safety Awareness Week, July 14-18

[CITY, STATE] – [DATE] – Rural Road Safety Awareness Week (RRSAW) is July 14-18, 2025 and it’s all about clutching [post-crash care](https://www.transportation.gov/safe-system-approach/post-crash-care) for a big-league safety win.

Post-crash care improves the chances of surviving a crash by expediting access to medical care. It also prioritizes site safety and secondary crash prevention. The 2025 RRSAW awareness campaign’s overall theme is, “Post Crash Care: Big League Safety.”

“Post-crash care is the homerun—the final safety net—in the [Safe System Approach](https://www.transportation.gov/safe-system-approach/post-crash-care),” said Jaime Sullivan, director of the National Center for Rural Road Safety (the Center). “It is especially critical in rural and Tribal communities, where jurisdictions are larger and first responder response times are longer, and emergency medical services (EMS) resources are usually limited.”

“We’re excited to invite everyone to learn about post-crash care and how they can play a role in saving lives,” she added.

In 2022, 42,514 people died in traffic crashes, with [42 percent](https://www.ems.gov/assets/NHTSA-Post-Crash-Care-Infographic-2024.pdf) of those crash victims being alive when first responders arrived at the scene. Recognizing that medical care can prevent injuries from becoming fatal, a post-crash care lens identifies a clear opportunity to preserve life at the scene of a crash by applying medical care and related services.

[“QUOTE FROM LOCAL REPRESENTATIVE.”]

This year’s campaign takes on a baseball theme to encourage everyone to join the big-league safety team. Here are the daily themes:

• **Monday:** Hit a Grand Slam: Post-Crash Care on Rural Roads

• **Tuesday**: Assemble Your Dream Team: The Post-Crash Lineup

• **Wednesday**: Be a Pinch Hitter: Stop the Bleed, Save Lives

• **Thursday:** Change the Game: Extra Innings With Whole Blood

• **Friday:** Come in Clutch: Relief Pitching for First Responders

Campaign assets will include social media graphics, baseball cards, infographics, and other resources. For more information about Rural Road Safety Awareness Week, visit the National Center for Rural Road Safety’s RRSAW campaign page. Follow the National Center for Rural Road Safety on Twitter, Facebook, and LinkedIn. The campaign will use the hashtag #RRSAW2025.

Assets will be available in July online at [ruralsafetycenter.org](https://ruralsafetycenter.org/). As always, feel free to contact the National Center for Rural Road Safety with your questions, comments, or notices of participation at [info@safetycenter.org](mailto:info@safetycenter.org).

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