

*Hit a*  
**GRAND SLAM:**



***Post-Crash Care on Rural Roads***

**#RRSAW2025**

As practitioners and safer road users, our goal is to stop crashes from occurring in the first place. We do this through the [Safe System Approach](#). Of the system's five elements, post-crash care is the final safety net.

Death rates [increase by 3%](#) for every minute medical response is delayed, which is especially critical in rural and Tribal communities. After a crash, the first hour (often referred to as the golden hour) is when life-saving medical care can be provided. Post-crash care affirms the critical role of first responders and others to save lives after a crash has occurred.

## Actions to Take

### Practitioners

- *Incorporate post-crash care into your Strategic Highway Safety Plan (SHSP), Local Road Safety Plan (LRSP), Safety Action Plan, and Vision Zero Plan*
- *Utilize data from the National EMS database, [NEMSIS](#), as a supplement to the Fatality Analysis Reporting System (FARS) data for transportation planning to help fill gaps*
- *Consider deploying rural-specific training for first responders such as Rural Trauma Team Development and simulated or virtual reality car crash scenarios*
- *Deploy Next Generation 911 (NG911) systems which will help improve location accuracy of calls*
- *Notify first responders about road closures/detours in your community that may impact their response time*

### Public

- *Thank a first responder*
- *Consider participating in a community EMS fundraiser*
- *Practice safe driving behaviors*



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**Rural Road Safety Awareness Week 2025  
July 14th - 18th • 2025**



# ASSEMBLE YOUR DREAM TEAM:



***The Post-Crash Lineup***

**#RRSAW2025**

Did you know that you are a member of the post-crash line up? Yes, you are!

When we think of post-crash care, we tend to think of the traditional players, such as dispatchers, first responders, and trauma center staff. But there are many more players. Saving lives is a “[shared responsibility](#).”

The dream team also consists of county highway and road supervisors offices, Departments of Transportation, elected officials, crash victims and their families, the media, towing companies, and others.

## ***Actions to Take***

### **Practitioners**

- Consider hiring a post-crash care liaison to assist in coordination with EMS and first responders
- Deploy [proven safety countermeasures](#) from Federal Highway Administration (FHWA) and [countermeasures that work](#) from National Highway Traffic Safety Administration (NHTSA) to prevent crashes from occurring or make them less severe in the first place
- Collaborate with post-crash care stakeholders and invite them to transportation planning meetings (e.g., coalitions, safety plans, road safety audits, vision zero meetings, Traffic Records Coordinating Committee meetings, and more.)
- Participate in [National EMS Week](#) held yearly in May to educate about the roles of first responders
- For the media – use terminology such as “crash” rather than “accident”, promoting positive safe driving behaviors, and shift the narrative away from “victim blaming”

### **Public**

- Always drive at safe speeds, slowing down near work zones and crash sites, especially where first responders are present
- Review [NHTSA's 10 Safe Driving Tips for 2025](#)
- Participate in [World Day of Remembrance](#) on November 16, 2025 in honor of those lost in car crashes



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*Be a  
Pinch Hitter!*



**Stop the Bleed, Save Lives**

**#RRSAW2025**



When a crash occurs, the first people on scene are typically bystanders—people who may have witnessed the crash or arrived on scene soon after it occurred. As a bystander, you can be a pinch hitter to save lives until first responders arrive. Every minute counts.

## ***Actions to Take***

### **Practitioners**

- *Train agency road maintenance and construction staff on Stop the Bleed and Cardiopulmonary Resuscitation (CPR) in case they are first on the scene of a car crash*
- *Provide agency road maintenance and construction staff with Stop the Bleed kits in their vehicles to be able to assist in an emergency*
- *Add May's [National Stop the Bleed Month](#) to your social media and public service campaign calendar*
- *Apply for a Stop the Bleed [Training Equipment Grant](#)*
- *Host a Stop the Bleed training for your local community*

### **Public**

- *Report the crash by alerting 911 and provide important information, such as the county or nearest community, mile marker on a roadway, direction of travel, and notable landmarks*
- *Take bystander training, such as Stop the Bleed*
- *Carry Stop the Bleed kits in your vehicle to be able to assist in an emergency*



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# CHANGE THE GAME:

	1	2	3	4	5	6	7	8	9	10	R	H
HOME	0	1	0	1	0	0	0	1	0	2	5	3
GUEST	0	0	0	0	0	0	0	3	0		3	3
BALLS STRIKES OUTS												H E
												● ●



***Extra Innings With Whole Blood***

**#RRSAW2025**

Prehospital whole blood transfusion, at the point of injury, is a life-saving strategy that can significantly change the game and provide crash patients suffering from traumatic injuries with a better chance of survival. Prehospital, whole blood transfusion programs are having an enormous impact on survivability, often being compared to the advent of the seatbelt.

## *Actions to Take*

### **Practitioners**

- *Research how a prehospital whole blood transfusion program could benefit your community*
- *Begin discussions with stakeholders in your community about the possibility of a prehospital whole blood transfusion program*
- *Host a blood drive at your agency or in your community*

### **Public**

- *Donate blood as one donation can help [save more than one life](#)*
- *Host a blood drive in your community*
- *Consider supporting your community's EMS team(s) and EMTs*



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*Come in*  
**CLUTCH!**



***Relief Pitching for First Responders***

**#RRSAW2025**

When responding to a traffic crash, disabled vehicle, work zone or road maintenance, first responders, tow truck drivers, maintenance and construction workers, and motorists are usually in harm's way while carrying out their duties. We can all "come in clutch" by moving over and slowing down.

## *Actions to Take*

### **Practitioners**

- *Conduct or require staff to take Traffic Incident Management (TIM) training*
- *Support the use of reflective gear for all first responders*
- *Consider deploying digital alerting technology to notify approaching motorists of first responder vehicles or workers on the roadside*
- *Coordinate with your Department of Transportation to post messages on dynamic message signs about crashes and first responders/road workers on the roadside*
- *Participate in Move Over Public Awareness Campaigns to educate the public*
- *Participate in [Crash Responder Safety Week](#) held November 15-21, 2025*

### **Public**

- *Observe 'Move Over' laws*
- *Learn how to safely pass an emergency scene by watching [Responder Safety's videos](#)*
- *[Review AAA's tips](#) to protect roadside workers and stranded motorists*
- *Take Responder Safety's #ISaveRespondersLives Pledge by [downloading the PDF](#)*



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