



TOOLKIT

In 2018, 846 people were killed in crashes that involved red-light running.

Source: NHTSA data

 National Coalition
for **Safer Roads**

Use the hashtag
#StopOnRed2020
to spread the message

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STOP ON RED WEEK PROMOTING TIPS

Issue a News Release

Spread the news about National Stop on Red Week to promote safe driving in your community.

- Promote the safety benefits of your red-light safety camera program
- Issue a news release to remind your community that safe driving saves lives
- Publish data and statistics on red-light running in your community, including crash data, injury rates and violation rate ([search queryable FARS data](#)) on your social media account, website, on relevant community sites and community boards

Submit Story Ideas for Print or TV

Submit a short pitch letter, a letter to the editor, op-ed or article promoting Stop on Red Week. You can emphasize how intersection safety is important for child, family and community safety. This can include examples of how your local road safety program is reducing violations and crashes. Consider sending this information to:

- Local newspapers and community newsletters (print and online)
- Local safety groups for publication in employee newsletters or safety programs
- Internal employee newsletters/updates
- Journalists, encouraging them to ride along with police officers as they make traffic stops or work an intersection crash (if permitted in your area)
- Local intersection safety advocates, encouraging them to write letters to the editor in support of intersection safety so your community understands that red-light runners can cause devastating and life-altering crashes

Sample Pitch:

Hello (name):

Red-light running happens frequently and is often deadly putting loved ones at risk. In 2018, 846 people were killed and an estimated 139,000 were injured in crashes that involved red-light running. This week is National Stop on Red Week, which is devoted to raising awareness about the importance of safe driving.

Are you interested in covering the dangers of red-light running and ways organizations like ours are working to promote National Stop on Red Week?

*Thank you,
(Name)*

Television/Radio Interviews

Coordinate with a local television or news radio station to have a segment on intersection safety. You can:

- Encourage radio and TV stations to promote Stop on Red Week, with stories featuring live broadcasts from intersections with high crash rates or red-light safety cameras
- Provide statistics showing the reductions in violations, crashes and injuries as the result of road safety programs (contact your local law enforcement and www.iihs.org to obtain this data)
- Encourage journalists to ride along with police officers as they make traffic stops or work an intersection crash (if permitted in your area)

Web/Social Media Campaign

- Incorporate a customized graphic acknowledging your support for Stop on Red Week into your community or organization website, project page and email signature
- Post our #StopOnRed2020 graphics and posts to your website and social media channels to encourage others to share



NEWSLETTER ARTICLE TEMPLATE

This template is provided to help you communicate about Stop on Red Week. As always, your personal perspective and stories provide additional depth. We encourage you to add to this language to customize it for your use.

NOTE: Please publish this letter to the editor/op-ed during National Stop on Red Week August 2-8, 2020.

City/Town will observe National Stop on Red Week 2020, which runs Aug. 2-8. Red-light safety cameras are part of a comprehensive effort to improve traffic safety for all motorists, cyclists and pedestrians who use our roads.

Created by the Federal Highway Administration, National Stop on Red Week aims to educate drivers about the dangers of red-light running and to reduce the number and severity of crashes.

The Insurance Institute for Highway Safety found that motorists in urban areas are more likely to be injured in crashes involving red-light running than in any other type of crash. In 2018, 846 people were killed, and an estimated 139,000 were injured in crashes that involved red-light running. About half of those killed in red-light crashes are pedestrians, cyclists and people other than the violator.

The U.S. Department of Transportation found that one in three Americans know someone who has been injured or killed in a red-light running crash.

City/Organization is reminding all drivers to ALWAYS STOP on RED. Share this graphic and help make our community even safer:

#StopOnRed2020

In 2018, **846** people were killed, and an estimated **139,000** were injured in crashes that involved red-light running.

Source: NHTSA data

NATIONAL STOP ON RED WEEK AUGUST 2-8 Stay On The Safe Side

STAY ON THE SAFE SIDE August 2-8

Safety is the responsibility of every driver — not just during Stop on Red Week, but every day and every time someone gets behind the wheel. Intersection safety is an extremely important aspect of road safety in our community.

Insert local traffic and/or program statistics where available.



LETTER TO THE EDITOR TEMPLATE

This template is provided to help you communicate about Stop on Red Week. As always, your personal perspective and stories provide additional depth. We encourage you to add to this language to customize it for your use. Then, select which publication to pitch based on recent coverage and local interest. It is more effective to pitch to an outlet with an audience that is directly affected by the issue and the information you have available.

NOTE: Please publish this letter to the editor/op-ed during National Stop on Red Week August 2-8, 2020.

Sample Pitch:

Hello (Name):

In lieu of National Stop on Red Week, which is devoted to raising awareness about the importance of safe driving, I have written an editorial (attached) that I would like you to consider for publication.

Red-light running is a leading cause of urban crashes. In 2018, 846 people were killed and an estimated 139,000 were injured in crashes involving red-light running.

In this piece, I have highlighted key stats that showcase the dangers of red-light running and the importance of safe driving.

Please let me know if you are interested, or if you need any additional information.

I look forward to hearing from you.

(Your Name)

IF HAVE STATS:

City's road safety program has been very successful at reducing the number of red-light running violations and crashes. We've seen a **XX%** reduction of red-light running violations at (photo-enforced intersections/list specific intersection name) and a reduction of **XX%** in red-light running related crashes at (photo-enforced intersections/list specific intersection name).

ALL:

National Stop on Red Week serves as an important reminder of the dangers in intersections and the importance of stopping on red. Preventing these crashes is in each driver's control. Together, we can protect our community, families and children by ALWAYS STOPPING on RED.

Regards,

Elected Official/Police Chief (multiple names encouraged)

Dear Editor:

Intersection safety is a serious topic of concern in our communities. The Insurance Institute for Highway Safety (IIHS) found that motorists in urban areas are more likely to be injured in crashes involving red-light running than in any other type of crash.

The U.S. Department of Transportation reports that one in three Americans know someone who has been injured or killed in a red-light running crash.

Between 2004-2018, an estimated 11,877 people were killed in crashes related to red-light running according to the National Highway Traffic Safety Administration (NHTSA). In 2018, 846 people were killed and an estimated 139,000 were injured in crashes involving red-light running. IIHS found that about half of red-light running crash deaths involve pedestrians, cyclists and occupants in vehicles struck by the red-light runners.

Perhaps the most tragic part is that these crashes, injuries and deaths are 100 percent preventable if people would simply follow the law and stop on red. We must do everything we can to make intersections safer.

National Stop on Red Week is August 2-8. **CITY/AGENCY** is committed to reducing the number of red-light runners in our community.



PRESS RELEASE TEMPLATE

These templates are provided to help you communicate about Stop on Red Week. As always, your personal perspective and stories provide additional depth. We encourage you to add to this language to customize it for your use.

STOP ON RED WEEK 2020

Logo

Contact:

Name, Title

Name of City, State

Phone, email address

CITY/ORGANIZATION RECOGNIZES NATIONAL STOP ON RED WEEK

Communities throughout the country unite to STOP red-light running

City, State (Date) - City/Organization is taking a stand against red-light running and promoting safe driving habits during National Stop on Red Week, August 2-8, 2020.

Created by the Federal Highway Administration, National Stop on Red Week aims to educate drivers about the dangers of red-light running and to reduce the number and severity of traffic crashes.

“Red-light running causes countless injuries and fatalities every year, with a large number of those deaths being innocent pedestrians, cyclists and passengers in vehicles hit by the red-light runner,” said **City/Organization**, elected official, etc. “We are joining forces with the National Coalition for Safer Roads to help prevent these needless deaths. National Stop on Red Week reminds drivers to always stop on red. By using innovative technologies such as red-light safety cameras at dangerous intersections across the country, we can put an end to deadly red-light running.”

“Red-light cameras save lives. They are designed to change bad driving behavior and help reduce the collisions caused by red-light runners,” said Melissa Wandall, NCSR President. “We need every safety tool and everyone to work together in order to cut down the insatiable heartache on our roadways.”

City/Organization is encouraging motorists to spread the message during National Stop on Red Week. By promoting **#StopOnRed2020**, drivers promise to follow the rules of the road and always stop on red.




SOCIAL MEDIA POST TEMPLATES

These templates are provided to help you communicate about Stop on Red Week. As always, your personal perspective and stories provide additional depth. We encourage you to add to this language to customize it for your use.


SATURDAY, AUGUST 1


 National Stop on Red Week starts tomorrow. It's all about safe driving and stopping at red lights. Stay alert. Stay alive. Use #StopOnRed2020 to join the convo. 📣

 National Stop on Red Week begins tomorrow. Now's the time to get educated on the dangers of red-light running. Together, we can stop the crashes, injuries and fatalities. Stay alert. Stay alive. Use #StopOnRed2020 to join the convo. 📣




SUNDAY, AUGUST 2


 National Stop on Red Week starts today thru August 8! 🙌🍅
#StopOnRed2020 #RedMeansStop
#StayOnTheSafeSide

 Green means go. Red means STOP. 🍅 National Stop on Red Week kicks off today and runs thru August 8. Together we can stop the crashes. Spread the word with #StopOnRed2020.




MONDAY, AUGUST 3

 #ByThe Numbers: In 2018, 846 people died in red-light running crashes. It's National Stop on Red Week. Spread the word with #StopOnRed2020. #StayOnTheSafeSide

 Red-light running is deadly. In 2018, 846 people were killed in red-light running crashes. 139,000 more were injured. We can stop this. Join the convo now during National Stop on Red Week. #StopOnRed2020. #StayOnTheSafeSide



TUESDAY, AUGUST 4


 🚦🚗👤 More than 3.5 Million drivers ran red lights in 2019. #StopOnRed2020 #StayOnTheSafeSide


More than 3.5 Million drivers ran red lights in 2019. It's time to put a 🍅 to it. Join National Stop on Red Week at #StopOnRed2020 #StayOnTheSafeSide



SOCIAL MEDIA POST TEMPLATES


WEDNESDAY, AUGUST 5


 In 2019, Friday was the deadliest day for red-light running. 🚦 The more people stay alert, the more people stay alive. #StopOnRed2020

 550,000 people were cited for running red lights on Friday's in 2018, making it the deadliest day for red-light running. 🚦 We can stop this. #StopOnRed2020 #StayOnTheSafeSide




THURSDAY, AUGUST 6


 Top 10 deadliest states for red-light running. #StopOnRed2020.

 Check out the top 10 deadliest states across the nation for red-light running fatalities. Is your home state on the list? #StopOnRed2020 #StayOnTheSafeSide




FRIDAY, AUGUST 7


 MYTH: Cameras violate privacy. FACT: Driving is a regulated activity, and people who obtain licenses are agreeing to abide by certain rules. Red light cameras are a way to catch people who break those rules, just like traditional enforcement. Cameras DON'T violate privacy. #StopOnRed2020

 MYTH: Cameras violate privacy. FACT: Driving is a regulated activity, and people who obtain licenses are agreeing to abide by certain rules. Red light cameras are a way to catch people who break those rules, just like traditional enforcement. Cameras DON'T violate privacy. #StopOnRed2020



SATURDAY, AUGUST 8

 Red-light runners cause hundreds of deaths and tens of thousands of injuries each year. We can stop it. #StopOnRed2020 #StayOnTheSafeSide

 31% of drivers reported they ran a red light in the last 30 days. Were you one of them? #StopOnRed2020. Stay on the Safe Side.



TEN REASONS TO STOP ON RED

1. RED-LIGHT RUNNING CAN BE FATAL.
2. One in three Americans know someone who has been injured or killed in a red-light running crash.
3. Between 2004-2018, an estimated 11,877 people were killed in red-light running related crashes.
4. On average, two people died each day in red-light running crashes in the United States in 2018.
5. Motor vehicle crashes are the leading cause of death for U.S. teens.
6. In 2018, 846 people were killed, and an estimated 139,000 were injured in crashes that involved red-light running.
7. Over half of the deaths in red-light running crashes are pedestrians, bicyclists and occupants in vehicles other than the vehicle running the red light.
8. Nearly 85% of drivers say it is unacceptable to go through red-lights, yet nearly 31% admitted to doing so in the past 30 days.
9. The most common type of urban crashes involve drivers who run red lights, stop signs and other traffic controls.
10. Red-light running is often a result of aggressive or distracted driving and is completely preventable.



ncsrsafety.org



Thank you for all your work in helping make our roads safer.

