



ZERO BEGINS WITH YOU.
AUGUST 1-7

TOOLKIT

In 2019, 846 people were killed in crashes that involved red-light running.

Source: IIHS data

TABLE OF CONTENTS

Stop on Red Week Promoting Tips3

Newsletter Article Template4

Letter to the Editor Template5

Press Release Template6

Social Media Post Templates7

10 Reasons to Stop on Red & Contact Info.9



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 2019, 846 people were killed and an estimated 143,000 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 #StopOnRed2021 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 1-7, 2021.

City/Town will observe National Stop on Red Week 2021, which runs August 1-7. 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 2019, 846 people were killed, and an estimated 143,000 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:

#StopOnRed2021

In 2019, 846 people died and 143,000 were injured due to red-light running.

Source: IIHS

NATIONAL STOP ON RED WEEK

ZERO BEGINS WITH YOU.
August 1-7

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 1-7, 2021.

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 2019, 846 people were killed and an estimated 143,000 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.

In 2020, 42,060 lives were lost on U.S. roads, an 8% increase from 2019 and despite vehicles traveling 13% less. The largest motor vehicle deaths in the U.S. since 1924 according to the National Safety Council (NSC). In 2019, 846 people were killed and an estimated 143,000 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 1-7. **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 2021

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 1-7, 2021.

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 **#StopOnRed2021**, 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.

SUNDAY, AUGUST 1 - INTRO TO STOP ON RED WEEK

Every day, lives are needlessly lost due to preventable traffic fatalities. To protect our communities and the precious lives of our families and friends, we all share the responsibility to advocate for safer systems of travel.

A Word From Our President



Video available for download and sharing [here](#).

Spread the word on social media:



National Stop on Red Week starts today through August 7! [#ZeroBeginsWithYou](#) [#StopOnRed2021](#)



It's time to ensure safe mobility for all people. National Stop on Red Week kicks off today and runs through August 7. Together, we can help make our streets safer because zero begins with you. [#StopOnRed2021](#)



Use this graphic in your **Intro to Stop On Red Week** social media posts.

Add this National Stop on Red Week image to your profile image to show your support and advocacy for safe mobility in your community. Spread the word. Take action. Zero begins with you. Use [#StopOnRed2021](#) to join the convo.



MONDAY, AUGUST 2: THE NUMBERS

Between 2008-2019, an estimated 9,227 people were killed in crashes related to red-light running according to the National Highway Traffic Safety Administration (NHTSA). In 2019, 846 people were killed and an estimated 143,000 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.

In re-defining the challenge of traffic safety, we must focus on new solutions that aim to realize a transportation system that never fails to protect people.

"In every situation a person might fail. The road system should not." [Vision Zero Network](#)

Spread the word on social media:



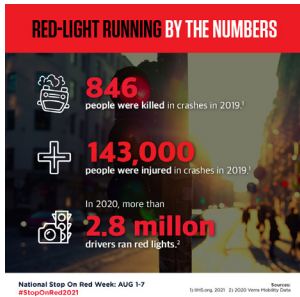
Your choices matter. **#ByTheNumbers:** In 2019, 846 people were killed, and an estimated 143,000 were injured in crashes that involved red-light running. [#ZeroBeginsWithYou](#) [#StopOnRed2021](#)



#ByTheNumbers: In 2019, 846 people were killed, and an estimated 143,000 were injured in crashes that involved red-light running. We cannot reduce traffic fatalities without rethinking safety for all road users. [#ZeroBeginsWithYou](#) [#StopOnRed2021](#)



SOCIAL MEDIA POST TEMPLATES



Use this graphic in your **'By the Numbers'** social media posts.

TUESDAY, AUGUST 3: THE TRENDS


A new wave of research and advocacy efforts are emerging for a “safe system” approach that could lead to profound reductions in traffic-related deaths and injuries. With approximately one-third of all intersection fatalities occurring at signalized interchanges, it is vital that we make system improvements with safety in mind.

2020 Trends in Red-Light Running (data from 110 red-light camera programs)

- More drivers ran red lights in August, more than any other month.
- More than 875,000 red-light running violations occurred during the hours of 1-5pm.
- Labor Day Weekend was the highest ranked holiday travel period for red-light running.
- More than 2.8 million drivers ran red lights in 2020.

Spread the word on social media:

 More than 2.8 Million drivers ran red lights in 2020. [#StopOnRed2021](#) [#ZeroBeginsWithYou](#)

 More than 2.8 Million drivers ran red lights in 2020. It's time to put a 🚦 to this and reverse this trend. Join National Stop on Red Week at [#StopOnRed2021](#) [#ZeroBeginsWithYou](#)





Use this graphic in your **'The Trends'** social media posts.

WEDNESDAY, AUGUST 4: STOP ON RED

Throughout the 52 Fridays in 2020, more than 445,000 drivers ran red lights, making it the deadliest day for road users at signaled intersections. Safety is the responsibility of everyone.

Spread the word on social media:

 Last year, Friday was the deadliest day for red-light running. Together, we can prioritize safety [#StopOnRed2021](#) [#ZeroBeginsWithYou](#)

 445,382 people were cited for running red lights on Fridays throughout 2020, making it the deadliest day for road users at signaled intersections. Together, we can prioritize safety [#StopOnRed2021](#) [#ZeroBeginsWithYou](#)




Use this graphic in your **'Stop on Red'** social media posts.

THURSDAY, AUGUST 5: GET THE FACTS

The National Coalition for Safer Roads continues to demonstrate how deadly red-light running is for the safety and wellbeing of our communities. We track these tragic traffic fatalities by city and state, allowing our partners the education opportunity that not only raises awareness but spurs individuals and organizations to change their behavior toward advocacy and action.

Our goal is to honor the beautiful lives that have been lost and advocate on behalf of the loved ones that they left behind.

Spread the word on social media:

 Raise awareness, enact change. [#StopOnRed2021](#) [#ZeroBeginsWithYou](#)



SOCIAL MEDIA POST TEMPLATES

f See the top 10 deadliest states across the nation for red-light running fatalities. Is your home on this list? Raise awareness, enact change. [#StopOnRed2021](#) [#ZeroBeginsWithYou](#)



Use this graphic in your **'Get the Facts'** social media posts.

FRIDAY, AUGUST 6: SAFE SYSTEMS SAVE LIVES

Safe mobility technology saves lives. The use of road safety cameras are intended to change driver behavior and help reduce traffic-related dangers for all road users. A study from the Insurance Institute for Highway Safety (IIHS) found that road safety cameras reduced the red-light crash fatality rate in large cities by 21 percent and by 14 percent at signalized intersections.

As we add more people and more vehicles to the road, we need people and technology to work in harmony toward safe, healthy, equitable mobility in our communities.

Spread the word on social media:

t People make mistakes that can lead to unintended road crashes. Safety enforcement technology provides a proactive approach for safer mobility [#StopOnRed2021](#) [#ZeroBeginsWithYou](#)

f People make mistakes that can lead to unintended road crashes. Safety enforcement technology provides a proactive approach for safer mobility [#StopOnRed2021](#) [#ZeroBeginsWithYou](#)



Use this graphic in your **'Safe Systems Save Lives'** social media posts.

SATURDAY, AUGUST 7: TAKE THE PLEDGE

Safety is the responsibility of everyone — not just during Stop on Red Week, but every day and every time someone takes to the road. Below are our Top Ten Reasons to [#StopOnRed](#)



TAKE THE PLEDGE

Beyond National Stop on Red Week, NCSR is dedicated to a year-round effort to educate all road users, our communities, and government leaders. We invite you to stay informed on ways to improve and advocate for road safety in your community, while keeping up to date with the latest in the automated enforcement industry and upcoming research from the National Coalition for Safer Roads.

Spread the word on social media:

t The tragedies and costs resulting from red-light running are preventable [#StopOnRed2021](#) [#ZeroBeginsWithYou](#)

f The tragedies and costs resulting from red-light running are preventable [#StopOnRed2021](#) [#ZeroBeginsWithYou](#)



Use this graphic in your **'Take the Pledge'** social media posts.



TOP TEN REASONS TO STOP ON RED

1. It is 100% preventable. Just **STOP ON RED**.
2. In 2019, **846 people died** and 143,000 were injured due to red-light running
3. In 2020, the U.S. witnessed the largest number of motor vehicle deaths since 1924.
4. **One in three Americans** know someone who has been injured or killed in a red-light running crash.
5. Between 2008-2019, an estimated **9,227 people were killed** in red-light running related crashes.
6. On average, **two people died each day** in red-light running-related crashes in the U.S. in 2019.
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. The **most common type of urban crashes** involve drivers who run red lights, stop signs and other traffic controls.
9. **86% of AAA's 2019 surveyed drivers** say it is extremely dangerous to speed through red lights.
10. Red-light running can be **fatal**.

ADDITIONAL STOP ON RED WEEK LINKS & RESOURCES

Download shareable the graphics and video [here](#).

Help spread the word by adding the below graphic to your email signature. Download it [here](#).



View more information on red-light running from the Insurance Institute for Highway Safety [here](#).

View more information on State Traffic Safety Information from the National Highway Traffic Safety Administration [here](#).

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



ncsrsafety.org



NATIONAL STOP ON RED WEEK 2021 TOOLKIT
#StopOnRed2021