

BESAFE TOGETHER

Join us June 22-26, 2026 for
IBTTA's 3rd Annual Global Road Safety Week



Campaign Focus: Distracted Driving



Survey options included:

- ✓ Distracted driving [41%]
- ✓ Work zone safety [23%]
- ✓ Wrong-way driving [9%]
- ✓ Impaired driving [9%]
- ✓ Speeding
- ✓ Vulnerable road users
- ✓ Move over laws
- ✓ Seat belt use
- ✓ Fatigue
- ✓ Other priorities



Why this focus?

- ✓ Enables focused action and measurable impact
- ✓ Shifts the conversation from devices to attention and behavior
- ✓ Aligns with a Safe System approach to reduce risk and save lives
- ✓ Creates a clear, unified message across the industry



1.19 MILLION PEOPLE die in road crashes globally each year equivalent to more than 20 daily commercial plane crashes.



29% OF CRASHES involve distraction. Contributing to an estimated 10,546 fatalities and 1.3 million injuries each year in the U.S.



4x MORE LIKELY TO CRASH

that's the risk for drivers using mobile phones, according to the World Health Organization.



\$98B ANNUAL ECONOMIC COST

Distracted driving costs lives and devastates families—causing injuries, economic loss, property damage, and systemwide disruption.

2026 THEME

PUT YOUR MIND IN **DRIVE**

Your Attention is Your Most Important Safety Feature

Global Road Safety Week | June 22–26, 2026



STAY FOCUSED AT [BESAFETOGETHER.ORG](https://www.besafetogether.org)

Campaign Purpose, Goals & Calls to Action



CAMPAIGN PURPOSE

Be Safe Together: Put Your Mind in Drive focuses on distracted driving and the importance of staying focused behind the wheel.



GOALS

- ✓ Expand the campaign's global reach and participation
- ✓ Elevate industry leadership in roadway safety
- ✓ Identify and share best practices and proven safety strategies
- ✓ Build stronger partnerships across the safety ecosystem
- ✓ Drive measurable awareness, engagement and impact



CALLS TO ACTION

- ✓ Activate the campaign locally
- ✓ Share your organization's safety story
- ✓ Spotlight employees and roadway workers
- ✓ Promote the Be Safe Together pledge
- ✓ Help amplify a global conversation around safer roads

How the Campaign Comes to Life



Global Road
Safety Week
Programming



Kickoff Webinar
— June 22 |
11:00 AM ET



ASECAP
#SheWorksICare
alignment



Tolling on the
Front Lines of
Safety case
studies



Be Safe
Together
Pledge



EndDD.org
educational
partnership

GLOBAL ROAD SAFETY WEEK

SCHEDULE



Global Road Safety Week will feature daily themes with unique messaging and opportunities to engage. Members are encouraged to participate in IBTTA events or create their own.

MON, JUNE 22	TUES, JUNE 23	WED, JUNE 24	THURS, JUNE 25	FRI, JUNE 26
 <p>KICKOFF + WEBINAR</p> <p>Launch the campaign and global conversation</p>	 <p>THE COST OF DISTRACTION</p> <p>Define distraction and raise awareness about risk and behavior</p>	 <p>WORK ZONE & WORKER SAFETY</p> <p>Highlight roadway workers, work zones and safe driving around crews</p>	 <p>SAFETY SOLUTIONS IN ACTION</p> <p>Showcase technology, operations, communications and safety initiatives</p>	 <p>GLOBAL PLEDGE DAY</p> <p>Encourage employees, partners and communities to take and share the pledge</p>



WHAT WE NEED FROM YOU:



Drive registration for our live kick off webinar – registration is open!



Download the toolkit and start planning our content and events.



Sign and promote the Be Safe Together Pledge.



Submit articles, showcases & videos to be featured on BeSafeTogether.org



Deadline: June 19 for Global Road Safety Week inclusion



Engage with our promotional content across all channels.

Global Road Safety Week Kick-off Webinar

KICKOFF WEBINAR

Distracted Driving: From Policy to Practice to Prevention



June 22, 2026



11:00 AM ET



Live Zoom Webinar

CONFIRMED SPEAKERS INCLUDE:



Texas A&M
Transportation Institute



Additional speakers from across the global transportation, technology and first responder ecosystem to be announced soon.



OVERVIEW

Join leaders from across the full safety ecosystem for a focused conversation on how policy, practice and prevention are driving safer roads.

DISCUSSION WILL COVER:

- ✓ Policy and enforcement trends
- ✓ State DOT and operator strategies
- ✓ Technology and operational solutions
- ✓ Research, behavior and risk insights
- ✓ Public education and advocacy
- ✓ Frontline perspectives from first responders



REGISTER TODAY!

Join us and get the word out.

Be Safe Together Pledge

A global call to action that turns awareness into **visible, shared commitment.**

ibbta
TOLLING. MOVING SMARTER.

PUT YOUR MIND IN DRIVE

Driven by safe choices.
Powered by everyday focus.
Together, we can save lives.


 1.19 MILLION PEOPLE	 4x MORE LIKELY TO CRASH	 29+ SECONDS
die in road crashes globally each year	that's the risk for drivers using their phone behind the wheel	of eyes-off-road time at 65 mph travels the length of a football field


SAFETY PLEDGE


I COMMIT TO:


- ✓ No texting or phone use while driving
- ✓ Speaking up when I see unsafe behavior
- ✓ Following speed limits and staying alert
- ✓ Leading by example and encouraging others

SIGN THE PLEDGE

 Name

 Organization

 Email Address

I TAKE THE PLEDGE 








WHY IT MATTERS

- ✓ Turns awareness into action
- ✓ Encourages personal accountability and safer behavior
- ✓ Creates a shared, visible commitment to roadway safety
- ✓ Gives organizations an easy, public-facing way to participate



HOW ORGANIZATIONS CAN AMPLIFY IT

-  Encourage your organization and leadership to take the pledge
-  Promote the pledge across social media, websites and internal channels
-  Share "I Took the Pledge" graphics and selfies
-  Incorporate the pledge into onboarding, safety meetings, events and outreach activities
-  Encourage customers, partners and communities to participate and share



HELP CREATE A GLOBAL MOVEMENT FOR SAFER ROADS —
One pledge at a time.

Campaign Toolkit



Download at BeSafeTogether.org

Everything you need to activate, amplify and align your organization's outreach during Global Road Safety Week — including resources and messaging designed for drivers, employees, media, and stakeholders.



Campaign Overview

Purpose, goals, and calls to action



Daily Content Calendar

Themes and suggested messaging for June 22–26



Engagement Tools

Sample social media posts, calendars, hashtags



Campaign Assets

Downloadable graphics (cobrand options), Zoom backgrounds, video bumpers



Media Materials

Customizable press release template for local outreach



Employee Engagement

Internal email to engage employees and promote the pledge



Roadway Messaging

DMS/VMS messages to promote safe driving behaviors



Submission Guidance

Instructions for contributing content

Other activation ideas? Let's discuss!

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#BeSafeTogether #YourMindinDrive