



# **BESAFE TOGETHER**

———— 3rd Annual Global Road Safety Week ————  
2026 Campaign Toolkit

[BeSafeTogether.org](https://BeSafeTogether.org)

## **PUT YOUR MIND IN DRIVE**

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### **Quick Link:**

DOWNLOAD THE CAMPAIGN ASSETS

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## CAMPAIGN PURPOSE, GOALS, AND CALLS TO ACTION

### Purpose

The *Be Safe Together: Put Your Mind in Drive* campaign supports IBTTA’s 3rd Annual Global Road Safety Week (June 22–26, 2026), focusing on distracted driving—one of the most urgent and challenging risks on our roads.

Distraction isn’t just phones—it’s anything that takes your attention away from driving.

Your attention is your most important safety feature.

### Goals

- Raise awareness of distracted driving and its impact
- Encourage safer driving behavior
- Drive participation in the Be Safe Together pledge
- Highlight and recognize industry leadership, innovation and best practices advancing roadway safety

### Calls to Action

- Put Your Mind in Drive. Stay focused and distraction-free
- Take the pledge. Commit and share it with others
- Share the message. Use campaign assets and hashtags
- Activate locally. Bring the campaign into your community

## GLOBAL ROAD SAFETY WEEK CONTENT CALENDAR

Mon, June 22	Tues, June 23	Wed, June 24	Thurs, June 25	Fri, June 26
<b>Kickoff + Webinar</b>	<b>The Cost of Distraction</b>	<b>Work Zone &amp; Worker Safety</b>	<b>Safety Solutions in Action</b>	<b>Global Pledge Day</b>
Launch the campaign and global conversation	Define distraction and raise awareness about risk and behavior	Highlight roadway workers, work zones and safe driving around crews	Showcase technology, operations, communications and safety initiatives	Encourage employees, partners and communities to take and share the pledge

Each day builds from awareness → impact → action—ending with a unified commitment to safer driving.

## CORE MESSAGING AND STATISTICS

Roadway safety is a global challenge that impacts every community, every roadway operator and every traveler. Distracted driving continues to contribute to preventable crashes, injuries and fatalities around the world — affecting drivers, passengers, roadway workers, first responders and the communities that depend on safe and reliable transportation networks.

As organizations responsible for operating, managing and supporting critical roadway infrastructure, the tolling and road pricing industry plays an important role in advancing safer roads through operations, technology, communications, incident response, work zone safety and public awareness.

### **Globally, the tolling industry includes:**

- More than 610 toll operators
- More than 1,672 toll facilities
- Operations spanning 92 countries worldwide

### **In the United States alone, the industry includes:**

- 133 tolling operators
- More than 359 toll roads, bridges and tunnels
- Nearly 7,000 centerline miles of toll facilities
- Approximately 10 billion toll transactions annually

Through IBTTA's Be Safe Together campaign and this year's "Put Your Mind in Drive" theme, transportation agencies and industry partners around the world are working together to raise awareness, encourage safer choices behind the wheel and help protect every journey.

### **Key Statistics & Messaging Points**

- **1.19 million people die on roadways worldwide each year** — the equivalent of more than 20 commercial plane crashes every day. *(Source: World Health Organization)*

- **Distracted driving is involved in an estimated 29% of all crashes in the United States**, contributing to more than 10,000 deaths annually according to NHTSA estimates and analyses. *(Source: NHTSA)*
- **Distracted driving crashes are estimated to cause more than 1.3 million injuries each year in the U.S.** *(Source: NHTSA)*
- **The economic impact of distracted driving crashes is estimated at \$98 billion annually in the United States alone.** *(Source: NHTSA)*
- **Drivers using mobile phones are four times more likely to be involved in a crash.** *(Source: World Health Organization)*
- **Sending or reading a text takes a driver’s eyes off the road for about five seconds** — at highway speeds, that’s like driving the length of a football field blindfolded. *(Source: NHTSA)*
- **About 3,000 teens are killed in crashes each year**, and teens are three times more likely than their parents to be killed in a distracted driving crash. *(Source: EndDD.org / Casey Feldman Foundation)*
- **About 60% of serious teen crashes involve distraction.** *(Source: EndDD.org / Casey Feldman Foundation)*
- **More than 75% of teens report that their parents regularly drive distracted**, underscoring the importance of modeling safe behavior behind the wheel. *(Source: EndDD.org / Casey Feldman Foundation)*
- **About 20% of 16-year-olds report texting while driving, compared to 40% of 18-year-olds and nearly 60% of 19-year-olds.** *(Source: EndDD.org / Casey Feldman Foundation)*
- **More than 850 people were killed in U.S. work zone crashes in a recent year**, including drivers, passengers, roadway workers and pedestrians. *(Source: Federal Highway Administration)*
- **Distracted driving is not just about phones. Fatigue, stress, conversations, in-vehicle technology and mental distraction can all reduce driver attention and reaction time.** *(Source: NHTSA / WHO)*

### **Why This Matters**

Roadway safety depends on more than enforcement alone — it requires public awareness, safer driver behavior, technology, operations, infrastructure investment and shared responsibility across the transportation ecosystem.

As operators and partners responsible for some of the world's most heavily traveled roadway networks, the tolling and road pricing industry is uniquely positioned to help advance safer driving behaviors, support roadway workers and first responders, improve real-time communication with drivers and promote a stronger culture of safety across the communities we serve.

## AMPLIFY YOUR VOICE ON BESAFETOGETHER.ORG

BeSafeTogether.org continues to serve as the tolling industry's global platform for sharing ideas, resources, stories and solutions that advance roadway safety. As part of this year's *Put Your Mind in Drive* campaign focused on distracted driving, we invite member organizations to contribute content that highlights how the industry is advancing roadway safety through education, operations, technology, enforcement coordination, infrastructure improvements and community engagement—with a strong emphasis on efforts that help reduce distraction and improve driver attention.

We are currently accepting member submissions in the following categories:

### 1. *Thought Leadership & Case Studies*

Do you have insights, strategies or real-world examples that could help others improve roadway safety outcomes? We invite you to submit original articles or case studies (500–800 words) that explore challenges, innovations and practical solutions related to roadway safety, distracted driving, roadway operations and safety culture.

Potential topics include (but are not limited to):

- Emerging technologies and AI applications supporting safer driving behavior
- Data, analytics and behavioral insights related to distraction and risk
- Public education and community outreach campaigns focused on driver attention
- Customer messaging, DMS strategies and safety communications
- Incident response, enforcement coordination and operational best practices
- Work zone safety and reducing distraction around roadway workers
- Safety culture initiatives within agencies and organizations
- Partnerships with schools, advocacy groups, law enforcement or community organizations
- Innovative approaches to reducing risky driving behaviors
- Programs, campaigns or technologies that have demonstrated measurable safety impact

#### Submission Requirements:

- Original content between 500–800 words
- Non-promotional in tone and educational in nature
- Must include a high-resolution headshot and short professional bio of the author
- Accepted on a rolling basis; to be considered for promotion during Global Road Safety Week (June 22–26, 2026), please submit by June 19, 2026

- Selected submissions may be featured on BeSafeTogether.org, IBTTA social media channels and campaign communications throughout the year

In addition to sharing best practices, featured submissions may also help spotlight and recognize industry leadership and innovation advancing roadway safety worldwide.

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## 2. Safety Spotlight

Behind every safer roadway are people making a difference every day. Safety Spotlight recognizes the individuals and teams across the tolling and transportation industry who are advancing roadway safety through leadership, innovation, operations, public education, incident response and community engagement.

Submissions may highlight frontline workers, traffic operators, engineers, communications professionals, maintenance crews, first responders, customer service teams, technology leaders or others whose work is helping create safer roads and stronger safety cultures.

Please use the following template when submitting your Safety Spotlight:

### Safety Spotlight Template

- Full Name
  - Job Title
  - Organization
  - Location (City, State/Country)
  - How are they advancing roadway safety? (Please provide a compelling description of approximately 250–300 words. Include specific examples, initiatives, innovations or actions that demonstrate their impact.)
  - Photo (High-resolution image required)
- 

## 3. Videos

Members and partners are invited to submit short, social media–ready videos highlighting how the tolling industry is helping reduce distraction and improve roadway safety.


### **Suggested Focus Areas**

- Real-world safety challenges and trends
- Solutions, technology and operational strategies
- Work zone and worker safety
- Public awareness and driver behavior
- Partnerships, innovation and safety leadership

### **Recording Guidance**

- Length: 30-90 seconds

- Format: Smartphone video (vertical preferred)
- Style: Clear, conversational and authentic
- Setting: Office, field, operations center or roadway environment
- Campaign video bumpers can be [downloaded here](#).

 Focus on one message or takeaway for the strongest impact.

Optional closing line:

“Put your mind in drive. Be safe together.”

### **Posting & Submission**

- Organizations may post directly on their own social channels or submit videos to IBTTA for light editing and branding support.
- Use hashtags: #BeSafeTogether #YourMindInDrive
- Tag @IBTTA on LinkedIn
- Or send to Tanya Sheres ([tsheres@ibtta.org](mailto:tsheres@ibtta.org)) for IBTTA to post direct

## CAMPAIGN FACT SHEET AND GRAPHICS

>> [DOWNLOAD CAMPAIGN ASSETS](#) <<

### Graphics for download:

- Be Safe Together Campaign Logos
- Cobranded Assets
- Distraction by the Numbers Graphics
- IBTTA Campaign Assets
- Pledge Graphics
- Video – Logo Bumpers
- Zoom Background

### Sample social media or newsletter advertisements:



*Please note: Toolkit assets will continue to be updated as additional requests and materials are developed throughout the campaign rollout. Our promotional campaign video will also be added to the download library shortly.*

We're asking IBTTA members and partners to help make our **3rd Annual Global Road Safety Week (June 22-26, 2026)** our most impactful yet. Here's how you can participate on social media:

*1. Share and Engage Leading Up to the Week*

From now through June 22, help us build awareness by **sharing and engaging with IBTTA's campaign promotions** on social media. Make sure you are following us on [LinkedIn](#). Every like, share, and repost helps amplify our collective voice.

*2. Kick Off Strong on Monday, June 22*

Join us in making a powerful first impression on Monday, June 22. We'll share **sample social posts and graphics below** to help you join the chorus of voices launching IBTTA's Global Road Safety Week across the tolling industry and beyond. Plan now to post first thing Monday morning to start the week with momentum!

*3. Stay Engaged Throughout the Week*

- **Tell your own story.** Share how your organization is advancing roadway safety through operations, technology, enforcement coordination, public education, customer messaging, work zone safety, employee engagement or community outreach. Spotlight your people, your partnerships and the actions your team is taking to help drivers *Put Your Mind in Drive*.
- **Share and engage with campaign content.** Amplify posts from IBTTA, member agencies, partners and safety organizations throughout the week. Like, comment, repost, tag collaborators and help extend the reach of the campaign across your networks.

To help create a coordinated global drumbeat throughout the week, IBTTA will provide suggested daily themes and sample content ideas:

<i>Day</i>	<i>Theme</i>	<i>Action Type</i>
Mon, June 22	Campaign Kickoff	Launch campaign + video
Tues, June 23	The Cost of Distraction	Share stats, risks and safety awareness content
Wed, June 24	Work Zone & Worker Safety	Highlight roadway workers and work zone safety
Thurs, June 25	Safety Solutions in Action	Showcase your safety tools, technology and operations
Fri, June 26	Global Pledge Day	Encourage employees and drivers to take the pledge

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## How to Participate on Social Media

We're asking IBTTA members and partners to help make our 3rd Annual Global Road Safety Week (June 22–26, 2026) our most impactful yet.

This toolkit is designed to provide flexible content ideas, messaging and creative inspiration that organizations can adapt for their own audiences, channels and local priorities. Members are encouraged to customize posts with their own voice, employees, safety initiatives, work zone messaging, customer outreach, photos, videos and community perspectives.

Organizations do not need to participate every day to make an impact. Even a single post can help amplify the global conversation around roadway safety and distracted driving.

Consider participating by:

- Launching the campaign on Monday, June 22
- Sharing a statistic or awareness message during the week
- Highlighting work zone and roadway worker safety on Wednesday, June 24
- Encouraging employees, customers and partners to take the pledge on Friday, June 26

Organizations are also encouraged to link to their own safety resources, campaigns, videos, community initiatives or roadway safety messaging where appropriate.

Help us create a unified, global message by following these simple steps when posting during Global Road Safety Week:

- **Use the official campaign hashtags in every post:**
  - #BeSafeTogether
  - #YourMindInDrive
- **Tag IBTTA so we can see and amplify your message:**
  - LinkedIn: @IBTTA
  - Instagram: @IBTTAOfficial
  - X (formerly Twitter): @IBTTA

Here's how you can participate on social media across the week:

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### Monday, June 22:

**Theme:** Kickoff + Webinar

**Action Type:** Launch Global Road Safety Week and share the campaign message

### *Sample Post #1*

We've all done it.

Taken a call.

Adjusted the GPS.

Let our minds drift for a second behind the wheel.

But one moment of distraction can change everything.

That's why we're joining transportation agencies and industry partners around the world for @IBTTA's Global Road Safety Week and the #BeSafeTogether campaign to help raise awareness about distracted driving and roadway safety.


This year's message is simple:

 Put Your Mind in Drive.

Because your attention is your most important safety feature.

Together, we can help create safer roads for everyone.

#YourMindInDrive

 Suggested Visual: Driver-focus imagery, roadway footage, customer-facing messaging, roadway workers or campaign creative.

### *Sample Post #2*

Every day, people count on roads like ours to get to work, get home and get where they need to go safely.

But distracted driving continues to put drivers, passengers, roadway workers and entire communities at risk.

That's why we're proud to support @IBTTA's Global Road Safety Week and join the global #BeSafeTogether campaign to help raise awareness about the importance of staying focused behind the wheel.


 Put Your Mind in Drive.

 Stay alert.

 Help protect every journey.

Because safer roads start with all of us.

#YourMindInDrive

 Suggested Visual: Local roadway imagery, roadway workers, operations center, DMS messaging, customer outreach or employee participation.

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## Tuesday, June 23

**Theme:** The Challenge of Distraction

**Action Type:** Pair a campaign statistic graphic with a roadway safety message

Sample Post

[Insert opening line based on the graphic being shared – see chart below.]

This week, we're joining @IBTTA's Global Road Safety Week to help raise awareness about the importance of staying focused behind the wheel and protecting everyone who relies on our roads.

Your attention is your most important safety feature.

 Put Your Mind in Drive.

#BeSafeTogether #YourMindInDrive

 Suggested Visual: Pair with one of the campaign statistic graphics. [See downloads here.](#)

Graphic	Suggested Opening Line
1.19 Million People Die on Roadways Worldwide Every Year	Distracted driving and roadway crashes continue to impact drivers, families and communities across the world.
Drivers Using Mobile Phones Are 4X More Likely to Crash	One text. One glance away from the road. One life changed forever.
5 Seconds Is All It Takes	One moment of distraction can change everything.
29% of Crashes in the U.S. Involve Distraction	Safer roads start with focused driving.
60% of Serious Teen Crashes Involve Distraction	Distracted driving remains one of the biggest threats facing young drivers today.
75% of Teens Say Their Parents Drive Distracted	Safer driving habits start with the example we set behind the wheel.
Every 5 Minutes a Work Zone Crash Occurs in the U.S.	Distraction behind the wheel affects more than drivers — it puts roadway workers and responders at risk.

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## Wednesday, June 24

**Theme:** Work Zone & Worker Safety

**Action Type:** Highlight roadway workers, work zone safety messaging or local awareness efforts

👉 Be sure to tag @IBTTA and @ASECAP and use #SheWorksICare to help amplify the global conversation around roadway worker safety.

### *Sample post #1*

Different roads. Different countries. Same risk.

Every day, roadway workers and responders around the world step into live traffic to clear crashes, repair infrastructure and help keep travelers moving safely.

And every day, distracted driving puts those lives at risk.

Today, we're joining @IBTTA and @ASECAP in a global call for drivers to stay alert, slow down and protect the people working just feet away from traffic.

🧠 Put Your Mind in Drive.

#BeSafeTogether #YourMindInDrive #SheWorksICare

### *Sample post #2*

The cone isn't the point.

The person standing beside it is.

Today, transportation organizations around the world are coming together to remind drivers that work zones are workplaces — and distraction behind the wheel puts real people at risk.

🧠 Put Your Mind in Drive.

#BeSafeTogether #YourMindInDrive #SheWorksICare

📸 Suggested Visual: Work zones, roadway crews, roadside response, safety patrols, maintenance teams, DMS messaging or local worker safety campaigns.

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## Thursday, June 25

**Theme:** Your Safety Solutions in Action

**Action Type:** Share a photo, video or story that highlights how your organization supports safer roads

**Post Example:**


Roadway safety takes action.

As part of @IBTTA's Global Road Safety Week, we're proud to highlight the work our teams are doing every day to help create safer roads through operations, technology, communications, customer outreach and innovation.

Every effort matters when it comes to reducing distraction and protecting the people who rely on our roads every day.

 Put Your Mind in Drive.

#BeSafeTogether #YourMindInDrive

 **Suggested Visual:** Technology, roadway operations, employee teams, customer messaging, incident response, work zones or community outreach.

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**Friday, June 26**

**Theme:** Global Pledge Day

**Action Type:** Encourage employees, customers, partners or community members to take and share the Be Safe Together pledge; Post your individual pledge commitment

**Organization Post Example:**

As Global Road Safety Week comes to a close, we're proud to stand with organizations and communities around the world in support of safer roads and safer choices behind the wheel.

Today is @IBTTA's Global Safety Pledge Day — a reminder that roadway safety starts with every one of us.


We invite our employees, partners and communities to join the #BeSafeTogether movement and commit to one simple message:

 Put Your Mind in Drive.

Because your attention is your most important safety feature.

Take the pledge at [BeSafeTogether.org](https://www.BeSafeTogether.org).

#YourMindInDrive

 **Suggested Visual:** Employees taking the pledge, team photo, campaign signage, customer engagement, selfie-style videos or leadership participation.

**Individual Post Example: "I took the pledge"**

- I took @IBTTA's #BeSafeTogether pledge because every safe journey starts with attention. 🧠 Will you take the pledge? #YourMindInDrive
- One moment of distraction can change everything. I took @IBTTA's #BeSafeTogether pledge to Put Your Mind in Drive. Will you?
- Your attention is your most important safety feature. I took @IBTTA's #BeSafeTogether pledge — now I'm asking others to join me at BeSafeTogether.org.
- Focused driving saves lives. I took @IBTTA's #BeSafeTogether pledge to Put Your Mind in Drive. Will you take it too? #YourMindInDrive

📷 **Suggested Visual:** Employee selfies, “I Took the Pledge” campaign graphics, printed pledge signs, team photos, candid workplace moments, short selfie-style videos, leadership participation or photos showing employees in the field, operations centers or roadway environments supporting the campaign.

### Optional Engagement Idea

Encourage employees, partners or community members to tag coworkers, friends or family members to take the pledge and help expand the campaign's reach across the transportation community and beyond.

*Example:*

“I took the pledge — now I'm tagging 3 others to take it too.”

This customizable press release is designed to help IBTTA members promote their participation in Global Road Safety Week (June 22–26, 2026) and highlight their organization’s commitment to roadway safety through the Be Safe Together campaign and this year’s distracted driving theme: Put Your Mind in Drive.

Use this release to:

- Announce your organization’s participation in Global Road Safety Week
- Highlight roadway safety initiatives, operations or community outreach efforts
- Share how your organization is helping address distracted driving and improve roadway safety
- Showcase employees, technologies, partnerships or programs supporting safer roads
- Position your organization as a leader in protecting drivers, workers and communities

Instructions:

1. Insert your organization’s name, quotes and local initiatives in the placeholder sections.
2. Customize the release with specific safety efforts, technologies, public education campaigns, community events or operational initiatives.
3. Coordinate with your communications or public affairs team to distribute the release to local media outlets, post to your website and share across social channels.
4. Consider localizing the story with employee spotlights, customer safety messaging, roadway worker recognition or community partnerships.
5. Share any media coverage or campaign content on social media using the hashtags #BeSafeTogether and #YourMindInDrive, and tag @IBTTA to help amplify your story.

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FOR IMMEDIATE RELEASE

[Insert Date]

**[Member Name] Joins Global Road Safety Week Campaign Focused on  
Distracted Driving and Safer Roads**

[City, State] — Distracted driving continues to impact roadways and communities around the world, contributing to crashes, injuries and preventable loss of life every day. As part of a growing global effort to improve roadway safety, [Member Name] is joining transportation agencies and industry partners worldwide in support of IBTTA’s Global Road Safety Week, taking place June 22–26, 2026.

Led by the International Bridge, Tunnel and Turnpike Association (IBTTA), the annual campaign brings attention to the importance of safer driving behaviors and the tolling industry’s role in helping protect drivers, roadway workers and communities through operations, technology, communications and public education.

This year’s campaign theme — “Put Your Mind in Drive” — encourages drivers to stay focused behind the wheel and recognize that attention is one of the most important safety features in any vehicle.

[Insert leadership quote.]

As part of Global Road Safety Week, [Member Name] will highlight a range of local roadway safety efforts, including:

- [Insert local initiative, technology, campaign, event or operational effort]
- [Insert additional safety effort, employee initiative or community partnership]
- [Insert customer messaging, roadway worker recognition or public outreach effort]

[Insert leadership quote.]

As part of the campaign, [Member Name] is also encouraging employees, partners and community members to take the Be Safe Together pledge and commit to safer, more focused driving habits.

For more information about [Member Name] and its roadway safety initiatives, visit [Member Website]. Learn more about the campaign and take the pledge at [BeSafeTogether.org](http://BeSafeTogether.org).

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## **About [Member]**

[Insert Member boilerplate]

## **About IBTTA**

The International Bridge, Tunnel and Turnpike Association (IBTTA) is the worldwide association for owners and operators of toll facilities and the businesses that support them. Founded in 1932, IBTTA has members in over 20 countries on six continents, advancing innovative, user-based transportation funding solutions to meet today’s infrastructure challenges.

IBTTA’s *Be the Highway Hero* campaign is part of its **Be Safe Together** initiative, promoting global road safety and the tolling industry’s commitment to protecting lives on and around the road. Learn more at [www.ibtta.org](http://www.ibtta.org) and [www.besafetogether.org](http://www.besafetogether.org).

Use this customizable email to engage your employees in IBTTA’s 3rd Annual Global Road Safety Week (June 22–26, 2026) and encourage participation in the Be Safe Together campaign and this year’s safety message: Put Your Mind in Drive.

**How to Use**

- Personalize the [bracketed sections] with your organization’s name and planned activities.
- Send the message internally between June 9–19, 2026, to build awareness and encourage participation.
- Consider sending from a senior leader, operations executive or safety officer to reinforce the importance of roadway safety and employee engagement.
- Pair the email with campaign graphics, pledge materials, employee photos or internal safety messaging.

**Engagement Ideas**

- Encourage employees to take and share the Be Safe Together pledge
- Create an “I Took the Pledge” photo wall or digital campaign
- Highlight employee stories or safety commitments
- Host a safety stand-down, huddle or recognition moment
- Encourage employees to share campaign content using #BeSafeTogether and #YourMindInDrive and tag @IBTTA
- Submit employee stories, videos or safety initiatives for possible inclusion on BeSafeTogether.org

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Hi Team,

Every day, the work we do helps people travel more safely — and this year, we’re joining organizations around the world to help raise awareness about one of today’s biggest roadway safety challenges: distracted driving.

That’s why [Company Name] is proud to participate in IBTTA’s 3rd Annual Global Road Safety Week, taking place June 22–26, 2026, as part of the Be Safe Together campaign.

This year’s message is simple:

 Put Your Mind in Drive.

Because your attention is your most important safety feature.

Throughout the week, we’ll be [insert company activities], and we encourage everyone to participate by helping spread awareness, sharing safety messages and taking the Be Safe Together pledge.

Here’s how you can get involved:

- Take and share the Be Safe Together pledge

- Participate in [insert internal activity or event]
- Share campaign content on social media using #BeSafeTogether and #YourMindInDrive
- Submit employee stories, photos or videos for possible campaign features

Together, we can help create safer roads for our coworkers, customers and communities.

Thank you for all you do.

[Your Name]

[Your Title]

The following DMS/VMS messages are designed to support Global Road Safety Week (June 22–26, 2026) and reinforce this year’s Be Safe Together campaign theme: Put Your Mind in Drive.

These short, driver-focused messages are intended to encourage attention, awareness and safer choices behind the wheel. Agencies are encouraged to adapt and localize messages based on operational needs, regional priorities, character limits and approved messaging protocols.

Agencies may use these messages as part of:

- Daily DMS/VMS rotations
- Global Road Safety Week activities
- Broader roadway safety campaigns
- Weekend or holiday travel messaging
- Work zone or seasonal safety outreach

### *Sample DMS/VMS Messages*

PUT YOUR MIND IN DRIVE

YOUR ATTENTION MATTERS

FOCUSED DRIVERS SAVE LIVES

EYES ON THE ROAD

STAY FOCUSED DRIVE SAFE

DRIVE ALERT ARRIVE SAFE

SAFE DRIVING STARTS WITH YOU

DISTRACTED DRIVING KILLS

PROTECT ROADWAY WORKERS

SLOW DOWN SAVE LIVES

#### Disclaimer:

*Please review all messages with your local traffic operations, legal or public affairs teams to ensure they align with your jurisdiction’s DMS/VMS regulations, character limits and approved message protocols. Messages should only be displayed in accordance with applicable federal, state and local transportation guidelines.*