Spring 2016 Child Road Safety Campaign

Suggested Social Media Posts

Partners, thank you for joining us in our efforts to promote road safety on social media. This guide provides sample Facebook and Twitter posts for road safety initiatives throughout the spring. Please join us in posting about this important topic.

The objective of this campaign is to continue to raise awareness about the issue of global road safety and to help create a strong movement for urgently needed changes that will reduce deaths and injuries in and around our roads. The campaign places a strong focus on road safety improvements for children, including changes that will keep children safer in cars, on bikes, or on foot.Every organization and country can participate in this initiative, but the messaging may vary based on how people travel in your communities. You may want to add specific statistics or tailor these posts to reflect the unique situation in your location. We have offered several options, but please feel free to customize these for your road safety interests and your culture.

Here are suggested posts, including global perspectives, as well as one post targeted primarily to partners operating in the United States.

**Improving Road Safety**

**Possible Event Touchpoint: Anniversary of the Decade of Action for Road Safety, May 11**

**Facebook**

* More than 1.2 million people are killed around the world each year in traffic crashes. Now is the time to end this tragic epidemic. Support the UN’s Decade of Action for Road Safety and learn what you can do to make roads safer: <http://bit.ly/1Xxowoi>
* By 2030, road crashes will kill more people than AIDS, TB and malaria. Now is the time to end this tragic epidemic. Support the UN’s Global Goals, which call for cutting road deaths in half by 2020: <http://bit.ly/1Xxowoi>
* Every child should be able to get to school safely. Yet every day more than 500 children lose their lives in traffic crashes globally. Support the 2020 Action Agenda to make road safety for children a priority for world leaders. Learn how you can help keep kids safe. <http://bit.ly/1SDmQWk>

**Twitter**

* More 1.2 million people are killed each year in road crashes. Support the Decade of Action for Road Safety: <http://bit.ly/1Xxowoi>
* By 2030, road crashes will kill more people than HIV/AIDS. Support the #GlobalGoals to end this tragic epidemic: <http://bit.ly/1Xxowoi>
* Every day, more than 500 children lose their lives in traffic crashes globally. Learn more at: <http://bit.ly/1SF15Wa> #savekidslives
* Thousands of kids are injured every day in traffic crashes. Let your voice be heard by committing to the 2020 Action Agenda: <http://bit.ly/1SDmQWk>
* We believe every child should be able to get to school safely, whether by car, on bike, or walking. Support the 2020 Action Agenda: <http://bit.ly/1SDmQWk> #savekidslives
* Watch this powerful video on the struggle children around the world face just trying to get to school safely every day. <http://bit.ly/1SF15Wa>
* Get the facts about #roadsafety and how you can save lives: <http://bit.ly/1CVtNgs> #savekidslives
* Learn more about the #savekidslives road safety awareness campaign for children: <http://bit.ly/1SDmQWk>
* Commit to #roadsafety and tell world leaders they need to support the 2020 Action Agenda for kids: <http://bit.ly/1SDmQWk> #savekidslives
* Millions of people have joined together to support safer roads for children. Have you joined? <http://bit.ly/1SDmQWk> #savekidslives
* Help promote #roadsafety and commit to the 2020 Action Agenda. Learn more: <http://bit.ly/1SDmQWk> #savekidslives

**Child Passenger Safety**

**Facebook**

* To stay safe in a crash, young children need to ride in the back seat of the car, in a car seat or booster seat. Yet many children around the world either don’t use the correct type of restraint, or don’t use it properly. To make sure your child is safe, go here: <http://bit.ly/1Tqj5HV>

**Twitter**

* Tip: Young children all need to ride in a car seat or booster seat to stay safe in a crash. Learn more: <http://bit.ly/23iogAC>
* Is your #carseat installed properly? Learn how to check here: <http://bit.ly/22ihGUT>
* Correctly used car seats can reduce the risk of death by as much as 71 percent. Is your child safe in your car? <http://bit.ly/23iogAC>
* Keep your kids safe in the car, make sure they’re riding in a car seat, and make sure it’s installed properly. Here are a few ways to check. <http://bit.ly/22ihGUT>

**Teens Drivers and Passengers**

**Possible Event Touchpoint: Launch of New Research by Safe Kids Worldwide, May 16**

* Safe Kids Worldwide will launch new research on teens in cars in the U.S. during the week of May 16. This will also include an interactive infographic designed for social media. Once we finalize the research and findings, we will send out posts for this topic.

**Facebook**

* Parents, if your teen is getting ready to start driving, now is the time to talk to them about how to be safe in the car. Here are some tips to help get the conversation started. <http://bit.ly/1qnlZTb>

**Twitter**

* Parents, if your teen is about to start driving, now is the time to talk to them about how to be safe. Learn more: <http://bit.ly/1qnlZTb>
* Tip: Your teens pay attention to what you do in the car. Be a good role model, put the phone down. <http://bit.ly/1qnlZTb>
* Check out this infographic with facts on teen driving that may surprise you: <http://bit.ly/1ZSH5Vy>

**Pedestrian Safety**

**Facebook**

* Around the world, pedestrians make up 20 percent of all road traffic deaths, and many of those hit by cars are children. @FedEx and @safekidsworldwide created an infographic to explore 7 common ways people get hit by cars while walking.

**Please add the appropriate link that fits for your language:**

[Arabic](https://www.safekids.org/file/2015-pedestrian-infographic-arabic) | [Chinese](https://www.safekids.org/file/2015-pedestrian-infographic-chinese) | [English](http://www.safekids.org/howtowalk/) | [Portuguese](https://www.safekids.org/file/2015-pedestrian-infographic-portuguese) | [Russian](https://www.safekids.org/file/2015-pedestrian-infographic-russian) | [Spanish](https://www.safekids.org/file/2015-pedestrian-infographic-spanish)

*Note: this infographic is oriented to countries that drive on the right side of the road*

**Twitter**

**Please add the appropriate link that fits for your language:**

[Arabic](https://www.safekids.org/file/2015-pedestrian-infographic-arabic) | [Chinese](https://www.safekids.org/file/2015-pedestrian-infographic-chinese) | [English](http://www.safekids.org/howtowalk/) | [Portuguese](https://www.safekids.org/file/2015-pedestrian-infographic-portuguese) | [Russian](https://www.safekids.org/file/2015-pedestrian-infographic-russian) | [Spanish](https://www.safekids.org/file/2015-pedestrian-infographic-spanish)

*Note: this infographic is oriented to countries that drive on the right side of the road*

* Infographic: 7 Common Ways Kids Get Hit by a Car #walksafely (graphic)
* Parents: When you first give your kid a phone, talk about putting it away when crossing the street. #walksafely
* Infographic from @safekids and @FedEx shows 7 ways kids are getting hit by cars #walksafely
* Be a role model. If you put your phone down when you cross the street, so will your kids. #walksafely
* Around the world, pedestrians make up 20% of all road traffic deaths, and many of those hit by cars are children. Here are 7 ways to avoid it. #walksafely

**Bike Safety**

**Possible Event Touchpoint: National Bike to School Day (US), May 4**

**Facebook**

* The World Health Organization says improved bicycle safety must be a top safety priority. Take time to check that your child is ready to ride safely. Make sure both you and your child have a helmet, and use the helmet safety fit test to see that it fits correctly. <http://bit.ly/1RP9vdR>

*Note: if you are an organization in the United States, consider using the following post, which specifically mentions Bike to School Day.*

* + - Bike to School Day is one week from today! Take time to make sure your child is ready to ride safely. Use our helmet safety fit test to help: <http://bit.ly/1RP9vdR>
* Biking is a great way to get to school for many kids around the world, but we must make sure they can get there safely. Here are some top tips to keep biking safe and fun for the whole family. <http://bit.ly/1Qgz22b>

*Note: if you are an organization in the United States, consider using the following post, which specifically mentions Bike to School Day.*

* + - Today is Bike to School Day. Children are participating in events around the country. Here are some tips to keep biking safe and fun for the whole family. <http://bit.ly/1Qgz22b>

**Twitter**

* A helmet is most effective way to prevent adult and child head injury from a bike crash. Make sure your child’s helmet fits. <http://bit.ly/1qyKQ6z>
* Children follow your lead. Make sure you wear a helmet while riding your bike, and they will too. #BikeSafety
* Tip: Add lights or reflectors to your child’s bike so drivers can see them. #BikeSafety
* Tip: Kids should ride bikes on sidewalks, or with the flow of traffic. #BikeSafety

*Note: the following tweets can be used if your organization is participating in Bike to School Day.*

* + Today is #BiketoSchoolDay. Here are tips to keep your kids safe while biking to school <http://bit.ly/1t1zCUQ> #bikesafety
	+ Parents, celebrate #BiketoSchoolDay by wearing your helmet. Your children follow your lead. <http://bit.ly/1S2uSdG> #bikesafety
	+ Does your kid hate putting on a helmet? It really IS important. This #BiketoSchoolDay, talk about bike safety: <http://bit.ly/1t1zCUQ>

**Resources**

**Research Reports**

Global Road Safety

* [Safe Roads | Safe Kids: Global Road Safety for Children](http://www.safekids.org/research-report/report-safe-roads-safe-kids-global-road-safety-children-december-2014)

Pedestrian Safety

* [Teens on the Move](http://www.safekids.org/research-report/teens-move-october-2014)
* [Teens and Distraction: And In-Depth Look at Teens’ Walking Behaviors](http://www.safekids.org/research-report/research-report-teens-and-distraction-august-2013)
* [Walking Safely: A Report to the Nation](http://www.safekids.org/walkingsafely)

Car Safety

* [Car Seat Recalls: What Every Parent Needs to Know](http://www.safekids.org/research-report/car-seat-recalls-what-every-parent-needs-know)
* [Teens in Cars](http://www.safekids.org/research-report/research-report-teens-cars-may-2014)
* [Buckle Up: Booster Seats](http://www.safekids.org/research-report/buckle-booster-seats-september-2014)
* [Buckle Up: Every Ride, Every Time](http://www.safekids.org/research-report/do-you-always-buckle-your-kids-september-2013)

**Infographics**

Global Road Safety

* [Road Safety Around the World](http://www.safekids.org/infographic/road-safety-around-world)

 Pedestrian Safety

* [How to Not Get Hit by a Car](http://www.safekids.org/howtowalk/)
* [Pedestrian Safety and Teens](http://www.safekids.org/infographic/pedestrian-safety-and-teens)
* [How Does a Teen Cross the Road](http://www.safekids.org/infographic/how-does-teen-cross-road)

Car Safety

* [Teens in Cars](http://www.safekids.org/infographic/infographic-teens-cars)
* [Is Your Child Riding in a Recalled Seat](http://www.safekids.org/infographic/your-child-riding-recalled-seat)
* [Is Your Kid Buckled Up On Every Ride](http://www.safekids.org/infographic/your-kid-buckled-every-ride)
* [What to Know about Booster Seats](http://www.safekids.org/infographic/what-know-about-booster-seats)

 **Videos**

Global Road Safety

* [“Save Kids Lives” by Luc Besson](http://www.safekids.org/video/save-kids-lives-luc-besson)
* [“Kids Talk Global Road Safety”](http://www.safekids.org/video/call-action-kids-talk-global-road-safety)

Pedestrian Safety

* [“Every Child Deserves a Safe Place to Walk”](http://www.safekids.org/video/every-child-deserves-safe-place-walk)
* [“Distracted Walking” by Southfield High](http://www.safekids.org/video/southfield-high-schools-distracted-walking-video)
* [“Crossing the Street” by Patterson Park Public Charter School](http://www.safekids.org/video/crossing-street-baltimores-patterson-park-public-charter-school-taad-contest-winner)
* [“Moment of Silence’ (US)](http://www.safekids.org/video/moment-silence)
* [“Moment of Silence” by Safe Kids China](http://www.safekids.org/video/china-joins-moment-silence-campaign)

Car Safety

* [“Buckle Up, Phones Down” by Southfield High](http://www.safekids.org/video/buckle-phones-down)
* [“Bubble Wrap”](http://www.safekids.org/video/having-trouble-installing-your-car-seat)

Bike Safety

* [Bike Helmet Fit Test : English](http://bit.ly/1qyKQ6z)
* [Bike Helmet Fit Test: No Words](https://youtu.be/H0MHU-JZz8o)

*Note: you can add subtitles or voice overlay in the language of your choice*

**Tip Sheets**

Global Road Safety

* [“Save Kids Lives” by Luc Besson](http://www.safekids.org/video/save-kids-lives-luc-besson)
* [“Kids Talk Global Road Safety”](http://www.safekids.org/video/call-action-kids-talk-global-road-safety)

Pedestrian Safety

* [Pedestrian Safety Tips – English](http://www.safekids.org/tip/pedestrian-safety-tips-pdf)
* [Pedestrian Safety Tips – Spanish](http://www.safekids.org/tip/spanish-pedestrian-safety-tips-pdf)

Car Safety

* [Basic Car Seat Checklist - Chinese](http://www.safekids.org/checklist/basic-car-seat-safety-checklist-chinese)
* [Basic Car Seat Checklist - English](http://www.safekids.org/checklist/car-seat-checklist-parents-pdf)
* [Basic Car Seat Checklist - French](http://www.safekids.org/checklist/basic-car-seat-safety-checklist-french)
* [Basic Car Seat Checklist - Korean](http://www.safekids.org/checklist/basic-car-seat-safety-checklist-korean)
* [Basic Car Seat Checklist - Spanish](http://www.safekids.org/checklist/basic-car-seat-safety-checklist-spanish)
* [Basic Car Seat Checklist - Tagalog](http://www.safekids.org/checklist/basic-car-seat-safety-checklist-tagalog)
* [Basic Car Seat Checklist - Vietnamese](http://www.safekids.org/checklist/basic-car-seat-safety-checklist-vietnamese)

Bike Safety

* [Bike Safety Tip Sheet](https://www.safekids.org/tip/bike-safety-tips-pdf)
* [Helmet Fit Test – English](https://www.safekids.org/tip/helmet-fit-test-2013)
* [Helmet Fit Test – Spanish](https://www.safekids.org/other-resource/spanish-bike-helmet-fit-test-pdf)

**Questions?**

If you have any further questions, please email Mark Isaac at MIsaac@safekids.org or Julie Kenneally at jkenneally@safekids.org.