



OUR ROADS
SAFETY
Program Toolkit
& Partnership Opportunities

www.ShareTheRoadSafely.gov



U.S. Department of Transportation
Federal Motor Carrier Safety
Administration

The background of the entire page is a photograph taken from the perspective of someone inside a vehicle, looking out through a side mirror. The mirror shows a two-lane road stretching into the distance under a blue sky with light clouds. The road is flanked by dry grass and some trees. The right side of the image shows the interior of the vehicle, including the side mirror housing and part of the door frame.

ROADS SAFETY Program Toolkit & Partnership Opportunities

Introduction

Display

Print Collateral

Digital Assets

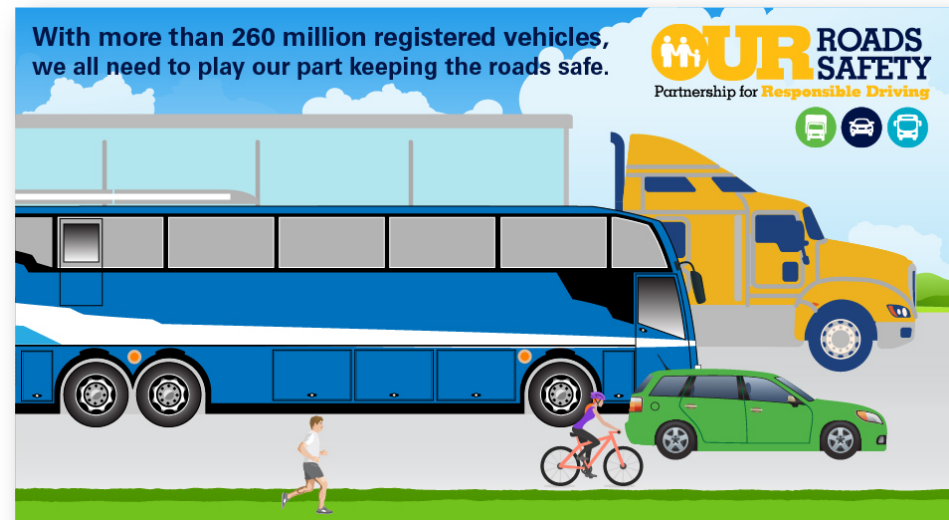
Additional Assets

www.ShareTheRoadSafely.gov

Introduction

About the *Our Roads, Our Safety* Program

Our Roads, Our Safety is a safety education campaign to help drivers, pedestrians, and bicyclists operate safely around commercial motor vehicles. The campaign supports the Agency's core mission: reducing crashes, injuries and fatalities involving large trucks and buses. The campaign features a wide variety of materials, including infographics, tip sheets, radio PSAs, and digital ads, among others.



Introduction

Spread the Word: How to Use the *Our Roads, Our Safety* Toolkit

FMCSA encourages the industry, safety organizations, community groups, individuals and all stakeholders to share these important safety messages. Download and use digital campaign assets in this toolkit on your website, social media platforms, and email. You may download and print the tip sheets for distribution at conferences, community fairs and other events. Each section of the toolkit features some additional ideas and tips for spreading the word.

www.ShareTheRoadSafely.gov



Introduction

Partnership Opportunities

FMCSA welcomes the opportunity to work with organizations that believe in the importance of road safety. Partnership initiatives can include developing new campaign materials together, organizing shared events, or simply leveraging your platforms and networks to help distribute important safety messages. To explore partnership opportunities, please contact Shashunga Clayton, FMCSA Director of Outreach and Education at shashunga.clayton@dot.gov.



Display

This large-format design can be used as a poster or display at conferences or community events, or even projected on a wall. It's also proportioned to serve as a billboard.

Download display banner [here](#)





Print Collateral

Download tip sheets [here](#)

Tip Sheets

You can download, print and distribute these tip sheets designed for bicyclists and pedestrians, professional bus and truck drivers, and auto drivers.

You can also feature and share them as PDF files through email or your website.



Front



Back



U.S. Department of Transportation
Federal Motor Carrier Safety
Administration



Print Collateral

Download tip sheets [here](#)

Tip Sheets



Front



Back



Front



Back



Print Collateral

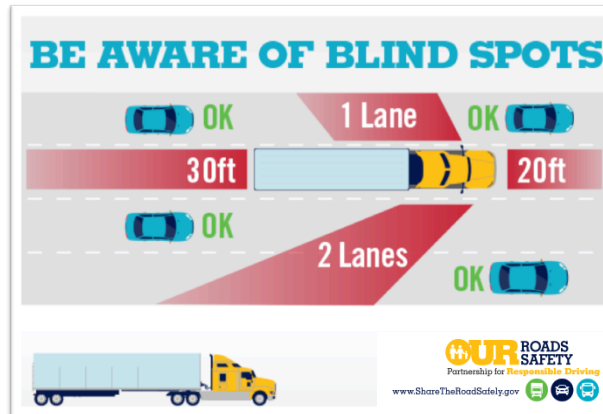
Postcards

FMCSA can provide postcards for distribution at events or by mail. There are four different messages.

For information on ordering, email OurRoads@dot.gov or call 202-493-0472.

www.ShareTheRoadSafely.gov

Download postcard [here](#)



Front



Back



U.S. Department of Transportation
Federal Motor Carrier Safety
Administration

Print Collateral

Postcards

You can order quantities of a single postcard, all four or any combination.

For information on ordering, email OurRoads@dot.gov or call 202-493-0472.

www.ShareTheRoadSafely.gov

Download postcard [here](#)



Front



Back



U.S. Department of Transportation
Federal Motor Carrier Safety
Administration

Print Collateral

Postcards

Postcards can be used as handouts for events like community fairs.

For information on ordering, email OurRoads@dot.gov or call 202-493-0472.

www.ShareTheRoadSafely.gov

Download postcard [here](#)



Front



Back



U.S. Department of Transportation
Federal Motor Carrier Safety
Administration



Print Collateral

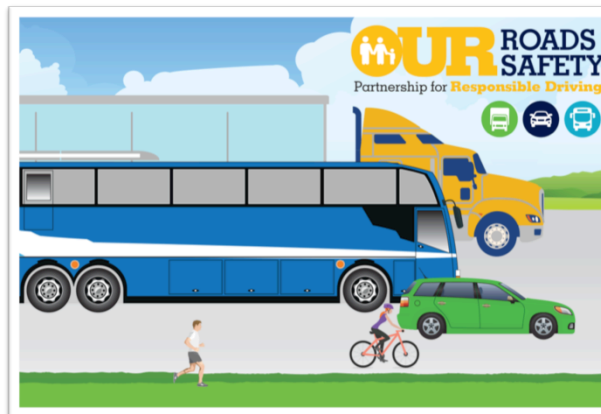
Postcards

Postcards can be shared at public spaces like libraries or mailed to your distribution list.

For information on ordering, email OurRoads@dot.gov or call 202-493-0472.

www.ShareTheRoadSafely.gov

Download postcard [here](#)



Front



Back



U.S. Department of Transportation
Federal Motor Carrier Safety
Administration



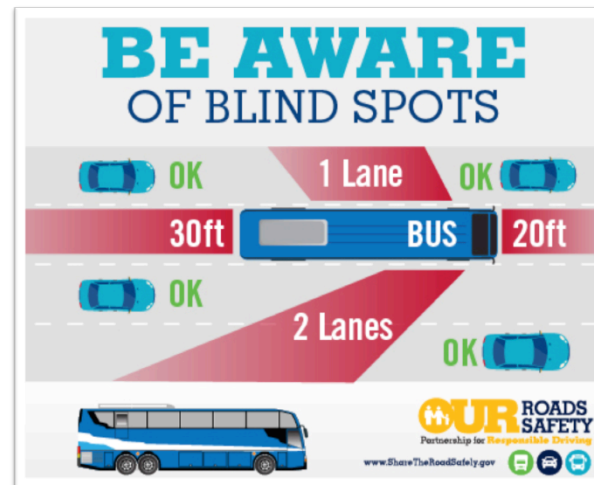
Digital Assets

Infographics

A variety of infographics provide clear, simple messages about the specific operating challenges that buses and trucks face. You can share these through social media (see the sample messages in this toolkit) and email, and feature them on your website.

Download infographics [here](#)

www.ShareTheRoadSafely.gov

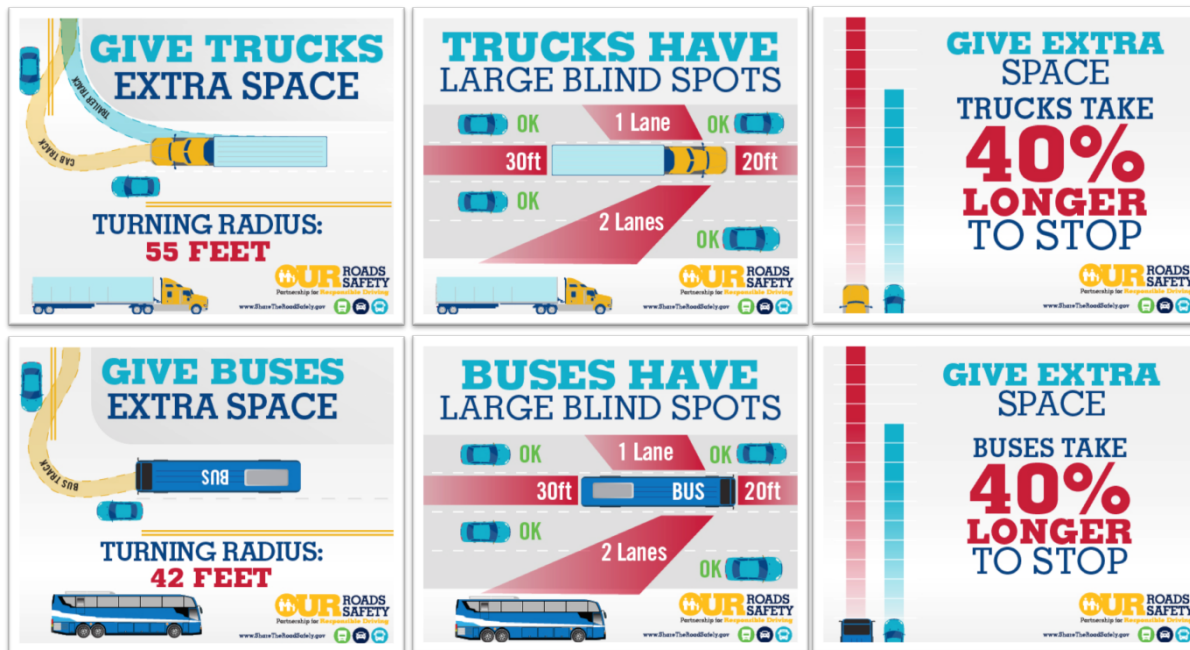


U.S. Department of Transportation
Federal Motor Carrier Safety
Administration

Digital Assets

Download graphics [here](#)

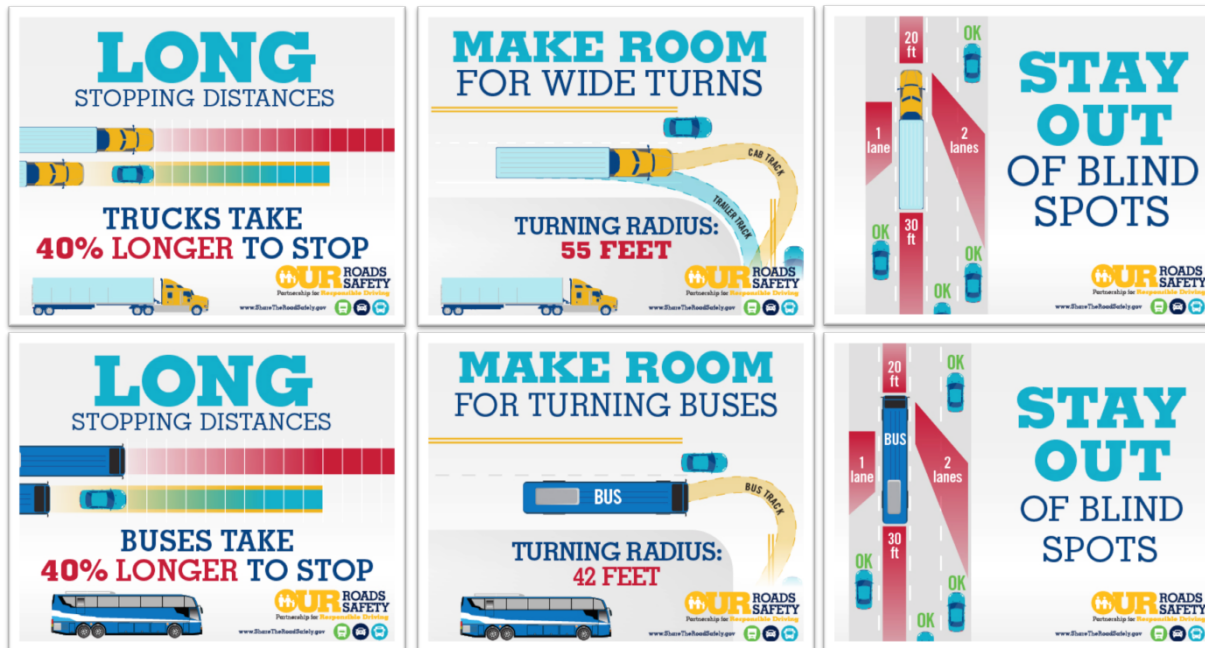
You can download the **Bus and Truck Digital Assets** for a variety of uses, including for use online and as shareable social graphics. Consider using them in series as part of a social campaign on a weekly basis.



Digital Assets

Download graphics [here](#)

Bus and Truck Digital Assets (Continued)





Digital Assets

Download graphics [here](#)

Bus and Truck Digital Assets (Continued)





Digital Assets

Sample Content

We encourage you to actively join the *Our Roads, Our safety* campaign by spreading the word about driving safely around large trucks and buses to all your friends, family and colleagues.

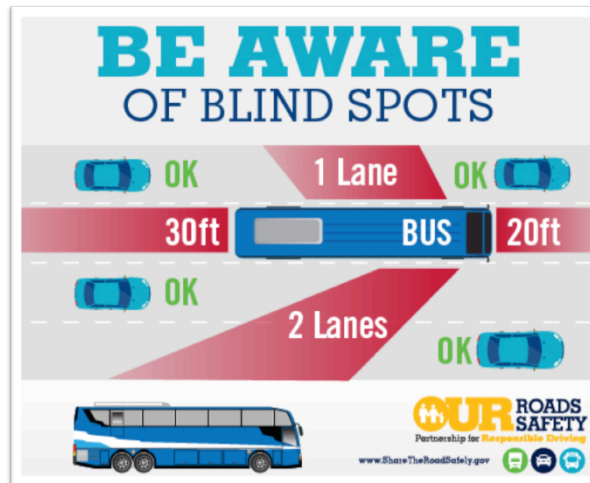
Download infographics [here](#)

Long Stops:

Suggested Facebook Post: Did you know a truck can weigh up to 80,000 pounds? That's 20 to 30 times the weight of a regular vehicle. Because of their weight, it takes trucks an extra long distance to stop. Be smart and don't cut off your bigger neighbors on the road! #OurRoads

Suggested Twitter Post: Did you know a truck can weigh up to 80,000 lbs? Imagine how long it takes to stop! Don't cut off your neighbors on the road. #OurRoads

www.ShareTheRoadSafely.gov



No Zones:

Suggested Facebook Post: Large trucks and buses have huge blind spots, or "No Zones." If you can't see the driver in the vehicle's side mirror, assume the driver can't see you! #OurRoads

Suggested Twitter Post: Large trucks and buses have huge blind spots, or "No Zones." If you can't see the driver, assume the driver can't see you! #OurRoads



U.S. Department of Transportation
Federal Motor Carrier Safety
Administration

Digital Assets

Sample Content (Continued)

Your efforts to share content and graphics on social media could save a life!

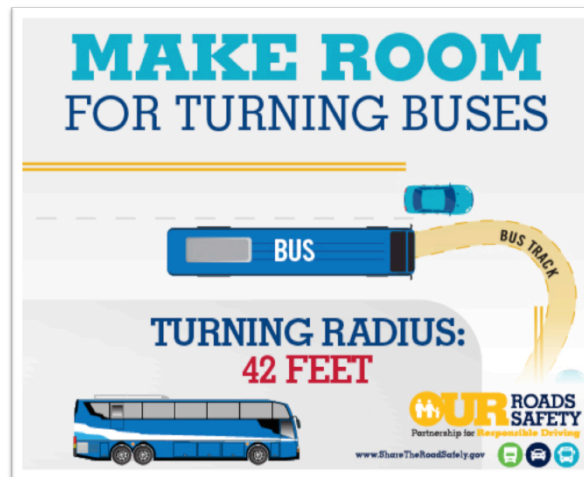
Download infographics [here](#)

Work Zones:

Suggested Facebook Post: 30% of fatal crashes in work zones involved at least one large truck. Stay alert, be aware of your surroundings, and obey all work zone signs and signals. #OurRoads

Suggested Twitter Post: 30% of fatal crashes in work zones involved at least one large truck. Stay alert and obey all work zone signs and signals. #OurRoads

www.ShareTheRoadSafely.gov



Wide Turns:

Suggested Facebook Post: Commercial vehicles require extra room to turn. If a truck or bus has its turn signal on, never try to squeeze by or get between the vehicle and the curb. #OurRoads

Suggested Twitter Post: Commercial vehicles require extra room to turn. If a truck or bus has its turn signal on, don't try to squeeze by! #OurRoads

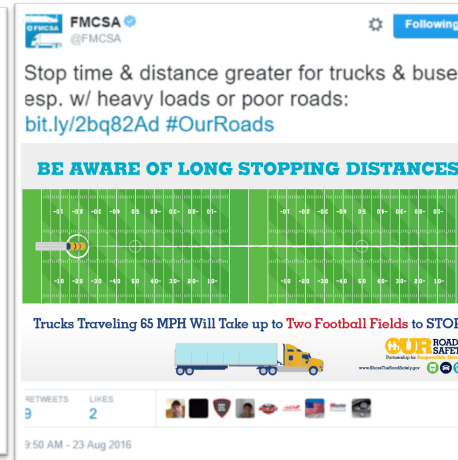


U.S. Department of Transportation
Federal Motor Carrier Safety
Administration

Digital Assets



Sample social media content on FMCSA's Twitter account.

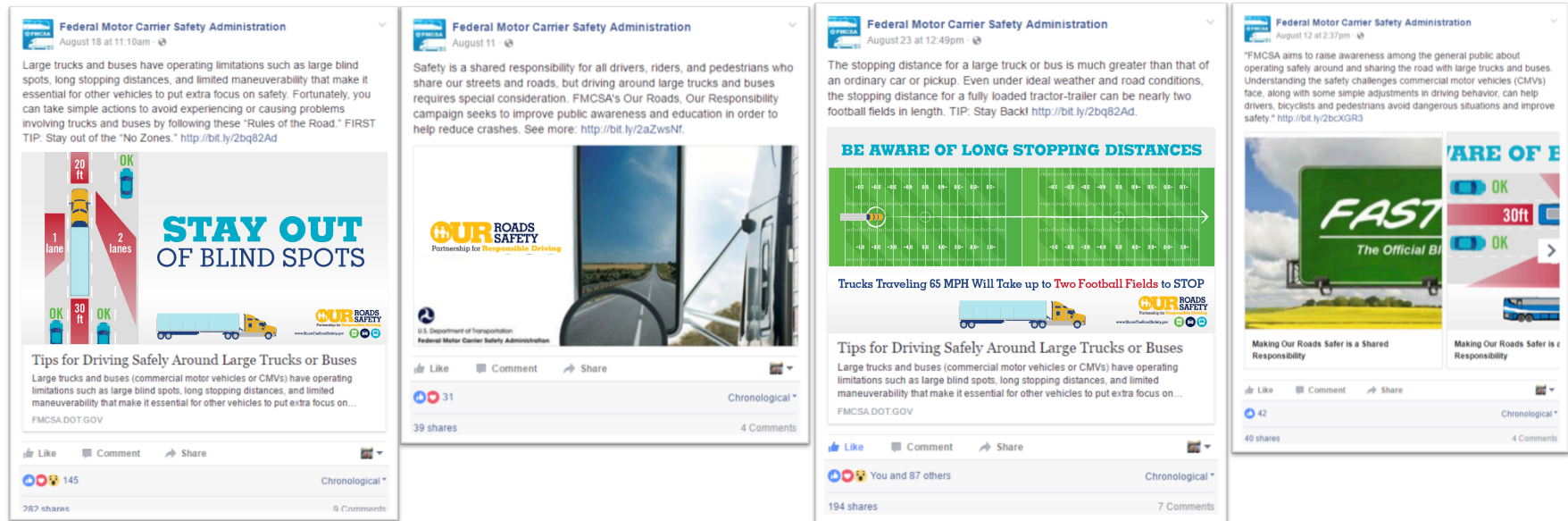




Digital Assets



Sample content on FMCSA's Facebook account.

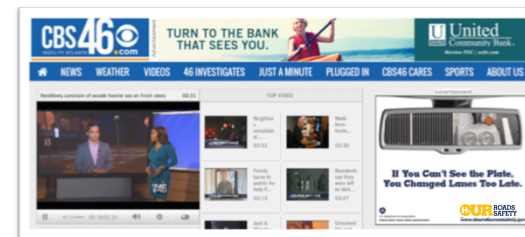




Digital Assets

Download graphics [here](#)

A Variety of Banner Displays are available for distributing *Our Roads, Our Safety* messages digitally. Feel free to feature them on your digital platforms.



Digital Assets

Download graphics [here](#)

You can download and distribute the **Digital Ads** for use on any relevant websites that have agreed to post them. The ad sizes are standard "ad units" that are universally used across the web.



Maneuvering Display - 300 x 250



Blind Spot Display - 300 x 600



Maneuvering Display - 300 x 600



Maneuvering Digital Banner - 728 x 90

Additional Assets

The **Radio Spots** convey key components of the campaign's messaging for listening audiences. Listen to the Radio Spots via the links below. You are welcome to incorporate them in presentations or see if local radio stations would be willing to air them as public service announcements.



:30 Seconds – **Obstructed View**
youtu.be/Q19XaarTPcs



:15 Seconds – **Stopping Time**
youtu.be/R3uT7JoSmks



:30 Seconds – **Six Seconds**
youtu.be/qNI6eQ_iH1o



:05 Seconds – **Reminder**
youtu.be/efsF3qCbzZk

The logo features the word "OUR" in large, bold, orange letters. Inside the "O" is a white icon of a family (two adults and a child). To the right of "OUR" are the words "ROADS" and "SAFETY" in a smaller, bold, dark blue font, stacked vertically.

OUR ROADS SAFETY

Program Toolkit

& Partnership Opportunities

Thank You!

Your efforts to share these important safety messages can go a long way to helping make our roads safer for all of us.

For more shareable *Our Roads, Our Safety* collateral, please visit the [Outreach Materials page](#).

www.ShareTheRoadSafely.gov



U.S. Department of Transportation
Federal Motor Carrier Safety
Administration