



Dear Traffic Safety advocate,

I am sure that you are all aware that U.S. roadway deaths are rising again at an alarming rate. (Governor's Highway Safety Association) People are still driving recklessly. Drunk, drugged and distracted driving are on the rise. Just telling people to drive safely isn't enough. We need to do more. We can do more! Passengers need to play a more active role in their own safety and that of others. Passengers need to be empowered to speak up and have the "Courage to Intervene" when their lives are threatened by an unsafe driver.

We Save Lives in partnership with the **National Road Safety Foundation** and the coalition of **road safety partners**, have joined forces to launch the first-ever "*National Passenger Safety Week*," which is the last week in January. We are inviting you to join us in this effort to save lives on our roadways.

NHTSA statistics show that in 2019:

- 25% of all traffic fatalities are passengers.
- 13% of those who died in alcohol-related fatalities were passengers
- 53% of children killed in alcohol-related crashes were passengers.

This campaign will encourage people to promote Passenger Empowerment by speaking up when unsafe behaviors are displayed in or before getting into a vehicle, publicizing on your social media platforms, starting a campaign in your area by getting other stakeholders and city officials involved, and signing "**Courage to Intervene**" (CTI) promise. You are welcome to add the NPSW logo along with your own on the CTI Promise. The campaign will be supported by public service announcements and seasonal news releases, as well as ongoing appearances on local and national media.

As you know, there's strength in numbers. We Save Lives and The National Road Safety Foundation are asking your organization to join us, adding your name and logo to the campaign web page and, if you can, getting involved more actively with activities found in our Tool Kit. You can also add our National Passenger Safety Week logo to your website and social media to show your support.

Please feel free to contact either one of us with any ideas or questions you may have. Thank you for your support and all the good work you do.

Respectfully,

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