



HOW YOU CAN PROMOTE THE NATIONAL PASSENGER SAFETY CAMPAIGN

ENCOURAGE PEOPLE TO SPEAK UP:

- Publicize this campaign on your social media platforms
- Start a campaign in your area by encouraging groups and organizations to support National Passenger Safety Week
- Encourage companies to educate their employees and associates to SPEAK UP when their life is threatened by an unsafe driver.
- Urge your partner organizations and members to sign the "Courage to Intervene" (CTI) Promise. You are welcome to add the NPSW logo along with your own on the CTI Promise.
- Contact your state and federal representatives for resolutions declaring the last week in January as National Passenger Safety Week
- Develop your own Instagram reels, videos, social posts and sayings publicizing your ideas for this campaign.
- Use the hashtags #passengersspeakup #passengersafety #passengerempowerment #driversbeware #nationalpassengersafety
- Share the National Passenger Safety Logo on your website
- Link to the NPSW website (www.nationalpassengersafety.org)
- Upload the Courage To Intervene Promise, you can add your logo at the top
- Sign the Pledge and encourage others to sign the pledge

SOCIAL MEDIA:

- Share our social media graphics
- Pin #NationalPassengerSafetyWeek post to top of feed
- If you develop your own social media add the NPSW logo if possible and the hashtag #passengerspeakup
- Write op-eds for their local newspapers
- Write blogs emphasizing the need for empowering passengers
- Share stories of passengers you may know who intervened
- Download and share our Passenger Safety Checklist: (included in this tool kit)



QUESTIONS TO ASK YOUR TEEN BEFORE THEY BECOME A PASSENGER:

- How old is the driver?
- Does the driver have a valid driver's license?
- How much experience do they have driving and how long have they been driving?
- Are they wearing seat belts in the car?
- Will you promise to always buckle up?
- Do they like to speed?
- Do we know the driver of the vehicle?
- If not, are they willing to meet with us when they pick you up?
- Will they give us your destination, and will you call us if there is a change in plans?
- Do you have your proper identification with you, just in case something happens?
- Will the driver share with us their parents' contact info?
- How many other passengers will be in the car?
- What time will you be home?
- Will you promise to call me if the driver is under the influence so I can pick you up?
- Do you know if the driver is on any kind of medication that may interfere with their driving?
- Do they use their cell phone or Bluetooth while driving?
- Will you sign the Courage to Intervene Promise? Will you let the driver know you have signed the promise?