



Dear Traffic Safety Advocate,

I am sure that you are 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 for "National Passenger Safety Week," which runs **January 22nd – 28th, 2023**, 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 encourages passengers to SPEAK UP when their driver is making unsafe driving choices, such as drunk, drugged and distracted driving.

These are some of the things your organization can do:

1. Encourage your members and followers to SPEAK UP for passenger safety.
2. Publicize this campaign on your social media platforms.
3. Start a campaign in your area by encouraging groups and organizations to support Passenger Safety,
4. Encourage companies to educate their employees, and associates to SPEAK UP when their life is threatened by an unsafe driver.
5. 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.
6. Develop your own Instagram reels, videos, social posts and sayings publicizing your ideas for this campaign.
7. Use the hashtags #passengersspeakup #passengersafety #passengerempowerment #driversbeware #nationalpassengersafety

This campaign will be supported by public service announcements and seasonal news releases, as well as ongoing appearances on local and national media.

We all know there is 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 website and 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. If you wish to become a partner in this campaign, please send us your logo and url so we can add them to our list of growing partners. www.nationalpassengersafety.org

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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