

What is a Transportation Safety Campaign?

A transportation safety campaign is an organized effort to promote safer travel behaviors and reduce the number of transportation-related crashes, injuries, and fatalities.

There are two overarching types of transportation safety campaigns:

- outreach campaigns (*informational, awareness, behavioral, cultural, etc.*)
- technical campaigns (*engineering, infrastructure, road operations, etc.*)

Outreach Campaigns:

Ultimately, the goal of outreach campaigns is to **change attitudes and behaviors** to create a safer road and travel environment for everyone.

Outreach campaigns often involve a mix of strategies, such as:

- Public Education: Disseminating information through various media platforms such as TV, radio, social media, or posters to inform or raise public awareness about travel risks and safe travel practices, such as the dangers of drunk driving or the importance of seat belt use.
- Enforcement: Increasing the application or visibility of traffic law enforcement to prevent unsafe behaviors, such as speeding or running red lights.
- Community Engagement: Working with local communities, schools, and organizations to promote traffic safety through workshops, events, and partnerships that target specific demographics, such as young drivers or bicyclists.
- Policy Advocacy: Lobbying for stronger traffic safety laws and regulations, such as stricter penalties for violations or funding/support for improved road infrastructure.
- And more!



The ITE Transportation Safety Campaign Resource Hub will initially focus on outreach campaigns and will later expand to include technical campaigns.