



COMMONWEALTH *of* VIRGINIA
Office of the
SECRETARY *of* TRANSPORTATION

Highway Safety Campaign

Quintin Elliott, Deputy Secretary of Transportation

Dedicated Outreach

April is Highway Safety Month in Virginia

“The Month of April is our opportunity as a commonwealth to recommit ourselves to making sure that every one who uses our roads gets where they’re going safely.”

- Governor Ralph Northam

Our Campaign’s Goal

To flood the airways with poignant messages in an effort to lead Virginia toward zero fatalities on our roadways.



Commonwealth of Virginia

Office of Governor Ralph Northam

Governor Northam Designates April as Highway Safety Month in the Commonwealth

*~ Governor Directs Transportation and Public Safety Agencies to
Join Forces for High-Visibility Effort to Reduce Fatalities ~*

Weekly Messages

- **April 1 – April 7**

“Share The Road” – Vulnerable Road Users

- **Activities:**

- Press Release from DMV Highway Safety Office
- Social Media
- Highway Safety Office TV Spots
- Sports Backers Radio Spots
- Ride 2 Save Lives - Motorcycle Safety Program



Weekly Messages (Cont.)

- April 8 – April 14
 - “Respect the Zone” – Work Zone Safety
- Vigil on Afton Mountain
- Go Orange Day Social Media Challenge
- Creative Displays
- VTCA/Drive Smart Radio Spots

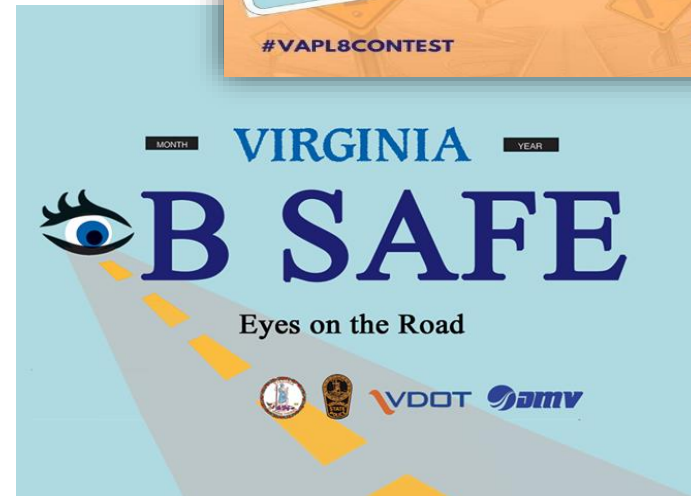


EVERYBODY'S RESPONSIBILITY



Weekly Messages (Cont.)

- **April 15 – April 21**
“Eyes on the Road” - Distracted Driving
- **Activities**
“Take Action Against Distraction” License Plate Design Contest



Weekly Messages (Cont.)

- April 22 – April 28
 - “Rules of the Road” -
Seatbelts, DUI, Speeding
 - “What’s your car culture?”



News Coverage



10 NEWS
WORKING FOR YOU

NEWS SPORTS DAYTIME BLUE RIDGE LIFESTYLE ONLY ON 10 TOP 10

VIRGINIA

Gov. Northam designates April Highway Safety Month in the Commonwealth

Transportation and public safety agencies to join forces to reduce fatalities

By Megan Newhard - Intern
Posted: 5:30 PM, April 02, 2018
Updated: 5:30 PM, April 02, 2018

f Share Your Opinion Shares 26

Media Partners have published over 40 articles and stories related to Highway Safety Month.

NOVA News/Highlights

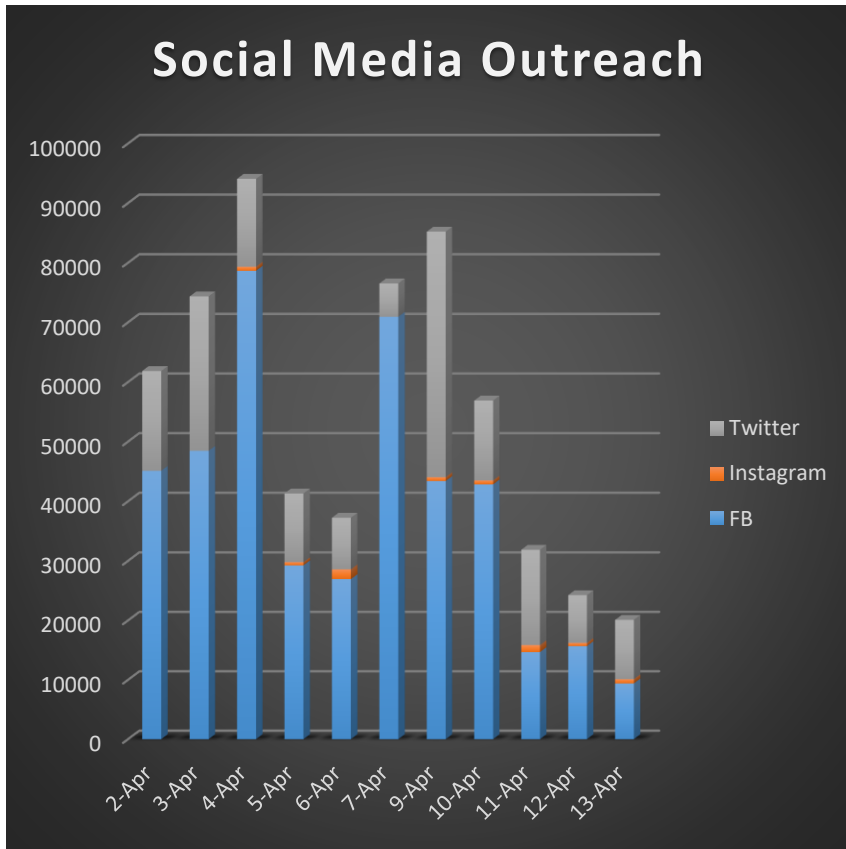
Posted on: April 2, 2018

April is Highway Safety Month



The Governor of Virginia has declared April as "[Highway Safety Month](#)" throughout the Commonwealth of Virginia. NVRC is pleased to coordinate a region-wide pedestrian, bicyclist and motorist safety campaign - [Share VA Roads](#). Please take the time to visit our web site for important safety tips. And, follow us on [Twitter](#). We all have an important role to play in safety.

Social Media



Total Reach/Impressions:

(as of Friday, April 13)

603,748

Social Media Posts



Virginia State Police

Published by Corinne Rusher [?] · April 7 at 1:47pm · 🌐

Even on overcast, soggy days...there are still pedestrians to keep an eye out for while driving, bicycling, etc. Let's #SharetheRoadVA safely - as we're ALL pedestrians! #VisionZero #VAHighwaySafetyMonth

VirginiaDMV Virginia Department of Transportation Public Safety Virginia



👤 12,011 people reached

Boost Post

👍 Like

💬 Comment

➦ Share



👍 VirginiaDMV, David Palmer and 29 others



Social Media Posts (Cont.)



VirginiaDMV added 6 new photos.

April 13 at 1:34pm · 🌐

Many of our employees accepted the #GoOrangeVa challenge and wore orange this week in support of National Work Zone Awareness Week and work zone safety.

While #NWZAW ends today, please remember that safe driving starts with you. Ditch distractions, pay attention and when you see orange cones or flashing lights, slow down and #RespectTheZone. #VaHighwaySafetyMonth



Social Media Posts (Cont.)

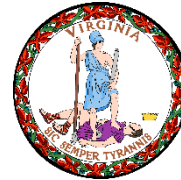
 **VDOT** @VaDOT · Apr 9
National Work Zone Awareness Week starts today. Your actions on the road have consequences, so when you see the cone, respect the zone.
@VSPPIO @VirginiaDMV #NWZAW #RespectTheZone #VDOT



2 38 34



Moving Forward



WHAT'S NEXT?