



# National Rural Road Safety Awareness Week

Jaime Sullivan, Director

Kevin Elliott, Marketing & Communications Manager

Jack Sullivan, Responder Safety





# Agenda

- National Center for Rural Road Safety Introduction
- Overview of 3<sup>rd</sup> Annual RRS AW
- Participation Activity Ideas
- Case Study



# National Center for Rural Road Safety Introduction





# National Center for Rural Road Safety

- FHWA Center of Excellence
- Established in Dec. 2014
- Next Generation Center
  - New operations started Feb. 1, 2022
  - Updated management team
  - (Some) new partners



# What We Do

- All rural road safety, all the time
- Focus on local practitioners
- Rural road safety resources and tech assistance
- Multi-disciplinary training
- National connections
- Collaborations with partners



# Practitioner Resources

- Webinars
- Social Media
- Safety Sidekick
- Website Newsroom
- Training E-blasts
- Summits
- RRSAW



# Overview of 3<sup>rd</sup> Annual RRS AW





# #RRSAW2022

- Overall Theme: Taking Action, Saving Lives
- Daily Topics:
  - Mon: What's Unique About Rural Road Safety?
  - Tues: The Safe System Approach for Rural Roads
  - Wed: Proven Safety Countermeasures for Rural Roads
  - Thurs: Diversity, Equity, and Inclusion for Rural Road Safety
  - Fri: The Intersection of Rural Road Safety and Public Health



# #RRSAW2022

## How to communicate all that?



# ***TAKING ACTION SAVING LIVES***

*July 18th - July 22nd #RRSAW2022*

*Produced by*



**National Center for  
Rural Road Safety**

A Federal Highway Administration Center for Excellence

*RuralRoadSafety.org*

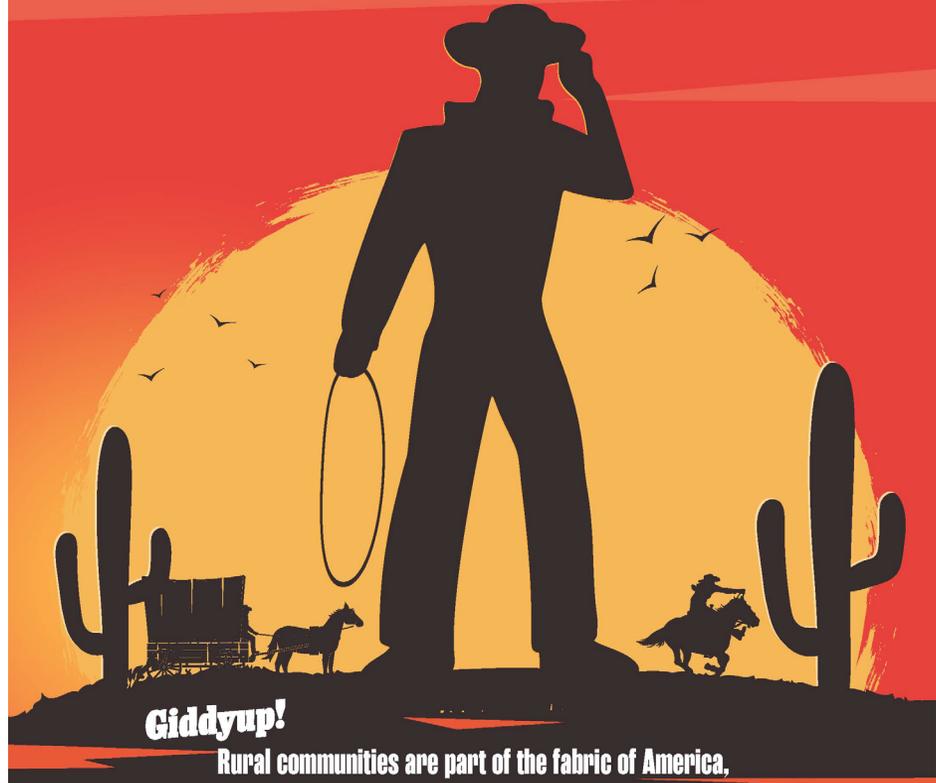


# #RRSAW2022 Movie Themes

- Mon: What's Unique? – **Western**
- Tues: Safe System Approach – **Film Noir**
- Wed: PSCs – **Superhero**
- Thurs: DEI – **Sci-fi**
- Fri: Rural Road Safety and Public Health – **Love Story**

JULY 18th - July 22nd #RRSAW2022

# What's Unique About Rural Road Safety?



**Giddyup!**

Rural communities are part of the fabric of America, but they have special road safety challenges in those parts. This Summer, we ride to rustle up solutions for safer roads!

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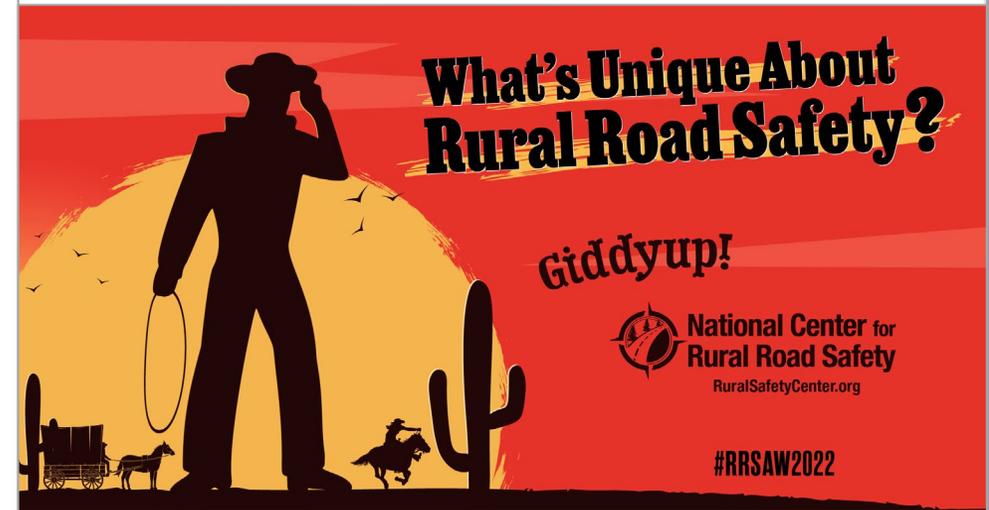
RuralSafetyCenter.org

# #RRSAW2022



National Center for Rural Road Safety

June 19 at 7:03 AM · 🌐



👍 2

👍 Like

💬 Comment

➦ Share



Write a comment...



**National Center for Rural Road Safety**  
A Federal Highway Administration Center for Excellence



# #RRSAW2022 – Other Stuff

- Topic-specific web pages with resources
- Case studies and connections
- Q&A articles with practitioners
- Your stuff!
  - [kevin@ruralroadsafety.org](mailto:kevin@ruralroadsafety.org)



# Participation Activity Ideas





# Share the RRSAW Social Media Posts

**saveMOLives** @saveMOLives · Jul 20, 2021

Did you know that in the event of a crash the interior design of a vehicle (like seat belts & airbags) increases survivability by reducing impact forces on your body? Mistakes happen, so make sure you are prepared & wear your seatbelt! #RRSAW2021 #RuralRoadSafety @ruralroadsafety



EVERY TRIP.  
**BUCKLE UP**  
EVERY TIME.

**Emergency Responder Safety Institute**  
July 21, 2021

Why slow down? Adjusting speeds can provide additional time for drivers to stop, improve visibility, and in the event of a crash, reduce impact forces. Make the choice to prioritize safety over speed! #RRSAW2021 #RuralRoadSafety #SlowDown #VisionZero

It's Rural Road Safety Awareness Week! Prepare to up your rural road safety knowledge with our resources: <https://bit.ly/3zvaDQL>



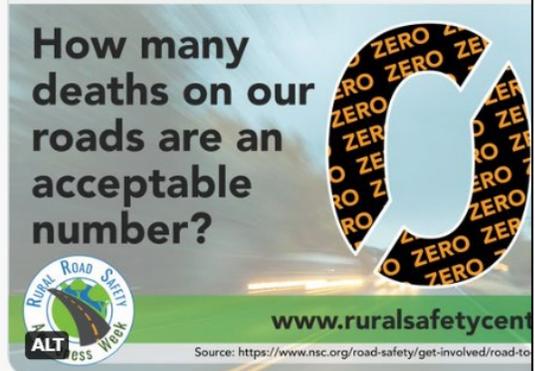
13 9 Shares

**National Safety Council** @NSCsafety · Jul 19, 2021

This week is Rural Road Safety Awareness Week #RRSAW2021

**National Center for Rural Road Sa...** @ruralroadsaf... · Jul 19, 2021

When is ZERO a good thing? When everyone makes it to their destination safely. This summer as you Live, Work, and Explore along the #RuralRoadtoZero, remember that safety is a shared responsibility, and we all need to do our part and drive responsibly! #RuralRoadSafety



How many deaths on our roads are an acceptable number?

[www.ruralsafetycenter.org](http://www.ruralsafetycenter.org)

Source: <https://www.nsc.org/road-safety/get-involved/road-to-zero>

**Dr. Candice McDonald** @DrCandiceM · Oct 1, 2020

I value safe driving because...  
I am a mom, I am a wife, I am a daughter, I am a law enforcement officer, AND I want to go home safely! #RRSAW2020 #RuralRoadSafety @Respondersafety



2020 I value safe driving because...

- I'm a mom
- I'm a wife
- I'm a daughter
- I'm a law Enforcement officer
- AND I want to go home safely!

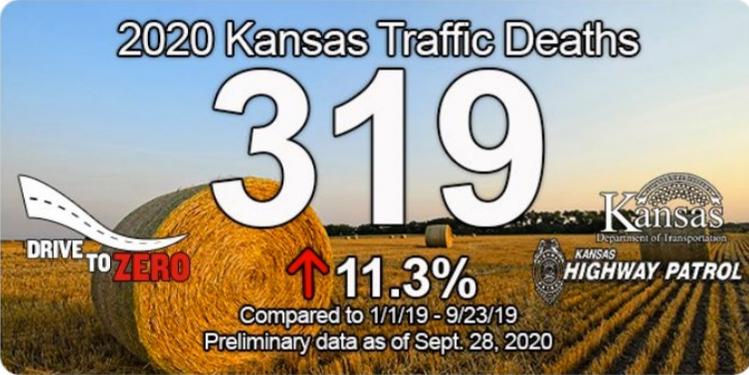


# Create Your Own Posts

 **Drive Safe Kansas - KDOT** @DriveSafeKansas

Be safe on rural roads – slow down for tractors and other farm vehicles.

#RuralRoadSafety  
#RRSAW2020

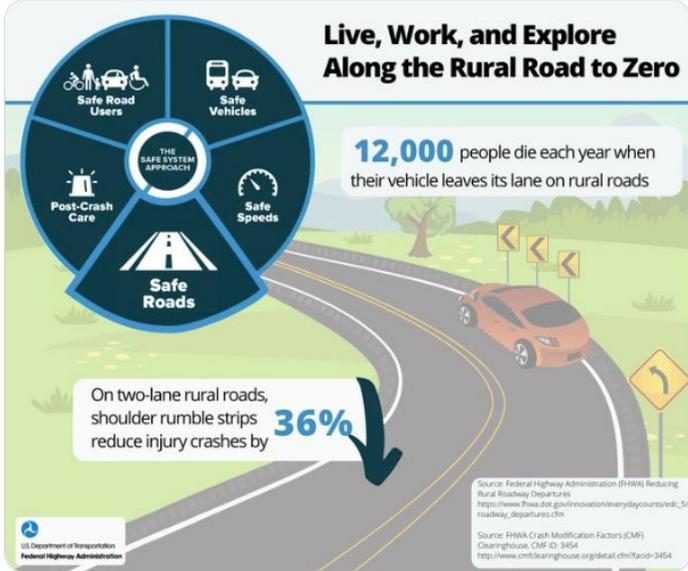


12:27 PM · Sep 28, 2020 · TweetDeck

10 Retweets 1 Quote Tweet 15 Likes

 **Federal Highway Admn** @USDOTFHWA · Jul 22, 2021

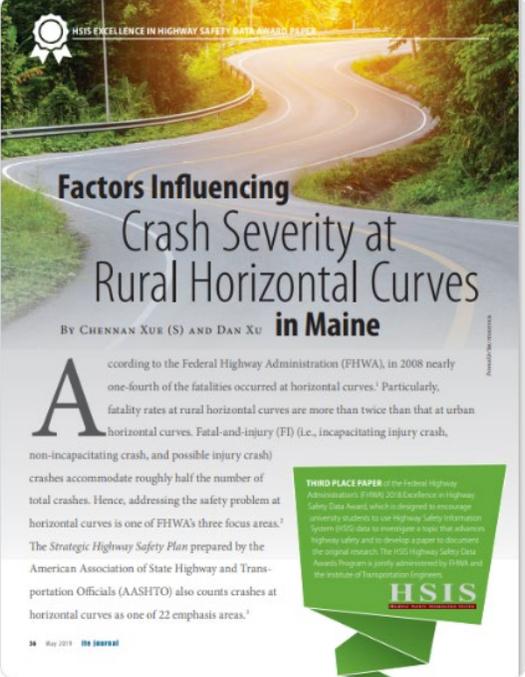
Rumble strips can reduce fatal and injury roadway departure crashes by 36% on rural roads. Listen to the sweet sound of safety. [youtube.com/watch?v=2V5-M4...](https://www.youtube.com/watch?v=2V5-M4...)  
#RuralRoadSafety #RRSAW2021



1 1 4

 **ITE - Community of Transportation Professionals** @ITEhq

This #ITEJournal article from 2019 identifies influencing factors that can be considered to relieve the severity of crashes occurring at rural horizontal curves in Maine [bit.ly/2H4CNZ4](https://bit.ly/2H4CNZ4) #RuralRoadSafety #RRSAW2021  
[@ruralroadsafety](https://twitter.com/ruralroadsafety) @s\_abel



1:06 PM · Jul 20, 2021 · TweetDeck

1 Retweet 4 Likes



# Other Activities

## Rural Road Safety Awareness Week 2022

**What is unique about rural road safety?** Which safety countermeasures are best for rural roads? Is rural road safety a public health issue? These and other questions will be answered in this year's Rural Road Safety Awareness Week (RRSAW), July 19-22, 2022!

The National Center for Rural Road Safety – the premier national hub for rural road safety training, resources, and technical assistance – has announced its theme for this year's Rural Road Safety Awareness Week. It's all about "Taking Action, Saving Lives." The center's mission is to equip rural practitioners to overcome the unique safety challenges they face, so each day will promote a safety topic that is customized for rural audiences.

The themes are:

- Monday: What's Unique About Rural Road Safety?
- Tuesday: The Safe System Approach for Rural Roads
- Wednesday: Proven Safety Countermeasures for Rural Roads
- Thursday: Diversity, Equity, and Inclusion for Rural Road Safety
- Friday: The Intersection of Rural Road Safety and Public Health

"We are working on free, downloadable campaign materials for others to share," said Jaime Sullivan, Director of the center. "This year's campaign is all about real-world rural practitioners and helping them save lives. Stay tuned!"

Stay connected with the National Center for Rural Road Safety on LinkedIn, Facebook, and Twitter, and keep an eye out for the campaign! Learn more about the center and rural road safety at <https://ruralsafetycenter.org/>.

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### Montana Traffic Safety Dates

- May 23, 2022 - June 6, 2022\*  
Click it or Ticket Law Enforcement Seat Belt Mobilization (2022 STEP)
- July 1-5, 2022\*  
4th of July Drive Sober or Get Pulled Over Law Enforcement Impaired Driving Mobilization (2022 STEP)
- July 19-22, 2022  
Rural Road Safety Awareness Week (RRSAW)
- August 15, 2022 - September 6, 2022\*  
Labor Day Drive Sober or Get Pulled Over Law Enforcement Impaired Driving Mobilization (2022 STEP)
- September 18-24, 2022  
Child Passenger Safety Week (National Seat Check Saturday is September 24, 2022)
- September 19-25, 2022  
Rail Safety Week (Operation Lifesaver)
- October 1-31, 2022  
National Pedestrian Safety Month  
\*Selective Traffic Enforcement Program (STEP) Mobilization Periods

**Note:** A total 428 hours were worked during the 2021 May Click it or Ticket Mobilization by 14 participating agencies. A total of 789 citations and warnings were issued during this mobilization. A total 636.9 hours were worked during the 2021 Drive Sober or Get Pulled Over Labor Day Mobilization by 13 participating Agencies. 1,877 citations and warnings were issued during this mobilization. For more information, contact Sheila Coccia at [scoccia@mt.gov](mailto:scoccia@mt.gov) or 444-7301.

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## MDT and FCCLA Celebrate Continued Success of Traffic Safety Partnership

For the seventh year in a row, MDT partnered with Montana's Family, Career and Community Leaders of America (FCCLA) to promote teen traffic safety. FCCLA is an organization for students in Family and Consumer Sciences education through grade 12. There are 65 chapters across Montana.

Teen drivers represent approximately 10% of all fatalities and 22% of Montana's total serious injuries, yet teens only account for approximately 6.7% of the state's population. As part of the Vision Zero goal, MDT has made this issue a priority by continuing partnerships with organizations like FCCLA.

To help fund this project, MDT successfully applied for a \$18,000 grant through Ford Driving Skills for Life (Ford DSFL), a grant tied to teen speeding issues. Local FCCLA chapters that completed an application and scored well during the ranking part of the process received grant funds to support their traffic safety projects. Ford DSFL funding was then distributed to seven chapters throughout the state, ranging in amounts from \$340 to \$750. These chapters also received National Highway Traffic Safety Administration (NHTSA) funds ranging from \$300 to \$3,750, making the total funding awarded \$15,030. As in past years, the grant budgeted prize award money that went to the chapters with the best projects. The 2021-2022 school year grant prizes were awarded as follows:

- 1st Place – Three Forks High School (\$2,500)
- 2nd Place – Medicine Lake (\$1,500)
- 3rd Place – Jefferson County (\$1,000)

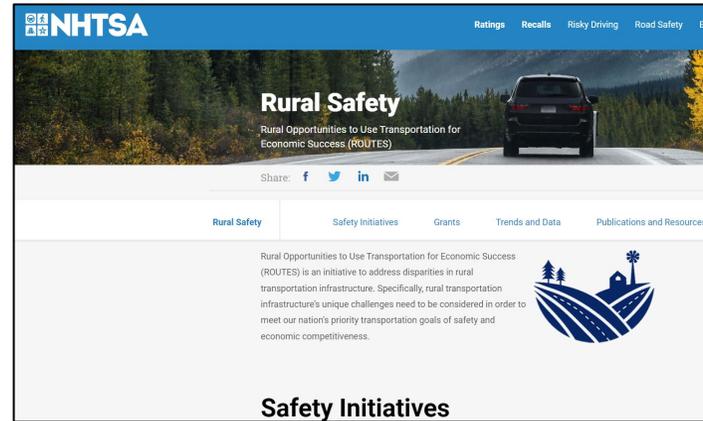
Prizes were awarded during the Statewide Leadership conference held in March. MDT was also able to award \$1,000 to the other four participating chapters for their efforts.

MDT is excited to continue this partnership for the 2022-2023 school year, and applauds the efforts of the teens involved to educate their peers on traffic safety issues in Montana.

For more information, contact Sheila Coccia at 444-7301 or [scoccia@mt.gov](mailto:scoccia@mt.gov).

*Pictured at right from top to bottom: 2021-2022 2nd Place grant award winners, Medicine Lake High School 2021-2022 3rd Place grant award winners, Jefferson County High School*





## Rural Safety

Rural Opportunities to Use Transportation for Economic Success (ROUTES)

Rural Opportunities to Use Transportation for Economic Success (ROUTES) is an initiative to address disparities in rural transportation infrastructure. Specifically, rural transportation infrastructure's unique challenges need to be considered in order to meet our nation's priority transportation goals of safety and economic competitiveness.

### Safety Initiatives



## EDC News

Biweekly Newsletter

Keeping you informed about Every Day Counts

### July 22, 2021

#### Innovation of the Month: Focus on Reducing Rural Roadway Departures

Over the last few weeks, we've highlighted State, local, and tribal agencies that have implemented the pillars of the [Focus on Reducing Rural Roadway Departures \(FORRRD\)](#) initiative. Today, we'll tell a story of how the Kansas Department of Transportation (KDOT) made a difference on their local roads.

In Kansas, lane departures are responsible for two-thirds of the fatalities on locally-owned rural roads. Because of this, KDOT chose to set aside all its [High Risk Rural Roads \(HRRR\)](#) Program funding to address safety on these roads.

**Stay Connected**

Sign up to receive EDC News, Innovator newsletters and other information.

Enter your e-mail

**Events**

[View Events](#)

**Contact**

Jeffrey A. Zaharewicz  
Senior Advisor  
(202) 366-1325  
[Jeffrey.Zaharewicz@dot.gov](mailto:Jeffrey.Zaharewicz@dot.gov)

## Rural Road Safety Awareness Week Comes To An End

July 24, 2021 | Matt Watling

### National Center for Rural Road Safety

[www.ruralsafetycenter.org](http://www.ruralsafetycenter.org)

Your resource to improve roadway safety on rural, local, and tribal roadways through education, training, tools, and technical assistance.

The National Center for Rural Road Safety had its second Rural Road Safety Awareness Week this past Monday through Friday. Graphic from the National Center for Rural Road Safety Facebook page.

OSWEGO – Friday brought a close to the National Center for Rural Road Safety's Rural Road Safety Awareness Week (RRSAW), the second campaign to mitigate serious injuries.

RRSAW started this past Monday, July 19 and this year's theme, according to the National Center for Rural Road Safety, was "Live, Work and Explore along the Rural Road to Zero." This zero that is mentioned is part of the center's overall goal of bringing rural road fatalities and serious injuries to "zero." In order to do this, it is critical for drivers to slow down and follow good driving practices, even if there is nobody else on the road.

"I think some people may have a tendency to drive faster if they are in a rural setting. Speed is one of the top causes of accidents. The greater the speed the shorter the reaction time," Oswego Police Chief Phil Cady said. "Slow down and give yourself time, overall, speeding doesn't get you there any faster. Wear your seatbelt and make sure everyone in the vehicle is also wearing it."

Beyond slowing down and wearing a seatbelt, Cady added that people should



# Incorporate into Events

## Rural Road Safety Awareness Week- Live, Work, and Explore on the Rural Road to Zero

July 19-23, 2021 is Rural Road Safety Awareness Week. Join us as we promote rural road safety to the public, community leaders, and potential partners by telling the "rural story." This week is dedicated to highlighting actions to make a difference on the Rural Road to Zero fatalities and serious injuries. To get involved and discover tools to share, visit the [Rural Road Safety Awareness Week homepage](#).

Additionally, the Rural Safety Center has put together a [six-part webinar series](#) on "Improving Rural Road Safety with the Safe System Approach." No doubt you have heard the terms Safe System Approach and Traffic Safety Culture over the past few years, but maybe you have been wondering how they apply to the work you do. This series will show you just that! Part two (Safe Road Users) will be held on Wed. July 28 and registration is now [open](#). If you missed part one, it is available [on-demand](#).



## Road to Zero Events

### Upcoming Webinars

#### Road to Zero Briefing: National Rural Road Safety Awareness Week

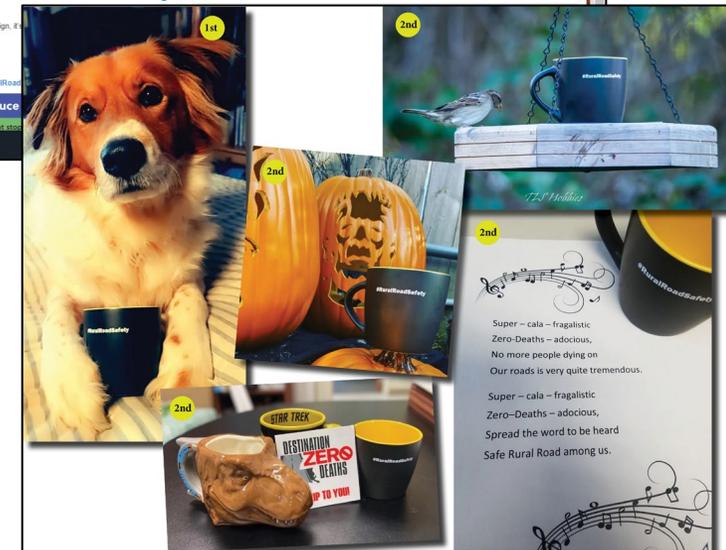
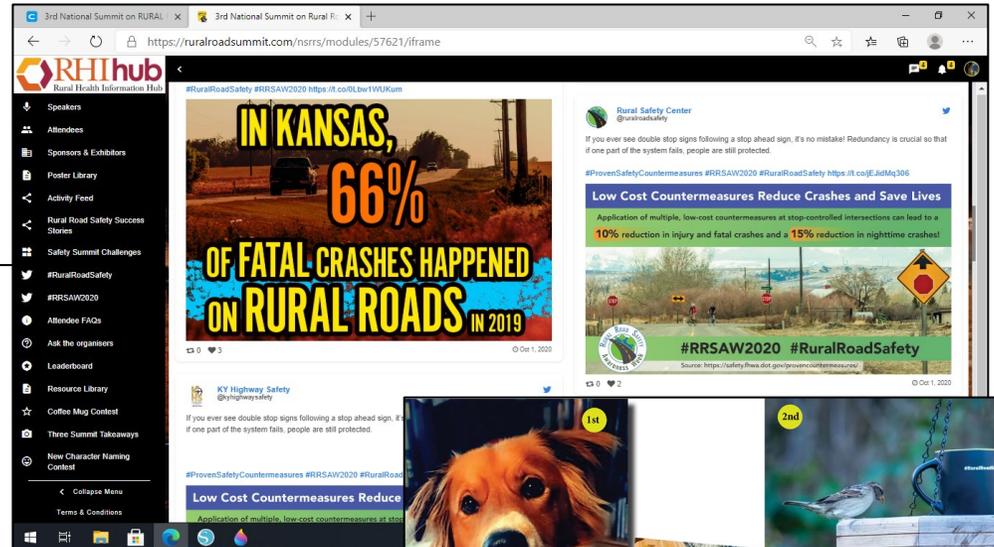
2 p.m. (ET) June 22

Join Road to Zero and the National Center for Rural Road Safety as we dive into preparation for National Rural Road Safety Week. The week, held July 18-22, will focus on reaching rural road safety practitioners. This briefing will highlight plans for the week and ways to get involved. [Register](#).

#### Back to Basics: Transportation Safety in Traditionally Underserved and Vulnerable Communities

1 p.m. (ET) June 27

The Road to Zero Coalition cannot achieve its mission of zero transportation deaths without addressing the disproportionate fatalities that occur on rural and tribal roads. This webinar kicks off our summer series exploring traditionally underserved and vulnerable communities, which aims to engage practitioners and those working in transportation safety who might not be as familiar with issues in these communities. Explore the way rural and tribal communities are experiencing many of the same historical and systemic legacies of urban communities, ways to incorporate these communities into the discussion of transportation equity, and why mobility is a right. [Register](#).





# Case Study: Responder Safety





# Social Media Examples

**Respondersafety.com**  
@Respondersafety

Safety on Rural Roads? Check out the No Cost training at [Respondersafety.com](https://respondersafety.com) #RRSAW2020

**Traffic Incident Management on Rural Roads**  
Credit Hours: 1  
Approximate reading time: 0.5 Hours  
Approximate online time: 0 Hours

LAUNCH PROGRAM

**Program Abstract**  
Many of the best practices taught in traffic incident management training, such as lane +1 and diagonal implement on rural roads. Yet, roads that are not limited access highways or interstates are the majority in the US, only 47,432 of those miles are interstates (1%) and only another 175,514 miles of major roads. State governments are responsible for maintaining 3.17 million miles of road (77.5%). One-third of all road miles that traffic incident management training should be expanded to specifically address situations common in the U.S.†

This program applies traffic incident management principles directly to the rural roads context using a traffic incident management (TIM) approach. This program will discuss how fundamental TIM principles can be implemented on rural roads, including preplanning, communication, advance warning, blocking and safe parking, traffic control, and termination.

12:10 PM · Sep 29, 2020 · Twitter Web App

1 Retweet

**Dr. Candice McDonald**  
@DrCandiceM

Be sure to check out this video on #RuralRoadSafety from @Respondersafety We were proud to be a part of #RRSAW2020 this week! @FirePolice89c @VASafetyPro

youtube.com  
Emergency Responder Safety On Rural Roads  
ResponderSafety.com and The Responder Safety Learning Network (RSLN) promote recommended responder safety ...

8:47 PM · Oct 2, 2020 from Ohio, USA · Twitter for iPhone

1 Like

Jack Sullivan  
2 minutes ago

Emergency responders depend on our road safety habits and actions!

**I prioritize road safety by...**

- Moving Over for emergency vehicles working along roads and highways
- Watching out for emergency workers wearing high-visibility garments
- Driving at safe speeds for the current road, traffic, and weather
- Not using my hand-held phone to take photos/video, or send text messages while operating a motor vehicle

September 28 to October 2, 2020

Liked by 1 people

**Emergency Responder Safety Institute**  
July 23, 2021 · 🌐

When a person is injured in a crash, they rely on emergency responders to quickly locate them, stabilize their injury, and transport them to medical facilities. But first responders rely on us too! When you see lights, vests, and reflectors...slow down and move over to keep our emergency responders safe. #RRSAW2021 #RuralRoadSafety #SlowDownMoveOver #ResponderSafety

It's Rural Road Safety Awareness Week! Prepare to up your rural road safety knowledge with our resources: <https://bit.ly/3zvaDQL>

14

26 Shares



# Emergency Responder Dedicated Webpage

The screenshot shows the RespondersSafety.com website. At the top, there is a navigation menu with links for Training, RS & TIM Resources, Public Education, Struck By & Near Miss, News, and About Us. The main content area features a blue header with the text "Emergency Responder Safety On Rural Roads". Below this, there is a paragraph of text explaining the purpose of the website and the training materials. A video player is embedded in the center, showing a road scene with a "RESPONDERSAFETY.com" watermark and a logo for the Emergency Responder Safety Institute. The video player has a play button and a progress bar.

<https://www.respondersafety.com/training/emergency-responder-safety-on-rural-roads/>



# #RRSAW2022 – Help us



@ruralroadsafety

[www.ruralsafetycenter.org](http://www.ruralsafetycenter.org)

Here's what we've done ...  
what are we missing?!



[jaime@ruralsafetycenter.org](mailto:jaime@ruralsafetycenter.org)

[kevin@ruralsafetycenter.org](mailto:kevin@ruralsafetycenter.org)



Thank you!  
Questions?

[jaime@ruralsafetycenter.org](mailto:jaime@ruralsafetycenter.org)  
[kevin@ruralsafetycenter.org](mailto:kevin@ruralsafetycenter.org)  
[www.ruralsafetycenter.org](http://www.ruralsafetycenter.org)

