

Highway Safety Projects for Communities

Want to make the roads safer in your community? Here are some easy ways you and your community organization can get involved and some links to explore for more information.

MEDIA / EDUCATION

- Add traffic safety information to existing newsletters and/or email blasts
- Use existing social media posts on existing media networks
- Share traffic safety campaigns to existing partners to distribute
- Install safety-themed yard signs
- Promote alternative transportation, providing information about safe ride programs

FREE RESOURCES

Educational Materials
DRIVE SMART Virginia Store
drivesmartva.org

Communication Resources
National Highway Traffic Safety Administration
trafficsafetymarketing.gov

Safety Resources
Virginia Department of Motor Vehicles
dmv.virginia.gov/safety/resources

Grant Opportunities
Virginia Highway Safety Office
dmv.virginia.gov/safety/grants-management

Virginia Alcoholic Beverage Control Authority
Education Grant Opportunities
abc.virginia.gov/education/grants

OUTREACH / EDUCATION

Community Involvement
- Help trim back overgrown bushes and tree branches in corner views or obscuring safety signs
- Conduct low key seat belt observations in their communities
- Seek community feedback about important traffic safety issues with a short survey at events or bus areas
- Host traffic safety art contests such as sidewalk chalk art, posters, etc.

Outreach Events
- Provide educational materials to be added to existing resource tables at community events
- Partner with schools and other neighboring groups to engage and participate in contests, safety campaigns, etc.

High Visibility Enforcement Partnerships
- Coordinate with local law enforcement and help send out safety reminders when they conduct safety checks or saturation patrols
- Partner with law enforcement and offer “pop-up” safety demonstrations

Scan the QR code for more safety data, along with our toolkit to increase awareness in your area.