



## Spring 2016 Child Road Safety Campaign - Suggested Social Media Posts

Thank you for your continued commitment to #SaveKidsLives, we are excited to invite you to join the next phase of the campaign!

There has been huge demand to continue the push for action, and we need real change now more than ever. In this 2nd phase, #SaveKidsLives is pushing for a [2020 Action Agenda](#) to be implemented by governments. As we move into the next phase of the campaign, can we count on you to hold our leaders accountable?

The objective of this campaign is to continue to raise awareness about the issue of global road safety and to help create a strong movement for urgently needed changes that will reduce deaths and injuries in and around our roads. The campaign places a strong focus on road safety improvements for children, including changes that will keep children safer in cars, on bikes, or on foot. Every organization and country can participate in this initiative, but the messaging may vary based on how people travel in your communities. You may want to add specific statistics or tailor these posts to reflect the unique situation in your location. We have offered several options, but please feel free to customize these for your road safety interests and your culture.

The campaign features 5 news steps for advocates to take:

1. **Get Smart** - understand the issue facing children and grasp the 2020 Action Agenda. Get smart with our range of resources.
2. **Get Committed** - having understood the calls in 2020 Action Agenda, sign your name in support. Even if you signed the Child Declaration, add your commitment to the Action Agenda, and get others to sign up.
3. **Get Loud** - Spread the word! Take a #Safie with our new signboards and share everywhere you can!
4. **Get Going** - Take it even further! You can take some real steps get more attention for the campaign and get our leaders to act.

To get started, call on your leaders at all levels to tell us how they will reach the Global Goals target to halve road deaths in the next five years. In addition, we call on you to promote the campaign and child road safety on social media. The Alliance has developed sample messages for #SaveKidsLives and Alliance member Safe Kids have developed sample Facebook and Twitter posts for road safety initiatives throughout the spring, outlined below. Please join us in posting about this important topic.

For additional information and resources, visit the all new #SaveKidsLives website at [www.savekidslives2020.org](http://www.savekidslives2020.org).



## **Suggested social media posts and advocacy topics:**

### **#SaveKidsLives**

#### **Possible Event Touchpoint: Now**

##### **FaceBook**

- We demand action. Right now. This is our 2020 Action Agenda. <http://www.savekidslives2020.org/action-agenda>
- Over a MILLION people signed our Child Declaration for Road Safety. Now we're calling for urgent action to make it real, to put life-saving measures in place. Explore the key points from the Agenda [www.savekidslives2020.org](http://www.savekidslives2020.org)
- We need your commitment. Together we will call on leaders to take action to reach the Global Goals target; to halve road deaths in the next five years. Action is needed on the five key priorities, right now! [www.savekidslives2020.org](http://www.savekidslives2020.org)
- Get smarter! Learn about the latest in road safety and become a #SaveKidsLives expert. [www.savekidslives2020.org/uploads/tekstblok/ten\\_strategies\\_for\\_keeping\\_children\\_safe\\_on\\_the\\_road.pdf](http://www.savekidslives2020.org/uploads/tekstblok/ten_strategies_for_keeping_children_safe_on_the_road.pdf)
- Get loud - take a #Safie! Show your support for the campaign by taking an easy #Safie: Download the signboard! Write your action priority. Take a photo. Share it on Facebook, Twitter and Instagram with the hashtag #Safie and #SaveKidsLives. [http://www.savekidslives2020.org/uploads/tekstlabel/blank\\_a3\\_global\\_goals.pdf](http://www.savekidslives2020.org/uploads/tekstlabel/blank_a3_global_goals.pdf)

### **Improving Road Safety**

#### **Possible Event Touchpoint: Anniversary of the Decade of Action for Road Safety, May 11**

##### **Facebook**

- Every child should be able to get to school safely. Yet every day more than 500 children lose their lives in traffic crashes globally. Support the 2020 Action Agenda to make road safety for children a priority for world leaders. Learn how you can help keep kids safe. <http://bit.ly/1SDmQWk>
- More than 1.2 million people are killed around the world each year in traffic crashes. Now is the time to end this tragic epidemic. Support the UN's Decade of Action for Road Safety and learn what you can do to make roads safer: <http://bit.ly/1Xxowoi>
- By 2030, road crashes will kill more people than AIDS, TB and malaria. Now is the time to end this tragic epidemic. Support the UN's Global Goals, which call for cutting road deaths in half by 2020: <http://bit.ly/1Xxowoi>



## Twitter

- More 1.2 million people are killed each year in road crashes. Support the Decade of Action for Road Safety: <http://bit.ly/1Xxowoi>
- By 2030, road crashes will kill more people than HIV/AIDS. Support the #GlobalGoals to end this tragic epidemic: <http://bit.ly/1Xxowoi>
- Every day, more than 500 children lose their lives in traffic crashes globally. Learn more at: <http://bit.ly/1SF15Wa> #savekidslives
- Thousands of kids are injured every day in traffic crashes. Let your voice be heard by committing to the 2020 Action Agenda: <http://bit.ly/1SDmQWk>
- We believe every child should be able to get to school safely, whether by car, on bike, or walking. Support the 2020 Action Agenda: <http://bit.ly/1SDmQWk> #savekidslives
- Watch this powerful video on the struggle children around the world face just trying to get to school safely every day. <http://bit.ly/1SF15Wa>
- Get the facts about #roadsafety and how you can save lives: <http://bit.ly/1CVtNgs> #savekidslives
- Learn more about the #savekidslives road safety awareness campaign for children: <http://bit.ly/1SDmQWk>
- Commit to #roadsafety and tell world leaders they need to support the 2020 Action Agenda for kids: <http://bit.ly/1SDmQWk> #savekidslives
- Millions of people have joined together to support safer roads for children. Have you joined? <http://bit.ly/1SDmQWk> #savekidslives
- Help promote #roadsafety and commit to the 2020 Action Agenda. Learn more: <http://bit.ly/1SDmQWk> #savekidslives

## Pedestrian Safety

### Facebook

- Around the world, pedestrians make up 20 percent of all road traffic deaths, and many of those hit by cars are children. Explore 7 common ways people get hit by cars while walking.

**Please add the appropriate link that fits for your language:**



[Arabic](#) | [Chinese](#) | [English](#) | [Portuguese](#) | [Russian](#) | [Spanish](#)

Note: this infographic is oriented to countries that drive on the right side of the road

## Twitter

**Please add the appropriate link that fits for your language:**

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Note: this infographic is oriented to countries that drive on the right side of the road

- Around the world, pedestrians make up 20% of all road traffic deaths, and many of those hit by cars are children. Here are 7 ways to avoid it. #walksafely
- Infographic: 7 Common Ways Kids Get Hit by a Car #walksafely (graphic)
- Parents: When you first give your kid a phone, talk about putting it away when crossing the street. #walksafely
- Be a role model. If you put your phone down when you cross the street, so will your kids. #walksafely

## Child Passenger Safety

### Facebook

- To stay safe in a crash, young children need to ride in the back seat of the car, in a car seat or booster seat. Yet many children around the world either don't use the correct type of restraint, or don't use it properly. To make sure your child is safe, go here: <http://bit.ly/1Tqj5HV>

### Twitter

- Tip: Young children all need to ride in a car seat or booster seat to stay safe in a crash. Learn more: <http://bit.ly/23iogAC>
- Is your #carseat installed properly? Learn how to check here: <http://bit.ly/22ihGUT>
- Correctly used car seats can reduce the risk of death by as much as 71 percent. Is your child safe in your car? <http://bit.ly/23iogAC>
- Keep your kids safe in the car, make sure they're riding in a car seat, and make sure it's installed properly. Here are a few ways to check. <http://bit.ly/22ihGUT>

## Resources

### Research Reports

#### Global Road Safety

- [Safe Roads | Safe Kids: Global Road Safety for Children](#)

#### Pedestrian Safety

- [Teens on the Move](#)
- [Teens and Distraction: And In-Depth Look at Teens' Walking Behaviors](#)
- [Walking Safely: A Report to the Nation](#)

#### Car Safety

- [Car Seat Recalls: What Every Parent Needs to Know](#)
- [Teens in Cars](#)
- [Buckle Up: Booster Seats](#)
- [Buckle Up: Every Ride, Every Time](#)

### Infographics

#### Global Road Safety

- [Road Safety Around the World](#)
  - [Pedestrian Safety](#)
- [How to Not Get Hit by a Car](#)
- [Pedestrian Safety and Teens](#)
- [How Does a Teen Cross the Road](#)

#### Car Safety

- [Teens in Cars](#)
- [Is Your Child Riding in a Recalled Seat](#)
- [Is Your Kid Buckled Up On Every Ride](#)
- [What to Know about Booster Seats](#)

### Videos

#### Global Road Safety

- ["Save Kids Lives" by Luc Besson](#)
- ["Kids Talk Global Road Safety"](#)

#### Pedestrian Safety

- ["Every Child Deserves a Safe Place to Walk"](#)
- ["Distracted Walking" by Southfield High](#)
- ["Crossing the Street" by Patterson Park Public Charter School](#)
- ["Moment of Silence" \(US\)](#)
- ["Moment of Silence" by Safe Kids China](#)

#### Car Safety

- ["Buckle Up, Phones Down" by Southfield High](#)
- ["Bubble Wrap"](#)
  - [Bike Safety](#)
- [Bike Helmet Fit Test : English](#)



- [Bike Helmet Fit Test: No Words](#)

*Note: you can add subtitles or voice overlay in the language of your choice*

### Tip Sheets

#### Global Road Safety

- [“Save Kids Lives” by Luc Besson](#)
- [“Kids Talk Global Road Safety”](#)

#### Pedestrian Safety

- [Pedestrian Safety Tips - English](#)
- [Pedestrian Safety Tips - Spanish](#)
  - [Car Safety](#)
- [Basic Car Seat Checklist - Chinese](#)
- [Basic Car Seat Checklist - English](#)
- [Basic Car Seat Checklist - French](#)
- [Basic Car Seat Checklist - Korean](#)
- [Basic Car Seat Checklist - Spanish](#)
- [Basic Car Seat Checklist - Tagalog](#)
- [Basic Car Seat Checklist - Vietnamese](#)

#### Bike Safety

- [Bike Safety Tip Sheet](#)
- [Helmet Fit Test - English](#)
- [Helmet Fit Test - Spanish](#)

### Questions?

If you need further help, please email Mark Isaac at [Misaac@safekids.org](mailto:Misaac@safekids.org) with questions on global road safety issues or Julie Kenneally at [jkenneally@safekids.org](mailto:jkenneally@safekids.org) with questions on social media strategy.