

# Social Media Toolkit

## Title: Motor Vehicle Safety

For use during week 13 (March 30-April 5, 2020)

Launch Date: Monday, March 16, 2020

### Introduction

*\*Describe content of toolkit.*

*\*Describe background of topic*

*\*Describe the source(s) for the toolkit content*

This toolkit contains five Facebook posts, eleven tweets, ten hashtags, seven Instagram posts and six videos related to motor vehicle safety.

### What is Motor Vehicle Safety?

Motor vehicle safety is the study and practice of design, construction, equipment and regulation to minimize the occurrence and consequences of automobile accidents. The National Traffic and Motor Vehicle Safety Act (Pub.L. 89-563) was enacted in the United States in 1966 to empower the federal government to set and administer new safety standards for motor vehicles and road traffic safety. This was the first law to establish mandatory federal safety standards for motor vehicles and created the National Highway Safety Bureau (presently the National Highway Traffic and Safety Administration).<sup>1</sup>

### Vehicle accident statistics

Motor vehicle accidents are a leading cause of death among those aged 1-54 in the U.S. Data from the National Highway Transportation Safety Administration showed that, for the last two years, fatalities from traffic accidents has been decreasing. In 2018, 36,560 people died in traffic accidents, 913 fewer than in 2017. For 2018, fatalities among children 14 and younger declined 10.3 %, and alcohol-impaired driving, speeding related fatalities, and motorcyclist fatalities all decreased as well.<sup>2</sup> For the first three quarters of 2019 (most recent data available at this time) shows 26,730 fatalities, as compared to 27,335 for the first three quarters of 2018. This represents eight consecutive quarters of decline in the number of traffic fatalities.<sup>3</sup> Reasons for this include the safety features on newer vehicles so that when a crash does occur, the severity is reduced.<sup>4</sup> In 2013, crash deaths resulted in \$44 billion in medical and work loss costs.

This is especially a severe problem with teens; the risk of a motor vehicle accident is higher among teens ages 16-19 than among any other age group.<sup>5</sup> About 2,476 teens between 13 to 19 died in motor vehicle crashes in 2018. This is 75 percent less than 1975 and 10 percent less than 2017.<sup>6</sup> The most at risk are: 1) male; 2) teens driving with teen passengers; and 3) newly-licensed teens<sup>5</sup> The causes of this group being so high risk are: 1) inexperience; 2) speeding; 3) low seat belt use; and 4) alcohol use. The peak times this group was at risk was during nighttime and weekends.

For adults and older children (large enough for seat belts to fit properly), seat belt use is one of the most effective ways to save lives and reduce injuries in crashes. Research shows that seat belts reduce serious crash-related injuries and deaths by about half.<sup>5</sup> Among fatally injured 16-19-year-olds, belt use of passengers was 34 percent which is less than among other age groups.<sup>6</sup>

Distracted driving is driving while doing another activity that takes your attention away from driving. Distracted driving can increase the chance of a motor vehicle crash. Each day in the United States, approximately 9 people are killed and more than 1,000 injured in crashes that are reported to involve a distracted driver. There are three main types of distraction:

- Visual: taking your eyes off the road
- Manual: taking your hands off the wheel
- Cognitive: taking your mind off of driving<sup>7</sup>

Texting while driving is especially dangerous because it combines all three types of distraction. When you send or read a text message, you take your eyes off the road for about 5 seconds, long enough to cover the length a football field while driving at 55 mph.<sup>7</sup>

The Ohio State Highway Patrol reports that in Ohio, in 2018, there were 996 traffic fatalities (1,094 in 2017; 1,054 in 2016). Year to date in 2020, there have been 176 traffic fatalities compared to 180 at this time in 2019.<sup>8</sup>

## Target audience/high-risk subsets

*\*Describe target audience*

Anyone who drives, or who travels in motor vehicles.

*\*Describe high-risk or sub-populations, if appropriate*

High risk groups include teens and the elderly.

## Target Audience Needs/Issues/Considerations

*\*Include considerations that the opposition may provide*

None

## Supporting Campaigns

*\*Include organizations that would have credible information and would be likely to have their own campaigns*

[Centers for Disease Control and Prevention](#)

[National Highway Traffic and Safety Administration](#)

[National Safety Council](#)

[Ohio State Highway Patrol](#)

[Safe Communities America](#)

[Safe Kids Ohio](#)

[Safe Kids Worldwide](#)

*Note: Safe Kids Worldwide has a "Road Safety Toolkit to promote safe roads:*

*<https://www.safekids.org/road-safety-toolkits-promote-safe-roads-safe-kids>*

## References

<sup>1</sup>ScienceDaily. [Internet]. Automobile Safety. Retrieved on 3/6/20 from:

[https://www.sciencedaily.com/terms/automobile\\_safety.htm](https://www.sciencedaily.com/terms/automobile_safety.htm)

<sup>2</sup>National Highway Traffic Safety Administration. (2019, October 22). Transportation Secretary Elaine L. Chao Announces Further Decreases in Roadway Fatalities: Fatalities are down for the second straight year. Retrieved on 3/14/20 from:

<https://www.nhtsa.gov/press-releases/roadway-fatalities-2018-fars>

<sup>3</sup>National Highway Traffic Safety Administration. (2019, December). Early Estimates of Motor Vehicle Traffic Fatalities for the First Nine Months (Jan-Sep) of 2019. Traffic Safety Facts, DOT HS 812 874. Retrieved on 3/14/20 from:

<https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/812874>

<sup>4</sup>Centers for Disease Control and Prevention. (2015, December 4). State-specific costs of motor vehicle crash deaths. Retrieved on 3/5/2020 from:

<https://www.cdc.gov/motorvehiclesafety/statecosts/index.html>

<sup>5</sup>Centers for Disease Control and Prevention. (2018, June 15). Seat belts: get the facts. Retrieved on 3/5/2020 from:

<https://www.cdc.gov/motorvehiclesafety/seatbelts/facts.html>

<sup>6</sup>Insurance Institute for Highway Safety. [Internet]. Fatality Facts 2018: Teenagers. Retrieved on 3/14/20 from:

<https://www.iihs.org/topics/fatality-statistics/detail/teenagers>

<sup>7</sup>Centers for Disease Control and Prevention. (2019, September 16). Distracted Driving. Retrieved on 3/6/20 from:

[https://www.cdc.gov/motorvehiclesafety/distracted\\_driving/index.html](https://www.cdc.gov/motorvehiclesafety/distracted_driving/index.html)

<sup>8</sup>Ohio State Highway Patrol. [Internet]. OSHP Statistics. Retrieved on 3/14/20 from:

<https://www.statepatrol.ohio.gov/statistics/default.asp>

## Toolkit Content

<b>Please list: Developer(s) Affiliation(s) Title(s)</b>	Sandra Vasenda NEOMED MPH Student																																					
<b>Estimated time used to create</b>	8 hours																																					
<b>Date submitted</b>	March 6, 2020																																					
<b>DUE date &amp; TARGET date for release (Monday)</b>	Due Date: February 28, 2020 Target Date for Release: March 16, 2020																																					
<b>Approvals</b>  (Needs at least one reviewer per column—initial appropriate column)	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">Reviewer</th> <th style="width: 10%;">Date</th> <th style="width: 15%;">Format &amp; language (grammar)</th> <th style="width: 10%;">Social media content</th> <th style="width: 15%;">Public health content</th> </tr> </thead> <tbody> <tr> <td>Amy Lee, MD, MPH</td> <td>3/7/20</td> <td>AL</td> <td></td> <td></td> </tr> <tr> <td>Kim Trowbridge, MPH, MCHES, CHC</td> <td>3/9/2020</td> <td></td> <td>KT</td> <td>KT</td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table> <p><b>Approvers Instructions</b></p> <ul style="list-style-type: none"> <li>• Please approve by the target date for release. Approvers may review for more than one review category (e.g. both public health content and social media content). At least one approver is needed per category; two approvers are preferred.</li> <li>• Feel free to add or make edits—there will not be an opportunity for the original student group to make further edits</li> </ul> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%;">Reviewer</th> <th style="width: 70%;">Items for review</th> </tr> </thead> <tbody> <tr> <td><b>Public health content</b></td> <td>Information provided is current (within six months of launch date or the most recent information as relevant for a specific topic e.g. the latest guidelines). Also, from a credible source.</td> </tr> <tr> <td><b>Social media content</b></td> <td>Layout, imaging, length of posts</td> </tr> <tr> <td><b>Format and language</b></td> <td>Good grammar, punctuation, format compliant with toolkit guidelines.</td> </tr> </tbody> </table>					Reviewer	Date	Format & language (grammar)	Social media content	Public health content	Amy Lee, MD, MPH	3/7/20	AL			Kim Trowbridge, MPH, MCHES, CHC	3/9/2020		KT	KT											Reviewer	Items for review	<b>Public health content</b>	Information provided is current (within six months of launch date or the most recent information as relevant for a specific topic e.g. the latest guidelines). Also, from a credible source.	<b>Social media content</b>	Layout, imaging, length of posts	<b>Format and language</b>	Good grammar, punctuation, format compliant with toolkit guidelines.
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<b>Accuracy</b>	Sources of all data are provided (all credible sources) YES or NO																																					
<b>Social Media Platforms Included</b>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 60%;">Platform</th> <th style="width: 15%;">Ideal number</th> <th style="width: 25%; background-color: #ffff00;">In this toolkit</th> </tr> </thead> <tbody> <tr> <td>Facebook</td> <td>5</td> <td>5</td> </tr> <tr> <td>Twitter</td> <td>10</td> <td>11</td> </tr> <tr> <td>Instagram</td> <td>5</td> <td>7</td> </tr> <tr> <td>Hashtags (for Twitter or Instagram)</td> <td>10</td> <td>10</td> </tr> <tr> <td>Video (YouTube)</td> <td>Optional</td> <td>6</td> </tr> <tr> <td>Print media (e.g. press release)</td> <td>Optional</td> <td></td> </tr> <tr> <td>Other (list): Photos Blog post ideas</td> <td>Optional</td> <td></td> </tr> </tbody> </table>					Platform	Ideal number	In this toolkit	Facebook	5	5	Twitter	10	11	Instagram	5	7	Hashtags (for Twitter or Instagram)	10	10	Video (YouTube)	Optional	6	Print media (e.g. press release)	Optional		Other (list): Photos Blog post ideas	Optional										
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FACEBOOK

	Infographic	Website	Caption (if provided)	When accessed	Permission
Facebook 1		<a href="https://www.cdc.gov/motorvehICLESafety/index.html">https://www.cdc.gov/motorvehICLESafety/index.html</a>	The full impact of motor vehicle crashes	3/5/20	Source: Centers for Disease Control and Prevention
Facebook 2		<a href="https://www.osha.gov/SLTC/motorvehICLESafety/agenda_web_links.html">https://www.osha.gov/SLTC/motorvehICLESafety/agenda_web_links.html</a>	Every belt: Every ride	3/5/2020	Source: Occupational Safety and Health Administration
Facebook 3		<a href="https://www.cdc.gov/parentsarethekey/index.html">https://www.cdc.gov/parentsarethekey/index.html</a>		3/5/2020	Source: Centers for Disease Control and Prevention
Facebook 4		<a href="https://www.nsc.org/road-safety/tools-resources/infographics/dash-to-the-dashboard">https://www.nsc.org/road-safety/tools-resources/infographics/dash-to-the-dashboard</a>	Avoid the Dash of the Dashboard	3/5/2020	Source: National Safety Council
Facebook 5		<a href="https://www.nsc.org/road-safety/tools-resources/infographics/drowsy-driving">https://www.nsc.org/road-safety/tools-resources/infographics/drowsy-driving</a>	Dangers of Drowsy Driving on the Road	3/5/2020	Source: National Safety Council

## TWEETS

### Twitter best practices

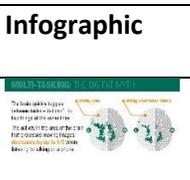
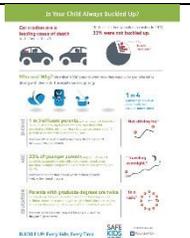
- *Keep it short and simple--although messages can be <280 characters now, keep them short anyway!*
- *Post often--it is recommended to post 3 tweets per day, with different framing to reach diverse populations*
- *Post other relevant content from partners or followers*
- *Use relevant hashtags (maximum of 2 hashtags)*

<b>Tweet 1</b>	#Texting while driving is dangerous. When you send or read a #TextMessage, you take your eyes off the road for about 5 seconds, long enough to cover the length a football field while driving at 55 mph. <a href="http://bit.ly/2TKC1qA">http://bit.ly/2TKC1qA</a>
<b>Tweet 2</b>	Many parents don't realize it, but the #1 threat to their teen's safety is driving or riding in a car with a teen driver. <a href="http://bit.ly/2TMnbj5">http://bit.ly/2TMnbj5</a>
<b>Tweet 3</b>	#Injuries due to transportation are a leading cause of death among children in the United States. Always buckling children in age- and size-appropriate car seats, booster seats, and seat belts reduces serious and fatal injuries by up to 80%. <a href="http://bit.ly/2v5r6iY">http://bit.ly/2v5r6iY</a>
<b>Tweet 4</b>	#ChildRestraintSystems are often used incorrectly. An estimated 46% of car seats and booster seats (59% of car seats and 20% of booster seats) are misused in a way that could reduce their effectiveness. <a href="http://bit.ly/2VOZ0mY">http://bit.ly/2VOZ0mY</a>
<b>Tweet 5</b>	#MotorVehicleCrashes are a leading cause of death in the U.S., with over 100 people dying every day. <a href="http://bit.ly/2TuMqb2">http://bit.ly/2TuMqb2</a>
<b>Tweet 6</b>	More than 2.5 million drivers and passengers were treated in #EmergencyDepartments as the result of being injured in #MotorVehicleTrafficCrashes in 2015. <a href="http://bit.ly/2TuMqb2">http://bit.ly/2TuMqb2</a>
<b>Tweet 7</b>	Age-related declines in #vision and #CognitiveFunctioning (ability to reason and remember), as well as physical changes, might affect some older adults' #DrivingAbilities. <a href="http://bit.ly/38rIIID">http://bit.ly/38rIIID</a>
<b>Tweet 8</b>	#SeatBeltUse is one of the most effective ways to save lives and reduce injuries in #crashes. <a href="http://bit.ly/2TX7GoX">http://bit.ly/2TX7GoX</a>
<b>Tweet 9</b>	Every day, 29 people in the United States die in #MotorVehicleCrashes that involve an #AlcoholImpaired driver. <a href="http://bit.ly/2VROYIa">http://bit.ly/2VROYIa</a>
<b>Tweet 10</b>	In 2018, 12 million #Americans aged 16 and older reported #DrivingUnderTheInfluence of #marijuana and 2.3 million reported #DrivingUnderTheInfluence of #IllicitDrugs other than #marijuana during the past 12 months. <a href="http://bit.ly/2VROYIa">http://bit.ly/2VROYIa</a>
<b>Tweet 11</b>	There was a more than 3% increase in the number of pedestrians killed in traffic accidents in 2018 (6283 deaths). <a href="https://bit.ly/33hg9qY">https://bit.ly/33hg9qY</a>

# INSTAGRAM

## Instagram best practices

- Post 3-4 times during the week
- Use varying content (not only picture sharing but include videos and graphics)
- Use relevant hashtags so people can find your content

	Infographic	Website	Caption (if provided)	When accessed	Permission
Instagram 1		<a href="https://www.nsc.org/road-safety">https://www.nsc.org/road-safety</a>	Multitasking: the big fat myth	3/5/2020	Source: National Safety Council
Instagram 2		<a href="https://www.nsc.org/road-safety/tools-resources/infographics/hands-free-is-not-risk-free">https://www.nsc.org/road-safety/tools-resources/infographics/hands-free-is-not-risk-free</a>	Hands-free is not risk-free	3/6/2020	Source: National Safety Council
Instagram 3		<a href="https://www.cdc.gov/motorvehiclesafety/child_passenger_safety/resources.html">https://www.cdc.gov/motorvehiclesafety/child_passenger_safety/resources.html</a>	Rear and Forward Facing Car Seats: Where does the chest clip go?	3/6/2020	Source: Centers for Disease Control and Prevention
Instagram 4		<a href="https://www.cdc.gov/motorvehiclesafety/child_passenger_safety/resources.html">https://www.cdc.gov/motorvehiclesafety/child_passenger_safety/resources.html</a>	Rear and Forward Facing Car Seats: How Tight Should the Straps Be?	3/6/2020	Source: Centers for Disease Control and Prevention
Instagram 5		<a href="https://www.cdc.gov/motorvehiclesafety/child_passenger_safety/resources.html">https://www.cdc.gov/motorvehiclesafety/child_passenger_safety/resources.html</a>	Rear and Forward Facing Car Seats: How Do I Keep My Child Warm and Safe in a Car Seat?	3/6/2020	Source: Centers for Disease Control and Prevention
Instagram 6		<a href="https://www.safekids.org/infographic/your-kid-buckled-every-ride">https://www.safekids.org/infographic/your-kid-buckled-every-ride</a>	What to know about booster seats.	3/14/20	Source: Safe Kids Worldwide
Instagram 7		<a href="https://www.safekids.org/search?search_api_views_fulltext=infographics">https://www.safekids.org/search?search_api_views_fulltext=infographics</a>	Is your child always buckled?	3/14/20	Source: Safe Kids Worldwide

## RELEVANT HASHTAGS

	Hashtag
Hashtag 1	#DontDrinkAndDrive
Hashtag 2	#RoadSafety
Hashtag 3	#DriveSafely
Hashtag 4	#DriveSafe
Hashtag 5	#ArriveAlive
Hashtag 6	#DistractedDriving
Hashtag 7	#DontTextAndDrive
Hashtag 8	#DistractedDriver
Hashtag 9	#CarAccident
Hashtag 10	#DrivingUnderTheInfluence

**VIDEO (OPTIONAL)**

Media	Image	Embedded code	Website	Caption (if provided)	When Accessed	By Whom	Permission
<b>Videos</b>							
Video #1		<iframe width="799" height="455" src="https://www.youtube.com/embed/ljMH8Q39Vkk" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>	https://youtu.be/ljMH8Q39Vkk	Together we can end impaired driving (length 1:01)	3/5/2020	SV	Source: National Safety Council
Video #2		<iframe width="985" height="554" src="https://www.youtube.com/embed/o0hNMr0fXGs" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>	https://youtu.be/o0hNMr0fXGs	I Pledge Video (length 1:18) It's proven that parents can make a positive difference when it comes to preventing the number one killer of teens in the United States—car crashes. This short video features moms and dads pledging to protect their teen drivers—the same way they promised to keep them safe since the day they were born. Turn your pledge into an action plan by creating a <a href="#">Parent-Teen Driving Agreement</a> with your teen.	3/6/20	SV	Source: Centers for Disease Control and Prevention
Video #3		<iframe width="242" height="161" src="https://www.youtube.com/embed/xRTIJfEXE9c" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>	https://youtu.be/xRTIJfEXE9c	Child Seat Installation (length 1:33)	3/14/20	SV	Source: Virginia Department of Motor Vehicles

		allowfullscreen></iframe>					
<b>Video #4</b>		<iframe width="242" height="161" src="https://www.youtube.com/embed/zlTYlg9jjB0" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>	https://youtu.be/zlTYlg9jjB0	Forward Facing Child Seat Installation (length 3:50)	3/14/20	SV	Source: Virginia Department of Motor Vehicles
<b>Video #5</b>		<iframe width="242" height="161" src="https://www.youtube.com/embed/QiRV686Ur1A" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>	https://youtu.be/QiRV686Ur1A	Belt positioning booster seat installation (length 1:52)	3/14/20	SV	Source: Virginia Department of Motor Vehicles
<b>Video #6</b>		<iframe width="242" height="161" src="https://www.youtube.com/embed/JrmF2zpsKmY" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>	https://youtu.be/JrmF2zpsKmY	Proper child safety best use (length 1:21)	3/14/20	SV	Source: Virginia Department of Motor Vehicles