



TRAFFIC SAFETY CHAMPION

TRAFFIC SAFETY CHAMPION TOOLKIT PARTNER PSA TEMPLATES

MANDATORIES

- Say "Traffic Safety Champion" or "Traffic Safety Champion Program."
- Say "California Office of Traffic Safety."
- Say "I/We pledge to be a Traffic Safety Champion."
- Say "The Traffic Safety Champion Program is a community-based initiative that aims to promote awareness about road safety."
- Say "I/We support/are committed to the Traffic Safety Champion Program."
- Say "Are you ready to drive forward traffic safety?"
- Say "Become part of the Go Safely Movement and pledge to be a Traffic Safety Champion."
- Say "By joining the Traffic Safety Champion Program, individuals can become advocates and promote a culture of safety and responsibility on our roads."
- Say "Visit GoSafelyCA.org to become a Traffic Safety Champion."

OPTIONAL

- Include a personal story about a traffic crash victim or someone who knew a victim and is now a proponent or "voice" for traffic safety in their community.
- Include this person(s) efforts to improve behaviors in traffic safety in their communities.
- Specific actions your department or agency is doing to make our roads safer and supporting traffic safety champions.

VIDEO SCRIPT 1

My Name is [First/Last Name] with the (Enter Organization Name) and I'm a Traffic Safety Champion. I want to explain why you should join me and be a traffic safety champion too. The Traffic Safety Champion program is a community-based initiative that aims to promote awareness about road safety and encourage people to become advocates for

traffic safety for their families and communities. Traffic Safety Champions are provided the tools they need to advocate for and contribute to safer roads. By joining this program, you join a movement toward a strong road safety culture that promotes individual responsibility on our roads. Join the Go Safely Movement and pledge to be a Traffic Safety Champion. Sign up today at GoSafelyCA.org. Go Safely, California.

VIDEO SCRIPT 2

My Name is [First/Last Name] with the (Enter Organization Name) and I'm here to tell you about the Traffic Safety Champion Program. This is a community-based initiative that aims to promote awareness about road safety and encourage people to get involved with traffic safety organizations and advocacy groups. The program does this by educating others and helping spread the message that safer roads not only provide a healthier society for ALL but are also a right that everyone should demand. Are you ready to drive forward traffic safety in your family and your communities? Become part of the Go Safely Movement and pledge to be a Traffic Safety Champion. Sign up today at GoSafelyCA.org. Go Safely, California.

VIDEO SCRIPT 3

My Name is [First/Last Name] with the (Enter Organization Name) and we support efforts from the California Office of Traffic Safety to create safer roads in our communities. Have you ever encountered a traffic safety issue in your community and wish you could do more about it? Does your community have a recurring traffic safety problem that you want to fix? Are you ready to drive forward traffic safety? Become part of the Go Safely Movement and pledge to be a Traffic Safety Champion. You can help create safer roads for all. The Traffic Safety Champion Program is a community-based initiative that provides the tools you need to advocate for and contribute to safer roads. By joining this program, you join a movement toward a strong road safety culture that promotes individual responsibility on our roads. Become part of the Go Safely Movement and pledge to be a Traffic Safety Champion. Sign up today at GoSafelyCA.org. Go Safely, California.

