

STOP ON **RED**
AUGUST 3-9, 2014
WEEK

TOOLKIT



National Coalition
for Safer Roads

FOREWORD

Innocent lives are lost every day because drivers recklessly decide to run red-lights. We must do everything in our power to protect our children, our families and our communities from the callous and dangerous behaviors of red-light runners. As part of our efforts to end red-light running, the National Coalition for Safer Roads (NCSR) is supporting National Stop on Red Week 2014, which runs August 3-9.

The Federal Highway Administration began National Stop on Red Week in 1995 to promote intersection safety and safe driving habits. There are hundreds of unnecessary deaths and thousands of injuries each year due to red-light runners. This week provides an important opportunity to promote intersection safety. NCSR is partnering with organizations and communities across the United States to raise awareness about the dangers of red-light running through education and enforcement efforts during National Stop on Red Week.

NCSR helps save lives and protect communities by demonstrating how red-light safety cameras change dangerous driving behavior and end red-light cameras, advocating for their use in cities and communities across the country.

NCSR was organized as an industry trade association with the express purpose of advocating on behalf of the traffic safety technology industry. NCSR is proud to advocate for the use of red-light safety cameras in more than 600 communities across the country to change reckless driver behavior, stop red-light running and save lives. NCSR is supported by American Traffic Solutions, with coalition partners including the National Safety Council; Safe Kids USA; Child Safety Network; National Organizations for Youth Safety; America Walks; and Red Means Stop, as well as numerous police departments, medical professionals, safety advocates, industry leaders, community leaders and concerned citizens.

This NCSR Stop on Red toolkit includes materials to assist you in promoting National Stop on Red Week 2014.

For more information, visit NCSRsafety.org or StopOnRedWeek.com and follow NCSR [@SaferRoadsUSA](https://twitter.com/SaferRoadsUSA) on Twitter and on Facebook at facebook.com/SaferRoadsUSA.

With your help, we can put an end to red-light running.

Signed,

A handwritten signature in black ink that reads "David Kelly". The signature is written in a cursive style with a long, sweeping tail that extends to the right.

David Kelly, Executive Director, and Melissa Wandall, President
National Coalition for Safer Roads

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FACT SHEET

Effects of Red-Light Running

- Red-light running is the leading cause of urban crashes, according to the Insurance Institute for Highway Safety (IIHS). [Source](#)
- In 2012, 683 people were killed and an estimated 133,000 were injured in crashes that involved red light running.” (IIHS). [Source](#)
- In the United States, over the last several years an average of 21% of the fatalities and roughly 50% of the serious injuries have been attributed to intersections [Source](#)
- Intersection crashes are the most common type of urban crashes, accounting for more than 22 percent of urban crashes. Injuries occurred in 39 percent of the crashes in which motorists ran traffic controls. [Source](#)
- More than half of the deaths in red-light running crashes are pedestrians, bicyclists and occupants in vehicles that are hit by the red-light runners. [Source](#)
- Motorists are more likely to be injured in a crash involving a red-light runner than in any other type of urban crash. [Source](#)
- Bicyclists under age 14 accounted for 9 percent of all bicyclists killed and 16 percent of those injured in traffic crashes in 2011. [Source: National Highway Traffic Safety Administration, Traffic Safety Facts, 2011 Data, page 4.](#)
- Motor vehicle crashes are the leading cause of death for children ages 3-14. [Source: National Highway Traffic Safety Administration, Traffic Safety Facts, Children, 2011 Data.](#)
- In 2011, there were 230 pedestrian fatalities in the 14 and younger age group. [Source: National Highway Traffic Safety Administration, Traffic Safety facts, Children, 2011 Data.](#)

Red-light safety cameras reduced traffic fatalities by **24%**

Red-light Safety Cameras Changing Reckless Driver Behavior

A recent study from the [Insurance Institute for Highway Safety \(IIHS\)](#) looked at 99 large U.S. cities to analyze the impact of photo enforcement on intersection fatality rates. It found:

- Across the country, more than 150 lives were saved in 14 of the biggest U.S. cities over a five-year period
- Had cameras been deployed in all major cities between 2004 and 2008, more than 800 deaths could have been prevented
- Red-light safety cameras reduced traffic fatalities by 24 percent
- After the introduction of red-light safety cameras, violations dropped by 40-96 percent

STOP ON RED WEEK

PROMOTING TIPS

Hold a News Conference or Issue a News Release

Spread the news about National Stop on Red Week to promote safe driving in your community. You can announce your partnership with the National Coalition for Safer Roads and other safety organizations in your community.

- Issue a news release to remind your community that safe driving saves lives
- Publish data and statistics on red-light running in your community, including crash data, injury rates and violation rate ([search query able FARS data](#))
- Promote intersection safety
- Combine efforts with your community partners (child safety groups, pedestrians, bicyclists and other groups) in a joint news conference focusing on intersection safety
- Include the Top 10 List of Reasons to Stop on Red

Submit Story Ideas for Print or TV

Submit a short pitch letter, guest editorial or article promoting Stop on Red Week. You can emphasize how intersection safety is important for child, family and community safety. This can include examples of how your local road safety program is reducing violations and crashes. Consider sending this information to:

- Local newspapers and community newsletters (print and online)
- Local safety groups for publication in employee newsletters or safety programs
- Internal employee newsletters/updates
- Journalists, encouraging them to ride along with police officers as they make traffic stops or work an intersection crash (if permitted in your area)
- Local intersection safety advocates, encouraging them to write letters to the editor in support of intersection safety so your community understands that red-light runners can cause devastating and life-altering crashes

Publish data and statistics on red-light running in your community

Television/Radio Interviews

Coordinate with a local television or news radio station to have a segment on intersection safety. You can:

- Encourage radio and TV stations to promote Stop on Red Week, with stories featuring live broadcasts from intersections with high crash rates or red-light safety cameras
- Provide statistics showing the reductions in violations, crashes and injuries as result of road safety programs (contact your local law enforcement to obtain this data)
- Encourage journalists to ride along with police officers as they make traffic stops or work an intersection crash (if permitted in your area)
- Submit this NCSR "[Parents](#)" PSA to your local TV Station

Add Stop on Red Week to a Website

- Incorporate a customized graphic acknowledging your support for Stop on Red Week into your community or organization website, project page and email signature. Visit [StoPONRedWeek.com](#) to download.
- List Top 10 Reasons to Stop on Red
- Consider posting video or pictures of red-light running incidents
- Incorporate a Stop on Red infographic slideshow on your website. Visit [StopOnRedWeek.com](#) to download.

NEWSLETTER ARTICLE TEMPLATE

This template is provided to help you communicate about Stop on Red Week. As always, your personal perspective and stories provide additional depth. We encourage you to add to this language to customize it for your use.

City/Town will observe National Stop on Red Week 2014, which runs Aug. 3-9. Red-light safety cameras are part of a comprehensive effort to improve traffic safety for all motorists, cyclists and pedestrians who use our roads.

Sponsored by the Federal Highway Administration, National Stop on Red Week aims to educate drivers about the dangers of red-light running and to reduce the number and severity of crashes. [The National Coalition for Safer Roads \(NCSR\)](#) is promoting National Stop on Red Week in partnership with **City/Organization**.

The Insurance Institute for Highway Safety found that motorists in urban areas are more likely to be injured in crashes involving red-light running than in any other type of crash. In 2009 alone, more than 676 people were killed and an estimated 130,000 were injured in crashes that involved red-light running. About half of those killed in red-light crashes are pedestrians, cyclists and people other than the violator.

The U.S. Department of Transportation found that one in three Americans know someone who has been injured or killed in a red-light running crash.

City/Organization is reminding all drivers to ALWAYS STOP on RED. Consider these top ten reasons to Stop on Red and help make our community even safer:

10. In 2009, 676 people were killed and an estimated 130,000 were injured in crashes that involved red-light running.

9. About half of the deaths in red-light running crashes are pedestrians, bicyclists and occupants in other vehicles that are hit by the red-light runners.

8. The T-bone intersection crashes caused by red-light runners result in the most severe injuries.

7. A 2005 review of red-light camera studies around the world concluded that cameras reduce red-light violations by 40-50 percent and reduce injury crashes by 25-30 percent.

6. Motorists in urban areas are more likely to be injured in crashes involving red-light running than in any other type of crash.

5. The National Highway Traffic Safety Administration found that most Americans — 96 percent — are afraid of being hit by a red-light runner.

4. Red-light runners are more than three times as likely as other drivers to have multiple speeding convictions on their driver records.

3. Occupant injuries occurred in 45 percent of red-light running crashes, compared with 30 percent of other crash types.

2. Two thirds of drivers in 14 big U.S. cities with longstanding red-light camera programs support their use.

1. Red-light running is dangerous.

[Source: Insurance Institute for Highway Safety]

Safety is the responsibility of every driver — not just during Stop on Red Week, but every day and every time someone gets behind the wheel. Intersection safety is an extremely important aspect of road safety in our community.

Insert local traffic and/or program statistics where available.

LETTER TO THE EDITOR TEMPLATE

This template is provided to help you communicate about Stop on Red Week. As always, your personal perspective and stories provide additional depth. We encourage you to add to this language to customize it for your use.

Note: Please publish this letter to the editor/Op-ed during National Stop on Red Week August 3-9, 2014

Dear Editor:

Intersection safety is a serious topic of concern in our communities. According to the Federal Highway Administration, 40 percent of all vehicle crashes are intersection-related. The Insurance Institute for Highway Safety (IIHS) found that motorists in urban areas are more likely to be injured in crashes involving red-light running than in any other type of crash. The U.S. Department of Transportation reports that one in three Americans know someone who has been injured or killed in a red-light running crash.

In 2009, red-light running caused an estimated 130,000 injuries and 676 fatalities in the United States. IIHS found that about half of red-light running crash deaths involve pedestrians, cyclists and occupants in vehicles struck by the red-light runners. Perhaps the most tragic part is that these crashes, injuries and deaths are 100 percent preventable if people would simply follow the law and stop on red. We must do everything we can to make intersections safer.

National Stop on Red Week is August 3-9. **CITY/ AGENCY** is committed to reducing the number of red-light runners in our community.

IF HAVE STATS:

CITY's road safety program has been very successful at reducing the number of red-light running violations and crashes. We've seen a **XX%** reduction of red-light running violations at **(photo enforced intersections/ list specific intersection name)** and a reduction of **XX%** in red-light running related crashes at **(photo enforced intersections/ list specific intersection name)**.

IF PROGRAM HASN'T STARTED YET OR DOESN'T HAVE STATS TO SHARE:

CITY's road safety program is one way we are working to reduce red-light running and make our streets safer.

ALL:

National Stop on Red Week serves as an important reminder of the dangers in intersections and the importance of stopping on red. Preventing these crashes is in each driver's control. Together, we can protect our community, families and children by ALWAYS STOPPING on RED.

Regards,

Elected Official/ Police Chief (multiple names encouraged)

PRESS RELEASE TEMPLATE

This template is provided to help you communicate about Stop on Red Week. As always, your personal perspective and stories provide additional depth. We encourage you to add to this language to customize it for your use.

Stop on Red Week 2014

Logo

Contact:

Name, Title

Name of City, State

Phone, email address

CITY/ORGANIZATION RECOGNIZES NATIONAL STOP ON RED WEEK

Communities across the nation come together to STOP red-light running

City, State (Date) – City/Organization is taking a stand against red-light running and promoting safe driving habits during National Stop on Red Week, Aug. 3-9, 2014.

Sponsored by the Federal Highway Administration, National Stop on Red Week aims to educate drivers about the dangers of red-light running and to reduce the number and severity of traffic crashes. [The National Coalition for Safer Roads \(NCSR\)](#) is promoting National Stop on Red Week in partnership with **City/Organization**.

“Red-light running causes countless injuries and fatalities every year, with a large number of those deaths being innocent pedestrians, cyclists and passengers in vehicles hit by the red-light runner,” said **XXXX safety advocate, elected official, etc.** “We are joining forces with the National Coalition for Safer Roads to help prevent these needless deaths. National Stop on Red Week reminds drivers to always stop on red. By using innovative technologies such as red-light safety cameras at dangerous intersections across the country, we can put an end to deadly red-light running.”

To highlight the importance of Stop on Red Week, NCSR has released a list of the Top 10 Reasons to Stop on Red:

10. In 2009, 676 people were killed and an estimated 130,000 were injured in crashes that involved red-light running.

9. About half of the deaths in red-light running crashes are pedestrians, bicyclists and occupants in other vehicles that are hit by the red-light runners.

8. The T-bone intersection crashes caused by red-light runners result in the most severe injuries.

7. A 2005 review of red-light camera studies around the world concluded that cameras reduce red-light violations by 40-50 percent and reduce injury crashes by 25-30 percent.

6. Motorists in urban areas are more likely to be injured in crashes involving red-light running than in any other type of crash.

5. The National Highway Traffic Safety Administration found that most Americans — 96 percent — are afraid of being hit by a red-light runner.

4. Red-light runners are more than three times as likely as other drivers to have multiple speeding convictions on their driver records.

3. Occupant injuries occurred in 45 percent of red-light running crashes, compared with 30 percent of other crash types.

2. Two thirds of drivers in 14 big U.S. cities with longstanding red-light camera programs support their use.

1. Red-light running is dangerous.

Source: Insurance Institute for Highway Safety

Continued on the next page >

PRESS RELEASE TEMPLATE cont

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“No family should have to suffer the loss of a loved one because of someone’s desire to beat a light,” said David Kelly, president and executive director of the National Coalition for Safer Roads (NCSR), and former acting administrator of the National Highway Traffic Safety Administration (NHTSA). “National Stop on Red Week serves as an important reminder of the dangers of red-light running and the importance of stopping on red. Preventing these crashes is in each driver’s control. Together we can protect our community, families and children by always stopping on red.”

NCSR and **City/Organization** are encouraging motorists to take the [Safe Driver Pledge](#) during National Stop on Red Week. By signing the pledge, drivers promise to follow the rules of the road and always stop on red.

For more information on National Stop on Red Week and NCSR visit, www.StopOnRedWeek.com.

NCSR is a nonprofit advocacy organization that brings together industry leaders, community leaders and concerned citizens in support of red-light safety camera technology. Coalition members include the National Safety Council, Child Safety Network, National Organizations for Youth Safety, America Walks, and Red Means Stop.

RESOLUTION/ PROCLAMATION TEMPLATE

This template is provided to help you communicate about Stop on Red Week. As always, your personal perspective and stories provide additional depth. We encourage you to add to this language to customize it for your use.

IN SUPPORT OF NATIONAL STOP ON RED WEEK AND THE USE OF RED-LIGHT AND SPEED SAFETY CAMERAS TO REDUCE INJURIES AND FATALITIES ON OUR COMMUNITY'S ROADS

WHEREAS, according to the National Highway Traffic Safety Administration (NHTSA) in 2009, more than 11,000 people were killed and hundreds of thousands injured in speed and red-light running related crashes.

WHEREAS, more than 500 communities in 28 states and the District of Columbia currently utilize speed and red-light safety cameras to enforce traffic laws.

WHEREAS, according to the Insurance Institute for Highway Safety (IIHS), red-light running is the leading cause of urban crashes and speed is a factor in about one-third of all fatal crashes.

WHEREAS, more people are injured in crashes involving red-light running than in any other crash type, with red-light running crashes estimated to cost the public upward of \$14 billion annually.

WHEREAS, nearly two-thirds of the deaths and injuries from red-light running related crashes were people other than the red-light runner, including bicyclists, pedestrians and occupants of other vehicles.

WHEREAS, in a February 2011 study, IIHS estimated that red-light safety cameras saved 159 lives from 2004-2008 in 14 of the largest U.S. cities utilizing cameras. Up to 815 deaths could have been prevented had cameras been used in all large U.S. cities. Additionally, red-light running fatalities were reduced by 24 percent in cities where cameras were deployed.

WHEREAS, the Federal Highway Administration found that communities with red-light safety cameras see a 20-87 percent reduction in red-light running violations within 18 months of implementation.

NOW, THEREFORE, BE IT RESOLVED, that **City Council/Other** supports the use of red-light and safety cameras to help reduce red-light related injuries and fatalities.

BE IT FURTHER RESOLVED, that the **City Council/Other** pledges to provide information to citizens and elected officials about the benefits of these lifesaving devices.

BE IT FURTHER RESOLVED, that the **City Council/Other** supports safe, efficient and innovative solutions for improved traffic law enforcement.

BE IT FURTHER RESOLVED, that the **City Council/Other** encourages other elected officials to consider all options when addressing the issues of speed and red-light running, including engineering, education and enforcement.

SOCIAL MEDIA POSTS TEMPLATE

This template is provided to help you communicate about Stop on Red Week. As always, your personal perspective and stories provide additional depth. We encourage you to add to this language to customize it for your use.

Sunday Aug. 3: The Effects of Red-light Running

Protect our children, our families & our communities from the dangerous behavior of red-light runners. #StopOnRed NCSRSafety.org/stop-on-red/

Did you know more than 8,700 people were killed in one year by intersection or intersection-related traffic accidents, according to NHTSA? Protect your community from red-light running. #StopOnRed NCSRSafety.org/stop-on-red/

Monday Aug. 4: Get the Facts

7.3 Million red-light violations in 2012 involved #DistractedDriving. Be alert and #StopOnRed NCSRSafety.org/stop-on-red/

In 2012 7.3 Million red-light violations involved #DistractedDriving. Be alert and #StopOnRed <http://bit.ly/1sN1kWW>

Tuesday Aug. 5: The Faces of Red-light Running

Red-light running has many consequences. Don't put other lives in danger and remember to #StopOnRed <http://bit.ly/1sN1kWW>

Red-light running has many consequences. Don't put other lives in danger and remember to #StopOnRed <http://bit.ly/1sN1kWW>

Wednesday Aug 6: Red-Light Safety Cameras – Changing Reckless Driver Behavior

Red-light safety cameras have proven to help cut down on red-light running. Remember to #StopOnRed NCSRSafety.org/stop-on-red/

Red-light safety cameras have proven to help cut down on red-light running. The most dangerous violations – those occurring 1.5 seconds into the red light cycle – dropped 86 percent. Remember to #StopOnRed NCSRSafety.org/stop-on-red/

Thursday Aug. 7: Red-Light Running in Your State: Local Statistics

No matter what state you live in, red-light running is a dangerous behavior. Put an end to it and #StopOnRed NCSRSafety.org/stop-on-red/

No matter what state you live in, red-light running is a dangerous behavior. Put an end to it and #StopOnRed NCSRSafety.org/stop-on-red/

Friday Aug. 8: Get Involved and Take the Pledge

I took the pledge to #StopOnRed because I want to see more safe intersections. You can take the pledge too: NCSRSafety.org/stop-on-red/

I took the pledge to #StopOnRed because I want to see more safe intersections. You can take the pledge too: NCSRSafety.org/stop-on-red/

Saturday Aug. 9: What's Next?

Check out @SaferRoadsUSA for more information on how you can keep your community safe and #StopOnRed NCSRSafety.org/stop-on-red/

Check out the National Coalition for Safer Roads for more information on how you can keep your community safe and #StopOnRed NCSRSafety.org/stop-on-red/

SAMPLE RADIO SCRIPTS

This template is provided to help you communicate about Stop on Red Week. As always, your personal perspective and stories provide additional depth. We encourage you to add to this language to customize it for your use.

:15

The Insurance Institute for Highway Safety reports that motorists are more likely to be injured in urban crashes involving red-light running than in any other type of urban crash. Always Stop on Red! August 3-9 is National Stop on Red Week.

:30

Is saving a few seconds of travel time worth the potentially deadly price of running a red-light? Red-light running is the leading cause of urban crashes, according to the Insurance Institute for Highway Safety. Stop on Red to keep our community and our kids safe. Together, we can make **(CITY NAME)** safer — slow down and stop on red. National Stop on Red Week, Building a Safer Community.

:30

You've seen them on the streets. Maybe you're one of them — drivers who speed through intersections and run the red light.

CITY is using Intersection Safety Cameras to reduce crashes and help protect you from motorists who run red lights.

Together, we can make **(CITY NAME)** safer — slow down and stop on red. National Stop on Red Week, Building a Safer Community.

STOP ON RED WEEK

GRAPHICS

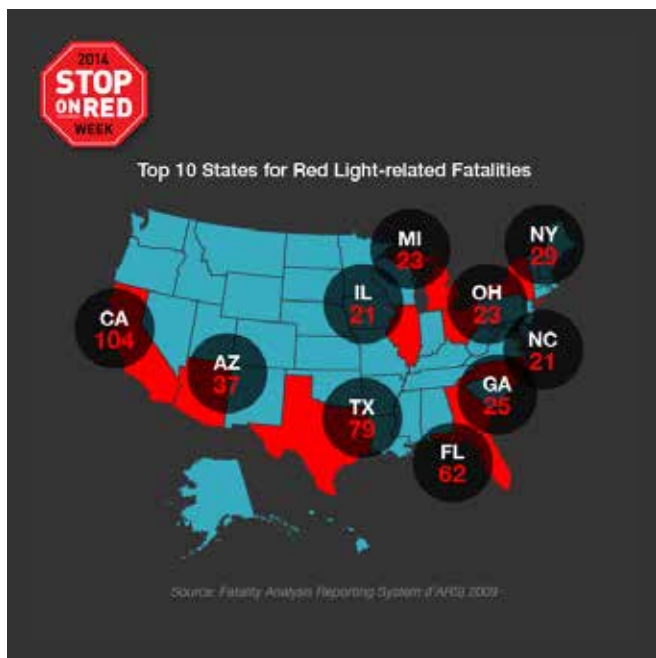


Help us promote National Stop on Red Week by changing your Facebook or Twitter profile image to promote Stop on Red Week.

[Download the image](#)



[Download](#) a custom National Stop on Red Week button to share on your website, blog, profile, etc. to remind motorists to Stop on Red.



Promote Stop On Red Week by adding a customized infographic to your website, or blog. Visit www.StopOnRedWeek.com to embed on your blog and sites or share on Facebook and Twitter.



TOP 10

REASONS TO STOP ON RED

10. In 2009, 676 people were killed and an estimated 130,000 were injured in crashes that involved red-light running.
9. About half of the deaths in red-light running crashes are pedestrians, bicyclists and occupants in other vehicles that are hit by the red-light runners.
8. The T-bone intersection crashes caused by red-light runners result in the most severe injuries.
7. A 2005 review of red-light camera studies around the world concluded that cameras reduce red-light violations by 40-50 percent and reduce injury crashes by 25-30 percent.
6. Motorists in urban areas are more likely to be injured in crashes involving red-light running than in any other type of crash.
5. The National Highway Traffic Safety Administration found that most Americans — 96 percent — are afraid of being hit by a red-light runner.
4. Red-light runners are more than three times as likely as other drivers to have multiple speeding convictions on their driver records.
3. Occupant injuries occurred in 45 percent of red-light running crashes, compared with 30 percent of other crash types.
2. Two thirds of drivers in 14 big U.S. cities with longstanding red-light camera programs support their use.
1. Red-light running is dangerous.

Source: Insurance Institute for Highway Safety

STOP ON RED WEEK

CONTACT INFO



National Coalition
for **Safer Roads**

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[YouTube.com/user/SaferRoadsUSA](https://www.youtube.com/user/SaferRoadsUSA)



Thank you for your support of NCSR and
all your work to make our roads safer.

Together, we can reduce red-light
running and save lives.