



Safe Stops. Stronger Communities.

AUGUST 3-9, 2025

TOOLKIT

In 2022, 1,149 people were killed in crashes that involved red-light running.



National Coalition
for **Safer Roads**

Use the hashtag
#StopOnRed2025
to spread the message

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HOW TO PROMOTE STOP ON RED WEEK

Want to make a real impact during Stop on Red Week 2025? Here are a few simple but powerful ways to raise awareness and drive change in your city or town:

Share the News — Literally

Help your community understand the life-saving importance of this campaign by issuing a local news release.

Spread the word about Stop on Red Week 2025 by sending a local press release. Highlight the impact of red-light safety cameras and remind your community: stopping on red saves lives.

👉 Use our ready-to-go [press release template](#).

Turn Data into Action

Real numbers make a real impact. Share meaningful local data to show your community why stopping on red isn't just a suggestion — it's essential:

- Post red-light crash stats, injury rates, and violation trends to your social media, website, or neighborhood boards.
- Use infographics and short videos to make the information visual and shareable.
- Tag your local government, police department, or news outlets to extend your reach.

When your community sees the truth behind the traffic signal, they'll be more likely to stop — and to share the message with others.

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 the result of road safety programs (contact your local law enforcement and www.ihs.org 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 Story Ideas for Print or TV

Submit a compelling story idea to your local newspaper, TV station, or online news outlet.

✦ **Pro Tip:** Tailor your message with local stats or a personal story, and send it 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.

Sample Pitch:

Subject: Help Us Save Lives During Stop on Red Week

Red-light running kills — 1,149 lives lost and over 107,000 injuries in 2022 alone. This week is National Stop on Red Week 2025, and we're raising awareness to stop this preventable tragedy. We'd love your help sharing this life-saving message. Are you open to covering the campaign or highlighting local safety efforts?

I look forward to hearing from you.


*Thank you,
[Name]*



NEWSLETTER ARTICLE TEMPLATE

This template is designed to help you raise awareness for Stop on Red Week 2025. To make the greatest impact, we encourage you to personalize it with your unique voice, experiences, or local data. Adding a personal touch brings the message to life and strengthens your connection with the community.

Reminder: Please submit your letter to the editor or op-ed for publication during National Stop on Red Week — August 3-9, 2025.

 [City/Town] Observes National Stop on Red Week — August 3-9, 2025

This August, [City/Town] is proudly participating in National Stop on Red Week 2025 — a nationwide campaign dedicated to saving lives by raising awareness about the dangers of red-light running.

Red-light safety cameras are part of our broader mission to protect everyone on the road — drivers, cyclists, and pedestrians alike. Launched by the Federal Highway Administration, Stop on Red Week serves as a powerful reminder that safe choices behind the wheel can prevent real tragedies.

Here's why this matters:

- In 2022, 1,149 people were killed in crashes involving red-light running.
- That same year, over 107,000 people were injured in these preventable collisions.
- Nearly half of those killed were not the violators — they were pedestrians, cyclists, and other innocent road users.
- The Insurance Institute for Highway Safety reports that urban red-light crashes are among the most likely to cause injuries.
- And according to the U.S. Department of Transportation, 1 in 3 Americans know someone who has been hurt or killed in a red-light running crash.

That's why [City/Organization] is urging drivers to make one simple commitment that can save lives: Always Stop on Red.

#StopOnRed2025

In 2022, 1,149 people died and more than 107,000 were injured due to red-light running.



Safe Stops. Safer Communities.
AUGUST 3-9, 2025

Share the graphic and help spread the word.

Together, we can make our streets safer — one stop at a time. 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.



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LETTER TO THE EDITOR TEMPLATE

Use this template to share the message of Stop on Red Week 2025 with your local community. To make it more impactful, we encourage you to personalize it with your own stories, insights, or local data.

When choosing where to submit, target publications that have recently covered traffic safety or serve communities most affected by red-light running. A well-placed letter can spark meaningful change where it matters most.

Timing matters: Please aim to publish your letter during National Stop on Red Week — August 3-9, 2025.

Sample Pitch:

Subject: Op-Ed Submission for National Stop on Red Week 2025

Hi [Editor's Name],

I'm reaching out in support of National Stop on Red Week (August 3-9, 2025) — a critical time to spotlight the dangers of red-light running and advocate for safer streets in our community.

I've written an op-ed (attached) that shares updated statistics, personal perspective, and a clear call to action to help prevent one of the most devastating — yet preventable — causes of urban crashes. In 2022 alone, red-light running killed 1,149 people and injured over 107,000. Nearly half of those killed were not the violators, but innocent passengers, pedestrians, and cyclists.

If you're interested in publishing this piece or need anything further, I'd be happy to assist. Thank you for considering it.

Best,
[Your Name]
[Your Title/Organization, if applicable]
[Contact Information]

WITH STATISTICS:

[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).

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

These templates are here to jumpstart your message for Stop on Red Week — but the real impact comes from your unique voice. Add your local data, personal stories, or community experiences to make the message truly resonate. Your insight is what transforms these words into something powerful and unforgettable.

STOP ON RED WEEK 2025

Logo

Contact:

Name, Title

Name of City, State

Phone, email address

[City/Organization] Joins Nationwide Call to Action for National Stop on Red Week

Communities Unite August 3–9, 2025, to End Deadly Red-Light Running

[City, State] — [Insert Date] — This August, [City/Organization] is standing shoulder-to-shoulder with cities across the nation to spotlight a dangerous and preventable threat on our roads: red-light running. As part of National Stop on Red Week (August 3–9, 2025), we're urging drivers to rethink risky behavior behind the wheel — and commit to saving lives by simply stopping on red.

“Every year, families are devastated by crashes that could have been avoided with one simple act — stopping at a red light,” said [Name, Title]. “We’re proud to partner with the National Coalition for Safer Roads (NCSR) to raise awareness and help change driver behavior through education and innovation.”

Founded by the Federal Highway Administration, Stop on Red Week is dedicated to reducing the injuries and fatalities caused by red-light running. In 2022 alone, 1,149 lives were lost and over 107,000 people were injured in these tragic, preventable crashes — nearly half of them not the driver, but pedestrians, cyclists, and innocent passengers.

“Red-light cameras are one of the most effective tools we have,” said Melissa Wandall, President of NCSR. “They’re not about punishment — they’re about prevention. Every life saved is a reason to keep fighting.” Locally, [City/Organization] has seen promising results. [Include stat here if available: “At [intersection], red-light violations have dropped by XX% since installing safety cameras.”] These technologies are helping to make intersections safer and lives longer.

Join the movement by sharing the message: #StopOnRed2025. Let’s protect each other by pledging to obey traffic signals and putting an end to reckless red-light running.



TEN REASONS TO STOP ON RED

1. **It's 100% Preventable. Just STOP ON RED.**
2. In 2022, 1,149 people were killed and over 107,000 were injured in red-light running crashes.
3. That's an average of 3 people killed every day — and thousands more injured.
4. Roughly half of people killed by red-light running were not the drivers — they were passengers, pedestrians, and cyclists.
5. 1 in 3 Americans knows someone who has been injured or killed in a red-light running crash.
6. Between 2008-2022, red-light running crashes took the lives of more than 10,000 people.
7. Red-light running is a leading cause of urban crashes, often more dangerous than any other type.
8. 86% of drivers (AAA, 2019) say it's extremely dangerous — but it still happens every day.
9. Red-light cameras save lives. When drivers know they're being held accountable, they're more likely to stop.
10. You never know whose on the other side of the light. It could be the one you love the most. Your decision affects everyone on the road.

[Additional Stop on Red Week Links & Resources](#) Download shareable graphics [here](#).

View more information on red-light running from the Insurance Institute for Highway Safety [here](#).

View more information on State Traffic Safety Information from the National Highway Traffic Safety Administration [here](#).



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