

Write a Blog Post

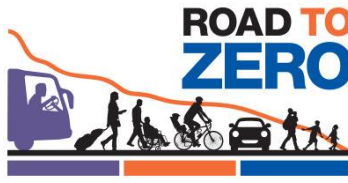
Writing and sharing a blog post about the Road to Zero can help spread awareness of the Coalition and its goal of zero traffic fatalities by 2050, while also attracting more individuals and organizations to join the Coalition. Below is a sample blog post that explains the goal of Road to Zero and should serve as an example of how you can write about it. This blog can be used for internal communications, on your company website or included in a company newsletter. However, we do not recommend submitting this blog to the Steering Group member blogs or newsletters listed below, as it has been published previously.

Title: Not One More Life Lost on Our Roadways Is the 2050 Goal: Join Us on the Road to Zero.

[Road to Zero](#) is a collaboration focused on ending traffic fatalities—a leading cause of unintentional death—on our roadways within 30 years. The goal is safe mobility for all people, and members will work to develop priorities; take action individually and collaboratively; and encourage partners and stakeholders to take action to meet the goal of eliminating traffic fatalities by 2050.

It might seem like a lofty goal, but key stakeholders believe it is possible. “The aim of Road to Zero is to get to zero deaths by 2050,” says Debbie Hersman, the president and CEO of the National Safety Council, the lead on the Road to Zero initiative. “That’s the goal. We’ve done this with aviation—there have been several years with zero deaths in commercial aviation—and a lot of people thought that was impossible. We’re really focused on incorporating all of the initiatives that we’ve seen through Toward Zero Deaths, Vision Zero and a number of different groups to get to zero.”

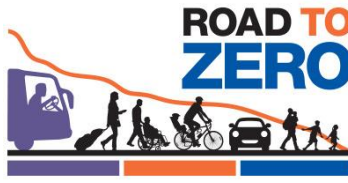
More than 450 organizations have joined the Coalition to date and the DOT has committed \$1 million a year for three years to fund the various grants and organizations that will be part of the Coalition. We invite you to [join and become a member of our Road to Zero Coalition](#) which takes less than a minute to sign up and there is no cost. What becoming a member means is that your organization is a stakeholder in working towards ZERO fatalities on our roadways and that you would like to be part of the national solution to ending the upward trend of deaths on our roadways. Learn more, and join the Coalition, at nsc.org/roadtozero.



Potential Avenues to Publish a Blog Post

The members of the Road to Zero Steering Group operate many blogs and newsletters where you may be able to submit an original post for publication. The following is a list of available blogs and newsletters, links to find them and contact information to begin the process of submitting a blog post. Each organization reviews their own posts, so while there is no promise of placement, these are a good starting point for you to share news of your efforts with the Road to Zero Coalition.

- **National Safety Council:**
 - Safety First Blog
 - <http://www.nsc.org/safety-first/blog.aspx>
- **Department of Transportation**
 - Connections Blog
 - <https://www.transportation.gov/blog/connections>
- **Federal Highway Administration**
 - Newsletter
 - <https://safety.fhwa.dot.gov/newsletter/>
- **American Association of Motor Vehicle Administrators**
 - AAMVA Blog
 - <http://www.aamva.org/blogs/blogs.aspx?blogid=109>
- **American Association of State Highway and Transportation Officials**
 - AASHTO Journal
 - <https://news.transportation.org/Pages/AASHTOJournal.aspx>
- **Commercial Vehicle Safety Alliance**
 - Guardian Magazine
 - <http://cvsa.org/guardianpage/guardian-magazine/>
- **Global Automakers**
 - The Automotive Blog
 - <http://www.globalautomakers.org/blog>
- **International Association of Chiefs of Police**
 - Newsletter
 - <http://www.theiacp.org/iacpnews>
- **Institute for Transportation Engineers**
 - ITE Journal
 - <http://www.ite.org/itejournal/default.asp>



- **Mothers Against Drunk Drivers**
 - MADD Blog
 - <https://www.madd.org/blog/>
- **National Association of Counties**
 - NACo Blog
 - <http://www.naco.org/blog>
- **Vision Zero Network**
 - News Feed
 - <http://visionzeronetwork.org/category/news/>