Agenda

- National Center for Rural Road Safety Introduction
- Overview of 3rd Annual RRSAW
- Participation Activity Ideas
- Case Study
National Center for Rural Road Safety Introduction
National Center for Rural Road Safety

- FHWA Center of Excellence
- Established in Dec. 2014
- Next Generation Center
  - New operations started Feb. 1, 2022
  - Updated management team
  - (Some) new partners
What We Do

- All rural road safety, all the time
- Focus on local practitioners
- Rural road safety resources and tech assistance
- Multi-disciplinary training
- National connections
- Collaborations with partners
Practitioner Resources

- Webinars
- Social Media
- Safety Sidekick
- Website Newsroom
- Training E-blasts
- Summits
- RRSAW
Overview of 3rd Annual RRSAW
#RRSAW2022

- Overall Theme: Taking Action, Saving Lives

- Daily Topics:
  - Mon: What's Unique About Rural Road Safety?
  - Tues: The Safe System Approach for Rural Roads
  - Wed: Proven Safety Countermeasures for Rural Roads
  - Thurs: Diversity, Equity, and Inclusion for Rural Road Safety
  - Fri: The Intersection of Rural Road Safety and Public Health
#RRSAW2022

How to communicate all that?
TAKING ACTION SAVING LIVES

July 18th - July 22nd  #RRSAW2022

Produced by
National Center for Rural Road Safety
RuralRoadSafety.org
#RRSAW2022 Movie Themes

- Mon: What's Unique? – Western
- Tues: Safe System Approach – Film Noir
- Wed: PSCs – Superhero
- Thurs: DEI – Sci-fi
- Fri: Rural Road Safety and Public Health – Love Story
What’s Unique About Rural Road Safety?

Giddyup!

Rural communities are part of the fabric of America, but they have special road safety challenges in those parts. This Summer, we ride to rustle up solutions for safer roads!

#RRSAW2022
#RRSAW2022 – Other Stuff

- Topic-specific web pages with resources
- Case studies and connections
- Q&A articles with practitioners
- Your stuff!
  - kevin@ruralroadsafety.org
Participation Activity Ideas
Share the RRSAW Social Media Posts

---

**Did you know that** in the event of a crash, the interior design of a vehicle (like seat belts & airbags) increases survivability by reducing impact forces on your body? RSSAW2021

---

**National Safety Council @NSCsafety** - Jul 19, 2021

This week is Rural Road Safety Awareness Week #RRSAW2021

---

**National Center for Rural Road Safety @ruralroadsaf...** - Jul 19, 2021

When is ZERO a good thing? When everyone makes it to their destination safely. This summer as you Live, Work, and Explore along the #RuralRoadsZero, remember that safety is a shared responsibility, and we all need to do our part and drive responsibly. #RuralRoadSafety

---

**Emergency Responder Safety Institute**

*July 21, 2021*

Why slow down? Adjusting speeds can provide additional time for drivers to stop, improve visibility, and in the event of a crash, reduce impact forces. Make the choice to prioritize safety over speed: #RRSAW2021 #RuralRoadSafety #SlowDown #VisionZero

---

How many deaths on our roads are an acceptable number?

Source: https://www.ncs.org/rural-safety/get-involved-road-safety

---

**Dr. Candice McDonald @DrCandiceM** - Oct 1, 2020

I value safe driving because... I am a mom, I am a wife, I am a daughter, I am a law enforcement officer, AND I want to go home safely! #RRSAW2020 #RuralRoadSafety @ResponderSafey
Create Your Own Posts

Be safe on rural roads – slow down for tractors and other farm vehicles.

#RuralRoadSafety
#RRSAW2020

**2020 Kansas Traffic Deaths**

319

↑ 11.3%

Compared to 1/1/19 - 9/23/19

Preliminary data as of Sept. 28, 2020

12:27 PM · Sep 28, 2020 · TweetDeck

10 Retweets 1 Quote Tweet 15 Likes

---

**Federal Highway Admin @USDOTFHWA** · Jul 22, 2021

Rumble strips can reduce fatal and injury roadway departure crashes by 30% on rural roads. Listen to the sweet sound of safety.

youtube.com/watch?v=2V5-M4...

#RuralRoadSafety #RRSAW2021

---

**ITE - Community of Transportation Professionals @ITEStd**

This #ITEJournal article from 2019 identifies influencing factors that can be considered to relieve the severity of crashes occurring at rural horizontal curves in Maine. html2pdf.org/2140NZ4 #RuralRoadSafety #RRSAW2021

@ruralroadsafety @s_abel

---

**Factors Influencing Crash Severity at Rural Horizontal Curves in Maine**

By Chandan Sarkar and Dan Xu

...
Other Activities

Rural Road Safety Awareness Week Comes To An End

July 22, 2021

Innovation of the Month: Focus on Reducing Rural Roadway Departures

Over the last few years, we’ve highlighted Train, Look, and Listen signals that have been effective in reducing rural roadway departures. Now, in partnership with the National Traffic Safety Alliance (NTSA), we’ve created a series of Training Videos that will be released in the next few weeks.

Your resources to improve roadside safety on rural, local, and tribal roadways through education, training, tools, and technical assistance.

The National Center for Rural Road Safety led its second Rural Safety Awareness Week this past Monday through Friday. Graphics from the National Center for Rural Road Safety Facebook page.

OSWEGO - Friday brought a close to the National Center for Rural Road Safety’s Rural Road Safety Awareness Week (RRAW), the second campaign to mitigate serious injuries.

RRAW started this past Monday, July 19 and this year’s theme, according to the National Center for Rural Road Safety, was “Live, Work and Explore along the Rural Road to Zero.” This zero is that mentioned in part of the center’s overall goal of bringing rural road fatalities and serious injuries to zero. In order to do this, it is critical for drivers to slow down and follow good driving practices, even if there is nobody else on the road.

“I think some people may have a tendency to drive faster if they are in a rural setting. Speed is one of the top causes of accidents. The greater the speed, the shorter the reaction time,” Oswego Police Chief Phil Cady said. “Slow down and give yourself time, overall, speeding doesn’t get you there any faster. Wear your seatbelt and make sure everyone in the vehicle is also wearing it.”

Beyond slowing down and wearing a seatbelt, Cady added that people should
Incorporate into Events

Rural Road Safety Awareness Week - Live, Work, and Explore on the Rural Road to Zero

July 19-23, 2021 is Rural Road Safety Awareness Week. Join us as we promote rural road safety to the public, community leaders, and potential partners by telling the 'rural story.' This week is dedicated to highlighting actions to make a difference on the Rural Road to Zero fatalities and serious injuries. To get involved and discover tools to share, visit the Rural Road Safety Awareness Week homepage.

Additionally, the Rural Safety Center has put together a six-part webinar series on “Improving Rural Road Safety with the Safe System Approach.” No doubt you have heard the terms Safe System Approach and Traffic Safety Culture over the past few years, but maybe you have been wondering how they apply to the work you do. This series will show you just that! Part two (Safe Road Users) will be held on Wed. July 28 and registration is now open. If you missed past one, it is available on-demand.

Road to Zero Events

Upcoming Webinars

Road to Zero Briefing: National Rural Road Safety Awareness Week

2 p.m. (ET) June 22

Join Road to Zero and the National Center for Rural Road Safety as we dive into preparation for National Rural Road Safety Week. The week, held July 18-22, will focus on reaching rural road safety practitioners. This briefing will highlight plans for the week and ways to get involved. Register.

Back to Basics: Transportation Safety in Traditionally Underserved and Vulnerable Communities

1 p.m. (ET) June 27

The Road to Zero Coalition cannot achieve its mission of zero transportation deaths without addressing the disproportionate fatalities that occur on rural and tribal roads. This webinar kicks off our summer series exploring traditionally underserved and vulnerable communities, which aims to engage practitioners and those working in transportation safety who might not be as familiar with issues in these communities. Explore the way rural and tribal communities are experiencing many of the same historical and systemic legacies of urban communities, ways to incorporate these communities into the discussion of transportation equity, and why mobility is a right. Register.
Case Study: Responder Safety
Social Media Examples

Respondersafety.com
@Respondersafety

Safety on Rural Roads? Check out the No Cost training at Respondersafety.com #RRSAW2020

Traffic Incident Management on Rural Roads
Credit Memo: 1
Accredited training for all levels

Prior to Incident

Program Message
Many of the best practices taught in traffic incident management training, such as toe-in and degraded pavement on rural roads. We design that are not limited to highways or intersections are also the primary contributors to traffic fatalities. For this reason, Respondersafety is proud to present a training program that includes: traffic management training for incident management, including close-in procedures, road work zones, and emergencies.

12:10 PM - Sep 29, 2020 - Twitter Web App
1 Retweet

Dr. Candice McDonald
@DrCandiceM

Be sure to check out this video on #RuralRoadSafety from @Respondersafety We were proud to be a part of #RRSAW2020 this week! @FirePolice89c @VASafetyPro

youtube.com
Emergency Responder Safety On Rural Roads
Respondersafety.com and The Responder Safety Learning Network (RSLN) promote recommended responder safety...

8:47 PM - Oct 2, 2020 from Ohio, USA - Twitter for iPhone
1 Like

Emergency Responder Safety Institute
July 23, 2021

When a person is injured in a crash, they rely on emergency responders to quickly locate them, stabilize their injury, and transport them to medical facilities. But first responders rely on us too! When you see lights, sirens, and reflectors...slow down and move over to keep our emergency responders safe. #RRSAW2021 #RuralRoadSafety #SlowDownMoveOver #ResponderSafety

It’s Rural Road Safety Awareness Week! Prepare to up your rural road safety knowledge with our resources: https://bit.ly/3evvDQL

Emergency Responder Safety

Listed by: 1 people

26 Shares
Emergency Responder Dedicated Webpage

https://www.respondersafety.com/training/emergency-responder-safety-on-rural-roads/
#RRSAW2022 – Help us

Here’s what we’ve done ... what are we missing?!
Thank you!
Questions?

jaime@ruralsafetycenter.org
kevin@ruralsafetycenter.org
www.ruralsafetycenter.org