



Be Bright at Night - Reflector Campaign Social Media & Outreach Toolkit Media Toolkit



Winter 2022 - 2023

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Background of Reflector Campaign

Many motor vehicle crashes involving pedestrians and cyclists occur in the evenings and darker months of the year, both in urban and rural areas. Pair that with factors like speed, inattention, driver impairment, poor lighting conditions, and roadways not designed with pedestrian and cyclist safety in mind, and you have a recipe for tragedy. Night comes earlier now that we turned the clocks back, and we need to adjust our driving and pedestrian habits. Fortunately, there is a lot we can do to keep ourselves and each other safe.

The Health Department's [Watch for Me Program](#) (funded by Vermont Agency of Transportation) is working with [Vermont's 12 Medical Reserve Corps units](#), the Offices of Local Health, and community partners to raise awareness of road safety issues and promote driver, pedestrian, and cyclist safety messaging. MRC volunteers will also be at events and locations across the state handing out free reflectors (while supplies last). You can find a list of all upcoming events and more information here: <https://safestreeets.vermont.gov/be-bright-night>

How to Talk about Bike and Pedestrian Safety/Crashes 101

Despite the high number of pedestrian injuries and deaths each year in the U.S., our culture views these deaths as tragic but inevitable. Yet, many of the issues on our roadways are not random accidents: deaths and injuries on our roads occur due to many overlapping, complex systemic problems with how our streets are designed, speed, and the types of vehicles on our roadways.

In our reflector campaign messaging, we are careful about how we talk about pedestrian and cyclist safety to avoid victim-blaming and reduce stigma from drivers against cyclists/pedestrians. Changing the narrative starts with changing how we talk and report on pedestrians and cyclists injured and killed on our roadways. Learn more about common messaging problems and what language to use instead.

- Use **crash** not accident. **Cars don't cause crashes. People cause crashes.**
- Avoid **victim blaming & victim blaming** in the form of mental health assumptions or socioeconomic status.


How to Use this Toolkit






We encourage you to promote these events and roadway safety through social media, websites, e-newsletters, Front Porch Forum, or community contacts and partners. You can find sample text for each outreach method below. If you have any questions, don't hesitate to reach out!

If you have any questions about this campaign or how to use this toolkit, [please contact Allie Breyer](#), Road Users Safety Manager and Information Director, for the Health Department's Division of Emergency Preparedness, Response, and Injury Prevention Program. If you have questions about the MRC or reflector locations, contact [Heather Rigney](#), Statewide MRC Coordinator.

Marketing & Outreach Materials

Social Media Posts

Theme	Post Copy	Images
<p>Reflectors Near You</p>	<p>Facebook/Instagram</p> <p>In Vermont, most car crashes involving people walking, biking, and rolling happen at night in poorly lit areas like rural roads – especially in the fall and winter. To help prevent crashes and injuries, Vermont Medical Reserve Corps (MRC) volunteers will be at events and locations across the state handing out educational material and free reflectors, while supplies last.</p> <p>Learn more and find a location near you! https://safestreets.vermont.gov/be-bright-night #WatchforMeVT</p>	

	<p>Twitter</p> <p>To help prevent car crashes involving people walking, biking, & rolling at night, the VT Medical Reserve Corps (MRC) volunteers will be handing out educational material & free reflectors across VT, while supplies last. Find a location near you! https://safestreets.vermont.gov/be-bright-night #WatchforMeVT</p>	
<p>Night Safety Tips</p>	<p>Facebook/Instagram</p> <p>The shorter days of fall and winter mean it's especially important to see and be seen on the road!</p> <p>PEDESTRIANS: Wear reflectors and bring lights to be sure you are seen.</p> <p>CYCLISTS: You are required by law to use a light or have reflective gear at night.</p> <p>DRIVERS: Be extra careful and watch for pedestrians at night. Slow down and never drive distracted, drowsy, aggressive, or under influence.</p> <p>More night safety tips at: https://safestreets.vermont.gov/be-bright-night #WatchforMeVT</p> <p>Twitter</p> <p>The longer nights mean it's especially important to see & be seen on the road.</p> <ul style="list-style-type: none">  Wear reflectors & bring lights  By law you must use light/have reflective gear  Slow down & never drive distracted, drowsy, aggressive, or under influence <p>safestreets.vermont.gov/be-bright-night #WatchforMeVT</p>	

General Safety Message

Facebook/Instagram

In Vermont, many car crashes involving people walking happen when it's dark out – especially in the fall and winter. Drive slowly at night and watch for pedestrians. If you're walking, rolling, or biking, use reflective gear and a light so you can be seen!

Find more safety tips at safestreets.vermont.gov #WatchforMeVT

Twitter

In VT, many car crashes involving people walking happen when it's dark out – especially in the fall & winter. Drive slowly at night & watch for peds. If you're walking, biking, or rolling, use reflective gear & light so you can be seen!

safestreets.vermont.gov #WatchforMeVT



Website and E-newsletter Text

Whether you walk, drive or bike, the shorter days of fall and winter mean it's especially important to see and be seen on the road.

According to National Highway Traffic Administration's [recent data](#), more pedestrians were hit and killed in the U.S. in 2021 than at any time in the past 40 years. Many of these crashes happen at night.

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Website/Newsletter Graphic



Additional Resources

- Watch for Me VT Program: <https://safestreets.vermont.gov/>
 - Resources: <https://safestreets.vermont.gov/resources>
 - Get printed bike/ped/driver safety materials mailed directly to you for free:
https://forms.office.com/pages/responsepage.aspx?id=O5O0IK26PEOcAnDtzHVZxrvk0IMmGC5JmugZ_59htN1UNVBJVkpYMjhtQzi0SDZVWEQ0MTVEUVRETi4u
- Vermont Medical Reserve Corps: <http://oncallforvt.org/wordpress/medical-reserve-corps/>
- Federal Motor Carrier Safety Agency, "A Crash is Not an Accident": <https://www.fmcsa.dot.gov/newsroom/crash-not-accident>