

Newsletter language

Whether you are walking, biking, or driving, keep in mind that safety is a two-way street and is everyone's job. Every year, the number of pedestrian and bicycle related fatalities and injuries continues to rise at an unacceptable rate. As an ongoing commitment to the safety of all residents, Fairfax County launched a multifaceted countywide campaign, "*Take a Moment*" to eliminate traffic related deaths and injuries.

For more information including tips for pedestrians, bicyclists, drivers, safety messages for every season, and additional safety resources, please visit <https://www.fairfaxcounty.gov/topics/pedestrian-bike-traffic-safety>.

Pedestrian and Bicycle Safety Video

Chairman McKay and Fairfax County Board of Supervisors, along with leaders from Fairfax County Transportation, Fairfax County Police Department, Fairfax County Public Schools and Virginia Department of Transportation shared how we all need to work together to improve pedestrian, bicycle and traffic safety. The "*Take a Moment*" communications campaign is highlighted in this [video](#).

Social Posts— September 26—September 30, 2022 (*Graphics appear at the end of toolkit*)

Tweet to post during launch of campaign

- Did you know there were on average 6,745 crashes in Fairfax County between 2017-2020? One too many. #TakeAMoment
- 154 crashes in Fairfax County between 2017-2020 involved a pedestrian. #TakeAMoment to stop and look both ways before crossing

Tweets to highlight throughout the rest of the week (esp. considering it is now officially fall)

- As the seasons change, #TakeAMoment to put your lights on at dusk and be aware of your surroundings, allow extra time for commuting, and slow down during winter weather
- It's school bus season for @fcpsnews and private schools. #TakeAMoment to stop and wait for school buses to safely load and unload children

Facebook post following launch of campaign

- Did you know there were on average 6,745 crashes in Fairfax County between 2017-2020? One too many. #TakeAMoment
- 42% of fatal crashes in Fairfax County between 2017-2020 involved a pedestrian. #TakeAMoment to make eye contact with drivers and pedestrians

Facebook post for later in the week

- As the seasons change, #TakeAMoment to put your lights on at dusk and be aware of your surroundings, allow extra time for commuting, and slow down during winter weather

Talking Points

Drivers:

- Driving a vehicle is a great responsibility. Take a moment to stop and wait for school buses to safely load and unload children.
- Do not driver faster than the posted speed limit on any road, take a moment to slow down especially in neighborhoods, near schools and on roads with bus stops on both sides.
- Do not text and drive and avoid distractions when driving.
- Stop for pedestrians in crosswalks and stop for pedestrians in the street, period.
- Before turning right on red or at a stop sign, STOP, take a moment to look LEFT-RIGHT-LEFT-STRAIGHT for pedestrians and cyclists. Make eye contact with pedestrians and cyclists.
- Stay at least three feet away from cyclists and pedestrians when passing.

Pedestrians

- If you need to cross the road, take a moment to look left and right for the closest place to cross safely. Try to use a marked crosswalk if available. If no crosswalk is available, cross at a location with good sightlines in both directions.
- If a vehicle is stopped in front of you, take a moment to cross until you can make eye contact with the driver.
- Use your phone's flashlight when walking in the dark to increase your vision and visibility.

Bicyclists

- When riding on a street, you have the same rights and responsibilities as drivers, Ride with traffic and obey traffic rules, signals and stop signs. Stay as close to the right edge of the road as possible.
- Always be ready to yield. Take a moment to slow down, stop or give the right of way to avoid a collision.
- Make eye contact with other road users to ensure they see you before moving into their line of travel. When eye contact fails, try waving an arm, yelling, or ringing a bell to get a driver's attention.
- Be visible at night, twilight and in rainy conditions. Use lights and reflectors.
- Be aware of your surroundings and take a moment to look for loose gravel, ice, sand, puddles, and other trail hazards.

Seasonal Social Posts**Twitter (Evergreen)**

- Did you know there were on average 6,745 crashes in Fairfax County between 2017-2020? One too many. #TakeAMoment
- 42% of fatal crashes in Fairfax County between 2017-2020 involved a pedestrian. #TakeAMoment to make eye contact with drivers and pedestrians
- #DYK 47 crashes in Fairfax County between 2017-2020 involved a bicyclist? #TakeAMoment to slow down and be aware of your surroundings
- Out for a walk? #TakeAMoment to look both ways before crossing

- 154 crashes in Fairfax County between 2017-2020 involved a pedestrian. #TakeAMoment to stop and look both ways before crossing

Twitter (Fall & Winter)

- It's school bus season for @fcpsnews and private schools. #TakeAMoment to stop and wait for school buses to safely load and unload children
- As the seasons change, #TakeAMoment to put your lights on at dusk and be aware of your surroundings, allow extra time for commuting, and slow down during winter weather
- 772 crashes in Fairfax County between 2017-2020 involved speed. #TakeAMoment to slow down. Don't ruin your holidays with a ticket!
- #DYK 32% of the crashes in Fairfax County from 2017-2020 occurred between 3 and 7 p.m.? #TakeAMoment to make sure you will be seen. Use your phone's flashlight when walking in the dark to increase your vision and visibility.
- Help ensure a family doesn't have an empty chair at their dinner table. #TakeAMoment and slow down

Twitter (Spring & Summer)

- As the seasons change, don't forget to #TakeAMoment and slow down when you turn into a neighborhood
- School's out for summer. #TakeAMoment to look out for children playing and riding bikes

Facebook (Evergreen)

- Did you know there were on average 6,745 crashes in Fairfax County between 2017-2020? One too many. #TakeAMoment
- 42% of fatal crashes in Fairfax County between 2017-2020 involved a pedestrian. #TakeAMoment to make eye contact with drivers and pedestrians

Facebook (Fall & Winter)

- It's school bus season for Fairfax County Public Schools and private schools. #TakeAMoment to stop and wait for school buses to safely load and unload children
- As the seasons change, #TakeAMoment to put your lights on at dusk and be aware of your surroundings, allow extra time for commuting, and slow down during winter weather
- 772 crashes in Fairfax County between 2017-2020 involved speed. #TakeAMoment to slow down. Don't ruin your holidays with a ticket!

Images (Graphics have been sized for Facebook and Twitter)

Facebook



TAKE A MOMENT

The Key to Safety is in Your Hands



Twitter



Facebook—Spanish



TOME UN MOMENTO

***La Clave Para La Seguridad
Está En Sus Manos***



Twitter—Spanish

