



We empower passengers to **SPEAK UP**.

**NATIONAL
PASSENGER
SAFETY
CAMPAIGN**



“COURAGE TO INTERVENE PROMISE”

I will stop my friends and loved ones from driving drugged, drunk, or distracted whenever possible

I will not ride with anyone who is drugged, drunk, or distracted

I will encourage others to do the same

I will have the Courage to Intervene

Because I care...

Signature

Date



Use the QR code to learn more about the **National Passenger Safety Campaign** and the impact of having the courage to **SPEAK UP** can make in saving lives.

HOW YOU CAN PROMOTE THE NATIONAL PASSENGER SAFETY CAMPAIGN

ENCOURAGE PEOPLE TO SPEAK UP:

- Publicize this campaign on your social media platforms
- Start a campaign in your area by encouraging groups and organizations to support National Passenger Safety Week
- Encourage companies to educate their employees and associates to SPEAK UP when their life is threatened by an unsafe driver.
- Urge your partner organizations and members to sign the "Courage to Intervene" (CTI) Promise. You are welcome to add the NPSW logo along with your own on the CTI Promise.
- Contact your state and federal representatives for resolutions declaring the last week in January as National Passenger Safety Week
- Develop your own Instagram reels, videos, social posts and sayings publicizing your ideas for this campaign.
- Use the hashtags #passengersspeakup #passengersafety #passengerempowerment #driversbeware #nationalpassengersafety
- Share the National Passenger Safety Logo on your website
- Link to the NPSW website (www.nationalpassengersafety.org)
- Upload the Courage to Intervene Promise, you can add your logo at the top

SOCIAL MEDIA:

- Share our social media graphics
- Pin #NationalPassengerSafetyWeek post to top of feed
- If you develop your own social media add the NPSW logo if possible and the hashtag #passengersspeakup
- Write op-eds for their local newspapers
- Write blogs emphasizing the need for empowering passengers
- Share stories of passengers you may know who intervened
- Download and share our Parent/passenger Safety Checklist



Use the QR code to learn more about the **National Passenger Safety Campaign** and to download our materials to help spread the word about the impact **SPEAKING UP** can have on saving lives.

