*INSERT TRAFFIC SAFETY PHOTO*

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| |  | | --- | | The (*INSERT SHSO*) and our traffic safety partners invite you to join the (*INSERT STATE*) database of employers who agree to receive **FREE** traffic safety videos, posters, social media posts and more. You can share these traffic safety marketing materials, along with information and tips, in your newsletters, on social media accounts, at office/school activities, etc. | |

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| |  | | --- | | Benefits of the joining the (*Insert state*) State Highway Safety Office Employer Traffic Safety Program Database  * Protect your organization’s human and financial resources * Guard against potential liabilities associated with work-related crashes * Demonstrate your company’s or school's commitment to the community * Show your employees you care about them and their families * Address the problems of distracted driving, impaired driving, speed, lack of seat belt use and other important traffic safety issues.  What partners will receive from (INSERT SHSO)  * Monthly e-mail bundle with educational tools and materials. Each bundle may include some of the following items:   + Ready to publish newsletter articles   + Fact sheets   + PA system announcements   + TV and radio ads, videos, web banners, print materials like posters, fliers, inserts, etc.   + Suggested posts for social media (Facebook, Twitter)   + Suggested messages for company or community electronic message boards   + Suggested activities to conduct with employees or in the community during the campaign   + Display banners * Help getting your driver and occupant safety program started * Opportunities to collaborate with other network organizations and agencies * Technical support for local opportunities such as media interviews | |

**Join the Traffic Safety Employer Database Today** and **receive traffic safety marketing materials to promote buckling up to your organization, community, friends and family. Let’s all work together to save lives on (*INSERT STATE*) roads.**

**Stay Connected**  
  
Learn more from our website (*INSERT WEBSITE*) or join the conversation on the (INSERT SHSO) Facebook (*INSERT FACEBOOK LINK*) or Twitter (*INSERT TWITTER LINK*) pages.

CONSIDER A MEMORIAL PAGE: Memorials to individuals killed in crashes in *(INSERT STATE*) can be viewed at (*INSERT MEMORIAL WEBPAGE*).

**Say YES!**  
  
Making (*INSERT STATE*) roads safer is an allied effort. We appreciate your partnership as we continue to work to reduce roadway fatalities. Please send your response to *(INSERT OUTREACH COORDINATOR CONTACT EMAIL).*