## Sample Video Message Script and Delivery Strategy for Association Leaders

**Delivery Strategy:**

* Consider putting up video a week or two in advance of CRSW, and delivering a brief article electronically with a link to the video message.
* Consider putting dates (November 14-18, 2022) for CRSW visually on the video.
* Consider putting up the CRSW 2022 hashtag “RoadsideHeroes” visually on the video.

**Sample Script:**

* Hi, my name is **[Name]** and I am the **[Position]** at **[Association Name]**.
* **[Association Name]** is proud to commemorate Crash Responder Safety Week bringing attention to traffic incident responders who work tirelessly at great personal risk to quickly and safely clear roadways.
	+ The fact is roadway fatalities are increasing. And in the last two years, the number of responders killed while helping clear roadway incidents increased by 40%.
	+ *Responders like [Consider highlighting a specific responder] who was struck and killed on [date] while [activity – assisting a motorist, clearing roadway crash, removing roadway debris] on [roadway name] in [city, state].*
	+ Many more responders sustain life-altering injuries.
* This Crash Responder Safety Week, **[Association Name]** along with many other responder organizations is asking the public to “Respect Our Roadside Heroes.”
	+ We need the traveling public to remember to slow down, move over, and stay alert when they see law enforcement, fire, emergency medical service, public works, towing, and transportation responders at work on the side of the road.
	+ We want the traveling public to think of the person working to clear roadways, and the risks they take as drivers go by at 60 or 80 miles per hour.
* We need you to help get this message across.
	+ This Crash Responder Safety Week, I encourage each of you to share your stories on social media.
	+ Through your photos, videos, or written stories, explain what it’s like to work roadside—and give the public a window into the importance and challenges of our job. Just use the hashtag “#RoadsideHeroes.”
	+ And we want every road user to use social media to thank their roadside heroes, using the hashtag “#RoadsideHeroes.”
* I also want to encourage every traffic incident responderto take the free traffic incident management training from the Federal Highway Administration. It just might save your life.
* Let’s use this Crash Responder Safety Week to create a safer work environment for our roadside heroes and safer travel for all road users.