



NATIONAL CRASH RESPONDER SAFETY WEEK

T O O L K I T



Connect. Know. Go.



Table of Contents

Letter to News Media Partners	3
News Release	4
News Brief	6
FL511 Fact Sheet	7
PSAs	8
Social Media Messages	10
Graphic Arts Materials	11

Letter to News Media Partners

November 14, 2022

Dear News Media Partner:

Greetings!

We are writing to you about an important safety initiative sponsored by the **Federal Highway Administration** (FHWA) and supported by the **Florida Department of Transportation** (FDOT), its **FL511** team, and other organizations around the state and nation.

Crash Responder Safety Week (CRSW) is **November 14-18, 2022**. The goals of this national campaign are to save the lives of traffic incident responders and road users. This toolkit provides steps everyone can take to keep our roadway responders and the public safe around traffic incidents.

Every minute of every day, law enforcement, fire and rescue, emergency medical services, public works, transportation, towing, and other responders work roadside to make roadways safe for all road users. Unfortunately, these traffic incident responders put their lives at risk when clearing each of the nearly 7-million annual motor vehicle crashes nationally or the broader range of incidents such as stalled vehicles or roadway debris. **Crash Responder Safety Week** is an opportunity to promote road user awareness and adherence to **Slow Down** laws and **Traffic Incident Management** training for all traffic incident responders.

FDOT is distributing this toolkit with messages and information about the initiative to raise awareness of important safety tips motorists can take around traffic incidents. We are requesting that members of the media consider publishing information from this toolkit in your publication or media site. Please use what may be appropriate for your audience.

Thank you very much in advance,

Florida Department of Transportation

News Release

For Immediate Release: November 2022
Florida Department of Transportation • Contact: Savannah Sams
E: Savannah.Sams@dot.state.fl.us

FDOT and FL511 Support Crash Responder Safety Week

TALLAHASSEE, FL – The Florida Department of Transportation (FDOT) and its FL511 team support an important national highway safety initiative. Crash Responder Safety Week occurs annually and is observed from November 14 to 18 in 2022. The goal is to raise awareness of safety steps everyone can take to keep those responding to traffic incidents safer. The week spearheaded by the Federal Highway Administration (FHWA).

Everyday first responders stop along Florida's roadways to assist road users in need. This includes the Florida Highway Patrol, local law enforcement, firefighters, emergency medical services, towing and recovery, public works, Road Rangers and other safety service patrols, and additional responders. The goal is to apply well-rehearsed procedures to provide emergency traffic control and quickly clear incidents from roadways.

Each response can last minutes or hours. During this time, emergency crews listen to and even feel the rush of vehicles passing by. It is a significant source of stress and risk as they focus on doing their jobs as quickly and effectively as possible. Each year, crash responders are killed or sustain life-altering injuries. Those in the vehicle in need do as well.

Crash Responder Safety Week, supported by the **Federal Highway Administration**, promotes **Slow Down, Drive Carefully** law awareness for motorists, and free **Traffic Incident Management** training for responders:

- When passing an incident scene, motorists are asked to slow down by 20 miles per hour under the posted speed limit and, if possible, drive carefully into an adjacent lane to provide a protective buffer for responders and the motorists behind them.

Continued on the next page

News Release (continued)

- Local responders are encouraged to take the free Traffic Incident Management training from the Federal Highway Administration to stay updated on best practices: <http://bitly.com/TIMtrain>. More than half a million responders have been trained to date through free in-person, online instructor-led, or online self-paced curriculum. The training takes only a few hours and makes a big difference in saving lives, reducing injuries, and decreasing traffic incident clearance times.

About FL511: The **Florida 511 Advanced Traveler Information System (FL511)** is the state's official source for traffic and motor travel information. This public service is brought to you by the Florida Department of Transportation (FDOT) and is accessible by website in English and Spanish, mobile app, Twitter feeds, Facebook, Instagram, YouTube, and text and email alerts. FL511 provides traffic information on Florida's interstates, toll roads and major metropolitan roadways, including crashes, blocked roads, detours, congestion, driving directions, travel times, and much more! The Florida 511 mobile app is available on the Apple App Store and Google Play. The goal is to keep traffic moving safely and efficiently 24/7. For information, visit FL511.com.

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News Brief

For Immediate Release: November 2022
Florida Department of Transportation • Contact: Savannah Sams
E: Savannah.Sams@dot.state.fl.us

FDOT and FL511 Support Crash Responder Safety Week

TALLAHASSEE, FL – The **Florida Department of Transportation** (FDOT) and its **FL511** team support **Crash Responder Safety Week** from November 14-18, 2022. The goal is to raise awareness of safety steps everyone can take to keep those responding to traffic incidents safe.

Everyday first responders stop along Florida's roadways to assist road users in need. This includes the Florida Highway Patrol, local law enforcement, firefighters, emergency medical services, towing and recovery, public works, Road Rangers and other safety service patrols, and additional responders. The goal is to apply well-rehearsed procedures to provide emergency traffic control and quickly clear incidents from roadways. Each year, crash responders are killed or sustain life-altering injuries during these stops. Those in the vehicle in need do as well.

Crash Responder Safety Week, supported by the **Federal Highway Administration (FHWA)**, promotes **Slow Down, Drive Carefully** law awareness for motorists, and free **Traffic Incident Management** training for responders:

- When passing an incident scene, motorists are asked to slow down by 20 miles per hour under the posted speed limit and, if possible, drive carefully into an adjacent lane to provide a protective buffer for responders and the motorists behind them.
- Local responders are encouraged to take the free Traffic Incident Management training from the Federal Highway Administration to stay updated on best practices: <http://bitly.com/TIMtrain>. More than half a million responders have been trained to date through free in-person, online instructor-led, or online self-paced curriculum

About FL511: The **Florida 511 Advanced Traveler Information System (FL511)** is the state's official source for traffic and motor travel information. This public service is brought to you by the Florida Department of Transportation (FDOT) and is accessible by website in English and Spanish, mobile app, Twitter feeds, Facebook, Instagram, YouTube, and text and email alerts. FL511 provides traffic information on Florida's interstates, toll roads and major metropolitan roadways, including crashes, blocked roads, detours, congestion, driving directions, travel times, and much more! The Florida 511 mobile app is available on the Apple App Store and Google Play. The goal is to keep traffic moving safely and efficiently 24/7. For information, visit FL511.com.

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FL511 Fact Sheet

Florida 511 Advanced Traveler Information System (FL511)

What is FL511? Florida's official source for real-time traffic information. It is the most comprehensive source available 24/7. The goal is to keep traffic moving safer and more efficiently on Florida's roads.

When do I use FL511? It is used to plan a trip. It is used before driving via website, mobile app or Twitter feeds. The slogan is 'Connect, Know and Go' meaning that you connect to a device, plan your trip or check for current incidents, and then go.

What roads are covered? All interstates in Florida (I-4, I-10, I-75 and I-95), Florida's turnpike system, major metropolitan areas, and some state highways and other roads.

Can I use FL511 in a moving vehicle? Drivers may not. FDOT does not encourage the use of electronic devices while driving as it is a distraction and in some cases it is illegal. A passenger can use the Florida 511 mobile app when the car is in motion.

Who provides FL511? Florida Department of Transportation (FDOT).

Who is FL511 for? Anyone who needs accurate, current traffic information on Florida's roads. This includes anyone licensed to operate a motor vehicle in Florida, residents, tourists, winter visitors, students, commuters, businesses, commercial operations, truck drivers and many others.

What are some of the features? Turn-by-turn directions and travel times, real-time camera snapshots and streaming video throughout Florida, current incidents including crashes and disabled vehicles, congestion, traffic speeds, personalized services, text and email alerts, weather, information for hurricane evacuees, truck parking, Brickell Avenue Bridge openings and closings, local traffic information, and much more.

How do I access FL511? The website – FL511.com – has all the information and is available in English and Spanish. The Florida 511 mobile app has key features – available at the Apple App Store and Google Play. Twitter has 13 feeds with current traffic messages.

FL511 Fact Sheet (continued)

Is FL511 available on other social media sites? FL511 is on Facebook, Instagram and YouTube. These sites feature photos, videos, social media posts, and other fun and informative information.

How is FL511 different from other traffic information systems? FL511 does not provide turn-by-turn directions in a vehicle while in motion. It is Florida traffic only. It is reliable as it is provided by FDOT and its partners. It is very comprehensive and originated from the nationwide 511 system, established about two decades ago. It has no ads and is free as a public service.

Where can I learn more? Visit FL511.com.

Public Service Announcements

Use FL511 to Plan Your Drive This School Year

30-SECONDS:

November 14 to 18 is National Crash Responder Safety Week. The Florida Department of Transportation and its FL511 team remind motorists to slow down for first responders stopped on our highways. They are assisting stranded motorists and keeping our roads safer. If you see flashing lights, move over and slow down! It's the law.

15-SECONDS:

November 14 to 18 is National Crash Responder Safety Week. The Florida Department of Transportation and its FL511 team remind motorists to slow down for first responders stopped on the highway. If you see flashing lights, move over and slow down!

Social Media Messages

During this Crash Responder Safety Week—and every week—slow down when approaching traffic incidents. This keeps professionals working to clear roadway incidents safely. Traffic incident responders also have families waiting for them. #CRSW #FL511

Every day first responders risk their lives helping stranded motorists or enforcing the law. Slow down when approaching flashing lights. #CRSW #FL511

November 14 to 18 is national Crash Responder Safety Week. FDOT and its FL511 team remind motorists to slow down when approaching flashing lights along the highway. Keep those who respond to traffic incidents safe. #CRSW #FL511

See flashing lights on the highway? Slow down, if possible, to keep our first responders safe. #CRSW #FL511

Please keep those who respond to traffic incidents safe by slowing down. It is the right thing to do and it is the law, as well. #CRSW #FL511

The law in Florida: slow down for those responding to incidents along our highways. Many motorists still do not know. Be alert and save lives. #CRSW #FL511

Graphic Arts Materials

Suggested Creative Assets



Florida 511 Logo – Full Color



Florida 511 Logo – Full Color (Reversed)

Graphic Arts Materials (continued)

Suggested Creative Assets

