



Distracted Driving Awareness Month QUICK-GUIDE

A publication of the Center for Leadership Education in Maternal and Child Public Health



This is one of 50+ "Quick-Guides" created to help you take advantage of national health observances. It can help you guide your maternal and child health promotion efforts, especially when using social media. Most messages, materials, and facts can be adapted to fit many audiences.

For other Quick-Guides, visit: z.umn.edu/qguides

Social Media

Social media can be a great tool for finding up-to-date resources and facts. Follow leading organizations to see what they are doing, share their posts, and join in national chats.

One of the easiest ways to find more resources is to search the hashtag for this observance. This can be done on almost all social media networks. Include it in any posts you create.

Please share this Quick-Guide and tag @UMN_MCH!

Hashtag

- #JustDrive
- #DDAM
- #Act2EndDD

Twitter

- @NHTSAgov
- @NSCsafety
- @PADDorg

Facebook

- National Safety Council
- National Highway Traffic Safety Administration (NHTSA)

Instagram

- @NHTSAgov
- @PADDorg

YouTube

National Safety Council

Print, Post, or Share

If available, use logos or other graphics to enhance your posts, emails, or websites. Visuals help catch people's attention and often have higher engagement numbers.

Use available facts from these organizations to create quick and easy posts for social media or a newsletter. Many also provide templates for press releases and other modes of communication.

National Safety Council

Social Media Toolkit

Take the Pledge

Research & Infographics

Online Safety Class

Sample Tweets/Posts

Some screen time can be deadly. Speak up when you're being disturbed as well as when you're in danger. Distracted driving is deadly driving.

#justdrive #DDAM

We use our phones EVERYWHERE but our cars are one of the deadliest places to use them. Hang up and #justdrive

<http://www.nsc.org/justdrive>

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