



National Passenger Safety Week '26

Media Talking Points

What is National Passenger Safety Week? Why is it important?

Every year, we lose nearly 41,000 people in traffic crashes. Of those, about 24 percent are passengers. National Passenger Safety Week, the last week of January, began several years ago by two non-profit groups – the National Road Safety Foundation and We Save Lives – to empower passengers to SPEAK UP when in a vehicle being driven unsafely. Since it began, more than 70 groups have joined in to help spread the word during National Passenger Safety Week and year-round. In addition, dozens of state, county and local police and traffic safety departments have also helped get the message out.

Passengers can – and should – play a critical role in keeping our roads and highways safe for everyone by saying something as it's happening. SPEAKING UP can make a difference and prevent tragedy.

How are passengers impacted by traffic crashes?

All of us are impacted by traffic crashes in some way. Each of the 40,901 people who died in crashes in 2024 had friends and family. On top of that, National Children's Hospital estimates more than three million people are injured in crashes every year – many with injuries that change their lives forever. And crashes cost money -- more than \$340 billion every year, according to NHTSA. That includes property damage, medical costs and lost wages.

What can passengers do to keep our roads safe?

SPEAK UP! Don't be afraid to say something if you're in a vehicle that's being driven unsafely. Anecdotal evidence shows most drivers will respond in a positive way if unsafe behavior is pointed out to them.

If a driver pushes back, try explaining, in a calm voice, that you care about him or her, and you don't want them (and yourself) to be hurt in a crash.

How should I speak up? What are some tips for what to say to get best results?

(take this from the website....)

Where can I find more information?

More information, including tips for how to speak up, are at nationalpassengersafety.org.

NOTE: If you or a spokesperson from your organization is doing TV interviews, you can offer the reporter or producer a link to B-roll footage. Pass this info along to them...

Here's a link to some B-roll...

https://drive.google.com/file/d/1TxNsscBYur41AANxchq8BN_B_LZEbN-J/view?usp=drivesdk

Please credit: The National Road Safety Foundation

For more information or if you need assistance with media outreach, feel free to contact David Reich, PR Director for the National Road Safety Foundation at david@nrsf.org