

# Make a safety message people can use

Put safer streets first. Work for safer road design and speeds. Use your campaign to explain road changes and help people take a safe action now.

## 1 Pick one audience and one moment

Choose a specific situation, such as a driver passing on a narrow road. Ask what makes the safe action hard: an unclear rule, a missing skill, the cost of gear, or the road itself.

## 2 Say exactly what to do

Name the moment and give a clear action. Put that instruction in the headline. Use plain words. Keep your logo and extra information smaller than the safety message.

## 3 Show the action in the picture

Show a driver waiting, a door staying closed, or a light being fitted. Put a short explanation beside the action. If you use a portrait or story, keep the safety instruction easy to find.

## 4 Pair advice with practical help

Pair light advice with gear and fitting help; pair skill advice with instruction, practice and feedback. Confirm the help exists. Say where to get it, what it costs and who can use it.

### DRAFT INSTRUCTIONS TO ADAPT AND TEST

**PASSING** No safe room to pass? Slow down and wait behind.

**DOORS** Keep the door closed. Look beside and behind. Open only when clear.

**TURNING** Before turning across a rider's path, check and wait until the rider has cleared.

Basis: [WHO: safer streets](#) · [Hess: clear instructions](#) · [Remove barriers](#) · [Houts: pictures + words](#) · [Training review](#) · [Equipment access](#)

# Test the message. Help people act.

## 5 Reach people in familiar places

Work with driving schools, employers, bike shops, schools and local groups. Use places where people can stop and read. Choose languages and formats with the people you need to reach.

## 6 Ask people before you print a large batch

Show a draft to a few people from your audience. Ask these questions before you explain the message. Write down the answers and revise anything that causes confusion or blame.

- Who needs to act?
- When should the action happen?
- What would you do next?
- What, if anything, is confusing or unfair?

Compare one change at a time. To test a picture, keep the words and layout the same. Use small tests to find problems, then revise and check again.

## 7 Check the finished piece

Print a sample at its real size. Make the main action easy to read. Ask a local safety expert to check the road scene and rules. Ask local speakers to check each translation. Test the QR code and include a short web address too.

## 8 Check what people learn and use

Record where you shared the material and how many people took part. Ask readers to explain the action. For a lesson or gear check, ask people to show the skill or check the equipment later. Use what you learn to improve the next version.