



SOCIAL MEDIA PLAYBOOK ILLEGAL SCHOOL BUS PASSING PREVENTION CAMPAIGN 2023

October 16-20, 2023



How to Use This Playbook

School Bus Safety Week: October 16-20, 2023

This document is a social media playbook for the 2023 Illegal School Bus Passing Prevention campaign. It includes specific content, assets and instructions to address drivers and encourage them to slow and prepare to stop for a school bus when its yellow lights are flashing and come to a complete stop when the red lights are flashing and the stop arm is out. The content in this playbook is designed for easy posting and seamless integration into your current social media strategy. Your communication efforts during this time of the year may help save lives.

Table of Contents

Campaign Overview [4](#)

- Campaign Summary [4](#)
- Objectives [4](#)
- Posting Strategy [5](#)

Creating Your Own Content [6](#)

Social Media Content [7](#)

- Content Organization [8](#)
- Post Examples [9](#)
- Sizes Available [11](#)
- Content [13](#)

NHTSA Contact [33](#)

Campaign Overview

Illegal School Bus Passing Prevention Campaign Summary

Drivers not slowing and preparing to stop for a school bus when its yellow lights are flashing, and coming to a complete stop when the red lights are flashing and the stop arm is out is a potentially deadly behavior on the road. Although passing a stopped school bus is illegal in all 50 states and D.C., drivers routinely violate these laws putting children and other road users at risk. The 2023 Illegal School Bus Passing Prevention campaign seeks to educate drivers by letting them know about the severity of the consequences and the importance of obeying stop-arm laws.

Objectives

- Educate drivers about the dangers of passing a stopped school bus
- Remind drivers that not stopping could result in a child being injured or killed

2023 Illegal School Bus Passing Prevention Posting Strategy

National School Bus Safety Week is Monday, October 16, through Friday, October 20. During those dates, posting on social media will help remind drivers to always stop for a stopped school bus. Posting during school hours is especially important as more school buses are on the roads during that time of day.

Below are some relevant hashtags to use when posting about the campaign to tap into conversations around Blackout Wednesday:

- **#StopMeansStop**
- **#StopForSchoolBuses**
- **#SchoolBusSafety**



Creating Your Own Content

While standard social messages are offered within this playbook, we encourage you to create your own messages to accompany the graphics provided. Over the course of several campaigns, we've seen that messages that localize the campaign and speak to each organization's audience receive significantly more engagements.

There are countless ways to create your own messages or tailor our pre-written messages to your audience, but here are some suggestions to get you started:

- Include the state or city name within the message
- Utilize local crash or traffic stop data

Here are some examples of a "create your own" style message:

- See the school bus stop-arm, Omaha? Time to STOP. 🛑 Racing past the arm puts young lives in jeopardy.
- Rapid City, school is in session! 🏫 That means more children are outside waiting for the bus during certain hours. Slow down and watch for children playing and gathering near the bus stop 🚌.

Facebook/Instagram



Social Media Content

This section contains shareable social media content for the 2023 Illegal School Bus Passing Prevention campaign. Provided on pages [\(13-32\)](#) are downloadable graphics with accompanying suggested posts that you can use or use as inspiration when sharing on your social media channels.

Twitter



On the left are two sample social media posts: one for Instagram and Facebook using a square-shaped graphic and one for Twitter using a rectangular graphic.

Content Organization—Social Norming

The social media content is organized into sections based on creative concept and social platform. English and Spanish versions are provided for this campaign.

English

- Yellow and Red (Facebook)—p. [13](#)
- Yellow and Red (Twitter)—p. [14](#)
- Kids Ahead (Facebook)—p. [15](#)
- Kids Ahead (Twitter)—p. [16](#)
- Stop Means Stop (Facebook)—p. [17](#)
- Stop Means Stop (Twitter)—p. [18](#)
- For Them (Facebook)—p. [19](#)
- For Them (Twitter)—p. [20](#)
- Same (Facebook)—p. [21](#)
- Same (Twitter)—p. [22](#)

Spanish

- Amarillo y Rojo (Facebook)—p. [23](#)
- Amarillo y Rojo (Twitter)—p. [24](#)
- Niños Adelante (Facebook)—p. [25](#)
- Niños Adelante (Twitter)—p. [26](#)
- Stop Means Stop (Facebook)—p. [27](#)
- Stop Means Stop (Twitter)—p. [28](#)
- For Them (Facebook)—p. [29](#)
- For Them (Twitter)—p. [30](#)
- Same (Facebook)—p. [31](#)
- Same (Twitter)—p. [32](#)

On the following pages, you will see additional graphics and post examples in a variety of sizes for the campaign. Be sure to consider which social media platform your target audience typically uses when you choose the graphics and post content. Also, take into consideration that most people use mobile phones when checking their social media accounts. The graphics in this playbook are optimized for mobile platforms.



Facebook Post Example

Here is an example of how a Facebook post should look when published.

- 1 *Suggested copy from this playbook.*
- 2 *Downloaded graphic from trafficsafetymarketing.gov.*



Twitter Post Example

Here is an example of how a Twitter post should look when published.



1 Suggested copy from this playbook.

2 Downloaded graphic from trafficsafetymarketing.gov.



Sizes Available

Social media graphic sizes vary across the ever-changing social media platforms. In this playbook, we included different sizes based on suggested industry standards and best practices. Most graphics are available as animated versions on the trafficsafetymarketing.gov website.



Facebook/Instagram Posts
1200x1200 (square)



Facebook/Instagram Stories
1080x1920 (vertical)



Facebook/Instagram Posts
1000x1200 (vertical)



Twitter Posts
1200x675

Animation vs. Static

Alongside the static graphics you see in this playbook, NHTSA also offers animated versions of most campaigns in the same sizes. According to social media experts, posts with an animated graphic will see 55% more engagement than those without and often generate 1,200% more shares than text and static images combined.

(Source: [Social Media Today](#))



Animated graphics are uploaded to social platforms in the same way as static versions. Follow the step-by-step instructions provided by the platform during the upload process to easily incorporate animated graphics into your content after downloading them from the trafficsafetymarketing.gov website.

Yellow and Red

STEP

1 Download graphics.

Download the "Yellow and Red" graphic below at: [Traffic Safety Marketing](#)



Sizes Available:

- Facebook/Instagram Posts
1000x1200
1200x1200
- Facebook/Instagram Stories
1080x1920

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Facebook Messages

- School safety starts at the bus stop. 🚌 🛑 Share these tips with your children.
 - 🕒 Arrive at the bus stop five minutes early.
 - 📍 Stand five giant steps away from the curb.
 - 🚌 Wait until the bus stops, the door opens, and the driver says it's okay before stepping onto the bus.
 - 👁️ Be sure the bus driver can always see you, and you can see the bus driver.
- School Bus Drivers 🚌: The greatest risk to a child isn't riding a school bus but approaching or leaving one. Stay alert. Stay engaged. Keep them safe.
- 🟡 Yellow lights 🟡 on a school bus indicate the bus is preparing to stop. 🛑 If you're driving, slow down, stay alert, and watch out for children 🧒🧒.

Yellow and Red

STEP

1 Download graphics.

Download the "Yellow and Red" graphic below at: [Traffic Safety Marketing](#)



Sizes Available:

Twitter Posts
1200x675

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Twitter Messages

- School safety starts at the bus stop. 🚌 🛑 Share these tips with your children. **#SchoolBusSafety**
 - 🕒 Arrive at the bus stop five minutes early.
 - 📍 Stand five giant steps away from the curb.
 - 🚌 Wait until the bus stops, the door opens, and the driver says it's okay before stepping onto the bus.
 - 👁️ Be sure the bus driver can always see you, and you can see the bus driver.
- School Bus Drivers 🚌: The greatest risk to a child isn't riding a school bus but approaching or leaving one. Stay alert. Stay engaged. Keep them safe. **#SchoolBusSafety**
- 🟡 Yellow lights 🟡 on a school bus indicate the bus is preparing to stop. 🛑 If you're driving, slow down, stay alert, and watch out for children 🧒 🧒. **#SchoolBusSafety**

Kids Ahead

STEP

1 Download graphics.

Download the "Kids Ahead" graphic below at:
[Traffic Safety Marketing](#)



Sizes Available:



Facebook/Instagram Posts

1000x1200
1200x1200

Facebook/Instagram Stories

1080x1920

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Facebook Messages

- See the school bus stop-arm? Time to STOP. 🛑 Racing past the arm puts young lives in jeopardy.
- School is in session! 🎒 That means more children are outside waiting for the bus during certain hours. Slow down and watch for children playing and gathering near the bus stop 🚌.

Kids Ahead

STEP

1 Download graphics.

Download the "Kids Ahead" graphic below at: [Traffic Safety Marketing](#)



Sizes Available:

 **Twitter Posts**
1200x675

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Twitter Messages

- See the school bus stop-arm? Time to STOP. 🛑 Racing past the arm puts young lives in jeopardy. **#DriveSafely #SchoolBusSafety**
- School is in session! 🎒 That means more children are outside waiting for the bus during certain hours. Slow down and watch for children playing and gathering near the bus stop 🚌. **#SchoolBusSafety**

Stop Means Stop

STEP

1 Download graphics.

Download the "Stop Means Stop" graphic below at: [Traffic Safety Marketing](#)



Sizes Available:

- Facebook/Instagram Posts
1000x1200
1200x1200
- Facebook/Instagram Stories
1080x1920

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste the suggested post below.

Sample Facebook Message

- School Bus Drivers 🧑: The greatest risk to a child isn't riding a school bus, but approaching or leaving one. Stay alert. Stay engaged. Keep them safe.

Stop Means Stop

STEP

1 Download graphics.

Download the "Stop Means Stop" graphic below at: [Traffic Safety Marketing](#)



Sizes Available:

 Twitter Posts
1200x675

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste the suggested post below.

Sample Twitter Message

- School Bus Drivers 🧑: The greatest risk to a child isn't riding a school bus, but approaching or leaving one. Stay alert. Stay engaged. Keep them safe. **#SchoolBusSafety**

For Them

STEP

1 Download graphics.

Download the "For Them" graphic below at:
[Traffic Safety Marketing](#)



Sizes Available:

- Facebook/Instagram Posts
1000x1200
1200x1200
- Facebook/Instagram Stories
1080x1920

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Facebook Messages

- School safety starts at the bus stop. 👤 👤 Share these tips with your children.
 - ↳ Arrive at the bus stop 5 minutes early.
 - 👤 Stand 5 giant steps away from the curb.
 - 👤 Wait until the bus stops, the door opens and the driver says it's okay before stepping onto the bus.
- School is in session! 👤 That means more children outside waiting for the bus during certain hours. Slow down and watch for children playing and gathering near the bus stop 👤.

For Them

STEP

1 Download graphics.

Download the "For Them" graphic below at:
[Traffic Safety Marketing](#)



Sizes Available:

 **Twitter Posts**
1200x675

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste the suggested post below.

Sample Twitter Message

- School is in session! 🎒 That means more children outside waiting for the bus during certain hours. Slow down and watch for children playing and gathering near the bus stop 🙋

Same

STEP

1 Download graphics.

Download the "Same" graphic below at:
[Traffic Safety Marketing](#)



Sizes Available:



Facebook/Instagram Posts

1000x1200
 1200x1200

Facebook/Instagram Stories

1080x1920

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Facebook Messages

- See the school bus stop-arm? Time to STOP. 🚗 Racing past the arm puts young lives in jeopardy.
- School is in session! 🎒 That means more children outside waiting for the bus during certain hours. Slow down and watch for children playing and gathering near the bus stop 👤.

Same

STEP

1 Download graphics.

Download the "Same" graphic below at:
[Traffic Safety Marketing](#)



Sizes Available:

Twitter Posts
1200x675

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Twitter Messages

- See the school bus stop-arm? Time to STOP. 🚗 Racing past the arm puts young lives in jeopardy. #DriveSafely #SchoolBusSafety
- School is in session! 👶 And that means more children outside waiting for the bus during certain hours. Slow down and watch for children playing and gathering near the bus stop 🙇 #SchoolBusSafety

Amarilla y Rojo

STEP

1 Download graphics.

Download the "Amarilla y Rojo" graphic below at: [Traffic Safety Marketing](#)



Sizes Available:

- Facebook/Instagram Posts
1000x1200
1200x1200
- Facebook/Instagram Stories
1080x1920

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Facebook Messages

- La seguridad escolar empieza en la parada del autobús. 🚌 ● Comparte estos consejos con tus hijos. 🕒 Lleg a la parada de autobús cinco minutos antes de la llegada del autobús. 🚶 Párate a cinco pasos grandes del borde de la acera. 🚌 Espera hasta que el autobús se detenga, la puerta se abra y el conductor diga que está bien subir, antes de subirte al autobús. 👁 Asegúrate de que el conductor del autobús siempre pueda verte y de que tú puedas ver al conductor del autobús.

Translation: School safety starts at the bus stop. 🚌 ● Share these tips with your children.

#SchoolBusSafety

🕒 Arrive at the bus stop five minutes early.

🚶 Stand five giant steps away from the curb.

🚌 Wait until the bus stops, the door opens, and the driver says it's okay before stepping onto the bus.

- Conductores de Autobuses Escolares 🚌: El mayor riesgo para un niño no es viajar en un autobús escolar, sino acercarse o bajar de uno. Mantente alerta. Mantente involucrado. Manténlos seguros.

Translation: School Bus Drivers 🚌: The greatest risk to a child isn't riding a school bus but approaching or leaving one. Stay alert. Stay engaged. Keep them safe.

- 🟡 Las luces amarillas 🟡 en un autobús escolar indican que el autobús se está preparando para detenerse. ● Si estás manejando, reduce tu velocidad, mantente alerta y ten cuidado con los niños 🧒 🧒.

Translation: 🟡 Yellow lights 🟡 on a school bus indicate the bus is preparing to stop. ● If you're driving, slow down, stay alert, and watch out for children 🧒 🧒.

Amarilla y Rojo

STEP

1 Download graphics.

Download the "Amarilla y Rojo" graphic below at: [Traffic Safety Marketing](#)



Sizes Available:

Twitter Posts
1200x675

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Twitter Messages

- La seguridad escolar empieza en la parada del autobús. 🚌

 - 🔴 Comparte estos consejos con tus niños. **#SeguridadDelAutobúsEscolar**
 - 🕒 Llega a la parada de autobús cinco minutos antes de la llegada del autobús.
 - 📏 Párate a 5 pasos grandes de distancia del borde de la acera.
 - 🚌 Espera hasta que el autobús se detenga, la puerta se abra y el conductor diga que está bien subir, antes de subirte al autobús.
 - 👁️ Asegúrate de que el conductor del autobús siempre pueda verte y de que tú puedas ver al conductor del autobús.

*Translation: School safety starts at the bus stop. 🚌 🔴 Share these tips with your children. **#SchoolBusSafety***

 - 🕒 Arrive at the bus stop five minutes early.
 - 📏 Stand five giant steps away from the curb.
 - 🚌 Wait until the bus stops, the door opens, and the driver says it's okay before stepping onto the bus.
 - 👁️ Be sure the bus driver can always see you, and you can see the bus driver.
- Conductores de Autobuses Escolares 🚌: El mayor riesgo para un niño no es viajar en un autobús escolar, sino acercarse o bajarse de uno. Mantente alerta. Mantente involucrado. Manténlos seguros. **#SeguridadDelAutobúsEscolar**

*Translation: School Bus Drivers 🚌: The greatest risk to a child isn't riding a school bus but approaching or leaving one. Stay alert. Stay engaged. Keep them safe. **#SchoolBusSafety***
- Las luces amarillas 🟡 en un autobús escolar indican que el autobús se está preparando para detenerse. 🔴 Si estás manejando, reduce tu velocidad, mantente alerta y ten cuidado con los niños 🧒 🧒. **#SeguridadDelAutobúsEscolar**

*Translation: 🟡 Yellow lights 🟡 on a school bus indicate the bus is preparing to stop. 🔴 If you're driving, slow down, stay alert, and watch out for children 🧒 🧒. **#SchoolBusSafety***

Niños Adelante

STEP

1 Download graphics.

Download the "Niños Adelante" graphic below at: [Traffic Safety Marketing](#)



Sizes Available:



Facebook/Instagram Posts

1000x1200
1200x1200

Facebook/Instagram Stories

1080x1920

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Facebook Messages

- ¿Ves el brazo de parada del autobús escolar extendido? Es momento de PARAR. 🛑 Adelantar a un autobús con el brazo de parada extendido pone en peligro las vidas de niños.
Translation: See the school bus stop-arm? Time to STOP. 🛑 Racing past the arm puts young lives in jeopardy.
- Las clases comenzaron! 🏫 Eso significa más niños en la calle, esperando el autobús durante ciertas horas. Reduce tu velocidad y ten cuidado con los niños que juegan y se reúnen cerca de la parada del autobús 🚌.
Translation: School is in session! 🏫 That means more children are outside waiting for the bus during certain hours. Slow down and watch for children playing and gathering near the bus stop 🚌.

Niños Adelante

STEP

1 Download graphics.

Download the "Niños Adelante" graphic below at: [Traffic Safety Marketing](#)



Sizes Available:

Twitter Posts
1200x675

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Twitter Messages

- ¿Ves el brazo de parada extendido del autobús escolar extendido? Es hora de PARAR. 🛑 Adelantar a un autobús escolar con el brazo de parada extendido pone en peligro las vidas de niños. **#ManejaDeFormaSegura #SeguridadDelAutobúsEscolar**
Translation: See the school bus stop-arm? Time to STOP. 🛑 Racing past the arm puts young lives in jeopardy. #DriveSafely #SchoolBusSafety
- ¡Las clases comenzaron! 🏫 Eso significa más niños en la calle, esperando el autobús durante ciertas horas. Reduce tu velocidad y ten cuidado con los niños que juegan y se reúnen cerca de la parada del autobús 🚌. **#SeguridadDelAutobúsEscolar**
Translation: School is in session! 🏫 That means more children are outside waiting for the bus during certain hours. Slow down and watch for children playing and gathering near the bus stop 🚌. #SchoolBusSafety

Spanish Stop Means Stop

STEP

1 Download graphics.

Download the "Stop Means Stop" graphic below at: [Traffic Safety Marketing](#)



Sizes Available:

Facebook/Instagram Posts
1000x1200
1200x1200

Facebook/Instagram Stories
1080x1920

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Facebook Message

- La seguridad en la escuela empieza en la parada del autobús escolar. 🧑🏫 👤 Comparte estos consejos con tus hijos.
 - 📄 Llega a la parada del autobús por lo menos 5 minutos antes.
 - 👣 Párate a cinco pasos gigantes del borde de la acera.
 - 🧑🏫 Espera a que el autobús se detenga, a que la puerta se abra, y a que el conductor diga que está bien subirse al autobús.
 - 👁️ Asegúrate de que el conductor del autobús siempre te pueda ver, y que tú también lo puedas ver.

Translation: School safety starts at the bus stop. 🧑🏫 👤 Share these tips with your children.

 - 📄 Arrive at the bus stop 5 minutes early.
 - 👣 Stand 5 giant steps away from the curb.
 - 🧑🏫 Wait until the bus stops, the door opens and the driver says it's okay before stepping onto the bus.
 - 👁️ Be sure the bus driver can always see you, and you can see the bus driver.
- ¡Ya empezó la escuela! 🧑🏫 Eso quiere decir que hay más niños afuera esperando el autobús a ciertas horas del día. Reduce la velocidad de tu automóvil y presta atención a los niños que estén jugando o que estén cerca de la parada del autobús escolar. 🧑🏫

Translation: School is in session! 🧑🏫 That means more children outside waiting for the bus during certain hours. Slow down and watch for children playing and gathering near the bus stop 🧑🏫

Spanish Stop Means Stop

STEP

1 Download graphics.

Download the "Stop Means Stop" graphic below at: [Traffic Safety Marketing](#)



Sizes Available:

Twitter Posts
1200x675

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste the suggested post below.

Sample Twitter Message

- ¡Ya empezó la escuela! 🧑🎒 Eso quiere decir que hay más niños afuera esperando el autobús a ciertas horas del día. Reduce la velocidad de tu automóvil y presta atención a los niños que estén jugando o que estén cerca de la parada del autobús escolar. 🚗

Translation: School is in session! 🧑🎒 That means more children outside waiting for the bus during certain hours. Slow down and watch for children playing and gathering near the bus stop 🚗

Spanish For Them

STEP

1 Download graphics.

Download the "For Them" graphic below at:
[Traffic Safety Marketing](#)



Sizes Available:



Facebook/Instagram Posts

1000x1200
1200x1200

Facebook/Instagram Stories

1080x1920

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste the suggested post below.

Sample Facebook Message

- Conductores de autobuses escolares 🚍: El riesgo más grande para un niño no es estar dentro del autobús, si no, subirse y bajarse del mismo. Mantente alerta y asegúrate de que los niños estén a salvo en todo momento.

Translation: School Bus Drivers 🚍: The greatest risk to a child isn't riding a school bus, but approaching or leaving one. Stay alert. Stay engaged. Keep them safe.

Spanish For Them

STEP

1 Download graphics.

Download the "For Them" graphic below at:
[Traffic Safety Marketing](#)



Sizes Available:

 **Twitter Posts**
1200x675

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste the suggested post below.

Sample Twitter Message

- Conductores de autobuses escolares 🚒: El riesgo más grande para un niño no es estar dentro del autobús, si no, subirse y bajarse del mismo. Mantente alerta y asegúrate de que los niños estén a salvo en todo momento. **#SeguridadDelAutobúsEscolar**

*Translation: School Bus Drivers 🚒: The greatest risk to a child isn't riding a school bus, but approaching or leaving one. Stay alert. Stay engaged. Keep them safe. **#SchoolBusSafety***

Spanish Same

STEP

- 1 Download graphics.

Download the "Same" graphic below at:
[Traffic Safety Marketing](#)



Sizes Available:

- Facebook/Instagram Posts
 - 1000x1200
 - 1200x1200
- Facebook/Instagram Stories
 - 1080x1920

STEP

- 2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Facebook Messages

- Ves el alto del autobús escolar extendido? Es hora de DETENERTE. 🚗 Si manejas alrededor del alto pones las vidas de los niños en peligro.
Translation: See the school bus stop arm? Time to STOP. 🚗 Racing past the arm puts young lives in jeopardy.
- ¡Ya empezó la escuela! 🎒 Eso quiere decir que hay más niños afuera esperando el autobús a ciertas horas del día. Reduce la velocidad de tu automóvil y presta atención a los niños que estén jugando o que estén cerca de la parada del autobús escolar. 🙇
Translation: School is in session! 🎒 That means more children outside waiting for the bus during certain hours. Slow down and watch for children playing and gathering near the bus stop 🙇.

Spanish Same

STEP

- 1 Download graphics.

Download the "Same" graphic below at:
[Traffic Safety Marketing](#)



Sizes Available:

 **Twitter Posts**
1200x675

STEP

- 2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

Sample Twitter Messages

- ¿Ves el alto del autobús escolar extendido? Es hora de DETENERTE. 🚗 Si manejas alrededor del alto pones las vidas de los niños en peligro. **#ConduceConPrecaución #SeguridadDelAutobúsEscolar**
Translation: See the school bus stop arm? Time to STOP. 🚗 Racing past the arm puts young lives in jeopardy. #DriveSafely #SchoolBusSafety
- ¡Ya empezó la escuela! 🎒 Eso quiere decir que hay más niños afuera esperando el autobús a ciertas horas del día. Reduce la velocidad de tu automóvil y presta atención a los niños que estén jugando o que estén cerca de la parada del autobús escolar 🚶. **#SeguridadDelAutobúsEscolar**
Translation: School is in session! 🎒 And that means more children outside waiting for the bus during certain hours. Slow down and watch for children playing and gathering near the bus stop 🚶. #SchoolBusSafety

NHTSA Contact

If you have questions about the 2023 Illegal School Bus Passing Prevention campaign, please contact Lori Millen at Lori.Millen@dot.gov.

