Bicyclist and Pedestrian awareness month Activity Ideas for employers

## Make It Fun!

Employees are more likely to embrace a safety program when they are part of the process. Make it fun! Have a contest. Ask employees to create a bicyclist and pedestrian awareness education poster. Employees can vote for their favorite. Provide a prize for the winner.

## Share the Message

Posters and pamphlets are available – free – from DRIVE SMART Virginia. We’ll even ship them to you (within Virginia). A small traffic safety display in the break room, or other area employees will regularly see it, will spread the message and demonstrate your company’s commitment to sharing Virginia’s roads.

## Spread the Word

Send a company-wide email reminding employees that September is Bicyclist and Pedestrian Awareness Month in Virginia. Use the template available at the drivesmartva.org online toolkit.\* The template makes it easy to craft an informative fact-filled email.

## Keep It Real

Conduct an anonymous survey of employee’s driving habits. You can download a survey from the drivesmartva.org online toolkit.\* Conduct one survey at the beginning of September and another at the end of the month. Share the results with employees in an email or newsletter.

## Make a Day of It

Plan an employee safety day. Invite your local fire and police departments to participate. Contact organizations like DRIVE SMART Virginia about participating in your event.

\* The DRIVE SMART Virginia online toolkit for Bicyclist and Pedestrian Awareness Month can be found at: <http://www.drivesmartva.org/outreach-and-education/toolkits>