# Sample Script for Association Leaders

## Delivery Strategy:

* Consider putting up a video a week or two in advance of CRSW and delivering a brief article electronically with a link to the video message.
* Consider putting dates (November 13–17, 2023) for CRSW visually on the video.
* Consider putting up the CRSW 2023 hashtag “CRSW” visually on the video.

## Sample Script:

[Music begins]

[Camera fades in from black]

[Closeup of the speaker]

Hello, I'm [NAME], proudly standing as the [POSITION] at [ORGANIZATION]. I carry a vital responsibility: promoting the safety of our members who put themselves in harm’s way every day when responding to roadway crashes and other traffic incidents. That is why we want to bring attention to Crash Responder Safety Week, CRSW: an event close to our hearts. Now in its seventh year, this national observance has never been more essential.

[Cut to montage of responders at work]

Every 6 seconds, somewhere in our Nation, brave responders race toward crash sites, confronting danger head-on. But there’s a somber truth that we, as an organization, strive to underline through CRSW.

[Images of roadside memorials]

Nearly every week, one of our responders is fatally injured in the line of duty, often while aiding motorists and clearing roadway incidents. And countless others bear the scars of life-altering injuries.

[Cuts back to the speaker]

Our rallying cry this year is simple but powerful: “Protect Those Who Protect You.”

[Images of cars slowing down and moving over for responders]

We implore every traveler out there to remember—when you see us at work on the roadside, please slow down, move over, and stay alert. Please give us the space we need to do our jobs safely.

[Images of people using social media**,** or images of responders in action]

We urge our dedicated [ORGANIZATION] [MEMBERS, INCIDENT RESPONDERS, or ROAD WORKERS] to share their stories on social media this year. Let your photos, videos, or written narratives paint a vivid picture of what it’s like to be on the front lines, risking everything for others. Give the public a peek into our world, the significance of our work, and the hurdles we face. Remember to use the hashtag #CRSW.

[Cuts to images of traffic incident management training]

And, of course, to my fellow [ORGANIZATION] [MEMBERS, INCIDENT RESPONDERS, or ROAD WORKERS], I strongly recommend taking advantage of the free traffic incident management training offered by the Federal Highway Administration.

[Back to the speaker]

Remember, every life saved on the roadways is a victory. Thank you for your commitment to the safety of our fellow responders and all road users.

[Music fades out; camera fades to black]