Be the Driver
A unique style of illustration, color and typography has been established to build unified brand recognition across all programs.

The foundation of the brand personality is a set of diverse characters who will tell the be the driver who saves lives story across all media channels.
IMPAIRED DRIVING CAMPAIGN

Principal takeaway message: If you’re drinking away from home, appoint a designated driver or plan for a ride share.

the make a plan driver
MOTORCYCLE SAFETY CAMPAIGN

Principal takeaway message:
Spotting motorcyclists can be a challenge. Be extra alert for motorcycles—so all of us can get home safely.
AGGRESSIVE DRIVING CAMPAIGN

Principal takeaway message:
Speeding and aggressive driving cause crashes, injuries and even death. Slow down when you drive.

the slow down driver
OCCUPANT PROTECTION CAMPAIGN

Principal takeaway message:
There are no good reasons for not wearing a seat belt. They can save your life and the lives of your passengers.
Distracted Driving Campaign

The Focused Driver

Principal takeaway message:
Put your phone down while driving. Holding your phone while driving is against the law.
PEDESTRIAN & BICYCLE SAFETY CAMPAIGN

Principal takeaway message:
Drivers, cyclists and pedestrians all need to be cautious, obey laws and look out for each other.

the share the road driver
Where to find resources & toolkits?

ZeroDeathsMD.gov

Distracted Driving Resources and Social Media

Distractions driving has quickly become one of the leading causes of injuries and crashes on the roads in Maryland. Because of this, state law requires that you park your phone before you drive your car. It is now illegal to use a handheld phone for calling or texting while driving. Make your community safer by sharing these resources and encouraging those around you to do the same.

Distracted Driving Toolkit
This zip file contains a sample social media plan incorporating the FOCUSED Driver resources.

Park the Phone Brochure
Cell phones are one of the primary causes of distraction while driving. This PDF summarizes the Maryland cell phone and texting laws, and also includes the fines and penalties for drivers who break them.

Park the Phone Brochure - Spanish
Cell phones are one of the primary causes of distraction while driving. This PDF summarizes the Maryland cell phone and texting laws, and also includes the fines and penalties for drivers who break them.
What’s in the toolkit?

- Excel
- Document
- Graphics
Roadside Emergency
Partners

MDDOT
MARYLAND DEPARTMENT OF TRANSPORTATION

MDTA
Maryland Transportation Authority

MARYLAND TRANSPORTATION AUTHORITY POLICE

MARYLAND STATE POLICE

ZERO DEATHS MARYLAND
What We Had To Consider

1. There isn’t one set of procedures

2. Drivers must understand they have to act based on their individual situation

3. We can’t say what to do – have to be recommendations
what to do during a roadside emergency

every situation is different
▷ prepare
▷ assess
▷ use good judgment
▷ stay vigilant

IF THERE IS NOT AN IMMEDIATE EMERGENCY
▷ Do everything you can to get your vehicle off the highway

IF YOU ARE ABLE TO REMAIN IN YOUR VEHICLE
▷ Remain buckled and facing forward

IF YOU ARE UNABLE TO REMAIN IN YOUR VEHICLE
▷ Do not stand near the vehicle
▷ Move to higher ground, or behind a guardrail/embankment

If you need help, contact roadside assistance. If you’re on an interstate call #77 or 9-1-1 if it is an emergency and wait until help arrives.
ZeroDeathsMD.gov/RoadsideSafety
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