

Engaging Bystanders to Reduce Aggressive Driving: A Toolkit for Community Leaders

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Introduction

Aggressive driving is a complex behavior that is prevalent and concerning, as it contributes to traffic crashes in the United States (U.S.). Reducing aggressive driving in our communities and states requires multiple strategies and the collaboration of diverse stakeholder groups. Whether you are a traffic safety practitioner or a traffic safety partner, such as a prevention coordinator, coalition leader, community educator, outreach and injury prevention specialist, or workplace safety leader, this toolkit provides you with guidance and practical tools to strengthen your efforts to address aggressive driving by engaging bystanders.



What is aggressive driving?

Aggressive driving is defined as “any unsafe driving behavior that is performed deliberately, with ill intention or disregard for safety, and impacts others.”¹

Aggressive driving includes behaviors like:

- cutting off another vehicle and braking hard,
- tailgating a slower vehicle,
- ignoring the right-of-way to “beat” another vehicle, and
- responding to other drivers with rude gestures or excessive honking.

Reducing Aggressive Driving is Important

- Traffic crashes are a major public health concern in the U.S.
- In the U.S., approximately 40,000 lives are lost in traffic crashes each year.²
- Aggressive driving is common and has increased over the last few years.³

Bystanders Matter

The Center for Health and Safety Culture at Montana State University conducted a large survey to examine aggressive driving behaviors in the U.S. The results suggest that when it comes to aggressive driving, interpersonal relationships and social influence matter. Bystanders, including friends, partners, spouses, parents, and other family members, can influence others not to drive aggressively. The survey results showed that **drivers generally believe that important people in their lives, such as their partner, significant other, or close friend, would not approve of them engaging in aggressive driving.**¹

¹ Finley, K., Hanson, B., Otto, J., & Green, K. (2024). *Understanding aggressive driving and ways to reduce it—Phase 1* (Final Report No. FHWA/MT-24-001/8882-444-23). Montana Department of Transportation. https://www.mdt.mt.gov/other/webdata/external/research/docs/research_proj/tsc/AGGRESSIVE-DRIVING/Final-Report.pdf

² National Center for Statistics and Analysis. (2025). *Summary of motor vehicle traffic crashes: 2023 data* (Traffic Safety Facts DOT HS 813 762). National Highway Traffic Safety Administration.

³ Steinbach, R., Kasha, A., Svancara, A., & Parker, J. (2025). *Aggressive driving and road rage* (Technical Report). Washington, D.C.: AAA Foundation for Traffic Safety. <https://aaaafoundation.org/wp-content/uploads/2026/01/202509-AAAFTS-Aggressive-Driving.pdf>

Importantly, the results also showed that **those who believed others would disapprove of them driving aggressively engaged in aggressive driving behaviors less frequently** than those who believed others would approve of them driving aggressively.¹ Bystanders can encourage others not to drive aggressively. Whether or not they are riding in the vehicle, bystanders can have meaningful conversations with people who are important to them that make it clear they do not support aggressive driving.



Who are Bystanders?

Bystanders are friends, partners, spouses, parents, and other family members who can encourage people to not drive aggressively.

As a leader in your community, you can play an important role in helping bystanders feel confident and supported when having conversations to encourage safer driving. Engaging bystanders is a unique opportunity to reduce aggressive driving, and this toolkit can support your efforts.

What's Inside This Toolkit?

- **A Brief Overview of the Bystanders' Experience:** What we learned from bystanders about their experience related to aggressive driving and what support they need to influence the behavior of people they care about.
- ***Are You Concerned About Someone's Risky Driving? A Conversation Guide for Friends and Family:*** Referred to throughout this toolkit as the conversation guide, this document equips bystanders to engage in conversations about aggressive and unsafe driving.
- **Communication Resources:** Sample talking points, a partner identification list, and ready-to-use outreach materials to promote your efforts and build collaborations to expand the reach of the conversation guide.

How to Use This Toolkit

The conversation guide and resources within the toolkit can be selected for use based on your capacity, the audience, and your community's needs. We recommend you start by familiarizing yourself with the conversation guide and the toolkit's resources. The conversation guide is the primary resource for distribution. We recommend adding your logo or community image to the last page of the conversation guide and hosting it on your agency's/community's website for easy access and distribution. If you are unable to add the guide to your website, please use the QR code and/or link on page 6 in your materials. The conversation guide provides example conversations and simple tips to help bystanders talk with someone they care about who drives unsafely.

¹ Finley, K., Hanson, B., Otto, J., & Green, K. (2024). *Understanding aggressive driving and ways to reduce it—Phase 1* (Final Report No. FHWA/MT-24-001/8882- 444-23). Montana Department of Transportation. https://www.mdt.mt.gov/other/webdata/external/research/docs/research_proj/tsc/AGGRESSIVE-DRIVING/Final-Report.pdf

The toolkit's communication resources and partner engagement tools will help you plan, communicate, and engage community stakeholders, including schools, workplaces, and community groups.

This toolkit reflects evidence-based practices and insights from research conducted by the Center for Health and Safety Culture (CHSC) at Montana State University for the Traffic Safety Culture Transportation Pooled Fund.

A Brief Overview of the Bystanders' Experience and Ways to Support Them to Speak Up About Aggressive Driving

To understand the experiences of bystanders (friends, spouses, partners, parents, and other family members) in intervening to reduce aggressive driving and develop strategies to support them in having conversations, the Center for Health and Safety Culture conducted interviews with people who were concerned about their friend's or family member's aggressive driving.⁴

Key Takeaways

Bystanders care deeply about safety. They are concerned about their friend's or family member's safety, the safety of others on the road, and their own safety as passengers.

Despite their concerns, bystanders may hesitate to directly confront or intervene about aggressive driving because they:

- Don't know what to say
- Worry about receiving a negative reaction from their friend or family member
- Lack confidence to speak up
- Are unsure about their ability to influence their friend's or family member's driving behavior

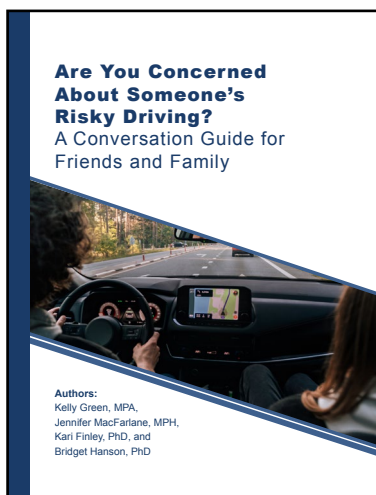
To engage in conversations about aggressive driving, many bystanders need:

- Guidance on how to approach the topic
- Clarity on what to say, with example language they can make their own
- Greater confidence to speak up and motivation to speak up early
- Strategies to manage negative reactions
- Encouragement to keep trying and to know that they can make a difference

⁴Hanson, B.L., Green, K., MacFarlane, J., Charbonneau, B.Z., Guajardo, K., & Finley, K. (2026). *Understanding aggressive driving and ways to reduce it, Phase 2: Engaging bystanders and developing effective messages*. (Final Report No. FHWA/MT-26-002/8882-444-26). Montana Department of Transportation and Center for Health and Safety Culture. <https://doi.org/10.21949/m4se-g893>

Are You Concerned About Someone's Risky Driving? A Conversation Guide for Friends and Family

The conversation guide helps bystanders have conversations with a friend or family member about their unsafe driving behaviors. The conversation guide uses three steps through which bystanders share their concerns and connect with their friend or family member to encourage safer driving. The conversation guide provides examples of dialogue and simple tips.



<https://bit.ly/DrivingConvoGuide>



Study Insights⁴

The three steps in the conversation guide were tested with a sample of 102 bystanders.

Results

- Parents, friends, spouses, and partners can feasibly and effectively interact with their friends and family members to address aggressive driving.
- The three steps helped bystanders overcome common challenges in discussing aggressive driving and having meaningful conversations about it.
- Bystanders reported feeling more confident in their ability to talk about aggressive driving and to influence safer behavior.
- Many bystanders noticed their friend or family member engaged in aggressive driving behaviors less often, and there were small improvements in their driving safety after just one or two weeks.

⁴ Hanson, B.L., Green, K., MacFarlane, J., Charbonneau, B.Z., Guajardo, K., & Finley, K. (2026). *Understanding aggressive driving and ways to reduce it, Phase 2: Engaging bystanders and developing effective messages*. (Final Report No. FHWA/MT-26-002/8882-444-26). Montana Department of Transportation and Center for Health and Safety Culture. <https://doi.org/10.21949/m4se-g893>

Communication Resources

To strengthen your efforts to address aggressive driving by engaging bystanders, this toolkit includes a variety of communication resources. These communication resources are intended to support your work in raising awareness and engaging bystanders to reduce aggressive driving. The goal of these resources is to promote the conversation guide and increase bystanders' willingness to speak up and have conversations about aggressive driving. Communication resources were intentionally created to emphasize care and connection, using a positive, empowering tone that focuses on what people can do.

Communication resources reinforce that:

- Aggressive driving can be reduced.
- Bystanders have the ability to influence the driving behaviors of people they care about.
- When drivers believe others disapprove of them driving aggressively, they are less likely to engage in aggressive driving behaviors.
- Bystanders do not need to be experts to make a difference.
- Early and calm conversations are more effective than crisis reactions.
- Bystanders should only speak up if they believe they can do so safely.

Communication resources include:

Talking Points. These talking points can help you quickly explain why bystanders matter in reducing aggressive driving.

Partner Identification List. The partner identification list can be used to brainstorm community partners and expand the reach of the conversation guide. Partners can serve as trusted messengers and distribution channels. Consider leveraging both existing relationships and new partnerships to maximize reach and sustainability.

Outreach Materials. Samples of ready-to-use outreach materials can promote your efforts across multiple channels.

- Social media content with accompanying images ready to share or adapt for your platforms
- Newsletter and email sample text you can insert directly into existing communications
- Customizable printable materials to distribute to community members and encourage conversations about safer driving

Talking Points

These talking points can help you quickly explain why bystanders matter in reducing aggressive driving.

How to use these talking points

- Consider using talking points when you want to communicate clearly and only have a short time to share your ideas.
- Tailor the talking points to what your audience cares about. Examples for community partners and community members are provided. Use them as a guide, not a script, and adapt them to your audience. After using the talking points, introduce and promote the conversation guide.

Why Engaging Bystanders to Reduce Aggressive Driving Matters

- Traffic crashes are a major public health concern.
- In the United States (U.S.), approximately 40,000 lives are lost in traffic crashes each year.¹
- While many factors contribute to traffic crashes, aggressive driving is a prevalent and concerning risky driving behavior.^{2,3}
- Aggressive driving is defined as “any unsafe driving behavior that is performed deliberately, with ill intention or disregard for safety, and impacts others.”³
- Aggressive driving includes behaviors like cutting off another vehicle and braking hard, tailgating a slower vehicle, ignoring the right-of-way to “beat” another vehicle, and responding to other drivers with rude gestures or excessive honking.
- When it comes to aggressive driving, interpersonal relationships and social influence matter. Bystanders, including friends, partners, spouses, parents, and other family members, can influence others to not drive aggressively.
- Research suggests that those who believe others would disapprove of them driving aggressively engage in aggressive driving behaviors less frequently.³

¹ National Center for Statistics and Analysis. (2025). *Summary of motor vehicle traffic crashes: 2023 data* (Traffic Safety Facts DOT HS 813 762). National Highway Traffic Safety Administration.

² Steinbach, R., Kasha, A., Svancara, A., & Parker, J. (2025). *Aggressive driving and road rage* (Technical Report). Washington, D.C.: AAA Foundation for Traffic Safety. <https://aaaafoundation.org/wp-content/uploads/2026/01/202509-AAAFTS-Aggressive-Driving.pdf>

³ Finley, K., Hanson, B., Otto, J., & Green, K. (2024). *Understanding aggressive driving and ways to reduce it—Phase 1* (Final Report No. FHWA/MT-24-001/8882-444-23). Montana Department of Transportation. https://www.mdt.mt.gov/other/webdata/external/research/docs/research_proj/tsc/AGGRESSIVE-DRIVING/Final-Report.pdf

Audience-Specific Talking Points

For Potential Community Partners. Consider talking points that focus on ways to get involved in efforts to reduce aggressive driving.

- “We are working together to promote safe driving in our community. Our priorities are [x,y,z] and so far our group includes partners from [sectors: education, business, etc.]. Would you be willing to join us in this work? We would really value your help in [name specific contribution].”
- “We have a new resource – *Are You Concerned About Someone’s Risky Driving? A Conversation Guide for Friends and Family* – to engage bystanders to address aggressive driving. Promoting the conversation guide can support friends and family members in having conversations with someone they care about whose driving concerns them.”
- “There’s also a toolkit resource that has information to help you promote the conversation guide on social media or through a newsletter or email. There are also customizable printable materials to encourage conversations about safer driving.”

For Community Members. Consider talking points that normalize the challenge of speaking up, encourage conversations about concerning or aggressive driving, and safety.

Normalize the Challenge of Speaking Up

- “A lot of people worry about saying the wrong thing. The conversation guide provides people with simple tips and sample language to support conversations.”
- “It’s normal to feel unsure; there are resources available to help with what to say and how to say it.”

Encourage Conversations about Concerning or Aggressive Driving

- “There are many reasons to be concerned about driving behaviors like cutting off another vehicle and braking hard, tailgating a slower vehicle, ignoring the right-of-way to ‘beat’ another vehicle, responding to other drivers with rude gestures or excessive honking. Behaviors like these can contribute to traffic crashes.”
- “You don’t need to fix the problem in one conversation.”
- “Short conversations can help someone change their aggressive driving behavior.”
- “Speak up early. You don’t have to wait until a crash or something terrible happens.”

Emphasize Safety

- “We always encourage people to only speak up when it feels safe.”
- “Your safety matters just as much as theirs.”

Partner Identification List

Community partners can serve as trusted messengers and distribution channels. This partner identification list can be used to identify community partners and help you expand the reach of the conversation guide to reduce aggressive driving.

How to use the community partner identification list

- The community partner identification list can be used to brainstorm community partners you have or wish to engage with.
- Consider leveraging both existing relationships and new partnerships to maximize the reach and sustainability of your communications and the conversation guide.
- Once you have identified current and potential partners, review the list and think strategically about who each partner is, what might motivate them to partner, and how they can contribute to your efforts to reduce aggressive driving.
- To print a specific page of this toolkit, adjust the pages in your printer settings.

Here are some questions to ask yourself as you think about each partner and how they can help:

- *Does this partner work with or reach the audience we want to influence?*
- *Does this partner already address issues related to traffic safety?*
- *Does this partner's work align with the issue of safety, traffic safety, or bystander engagement?*
- *What role could this partner play (e.g., share materials, host or promote the conversation guide, talk directly with community members, provide credibility to this effort, help tailor messages, provide financial support, etc.)?*
- *Do we already have a relationship with this partner?*
- *What support would this partner need to get engaged or stay engaged?*

Partner Identification List

Education Sector

- ☐ Public/private school districts (elementary, middle, and high schools)
- ☐ Tribal education departments and schools
- ☐ Colleges, universities, and community colleges
- ☐ Driver education programs and instructors
- ☐ Parent-teacher organizations (PTO/PTA)
- ☐ Cultural community centers
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

Public Health and Healthcare

- ☐ Hospitals and health systems
- ☐ Primary care clinics and community health centers
- ☐ Behavioral health and substance use treatment providers
- ☐ Injury prevention coalitions
- ☐ Public health departments (state, county, local)
- ☐ Trauma centers and emergency departments
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

Transportation and Mobility Sector

- ☐ Departments of transportation (state, county, local)
- ☐ Transit agencies and rural transportation providers
- ☐ Freight, trucking, and logistics companies
- ☐ Rideshare and courier services
- ☐ Driver licensing and testing offices
- ☐ Vehicle dealerships and service centers
- ☐ _____
- ☐ _____
- ☐ _____

Employers and Workforce Organizations

- ☐ Large employers
- ☐ Small businesses and local employers
- ☐ Chambers of commerce
- ☐ Workforce development agencies
- ☐ Labor unions and trade associations
- ☐ Professional associations
- ☐ _____
- ☐ _____
- ☐ _____

Public Safety and Legal System

- ☐ Law enforcement
- ☐ Victim advocacy organizations
- ☐ Restorative justice programs
- ☐ Courts and probation departments
- ☐ Fire departments and EMS agencies

Public Safety and Legal System (Continued)

- ☐ _____
- ☐ _____
- ☐ _____

Faith-Based and Community Organizations

- ☐ Places of worship (e.g., churches, mosques, synagogues, temples, faith centers, etc.)
- ☐ Interfaith councils
- ☐ Community centers and recreation facilities
- ☐ Cultural associations and affinity groups
- ☐ Service clubs (Rotary, Lions, Kiwanis, etc.)
- ☐ _____
- ☐ _____
- ☐ _____

Youth and Family-Focused Organizations

- ☐ Youth clubs and after-school programs
- ☐ 4-H, Boys & Girls Clubs, and scouting organizations
- ☐ Parenting education programs
- ☐ Family support agencies and family resource centers
- ☐ _____
- ☐ _____

Government and Policy Organizations

- ☐ Mayors' offices, county commissions or boards, and local councils or boards
- ☐ Tribal leadership offices
- ☐ Planning and public works departments
- ☐ Housing authorities

Government and Policy Organizations (Continued)

- ☐ _____
- ☐ _____
- ☐ _____

Nonprofit and Advocacy Organizations

- ☐ Road safety and injury prevention nonprofits
- ☐ Bicycle and pedestrian advocacy groups
- ☐ Health equity and community advocacy groups
- ☐ Immigrant and refugee support organizations
- ☐ Disability advocacy organizations
- ☐ Senior services organizations

- ☐ _____
- ☐ _____
- ☐ _____

Other Partners

- ☐ _____
- ☐ _____
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- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

Social Media Content

This social media collection includes ready-to-use text designed for adaptation and promotion across multiple social media channels.

These posts encourage passengers, friends, and family members to speak up and support safer driving.

How to use the social media content

- Choose the content type. Social media content is organized by text posts (both short and long) and sample scripts for video posts.
- Customize the content as needed. Add your organization's logo, local community resources, or hashtags to the text to make the content relevant to your audience.
- Add your logo or community image to the last page of the conversation guide and host it on your agency's/community's website. If hosting the guide is not possible, please use this link: <https://bit.ly/DrivingConvoGuide>.
- Pair the social media content with suggested images.

Text Posts (short)

Post 1:

Want to help someone you care about drive more safely? A free conversation guide is now available to help you talk with a friend or family member. [\[LINK\]](#) [#RoadSafety](#)

Post 2:

New research: Bystanders CAN encourage safe driving when they speak up. The challenge? Knowing what to say. Get free conversation strategies here: [\[LINK\]](#)

Post 3:

Ever grip the door handle during a ride? There's a better way than staying silent. A free conversation guide to support safe driving: [\[LINK\]](#) [#SafeDriving](#)

Post 4:

Parents, partners, friends: Your voice matters. A free conversation guide is available to help you support friends and family members drive more safely. [\[LINK\]](#) [#CommunitySafety](#)

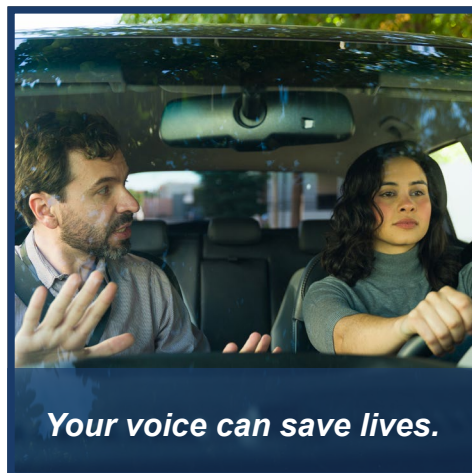
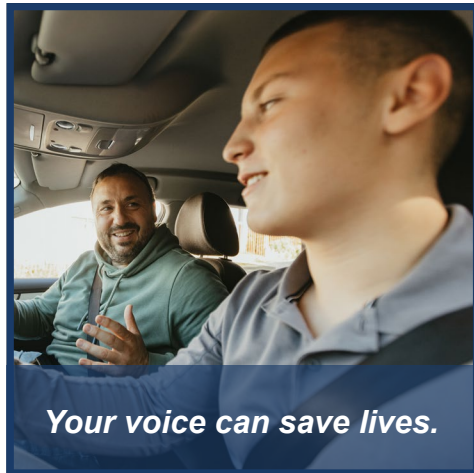


Image and Text Posts (long)

Post 1:

Ever felt nervous riding with someone? You're not alone, and you CAN help them become a safer driver.

New research shows that passengers, parents, partners, and friends can support safer driving just by speaking up. The challenge? Knowing what to say.

Good news: Free tips and example conversations are now available to help you have these important conversations with the people you care about. Whether it's a friend who ignores the right-of-way to beat another vehicle, a partner who tailgates, or a teenager who weaves through traffic, there are helpful ways to talk about it.

These aren't lectures or arguments. They're relationship-specific strategies that work.

Learn more and get your free conversation guide: [\[LINK\]](#)

[#RoadSafety](#) [#SafeDriving](#) [#CommunitySafety](#)



Post 2:

If you've ever asked yourself this while riding with someone, the answer is YES, and we can help.

Research shows bystanders can be effective in encouraging safe driving, but many of us don't know what to say.

That's why we're sharing a FREE conversation guide with proven strategies for: ☒ Parents talking with teens or young adult children ☒ Friends supporting friends ☒ Partners discussing concerns ☒ Anyone who wants to speak up.

This conversation guide gives you conversation starters, tips for talking with different people in your life, and real examples that work.

Help someone you care about drive more safely. Get the free conversation guide: [\[LINK\]](#)

#DriveSafe #Bystanders #SafetyFirst



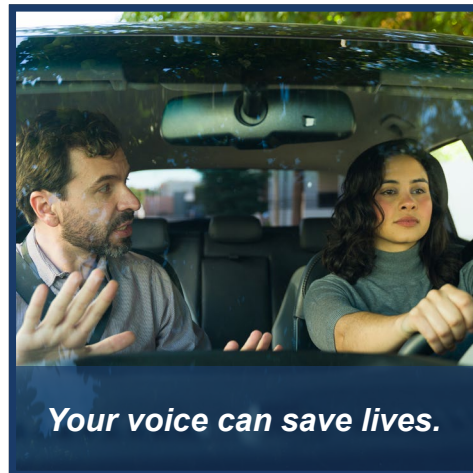
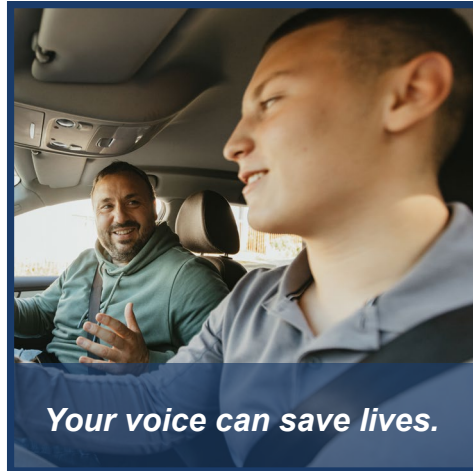
Post 3:

If you've thought this while riding with someone, you're not alone.

Research shows passengers, friends, parents, and partners CAN make a difference when they know what to say.

Link in bio to get your free conversation guide 🙌

#RoadSafety #DriveSafe #SafeDriving #CommunitySafety #Bystanders



Post 4:

Parents, partners, friends: Your voice matters.

New FREE conversation guide to help you support conversations about safe driving with your friends and family members.

✦✦ Strategies backed by research

✦✦ Easy to customize

✦✦ Made for real conversations

Get your free conversation guide at the link in bio!

#SafetyFirst #RoadSafety #CommunityMatters

Video Post Sample Script

Video Post 1:

[Text on screen] POV: Your friend is following too close again

[Show person looking nervous in passenger seat]

[Text] You want to help but don't know how

[Text] Good news: There are FREE tips that actually work

[Text] Link in bio for a FREE conversation guide 🙌

[End screen with resource link]

Video Post 2:

[Text & Voice] "Here's how to help someone drive more safely..."

[Quick cuts showing friendly conversations in front of car: parent/adult child, partner/spouse, friends]

[Text] "Free conversation guide now available."

[Show "call out" examples of strategies]

[Text] "Get yours - link in bio"

Newsletter and Email Sample Text

The newsletter and email text are tailored to local organizations such as schools or worksites and can be easily adapted and promoted for your local context. These sample communications encourage conversations to support safer driving.

How to use the ready-to-go newsletter and email sample text

- Choose the sample text that fits your needs. For a quick update in a newsletter or email, consider using the short sample text. For a more detailed, organization-wide communication, consider choosing the longer sample text.
- Customize the text as needed. Simply replace all bracketed placeholders like *[INSERT SCHOOL DISTRICT NAME]*, *[INSERT FULL NAME]* with your organization's information.
- Each version of the sample text references a free conversation guide to support safer driving. Host the conversation guide on your agency's/community's website and be sure to include the link to the conversation guide in the newsletter or email.
- Share the information widely across your usual communication channels and encourage community members to use the conversation guide to help promote safer driving.

Safer Driving Conversations Start at Home (Short)

Safety is a top priority for *[INSERT SCHOOL, ORGANIZATION, OR WORKSITE NAME]*, and friends and family members play an important role in creating safer roads. A recent study from the Center for Health and Safety Culture at Montana State University shows that simple, supportive conversations can help friends and family members drive more safely. When people feel confident speaking up, they're more likely to say something before risky behaviors lead to harm. A free conversation guide with practical strategies is available at *[INSERT WEBSITE LINK]*. Together, we can make our community safer for everyone.

Safer Driving Conversations Start at Home (Long)

Dear *[INSERT SCHOOL, ORGANIZATION, OR WORKSITE NAME]*,

Every day, each of us travels through our community. We are walking, biking, taking the bus, and driving. At *[INSERT SCHOOL, ORGANIZATION, OR WORKSITE NAME]*, safety is one of our highest priorities. New research demonstrates that friends and family members play a meaningful role in encouraging safe transportation across the community.

A recent study by the Center for Health and Safety Culture at Montana State University found that people who care can make a difference and encourage safer driving by having simple, supportive conversations. The study explored ways to help bystanders talk with their friends and family members about safer driving, and the results were promising. Whether it was a conversation to help their friend or family member respond differently to stress while driving or gently challenging their assumptions about other people using the roadway, study participants were able to use the three steps to tailor the communication to fit their situation. With the three steps, participants reported feeling more confident in their ability to talk with their loved one about driving, and many noticed safer driving among their friends or family members. Small conversations with people you care about can help create a safer community for everyone.

We encourage you to take an active role in promoting safe and healthy habits. If someone in your home occasionally feels rushed, stressed, or overwhelmed while driving, the conversation guide, which presents the three steps and helpful tips, may help you support them.

The conversation guide from this study can be downloaded at:
[INSERT WEBSITE LINK]

Safer roads benefit us all. Thank you for everything you do to keep our community healthy and safe.

Warmly,
[FULL NAME AND TITLE]
[INSERT SCHOOL, ORGANIZATION, OR WORKSITE NAME]

Text for Printables

The sample content can be used to create a customizable flyer, poster, table tent, or other printable material for wide distribution to encourage conversations about safer driving and promote the free conversation guide. The content can be tailored to your local organizations, such as state or local agencies, schools, or worksites, and can be easily adapted to your local context.

How to use the sample content for printable materials

- Choose the printable material (flyer, poster, table tent, postcard, etc.) that is best for your needs and fits within your printing budget.
- Customize the content as needed. Add your organization's logo, local resources, or hashtags to make the content relevant to your audience.
- The printable content references a free conversation guide to support safer driving. We recommend you host the conversation guide on your agency's/community's website, and replace the provided link or QR code with your own.
- Print and share the information widely.
- To print specific pages only: Open the print dialog (Ctrl + P on Windows or Command + P on Mac), choose Custom/Pages, and enter the pages you want using formats like 24, 27 or 24-26, 28. Check the preview to confirm your selection, adjust any settings if needed, and click Print.

See the following pages for printable examples:

Poster/Flyer (page 24)

Table Tents (page 25-26)

Two-Sided Promotion Postcard (pages 27-28)

“YOUR VOICE CAN SAVE LIVES”

**HELP A FRIEND OR FAMILY
MEMBER DRIVE MORE SAFELY**

**PARENTS. FRIENDS. PARTNERS.
YOU CAN MAKE A REAL DIFFERENCE IN
HOW A PERSON YOU CARE ABOUT DRIVES.**

Ever felt nervous riding with someone you care about? You're not alone.
New research shows that we can support safer driving just by speaking up.



<https://bit.ly/DrivingConvoGuide>

Fold all the way across.

Cut along
the line.

Fold all the way across.

Fold all the way across.

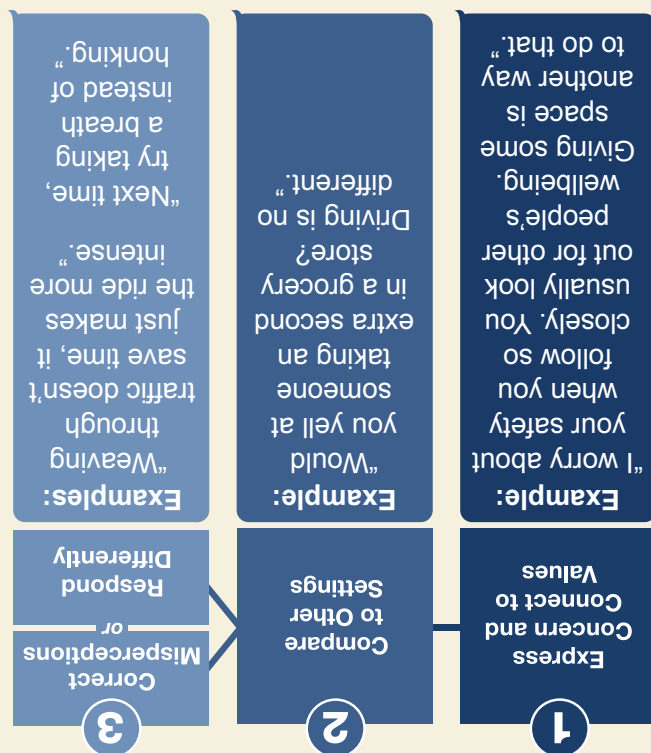
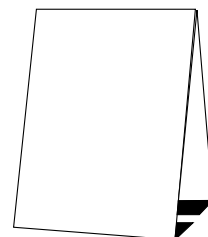


Table tent printing details: Print the table tent on cardstock, cut out and fold as directed. There is space at the bottom of the blue side for you to add your logo if desired.

Table tent will be free standing. No need to glue or tape.



Cut along
the line.

**“YOUR VOICE
CAN SAVE
LIVES”**

**HELP A FRIEND OR FAMILY
MEMBER DRIVE MORE SAFELY**

**Ever felt nervous riding with someone
you care about? You're not alone.**

New research shows that we can support
safer driving just by speaking up.



<https://bit.ly/DrivingConvoGuide>

[Optional -
Replace link
and QR code
and add your
logo here.]

Glue to the inside of the other side.

Fold.

Table tent
printing
details:
Print the
table tent on
cardstock
and fold as
directed.

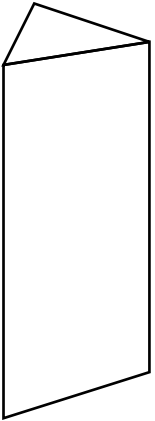
Cut along
the line.

[Optional -
Replace link
and QR code
and add your
logo here.]

Fold.

Glue the tab
on the far
right to the
inside of the
opposite
panel. The
table tent
will be three-
sided.

Fold.



Ever felt nervous riding with someone
you care about? You're not alone.
New research shows that we can support
safer driving just by speaking up.

HERE ARE 3 STEPS TO HELP GET THE
CONVERSATION STARTED.

1

**Express
Concern and
Connect to
Values**

Example:

"I worry about your
safety when you follow
so closely. You usually
look out for other people's
wellbeing. Giving some
space is another way to
do that."

2

**Compare
to Other
Settings**

Example:

"Would you yell at
someone taking an extra
second in a grocery store?
Driving is no different."

3

**Correct
Misperceptions
or
Respond
Differently**

Examples:

"Weaving through traffic
doesn't save time, it just
makes the ride more
intense."

"Next time, try taking a
breath instead of honking."



<https://bit.ly/DrivingConvoGuide>

**"YOUR VOICE CAN
SAVE LIVES"**

HELP A FRIEND OR FAMILY
MEMBER DRIVE MORE SAFELY

Two-sided promotional postcard printing details: The postcard is setup as a 5 x 7 size with a .25 bleed in full color. You can print professionally or in-house. Before printing, add a QR code or link to the conversation guide in the space provided. There is also space for your logo and contact information on the back of the postcard.

**Ever felt nervous
riding with someone
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You're not alone.

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[https://bit.ly/
DrivingConvoGuide](https://bit.ly/DrivingConvoGuide)

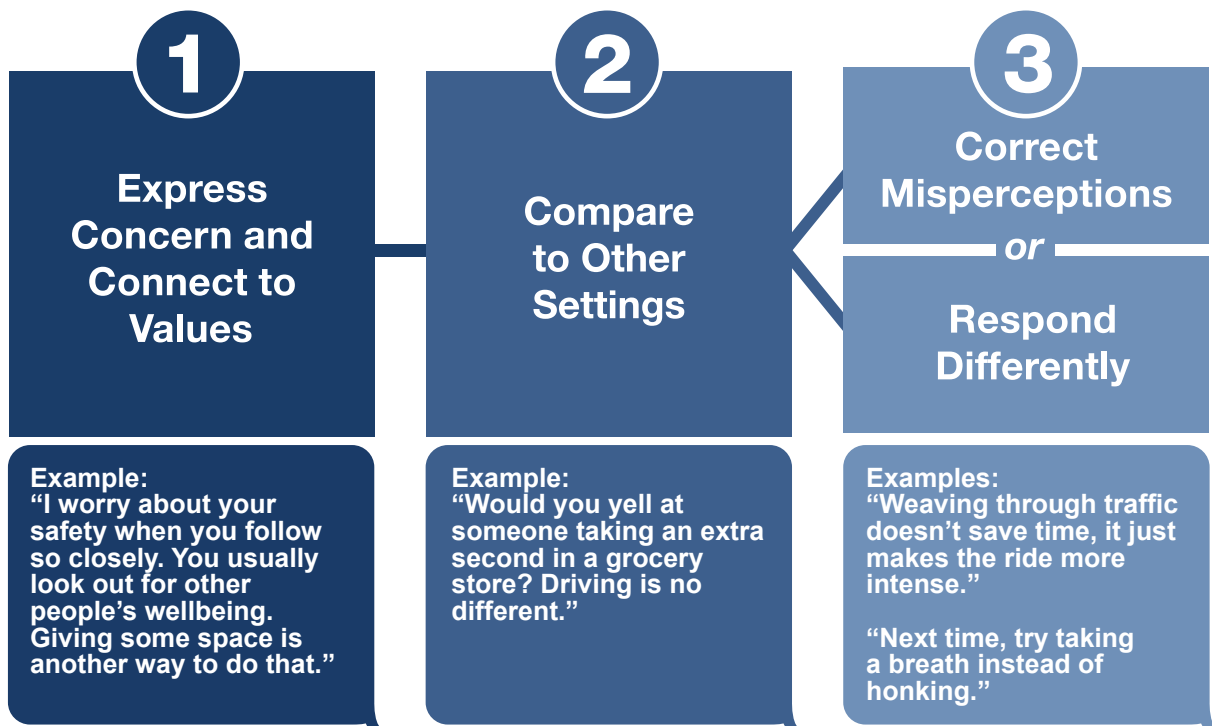
**[Optional – Replace link
and QR code.]**

**“YOUR VOICE
CAN SAVE
LIVES”**

**HELP A FRIEND OR FAMILY
MEMBER DRIVE MORE SAFELY**

**HERE ARE 3 STEPS TO HELP GET
THE CONVERSATION STARTED.**

Two-sided promotional postcard (back)



[Space to add logo and contact information here.]

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