

**Social Media Messaging:  
In rain or snow, take it slow. (Weather)**

The Safe Lane Transportation Coalition (SLTC) is working to shift community perception to help people understand that it is not acceptable nor safe to speed in Lane County. “Make a Plan” is the central message of this county-wide campaign. Please copy and paste the following messaging for social posts and consider using these hashtags with your message:

#MakeAPlan  
#SafeLane  
#DriveSlow

**SOCIAL MEDIA MESSAGING**

Message: In rain, sleet or snow, drive with care—there’s no rush to get there.

Message: If rain has fallen to the ground, take it as a sign to slow down. By slowing your pace and providing space and a little grace, everyone will make it there safe.

Message: When snow is in the forecast, plan ahead and take it slow—or don’t even go. Playing it safe when the weather is nasty can save lives and prevent crashing.

Message: When the roads are slick and the weather is nasty, speeding can lead to a crash that's quite ghastly. So, take it easy and slow it down to stay safe and sound.

Message: Drive with care in weather that’s rare. Slow and steady will get you there.

Message: Slow your roll, it’s in your control. Drive with precision to match the conditions.

**OPTIONAL**

If you feel inclined to cite the source of the campaign for context, include the following:

Brought to you by the Safe Lane Transportation Coalition of Lane County.

**About Safe Lane Coalition**

The Safe Lane Transportation Coalition is a collaborative group of individuals, organizations and governmental agencies working to reduce fatalities and severe injury crashes in Lane County. The coalition utilizes the strengths and resources of its members’ organizations to establish transportation safety policies, programs and practices. The coalition adopts a harm reduction approach and implements strategies that address speed reduction, DUII prevention, and traffic safety education and outreach.