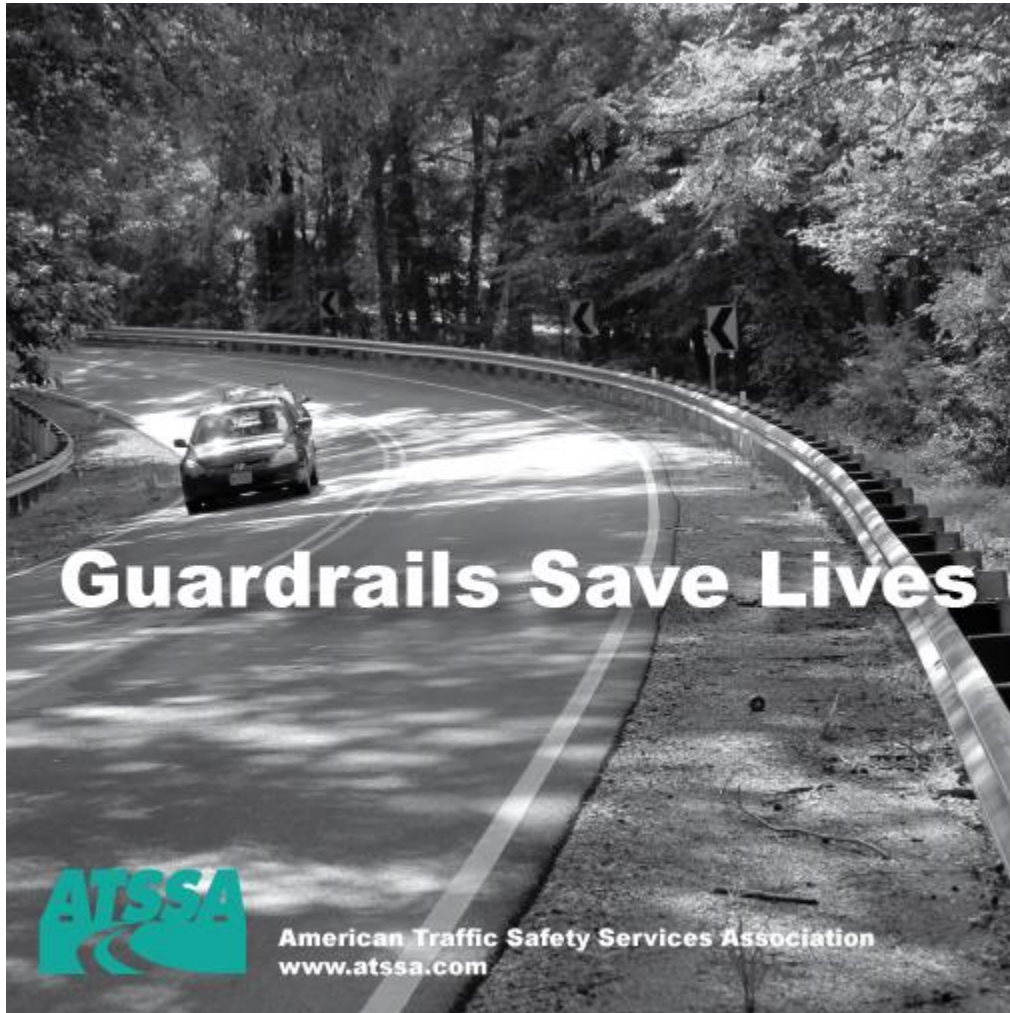




Guardrails Save Lives
Member Engagement Toolkit
American Traffic Safety Services Association





Guardrails Save Lives Member Engagement Toolkit

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Overview of the Guardrails Save Lives Campaign

Our nation's roadways are integrated systems that rely on traffic control devices and roadside infrastructure to keep roadway users safe. In recent years, the American Traffic Safety Services Association (ATSSA) has been working to unite the roadway safety industry to advance safety on U.S. roadways and more specifically, the association has launched an initiative to send a clear message to the mass public—guardrails save lives.

Despite the concrete facts and statistics that highlight the safety benefits of roadside and median barriers, these devices suffered damage to their reputation as life savers because of some isolated and tragic incidents. However, the safety benefits have been proven by numerous research studies.

More than 50 percent of all motor vehicle traffic deaths are caused by Roadway Departure (RwD) crashes. Research shows median and roadside barriers are highly effective countermeasures that mitigate fatalities and injuries resulting from these crashes.

In fact, if installed correctly, guardrails reduce fatalities and serious-injuries caused by RwD crashes, by 16 to 47 percent. Median barriers are extremely effective in reducing cross-median crashes with a 52 percent reduction in all fatal crashes and a 61 percent reduction in all serious-injury crashes. Additionally, there are numerous stories of individuals who were saved from harrowing crashes by either a guardrail or a cable barrier at the crash location.

The Guardrails Save Lives campaign is a national outreach campaign that seeks to share the message that guardrails save lives on our roadways every day.

To make that message heard, it's crucial for everyone to participate in the campaign by posting on social media and liking, commenting on, and sharing ATSSA's Guardrails Save Lives social media posts. This toolkit will provide you with information you need to participate in the campaign and share that message.



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Fact Sheet



Media Fact Sheet on Roadside Safety Barriers

Between 2014 and 2016, 53 percent of all traffic fatalities were caused by roadway departure (RwD) crashes in the United States, which amount to approximately 18,779 deaths a year (1). To effectively reduce RwD crashes and fatalities, one of the three recommended countermeasure categories in the FHWA's RwD Strategic Approach & Plan involves implementing longitudinal barriers such as cable barriers and guardrails (Figure 1).

Research proved that cable median barriers can reduce cross-median fatal crashes by 66 percent and cross-median serious injury crashes by 81 percent, and roadside guardrail can reduce fatal and serious injury RwD crashes by 26 percent based on data from the Crash Modification Factors (CMFs) Clearinghouse database.

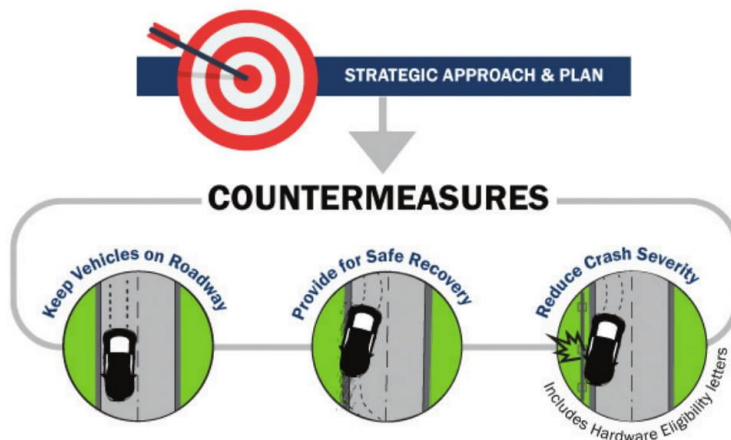


Figure 1: FHWA's RwD Strategic Approach & Plan

The American Association of State Highway and Transportation Officials (AASHTO) provides guidance related to the design and installation specifications of roadside safety barriers. The Manual for Assessing Safety Hardware (MASH) contains crash test scenarios and standards to evaluate roadside safety hardware with the goal of reducing fatal crashes and the severity of crashes.

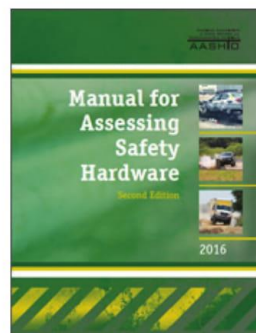


Figure 2: MASH 2016 Edition

Fact Sheet cont'd

Longitudinal barriers can be installed either along the median or the edge of a roadway. Longitudinal barriers come in three types: flexible barriers (A), semirigid barriers (B), and rigid barriers (C) in Figure 3.

Longitudinal barriers can deliver successful performance when they are installed, inspected, and maintained in the proper manner (Figure 4). Trained professionals are needed to perform these activities, since proper installation, inspection, and maintenance are crucial to their effectiveness. ATSSA offers training courses on these subjects.



Figure 3: Longitudinal Barrier: Flexible Barriers (A); Semirigid Barriers (B); and Rigid Barriers (C)

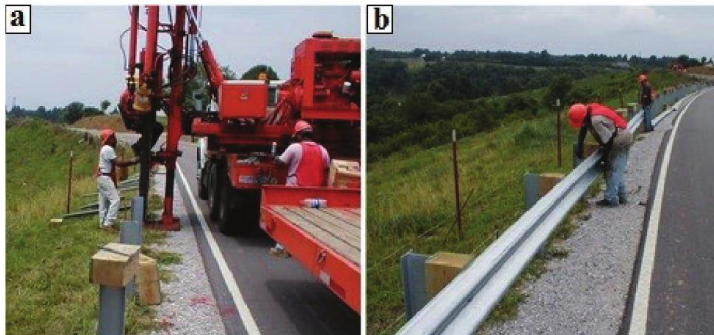


Figure 4: Steps in Installation: a. Post Driving; b. Guardrail Mounting

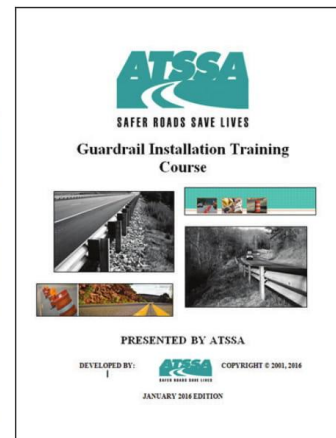


Figure 5: Guardrail Inspection Training Course Notebook



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Social Media

The Guardrails Save Lives campaign will be active on social media, and ATSSA will be posting about the campaign on Facebook, Twitter, and Linked In.

- [ATSSA's Facebook](#)
- [ATSSA's Twitter](#)
- [ATSSA's LinkedIn](#)

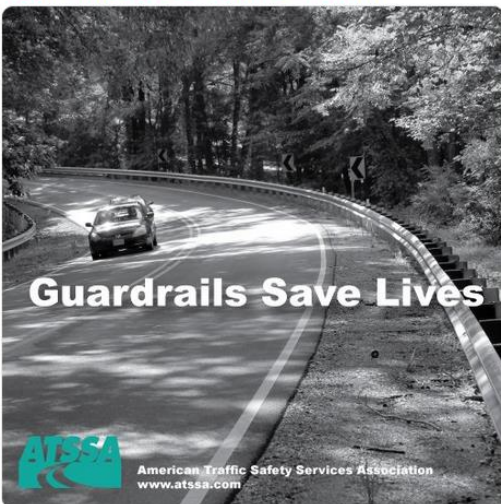
When participating in the campaign one can share ATSSA's social media posts or create and share their own. The goal is to share stories about how guardrails have, and can, be crucial in reducing serious injuries and fatalities on our roadways. It's important to include the hashtag #GuardrailsSaveLives for all Guardrails Save Lives social media posts.

Examples of Social Media Posts



Today #ATSSA is launching our #GuardrailsSaveLives campaign. Guardrails save lives every day on our nation's roadways.

#ATSSA will share facts & stories on the benefits of guardrails & cable barriers in the coming months. Like, comment, share & visit GuardrailsSaveLives.ATSSA.com.



Your Name
@YourHandle



I was involved in a roadway crash & thanks to a guardrail, I walked away from the crash with only minor injuries. Spread the word - #GuardrailsSaveLives

Reply Retweet Favorite More

11:07 AM - 8 Nov 18 · Embed this Tweet



Your Name
Yesterday at 2:55am · 🌐

It was a winter night in 2008, and our car slid on a patch of ice and skidded off the road. We would have hit oncoming traffic if it weren't for a cable barrier in the median to stop our vehicle. The cable barrier saved my family's lives and prevented us from hitting drivers on the other side of the road. #GuardrailsSaveLives

Like · Comment · Share

4 people like this.

546 shares



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More Resources

At GuardrailsSaveLives.ATSSA.com, ATSSA has gathered information and resources to help spread the message that guardrails save lives.

- [Take a look at the FAQs page to learn about frequently asked questions related to guardrail and median cable barrier](#)
- [See the information ATSSA has gathered on the effectiveness of these devices, including information from the Federal Highway Administration and American Association of State Highway Transportation Officials](#)
- [Learn about terminology used when speaking about guardrail and median cable barrier on the site glossary](#)