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*Target Setting Phase – beginning of the year through August*

* [STATE] has joined the nation in moving toward zero injuries & fatalities on our roadways. See our safety performance targets & join the lifesaving effort! [LINK]
* Make roadways safer for your neighbors. See [STATE’S] safety performance targets and pledge to become a lifesaver today! LINK
* We know how to move towards zero deaths on [STATE] roadways! Learn how you can help us lower fatalities and serious injuries – and how we’re watching out for you! LINK.

*Performance Phase – throughout the year*

* [STATE’S] first set of roadway safety performance targets was set for 2018. See how we stack up against the rest of the nation! LINK
* Do you drive with safety in mind? Making safer decisions on roadways helps lower [STATE’s] fatality and serious injury rates. LINK
* Five things you can you do today to help achieve safety performance targets in [STATE]:
1. Wear a seatbelt
2. Drive the speed limit
3. Be mindful of pedestrians and bicycles
4. Don’t get behind the wheel if you are exhausted or impaired
5. Pay full attention to the driving task.
* Who knew being a superhero was so easy? See how your decisions help us help us save lives and prevent injuries here: LINK

*Achievement Phase – after determinations are finalized*

* How are we improving [STATE’s] roads this [SEASON]? We’re working towards zero roadway deaths and fewer injuries. [STATE AGENCY NAME] [MADE/DID NOT MAKE] progress on its annual safety performance targets. See where we stand, how we did last year, and where we want to be next year. LINK
* The results are in! [STATE] [DID/DID NOT] make progress toward reducing fatalities and serious injuries on our roadways this year compared to last. LINK
* News you can use: [STATE] is tracking roadway fatalities and serious injuries for all vehicles, bikes, and pedestrians. [STATE AGENCY] [DID/DID NOT] achieve last year's safety performance targets. How can you help? LINK