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## Safe System Facebook/Instagram Posts

#### Post 1



### Copy

Whether you are a road user, build and maintain infrastructure, or manufacture vehicles, everyone plays a role in keeping people safe. Learn more about the #SafeSystemApproach, which focuses on a system intended to protect everyone.

www.ots.ca.gov/the-safe-system/ #SafeRoads

#### Post 2



### Copy

Let's face it. Deaths and serious injuries on roads should not be a part of everyday life. Zero is the goal. One death is one too many. #SafeSystemApproach #SafeRoadUsers #VisionZero





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## Safe System Facebook/Instagram Posts

### Post 3



### Copy

When we walk or bike, we are vulnerable. Reducing speeds while driving reduces chances for serious injuries and provides more time for drivers to stop. #GoSafelyCA #SafeSystemApproach #SaferSpeeds #SaferPeople

#### Post 4



### Copy

We are vulnerable and we have our limits. The faster you drive, the more at risk other people on the road are in the event of a crash. Safety is the goal. #SafeSystemApproach #SafeSpeeds #SafeRoadUsers



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# Safe System Facebook/Instagram Posts

#### Post 5



## Copy

People are human and will inevitably make mistakes that can lead to crashes. But the transportation system must be designed and operated to accommodate those mistakes and avoid death and serious injuries. #SafeSystemApproach #SafeSpeeds #SafeVehicles

