

IBTTA Global Road Safety Week | June 24-28, 2024

IBTTA’s Global Road Safety Week will feature daily themes with unique messaging and opportunities to engage online. You may participate in IBTTA’s events or create your own. Every day will include reflections on how to keep toll road workers safe on the job on the roadside.

Monday, June 24	Tuesday, June 25	Wednesday, June 26	Thursday, June 27	Friday, June 28
Announcing Global Road Safety Week	Distracted Driving Awareness	Speeding Awareness	Impaired Driving Awareness	The Tolling Industry’s Commitment to Safety
IBTTA Launch: Roundtable & Media Event	IBTTA Conversation: How to Talk to New Drivers About Safety	IBTTA Policymaker Ride-a-Long: a Tour of Tolling Safety Innovations	IBTTA Fireside Chat: National Initiatives in Road Safety	IBTTA Conversation: How Six Organizations are Leading in Road Safety
Reflections on IBTTA’s Heroes of the Highway				

[Download our campaign Toolkit to see how you can get involved.](#)

Monday, June 24: Introducing IBTTA’s Global Road Safety Week

On June 24, IBTTA, its members, and global partners will come together to launch the association’s first Global Road Safety Week. The launch will feature events and activations around the world. IBTTA will host a roundtable discussion with tolling industry executives and stakeholders followed by a press conference featuring select participants.

Tuesday, June 25: Distracted Driving Awareness On June 25, IBTTA, its members, and global partners will emphasize messaging about distracted driving. IBTTA will host a virtual conversation with experts on talking to new drivers about staying focused on the road and avoiding many distractions in the vehicle.

Wednesday, June 26: Speeding Awareness On June 26, IBTTA, its members, and global partners will emphasize messaging about

speeding. IBTTA will host elected officials and their staff for a driving tour of a toll road, with executives pointing out new investments, innovations, and enforcement methods to reduce speeding.

Thursday, June 27: Impaired Driving Awareness On June 27, IBTTA, its members, and global partners will emphasize messaging about impaired driving. IBTTA will host a fireside chat with public officials and stakeholders driving national road safety initiatives.

Friday, June 28: The Tolling Industry’s Commitment to Safety On June 28, IBTTA, its members, and global partners will emphasize messaging about the tolling industry’s commitment to safety, sharing six IBTTA member case studies across social channels. IBTTA will host an online conversation with featured tolling executives.