

Creator Voices in Roadway Safety

How trusted messengers can move safety
messages from awareness to behavior

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People Already Know What to Do



Don't drive impaired



Don't text and drive



Slow down



Wear your seatbelt

But behavior doesn't always follow awareness.

Behavior is Learned, Not Just Informed

Traditional messaging is good at:



Broad audience scale



Structured, clear messages



Baseline public awareness

But behavior is built differently — through modeled action.

“The real question is not whether the message is clear...

...it is whether the safe behavior feels visible, familiar, and repeatable.”

Creators Bring Safety Messages into Real Life

They show decisions as they happen:

- 🚶 The ride home
- 🎓 The school drop-off
- 🚗 The road trip
- 🚚 The commute
- 🎵 The night out
- 🚲 The bike ride
- 🏍 The motorcycle route



They make the safe choice feel familiar before the moment of choice.

Match Creators to Behavior

The creator is not the strategy. The behavior is the strategy.

Instead of:

One campaign



One message

Build:

1. Behavior



2. Context



3. Creator

Start with the behavior. Then find the voice that can make it feel real.

Creator-Led, Not Creator-Only

Creators do not replace campaigns. They work best when each piece reinforces the others.



Creators

Introduce and normalize behavior.



Campaigns

Reinforce key brand and safety messages.



Paid Media

Scales what works to a broader audience.



Owned

Provides ongoing clarity and credibility.

Each piece reinforces the others.

How to Brief Without Over-Scripting

Structure protects the message.

Voice protects the authenticity.

The goal is to protect the message
without flattening the voice.

A strong creator brief gives creators:

- ✓ A clear behavior goal
- ✓ One primary safety message
- ✓ Required language
- ✓ Visual safety requirements
- ✓ A simple CTA
- ✓ Room to speak naturally

Guardrails Make This Usable

Creator content cannot accidentally model the behavior we are trying to prevent.

Authentic does not mean unstructured.

Required Safety Guardrails

- ✓ No filming while driving.
- ✓ No driver interaction with the camera.
- ✓ Seat belts properly worn where relevant.
- ✓ Helmets and protective gear where relevant.
- ✓ No unsafe behavior made casual or funny.
- ✓ Use "crash," not "accident."
- ✓ Content reviewed before posting.

Common Pitfalls to Avoid

Where creator programs can go wrong when integrating safety messages.

The Golden Rule

The strongest creator work is specific: one audience, one behavior, one clear context.

7 Critical Missteps

- X Choosing reach over credibility.
- X Starting with creators before defining the behavior.
- X Over-scripting until the content sounds like a PSA.
- X Trying to cover too many safety messages at once.
- X Burying the safety message in the final line.
- X Treating creators like billboards.
- X Measuring only impressions.

Early Learnings From a Live Activation

ITD / Shift x Move250

Activation Setup

A current creator-led roadway safety activation with early learnings (not a completed case study).

Move250 – Idaho

Gives creators a clear, actionable direction.

Shift Idaho

Equips the content with a natural safety lens.

Strongest Content

The strongest creator videos visually focus on three core pillars:

01 Where they went

02 How they participated

03 The safety behavior
that helped them get there safely

The Ultimate Goal

X Not to make a PSA

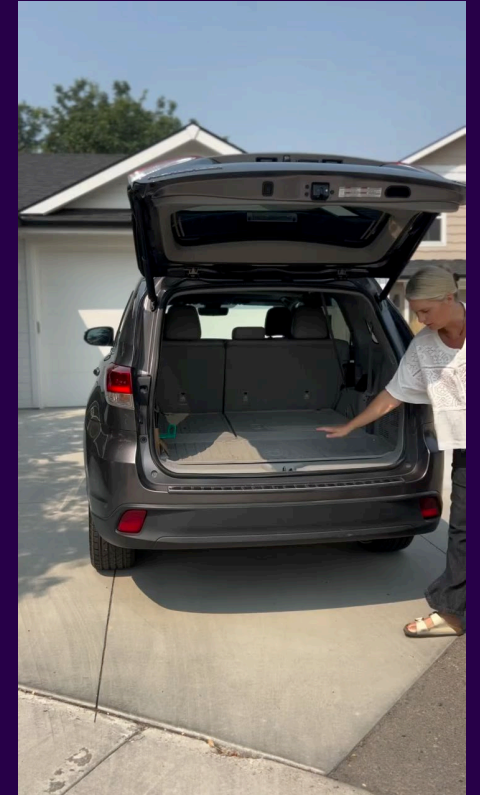
Integrate Safety Seamlessly

The objective is to show safety behaviors as a natural, expected part of a normal trip, ride, or outing.

What authentic safety content can look like

- X Not instructional.
- X Not fear-based.
- X Not a scripted PSA.

A real moment, with safety behaviors built in.



Watch for how small the safety moment is —
it does not overpower the story, but it is visible, clear and repeatable.

Early Performance Signals

Organic Proof, Paid Scale

These are early directional signals from six boosted creator videos with usable pre-boost snapshots.

Before Paid Amplification

81.9K

pre-boost views

2,056

pre-boost engagements

2.51%

pre-boost engagement rate

Benchmark: 1.5% engagement

After Paid Amplification

223.4K

current views

3,142

current engagements

1.41%

blended engagement rate

The Read

Message Relevance

Organic showed strong early relevance signals.

Expanded Visibility

Paid scale effectively expanded general visibility and overall reach.

Next Steps

Final evaluation requires separating organic, paid, and blended performance metrics.

What States Can Learn

Measure the signal before you scale it.

Organic Signals

Tells us what naturally resonates with audiences.

Paid Signals

Tells us what scales efficiently with amplification.

Blended Signals

Tells us total campaign delivery and combined impact.

Do not judge creator content from one single number.

Instead, track a multi-dimensional set of metrics:

- ✓ Organic Engagement Rate (ER)
- ✓ Paid Engagement Rate (ER)
- ✓ Blended Engagement Rate (ER)
- ✓ Comments and questions
- ✓ Shares and saves
- ✓ Audience language
- ✓ Reusable content value

Why This Matters in the Age of AI

As AI makes content easier to produce, authentic human signals become more important to understand, protect and scale.

HUMAN CONTEXT

How We Talk

Creators help us understand how people actually talk about:

- Safety & Risk
- Responsibility
- Planning
- Driving & Riding
- Biking & Commuting
- Getting Home Safely

SHAPING ENVIRONMENT

Beyond Messages

Creators are not just distributing static messages.

They actively shape the language environment around them, making safety behaviors visible and normalizing small, repeatable real-life actions.

WHY IT MATTERS

Signals for AI

AI tools increasingly summarize, surface, and respond based on online signals.

Creator content provides **real, human language** to learn from — giving communicators a deeper understanding of what audiences actually believe, question, and repeat.

The Takeaway

Awareness matters. But behavior is built through repetition, trust and real-life context.

HOW TO BUILD BEHAVIOR

Start with the behavior. Choose the right voice. Build the guardrails. Learn from the response.

Creators help states:

- ✓ Make safety behaviors visible
- ✓ Normalize small, repeatable actions
- ✓ Reach people through trusted voices
- ✓ Learn from audience response
- ✓ Scale what is already resonating