

Michigan Office of Highway Safety Planning Materials

The Michigan Office of Highway Safety Planning (OHSP) would like assistance promoting a summer-long traffic safety campaign called, Michigan Summer of Safety. With the arrival of warmer weather, traffic increases resulting in more traffic crashes, injuries, and deaths. Michigan Summer of Safety is a reminder to all Michiganders to “take safety along for the ride” by driving and boating sober, wearing helmets and reflective gear when biking and riding motorcycles, and always wearing a seat belt.

OHSP is making it easy to get involved by offering free materials with the Summer of Safety message available for partner agencies to disseminate throughout Michigan. Materials include:

- Banners
- Posters
- Flyers
- Placemats
- Newsletter articles
- Fact sheets
- Public service announcement scripts

Partner agencies can participate by ordering and displaying free banners and posters, distributing flyers, and joining the conversation on social media using #MiSummerofSafety to promote safe travels from Memorial Day to Labor Day! Sample materials are available online at www.michigan.gov/ohsp. To place an order, contact Kendall Wingrove at (517) 241-1513 or wingrovek@michigan.gov, specifying the item, quantity, and street address for shipping.