



## Overview

A program of the Southern California Association of Governments (SCAG), *Go Human*, is a community outreach and advertising campaign with the goals of reducing traffic collisions in Southern California and encouraging people to walk and bike more. *Go Human* is a collaboration between SCAG and the health departments and transportation commissions from six counties in the region – Imperial, Los Angeles, Orange, Riverside, San Bernardino and Ventura.

California has the nation's highest number of fatalities involving people walking and bicycling, and traffic collisions are one of the top causes of injury and death in the Southern California region. *Go Human* raises public awareness of the rules of the road through English and Spanish advertising on digital platforms, radio stations, billboards, bus stops and social media. *Go Human* utilizes a series of ads where figures in everyday road signs are replaced with images of real people walking and bicycling. By conveying that these aren't just signs, *Go Human* reminds us that our actions and decisions, when driving, walking and bicycling, impact real people.

More than half of the 191 cities in the Southern California region have been aggressively pursuing funding opportunities to create safer and more accessible streets for walking and biking. By encouraging Southern California residents to walk and bike more, SCAG's *Go Human* campaign plays a key role in this transformation. In the SCAG region, approximately 37.5 percent of all trips are less than three miles, a distance that can easily be covered walking or bicycling. *Go Human* encourages residents to consider walking or bicycling for short trips and reminds drivers to slow down and look for them.

All marketing materials for *Go Human* are available for co-branding. Please visit [www.GoHumanSoCal.org](http://www.GoHumanSoCal.org) for more information or to request materials.

This document contains samples of *Go Human* creative, social media posts, and newsletter content. All of the *Go Human* digital ads and social media images are available to download here: [Go Human Resources](#)

Financial support for the advertising campaign is being provided by a grant from the Office of Traffic Safety, through the National Highway Safety Administration.

human

**Slow down.**  
She's going places.

SCAG OTIS

human

**Slow down.**  
She's going places.

SCAG OTIS

human

**Slow down.**  
They're going places.

SCAG OTIS

human

**It's not just a sign.**  
Watch for people walking.

SCAG OTIS

human

**It's not just a sign.**  
Watch for people walking.

SCAG OTIS

human

**It's not just a sign.**  
Look for her before you turn.

SCAG OTIS

human

**It's not just a sign.**  
Look for them before you turn.

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human

**Slow down and stop.**  
Every intersection is a crosswalk.

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human

**Be on the safe side.**  
Cross at the corner or crosswalk.

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human

**Go with the flow.**  
Ride in the direction of traffic.

SCAG OTIS

human

**It's not just a sign.**  
Give people room to ride.

SCAG OTIS

human

**Give even more room.**  
Switch lanes to pass safely.

SCAG OTIS

gohuman

**Reduce la velocidad.**  
Ellos llegarán lejos.

SCAG OTS

gohuman

**Reduce la velocidad.**  
Ellos llegarán lejos.

SCAG OTS

gohuman

**No es sólo una señal.**  
Fijate en ellos  
antes de dar vuelta.

SCAG OTS

gohuman

**No es sólo una señal.**  
Fijate en ellos  
antes de dar vuelta.

SCAG OTS

gohuman

**Reduce la velocidad y para.**  
Cada intersección es  
un cruce peatonal.

SCAG OTS

gohuman

**Reduce la velocidad y para.**  
Cada intersección es  
un cruce peatonal.

SCAG OTS

gohuman

**Reduce la velocidad y para.**  
Cada intersección es  
un cruce peatonal.

SCAG OTS

gohuman

**Camina seguro.**  
Cruza en la esquina  
o cruce de peatones.

SCAG OTS

gohuman

**Da más espacio.**  
Cambia vías para  
adelantar con seguridad.

SCAG OTS

gohuman

**Sigue la corriente.**  
Viaja en la misma  
dirección del tráfico.

SCAG OTS

gohuman

**No es sólo una señal.**  
Dale espacio a los  
que montan bicicleta.

SCAG OTS

## Social Media Copy

These sample social media posts can be posted at any time with images in the social media folder here: [Go Human Zipped File with Digital Ad Resources](#). We recommend posting one to three times per week. Use the #GoHumanSoCal hashtag to join the conversation! We invite you to follow us on [Facebook](#), [Twitter](#) and [Instagram](#).

### Driver Safety Messages

"It's not just a sign. Slow down and watch for people walking when you're behind the wheel. Drive safely. It's the human thing to do. #GoHumanSoCal"

"It's not just a sign. Remember to look twice for people walking before you turn. Drive safely. It's the human thing to do. #GoHumanSoCal"

"Did you know every intersection is a crosswalk, even if it's unmarked? Slow down and stop for people crossing. Drive safely. #GoHumanSoCal"

"She's going places. Slow down and look twice for her crossing the street before you turn. It's the human thing to do. #GoHumanSoCal"

### Bike Messages

"It's not just a sign. Give people room to ride. Allow at least 3 feet or change lanes when passing. It's the human thing to do. #GoHumanSoCal"

"Did you know people on bikes may use the full lane for safety? Give 3+ feet or change lanes when passing. It's the human thing to do. #GoHumanSoCal"

### Pedestrian Messages

"Be on the safe side. Always cross the street at the corner or a crosswalk. #GoHumanSoCal"

## Newsletter Update

The [Southern California Association of Governments \(SCAG\)](#) recently launched the third year of its [Go Human](#) advertising campaign to promote traffic safety and encourage people to walk and bike during their daily routines. Planned in coordination with County Transportation Commissions and Health Departments across the region, *Go Human* targets areas with high rates of collisions and reminds drivers to slow down and watch for people walking and biking.

In Southern California, 1,580 people died and more than 149,000 people were injured in collisions, according to the California Statewide Integrated Traffic Records System. The number of deaths and injuries are alarming, but many are preventable. *Go Human* aims to help combat and reverse these statistics through targeted advertising and outreach.

*Go Human* also partners with the cities to co-host open-streets events and temporary demonstration projects that promote safer and more accessible streets. The events are part of a broader effort to generate support for local infrastructure planning projects, showing how these changes make walking and biking safer and more convenient. Dates and locations for upcoming demonstration events can be found on the [Go Human Events page](#).