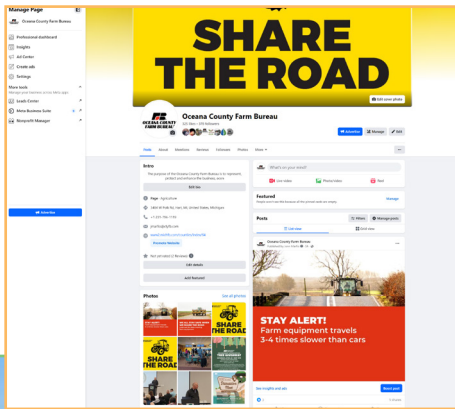


Connecting Communities ROAD SAFETY CAMPAIGNS



In 2024, Michigan Farm Bureau launched resources, templates, and a grant initiative to encourage county Farm Bureaus to conduct adult-focused consumer outreach to build relationships along the farm to fork path. Through the Connecting Communities grant, **Bay, Gratiot, Montcalm, Oceana, Osceola, and Van Buren County Farm Bureaus** promoted the importance of staying alert and slowing down around farm equipment through road safety campaigns.



Road Safety Resources

Interested in promoting road safety?
Consider these resources available from MFB:

- Farm Safety Education Event How-to Guide
- Social media graphics
- Yard signs
- Video spots
- Print, digital and billboard advertisements
- Letter to the Editor and Press Release templates

