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**Office of Traffic Safety and Caltrans Partner with the CIF to
Promote Safe Driving Behaviors**

Sacramento, Calif. — The California Office of Traffic Safety (OTS) and the California Department of Transportation (Caltrans) announced today a partnership with the California Interscholastic Federation (CIF) aimed at raising awareness and educating drivers on safe travel behaviors, especially in and around highway work zones.

The OTS and Caltrans will display digital messages, signs and audio public service announcements at the CIF State Wrestling Championships in February, Basketball Championships in March, and the Swim & Dive and Track & Field Championships in May encouraging student-athletes, parents and families to always [“Be Work Zone Alert”](https://beworkzonealert.dot.ca.gov/) and “move over” for highway workers, or slow down if unable to do so.

“Traffic Safety is a team sport and we’re thrilled to team up with the CIF to encourage safe driving behaviors,” said Caltrans Director Tony Tavares. “Engaging youth is a great play to help reach our Vision Zero Initiative’s goal to eliminate traffic-related severe injuries and deaths.”

“Traveling safely is a game plan that’s always a win,” OTS Director Barbara Rooney said. “We are excited to partner with the CIF to relay important traffic safety messages to student-athletes, parents and fans that everyone can get behind.”

“We are happy to have California OTS and Caltrans as partners,” said Bryan Powell, General Sales Manager for CIF Sports Properties. “Traveling safely to and from CIF events is incredibly important,and we are pleased to share this messaging with the attendees of our upcoming championship events.”

Additional messaging and content will focus on safe and responsible driving, including awareness about California’s hands-free cell phone law and the risks of distracted driving, as well as reminding drivers to slow down and “[Share the Road](https://gosafelyca.org/share-the-road/)” by looking out for bicyclists and pedestrians.

In addition, traffic safety messages will appear on social media, the CIF state website, and the CIF Sports 365 mobile app.

Car crashes are a leading cause of death for teens in the United States. In 2021, there were more than 17,000 fatal and injury crashes involving teen drivers across California, according to data from the California Highway Patrol’s Statewide Integrated Traffic Records System.

Student-athletes, parents and fans are encouraged to join the [Go Safely Movement](https://gosafelyca.org/thegosafelymovement/) and [sign up](https://gosafelyca.org/trafficsafetychampion/) as “traffic safety champions” for their families and communities.

To learn more about efforts to save lives on California roads, visit [gosafelyca.org](https://gosafelyca.org/) and follow on Twitter, Facebook and Instagram @GoSafelyCA.

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**About California Office of Traffic Safety (OTS)**: The OTS administers traffic safety grants that deliver innovative programs to eliminate traffic fatalities and injuries on California roads. Addressing behavioral issues such as alcohol and drug-impaired driving, distracted driving, occupant protection, and bicycle and pedestrian safety, the OTS strives to create safer roads for all. To learn more about the OTS, visit ots.ca.gov. Follow the OTS on Twitter and Instagram @OTS\_CA, on Facebook at [www.facebook.com/CaliforniaOTS](http://www.facebook.com/CaliforniaOTS) and on the [OTS YouTube channel](https://www.youtube.com/channel/UC7m0lOBG8AVhjvK5wjMkZBg).

**About Caltrans**: Managing over 50,000 miles of California's highway and freeway lanes, Caltrans plays a crucial role in transportation infrastructure. In addition to highway and freeway management, Caltrans provides inter-city rail services, permits public-use airports, and collaborates with local agencies. With a commitment to safety, Caltrans pursues its mission through six primary programs: Aeronautics, Highway Transportation, Mass Transportation, Transportation Planning, Administration, and the Equipment Service Center. For more information, visit dot.ca.gov. Follow Caltrans on Twitter @CaltransHQ. and Facebook [Caltrans HQ | Sacramento CA | Facebook](https://www.facebook.com/CaltransHQ) and on the [CaltransVideo - YouTube](https://www.youtube.com/channel/UC4_zItzBaBD6dqrRuBbYyJA) channel.

**About the California Interscholastic Federation (CIF)**: Created in 1914, the CIF is the governing body for high school sports in the state of California. CIF is uniquely positioned to foster student growth in values and ethics. CIF’s ideal of “Pursuing Victory with Honor,” provides the opportunity to influence the actions of the athletic community. CIF strives to promote equity, quality, character, and academic development. CIF is a nonprofit federation and the state office, located in Sacramento, Calif., represents the interests of its member Sections.

The 10 Sections represent geographic regions within the state: Central, Central Coast, Los Angeles City, North Coast, Northern, Oakland, Sac-Joaquin, San Diego, San Francisco, and Southern. CIF represents 1,615 public and private member schools and more than 760,000 student-athletes. CIF conducts Regional and State Championships in badminton, baseball, traditional competitive cheer, cross country, football, volleyball, tennis, wrestling, basketball, soccer, softball, swimming & diving, track & field, golf, and water polo. CIF Sections conduct championships in more than 26 sports. Visit CIF at CIFState.org and follow on Facebook, Twitter, and Instagram @CIFState.

**About Playfly Sports**: The multimedia rights holder of the CIF, Playfly Sports is a full-service sports marketing company operating where sports marketing, media & technology converge. Utilizing the influence and durability of local sports fandom, Playfly Sports exclusive rights in the NBA, NHL, MLB, NCAA, esports, and high school sectors drive value for our local, regional, and national brand partners. Visit Playfly Sports online at playfly.com and follow Playfly Sports on LinkedIn, Twitter, and Facebook: @PlayflySports.