

About White Cane Safety Day

October 15 is federally recognized as White Cane Safety Day. This day acknowledges the independence of people who are blind or visually impaired. It is used to increase awareness of the White Cane Law, which protects the right-of-way of pedestrians who use white canes and guide dogs. There is a variant of the White Cane Law in every state in the country.

Wisconsin's White Cane Law states that a person operating a vehicle must stop at least ten feet from someone who is using a white cane or guide dog.

Guide to Social Media Outreach

Help educate your online audience about White Cane Safety Day and the White Cane Law. Utilize the language below to schedule posts in advance, or create your own posts.

In 2020, the Council surveyed people who are blind or visually impaired, as well as those who have connections to blindness or visual impairment, such as family members and vision services professionals. When asked "In your experience, how aware are people in your community of the White Cane Law?", nearly half of survey respondents said people in their communities were completely or somewhat unaware.

The more people are made aware of the issues people who are blind or visually impaired and other pedestrians face, the better equipped they will be to make decisions to promote the safety and well-being of all pedestrians when they are out walking in their communities.

Remember to make each of your posts accessible using these 10 tips:

- 1) Add alt text and/or image descriptions.
- 2) Capitalize the first letter of each word in hashtag: #CamelCase; screen readers pronounce it really weird otherwise! Example: #inclusiveactivity vs. #InclusiveActivity.

- 3) Add audio descriptions to your videos; develop these while writing the script so you can have audio space for dialogue, narration and audio description; Add captions to Instagram Stories.
- 4) Add descriptive hyperlinks to your content instead of “click here.”
- 5) Don’t overuse GIFs – they are not accessible for people who use voiceover.

Example Posts:

Facebook

[#WhiteCaneSafetyDay](#) is October 15! Nationally, this day celebrates independence and mobility for people who are blind. In Wisconsin, the [#WhiteCaneLaw](#) states that drivers must stop 10 feet or more from pedestrians using white canes or service dogs. Following this law makes streets safer for all of us. Help us spread the word about White Cane Safety Day by sharing this post and reminding your friends and family to stop at least 10 feet from crosswalks. Thanks for your help!

Graphic: The [#WhiteCaneLaw](#) states that drivers must stop 10 feet or more from a pedestrian with a white cane or service dog. Learn more at [WCBlind.org](#).

White Cane Safety Day
OCTOBER 15

The [#WhiteCaneLaw](#) states that drivers must stop 10 feet or more from a pedestrian with a white cane or service dog. Learn more at [WCBlind.org](#).




Save the date: October 15 is [#WhiteCaneSafetyDay](#) and we will be sharing tips and facts about White Cane Law, which protects pedestrians who use white canes and service animals when crossing the street. Share our posts and help us raise awareness of the [#WhiteCaneLaw](#).

Graphic: Did you know? October 15 is White Cane Safety Day. Share upcoming posts to educate people you know.

#WhiteCaneLaw

DID YOU KNOW?

**October 15 is White Cane Safety Day.
Share upcoming posts to educate
people you know.**

 Wisconsin Council of the
Blind & Visually Impaired

Facts about the [#WhiteCaneLaw](#) in Wisconsin.

Please share these posts throughout the day to help educate Wisconsinites about the importance of this law.

Belief: The White Cane Law is adequately covered in driver's education.

Fact: While the White Cane Law is included in the Driver's Manual, the degree of focus placed on the law in driver's education classes is dependent on the instructor. There is no time requirement on the topic, so some instructors might cover it extensively, while others spend a short time--as little as a few minutes--talking about the law.


Another issue is that people often take driver's education while adolescents. There is usually no need to take another written test going forward, unless a person has a driver's license that has been expired for more than eight years or if they want to add another class and/or endorsement to an existing license. This limited review makes it difficult for people to remember something they learned briefly in driver's education class for the rest of their lives.

Read more #WhiteCaneLaw beliefs and facts on our website at <https://wcblind.org/2018/09/the-white-cane-law-beliefs-and-facts/>.

#WhiteCaneLaw

BELIEF: The White Cane Law is covered in driver's education.

FACT: While the White Cane Law is included in the Driver's Manual, how well it is covered in driver's education depends on the instructor. There is no time requirement, meaning students could spend a few minutes to an hour on the law. Varying coverage and time makes it difficult for people to remember something learned in driver's education class for the rest of their lives.

 Wisconsin Council of the
Blind & Visually Impaired

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Enforcement of the [#WhiteCaneLaw](#) that protects pedestrians who use white canes depends on police department training and understanding. For [#WhiteCaneSafetyDay](#) on October 15, reach out to your local law enforcement to set up a meet and greet to talk about why pedestrian safety matters.

For a full White Cane Safety Day toolkit, visit our website at WCBlind.org/events/white-cane-safety-day.

Graphic: Tip of the day: Reach out to local law enforcement to provide information about the White Cane Law. Police departments often host

meet & greets. Attending and talking with officers about the White Cane Law and why it matters can be a great way to spread awareness. One-on-one appointments can also be set up with local officials.

#WhiteCaneLaw

TIP OF THE DAY:

Reach out to local law enforcement to provide information about the White Cane Law. Police departments often host meet & greets. Attending and talking with officers about the White Cane Law and why it matters can be a great way to spread awareness. One-on-one appointments can also be set up with local officials.



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Blind & Visually Impaired

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Belief: There is no penalty for violating the White Cane Law.

Fact: According to Wisconsin statute: 346.30(3) (3): "any person violating s. 346.26 may be required to pay between \$25 and \$200 for the first offense and may be required to pay between \$50 and \$500 for the 2nd or subsequent conviction within a year." Compared to the risk of injury or death that could occur to people who are blind or visually impaired who are struck by vehicles, this fine illustrates that even if properly enforced, penalties for breaking the law are small.

Today is #WhiteCaneSafetyDay! Please share these posts throughout the day to help educate Wisconsinites about the importance of this law.

Read more #WhiteCaneLaw beliefs and facts on our website:
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#WhiteCaneLaw

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Wisconsin Council of the
Blind & Visually Impaired

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In 2019, 27 pedestrians died when struck by a motor vehicle. There have been 24 fatalities so far in 2020. In Wisconsin, the [#WhiteCaneLaw](#) states that drivers must stop 10 feet or more from pedestrians using white canes or service dogs. Following this rule makes streets safer for all of us.

This fact is brought to you by the [Wisconsin Department of Transportation](#). Read more about [#WhiteCaneSafetyDay](#) events happening throughout Wisconsin at [WCBlind.org/events/white-cane-safety-day/](https://www.wcbind.org/events/white-cane-safety-day/). Help us spread the word about [#WhiteCaneSafetyDay](#) by sharing this post and reminding your friends and family to stop at least 10 feet from crosswalks.

Graphic: [#WhiteCaneLaw](#) with fact that's listed above and the WCBVI logo.

#WhiteCaneLaw

FACT OF THE DAY:

By this time in 2018, 20 people died when hit by a motor vehicle. There have been 30 fatalities in 2019 thus far, an increase of 50 percent.



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Twitter

#1: Announcing a Proclamation

City Council members will present a [#WhiteCaneSafetyDay](#) proclamation to the WI Council of the Blind & Visually Impaired from the [@City_Janesville](#) on 10/14 at 6 p.m. Press and public welcome. [#WhiteCaneLaw](#) [@JanesvilleGazette](#) [@gazettextra](#)

#2: Announcing a Proclamation

The [#EauClaireWI](#) City Council presents a [#WhiteCaneSafetyDay](#) proclamation to WI Council of the Blind & Visually Impaired on Tuesday, 10/8 at 4 p.m. Press + public welcome: [@WPR](#) [@WEAU13News](#) [@WQOW](#) [@fox25](#) [@news8news](#) [@ChippewaHerald](#) [@LeaderTelegram](#) - EC bus ads promote [#WhiteCaneLaw](#)!

#3: Announcing a Proclamation

City Council members will present a [#WhiteCaneSafetyDay](#) proclamation to the WI Council of the Blind & Visually Impaired from the [@City_Janesville](#) on 10/14 at 6 p.m. Press and public welcome. [#WhiteCaneLaw](#) [@JanesvilleGazette](#) [@gazettextra](#)

Instagram

Madison's Mayor Satya Rhodes-Conway was at the Council this morning to read the [#WhiteCaneSafetyDay](#) proclamation for the [@cityofmadisonwi](#) and talk about pedestrian safety. Did you know that Madison has the highest number of accessible pedestrian signals per capita in the nation? Do you know the right number of feet to stop before a person who is using a white cane or service dog? Hint: it's 10 feet! For the full live video of the event today, head to our Facebook page. Tune into [@wkow27](#) [@nbc15_madison](#) or [@channel3000](#) for their coverage of the event on tonight's local news. [#WhiteCaneLaw](#)

Posts for 2020:

Facebook (3 options)

Post 1:

October 15 is White Cane Safety Day! Did you know that it is necessary for drivers to stop at least ten feet from a pedestrian using a white cane or guide dog? Stopping well before the crosswalk makes our communities safer for all pedestrians and drivers.

[#WhiteCaneSafetyDay](#) [#TheWhiteCaneLaw](#)

Post 2:

Did you know? Today is White Cane Safety Day, also called Blind Americans Equality Day. This day acknowledges the independence of

people who are blind or visually impaired. It is used to increase awareness of the White Cane Law, which protects the right-of-way of pedestrians who use white canes and guide dogs. There is a variant of the White Cane Law in every state in the country. Wisconsin's White Cane Law states that a person operating a vehicle must stop at least ten feet from someone who is using a white cane or guide dog. To spread awareness of this law, you could:

- 1) React to, comment on or share this post
- 2) Talk with a friend or family member about the White Cane Law
- 3) Write a letter to your police department about the importance of pedestrian safety.
- 4) Write an op-ed to your local newspaper about White Cane Safety Day and how stopping within ten feet improves safety for all of us.

Thank you for spreading the word!

#WhiteCaneSafetyDay #WhiteCaneLaw

Post 3:

Wisconsin's White Cane Law states that a person operating a vehicle must stop at least ten feet from someone who is using a white cane or guide dog. Have you heard about this law before now? How does this law affect your daily life? Leave your answer in the comments!

#WhiteCaneSafetyDay #WhiteCaneLaw

Twitter (2 options)

Tweet 1:

Did you know that it is necessary for drivers to stop at least ten feet from a pedestrian who is using a white cane or guide dog? Stopping well before the crosswalk makes our communities safer for everyone.
#WhiteCaneSafetyDay #TheWhiteCaneLaw

Tweet 2:

October 15 is White Cane Safety Day. Wisconsin's White Cane Law states that a person operating a vehicle must stop at least ten feet from someone who is using a white cane or guide dog.

#WhiteCaneSafetyDay #WhiteCaneLaw

Instagram (1 option)

Wisconsin cities are getting on board and issuing White Cane Safety Day proclamations! On [date/time] this proclamation, issued by [city/city official], recognizes the importance of the White Cane Law, a law which protects the right-of-way for people who are blind or visually impaired. Thank you for officially acknowledging October 15 as #WhiteCaneSafetyDay and for your work to keep our communities safe year-round! #WhiteCaneLaw #WhiteCaneDayProclamation

LinkedIn (1 option)

October 15 is federally recognized as White Cane Safety Day. This day acknowledges the independence of people who are blind or visually impaired. It is used to increase awareness of the White Cane Law, which protects the right-of-way of pedestrians who use white canes and guide dogs. There is a variant of the White Cane Law in every state in the country.

Wisconsin's White Cane Law states that a person operating a vehicle must stop at least ten feet from someone who is using a white cane or guide dog.

Communities around the state are encouraged to proclaim October 15 White Cane Safety Day and/or host events promoting pedestrian safety in their area.

#WhiteCaneSafetyDay #WhiteCaneLaw #PedestrianSafety

Sample Timeline of What to Post When and Where

Facebook:

- 4 weeks before: Post a Save the Date
- 3 weeks before: Post a Did you know?
- 2 weeks before: Post a second fact about the White Cane Law
- 1 week before: Share a story about someone who is impacted by the White Cane Law
- Night before: Post a general graphic about White Cane Safety Day
- Day of: Post what is going on in your community for White Cane Safety Day

Twitter:

- 4 weeks before: Post a Save the Date with a definition of White Cane Safety Day
- 3 weeks before: Post a fact about the White Cane Law
- 2 weeks before: Post information about a city council meeting where they will proclaim White Cane Safety Day and tag local media
- 1 week before: Post a reminder about White Cane Safety Day and what will be happening
- Two days before: Give an update on the upcoming activity and tag more media
- Day of: Post a general statement about White Cane Safety Day using the nationally-used hashtags

Instagram:

- 4 weeks before: Post a Save the Date
- 3 weeks before: Post a white cane user's story
- 2 weeks before: Post a pedestrian story
- Night before: Post a general photo about White Cane Safety Day
- Day of: Post a photo of people from your organization celebrating White Cane Safety Day