

Destination Zero Deaths

LA Strategic Highway Safety Plan

Communications Coordinating Council Meeting

February 21, 2017 Meeting Summary



Thank you all for attending or calling in for the February 21st Strategic Highway Safety Plan's Communications Coordinating Council meeting. Just to wrap it up, here are some of the major takeaways and next steps from our discussions.

- **CCC Roster.** Proposed additions to the [CCC Roster](#) have been made. Let me know of any other changes or edits.
- **Safety Campaign Calendar 2017** is posted on our [CCC page here](#). Please share it to your local constituents and partners, and encourage them to use it to guide their info dissemination efforts through bulletin boards/email announcements/meetings/community events.
- **CCC Priorities for 2017:**
 - Team will revisit discussion on a **new DZD video** and launch of the new DZD website (which is still under development).
 - Instead of doing a full-blown newsletter, we will do a special edition of the Traffic Safety Roundup highlighting regional activities—a “**Year in Review**” of some sort. The Safety Center will follow up with regional coordinators and other CCC members for article contributions.
 - We will continue to work toward **increasing social media impressions**, providing content for the **new DZD website** once launched, hosting **professional development and webinar opportunities**, and exploring **public-private partnerships** for more grassroots level events.
- **Mardi Gras Safety Campaign 2017** – This year's the first time NHTSA has produced a toolkit for Mardi Gras. We tweaked it a little bit and came up with social media content which were [all made available here](#).
- **PSA's and Social Media**
 - The PSA efforts have not only fostered partnerships between the state's key highway safety agency communications and public information practitioners; it has also increased our following on Facebook and Twitter.
 - We encourage everyone to continue sharing materials and commenting on them aside from merely liking them to increase impressions. Keep up the great work!
 - Continue to promote PSA's via social media whether or not there's funding for TV and radio spots. Another alternative for radio plugging will be explored at our next meeting (date TBD).
 - We will have Jennifer Marsh from Louisiana Radio Network discussing it with us.

Upcoming Campaigns and Events

- **March 18-31, 2017, Distracted Driving** campaign on **"Don't Text. Just Drive"** **#JustDriveLA**
We encourage you to pick a school, church or any local venue where you can do a grassroots level advocacy to promote the campaign. If this is not possible, please disseminate messages on social media.
- **March 26-28, 2017, Lifesavers Conference in Charlotte, NC**
Louisiana is part of a Communications session on "Building Partnerships for Success, scheduled on Monday, March 27 at 10:45 a.m. to 12:15 p.m. Refer to conference agenda for details.
- **Work Zone Awareness Week, April 3-7, 2017**
We encourage everyone to plan on attending the Press Conference in Baton Rouge on April 3rd. We also encourage you to "Go Orange" on April 5th by wearing the orange safety vests with your colleagues and posting the photo on social media. Don't forget to use hashtags **#DZD #WorkZoneSafetyLA and #NWZAW**
A suggestion to share other state's work zone videos might help increase our social media impressions. Please stand by for more details.
- **April 27, 2017 – Training #2 Communications Training Series – Media Relations: Getting Them on the Line and What To Say Once They're Hooked**
Mark this off on your calendar! Topics will include establishing relationships with media, refining your message box, developing perfect media pitches, critiquing practice interviews and becoming a valued resource on road safety.

Year 2016 was indeed a year highlighted by successful PSA campaigns, increased engagement and partnerships, development of a consolidated safety campaign calendar, and improved coordination in social media messaging.