



Destination Zero Deaths
LA Strategic Highway Safety Plan
Communications Coordinating Council Meeting

June 27, 2016 at 2:00-3:30 p.m. (LTRC Conference Room 128)

If calling in, please click here: <https://global.gotomeeting.com/join/190777957>

Dial from your phone - USA +1 (408) 650-3123, Access Code: 190-777-957

AGENDA	Notes and Action Items
AGENDA 1 Roll Call / Intro <i>10 minutes</i>	Introductions/Roll Call Short recap from last call's pending action items (<i>see minutes</i>)
AGENDA 2 Report out on Meeting with LSP Public Affairs Division <i>10 minutes</i>	<ul style="list-style-type: none">• DOTD, LHSC, LCTS and LSP to coordinate messaging efforts on a regular basis.• Disseminate DZD campaign scheduler• Develop generic and ready-made materials (toolkits)• Capitalize on tri-media opportunities for increased collaboration between LSP PIO and coalition coordinator (<i>see minutes</i>)
AGENDA 3 Campaign Toolkit Discussion <i>20 minutes</i>	<ul style="list-style-type: none">• Discuss on CCC's development of toolkits to support LHSC's paid/earned media efforts. Any volunteers?• Solicit ideas on the proposed Drive Sober toolkit (<i>see Draft toolkit</i>)
AGENDA 4 Plans for: 4th of July Drive Sober Labor Day Drive Sober Mobilization August 19 to Sept 5 <i>20 minutes</i>	<ul style="list-style-type: none">• Discuss any press conference or event planned to support the 4th of July and Labor Day Drive Sober campaigns.
AGENDA 5 Campaign / Outreach Opportunities <i>25 minutes</i>	<ul style="list-style-type: none">• Chiefs of Police Conference, July 13-15 in Lake Charles• Chamber Presentation opportunities (<i>see attached list</i>)• Potential collaboration with AT & T• LA Governor's Safety & Health Conference, October 3-4 in BR• Any other new or potential collaborations? <i>Upcoming Campaigns (see calendar)</i>
AGENDA 6 DOTD's PSA Efforts <i>5 minutes</i>	<ul style="list-style-type: none">• Be a "Roll" Model Bike safety PSA https://www.youtube.com/watch?v=PgLjhLL_6QE• PSA Production for roundabout and railroad safety

CCC MEETINGS – Mark it off on your calendar!

September 14 at 10:00-11:30 AM prior to Capital Region meeting

November 17 at 1:30-3:00 PM after the South Central Region meeting

Thank you all for your commitment and dedication to help Louisiana reach Destination Zero Deaths.

For questions, contact Rudynah Capone at 225-767-9718 or Rudynah.capone@la.gov.