



Destination Zero Deaths  
LA Strategic Highway Safety Plan

Communications Coordinating Council Meeting

Tuesday, September 27, 2016 at 1:00-3:00 p.m. (TTEC Room 101)  
4099 Gourrier Avenue, Baton Rouge, LA Participants

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Meeting Summary and Next Steps

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**Agenda 1 Roll  
Call and Intro.  
Briefly discuss  
few items on  
"Parking lot" from  
June 27<sup>th</sup>  
meeting.**

Everybody introduced themselves, then briefly discussed about printing of DZD brochures. Karla shared that DOTD submitted "Be a Roll Model" as an entry to the TRB John and Jane Doe Communications Concepts. It's a competitive program, wherein unfortunately, we didn't get selected as a winner. We will try next time.

On Chamber outreach – There's no current opportunity to present, but if there's any in the future, we will definitely do so. We will check with them again if we can be included in their agenda for next year's conference.

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**Agenda 2  
Louisiana PSA  
Campaigns**

- Karla shared some statistics on "Be a Roll Model" campaign and thanked everyone for their help in disseminating messages through social media.
- The team reviewed the draft PSA for Roundabouts Save Lives campaign. This campaign will run from October 10-28, which overlaps a little with Teen Driver Safety Week (October 16-22).
- Dortha suggested to come up with social media content that would somehow marry the two campaigns at some point. Everyone agreed. Dynah shared that all materials are available on DZD website and will be shared with everyone via email as well.
- Jared of LSP shared plans for Move Over Campaign, which will run from November 14 to 20. This is in support for AASHTO's Incident Management Awareness Week. A press conference will be conducted on November 14<sup>th</sup> and everyone is invited. DOTD, LSP and LTRC will work together in filming the necessary footages and producing the final material. It will be shared to everyone once done.
- DOTD will also lead another PSA campaign on Railroad Safety. The main theme hasn't been finalized yet. This is targeted for January 2017. More info will be released soon.

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**Safety Weeks/  
Upcoming  
Campaigns**

- The team discussed upcoming campaigns. Child Passenger Safety Week is over, and the CPS seat checks were a huge success, as expected. The team will check with LPSTF for some statistics on how many seat inspections were conducted, and how many seats were checked per region.
- Drive Safely Work Week is taking place on October 3-7, 2016. LCTS will have a display table at the Governor's Safety and Health Expo. A few coordinators expressed interest in helping man the booth to promote DZD.
- Additionally, an outreach event is scheduled at the Main Street Market on October 6 or 7, with Rodney's help in getting them to provide us a space where we could deploy AT & T's *It Can Wait* Virtual reality simulator.

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- Yuwen of RAPC helped put together a fact sheet for Drive Safely Work Week. The team reviewed it and shared some comments. Melissa of LSP pointed out just a minor typo. Yuwen will send out corrected fact sheet for everyone to use. Social media messages have also been developed for this campaign and will be shared with everyone as well.
  - For Teen Driver Safety Week, the team is looking at doing events at two high schools in Baton Rouge in partnership with Capital Region Coalition and AT & T. More info to follow. LCTS will send updated specific graphics and fact sheet by first week of October. Social media content will be shared with everyone.
  - Drive Sober Labor Day Campaign is took place. A few members shared how the toolkit was helpful.
  - The team will discuss the Holiday Season's Drive Sober Campaign at the next meeting.
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#### **Re-Branding of Regional DZD Coalitions**

Dynah shared a best practice on branding that Minnesota has done with their regional coalitions. They do "East Central Minnesota TZD" for instance. She then brought up to the team members if they'd like to do "North Shore DZD", for instance. Some are in favor; most have some reservations saying that:

- It might be too late in the process to actually rename the coalition name as they're in the implementation stage already.
- The coalition members might be opposed to it. They need to be consulted before moving forward.

This may need to be discussed further. A Doodle Poll, perhaps?

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#### **Opportunities**

**SHSP Data Dashboard Training on November 14.**

**Communications Training Series – 1<sup>st</sup> Quarter of 2017**

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#### **To-dos:**

- Revisit presenting at next year's Chamber Association Conference.
- LCTS to print new brochures to share with the coalition coordinators.
- Revisit discussion on re-branding of regional coalitions – North Shore DZD, South Central DZD, and so on.
- Update the team on Communications Training Series.
- Disseminate Information and materials for Railroad Safety PSA Campaign.
- Discuss plans for Drive Sober Holiday Campaign.