



## Strategic Highway Safety Plan Destination Zero Deaths

### Communications Coordinating Council Meeting

June 14, 2016, 10:00 a.m. TTEC Room 101



#### Attendees:

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#### MEETING SUMMARY:

##### On Agenda Item 1: Brief Overview about CCC

R. Capone gave a quick overview of CCC. The overall premise of the council is to really work hand in hand with the communications teams from the LSP, LADOTD and LHSC in order to *coordinate, collaborate and communicate consistent safety messaging across the board.*

On Agenda Items 2 & 3: Open Discussion on CCC goals, potential outreach activities, and what partners need to enhance efforts that support enforcement mobilizations (e.g. Click It or Ticket, Drive Sober, etc.)

*Below is a summary of what's discussed:*

- **On campaign coordination, tool sharing and dissemination**
  - In an effort to equally cover the infrastructure and behavioral safety messaging, it was proposed that we have an annual safety calendar at hand. This can be utilized by all SHSP partners who play a major role in public information dissemination and communications.
  - The CCC actually developed one for this year which was initially intended for DOTD's #SafetyMondays via social media and digital message deployment via the Dynamic Message Signs (DMS). We see the use of this scheduler as for all sorts of tri-media, public affairs and outreach initiatives related to traffic safety. – this is based off of NHTSA's Communications Calendar on [www.trafficsafetymarketing.gov](http://www.trafficsafetymarketing.gov), by the way. DOTD recently used the DMS boards to support Click It or Ticket.
  - DOTD recently collaborated with LTRC and the Safety Center to produce a bike safety PSA, which may be of use by LSP and other safety partners to promote bike safety in August. We can work toward sharing these materials via social media, onsite presentations, PSA placements, etc.

- DOTD has lined up to produce and air PSAs on railroad safety and roundabouts in October 2016 and January 2017, respectively. This is another opportunity to spread the word.
- DOTD shares they have infrastructure toolkits that can be disseminated as well. Follow up with DOTD Communications how to access them as they come.
  - Besides distributing advanced campaign scheduler, DOTD suggested to meet regularly to coordinate efforts that support the safety events and campaigns.
- **On regional branding and PIO-coordinator partnership**
    - Regional coalition branding was brought up as something that needs to happen at the local level. It's encouraged that safety coordinators reach out to the LSP Troop PIO's and work hand in hand with them to get the word out (it could be for radio interviews, school presentations, conducting a press conference or safety event, etc.)
    - The LSP lines up public safety awareness activities on a regular basis, so there are several opportunities for safety messaging in this instance.
  - **On developing Louisiana specific toolkits**

It was brought up if the CCC could possibly develop Louisiana specific campaign toolkits, ready-made/generic Twitter or Facebook contents, media talking points and scripts. These toolkits will be helpful for LSP, DOTD and all SHSP stakeholders alike.

    - (DRAFT Drive Sober toolkit is in the works, which will be up for deliberation at the June 27<sup>th</sup> CCC conference call)
    - The toolkits are what the CCC will work toward accomplishing short-term and long-term wise. We will utilize what NHTSA/FHWA has made available and incorporate some Louisiana data. We can discuss more details about this at our CCC meetings/conference calls.
  - **On partnership with driving schools**

It was brought up that education needs to be coordinated through the driving schools. We will obtain a list of driving schools to reach out to.

**Suggested next steps:**

- DOTD, LHSC, LCTS and LSP to closely coordinate messaging efforts on a regular basis.
- Disseminate of campaign scheduler
- Develop generic and ready-made materials (toolkits)
- Capitalize on tri-media opportunities for increased collaboration between LSP PIO and coalition coordinator

**UPCOMING CCC MEETINGS:**

**June 27** at 2:00-3:30 PM

**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 in helping Louisiana reach Destination Zero Deaths.**

For questions, contact Rudynah Capone at 225-767-9718 or [Rudynah.capone@la.gov](mailto:Rudynah.capone@la.gov).