

Destination Zero Deaths

LA Strategic Highway Safety Plan

Communications Coordinating Council Meeting

July 27, 2017 at 11:00 AM to 3:00 PM at TTEC Room 179

Meeting Minutes



Attendees:

Dortha Cummins, LCTS, Dortha.cummins@la.gov

Rudynah Capone, LCTS, Rudynah.capone@la.gov

Bryan Lee, LSP, bryan.lee@la.gov

Jared Sandifer, LSP, jared.sandifer@la.gov

James Anderson, LSP, james.l.anderson@la.gov

Mark Lambert, LHSC, mark@lambert-media.com

Michael Farrar, LHSC, Michael.farrar@la.gov

Autumn Goodfellow-Thompson, DOTD autumn.goodfellow-thompson@la.gov

Karla Courtade, karla.courtade@la.gov

Rodney Mallet, DOTD Rodney.mallett@la.gov

Chris Laborde, RPC, claborde@norpc.org

John Broemmelsick, FHWA, john.broemmelsick@dot.gov

Crystal Robertson, LDC, crystal.robertson@la.gov

Elizabeth Delaney, DOTD, Elizabeth.delaney@la.gov

Rachel Anderson, KAPSCH/TMC, Rachel.anderson@la.gov

Christopher Dodt, KAPSCH/TMC, chris.dodt@la.gov

Jennifer Marsh, LRN, jennifer@louisianaradionetwork.com

Kenyatta Robertson, CRPC, krobertson@crpcla.org

Shelly Barrett, NLCOG, shelly.barrett@nlcog.org

Melissa Newell, APC, mnewell@planacadiana.org

Sooraz Patro, RAPC, sooraz@rapc.info

Nelson Hollings, RPC, nhollings@norpc.org

Betsey Tramonte, FHWA, Betsey.tramonte@dot.gov

On the call:

Mac Nagaswami, Carvertise nagaswami@carvertise.com

Janille Smith-Colin, Georgia Institute of Technology jasc3@gatech.edu

Ron Whittaker, LADOTD, rwhittaker@live.com

Time	AGENDA ITEM	Key Points and Actions to be Taken
11:00	AGENDA 1 Roll Call / Intro	<ul style="list-style-type: none">The meeting was called to order at 11:00 am. Everyone, including those who called in, introduced themselves.
11:10	AGENDA 2 Radio PSA Proposed Partnership Jennifer Marsh, LRN	<ul style="list-style-type: none">Jennifer presented on potential collaboration with Louisiana Radio Network in terms of Radio PSA's that promote traffic safety. She suggested collaborating with other entities such as Wal-Mart and local businesses that might be sources of PSA funding.She explained, if presumably airing a PSA through LRN, she could work off of the Safety Campaign scheduler. She solicited input from CCC members in terms of finding an "underwriter" or PSA sponsor, should they be interested in a partnership. The turnaround for PSA airing is around a week or two, provided the material is good to go. She then explained the timeline of approval process and who would be involved. Karla emphasized that a final blessing is needed from DOTD Secretary for any PSA that has DZD logo in it.
11:25	AGENDA 3 Debrief on ideas from Lifesavers	<ul style="list-style-type: none">Mac Nagaswami, the CEO of "Car-vertise", who called in remotely, shared information about "Car-vertise", an innovative transit advertising technique that combines car and advertising; it's marketing in a targeted geography, so to say.

Conference held last March in Chalotte, NC.

- With carvertise, a banner is wrapped around an every-day car that gets a lot of exposure in certain areas, as opposed to wrapping large trucks. They have been working with the Office of Highway Safety in Delaware, and have seen a tangible impact from working with the state. This method also puts money back into the community by paying locals to advertise. He mentioned about their previous work in Delaware and Maryland. *Car-vertise* pays individuals who get their car wrapped; most of them are moms and dads. College students are also welcome.
- There are already 4,000 drivers in Louisiana registered for this program. The wrap timeframe is dependent on the length of the campaign. When campaigns are longer, they use full wraps, and use partial wraps for shorter campaigns. To qualify for the wrap, drivers must have a 2008 vehicle or better, a clean driving record, a minimum number of miles per month during peak driving hours, and drive a certain number of miles in specific zip codes. This is all tracked through an app.
- Mac shared about partnering with campuses where certain students cars are wrapped to get exposure to high school and college students. Discussion ensued.
- Shelly talked about the idea of **autonomous vehicles (AV)** leading into connected vehicles (CV). All handouts from the workshops are posted on lifesaversconference.org. She shared she spoke with Betsy and John (FHWA) about a full coalition meeting on the topic of AV in relation to infrastructure and operations. She also touched on the teen traffic safety workshops. One of them dealt with what parents can do for teen drivers with special needs or with autism. She said there was a lot of information about digital natives in relation to age. Youth of Virginia Speak out Traffic Safety has an entire section about competitions to capture the attention of teenagers. She also shared that USDOT takes art from students and puts it in their calendar.
- Dynah suggested trying out the AV and CV simulation they got from the Conference at the next meeting. She also suggests developing social norm messages for teens, because enforcement messages do not work.
- **Develop social norming messages to incorporate into next year's teen driving related campaigns.**

11:40

AGENDA 4
Planning for
Labor Day
Drive Sober
Mobilization –
Aug. 16 to Sept.
4

Bryan Lee/Jared
Sandifer, LSP

Michael
Farrar/Mark
Lambert, LHSC

- Bryan and Jared (LSP) said they're doing the campaign as they have always done in the past. This includes a statewide press release before the event starts, a press conference, possible radio and TV interviews, and a social media blitz.
 - Jennifer (LRN) added that their network has a discretion on whether or not they will report on the press release.
 - John (FHWA) asked if enhanced enforcement is part of this campaign. Bryan shared four Troopers are designated to look for drivers under the influence from 8pm to 6am. DWI checkpoints will come later.
 - Mark and Michael shared their plans for the campaign, including a plan for a press conference in Lake Charles on August 29th (tentative). In conjunction with this, they want to recognize the Lake Charles region for having the highest seat belt usage. They want to reach out to travelers before they leave for the holiday weekend. LHSC will use their video for a news release.
 - Dynah commended how LHSC's new website allows for easy navigation and that info is up-to-date. She then asked how everyone can help synergize the effort for this campaign to reach Destination Zero Deaths.
 - Dynah said she'd coordinate with DOTD to deploy the "Drive Sober or Get Pulled Over" message on the Dynamic Messages Signs across interstates and major highways in Louisiana. Only messages during mobilization campaigns are allowed to be put out on DMS.
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		<ul style="list-style-type: none"> • Mark shared how Dr. Williams expressed interest in re-visiting the idea of putting out other safety messages on DMS besides Click It or Ticket and Drive Sober. • LTRC's Publications department has helped develop materials for the campaign, and that these materials are disseminated to everybody for input. She asked if everyone could send their comments by end of next week.
12:00	LUNCH	
12:40	AGENDA 5 Media & Communication Priorities Michael Farrar/Mark Lambert, LHSC Rodney Mallet, DOTD	<ul style="list-style-type: none"> • Rodney talked about "Transportation Talk" (TT) and commended everyone's help in sharing their videos on social media that helped them spike their numbers up in terms of audience reach. He also asked for help with getting a safety message out about interstate construction. • TT topics range from safety, to funding, to public/private partnerships. It was suggested to present the TT videos at any meetings in addition to social media pages. • Rodney then talked about Back to School safety campaign that begins on July 31, with a highlight on ways how to be safe while traveling to and from school, focusing on school buses. Toolkit is being developed by DOTD. • It was suggested to put together five different scenarios while riding a bus that are common in our area for local station to run pieces on. Shelly said this was something recently conducted at the Northwest Coalition. • Rodney brought up the idea of possibility of getting Coach O (Lsu Tigers football) to help push the message. This will be revisited in the future. • Mark talked about following the current calendar. He said they do have different points of emphasis within what NHTSA has laid out for them. He shared LHSC's new tagline: "Changing behavior, saving lives", and that they are now trying to emphasize education and awareness. Instead of being just a law enforcement agency, they want to educate people while supporting the police. • Mark added they want to focus of the behavior of the people, rather than the consequences they receive. LHSC is positioning to be in the forefront of education. Mark also suggested educating the public about driving in the left lane through a safety message (LRS 32-71). Discussion ensued on the "Move It" law to be reinforced in education & enforcement efforts. • Shelly spoke about MAP (Motorist Assistance Patrol) vehicles, especially on what needs to be done for training. There's a 3-week extensive training coming up, and DOTD TMC could use support from us. She recommended inviting them to meetings. • Chris spoke about a community partner initiative for emergency preparedness, where non-time-sensitive messages can be put on electronic billboards at a bank. Public transportation announcements will not be allowed, only non-time sensitive information. • The team viewed a video about a girl getting arrested after getting in a crash after live streaming it. Discussion ensued and the team concluded there needs to be a big push on the types of safety messages targeted to teens about using social media while driving. Michael said that the goal is how to address this problem in a data driven manner. Kenyatta suggests highway safety messages on Instagram. • Mark asked to have a discussion in the future specifically on distracted driving. • Follow up progress on distracted driving emphasis area.
1:20	AGENDA 6 CCC In Action: Brainstorming Session for	Dynah announces the activity. Everyone must pick a paper to determine their groups. Groups were categorized as public facility, media, civic club or association, and a community festival. She then gave the instructions for the activity (<i>see Page 5</i>).

Grassroots Level Events 40 minutes	<p>Kenyatta, Chris and James ended up in the “civic club” group. Kenyatta briefly shared their plan. This included using the Training Academy to conduct training using real lasers and radars to clock speeding. Next, their group will have an impaired driving seminar, then a seat belt presentation with a rollover simulator. Lastly, they will combine distracted driving and impaired driving in a session, where they will drive golf carts while someone tries to distract them. She suggested potential partners and an awards ceremony.</p> <p>Michael, Sooraz and Jared ended up in the “community festival” team. Michael shared their plan for a “Fall Festival combo: Kickoff Safety Season” event reaching out to all LA universities and community colleges to take part in the festival kit that will be provided at Fall football games and other Fall events. Getting school buy-in is vital. Campaigns to highlight in this effort are Drive Safely Work Week, and 5 To Drive: Know the Rules, and Buzzed Driving.</p> <p>Dortha, Shelly and Bryan ended up in “media” group. Dortha shared her group wanted to do a press release on Bossier Press Tribune around the Halloween holiday. It would not only highlight Buzzed Driving is Drunk Driving campaign but also engage the Distracted Driving emphasis area teams to help deliver the tasks: including soliciting journalists to pitch their story; getting pictures of volunteer families and kids in costumes, and having Facebook live feeds of Troopers and police officers answering questions. The event would be published in October, with a message “Watch for Iron Man and Wonder Woman. The might not glow in the dark.” Timeframe would be: Setup meeting in August, Prep and logistics in September, and publish the press release and share in October.</p> <p>Melissa, Nelson, Mark, Crystal and Autumn ended up in “public facility” group. Melissa shared their plan to do a huge campaign being <i>Destination Zero Deaths Day</i> on Nov. 20. The location would be at a public square, somewhere in the park system in Lafayette. They would focus on QUILT, where everyone who has lost a loved one brings a quilt piece which is stitched together to show how many people have lost their lives. People would speak about losing loved ones, with the help of MADD volunteers. They would have a moment of silence as a way to remember and honor the lost lives. There will be a “Call of Action” to take the stories heard back to their respective workplaces and communities. The group will give away blank quilt patches with a note reminding everyone to practice safe driving habits so that they will not ever have to have their name or a loved one added to next year’s QUILT.</p>
2:00 AGENDA 7 – Discussion on “Move It” Law possibly being included on insurance card or documentation Nelson Hollings, New Orleans RPC	<p><i>Louisiana’s Move It Law, RS 32:141(D). No specific messaging language has been developed yet.</i></p> <p><i>Proposed verbiage:</i> Louisiana Law: Move crash vehicles from roadway.</p> <p>Nelson spoke on this effort that started out with the New Orleans TMC, DOTD ITS, FHWA and TMC operators exploring on the idea of having the “Move It” law printed on the insurance card. He asked who should reach out to the Commissioner to move forward with this. There’s a need to ensure that law enforcement and first responders know the Move It law and communicate it properly when they respond to crash. Another target group would be 911 operators, so that they can accurately direct callers to follow the law’s provisions. , and whether or not the regional coalitions are on board with this initiative. Discussion ensued on how to move forward with this.</p> <p>Follow up on this at the next CCC meeting. Possibly include a campaign about this law in next year’s calendar.</p>

2:15	AGENDA 8 – Young Driver Program Leaflet Review and Planning for Governor’s Safety Expo	<ul style="list-style-type: none"> • Team didn’t get the chance to go over the final brochure. The document was later finalized offline (via email). • As for Governors Safety Expo, Sooraz, Cassie and Kenyatta have expressed interest to help man the booth. Dynah would follow up who else would. She mentioned the Safety Center ordered a 3-panel table top display board and literature rack to enhance the look of the booth. She’ll notify everybody of more details as the event gets closer. Sooraz asked if we could order a digital wide screen that could play PSA’s in a loop at the exhibit area. Unfortunately, this would be ineligible for purchase. • There wasn’t a chance to review the Young Drivers leaflet. This will be disseminated by email for approval. • Coordinate with volunteers re: booth schedules, setup and dismantling.
2:45	AGENDA 9 – State Health Improvement Plan discussion, Crystal Robertson, LDH-OPH	<ul style="list-style-type: none"> • Crystal opened with her implementation plan of the State Health Improvement Plan. There are 5 priorities: behavioral health, healthy lifestyles, access to healthcare, economic development, and public health infrastructure. Within these are a lot of transportation issues. She asks for help from the Department of Transportation and its coalitions to team up on these projects. She said the idea is for someone to sit on the state advisory board, and use everyone at the regional level to help the parish level. She said to email her to get in touch with the regional medical directors to possibly invite them to some coalition meetings. • Conduct a follow-up meeting between DOTD, FHWA and the SHIP team who would continue Crystal’s efforts. (Her fellowship with LDH will end next month.)
2:55	Other Business	<ul style="list-style-type: none"> • No other business.
3:00	End of Meeting	<ul style="list-style-type: none"> • Meeting finished at 2:55 p.m. • Next meeting is December 7, 2017. • Meetings for Year 2018 will be determined.

Instructions for Agenda 6 - Brainstorming for Grassroots Level Events:

The purpose of this activity is for us to brainstorm some new ideas for potential grassroots level activities aimed at supporting our future safety campaigns.

- Step 1: By drawing of lots, pick out a piece of paper and see what group you are in based on what's written on the paper. Grab a chart and marker. Assign a facilitator and note-taker. Write your notes on the chart.
- Step 2: Based on your group assignment, please identify a particular location in your region that might potentially become your place of activity for a grassroots level advocacy. Be specific about the location. For example, if you picked out "public facility" as your group, list down a couple of potential avenues (Town Recreation Centers or Public Library) in your area where you **can conduct an activity** that help us present, share or promote our safety campaign.
- Step 3: Depending on your location, identify which of these campaigns would be the most fitting to highlight in your activity. Please be mindful of how it's scheduled in our safety campaign calendar.
- Step 4: Brainstorm on what type of activity or activities that you intend to do. It could be as simple as a presentation to the Rotary club, or a peer-to-peer simulation experience at a school. It could be a jeopardy game at an exhibition, or something out-of-the box. Let your creative selves come to play.
- Step 5: Plot out action steps for the next couple of weeks and identify partners who can help you make this activity happen.
- Step 6: Have someone in your group report out what you have planned.

Potential conferences where we can exhibit and promote Destination Zero Deaths:

1. Louisiana Association of Chamber of Commerce Executives, September 17-20 in Lafayette
2. Louisiana Transportation Safety Summit on November 14-15 at Crowne Plaza in Baton Rouge
3. Louisiana Transportation Conference, February 25-28, 2018 at Raising Cane's River Center in Baton Rouge
4. Louisiana Society for Human Resource Management, April 5-6, 2018 in New Orleans, LA
Conference on Human Resources <http://louisianashrm.shrm.org/louisiana-conference-human-resources>
5. American Planning Association, April 21-24, 2018 in New Orleans <https://www.planning.org/conference/>

Any other recommendations?

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

Grassroots Marketing - SHSP Communications & Outreach Plan continued					
Communication Platform	Activity	Timeframe	Tools Needed	Implementer (s)	Output/Outcome
Community Events	Conduct a regional or Parish level traffic safety expo that gathers all coalition partners	Spring or Summer	Exhibitions Commodities Safety Equipment Marketing Collaterals (Banners, brochures and flyers)	LSP or MPO as team lead, participation by all Coalition members	1 Safety Expo per year, with at least 20 agency partners exhibiting and 100+ attendance Increased knowledge on traffic safety and heightened public involvement in creating safety culture
	Exhibit at a community event (state fair, festival, etc.)	As opportunity arises	Table Top display with collaterals (banners, brochures, flyers, etc.)	Coalition Coordinator and volunteer partners	At least 2 community events a year; Increased traffic safety awareness
Grassroots Marketing - SHSP Communications & Outreach Plan continued					
Communication Platform	Activity	Timeframe	Tools Needed	Implementer (s)	Output/Outcome
Public Presentations	Present at public town hall or council meetings	As opportunity arises	PowerPoint Talking Points DZD/Coalition brochure	Team Leader, Coalition Coordinator	At least 5 public presentations a year
	Present at club meetings such as Kiwanis, Lions, Rotary, Toastmasters, Neighborhood Watch, etc.	As opportunity arises	PowerPoint Talking Points DZD/Coalition brochure	Team Leader, Coalition Coordinator	At least 5 club presentations a year
	Present and/or exhibit at statewide transportation conferences or symposia	As opportunity arises	PowerPoint SHSP Promotional Toolkit (DZD brochure, FHWA's SHSP stakeholder flyer, SHSP invitation letter)	Team Leader, Coalition Coordinator	At least 2 presentations and/or exhibits at a conference
	Present and/or exhibit at national transportation conference or symposia	As opportunity arises	PowerPoint SHSP Promotional Toolkit	Team Leader, Coalition Coordinator	At least 2 presentations and/or exhibits at a conference
	Lead and/or participate in a regional safety peer-to-peer exchange or summit	As opportunity arises	SHSP Promotional Toolkit	Team Leader, Coalition Coordinator	At least 1 regional peer exchange or summit.

#DriveSober or Get Pulled Over



DUIs can carry a heavy price tag—
sometimes, around **\$10,000**. This
#LaborDay, save yourself the cash.

Drunk Driving Financial Impacts

Source: NHTSA



On average, a DUI can set you back \$10,000 in attorney fees, fines, court costs, lost time at work, higher insurance rates, car towing and repairs, and more.



The financial impact from impaired-driving crashes can be devastating: it costs the United States \$44 billion annually.



www.destinationzerodeaths.com

#DriveSober or Get Pulled Over. #LaborDay



Celebrating the good ole' #USA
definitely **does not mean**
getting **behind the wheel** after a **few drinks**.

Celebrate with a Plan!

Source:
NHTSA

- ★ Remember that it is never okay to drink and drive. Even if you've had one alcoholic beverage, designate a sober driver or plan to use public transportation to get home safely.
- ★ Download NHTSA's SaferRide mobile app available on Google Play for Android devices, and Apple's iTunes Store for IOS devices. SaferRide allows users to call a taxi or a predetermined friend, and identifies the user's location so he or she can be picked up.
- ★ If you see a drunk driver on Louisiana road, dial *LSP (*577) or contact your local law enforcement.
- ★ Have a friend who is about to drink and drive? Take the keys away and make arrangements to get your friend home safely.



Louisiana's highway safety vision is to reach Destination Zero Deaths!
www.destinationzerodeaths.com

Labor Day

Drive Sober or Get Pulled Over

From August 16 to September 4, Louisiana transportation professionals and law enforcement officers are joining forces to conduct the national high-visibility enforcement campaign **Labor Day Drive Sober or Get Pulled Over**. This campaign coincides with the 2017 Labor Day holiday weekend (6 p.m. September 1– 5:59 a.m. September 4), which is one of the deadliest times of the year in terms of drunk-driving fatalities.

Approximately one-third of all traffic crash fatalities in the United States involve drunk drivers, but in Louisiana, it's about 47% of the total fatalities based on latest statistics from the Highway Safety Research Group. In 2015, a total of 5,513 people in Louisiana were injured in alcohol-related crashes, and 348 people were killed.

With NHTSA's support, states are stepping up in their enforcement efforts, and Louisiana participates actively in this campaign. Louisiana State Police, Sheriff's Offices and Police Department agencies are joining forces in conducting 24-7 enforcement to put an end to drunk driving, showing zero tolerance in an effort to help Louisiana reach Destination Zero Deaths. www.destinationzerodeaths.com

Louisiana Labor Day Statistics

- During the four-day Labor Day weekend in 2015, three people in Louisiana died and 57 were injured in vehicle crashes involving a drunk driver, a slight decrease from previous year.
- During the four-day Labor Day weekend in 2014, five people in Louisiana died and 59 were injured in alcohol-related crashes.
- On average, four people die and 70 people get injured due to drunk driving crashes on Louisiana's roadways during Labor Day weekend, based on statistics from 2011 to 2015.

Source: LSU Highway Safety Research Group www.crashdata.lsu.edu

#DriveSober or Get Pulled Over. #LaborDay



Celebrating the good ole' #USA
definitely **does not mean**
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www.destinationzerodeaths.com

For more information campaign materials on drunk driving prevention, visit trafficsafetymarketing.gov.

For more information on Louisiana's impaired driving program, visit lahighwaysafety.org.

For more information on Louisiana's Destination Zero Deaths initiative, visit destinationzerodeaths.com.



DELAWARE OFFICE OF HIGHWAY SAFETY

CASE STUDY

BACKGROUND

The Delaware Office of Highway Safety (DOHS) is committed to improving the safety of Delaware's motoring public by focusing on behavioral traffic safety issues such as impaired driving, seat belt use, and aggressive driving. Each year, DOHS develops and coordinates numerous media events and public awareness initiatives to ensure that the Delaware public is informed of its priority safety initiatives.

OBJECTIVE

DOHS was in the process of implementing their annual "Protect Your Melon" campaign which promotes increased seatbelt usage. DOHS decided to partner with Carvertise because they needed a way to gain visibility with Delawareans belonging to certain demographics that were difficult to reach through traditional means. Additionally, they wanted Delawarean drivers to be exposed to their "Protect Your Melon" message when the message was most relevant - while in transit.

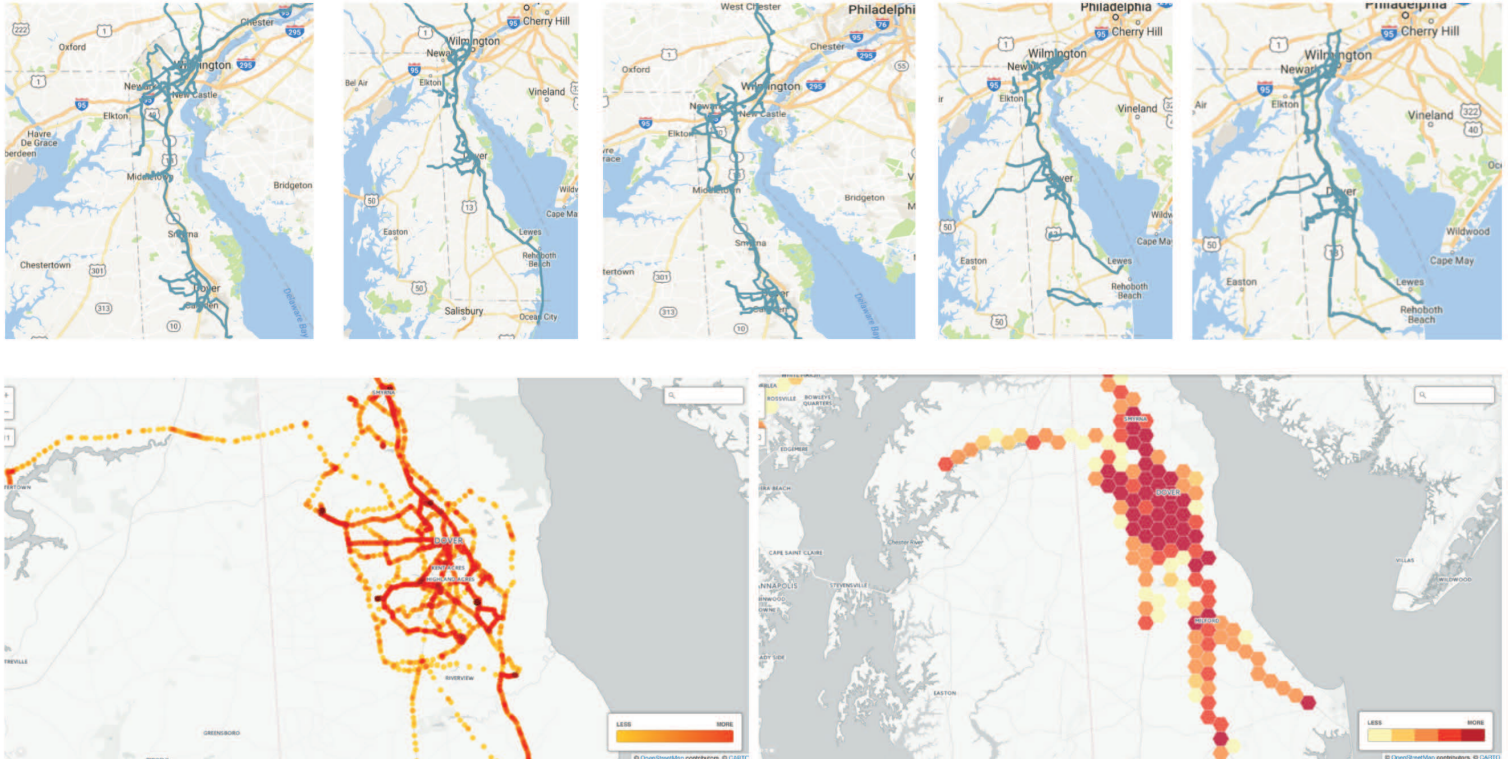
IMPLEMENTATION:

Carvertise selected 20 high-mileage, driving record checked, Delawarean drivers to wrap their cars in a DOHS messaging. All drivers selected traveled daily on major highways of interest and/or suburban areas where DOHS needed to gain more visibility. To reach the hispanic community, Carvertise designed a Spanish version of the car wrap and incorporated citizens of Latin American descent to be the drivers of the cars. Once their cars were wrapped, all the drivers downloaded the Carvertise app so their driving mileage could be recorded for driving performance verification.

CASE STUDY

RESULTS

Over the course of the 20 week campaign, the Carvertise cars drove 138,000 miles throughout the state of Delaware and generated over 7,238,000 impressions. The novelty and fittingness of this marketing approach resulted in deeper brand awareness, increasing the likelihood of ultimate behavior change with consumers.



Feedback from the drivers demonstrated that their wrapped cars sparked conversations about the campaign message within their social circles (family, work, neighborhood, the gym, etc) and daily interactions



"I've had lots of people comment on my "watermelon car"! Lol I even had one lady stop me in the Walmart parking lot so she could take a pic of my van! I've had several people ask about what's on my van, even a customer or two from work (Starbucks in N Dover). I will say that having the wrap on my van makes it more noticeable and we do notice people looking at it as we drive. Its funny when I drive up on someone texting they tend to stop."

JACKIE

DELAWARE OFFICE OF HIGHWAY SAFETY



CASE STUDY



"The campaign is going great! I've had people approach me at Cape Henlopen asking about the ad and what the meaning of my wrap is so I explained a little about the campaign and also gave them some materials for OHS. I definitely notice people looking at the car no matter where I go even when I'm stopped at a red light. You can definitely see people reading my car when we're next to each other.

ANIAZ

SOCIAL MEDIA

This Carvertise campaign also generated exposure through social media - over 36 people took a picture of one of the cars and uploaded it to their personal Facebook or Instagram to share. This created a combined digital exposure number of 54,000 and had over 200 people directly engage with the posts.



The Director of DOHS (and chairman of the Governor Highways Safety Association) Jana Simpler, was so pleased with the results that she incorporated this marketing tactic into four more NHTSA marketing initiatives including the Driver Sober, Safe Family Holiday, and Watch for Motorcycles.

"Our partnership with Carvertise has been very successful. Our traffic safety messages have gained hundreds of thousands of impressions per month since we began collaborating with Carvertise in 2016. Wrapping cars with our message has created a logical opportunity for us to further enhance our paid media exposure. Being a data-driven marketer, I also find Carvertise's monthly driving performance to be very helpful in assessing value and making sure our message is getting seen in the area which we targeted. The wrapped cars provide an unparalleled opportunity to reach drivers on the road, where they are actively making decisions that impact their driving. Carvertise feels passionately about our agency's mission and their superior customer service reflects that commitment."

-JANA DIRECTOR OF OFFICE OF HIGHWAY SAFETY

Appo students work to put a wrap on distracted driving

http://www.wdel.com/news/appo-students-work-to-put-a-wrap-on-distracted-driving/article_cec12eb0-1b0f-11e7-a5b6-e79ce32308f5.html

AAA Mid-Atlantic reports that teen drivers, aged 16-19, are more likely to be involved in a crash than any other age group. Teens are also three times more likely to be involved in a fatal crash. Male teenagers, teens driving with passengers, and newly licensed teens are most at risk, reports AAA.



Thursday, Appoquinimink High School, AAA Mid-Atlantic, and Carvertise unveiled the newly wrapped vehicles as part of a pilot program to promote safe teen driving. Lieutenant Governor Bethany Hall-Long attended. She praised the innovative idea and the students willing to stand out.

"I am convinced you will help us prevent injury, perhaps even a death in the community," said Hall-Long.

AAA is sponsoring the pilot program. The students and teacher will drive their wrapped vehicles for the next three months. The vehicles are bright red and blue, and have yellow caution signs on them that read "Safe Teen Driving: It's in your control." Around the sign are the phrases, "stay alert," "stay focused," "stay off your phone," and "stay alive."

"Sadly, teens are the highest crash risk," said Director of Public and Government Affairs for AAA Mid-Atlantic Jim Lardear. "So, we're doing what we can to avoid the distractions behind the wheel, with constant safety messaging and driver's education training as well."

One of the student ambassadors participating in the pilot program is senior Kishan Patel. Patel wants to be a doctor and will attend Temple University in the fall.

"I was raised to put others before myself. I believe the best way to serve the community is to give other people the chance to live, even after they go through accidents, or other diseases," said Patel. "I really want to be there for them and make sure they get the most out of their lives."

He also wants to make sure teen drivers don't get hurt or killed because of distracted driving.

"Even one second can change your lives forever," said Patel. "It's just important that, you're almost there, wherever you're going, home, school, work, wherever. Just wait ten, fifteen minutes and then you can catch up on everything that you need to look at."

He hopes the colorful message on his car changes lives.

"By promoting these messages, all the bright colors will really catch their eye," said Patel, "and make sure that teenagers, and also adults too, who see it stay off their phones, pay attention, and make sure they're alive once they get out of the car."

Teen drivers today face a lot of distractions.

Contact Info for Carvertise:

Mac Nagaswami, CEO & Founder nagaswami@nagaswamicarvertise.com 302-593-1102



DATA HIGHLIGHTS



Between 2005 and 2015, fatalities have reduced by 22% (966 in 2005 to 752 in 2015) and serious injuries dropped by 15% (16,626 in 2005 to 14,081 in 2015).



The devastating impact of these deaths and severe injuries is not only felt in lives, but traffic crashes cost Louisiana over \$8.6 billion in 2015, which equates to an average per person cost of \$1,506,363 for a fatality and \$390,024 for a serious injury.



Seat belt usage rate for drivers and front-seat passengers is at an all-time high of 87.8% in 2016, based on observational survey by LHSC.



About 25% of deaths and 40% of all crashes occur on local streets.

CarTech VR360 Smart Phone Instructions

For iPhones (iOS) and Android Phones:

- 1) Open the App Store or Google Play Store on your phone. Search for **Google Cardboard**. Install the app (free) on your phone.



- 2) In the App Store or Google Play Store, search for **MyCarDoesWhat** or **CarTech VR360**. Install the app (free).



- 3) Open the front cover of your viewer and look for the QR code. Launch **Google Cardboard**. In the options menu, look for "Setup Viewer" or "Switch Viewer". Follow the on-screen instructions to scan the code. When complete your viewer should be set to "**Powis ViewR**".



- 4) Close the Google Cardboard app and launch **CarTech VR360**. Follow the instructions on your phone.
- 5) Insert your phone into the viewer with the top of the phone on the left. Close the viewer and make sure your phone is secure before viewing.



I Got Caught Wearing My Seatbelt

Targeted to ages 15 to 24 at school zones or any sporting grounds in the North Shore region, this is an incentive program wherein Covington police officers visit local HS to reward students with “I Got Caught (on the front) Wearing My seat belt (on the back)” T-shirts as an incentive for wearing seatbelts. Those unbuckled will be educated about seatbelt law and the importance of buckling up. This has expanded into a T-shirt design contest. **Contact Chief Tim Lentz (Covington), 985-892-8500 tlentz@covla.com, Dan Jatres djatres@norpc.org, 504-483-8505 Nelson Hollings nhollings@norpc.org 504-483-8523.**

Rock the Belt

Targeted to ages 14 to 19 at high schools in Tangipahoa and Livingston Parishes, this program was put together by Ms. Lisa Gill, the faculty sponsor of Students Against Destructive Decisions (SADD) at Loranger High School in Tangipahoa. SADD students observe their fellow students leaving school for the day. They give a piece of candy based on whether or not they're buckled up: smarties for who are buckled, dum dums for those who are not. **Contact Lisa Gill 985-517-4452, lisa.cutrer-gill@tangischools.org or Dylan Ivy divy@lpsadd.org.**

It Can Wait

Targeted to ages 15 to 24 at schools and community events across LA, AT&T's It Can Wait campaign shares a simple message: Keep your eyes on the road, not on your phone. A virtual simulator allows participants to experience and realize the harmful consequences of texting while driving. AT & T also offers DriveMode®, a free mobile app for AT&T Android and iPhone users that silences message alerts and auto-replies when the recipient is driving to let friends and family know he or she can't respond. Take the pledge to stop distracted driving! **Contact Berry Balfour, AT&T Louisiana Regional Director, External Affairs, 225-620-6055, or email LASafetycenter@la.gov for more info.**



BRAKES (Be Responsible And Keep Everyone Safe)

A program for 10th to 12th graders, BRAKES is a 30-45 minute presentation that talks about distracted driving, seat belt use, drugged and drunk driving, and speeding. It starts with an overview of crash statistics that leads into a series of short educational videos. Safety messages are integrated into games to enhance interaction with the students. A youth group from KEYS Alliance also implements projects that help increase traffic safety awareness. **Contact Bridget Bailey, bbailey@tangipahoa.org, or Taylor Addison, taddison@tangipahoa.org.**

YOUNG DRIVERS EMPHASIS AREA

Marketing Plan 2016-17

Prepared by: LA SHSP Communications Coordinating Council

Sudden Impact

Targeted to 8th to 12th graders, this is a research-based program conducted at schools and hospitals. This is in collaboration between the University Medical Center Trauma Level 1, LA State Police and a hospital facility. Students are exposed to a 7-hour education-demo experience in a hospital setting that covers topics on laws, decision making, impairment, seat belt use and distraction. Testimonies are also shared from different perspectives. **Contact Bridget Gardner, RN, 504-702-2296, bridget.gardner@lcmchealth.org.**



Think First

Offered to ages 14-19 at high schools and community groups, this program was developed by America's neurosurgeons for the National Injury Prevention Foundation. The goal is to educate teens about personal vulnerability and risk-taking behavior. Speakers (known as VIP or Voices for Injury Prevention) with traumatic injury speak with students and share their stories firsthand, with a message: “Think first and use your mind to protect your body”. **Contact Donna Cavanaugh 318-226-0066, think1st@bellsouth.net. Visit www.thinkfirstlouisiana.org.**

5 to Drive

Targeted to ages 15-19 at high schools and college universities, usually conducted in time for National Teen Driver Safety Week. This is a NHTSA-led campaign that aims to help parents talk to their teen drivers about “5 to Drive” rules: (1) No drinking and driving; (2) Buckle up every trip and every time – front seat and back; (3) Put the phone down. One text or call could wreck it all; (4) Stop speeding before it stops you; and (5) No more than one passenger at a time. **Contact Jessica Bedwell, LA Highway Safety Commission, Jessica.bedwell@la.gov.**



Buckled Up! Every Seat, Every Trip

Targeted to ages 15 to 24 at high school parking grounds and community events, this is an incentive program wherein the South Central Coalition works with local Sheriff Offices and school resource officers to reward young drivers (HS students) with T-shirts that display “Buckled Up” for wearing seatbelt in school zones. The shirts become walking advertisements when worn to remind community members to buckle up.



Project SNAP (Social Norms for Alcohol Prevention)

Offered to ages 15 to 24 at high schools and college universities, this is a social norming program by the South-west LA Area Health Education Center (SWLAAHEC). Using the social norms approach, young drivers are educated about impaired driving prevention and consequences of driving drunk. Each campaign and its associated activities are geared toward positive reinforcement in changing driving perceptions, thereby changing behaviors. **Contact Brian Burton, Director of SWLAAHEC, 337-478-4822, interventions@swlahec.com.**

The Knowledge Effect

Targeted to ages 15 to 24 at high schools, colleges and community groups, the Knowledge Effect Coalition in Lafayette conducts this program to bring awareness among the youth concerning the use and abuse of substances that could impair their driving ability. The Orange Ninjas are the coalition's mascots combating substance abuse in Lafayette with their stellar ninja skills. **Contact Rachel Godeaux, Project Coordinator, rgodeaux@LafayetteLA.gov.**

Safety Town

Targeted to children in the Shreveport area, Sheriff's Safety Town is the first and only permanent program in Shreveport that promotes early childhood safety education. This project aims to increase occupant protection awareness and usage among children and adults in seven Parishes in Northwest LA. Materials are purchased and distributed to participants. Pre and post tests will measure effectiveness. **Contact Lt. Richard Corbett, Richard.corbett@caddosheriff.org.**

Alive at 25



The National Safety Council offers this highly interactive Defensive Driving Course (DDC) program to young drivers between the ages of 16 and 24 to take responsibility for their driving behavior. Skill practices and on-the-spot defensive driving techniques help change bravado to confidence. Instructors use personal examples and even humor to get their point across. They use workbook exercises, interactive media segments, group discussions, role-playing, and short lectures to help young drivers develop convictions and strategies that will keep them safer on the road. **Contact the National Safety Council, South Louisiana Chapter at (504) 888-7618, or toll-free at (800) 672-3389. Details online at www.metro-safety.org.**

New Driver Simulator Program

Targeted to teenage drivers at local high schools in the Northeast region, this New Driver Simulator Program is conducted by Children's Coalition for Northeast Louisiana. While there's no substitute for experience, this program aims to educate drivers about drunk driving and the dangers of it through a hands-on visual simulator that will put users through simulated driving challenges. This course allows users to call a number while trying to keep their eyes on the road. **Contact Susan Thompson of Children's Coalition for Northeast LA at 318-542-2685 or susan-thompsonlpp@gmail.com.**

Arrive Alive

Targeted to teen drivers aged 15 to 19 at high schools, this is a program that the South Central Regional Safety Coalition conducts in partnership with coalition members and sponsors to implement this prevention program that uses simulators to heighten awareness to the dangers and consequences of drunk driving. Students will be able to experience drunk driving as well as texting and driving first hand without actually being in a dangerous situation. Pre and post-event surveys are conducted to gauge opinions and determine level of increased education. **Contact Cassie Parker, 985-851-2900, cassie@scpdc.org**

Capturing Safety Through the Lens

Open to all high school clubs in the South Central LA, this is a region-wide photo and video contest sponsored by State Farm and Shell. The goal is to encourage teen drivers to advocate for safe driving decisions and become the voice of positive messaging in their respective schools and communities. **Contact Cassie Parker, 985-851-2900, cassie@scpdc.org.**

Young Driver Safety Program

Targeted to high schools, colleges, and companies, this is in an informative addition to Employee Wellness Training or Orientations. A 30-40 min. presentation integrates a curriculum that educates on the social, psychological, behavioral and physiological aspects of unsafe drive behavior. Topics include seat belt use, awareness test on distracted driving, review of traffic laws, brief video on mathematics behind speeding inertia, ABC's of BAC, fatal vision goggle demos, and how to share the road with vulnerable users. **Contact Kenyatta Robertson, krobertson@crpcla.org, 225-383-5203.**

Ready, Set, Drive

Targeted to middle schools and parents of young drivers in Greater Baton Rouge, this program is conducted by Lexlee's Kids in partnership with LHSC and State Farm. It offers a unique, fun and educational experience that deploys a driving simulator and a number of interactive activities that will help teen drivers learn the negative effects of distracted driving and underage drinking, while coming up with ways to promote positive behavior change. Contact Crystal Pichon, 225-372-3991 crystal@lexleeskids.org or Robin Bennett robin@lexleeskids.org. Visit <http://www.lexleeskids.org/teen-driver-safety/ready-set-drive>.

