

## Destination Zero Deaths

### LA Strategic Highway Safety Plan

#### Communications Coordinating Council Meeting

December 7, 2017 at 1:00-3:00 p.m. at TTEC Room 101

#### Meeting Minutes



#### Attendees:

Rudynah Capone, LCTS, [Rudynah.capone@la.gov](mailto:Rudynah.capone@la.gov)

Dan Jatres, [djatres@norpc.org](mailto:djatres@norpc.org)

James Anderson, LSP, [james.l.anderson@la.gov](mailto:james.l.anderson@la.gov)

Nelson Hollings, RPC, [nhollings@norpc.org](mailto:nhollings@norpc.org)

John Broemmelsick, FHWA, [john.broemmelsick@dot.gov](mailto:john.broemmelsick@dot.gov)

Kenyatta Robertson, CRPC, [krobertson@crpcla.org](mailto:krobertson@crpcla.org)

Betsey Tramonte, FHWA, [Betsey.tramonte@dot.gov](mailto:Betsey.tramonte@dot.gov)

Johnathan Hill, LHSC, [Johnathan.hill@l.gov](mailto:Johnathan.hill@l.gov)

Jessica Bedwell, LHSC, [Jessica.bedwell@la.gov](mailto:Jessica.bedwell@la.gov)

Autumn Goodfellow-Thompson, DOTD [autumn.goodfellow-thompson@la.gov](mailto:autumn.goodfellow-thompson@la.gov)

#### On the call:

Ron Whittaker, LADOTD, [rwhittaker@live.com](mailto:rwhittaker@live.com)

Cassie Parker, [cassie@scpcd.org](mailto:cassie@scpcd.org)

Jared Sandifer, LSP, [jared.sandifer@la.gov](mailto:jared.sandifer@la.gov)

Amber Ashworth, [amber@imcal.la](mailto:amber@imcal.la)

Shelly Barrett, NLCOG, [shelly.barrett@nlcog.org](mailto:shelly.barrett@nlcog.org)

Brooks David, [brooks.david@la.gov](mailto:brooks.david@la.gov)

Sooraz Patro, RAPC, [sooraz@rapc.info](mailto:sooraz@rapc.info)

Time	AGENDA ITEM	Key Points and Actions to be Taken
1:00	AGENDA 1 Introductions and Old Business	<ul style="list-style-type: none"><li>The meeting was called to order at 1:01 p.m.</li><li>All, including those who called in, introduced themselves.</li><li>The team discussed some items from July 27th meeting. One of them was the <a href="#">Young Drivers Program brochure</a>. It was requested that the brochure be reviewed by the YD team leader before dissemination.<ul style="list-style-type: none"><li>Some of the suggestions expressed outside the meeting were:<ol style="list-style-type: none"><li>To group the programs by level of implementation, if it's national, state or local;</li><li>To indicate website for Safety Town;</li><li>Update ThinkFirst of Ark-La-Tex;</li><li>Reach out to Bridget and Jessica for additional input on the brochure.</li></ol></li></ul></li><li>Another old business item was the effort to do a campaign on "Move It" law. <i>Louisiana's Move It Law, RS 32:141(D). No specific messaging language has been developed yet. Proposed verbiage: Louisiana Law: Move crash vehicles from roadway.</i></li><li>Dan updated everyone about "Move It" campaign being included in the Safety Campaigns for 2018. It's scheduled for July 8-14. Dan expressed that from an operations standpoint, the "Move It" law is more applicable to an urban community, and it can be targeted specifically to them.</li><li>Dan recommended via email that the team must identify top-level issues and needs first. Then, he would lead in setting up meetings with OMV and the Insurance Department as well as with stakeholders who are interested in being part of the initiative. It would be helpful to look at existing literature and information whether this effort has been done in other states.</li></ul>

---

		<ul style="list-style-type: none"> <li>• He recommended to brainstorm sooner about what campaign materials to develop and finally get everyone's support &amp; cooperation to implement it in July 2018.</li> </ul>
1:10	<b>AGENDA 2</b> <b>Safety Campaign Calendar 2018</b>	<ul style="list-style-type: none"> <li>• There are a few things added to the calendar, including "Buckle Up for Love" for February, "Move It" scheduled for July, "School Bus Safety", and the Bayou Classic "Buckle Up For Safety".</li> <li>• James Anderson asked about the one-day speed prevention on New Year's Day. This was a NHTSA campaign from last year. Betsey suggests to denote which ones are national campaigns and which ones are Louisiana campaigns. It was suggested to use an asterisk for national campaigns.</li> <li>• Dynah suggested to take out the "LA" in hashtags, so it will blend in with posts from other places across the board. Everyone in the room agreed.</li> <li>• A weekly version of the calendar is also available.</li> <li>• <b>To-Do: Disseminate the calendar by the week of December 11, 2017.</b></li> </ul>
1:20	<b>AGENDA 3</b> <b>Facebook Statistics from Previous Campaigns</b>	<ul style="list-style-type: none"> <li>• Overall, on <a href="#">DZD's FB page</a>, between Labor Day and Teen Drivers Safety Week campaigns, the Labor Day period reached almost 5,000 more people. Dynah thought this had something to do with the followers in the network. Jessica said that young teens no longer use Facebook, and instead use Instagram and Snapchat. Dynah expressed that people really need to comment, share, and interact with the posts as opposed to just liking the posts.</li> <li>• Kenyatta wants to know how everyone is obtaining their reach numbers. Shelly said that she gets her numbers from Dynah's analytics, as opposed to just counting likes. Kenyatta asks if the links sent out could be tweaked to not only be posted on Facebook, but other social media platforms as well. Johnathan asks if taking the "LA" out of the hashtags will mess up the analytics. Dynah answered that it would not affect it.</li> <li>• 62% of the DZD followers are female and 32% are male, with most people reacting to posts between 8am-10am and then in the afternoon. Labor Day's most followed post was a video. The group came to a consensus that videos and infographics work the best in engaging young people.</li> <li>• Shelly shared how her partners constantly shared the posts on her coalition page, which helped increase their numbers.</li> <li>• Dynah explains that what works for one coalition may not work for another. Sooraz spoke about an event outreach at a local public health festival. He said that he made sure to tag local agencies in all posts.</li> <li>• <b>To-Do's:</b> <ol style="list-style-type: none"> <li>1. <b>Send out social media schedulers a little earlier for future campaigns, a week prior to the campaign at least.</b></li> <li>2. <b>Develop content that is also applicable to Snapchat and Instagram.</b></li> <li>3. <b>To increase social media market reach, request followers to not just LIKE the post but also comment about it and share on their page.</b></li> </ol> </li> </ul>

---

1:35	<b>AGENDA 4</b> Planning for #DriveSober December #BuzzedDriving Super Bowl –	<ul style="list-style-type: none"> <li>• Sgt. Anderson said there's no press conference planned for Drive Sober holiday as of yet, although they normally would put out a press release.</li> <li>• DOTD approved the request for the deployment of Drive Sober message on Dynamic Message Signs (DMS).</li> <li>• It was asked that social media schedulers be sent a little sooner, at least a week prior to the campaign start date. <a href="#">Materials for the campaign may be downloaded here.</a></li> <li>• The group discussed posting things at the same time on the same day to make a trend, citing that this was done previously for a summit and it worked well. Dynah suggested to try this out at coalition meeting to encourage everyone to tweet one thing about safety and use a certain hashtag.</li> <li>• Highway Safety Commission has yet to plan any events for the Super Bowl, but there will be a news release. Dynah will follow up with everyone through email after the meeting about the one-liners to be included in the social media scheduler.</li> <li>• <b>To-Do's:</b> <ol style="list-style-type: none"> <li>1. <b>Spend 5 minutes at next coalition meeting for a social media trending activity. Everyone posts something about the meeting and use a particular hashtag to create a buzz.</b></li> <li>2. <b>Collect one-liner messages to be included in the Drive Sober social media scheduler.</b></li> <li>3. <b>Re-visit plans for Super Bowl Buzzed Driving campaign.</b></li> </ol> </li> </ul>
1:55	<b>AGENDA 5</b> Updates on <a href="#">DZD website</a> and Signing Event with Governor Edwards	<ul style="list-style-type: none"> <li>• Autumn said that they are still planning to go live with the site before January 1, 2018. All coordinators have created a Gmail account so they can update the calendar. Everyone will need to check the calendar to make sure the information for their respective coalitions is correct.</li> <li>• Kenyatta asks about waiting to update the current calendar until the new website is launched to prevent duplication. Autumn said to wait until the new website is launched. The group discussed finding an event that teens would be interested in, and either live streaming or uploading it on YouTube.</li> <li>• Dynah updated the group on the signing event with Gov. Edwards that is planned to happen after January 1st.</li> <li>• <b>To-Do's:</b> <ol style="list-style-type: none"> <li>1. <b>Follow up on when the DZD website is going live.</b></li> <li>2. <b>Upload campaign materials into the new DZD website.</b></li> <li>3. <b>Follow up with Rodney on when the date for the signing event is likely to happen.</b></li> </ol> </li> </ul>
2:10	<b>AGENDA 6</b> CCC In Action: Follow-up Brainstorming Session for Grassroots Level Project Ideas (from last meeting's activity)	<ul style="list-style-type: none"> <li>• Dynah reminded everyone of the activity from the last meeting. She asked the group to pick one of the ideas to actually put into action sooner than later.</li> <li>• Kenyatta volunteered to be the team lead for the community festival team. Cassie pitched in to help out, and Nelson and Cynthia later volunteered to be part of the team as well. Dan expressed to lead the media group with the help of Cassie. Others interested to be part of either teams were asked to reach out to Dynah.</li> </ul>

- 
- Here's to refresh everyone what the "project ideas" for both media and community festival groups were:
  - **"Community festival"** - 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.
  - **"Media" Group.** Do a press release 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.
  - **To-Do's:**
    1. **Schedule planning sessions with both community festival and media groups and lay out plans for both.**
    2. **Re-visit project ideas for civic club and public facility groups by the third quarter of 2018.**
- 

2:30 **AGENDA 7 – Opportunities for DZD Presentation at Civic Club or Parish Council meetings**

- Dynah expressed how the council hopes to increase the frequency of presenting DZD at various meetings like MPO meetings, parish council meetings and civic club meetings. She suggests doing one presentation per region per quarter. The group agreed that this is a doable goal since most of them are already doing this, and even do more than just one presentation each quarter.
  - Kenyatta expressed that they remain busy with getting the DZD brand out there, so one presentation is a rather conservative goal.
  - The team discussed about a presentation template for SHSP or DZD presentations. The Safety Center is going to assist in developing the template. Autumn shared there are plenty of presentations that exist already that may be what we're looking to use.
  - **To-Do: Look at existing DZD presentations before doing any work on the standardized template.**
- 

2:40 **AGENDA 8 – Discuss any communication, marketing, outreach activities & needs**

- Cassie asked if she can use the bike safety pocket sliders at a Safe Routes to School related activity, and the group agreed that this was a good idea, and that it's an appropriate use of materials.
  - Dynah asked about the usefulness of the tents and the backdrops. Kenyatta expressed how they've used the DZD backdrop in a few events, and that everyone loved it. She said it makes the organization look uniform and professional.
  - Shelly expressed how sharing the DZD backdrop between Monroe and Shreveport coalitions is working out well.
-

- 
- Dan asked if the scheduler could come with all of the attached files in a zip folder for easier access. Dynah expressed this would happen by the time the new [DZD website](#) goes live, and that there will be designated folders with all of the downloadable materials.
  - Kenyatta shared that the toolkits are helpful. Her partners found them useful in their efforts because they didn't have to go browse the internet for things to put on their pages. They just use the scheduler.
  - Dynah showed the group the FIA video on [3500 lives campaign](#). The group gave a really positive feedback of the video, with Kenyatta suggesting making a video like this for each of the emphasis areas.
  - Dynah asked Jonathan about assistance with community outreach on the recently approved coalition grants from LHSC. He said that he will let everyone know if they need help.
  - Dynah asked for volunteers for the DZD booth at the [LA Transportation Conference in February](#).
1. There is also a conference attended by human resource professionals that DZD may be able to get involved in—[Louisiana Society for Human Resource Management](#), April 5-6, 2018 in New Orleans, LA
  2. Dynah asked Shelly, Cynthia, and Amber to keep an eye out for any conferences going on in their areas. She also informed the group about a social media conference in Denver that is happening at the same time as the Lifesavers conference.
- **To-Do's:**
    1. Disseminate the social media schedulers sooner than how it's done in the past.
    2. Update everyone about the DZD table top/booth opportunities.
- 

Other  
Business  
End of  
Meeting

- Dynah asked the group about the frequency of the current meeting. Suggestions included: continue quarterly meetings, no Friday meetings, and to switch months to not have a meeting in the last week of December. Ultimately, it was agreed to do the meetings on the last Thursday of March, June and September. The December meeting will be moved a little earlier since the last Thursday would be around Christmas.
  - Meeting finished at 3:00 p.m.
  - Next year's meetings are scheduled on March 29, June 28 and September 27. The December date is to be determined.
- 

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

1. [Louisiana Transportation Conference](#), February 25-28, 2018 at Raising Cane's River Center in Baton Rouge
2. Louisiana Society for Human Resource Management, April 5-6, 2018 in New Orleans, LA  
[Conference on Human Resources](#)
3. [American Planning Association Conference](#), April 21-24, 2018 in New Orleans

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

# SHSP Communications Coordinating Council Meeting

December 7, 2017 at 1:00-3:00 P.M.

TTEC Room 101  
4099 Gourrier Avenue, Baton Rouge, LA 70808



If attending remotely, please click <https://global.gotomeeting.com/join/777707973>.

You may also dial in using your phone.

US: +1 (786) 535-3211 Access Code: 777-707-973



# Today's Agenda

- 1. Introductions and Old Business**
- 2. Safety Campaign Calendar 2018 Finalization**
- 3. Facebook Analytics – Discussion**
- 4. Planning for Drive Sober Holiday Campaign**
- 5. Updates: (1) New DZD Website (2) DZD Signing Event**
- 6. Follow-up on Grassroots Level Project Ideas**
  - > See 7/27 Mtg. Minutes, Page 4*
- 7. Opportunities for DZD presentations**
- 8. Communication/Marketing/Outreach Needs & Activities**
- 9. Other Business / Adjournment**

# 1. Old Business

## Young Drivers Brochure

### ***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](mailto:tlentz@covla.com), Dan Jatres [djatres@norpc.org](mailto:djatres@norpc.org), 504-483-8505 Nelson Hollings [nhollings@norpc.org](mailto: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](mailto:lisa.cutrer-gill@tangischools.org) or Dylan Ivy [divy@lpsadd.org](mailto: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](mailto: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](mailto:bbailey@tangipahoa.org), or Taylor Addison, [taddison@tangipahoa.org](mailto:taddison@tangipahoa.org).

## **Young Driver Programs Promoting Highway Safety in Louisiana**

*Prepared by the Communications Coordinating Council of Destination Zero Deaths initiative*

### ***Sudden Impact***

*Targeted to 8th to 12th graders*, this research-based program conducted at schools and hospitals 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 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](mailto: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](mailto:think1st@bellsouth.net). Visit [www.thinkfirstlouisiana.org](http://www.thinkfirstlouisiana.org).

### ***5 to Drive***

*Targeted to ages 15-19 at high schools, along with colleges and universities*, this is a NHTSA-led campaign usually conducted in time for National Teen Driver Safety Week. It 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](mailto:Jessica.bedwell@la.gov).







# 1. Old Business

## “Move It” Campaign

**Identify top-level issues and needs**

• Dec 2017

**Set meeting with interested stakeholders**

• Feb 2018

**Develop campaign materials**

• May-June 2018

**Set meeting with OMV & Insurance Dep't.**

• Jan 2018

**Brainstorm for campaign ideas**

• March-April 2018

**Implement**

• July 8-14, 2018



# 2. Safety Campaign Calendar

Hashtags to change

Example:

#BuckleUpLA

-----#BuckleUp

Added campaigns:

Buckle Up for Love

7/8-14 Move It

10/22-26

School Bus Safety

11/21-24

Bayou Classic Buckle Up

Anything we missed?

## Louisiana Transportation Safety Campaign Calendar 2018

Inspired by NHTSA's Communications Calendar on [trafficsafetymarketing.gov](http://trafficsafetymarketing.gov)  
A fusion of NHTSA, ATSSA, NSC, NETS, AASHTO, Safe Kids,  
UN Decade of Action for Road Safety, and Louisiana campaigns



S	M	T	W	T	F	S	JANUARY
	1	2	3	4	5	6	<i>Jan. 1 Speed Prevention</i> Stop Speeding Before it Stops You #StopSpeeding
7	8	9	10	11	12	13	
14	15	16	17	18	19	20	<i>Jan. 2-20 LA Railroad Safety</i> Do Not Stop on Tracks #DoNotStopOnTracks
21	22	23	24	25	26	27	
28	29	30	31				

S	M	T	W	T	F	S	JULY
1	2	3	4	5	6	7	<i>Jun. 29 - Jul. 5 Fourth of July</i> Drive Sober or Get Pulled Over #DriveSober Secondary Message: Buzzed Driving is Drunk Driving #BuzzedDriving
8	9	10	11	12	13	14	
15	16	17	18	19	20	21	
22	23	24	25	26	27	28	
29	30	31					<i>July 8-14 LA "Move It" Campaign</i> Did you crash? Move car from roadway. #MoveIt

S	M	T	W	T	F	S	FEBRUARY
				1	2	3	<i>Feb. 1-4 Super Bowl LII</i> Fans Don't Let Fans Drive Drunk #DontDriveDrunk
4	5	6	7	8	9	10	
11	12	13	14	15	16	17	<i>Feb. 2-13 LA Mardi Gras Safety</i> Protect Your Beads. Don't Drive Drunk. #DontDriveDrunk
18	19	20	21	22	23	24	
25	26	27	28				<i>Feb. 14 Valentine's Day Safety</i> Buckle

S	M	T	W	T	F	S	AUGUST
			1	2	3	4	<i>Back to School Safety Month</i> Walk, Bike, and Ride to School Safely! #BacktoSchoolSafely
5	6	7	8	9	10	11	
12	13	14	15	16	17	18	
19	20	21	22	23	24	25	<i>Aug. 15 - Sept. 3 National Drive Sober Impaired Driving Enforcement Mobilization (Labor Day)</i> Drive Sober or Get Pulled Over
26	27	28	29	30	31		



# 2. Safety Campaign Calendar

In response to requests,

Weekly version is also available.

[WWW.DESTINATIONZERODEATHS.COM](http://WWW.DESTINATIONZERODEATHS.COM)

Louisiana #DZD Campaign Scheduler 2018 –

SHSP CCC / Rev 1

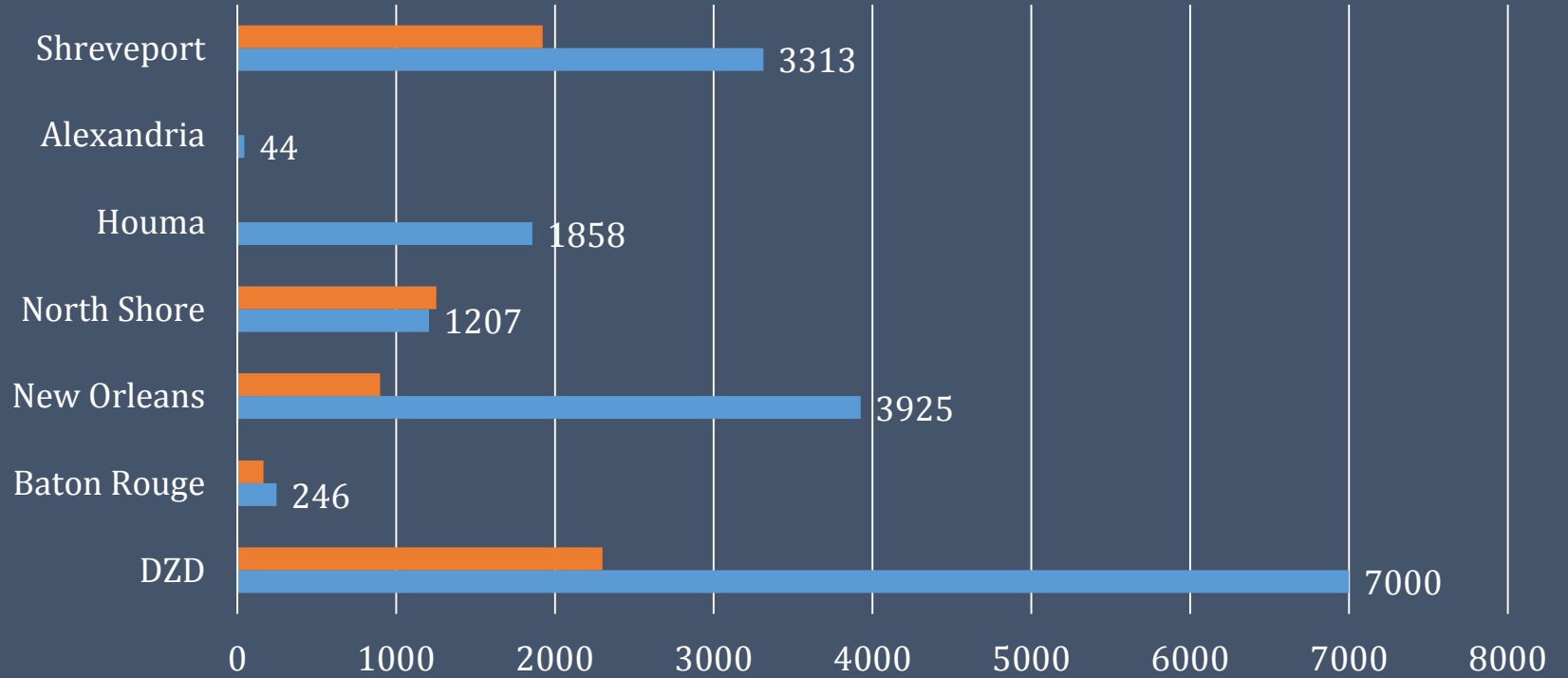
JANUARY				
January 1-7	January 8-14	January 15-21	January 22-31	
<b>Speed Prevention</b> #StopSpeeding	<b>Railroad Safety</b> #DoNotStopOnTracks	<b>Railroad Safety</b> #DoNotStopOnTracks	<b>Prelude to Super Bowl LII</b> #DontDriveDrunk	
Stop Speeding Before It Stops You	Do Not Stop On Tracks	Do Not Stop On Tracks	Fans Don't Let Fans Drive Drunk	<a href="http://www.trafficsafetymarketing.gov">www.trafficsafetymarketing.gov</a> <a href="http://www.destinationzerodeaths.com">www.destinationzerodeaths.com</a>
FEBRUARY				
February 1-7	February 8-14	February 15-21	February 22-28	
<b>Super Bowl LII</b> #DontDriveDrunk	<b>Buckle Up For Love</b> #BuckleUpForLove	<b>Mardi Gras Safety</b> #DontDriveDrunk	<b>Mardi Gras Safety</b> #DontDriveDrunk	
Fans Don't Let Fans Drive Drunk	Buckle Up! Do It For Love	Fans Don't Let Fans Drive Drunk	Fans Don't Let Fans Drive Drunk	<a href="http://www.trafficsafetymarketing.gov">www.trafficsafetymarketing.gov</a> <a href="http://www.twitter.com/buckleupforlove">www.twitter.com/buckleupforlove</a>
MARCH				
March 1-7	March 8-14	March 17	March 18-31	
<b>Prelude to St. Patrick's</b> #BuzzedDriving	<b>Prelude to St. Patrick's</b> #BuzzedDriving	<b>St. Patrick's Day</b> #BuzzedDriving	<b>LA Roundabout Safety</b> #RoundaboutsSaveLives	
Buzzed Driving is Drunk Driving.	Buzzed Driving is Drunk Driving.	Buzzed Driving is Drunk Driving	Roundabouts Save Lives	<a href="http://www.trafficsafetymarketing.gov">www.trafficsafetymarketing.gov</a> <a href="http://www.apwa.net/workzone/">http://www.apwa.net/workzone/</a>
APRIL				
April 1-7	April 8-14	April 15-19	April 20-30	
<b>Work Zone Awareness</b> #SlowDownInConeZone	<b>National Distracted Driving Awareness Month</b> #JustDrive	<b>National Distracted Driving Awareness cont'd</b> #JustDrive	<b>LA Occupant Protection (Seat belt Safety)</b> #BuckleUp	
Slow Down in Cone Zone	U Drive. U Text. U Pay	U Drive. U Text. U Pay	Buckle Up In Your Truck	<a href="http://lhighwaysafety.org/buyt.html">http://lhighwaysafety.org/buyt.html</a> <a href="http://www.nsc.org">www.nsc.org</a>



# 3. Facebook Analytics

Labor Day  
campaign  
Vs.  
Teen Driver  
Safety Week

## Number of People Reached via Facebook



	DZD	Baton Rouge	New Orleans	North Shore	Houma	Alexandria	Shreveport
■ Teen Driver Week	2300	164	899	1253	0	0	1922
■ Labor Day	7000	246	3925	1207	1858	44	3313

■ Teen Driver Week ■ Labor Day



# 3. Facebook Analytics

## Destination Zero Deaths

581 LIKES as of November 27, 2017

**Post Engagements up by 126%,  
Reach down by 1%**

**Page Views up by 2%**

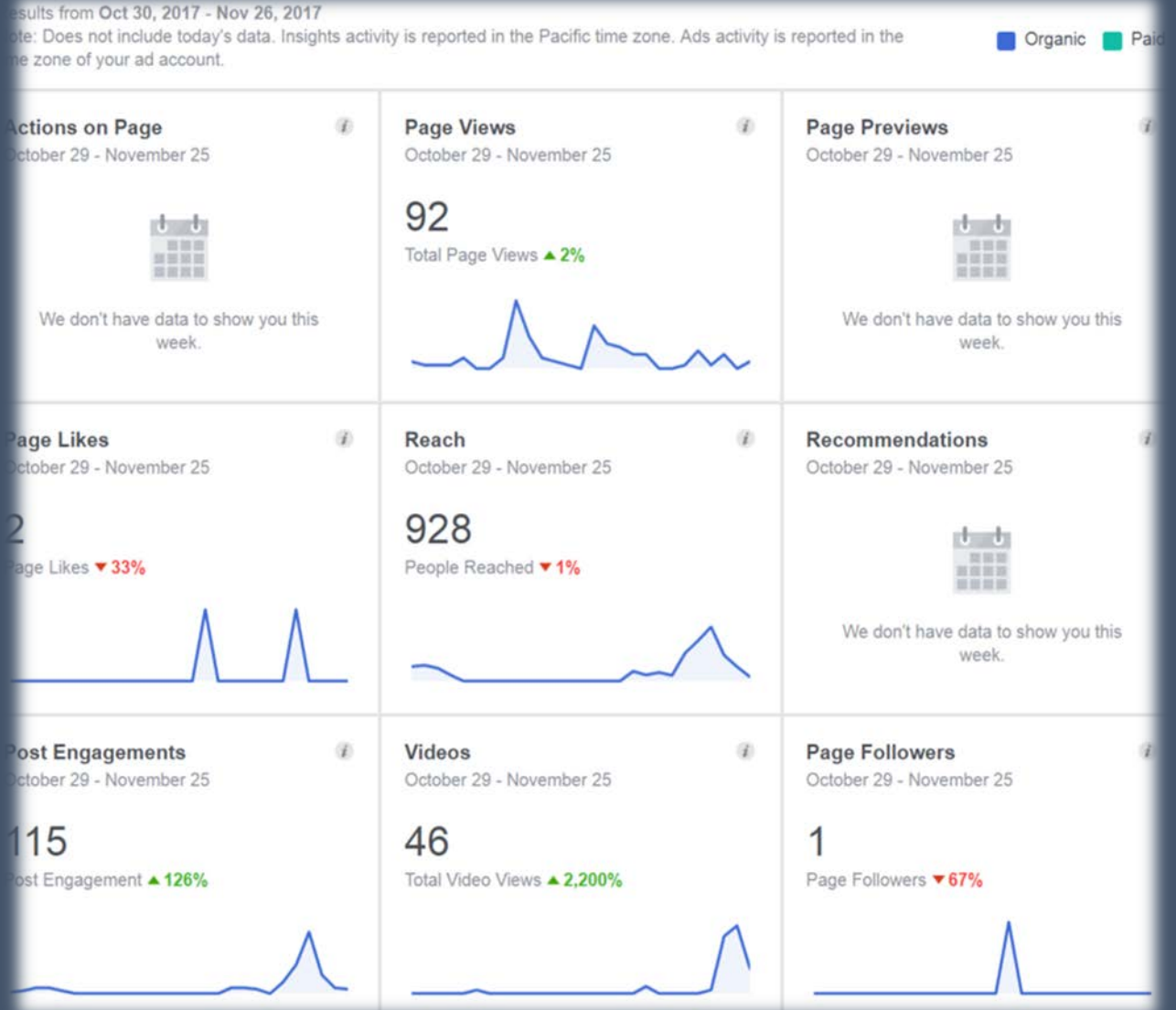
**Video views up by 2,200% compared  
to previous month.**

**Demographics:** *About 62% of followers are females and 37% are males (20% and 11% are ages 35-44, respectively).*

**WHEN are fans online the most?**

*Around 6:00-8:00 p.m. are peak hours.*

*Also around 8:00 a.m. to 10:00 a.m.*





# 3. Facebook Analytics

## Destination Zero Deaths

Drive Sober Labor Day Mobilization – August 16 to September 4, 2017 – Over 7,000 people were reached throughout the duration of campaign.

Highest reach was on August 28 – 2,447 people reached.  
Post type: Image

**Post Details**

**DestinationZeroDeaths**  
Published by Rudynah Entera Capone [?] · August 28 · 🌐

On average, four people die and 70 people get injured due to drunk driving crashes on Louisiana's roadways during Labor Day weekend (2011-2015).  
#DriveSoberLA #DZD

**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](http://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 years.
- 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.lsuhsr.com](http://www.lsuhsr.com)

**NHTSA**  
**DRIVE SOBER OR GET PULLED OVER**  
**DESTINATION ZERO DEATHS**  
www.destinationzerodeaths.com

For more information on campaign statistics on drunk driving prevention, visit [trafficsafetymarketing.gov](http://trafficsafetymarketing.gov).  
For more information on Louisiana's impaired driving program, visit [highwaysafety.org](http://highwaysafety.org).  
For more information on Louisiana's Destination Zero Deaths initiative, visit [destinationzerodeaths.com](http://destinationzerodeaths.com).

**2,447** People Reached

**2** Likes, Comments & Shares

2 Likes	2 On Post	0 On Shares	
0 Comments	0 On Post	0 On Shares	
0 Shares	0 On Post	0 On Shares	
2 Post Clicks	0 Photo Views	0 Link Clicks	2 Other Clicks

**NEGATIVE FEEDBACK**

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts



# 3. Facebook Analytics

## Destination Zero Deaths

### Teen Driver Safety Week – October 15-21, 2017

*Over 2,300 people were reached throughout the duration of campaign.*

*Highest reach was on October 16 – 513 people reached.*

*Post type: Video*

Date	Post Description	Reactions	Reach	Engagement	Post Type
10/20/2017	#DZD Teen Driver Safety Week continues. About 50% of the young...	154	0.0		Boost Post
10/19/2017	Ready to hand the car keys to your 'TeenDriver? Let #DZD help you make...	296	0.0		Boost Post
10/18/2017	The more, the merrier! The risk of a fatal crash goes up in direct relation to...	258	0.0		Boost Post
10/17/2017	Parents: You may not realize it, but you're more of an influence on your...	406	1		Boost Post
10/16/2017	Teen drivers have much higher crash rates than adults. Fortunately, parents...	513	1		Boost Post
10/15/2017	A teen driver's risk of being killed in a crash increases when there are young...	89	2		Boost Post
10/14/2017	#DZD supports the National...	211	0		Boost Post

Post Details

**DestinationZeroDeaths**  
Published by Rudynah Entera Capone [?] · October 16 · 🌐

Teen drivers have much higher crash rates than adults. Fortunately, parents can help to reduce the risks by reminding teens to know the #5ToDrive rules of safe driving: No Alcohol. No cell phones. No speeding. No extra passengers. Always Buckle Up. #TeenDriverSafetyLA #DZD

**513** People Reached

0 Likes, Comments & Shares

0 Likes	0 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

1 Post Clicks

0 Photo Views	0 Link Clicks	1 Other Clicks
---------------	---------------	----------------

**NEGATIVE FEEDBACK**

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts



# 3. Facebook Analytics

## NWLA Transportation Safety Coalition

**152 LIKES** as of November 27, 2017.  
64% Women, 36% Men. 32 new page views up by 60%, 11 new Page Likes (up by 100%) but only 30 post engagement (down by 63%).

### TOP POSTS:

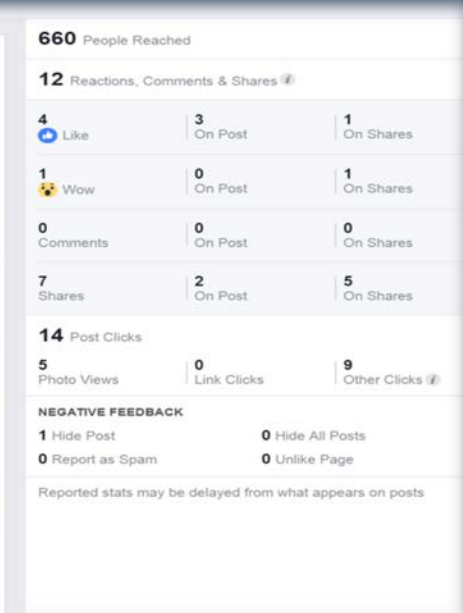
**#1 Infographic** posted on September 18, 2017 regarding National Seat Check Saturday (Caddo's Sherriff's Safety Town event).

**804 people reached, 5% of your fans were engaged.**

**9 reactions – likes, comments & shares**

**#2 Infographic** posted on October 16, 2017 during Teen driver Safety Week.

**660 people reached, 3% engagement  
12 reactions - likes, comments & shares.**

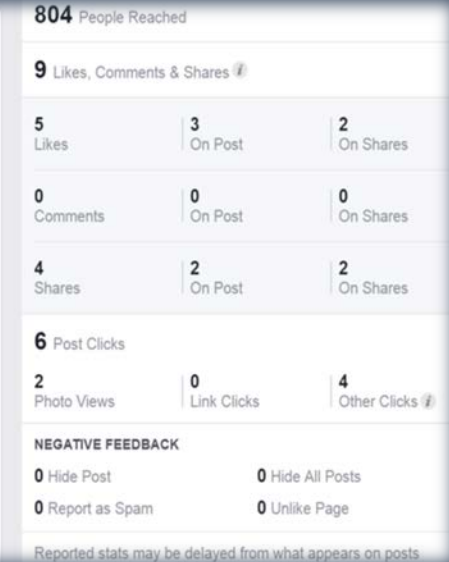


**NWLA Transportation Safety Coalition - NLCOG**  
Published by Shelly Rhymes Barrett [?] · September 18 ·

Are you ready for National Seat Check Saturday? It's coming up on September 23 and is the perfect opportunity to get your car seat checked by an expert! Join us at Caddo Sherriff's Safety Town between 9:00 AM and 12:00 PM to meet with safety professionals to ensure your child is in [#TheRightSeat](#).

**More than 90% of car seats are not used correctly.**

**How confident are you?**







# 3. Facebook Analytics

**South Central Regional Safety Coalition**  
**285 LIKES** as of November 27, 2017. 57% Women, 41% Men.

Between October 31 and November 27, there have been 32 page views (down by 21%), 6 page likes (up by 50%), 5,543 people reached (up by 82%) and 268 post engagements (up by 37%) –all compared to previous month.

## TOP POST:

Event Flyer Image of National Night Out against Crime posted on September 20.  
**44,410 people reached,**  
**7 reactions - likes, comments & shares**

Post Details

**South Central Regional Safety Coalition**  
Published by Cassie Parker [?] · September 20 ·

MARK YOUR CALENDARS! Gazebo National Night Out Event. #FamilyFun

**GAZEBO NHW**

**National Night Out Against Crime**

**Tuesday, OCTOBER 3, 2017**

**5:30 p.m. to 7:30 p.m.**

**The Buquet Pavilion at Southdown Plantation House**

**1208 MUSEUM DR. HOUMA, LA.**

Come meet your neighbors and visit with them, as well as, meet folks from the fire department, local law enforcement and other community partners as well.

We will again have food and drinks to snack on, activities and door prizes.

**Hope to see you there!**

**\*\* Agency set up is between \*\***

**4:00 p.m. and 5:00 p.m.**

44410 people reached **Boost Unavailable**

**44,410** People Reached

**4** Likes, Comments & Shares

<b>2</b> Likes	<b>2</b> On Post	<b>0</b> On Shares
<b>0</b> Comments	<b>0</b> On Post	<b>0</b> On Shares
<b>2</b> Shares	<b>1</b> On Post	<b>1</b> On Shares

**3** Post Clicks

<b>3</b> Photo Views	<b>0</b> Link Clicks	<b>0</b> Other Clicks
----------------------	----------------------	-----------------------

**NEGATIVE FEEDBACK**

<b>0</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts



# 3. Facebook Analytics

## CenLA Highway Safety Coalition

77 LIKES as of 11/27/17.  
Highest Reach: Image posted on July 31, 2017 regarding the Public Health Festival.  
244 people reached, 5% of your fans were engaged.

7 Page Views (down by 85%), 56 People Reached (up by 600%), and 15 post engagements (up by 400%).

 Cenla Highway Safety Coalition is thinking about making a change.  
Published by Sooraz Patra [?] · July 31 · 

CenLA Public Health Festival.  
Featuring: Car Seat Checks, Farmers Market, Safety Booth, Seed Planting (etc.) Free Event, open to all.,

**SAVE THE DATE**  
**Cenla Public Health Fest**

**FREE & OPEN TO THE PUBLIC**

National Breastfeeding Awareness Walk	Blood Pressure, BMI & Glucose Checks
Breastfeeding Presentation	Fire Safety
Women, Infants & Children (WIC)	Healthy Food Demonstration
Cancer Awareness	HIV & Syphilis Testing
Wellness Presentation	Immunization Records Review
Farmers Market	Car Seat Checks
Hand Washing Exercises	Face Painting
Seed Planting	Door Prizes

AND MUCH FROM OUR COMMUNITY PARTNERS

August 9, 9:30am-1pm  
Rapides Parish Health Unit  
5604-A Coliseum Blvd.  
318-487-5282

Sponsored by Region VI Office of Public Health

244 People Reached

---

8 Likes, Comments & Shares 

3 Likes	1 On Post	2 On Shares
0 Comments	0 On Post	0 On Shares
5 Shares	2 On Post	3 On Shares

14 Post Clicks

3 Photo Views	0 Link Clicks	11 Other Clicks 
------------------	------------------	--

---

**NEGATIVE FEEDBACK**

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts



# 4. Planning for Holiday Drive Sober

#BuzzedDriving – ongoing until Dec. 12

#DriveSober – December 15 to January 1

#DontDriveDrunk Super Bowl – Feb 1-4

## LHSC/LSP's Plans

- Press conference?

## Campaign Materials

- To be sent out on Dec. 11/12

## Super Bowl Plans yet?

- Tailgate event, etc.



## Message deployment on DMS

- Request APPROVED

## COALITION initiatives to support the campaign?

- Aside from enforcement, any other activities?

## One-liners to be included in social media

- 10-minute activity
- 1 for Holiday
- 1 for Super Bowl



# 5. Updates

## New DZD Website

- **Access to make calendar changes**  
Each coordinator will be provided access.

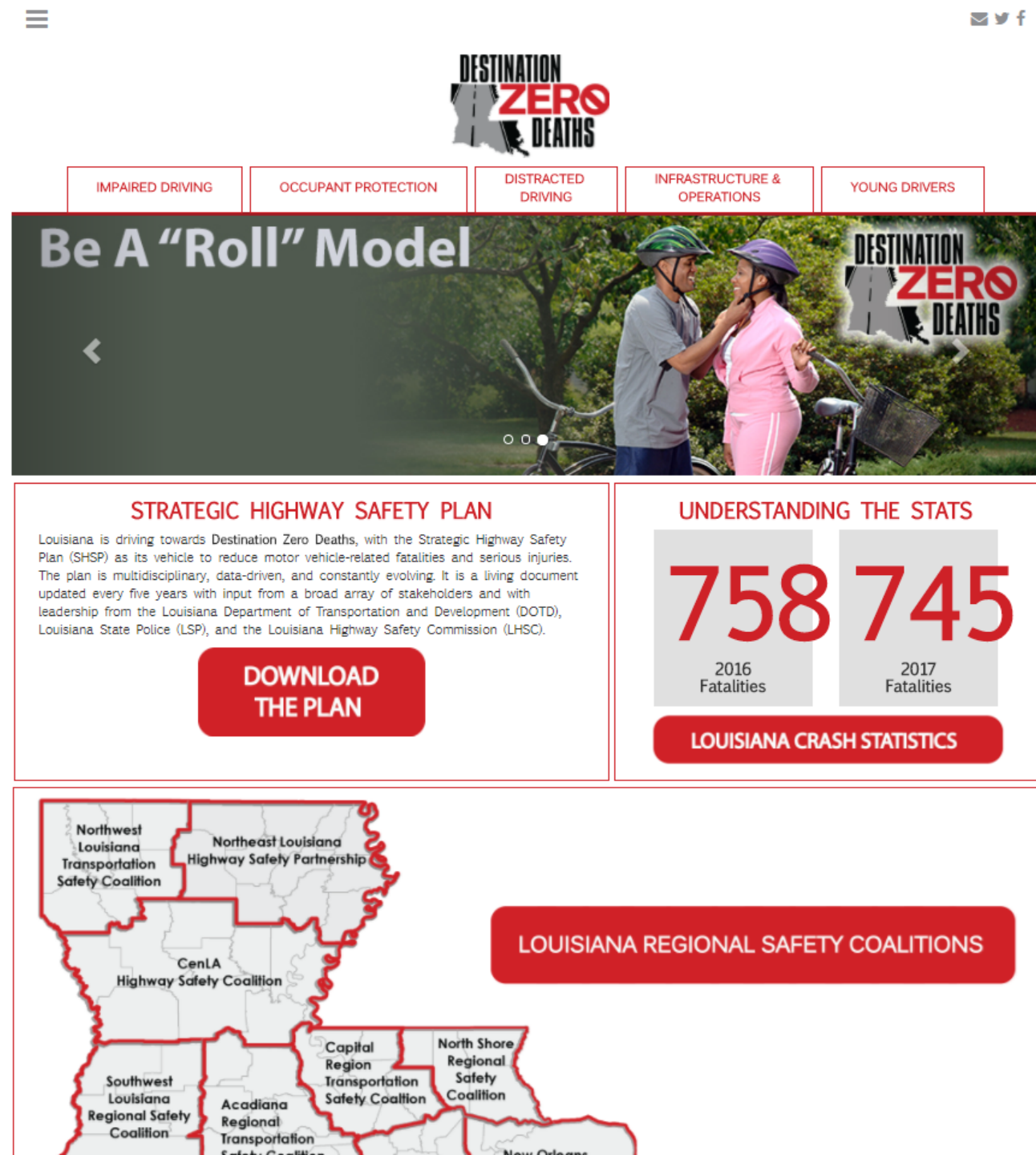
- **Marketing Materials**

The Safety Center will upload toolkits as campaigns happen.

- **When is the expected web launch?**

- **Dev Site**

<http://destinationzerodeathsdev.lsu.edu/>





# 5. Updates

## DZD Signing Event with Governor Edwards

Identify Governor's & Secretary Wilson's availability

- Rodney
- Possible location is either at DOTD or Capitol

Give Colonel Reeves a heads up about our plans

- Jared/Bryan

Push out invite to media & PIO's

- Rodney, Jared and Bryan

Regional and local partners plan to attend for support

- Statewide Team Leaders
- Regional Coalition Coordinators
- Safety Champions
- Advocates

Reach out to Dr. Williams

- \*Autumn

Develop talking points for the speakers

- Dynah & Dortha
- (DONE)

Coordinate with EMS, Police, DOTD, Fire Dept., etc. for vehicle & equipment set up if it's outdoor

- Rodney, Jared and Bryan



## 6. CCC In Action

Follow-up on grassroots level project ideas from last meeting's activity.

See Meeting Minutes, Page 4.

- Request for volunteers to be project leaders.

### AGENDA 6

#### CCC In Action: Brainstorming Session for Grassroots Level Events

40 minutes

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 ([see Page 5](#)).

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.

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.

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.

Melissa, Nelson, Mark, Crystal and Autumn ended up in **“public facility” group**. Melissa shared their plan to do a huge campaign being *Destination Zero Deaths Day* 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.



# 7. OPPORTUNITIES

DZD presentations at:

Civic Club Meetings

MPO Meetings

Council Meetings

Private Entity “Safety Meetings”

GOAL:

1 presentation per region per quarter

REALISTIC?



## 8. OTHER OUTREACH NEEDS

1. You all received your DZD tents, backdrops and pocket sliders. Any game plans where you may use them?
2. Anything that the CCC can perhaps assist following the recent LHSC Funding Approvals?
3. Are the schedulers and toolkits helpful? Is there anything we need to do differently in 2018?



# 8. OTHER OUTREACH ACTIVITIES

## 3500 Lives Campaign <https://www.fia.com/3500lives>

The #3500LIVES campaign outlines Golden Rules that can help save your life and the lives of others. We also encourage you to sign up to the FIA Manifesto for Global Road Safety which calls on all governments to prioritize road safety and introduce effective legislation on key risk factors on the road.





## 9. OTHER BUSINESS

### Potential Conferences where we can exhibit DZD

Louisiana Transportation Conference, February 25-28, 2018

Raising Cane's River Center in Baton Rouge [http://www.ltrc.lsu.edu/ltrc\\_18/](http://www.ltrc.lsu.edu/ltrc_18/)

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>

American Planning Association, April 21-24, 2018 in New Orleans

<https://www.planning.org/conference/>

### Other Professional Development & Networking Opportunities

Lifesavers Conference on Highway Safety Priorities – April 22-24, 2017 in San Antonio

TX <http://lifesaversconference.org/schedule/>

Government Social Media Conference and Expo – April 24-26, 2018 in Denver, CO.

<http://gsmcon.com/about/>



## 9. OTHER BUSINESS

**Discuss possible meeting dates for 2018  
(Quarterly: March, June, September and December)**

### **Options:**

*Every last Thurs of every quarter at 1:00-3:00 PM.*

*Every last Wed of every quarter at 1:00-3:00 PM.*

*Every first Friday of every quarter at 9:30-12:30 PM.*



# Questions?

**Rudynah Capone**

**Louisiana Center for Transportation Safety**

*at LTRC-LSU in Baton Rouge, LA*

[Rudynah.capone@la.gov](mailto:Rudynah.capone@la.gov)

**225-767-9718**

# Louisiana Transportation Safety Campaign Calendar 2018

Inspired by NHTSA's Communications Calendar on [trafficsafetymarketing.gov](http://trafficsafetymarketing.gov)  
 A fusion of NHTSA, ATSSA, NSC, NETS, AASHTO, Safe Kids,  
 UN Decade of Action for Road Safety, and Louisiana campaigns



\* National/Federal campaign

S	M	T	W	T	F	S	JANUARY
	1	2	3	4	5	6	<b>*Jan. 1 Speed Prevention</b> Stop Speeding Before it Stops You #StopSpeeding  <b>Jan. 2-20 LA Railroad Safety</b> Do Not Stop on Tracks #DoNotStopOnTracks
7	8	9	10	11	12	13	
14	15	16	17	18	19	20	
21	22	23	24	25	26	27	
28	29	30	31				

S	M	T	W	T	F	S	JULY
1	2	3	4	5	6	7	<b>*Jun. 29 - Jul. 5 Fourth of July</b> <b>Drive Sober or Get Pulled Over</b> #DriveSober Secondary Message: Bzzed Driving is Drunk Driving #BzzedDriving  <b>July 8-14 LA "Move It" Campaign</b> Did you crash? Move car from roadway. #MoveIt  <b>*Jul. 31</b> <b>National Heatstroke Prevention Day</b> #HeatstrokeKills
8	9	10	11	12	13	14	
15	16	17	18	19	20	21	
22	23	24	25	26	27	28	
29	30	31					

S	M	T	W	T	F	S	FEBRUARY
				1	2	3	<b>*Feb. 1-4 Super Bowl LII</b> Fans Don't Let Fans Drive Drunk #DontDriveDrunk  <b>Feb. 2-13 LA Mardi Gras Safety</b> Protect Your Beads. Don't Drive Drunk. #DontDriveDrunk  <b>Feb. 14 Valentine's Day Safety</b> Buckle Up! Do It for Love. #BuckleUpForLove
4	5	6	7	8	9	10	
11	12	13	14	15	16	17	
18	19	20	21	22	23	24	
25	26	27	28				

S	M	T	W	T	F	S	AUGUST
			1	2	3	4	<b>*Back to School Safety Month</b> Walk, Bike, and Ride to School Safely #BacktoSchoolSafety  <b>*Aug. 15 - Sept. 3 National Drive Sober Impaired Driving Enforcement Mobilization (Labor Day)</b> Drive Sober or Get Pulled Over #DriveSober
5	6	7	8	9	10	11	
12	13	14	15	16	17	18	
19	20	21	22	23	24	25	
26	27	28	29	30	31		

S	M	T	W	T	F	S	MARCH
				1	2	3	<b>*Mar. 17 St. Patrick's Day</b> Bzzed Driving is Drunk Driving #BzzedDriving  <b>Mar. 18-31 LA Roundabout Safety</b> Roundabouts Save Lives #RoundaboutsSaveLives
4	5	6	7	8	9	10	
11	12	13	14	15	16	17	
18	19	20	21	22	23	24	
25	26	27	28	29	30	31	

S	M	T	W	T	F	S	SEPTEMBER
						1	<b>Sept. 9-16 LA Distracted Driving</b> Don't drive distracted. The text can wait. #ItCanWait  <b>*Sept. 23-29 Child Passenger Safety Week</b> Are Your Kids Safe? Buckle 'em Up! #RightSeat  <b>*Sept. 29 National Seat Check Saturday</b> #RightSeat
2	3	4	5	6	7	8	
9	10	11	12	13	14	15	
16	17	18	19	20	21	22	
23	24	25	26	27	28	29	

S	M	T	W	T	F	S	APRIL
1	2	3	4	5	6	7	<b>*National Distracted Driving Awareness Month</b> U Drive. U Text. U Pay. #JustDrive  <b>*Apr. 9-13 Work Zone Awareness Week</b> #SlowDownInConeZone  <b>Apr. 20-26 Occupant Protection</b> Buckle Up in Your Truck #BuckleUp
8	9	10	11	12	13	14	
15	16	17	18	19	20	21	
22	23	24	25	26	27	28	
29	30						

S	M	T	W	T	F	S	OCTOBER
	1	2	3	4	5	6	<b>*Oct. 10 Walk/Bike to School Day</b> Walk and bike to school safely. #WalkBikeSafely  <b>*Oct. 21-27 National Teen Driver Safety Week 5 to Drive: Know the Rules</b> #TeenDriverSafety  <b>*Oct. 22-26 National School Bus Safety Week</b> #StoponRed #SaveKidsLives  <b>*Oct. 31 Halloween Impaired Driving Prevention</b> Bzzed Driving is Drunk Driving #BzzedDriving
7	8	9	10	11	12	13	
14	15	16	17	18	19	20	
21	22	23	24	25	26	27	
28	29	30	31				

S	M	T	W	T	F	S	MAY
		1	2	3	4	5	<b>*Bicycle and Motorcycle Safety Awareness Month</b> Share the Road with Bicyclists and Motorcyclists #SharetheRoad  <b>*May 5 Cinco de Mayo</b> Bzzed Driving is Drunk Driving #BzzedDriving  <b>May 7-13 UN &amp; WHO Road Safety Week</b> Save Lives, Slow Down. #SlowDown  <b>*May 14 - Jun. 3 National Click It or Ticket Occupant Protection Enforcement Mobilization (Memorial Day)</b> #ClickItOrTicket
6	7	8	9	10	11	12	
13	14	15	16	17	18	19	
20	21	22	23	24	25	26	
27	28	29	30	31			

S	M	T	W	T	F	S	NOVEMBER
				1	2	3	<b>Nov. 12-18 LA Move Over Week</b> Move Over, Save a Life! #MoveOver  <b>Nov. 20 World Remembrance Day for Road Traffic Victims</b> Declare a "zero deaths" day in your community #DZDDay  <b>*Nov. 22 Occupant Protection Thanksgiving Holiday Travel</b> Buckle Up. Every Trip. Every Time. #BuckleUp  <b>November 21-24 LA Bayou Classic Occupant Protection</b> #BuckleUp
4	5	6	7	8	9	10	
11	12	13	14	15	16	17	
18	19	20	21	22	23	24	
25	26	27	28	29	30		

S	M	T	W	T	F	S	JUNE
					1	2	<b>Jun. 4-15 LA Bike Safety</b> #BeARollModel  <b>*Jun. 18 - National Ride to Work Day</b> Share the Road with Motorcyclists and Scooter Riders #SharetheRoad #WatchforMe  <b>*Jun. 29 - Jul. 5 Fourth of July Impaired Driving Prevention</b> Drive Sober or Get Pulled Over #DriveSober
3	4	5	6	7	8	9	
10	11	12	13	14	15	16	
17	18	19	20	21	22	23	
24	25	26	27	28	29	30	

S	M	T	W	T	F	S	DECEMBER
						1	<b>*Nov. 23 - Dec. 12 Pre-Holiday Season Impaired Driving Prevention</b> Bzzed Driving is Drunk Driving #BzzedDriving  <b>*Dec. 13 - 31 Holiday Season Impaired Driving Prevention</b> Drive Sober or Get Pulled Over #DriveSober
2	3	4	5	6	7	8	
9	10	11	12	13	14	15	
16	17	18	19	20	21	22	
23	24	25	26	27	28	29	

## Sudden Impact *\*statewide\**

*Targeted to 8th to 12th graders, this program is conducted at schools and hospitals* in collaboration between the University Medical Center Trauma Level 1, LA State Police and a hospital facility. Students are exposed to a 7-hour 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](mailto:bridget.gardner@lcmchealth.org)**



## ThinkFirst of Ark-La-Tex *\*multistate\**

*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](mailto:think1st@bellsouth.net). Visit [www.thinkfirstlouisiana.org](http://www.thinkfirstlouisiana.org).**

## BRAKES (Be Responsible And Keep Everyone Safe) *\*parishwide\**

*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, Keeping Every Youth Safe (KEYS) Alliance, also implements projects that help increase traffic safety awareness. **Contact Bridget Bailey, [bbailey@tangipahoa.org](mailto:bbailey@tangipahoa.org), or Taylor Addison, [taddison@tangipahoa.org](mailto:taddison@tangipahoa.org).**

## Young Driver Safety Program *\*regional\**

*Targeted to high schools, colleges, and companies in the Capital Region*, 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](mailto:krobertson@crpcla.org), 225-383-5203.**

## Capturing Safety Through the Lens *\*regional\**

*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](mailto:cassie@scpdc.org).**

# Young Driver Programs Promoting Highway Safety in Louisiana

*Destination Zero Deaths [www.destinationzerodeaths.com](http://www.destinationzerodeaths.com)*

## 5 to Drive *\*national\**

*Targeted to ages 15-19 at high schools, along with colleges and universities, this is a NHTSA-led campaign usually conducted in time for National Teen Driver Safety Week.* It 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](mailto:Jessica.bedwell@la.gov).**



## Alive at 25 *\*national\**

**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](http://www.metro-safety.org).**

## It Can Wait *\*national\**

*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 LA Regional Director, External Affairs, 225-620-6055, or email [LASafetycenter@la.gov](mailto:LASafetycenter@la.gov) for more info.**



## Buckled Up! Every Seat, Every Trip *\*regional\**

*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. **Contact Cassie Parker, 985-851-2900, cassie@scpcdc.org.**



## I Got Caught Wearing My Seatbelt *\*regional\**

*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 *\*regional\**



*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 at divy@lpsadd.org.**

## New Driver Simulator Program *\*regional\**

*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 and Bienville Community Coalition. 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 susanthompsonlpp@gmail.com.**

## Sheriff's Safety Town *\*regional\**

*Targeted to children in the Northwest region of Louisiana*, Sheriff's Safety Town was founded by Sheriff Steve Prator in 2008. It is the first and only permanent program in the Northwest LA that promotes early childhood safety education. This project aims to increase occupant protection awareness and usage among children and adults 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. Visit www.sheriffssafetytown.org.**



## Arrive Alive *\*regional\**

*Targeted to teen drivers aged 15 to 19 at high schools*, this is a prevention program that the South Central Regional Safety Coalition conducts in partnership with coalition members and sponsors. Using simulators, students 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@scpcdc.org**

## The Knowledge Effect *\*regional\**

*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.**

## Project SNAP (Social Norms for Alcohol Prevention) *\*regional\**

*Offered to ages 15 to 24 at high schools and college universities*, this is a social norming program by the Southwest LA Area Health Education Center (SWLAHEC). 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 SWLAHEC, 337-478-4822, interventions@swlahec.com.**

## Ready, Set, Drive *\*parishwide\**

*Targeted to middle school students 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 www.lexleeskids.org/teen-driver-safety/ready-set-drive.**

