

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

Tuesday, December 13, 2016 at 1:00-3:00 p.m. (TTEC Room 101)

4099 Gourrier Avenue, Baton Rouge, LA



Meeting Summary and Action Items

Participants (24)

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On the Call:

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AGENDA

Notes and Action Items

AGENDA 1 Roll Call / Intro

10 minutes

Introductions/Roll Call
Briefly discuss any pending items from *previous meeting*

Discussion on rebranding of coalitions

There are reservations for the rebranding since some coalitions are already in implementation phase. It is believed that it may be too late in the process. Coalition members also might not be in agreement.

ACTION ITEM: The consensus from the council is to forego implementation of rebranding as it is too late.

Discussion on Communication training series

Training to be implemented at TTEC in first quarter of 2017. Will be open to all regional coalition coordinators, PIOs and state police. Consultant from out of state will be coming in – expert on communication, media, marketing. Training to be during last week of January. January 24 is decided as the tentative date

ACTION ITEM: Schedule communication training for first quarter of 2017.

AGENDA 2 Louisiana Safety PSA Campaigns

- Feedback on engaging public for roundabouts save lives campaign: Shawn said that there was a lot of positive feedback as he was traveling across the state, but he doesn't have actual numbers.
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- **Roundabouts PSA**
Feedback LADOTD
 - **Move Over Campaign**
Feedback - JB/Jared (LSP)
 - **Plans for Railroad Safety –**
January 2-21, 2017
Karla/Rodney

- Statistic says we reached 115,816 people via social media. Rodney explained that we are not looking at doing a roundabout PSA again next year, but there are other safety messages that can be addressed. Roundabouts can be done on a case by case basis. Karla will have the stats from the paid, which should have quite a bit of numbers.
- Roundabouts Save Lives on calendar again for 2017.

Action Item:

- ***Find all social media numbers and paid advertising numbers to come up with a report that shows how effective it was.***
- Jared and Bryan Lee with LSP worked with DOTD (Rodney and Chris) on Move Over press conference. The event was very well received. Chris's video was shared on LSP social media and got great numbers and feedback. LSP page had 200,000 views and 2,000 shares.
- Bill Grass developed PSA video final draft for Railroad Safety. Rudynah mentioned the difference in language between the signage and the graphics. Signage says "Do Not Stop on Tracks" and message on infographics uses article "the". Bill concludes that the message is clear, so that difference does not seem to be a problem.
- Bill let everyone know that they are waiting on Secretary Shawn Wilson to do the voiceover.
- Kenyatta has shared the video with Mr. Barnett at Union Pacific who is a board member and safety manager. One of the trains in the video could have been theirs, so Kenyatta is waiting for feedback to make sure the video is ok to use.

Action Item:

- ***Kenyatta to follow up with Mr. Barnett at Union Pacific to make sure Railroad Safety PSA video is ok to use with their trains in it.***
- ***The final materials for the Roundabouts infographics, Move Over press release, and Railroad Safety video will be sent over to Karla and Autumn to be uploaded to current DZD website.***
- ***Final social media info and press release from Anastasia***

**AGENDA 3 Solicitation of
Comments**

**New Destination Zero Deaths
Website –**
<http://destinationzerodeathsdev.lsu.edu/>

Bethany/Autumn

- Immediate changes to be made on coalition leader names and champion names. Autumn to email Bethany regarding these changes.
- Rodney thought there should be easy access to campaign statistics and infographics on website. The information needs to be more available and easy to find if that is what we're advertising. If something specific is going on, that should be what the website brings them to.
- Cory said the main page should never change, but the data for certain campaigns can be in a scrollable banner at the top.
- Mark mentioned cutting the text on main page to a shorter excerpt at the bottom and instead use that area as information about certain campaigns or whatever is going on at the time.
- One of the comments was to change shape of main buttons from squares to rectangles
- Kenyatta did not think that the website accurately represented the impact and significance of DZD. It should include something like a video of a leader talking about what we do, what we've accomplished. The website should represent the DZD effort and be personable and dynamic.
- *Latest news* and *upcoming events* should have more prominence. *Latest news* brings you to the DZD Facebook page. This should instead be news about current efforts and accomplishments.

Action Item:

- ***Comments will be taken into account and Bethany's team will work with Autumn's team to provide an updated design/layout/content for the website in the next meeting.***
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**AGENDA 4 Transportation
Safety Summit 2017 campaign**
Autumn/Karla

- Autumn spoke about the Safety Summit for 2017, which will be in October or November. There are 10 proposed themes that are decided on. A doodle poll will be sent out for everyone to vote. Suggestions for presenters or presentations should be emailed to Autumn. Location options are Baton Rouge, New Orleans, Lake Charles, Lafayette, and Alexandria. This is still in the very early stages.
- Rudynah shared the proposed themes in presentation slides.

**AGENDA 5 Plans for Drive
Sober Holiday Campaign**
December 15 to January 1
*LSP PIOs and Coalition
coordinators*

- Rudynah showed a preview for the sample press release and social media content with the 2015 stats. Rudynah asked for opinions on which data to reflect; should only Dec 2015 data be used or both Christmas and New Year's? Kenyatta thought the "holiday season" term covers both. Jared liked the term "holiday season" since troopers do a statewide push during that time talking about driving safe over Christmas and New Years.
- In the bottom infographic, Rudynah may have to change "3/8 deaths" because that only counted for the 3 Christmas holiday days. The terminology should also be changed from "around" to "during". The phrase should also be changed from "3 of 8 deaths were due to drunk driving". A percentage (using 40%) may also be more impactful.
- Cory believes that focusing on the whole month of December is important because there are Christmas parties throughout. Troop C is also doing Zero for December.
- Cory inquired about the "4x more alcohol crashes at night than during the day" statistic. Is this December statistic that much more than other months? Cory is willing to look at this data to determine the answer.
- Rudynah addressed Emily's idea to change the placement of the DZD logo.

**AGENDA 6 Discuss on
outreach and events –**

Police Jury Conference, February 15-17 in Lake Charles

Lifesavers Conference March 26-28, 2017 in Charlotte, NC

- Kenyatta brought up a total wellness fair that Lexlee's Kids, Amerigroup, and possibly State Police are participating in on Saturday, January 28 at Cortana mall. State Police may have a booth. Kenyatta is thinking that Capital Region Safety Coalition can partner with CCC and do a traffic related safety booth. There is no cost; what are CCC's thoughts about partnering for this event?
- Rudynah thinks this is another great avenue to promote the DZD brand. Just a matter of getting volunteers on a Saturday.
- SHSP banner is pushed back for printing because of suggestion to use Louisiana-specific photos rather than stock photos.
- Cynthia asked about the pictures from last year's Lifesaver's poster. Rudynah explained that these would not work because they are low resolution photos.

Action Item:

- ***Scheduling of pictorial with statewide champions and models to reflect Louisiana.***

**AGENDA 7 2017 Safety
Campaign Calendar**

- Very comprehensive. Members feel that this is the most valuable and comprehensive calendar available.

AGENDA 8 CCC Meetings 2017

Please mark your calendar!

Thursday, April 27 at 11 am to 3 pm

Thursday, July 27, at 2-4 pm

Tuesday, September 19 at 2-4 pm

December 7 at 11 am to 3pm

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

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