

LA Strategic Highway Safety Plan - Communications Coordinating Council

The SHSP Communications Coordinating Council (CCC) spearheads the development and implementation of the SHSP Communication and Marketing Plan. The CCC is comprised of all nine (9) regional safety coalition coordinators and representatives from the DOTD, LHSC, FHWA, LSP and the Louisiana Center for Transportation Safety (LCTS). Recruitment of members is extended to public information officers, volunteer partners and advocates who have great expertise and interest in communications, public involvement, marketing and advertising.



Ongoing and Future Plans

Category	Activities / Tasks	Status	Timeline
Communication	Draft SHSP Communication & Marketing Plan	Input Solicitation	March 2016
	Traffic Safety Roundup (LCTS)	Ongoing	Monthly
	Email Correspondences/Updates	Ongoing	Monthly/Bimonthly
	DZD Safety Messages Calendar	Completed	Annually
	DZD Brochure – 2015 Version	Completed	
	Provide Young Drivers Marketing Plan Spreadsheet	Completed	February 2016
	Assist coalitions in developing and implementing a communication & outreach plan	Input solicitation	June 2016
Membership	Current members engaged: LCTS Staff, Regional Safety Coordinators, Reps from FHWA, LHSC and DOTD	Ongoing	
	Recruit additional members PIOs, SROs, Marketing/Advertising experts	Underway	January- March 2016
	Propose to include CCC in the SHSP Structure	Awaiting response	March 2016
Engagement and Outreach	Meet at least quarterly or hold a conference calls or webinars (Held 2 conference calls, 1 meeting from August-December 2015)	Ongoing	Quarterly
	Create a DZD Safety Monday Messages Calendar	Completed	Annually
	Submit a Poster Entry to the Lifesavers Conference 2016	Completed / Presented	
	Members developed “Elevator Speeches” and utilized FHWA’s SHSP Stakeholder Flyer to recruit new members of the regional coalitions and emphasis area teams.	Completed	As needed
	Create an Official Letter to Invite New SHSP Partner to be used by all members in their outreach efforts	Completed	As needed
	Conduct and/or Participate in a Safety Media Press Briefing during National Safety Mobilization for Click it Or Ticket	Not Started	Annually April-May 2016
	Conduct and/or Participate in a Safety Media Press Briefing during National Safety Mobilization for Drive Sober or Get Pulled Over	Not Started	Annually July-Aug 2016
	Conduct and/or Participate in a Safety Media Press Briefing for Work Zone Safety Awareness Campaign	Not Started	Annually March-Apr 2016
	Distribute valuable campaign tools and information stakeholders via Traffic Safety Roundup or e-news / mockups	Ongoing	As needed
Present SHSP at community or club meetings, events, conferences, etc. (Rotary Clubs, Lions Clubs, MPO/Council meetings, schools, etc.)	Ongoing	Monthly or Quarterly	

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Education	Participate in Lifesavers Conference	Completed	Annually –April 2016
	Conduct training in Media, Communication and Marketing	Not Started	As needed

CCC Team Wrap-up from Year 2015

- The Council was reactivated and held its first meeting on August 5, 2015 after 2 years of deactivation.
- **The Council redefined its vision “to coordinate, collaborate and communicate consistent safety messaging across Louisiana”.**
- The Louisiana Center for Transportation Safety (LCTS) stepped up to take leadership in coordinating this group and decided to start back up by “going small” and eventually expand its membership to more PIO/SRO stakeholders and media experts within the first 2 quarters of 2016.
- The team had met three times (2 conference calls and 1 in-person meeting) to solicit input on the Draft Communication & Marketing Plan and the Revised DZD Brochure, as well as discuss issues and opportunities for communications, education and outreach related to SHSP Implementation.
- The CCC developed an Annual Calendar of Safety Messages to be utilized in any effort that hopes to create traffic safety culture within the organization, at home and in local communities.
- The team members provided input for update of the Destination Zero Deaths Brochure, which is targeted to be finalized in February 2016.
- The team had a table discussion of “how to sell safety” by developing their “Elevator Speeches”. Everyone took reference of FHWA’s SHSP Community of Practice resources and NHTSA talking points coupled with their respective out-of-the-box ideas.
- The team is currently working on a Poster Entry to the Lifesavers Conference to be held in Long Beach in April 2016. The entry will be submitted by first week of February.
- The team is proposing the following:
 - DZD website overhaul
 - Inclusion of SHSP Communication & Marketing Plan as part of the SHSP Update
 - Training Workshops in (1) Media (2) Coalition Building (3) Communication (4) Marketing

Updates for 1st Quarter in 2016

- The team completed the Young Drivers EA Marketing Plan and turned it over to Bridget Gardner, who chairs the statewide YD EA team for adoption.
- The team developed the SHSP Regional Communication and Outreach Plan in table format for coalition to consider utilizing.
- The team developed and presented a DZD poster at the Lifesavers Conference last April 3-5 in Long Beach, CA.
- The team worked with Cambridge Systematics in the revision of DZD brochure which is now up for distribution.

For questions, please email Rudynah Capone at rudynah.capone@la.gov or call 225-767-9718.