



Destination Zero Deaths

Communications Coordinating Council Meeting

April 25, 2016 at 10:00-11:30 a.m. (TTEC Room 160)

Conference Call

This is a conference call <https://global.gotomeeting.com/join/728951093>

Dial from your phone - USA +1 (571) 317-3122 / Access Code: 728-951-093

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AGENDA

NEXT STEPS

AGENDA 1 **Roll Call / Intro**

- Send out updated CCC roster with additional members info
- Schedule a follow-up meeting with LSP's Public Affairs Division reps.

AGENDA 2 **Debriefing on Lifesavers Conference poster and major takeaways.**

The team discussed this later in the call.

- Use the poster at other avenues to promote DZD.
- DOTD will print the posters and provide one for each coalition to use.

AGENDA 3 **Regional SHSP Communications and Outreach Plan in table format**

The team discussed this first.

- Yuwen thought this document reflected a "good framework" for communication efforts.
- Melissa N. pointed out the importance of establishing relationships with local media partners before anything else.
- Melissa M. encouraged to not only piggyback on LSP's ongoing traffic safety events but also to replicate them in several opportunities they may find. She said that if every coalition has a spokesperson, then that would work a lot better in terms of coordinating LSP and coalition efforts to get any message out.

- Solicit more input if this document is of any value to the coalitions.
- Revisit this document.

AGENDA

NEXT STEPS

AGENDA 3 Regional SHSP Communications and Outreach Plan in table format – continued

- Rudynah pitched in that each coordinator serves as a spokesperson, a leader and the face of the coalition.
 - Nick shared how LSP does a lot of self-generated posts on Twitter and that it has created some good traction in the social media community. This is one good avenue for public engagement and it's working for them.
 - Karla suggested that coordinators get with PIO's on a regular basis to find opportunities where to plug DZD and provide support at events. James shared how he works hand in hand with the coalition coordinator in Lake Charles. This should be the same case in all regions.
 - Melissa N. and Nick commented about how there's a big need for regional coalition branding and educating everyone about the whole DZD effort. People hear about Click It or Ticket (or Drive Sober) or any safety messaging, for instance, but they don't know anything about the regional coalition being the force behind it per se. A lot of businesses/entities, media practitioners and citizens alike aren't aware of what SHSP/DZD is all about. Uber, for instance, who's a big supporter of traffic safety, did not know of this until they were invited to the NOLA coalition meeting not long ago.
 - As part of branding, Yuwen suggested to have a uniform shirt for all coordinators with DZD logo and coalition logo printed on it was suggested. Question about funding was left as an item to discuss in an offline conversation.
- Discuss later about possibilities of getting a DZD shirt for all coordinators and PIOs. Find a sponsor.
 - Distribute DZD and regional coalition brochures at community events.

AGENDA 4 Upcoming SHSP Outreach & Promotional Opportunities

- Tricia shared that N. Shore coalition just participated in the Strawberry Festival last April 7 and that they're planning to do more outreach at future festivals.
 - Yuwen said they had already done three public events and planned to do more.
 - Melissa has presented about the DZD at Kiwanis club. She then suggested that we should come up with a fun way to attract the public at events, for instance, "spin the wheel and get a prize".
 - Ben remarked that driving simulators are a cool way to get the message out. He pointed out "It Can Wait" demo from the recent Lifesavers Conference as one good example.
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- LCTS will also identify and develop a list of potential meetings and conferences where SHSP/DZD may be promoted.
 - At the regional level, coordinators will work hand in hand with LSP PIOs to identify community events and club meetings where SHSP/DZD may be promoted. Plot out a calendar and implement.

AGENDA 5 Click It or Ticket campaign efforts (May 23 to June 5)

This was to specifically talk about the Safety Center's Call To Action to be part of this cutting-edge campaign called "2 seconds 2 click" initiated by the Network of Employers for Traffic Safety (NETS) and funded by NHTSA. How do we get buy-in for this?

- Share the "Call to Action" to employers and organizations.
- Reach out to the Chamber association and invite them to participate in the SHSP OP Team and encourage implementing 2 seconds to click.

AGENDA 5 Click It or Ticket campaign efforts (May 23 to June 5) continued...

- Rudynah shared briefly about the campaign and how it has seen some success in a pilot location in North Dakota, which was a 30% increase in belt use rate, as per observational survey results. Coca Cola was the pilot implementer.
- Dortha added that this is designed for any employer or agency. There's a free toolkit available online. She emphasized how the state really wants to push for this as it supports the goal of establishing employer seat belt policies, which the SHSP Occupant Protection Emphasis Area she co-chairs for has set as one of its prioritized goals. Good news is that the campaign can be anytime of the year. We'd preferably want to coincide this with either the CIOT in May, the Passenger Safety Week in September, or the NETS' Drive Safely to Work Week which is first week of October.
- James asked to clarify if it's 3 seconds or 2 seconds to click since he saw that North Dakota plugged it somewhere on their website as "3 seconds to save a life". The Safety Center would investigate on this.
- Ben suggested for an increased coordination between DOTD District, LSP Troop and respective Parish engineers, when it comes to addressing a local safety concern.
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- Follow up on the 2seconds2click Call to Action's publicity through the PJAL Magazine. See if it generated any interest.
- Reach out to NETS to gather more information about the campaign.
- Issue the Call to Action to Parish Presidents and Mayors again through the MPO Policy Committees in time for the Passenger Safety Week in September. Propose this to the OP EA Team.
- Investigate on "3 seconds" to save a life and provide clarification to the team.

OTHER BUSINESS *10 minutes*

- On May 14, there's a "Roll to the Grove" event in Lake Charles that promotes motorcycle safety

Young Driver Program Surveys

- It was suggested to look into Sudden Impact's survey/questionnaire which may be used in other YD programs.

GDL Outreach materials

- There are existing GDL push cards which need to be pushed out to local high schools and driving schools.
- It was proposed to write a letter that coalition leaders can send out to schools in order to push the GDL info out more effectively.
- Double check with Bridget Gardner on YD Survey info.
- CCC to partner with YD EA leader in developing an official letter for GDL outreach.

UPCOMING CCC MEETINGS:

June 27 at 2:00-3:30 PM

September 14 at 10:00-11:30 AM prior to Capital Region meeting

November 17 at 1:30-3:00 PM after the South Central Region meeting

Thank you all for your commitment in helping Louisiana reach Destination Zero Deaths.

For questions, please contact:

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