



MEETING SUMMARY

Communications Coordinating Council Meeting

June 25, 2014 | 1:30 – 3:30 pm

LSU TTEC, 4099 Gourrier Ave, Room 179

ATTENDEES

Bridget Bailey	Tangipahoa Parish Government	brpbailey@hotmail.com
John Broemmelsiek	FHWA	john.broemmelsiek@dot.gov
Rudynah Capone	LTAP	Rudynah.Capone@LA.GOV
Karla Courtade	DOTD	Karla.courtade@la.gov
Bridget Gardner	LSU Trauma Center	bgardn@lsuhsc.edu
Cathy Gautreaux	La. Motor Transport Association	cathy.gautreaux@louisianatrucking.com
Autumn Goodfellow-Thompson	DOTD	Autumn.goodfellow-thompson@la.gov
Ashley Hebert	CRPC	AHebert@brgov.com
Tom Ed McHugh	CRTSC	tomedmchugh@cox.net
Ashley Moran	Lafayette MPO	amoran@lafayettela.gov
Indira Parrales	DOTD	Indira.Parrales@LA.GOV
April Renard	DOTD	April.renard@la.gov
Elaine Rougeau	LHSC	Elaine.Rougeau@la.gov
Carl Saizan	LSP	Carl.Saizan@la.gov
Betsey Tramonte	FHWA	betsey.tramonte@dot.gov
Marie Walsh	LTAP	mbwalsh@ltrc.lsu.edu
Donna Weber	Graham Group	donna@graham-group.com
Ron Whittaker	NSRSC	rwhittaker@live.com

AGENDA

- Welcome and Introductions
- Review Destination Zero Deaths Video
- Update on Click It or Ticket and Buckle Up in Your Truck Campaigns (LHSC)
- Review Upcoming Campaigns (LHSC)
- Development of Communications Plan
- Next Steps

ACTION ITEMS

Action Item	Contact	Status
Determine whether the DZD video can be shown on hospital closed circuit TV	Bridget Gardner	
Develop an e-newsletter	Coalition	
Develop a CCC letterhead	Coalition	
Flesh out marketing plan with strategies and action steps based on the data.	Coalition	
Divide into work groups and develop marketing strategies for upcoming holiday campaign.	Coalition	

MEETING REPORT

Indira Parrales, DOTD, opened the meeting and welcomed all those in attendance. The group made self-introductions and then Pam Beer with Cambridge Systematics led a discussion regarding the purpose of the council and creation of a communications plan.

Purpose of Communications Council

The two main goals of the Communications Council are:

- To provide assistance to the Statewide teams and regional coalitions with media and marketing related programs and activities; and
- To coordinate traffic safety messaging across the State.

Representatives from the Louisiana Highway Safety Commission (LHSC) and Federal Highway Administration (FHWA) emphasized three important steps in coordinating traffic safety messaging:

- Create a Communications Plan for the Council (CCC);
- Use current data to identify demographics for regional advertising; and
- Remember the Strategic Highway Safety Plan's primary objective is decreasing the number of crashes.

The group then discussed the role of the Coalition. There were several points brought up during the discussion:

- NHTSA provides resources for campaign materials, but it may be helpful to tailor the campaigns regionally for more culturally competent messaging and that will resonate with the target audience.
- Data should be used to ensure the messaging is targeted for the audiences and areas
- Advertising is expensive, so the resources available by NHTSA and Traffic Safety Marketing are great tools for the regions. However, if the coalitions have the resources to tailor their advertising to their market, they are welcome to do so as long as they follow the national campaign dates (late May to early June for Click It or Ticket and late August to early September for Drive Sober or Get Pulled Over).
- It is imperative that all Statewide highway safety issues are coordinated as one brand and that regional coalitions receive the support they need to get the safety messages out in their regions.
- There are agencies who have been invited to meetings, but their attendance may be an issue better addressed at the Executive SHSP Committee level through the agency heads at State Police, Department of Health, Education, Insurance, etc.
- Research has shown that paid advertising alone does not change crash rates – there must be a combination of media plus enforcement.

Destination Zero Deaths Video

The next item on the agenda was to view the final version of the Destination Zero Deaths video. Pam Beer reported the comments from the Council's last meeting were incorporated into the final version. The video, she said, will be used as a recruitment tool for coalitions and conferences. Several venues were proposed to run the video:

- Town Square Beacon – free
- Movie Theaters – could be costly
- Gas Station TVs – unsure of effectiveness
- Hospital Closed Circuit TV – free
 - This would be proposed at the State level by Bridget Gardner at the monthly LERN meeting
- Chamber of Commerce

The video can be tailored for different time slots. The full length is currently about four minutes.

Louisiana Highway Safety Commission

The LHSC conducted their annual Click It or Ticket, May 19 – June 1, 2014, which is one of the two campaigns required by NHTSA as part of a national mobilization effort. A significant amount of money is spent on media for this campaign. It is still too early for results, but last year's seat belt compliance went up three (3) percent, and LHSC feels that the combined media and enforcement campaign made that happen. Once the data is prepared by Helmet Schneider at LSU, LSHC will provide it to Rodney Mallett, DOTD, who will distribute the information to the regional coalitions through the CCC.

There were two waves of media and enforcement in May:

Buckle Up In Your Truck May 1 – 7, 2014 In Louisiana, pickup truck drivers use their seatbelt much less than any other vehicle type, and make up for 25 percent of the vehicles registered. To improve the Statewide seatbelt usage rate, Louisiana must improve the rate for pickup truck drivers.

- There was \$600,000 spent on television, cable, radio and in the Town Center Beacon that resulted in over 10,000 paid spots and 11,000 bonus spots. LHSC is starting to hold the media outlets accountable for providing a 1:1 ratio of paid to bonus spots so for every paid spot, they are required to run a bonus one.

Click It or Ticket May 19 – June 1, 2014

- There was \$500,000 spent for 8,800 paid spots and 13,000 bonus spots. The television and cable ads featured a family forming a human seatbelt around the father to protect him in a "crash."

A total of 44,000 Occupant Protection spots aired in a span of six (6) weeks. The State's ad tonnage was layered with NHTSA's media buys which all combined with high visibility and high frequency enforcement.

An area of concern moving forward is generating earned media by the Regional Coalitions now that HSC is not funding Safe Communities. TRACC and the South Central Regional Coalition have been very successful and will continue their efforts. Earned media significantly contributes to the overall Statewide effort. This is one area where the Coalition can be very helpful in providing assistance to the regions on earned media ideas. The upcoming Drive Sober or Get Pulled Over campaign will be held August 13 – September 1, with the invisible cop advertisements. Maybe there are opportunities to do offer some type of assistance for this or another upcoming campaign.

The concept of "Super Sharers" was suggested, where each coalition and emphasis area can designate a person to spread the word regarding these campaigns through social media.

Development of Communications Plan

Pam Beer presented a draft version of a Communications Plan taken from NHTSA and incorporating the Statewide Plan strategies. Suggestions from the group included:

- Change the Goal to read, "Provide marketing and communications support to the SHSP emphasis area teams *and regional safety coalitions* who have requested..."
- The No Refusal Program awareness item will be taken out of the communications plan.
- We will divide into work groups at the next meeting to flesh out the marketing plan for each Action Step, identifying audiences and strategies based on the data.

Next Steps

- Development of an E-Newsletter
- Development of a CCC Letterhead