



Destination Zero Deaths
Communications Coordinating Council Meeting
December 1, 2015 @ 2:00-3:30 PM
TTEC Executive Room 101

Meeting Summary

This was done as a Conference Call--- <https://global.gotomeeting.com/join/775359661>

Call in number: 877-873-8017 Toll free 636-651-3181 Access code: 1978749

Started at 2:03 p.m., ended at 3:15 p.m.

Participants:

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NOTES

- **AGENDA 1 Reformatted SHSP Communication Plan** -The CCC Team members reviewed the reformatted version of the SHSP Communication Plan. Comments were shared and noted down. It was emphasized that NHTSA Communications Calendar is the overarching tool that drives the whole plan. Also, a few programs and strategies were added to each of the Emphasis Areas. A couple of suggestions were shared: (1) Add an Appendix that would have the list of programs with corresponding contact information; (2) Place Louisiana-specific photo for each of the EA's; (3) Solicit input from PIO stakeholders.

NEXT STEPS

- The CCC team will propose to the SHSP Implementation Team that the communication plan become part of the SHSP Update 2016 as opposed to having it as a separate document.
- Dynah will enter proposed changes and send out Version 2 by **December 15, 2015.**

AGENDA 2 Safety Monday Weekly Scheduler for Year 2016 – The team briefly reviewed the calendar. The International Walk to School Day was added for October month. It was suggested that coalitions would promote the use of this calendar in creating a safety culture, perhaps via a Safety Monday Bulletin Board or placement on digital billboards, or posters at schools, etc.

- Distribute the calendar to coordinators and promote it for LOCAL USE. The goal is to communicate the same message at certain period of time.
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NOTES	NEXT STEPS
<p>AGENDA 3 Poster Entry to the Lifesavers Conference? The team decided to send a Poster Entry to the Lifesavers Conference that's scheduled on April 3-5th in Long Beach, CA. Deadline for submission on February 5th. Ashley, Cassie and Melissa stepped up to spearhead the development of a poster draft. Yuwen offered to help as well. Coordinators will send in ideas and photos to Autumn/Dynah by December 11.</p>	<ul style="list-style-type: none"> • Coordinators will send in ideas and photos to Autumn and Dynah by December 11 • Cassie will send the draft by January 4 to solicit comments from all team members. Make any revisions and review for finalization. Autumn will approve the final poster. • The Poster will be submitted by Louisiana SHSP Communications Coordinating Council (through LCTS) by the 1st of February 2016.
<p>AGENDA 4 Marketing Plan for Young Drivers Statewide Action Plan The team reviewed the YD Program document which was developed by Katie Broussard. A suggestion was made to reformat it in an Excel version to get snapshot of all programs. Collect additional information on how the programs are promoted. Also, there's misinformation on Page 2 where LSP Troops and corresponding coalitions are wrongly listed. We will fix this part.</p>	<ul style="list-style-type: none"> • Dynah will gather more information from coordinators on marketing strategies and reformat the document. • Send out Draft Marketing Plan by January 30, 2016 to YD Team Leaders and CCC members for comments.
<p>Future Meetings</p>	<ul style="list-style-type: none"> • Coincide with statewide meetings? • January 27, 2016.

Thank you all for your commitment in helping Louisiana reach Destination Zero Deaths.
 For questions, contact Rudynah Capone at 225-767-9718 or Rudynah.capone@la.gov.