

DESTINATION **ZERO** DEATHS

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Marketing, Communications & Outreach Plan for Louisiana Strategic Highway Safety Plan (SHSP)

Communicating *Destination Zero Deaths* across all media



Strategic Highway Safety Plan Communication and Marketing Plan

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Louisiana’s vision toward Destination Zero Deaths relies on increased public safety awareness on the importance of safe driving among all road users. To build awareness, communication—in all forms—is vital. This **Communication and Marketing Plan** includes media types, communication strategies, core messages and even social media *hashtags* that Louisiana stakeholders utilize to increase traffic safety awareness to targeted audiences in each of the SHSP Emphasis Areas: Occupant Protection, Impaired Driving, Crashes Involving Young Drivers, Distracted Driving, and Infrastructure & Operations.

This plan also includes a **safety campaign calendar** of messages that are disseminated during specific periods throughout the year. The core messages coincide with communications calendar developed by the National Highway Traffic Safety Administration’s (NHTSA) and various safety-related celebrations initiated by the Federal Highway Administration (FHWA), National Safety Council (NSC), American Association of State Highway and Transportation Officials (AASHTO), UN Decade of Action for Road Safety, Louisiana Department of Transportation & Development (DOTD), Louisiana Highway Safety Commission (LHSC), Louisiana State Police (LSP), and some advocacy groups and professional safety organizations.

Purpose: The SHSP Communication and Marketing Plan is intended to guide SHSP’s emphasis area teams and regional coalitions in the overall coordination, collaboration, and communication of traffic safety initiatives at the local level. The **Louisiana Safety Campaign Calendar** serves as the overarching tool to guide the dissemination of safety messages throughout the year.

Platform: All forms of media (paid, earned, and owned) are utilized to increase traffic safety awareness and knowledge of all emphasis areas. Strategically, this plan lays out the core messages and strategies to reach targeted audiences at certain times.

LHSC is currently handling placement of paid media for all of the seatbelt and impaired driving prevention mobilization campaigns. SHSP’s Emphasis Area Teams and Regional Coalitions are working toward enhancing paid and earned media efforts utilizing alternate sources of funding.

Who Will Use This Plan?

The plan will be primarily used by members of the Strategic Highway Safety Plan (SHSP) Communications Coordinating Council (CCC), the SHSP Statewide Emphasis Area team leaders, Regional Coalition coordinators, and public information officers to facilitate consistent and unified communication of “the same safety message at similar time periods.” All key stakeholders will coordinate their awareness efforts following the **Louisiana Safety Campaign Calendar** to ensure all regions promote the right message at the right time. For instance, promoting a seat belt message *Click It Or Ticket* or an impaired driving prevention message *Drive Sober or Get Pulled Over* at a particular period. Visit www.ltrc.lsu.edu/lcts/shsp-communications-coordinating-council.html for more info about the CCC.

How Are Stakeholders Communicating? Primary communication among SHSP stakeholders is **through in-person meetings, web and phone conference calls, webinars, and as-needed update emails** each year. Additionally, the distribution of e-news, web updates and social media posts will help communicate best practices, campaign tools, hot topics, event announcements, and other resources. The SHSP Statewide Emphasis Area Teams meet quarterly, while the SHSP Implementation Team meets twice a year. In the case of regional coalitions and their respective emphasis area teams, meetings are held quarterly for the majority of them, while others meet either monthly or every other month. Every other year, highway safety professionals convene at the Transportation Safety Summit to share best practices and foster partnerships. Efforts will be made to ensure communication efforts and best practices are highlighted at this meeting.

Who Are Our Audiences in Marketing Safety Campaigns? The campaigns are targeted to all Louisiana roadway users, including passengers, bicyclists, pedestrians, and motorcyclists of all ages. For each of the emphasis areas, specific messages and types of target audiences are tailored according to the specific issues.

Goals & Strategies

1 *Utilize marketing tools and communication pieces that will help increase public safety awareness at the regional and local levels*

1. Seek out funding sources that will help facilitate advertising of media campaigns.
2. Use the safety campaign calendar to guide consistent dissemination of safety messages.
3. Engage with different media contacts to help publish earned media pieces (e.g., press releases) for designated campaigns.
4. Work with stakeholders (or firms) to leverage resources in the production of toolkits and marketing collaterals to enhance local and regional marketing efforts.

2 *Seek out opportunities for earned and owned media for all emphasis areas*

1. Use, customize, and share available resources and campaign toolkits to enhance local initiatives.
2. Plan and implement earned media opportunities such as press briefings, press releases, and social media “tweet ups” in conjunction with enforcement campaigns and special waves.
3. Integrate traffic safety marketing into community events and fairs during designated safety weeks.
4. Develop earned media resources like press releases, fact sheets and info graphics that may be used by agency partners throughout the region or state.
5. Create and maintain a list of media exposure opportunities available, including newsletters, websites, local newspapers, radio stations, etc.

3 *Heighten inter-agency participation and collaboration to create traffic safety culture at home, in the workplace, and the community*

1. Invite media partners to become “safety ambassadors” and engage them in the Communications Coordinating Council efforts (e.g. promoting our messages via radio PSA’s, news articles, etc.)
2. Provide timely information on current traffic safety topics and issues to partners and media through paper or digital newsletters (e.g. **Traffic Safety Roundup** monthly e-news)
3. Recruit stakeholders to declare DZD Day in their respective organizations and communities
4. Encourage employers to promote safety messages on their bulletin boards or any means applicable.

4

***Establish and maintain web presence to expand market reach
(e.g. social media accounts, websites, etc.)***

1. Promote the use of **www.destinationzerodeaths.com** for marketing, communications and outreach.
2. Develop and mobilize an annual Louisiana Safety Campaign Calendar for consistent safety messaging.
3. Develop unified, clear, and consistent messages that are delivered in one voice.
4. Create timely and relevant content that will keep safety stakeholders motivated and involved.

5

Present marketing and media campaigns in different ways (but with the same message) to various communities and disciplines

1. Generate and/or tweak talking points that will be better understood by different types of audience. If, for instance, data indicate an issue locally, develop marketing tools such as infographics and flyers that appeal to the target audience.
2. Familiarize when to mobilize enforcement messages and when social norming pieces can be most effective.

Work Group behind this plan:

The **SHSP Communications Coordinating Council (CCC)** spearheads the development and implementation of this plan, with the Louisiana Center for Transportation Safety (LCTS) as the lead agency. The CCC is comprised of all nine regional safety coalition coordinators as well as the public information officers and communication experts of DOTD, LSP, LHSC and LTRC, and staff representatives from the LCTS.

Recruitment of members is extended to other safety stakeholders and advocates who have expertise and interest in communications, media, marketing, advertising and citizen engagement,

The CCC's vision is to
**coordinate, collaborate, and communicate
consistent safety messaging across Louisiana.**

Visit the **SHSP Communications Coordinating Council** for more info.

Inter-Agency Collaboration & Communication

The key to success in any type of strategic planning is inter-agency communication, which depends on regular communication with stakeholders at all stages of the process.

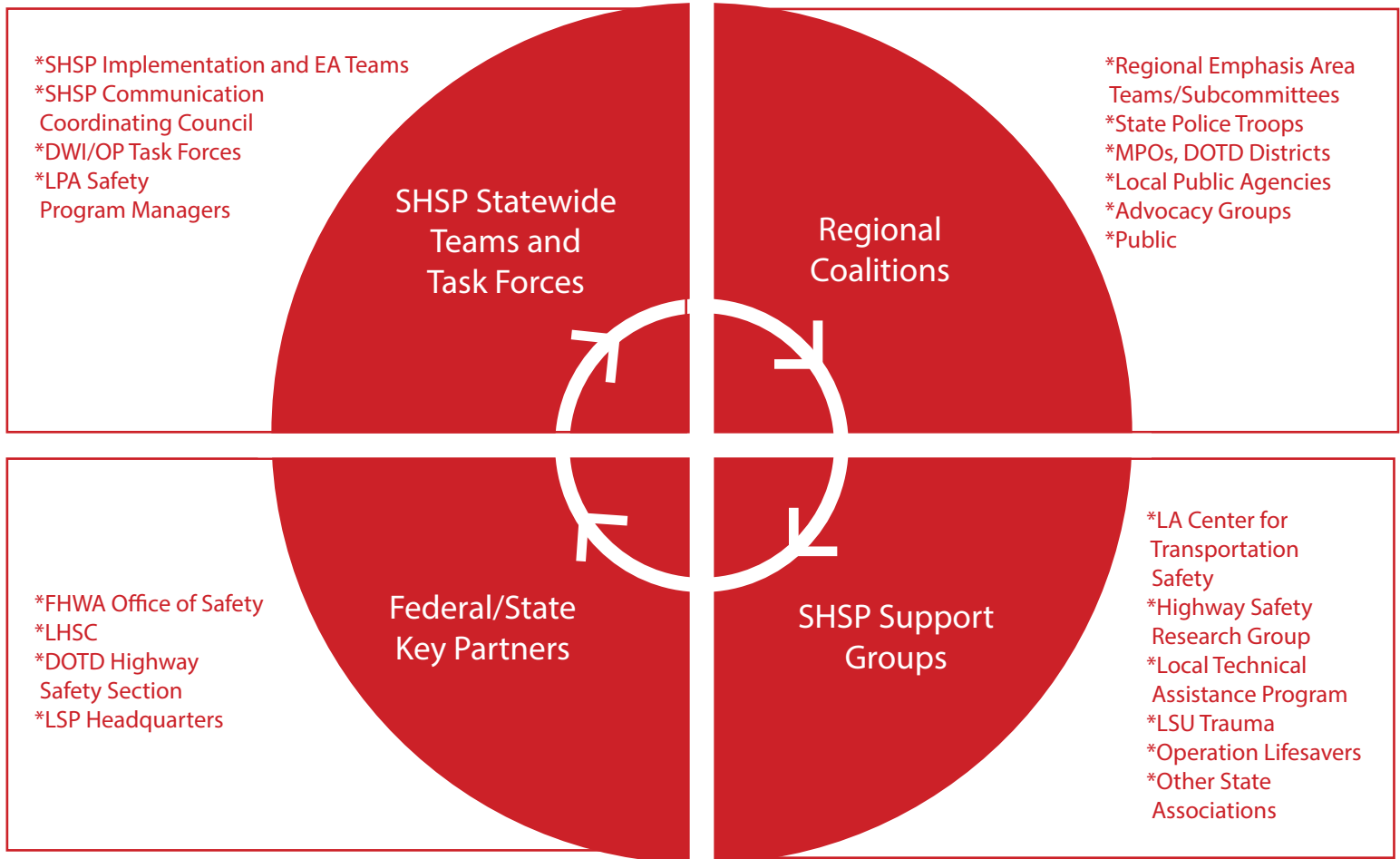
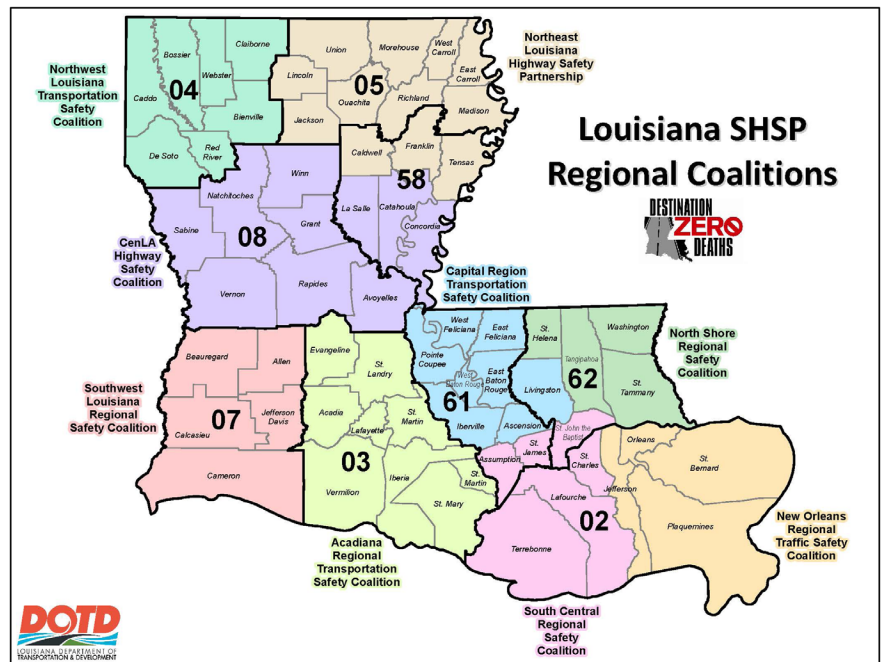


Figure 1. The key stakeholders that will communicate and coordinate efforts to increase public safety awareness, thereby ultimately creating a safety culture.

Coordination of any national or statewide safety program takes place between federal and state key partners, the regional safety coalitions, SHSP statewide teams and task forces, and the various support groups. However, mobilization of safety campaigns largely happens at the local level through the Regional Safety Coalitions and DOTD districts. The FHWA, DOTD, LHSC and LSP, in support by the new LCTS, will provide valuable resources and tools (e.g. campaign toolkits, fact sheets, social media content, infographics, etc.) to regional coalitions and DOTD districts, the MPOs, local public agencies, advocacy groups, public health units, and State Police troops. The Regional Coalitions, spearheaded by coordinators and team leaders, will coordinate efforts with their respective coalition members. To unify the statewide efforts at hand, the SHSP Communication Coordinating Council (CCC) will implement communication strategies and develop additional marketing tools that will enhance local mobilization efforts.

Regional Safety Coalitions

Figure 2. Map shows all the nine regional safety coalitions with corresponding DOTD District Offices and Parishes comprising their stakeholders.



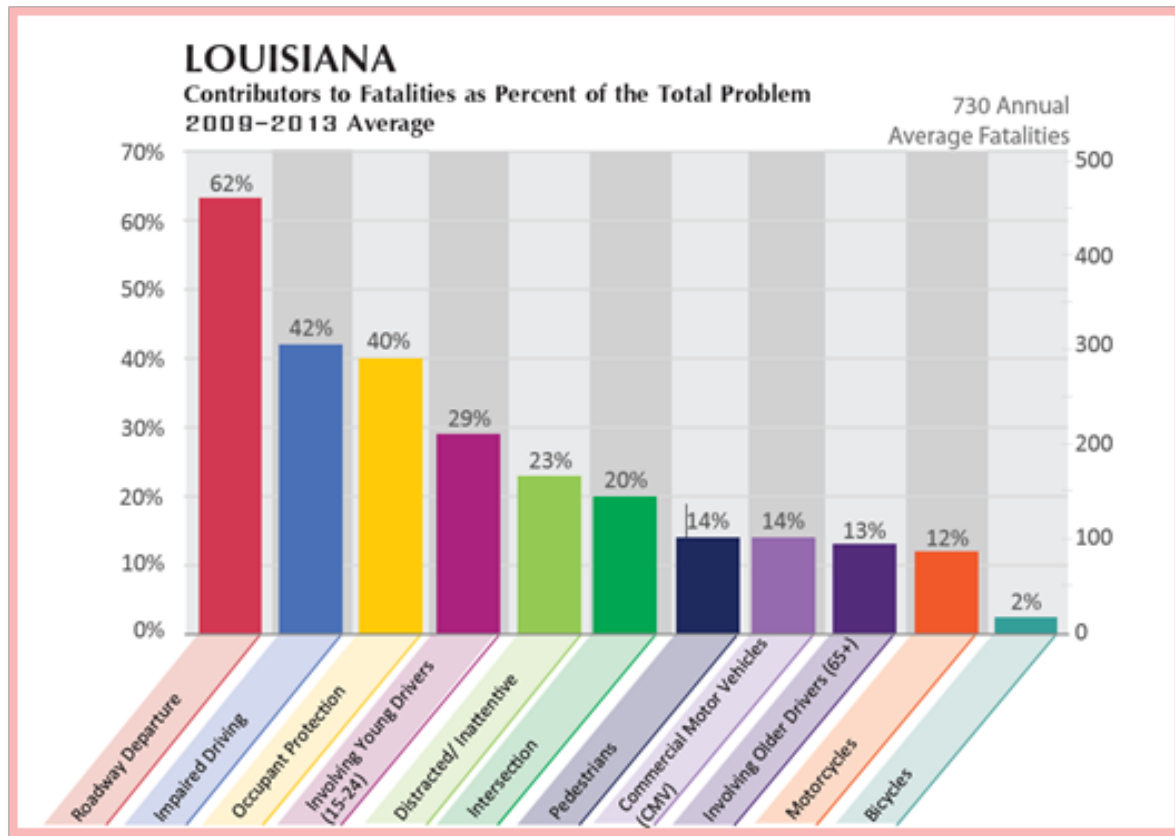
To streamline SHSP’s project implementation at the local level, Louisiana established nine Regional Transportation Safety Coalitions through an agreement between Louisiana’s DOTD’s Highway Safety Section and the designated Regional Planning Commission (RPC) or the Metropolitan Planning Organization (MPO). The DOTD has District Offices that work closely with the MPOs.

At the regional coalition level, local stakeholders conduct respective programs that support statewide mobilization of safety campaigns such as Click It Or Ticket, Drive Sober or Get Pulled Over (refer to campaign calendar for other campaigns). The regional coalition is where efforts are channeled, coordinated and collaborated especially when additional support is needed to accomplish the program. The Regional Safety Coalition Coordinators serve as active members of the CCC and take the lead in reaching their coalition’s target of reducing crashes by 50 percent by 2030. Stakeholders with interest in highway safety are either invited or volunteered to become part of a coalition. **Below is a list of agencies that are commonly part of, but not limited to, any of the regional safety coalitions:**

- Representatives from state/federal agencies (FHWA, DOTD, State Police and Highway Safety Commission, LTRC, OMV and ATC)
- State Police troops, Sheriff’s Offices, and local police departments
- Parish school boards and universities
- Driving schools
- Parish/city government (or in some cases, Parish Police Jury)
- Safety advocacy groups (e.g., MADD, ADAC, Bicycle Groups, AARP, Neighborhood Watch, etc.)
- State hospitals and trauma centers
- Fire departments and ambulance groups
- DOTD districts
- Insurance agencies (State Farm, Progressive, etc.)
- Private companies (Wal-Mart, AT & T, Ford, Shell Oil, Uber Taxi, etc.)
- Tri-media stations

Figure 3. This chart below shows the top contributors to fatalities as a percentage of the total problem on Louisiana roadways based on five-year-average from 2009 to 2013. This provides a clear direction as to where communication and marketing strategies should be targeted.

(Source: LSU Highway Safety Research Group – SHSP Data Reports <http://datareports.lsu.edu/shsps>.)



Needs Assessment/Opportunities

Baseline Data: In 2013, an annual average of 730 deaths resulted from over 10,000 motor vehicle crashes in Louisiana. Based on data analysis and other considerations, the Strategic Highway Safety Plan (SHSP) identified the top contributors to fatalities as percent of the total problem (see Figure 1). To narrow this list down, the SHSP Team picked the Top 4 Emphasis Areas as Roadway Departure (62%), Impaired Driving (42%), Occupant Protection (40%), and Young Drivers Aged 15-24 (29%). Following very closely are factors on Distraction/Inattentiveness (23%), Intersection Crashes (20%) and Pedestrians (14%), which ties with Commercial Motor Vehicles (14%).

UPDATE! As of 2015, 730 deaths dropped to 719 deaths, based on a 5-year-rolling average (2011-2015). To address these statistics, the SHSP Implementation Teams represented by various federal, state, and local safety stakeholders believe there is a need to disseminate safety messages through different media channels—print, television, radio, social media, etc. The SHSP partners are to be equipped with communication tools to effectively collaborate and communicate in mobilizing focused safety campaigns at target audiences. After all, doesn't behavioral change begins with awareness? Through the regional safety coalitions in the state, there's a huge opportunity for incorporating the Destination Zero Deaths brand as we create a safety culture amongst colleagues, family members and fellow motorists at the local level. There are limitless opportunities for duplication of best practices and successful programs in problem areas identified by data.

Setting the Stage: Messages + Strategies + Audiences + Timelines



This section plots out the core safety messages and the corresponding target audiences, communication strategies, specific programs, and timelines for implementation. Determining the core messages and timelines is based on the Communications Calendar developed by NHTSA, coupled with ideas from Network of Employers for Traffic Safety (NETS), National Safety Council (NSC), AASHTO, UN Decade of Action for Road Safety, and Louisiana’s key highway safety agencies (DOTD, LSP and LHSC).

Talking Points

To keep everyone on the same page, the following talking points and core messages should be used to enhance the delivery and distribution of safety marketing and communication:

1 Louisiana established its mission of Destination Zero Deaths where “one death is one too many.”

- Over the last 10 years, traffic fatalities and severe injuries dropped by 24%, respectively.
- The measurable goal is to halve fatalities by Year 2030.
- Traffic fatalities are the leading cause of deaths for people between ages 5 to 35 in Louisiana, killing an average of 719 people as of 2015, based on a 5-year rolling average.
- The Strategic Highway Safety Plan is the vehicle that will lead us to DZD.

2 The bottom line of the DZD initiative is to create a safety culture at work, home, and in society.

- By establishing safe driving policies, every professional’s commitment to drive safely is strengthened.
- “Zero” should be every family’s traffic safety goal.
- Success in making behavioral change relies on targeted public awareness combined with high visibility enforcement.
- It’s a traffic “crash”, not an “accident”. Crashes are preventable.

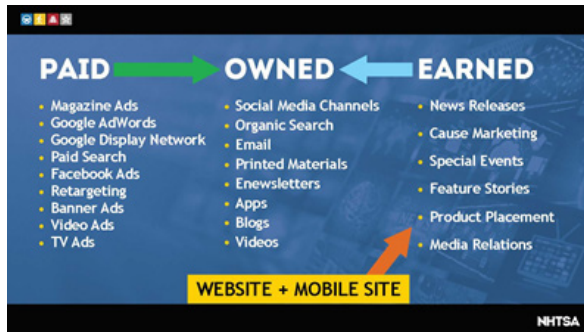
3 The Local Road Safety Program is a life-saving, cost disbursement grant for local governments.

- About 73% of the public roads in Louisiana are owned by local agencies (Parish, municipality or city).
- A simple traffic safety sign can help save a life.

4 The DZD Initiative hopes to spread the word about safety through the promotion of the following campaigns: (This list may be more or less depending on the number of fatalities and serious injuries)

- Drive Sober or Get Pulled Over
- Buzzed Driving Is Drunk Driving
- Click It or Ticket
- Buckle Up In Your Truck
- Rear Seat, Click It Louisiana!
- Share the Road
- Is Your Child In The Right Car Seat?
- Everyone is a Pedestrian
- If You’re Texting, You’re Not Driving
- Eyes on Road, Hands on Wheel.
- U Drive. U Text. U Pay
- Slow Down in Work Zones
- Drive Safely Around Pedestrians and Bicyclists
- Be A Roll Model
- Roundabouts Save Lives
- Move Over. Save a Life.
- Do Not Stop on The Tracks

Media Types for Promoting Safety Campaigns



Paid Media. Paid are a means of paying advertising spaces to leverage the power of a channel to deliver a message that drives to another type of media. It is very crucial to analyze the data in pinpointing target audiences and markets as well as knowing the budget limitations and desired ad slots. Examples of paid media are broadcast, cable TV, radio, print, and digital.

Earned Media. In earned media, the consumer serves as the channel. Oftentimes, coverage using earned media carries greater

weight and believability in the minds of end-users because the information is delivered and received through impartial filter of information. Earned media tactics include news releases, advisories, announcements, news conferences, news interviews, editorial boards, TV and radio talk shows, Opinion Editorials, Letters to the Editor, feature stories, testimonials, and any communication that generates good media coverage.

Owned Media. The channels you “own” and have total publishing control over are referred to as your owned media. This can include your website, blogs and social networks (e.g., Facebook, Twitter, YouTube channel, etc.).

Guerilla Marketing. Guerilla marketing is an advertising strategy that focuses on low-cost unconventional marketing tactics that yield maximum results. The term “guerilla” was inspired by guerilla warfare which is a form of irregular warfare and relates to the small tactic strategies used by armed civilians. Many of these tactics include ambushes, raids and elements of surprise. Much like guerilla warfare, guerilla marketing uses the same sort of tactics in the marketing industry. **Guerilla marketing is used by small and big companies in grassroots campaigns to compliment on-going mass media campaigns.** This approach is unconventional and often staged in an unexpected place. Examples are mock crashes, graffiti, flash mobs, sticker bombing and more.

Grassroots Level Marketing. Grassroots marketing starts from the bottom up. **This is where you target your efforts to a small group that can then help spread the safety message to a much larger audience.** Here are some of the principles of grassroots marketing:

- This form of marketing thrives on the **power of personal relationships** for the promotion of a campaign. The message is targeted towards people who would benefit or even seek out the product being marketed.
- People can be attracted through free offers; from there, every other activity creates a **ripple effect** of the message.
- Members of the **target communities can be encouraged to create positive ripples** of the brand or campaign, and the company can reward them in turn for it.
- **Marketing by word of mouth** has been around for ages; however, its effectiveness is a function of how the message is delivered and how fast it gets there.
- Through effective **use of the internet**, messages can go viral a lot faster. This boosts the effectiveness of the marketing technique.
- The **message must be easy to read and spread.** By taking advantage of customer’s motivation, they can be incited to perform the desired action. Make use of the word “free.” Get your client to notice your free offer.

Louisiana will utilize all forms of abovementioned media types to promote traffic safety campaigns. In the succeeding pages, you will see how the Marketing Plan is plotted by Emphasis Area.

Occupant Protection **Emphasis Area**



The Challenge

Based on the statewide annual observational survey, seat belt use in Louisiana continues to climb, with a record of 87.8 percent of drivers and front-seat passengers using seat belt in 2016, an increase of nearly 2 percentage points over the previous year. In 2016, unbelted fatalities accounted for 32% of all fatalities.

While the overall seat belt use increases, there are still some motorists not using seat belts. Males and minorities still lag behind, as do pickup truck occupants. The rise in seat belt use is attributed to Louisiana's participation in national campaigns like "Click It or Ticket" and "Buckle Up in Your Truck" coupled with nighttime public information and enforcement campaigns. But there is certainly more work to do. This challenge calls for a continued coordination of efforts by LHSC, LSP, law enforcement officers, regional traffic safety coalitions and local agency partners throughout the state.

The Marketing/Media Plan

Louisiana will utilize all forms of media, including paid and earned media as well as grassroots level marketing and high-visibility enforcement (HVE) in order to get the message out to targeted audiences as follows:

- Male pickup truck drivers aged 25-34
- African American front seat occupants
- Rear seat passengers especially in rural communities
- Government and private company employers
- Parents and Caregivers
- Young Drivers aged 15-24



CORE MESSAGES

Click It or Ticket.
Buckle Up America. Every Trip. Every Time.
Buckle Up In Your Truck
Live To Truck Another Day
Rear Seat, Click It Louisiana!
Know For Sure If Your Child is
in the Right Car Seat

TARGET AUDIENCES

Male Pickup Truck Drivers aged 25-34
Young Drivers aged 15-24
Parents and Caregivers of Children
Employers
Moviegoers

STRATEGIES

Weekend HVEs + TV & Radio PSAs
Cinema Theatre PSAs
Child Passenger Safety Seat Inspections
Paper and Electronic Press Releases
Social Media Norming
School Open Houses
Seatbelt Rollover Demo at Events
Rewarding Drivers for Seatbelt Use
Church/community events
Festivals/shows in rural areas
Employer seat belt policies
Civic organization presentations

PROGRAM OPPORTUNITIES

Saved By the Belt
Sudden Impact
Rock the Belt
Employer Seatbelt Policies
I Got Caught Wearing a Seatbelt

TIMELINES

April/May - BUIYT / LTTAD
May (Memorial Holiday) - Click It or Ticket
3rd Week of September - CPS/Right Car Seat
1st Week of October - Drive Safely Work Week
November - Thanksgiving CIOT/Buckle Up

IMPLEMENTORS

LHSC, DOTD, LSP
Louisiana Passenger Safety Task Force
Regional Coalition OP Teams

Impaired Driving **Emphasis Area**



The Challenge

Alcohol-related fatalities account for more than 40% of traffic deaths in Louisiana. Alcohol-related fatalities have been up by 10.7% since 2005. In 2016, alcohol-related severe injuries were 23% of all severe injuries.

Safety stakeholders continue to use a combination of tougher DWI laws, increased public awareness efforts, and high visibility enforcement combined with media. In addition to mobilization of enforcement campaign like “Drive Sober or Get Pulled Over,” the implementation of the No Refusal Policy initiative has heightened public safety awareness that “DWI is a crime and not simply a traffic offense”. This initiative coupled with aggressive DWI enforcement by state and local law enforcement agencies throughout Louisiana contributed to the decrease in impaired driving fatalities.

There is, however, a challenge in the most recent year that not only alcohol but also drugs both remain factors in about 46% of Louisiana’s roadway deaths.

The Marketing/Media Plan

Louisiana will utilize all forms of media, including paid and earned media as well as grassroots level marketing and high visibility enforcement in order to get the message out to targeted audiences as follows:

- Male Pickup Truck Drivers aged 25-34
- Young Drivers under 21
- Alcohol Vendors
- DWI offenders and their families



CORE MESSAGES

Drive Sober or Get Pulled Over
Buzzed Driving is Drunk Driving
Super Bowl Fans Don't Let Fans Drive Drunk
Designate a Sober Drive
Zero Tolerance for Underage Drinking

TARGET AUDIENCES

Male Pickup Truck Drivers aged 25-34
Young Drivers under 21
Alcohol Vendors
Moviegoers/Tailgaters
DWI offenders and their families

STRATEGIES

Weekend HVEs + TV & Radio PSAs
Cinema Theatre PSAs
Dynamic Message Signs
Paper and Electronic Press Releases
Social Media Norming
Fatal Vision Goggle Simulations
Mock Crashes
Homecoming and Prom Night Breath Tests
Guerilla Marketing
DWI Victim Impact Panels
DWI and Drug Court Programs
Drug Recognition Expert (DRE) Program

PROGRAM OPPORTUNITIES

No Refusal Policy
Cops in Shops
Get In the Zone
Zero for December
Driving Alternatives
SIDNE (Simulated Impaired Driving Experience)
Sudden Impact
Drug Take-back

TIMELINES

Christmas & New Year's Holiday - Drive Sober
February - Super Bowl /Mardi Gras Drive Sober
St. Patrick's, Cinco de Mayo, 4th of July,
Halloween and Pre-Holiday - Buzzed Driving
August -September (Labor Day) - Drive Sober
Homecoming/Prom Night - Underage Drinking

IMPLEMENTORS

LHSC, DOTD, LSP
Sheriff Offices and Local Police Departments
Regional Coalition ID Teams

Young Drivers **Emphasis Area**



The Challenge

Crashes involving young drivers (15 to 24 years old) are a pressing issue in Louisiana. In 2016, crashes involving this age group accounted for 28% of all fatalities and 33% of all severe injuries. Inexperience, coupled with immaturity, often results in risk-taking behaviors such as speeding, alcohol use, and not wearing a seat belt—all of which contribute to an increased death rate.

Besides enforcing the Graduated Drivers Licensing law, effective messaging and parental involvement have an impact in addressing high-risk behaviors among young drivers. Social norming also demonstrates a strategic way of connecting with the teen and novice drivers, thereby lessening the perceived high-risk behaviors.

The Marketing/Media Plan

Louisiana will utilize all forms of media, including paid and earned media as well as grassroots level marketing in order to get the message out to targeted audiences as follows:

- Young Drivers aged 15-24
- Teens/Newly Licensed drivers
- Parents
- Driving School Owners and Instructors

There is a campaign called “5 to Drive” that the SHSP stakeholders will mobilize around the National Teen Driver Safety Week and other avenues where students are reached. “5 to Drive” Rules for teens: *No cell phones while driving, no extra passengers, no speeding, no alcohol and no driving or riding without a seat belt.*



CORE MESSAGES

5 To Drive
Buckle Up. Every Trip. Every Time.
Click It or Ticket
Designate a Driver
Eyes on Road, Hands On Wheel (2N2)
Stop Speeding Before It Stops You

TARGET AUDIENCES

Novice Drivers
Older Young Drivers aged 18-24
Teens / Newly Licensed Drivers
Parents
Driving School Owners and Instructors

STRATEGIES

TV, radio and cinema theatre PSAs
Dynamic message signs
Paper and electronic press releases
Social norming
Driving simulations
Guerilla marketing at public events
Parent-teen safe driving contracts
Safety pledges at conferences and festivals
Sport events and college festivals

PROGRAM OPPORTUNITIES

Sudden Impact
5 To Drive
Capturing Safety In the Eyes of Teens
Arrive Alive, The Knowledge Effect
Project SNAP, Rock the Belt, Safety Town
Think First
Buckled Up Every Trip, Every Time Program
Ready, Set, Drive!
It Can Wait
I Got Caught Wearing A Seatbelt
T-Shirt Design Contest

TIMELINES

January - Stop Speeding
April - Distracted Driving Awareness
April – Buckle Up Campaign
May - Click It or Ticket
July – Click It in the Rear!
October - Teen Driver Safety Week

IMPLEMENTORS

LHSC, DOTD, LSP
Sudden Impact Louisiana
Regional Coalition Young Driver Teams

Infrastructure and Operations **Emphasis Area**



The Challenge

Roadway departure and intersection crashes are over-represented in Louisiana. In 2016, roadway departure accounted for 58% of all fatalities and 40% of all severe injuries. Intersection crashes accounted for 40% of severe injuries. As far as bicycle and pedestrian related crashes, Louisiana faces this problem predominantly in Baton Rouge and New Orleans, both considered by FHWA as focus cities in bicycle and pedestrian safety planning.

The Marketing/Media Plan

While a team of safety engineers and stakeholders are working toward the implementation of proven countermeasures and low-cost engineering solutions on curves and intersections, there will be an increased public awareness effort that will utilize all forms of media, including paid and earned media as well as grassroots level marketing in order to get the message out to drivers of all age groups, including bicyclists, motorcyclists, big truck drivers, and older drivers. Messages will include:

- Slow Down on Curves
- Share the Road
- Move Over. It's the Law.
- Do Not Stop on the Tracks
- Be Work Zone Alert. Keep Your Cool.
- Everyone is a Pedestrian
- Roundabouts Save Lives
- Be a Roll Model



CORE MESSAGES

Share the Road
Slow Down on Curves
Move Over. It's the Law.
Do Not Stop on Tracks
Be Work Zone Alert. Keep Your Cool.
Everyone Is a Pedestrian
Roundabouts Save Lives
Be a Roll Model

TARGET AUDIENCES

Drivers of all age groups
Bicyclists and Motorcyclists
Big Truck drivers

STRATEGIES

TV and Radio PSA's
Dynamic Message Signs
Community Safety Expos and Demos
Town Hall Meetings
Driving Simulations
In-Person Presentations
Public engagement via social media

PROGRAM OPPORTUNITIES

Work Zone Safety Week
Motorcycle Awareness Campaign
Drive Safely Work Week
Stop on Red
Operation Lifesavers
Safe Routes to Public Places Program
Local Road Safety Program

TIMELINES

January - Do Not Stop on Tracks
April - Work Zone Awareness Week
May - Motorcycle Safety
June - National Ride to Work Be a Roll Model
July - Roundabout Safety
August - Back to School
October - Walk to School
November - Move Over Campaign

IMPLEMENTORS

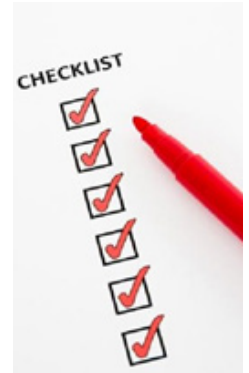
DOTD, LSP, Louisiana Operation Lifesaver
Louisiana LTAP, LPESA, PJAL, and LMA
American Public Works Association - Louisiana
AARP Louisiana
Regional Coalition IO Teams

Appendices

Appendix A: 3-Step Event Planning Checklist

Source: www.trafficsafetymarketing.gov

One of the most important things a highway safety professional communicator can do is to effectively plan events that let the public know of your campaigns and messages via the media. Here's a checklist to help guide you in planning events that will get your message most successfully out to the public. **Plan, plan, and enjoy – knowing you're saving lives!**



STEP 1: PRE-EVENT TASKS

- Planning Meetings and Deadlines
 - Determine event venue
 - Submit job requests for graphic and any other production needs
 - Set up a meeting with media contact or campaign manager as need to coordinate responsibilities

- Media Plan
 - Update Media List (TV, radio, newspaper)
 - Make the media aware of your event days before the actual event
 - Arrange for a photographer to be on site the day of the event and submit a job request for Communication Services to make arrangement for photography including shot list needed
 - Notify the Hotline COTR of the upcoming event and provide general info to them for the hotline to answer event-related questions

- Earned Materials
 - Media advisory to be drafted
 - Press Release to be drafted
 - Press kits to be assembled (press kits are folders that contain materials relevant to the press conference for reporters/audience)
 - Coordinate with the web team and Communication services for posting details of documents

- Press Kit Materials and Examples of Materials
 - Folders and Labels
 - Final Press Release
 - Speaker bios
 - Research Reports
 - Handouts of statistics and/or key messages
 - Color Charts
 - DVD (advertisements, B-roll or other footage)
 - Pens, if any

- Creative Materials
 - Banners (standard is 6 x 4 feet with pole pockets/grommets, or will deviate from standard specs)
 - Podium card
 - PowerPoint Presentation
 - Boards and/or Directional Signs
 - Name Badges
 - Tent Cards
 - Plaques
 - Trinkets/Lapel Pens (if applicable)

- Event Site Logistics
 - Property Owner permission (in writing)
 - Stage
 - Lighting
 - Sound/Malt Box
 - Podium
 - Pipe and Drape
 - Media Table and Chairs
 - Green Room
 - Generator
 - Easels

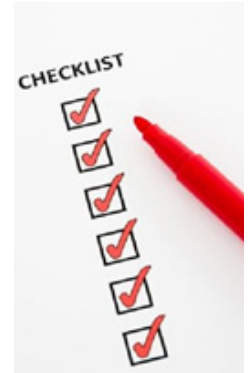
- Miscellaneous
 - Cellphone contact list
 - Event Agenda
 - Listing of onsite materials to be returned

Appendix A: 3-Step Event Planning Checklist, continued

Source: www.trafficsafetymarketing.gov

STEP 2: DAY OF EVENT TASKS

- Staging Logistics
 - On-site point of contact
 - Staging Time
 - Show Ready by: _____
 - Staging Team on-site to break down at _____
 - Listing of onsite materials to be returned
- Press Calls
 - Local Media follow-up by: _____
 - National Media follow-up by: _____
- Media Materials
 - Press Sign-in sheet
 - Press Kit transportation to event site
- Media Coordination
 - Media table staff to hand out press kits and get everyone to sign in.
 - Volunteers or partners to coordinate any post-event one-on-one interview requests
 - Volunteers to gather onsite materials to be returned after the event
 - Coordinate with web team and communication services for posting details of documents and time for posting, location, etc.
- Principal Arrival / Participation
 - Principal arrival times
 - Principal staffers/assistants contact information



STEP 3: POST-EVENT TASKS

- Thank You Letters
 - List of recipients to be compiled by:
 - Thank You notes to be drafted by:
 - Letters to be mailed by: [Date]

NHTSA 2018 Communications Calendar

Campaign Material Available at www.TrafficSafetyMarketing.gov

JANUARY

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Happy New Year!

FEBRUARY


S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28			

4 Super Bowl LII
IMPAIRED DRIVING
Primary Message: *Fans Don't Let Fans Drive Drunk*
Twitter Chat: *Super Bowl*

MARCH

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

17 St. Patrick's Day
IMPAIRED DRIVING
Primary Message: *Buzzed Driving Is Drunk Driving*
Twitter Chat: *Buzzed Driving*



APRIL

S	M	T	W	T	F	S
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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

U DRIVE. U TEXT. U PAY
National Distracted Driving Awareness Month
Primary Message: *U Drive. U Text. U Pay.*
Paid Media

U Drive. U Text. U Pay.

National Enforcement Mobilization
Twitter Chat: *#justdrive*

MAY

S	M	T	W	T	F	S
				1	2	3
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11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Motorcycle Safety Awareness Month
Primary Message: *Motorists: Share the Road With Motorcyclists and Scooter Riders*

Bicycle Safety Month
Primary Message: *Share the Road With Bicyclists*

5 Cinco de Mayo
IMPAIRED DRIVING
Primary Message: *Buzzed Driving Is Drunk Driving*




14-JUNE 3 Paid Media
Click It or Ticket
National Enforcement Mobilization
OCCUPANT PROTECTION
Primary Message: *Click It or Ticket*



JUNE

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

18 National Ride to Work Day
Primary Message: *Share the Road With Motorcyclists and Scooter Riders*



JULY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Vehicle Theft Prevention Month

4 Fourth of July
IMPAIRED DRIVING
Primary Message: *Drive Sober or Get Pulled Over*
Secondary Message: *Buzzed Driving Is Drunk Driving*
Twitter Chat: *Buzzed Driving*




31 National Heatstroke Prevention Day
HEATSTROKE AWARENESS
Paid Media
Twitter Chat: *#Heatstrokekills*



AUGUST

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Back to School Safety Month
Primary Message: *Walk, Bike, and Ride to School Safely!*

15-SEPT 3 Paid Media
Drive Sober or Get Pulled Over
National Enforcement
IMPAIRED DRIVING
Primary Message: *Drive Sober or Get Pulled Over*



SEPTEMBER

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

23-29
Child Passenger Safety Week
OCCUPANT PROTECTION
Twitter Chat: *Child Passenger Safety*

29 National Seat Check Saturday
Child Car Safety



OCTOBER


S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

3 Walk/Bike to School Day

22-26 National School Bus Safety Week

21-27 National Teen Driver Safety Week
TEEN DRIVING ISSUES

31 Halloween
IMPAIRED DRIVING
Primary Message: *Buzzed Driving Is Drunk Driving*



NOVEMBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

22 Thanksgiving Holiday Travel
OCCUPANT PROTECTION
Primary Message: *Buckle Up. Every Trip. Every Time.*



23-DEC 12
Pre-Holiday Season
IMPAIRED DRIVING
Primary Message: *Buzzed Driving Is Drunk Driving*
Twitter Chat: *Buzzed Driving*



DECEMBER

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

13-31 Paid Media
DRIVE SOBER OR GET PULLED OVER

31 Holiday Season
IMPAIRED DRIVING
Primary Message: *Drive Sober or Get Pulled Over*
TVB Project Roadblock: *Buzzed Driving Is Drunk Driving*




U.S. Department of Transportation
National Highway Traffic Safety Administration



13086-080717-v11

Louisiana Transportation Safety Campaign Calendar 2018

Inspired by NHTSA's Communications Calendar on trafficsafetymarketing.gov
 A fusion of NHTSA, ATSSA, NSC, NETS, AASHTO, Safe Kids,
 UN Decade of Action for Road Safety, and Louisiana campaigns



* National/Federal campaign

S	M	T	W	T	F	S	JANUARY
	1	2	3	4	5	6	<p>*Jan. 1 Speed Prevention Stop Speeding Before it Stops You #StopSpeeding</p> <p>Jan. 2-20 LA Railroad Safety Do Not Stop on Tracks #DoNotStopOnTracks</p>
7	8	9	10	11	12	13	
14	15	16	17	18	19	20	
21	22	23	24	25	26	27	
28	29	30	31				

S	M	T	W	T	F	S	JULY
1	2	3	4	5	6	7	<p>*Jun. 29 - Jul. 5 Fourth of July Drive Sober or Get Pulled Over #DriveSober Secondary Message: Bzzed Driving is Drunk Driving #BzzedDriving</p> <p>July 8-14 LA "Move It" Campaign Did you crash? Move car from roadway. #MoveIt</p> <p>*Jul. 31 National Heatstroke Prevention Day #HeatstrokeKills</p>
8	9	10	11	12	13	14	
15	16	17	18	19	20	21	
22	23	24	25	26	27	28	
29	30	31					

S	M	T	W	T	F	S	FEBRUARY
				1	2	3	<p>*Feb. 1-4 Super Bowl LII Fans Don't Let Fans Drive Drunk #DontDriveDrunk</p> <p>Feb. 2-13 LA Mardi Gras Safety Protect Your Beads. Don't Drive Drunk. #DontDriveDrunk</p> <p>Feb. 14 Valentine's Day Safety Buckle Up! Do It for Love. #BuckleUpForLove</p>
4	5	6	7	8	9	10	
11	12	13	14	15	16	17	
18	19	20	21	22	23	24	
25	26	27	28				

S	M	T	W	T	F	S	AUGUST
			1	2	3	4	<p>*Back to School Safety Month Walk, Bike, and Ride to School Safely! #BacktoSchoolSafely</p> <p>*Aug. 15 - Sept. 3 National Drive Sober Impaired Driving Enforcement Mobilization (Labor Day) Drive Sober or Get Pulled Over #DriveSober</p>
5	6	7	8	9	10	11	
12	13	14	15	16	17	18	
19	20	21	22	23	24	25	
26	27	28	29	30	31		

S	M	T	W	T	F	S	MARCH
				1	2	3	<p>*Mar. 17 St. Patrick's Day Bzzed Driving is Drunk Driving #BzzedDriving</p> <p>Mar. 18-31 LA Roundabout Safety Roundabouts Save Lives. #RoundaboutsSaveLives</p>
4	5	6	7	8	9	10	
11	12	13	14	15	16	17	
18	19	20	21	22	23	24	
25	26	27	28	29	30	31	

S	M	T	W	T	F	S	SEPTEMBER
						1	<p>Sept. 9-16 LA Distracted Driving Don't drive distracted. The text can wait. #ItCanWait</p> <p>*Sept. 23-29 Child Passenger Safety Week Are Your Kids Safe? Buckle 'em Up! #RightSeat</p> <p>*Sept. 29 National Seat Check Saturday #RightSeat</p>
2	3	4	5	6	7	8	
9	10	11	12	13	14	15	
16	17	18	19	20	21	22	
23	24	25	26	27	28	29	

S	M	T	W	T	F	S	APRIL
1	2	3	4	5	6	7	<p>*National Distracted Driving Awareness Month U Drive. U Text. U Pay. #JustDrive</p> <p>*Apr. 9-13 Work Zone Awareness Week #SlowDownInConeZone</p> <p>Apr. 20-26 Occupant Protection Buckle Up in Your Truck #BuckleUp</p>
8	9	10	11	12	13	14	
15	16	17	18	19	20	21	
22	23	24	25	26	27	28	
29	30						

S	M	T	W	T	F	S	OCTOBER
	1	2	3	4	5	6	<p>*Oct. 10 Walk/Bike to School Day Walk and bike to school safely. #WalkBikeSafely</p> <p>*Oct. 21-27 National Teen Driver Safety Week 5 to Drive: Know the Rules #TeenDriverSafety</p> <p>*Oct. 22-26 National School Bus Safety Week #StoponRed #SaveKidsLives</p> <p>*Oct. 31 Halloween Impaired Driving Prevention Bzzed Driving is Drunk Driving #BzzedDriving</p>
7	8	9	10	11	12	13	
14	15	16	17	18	19	20	
21	22	23	24	25	26	27	
28	29	30	31				

S	M	T	W	T	F	S	MAY
		1	2	3	4	5	<p>*Bicycle and Motorcycle Safety Awareness Month Share the Road with Bicyclists and Motorcyclists #SharetheRoad</p> <p>*May 5 Cinco de Mayo Bzzed Driving is Drunk Driving #BzzedDriving</p> <p>May 7-13 UN & WHO Road Safety Week Save Lives, Slow Down. #SlowDown</p> <p>*May 14 - Jun. 3 National Click It or Ticket Occupant Protection Enforcement Mobilization (Memorial Day) #ClickItOrTicket</p>
6	7	8	9	10	11	12	
13	14	15	16	17	18	19	
20	21	22	23	24	25	26	
27	28	29	30	31			

S	M	T	W	T	F	S	NOVEMBER
				1	2	3	<p>Nov. 12-18 LA Move Over Week Move Over, Save a Life! #MoveOver</p> <p>Nov. 20 World Remembrance Day for Road Traffic Victims Declare a "zero deaths" day in your community #DZDDay</p> <p>*Nov. 22 Occupant Protection Thanksgiving Holiday Travel Buckle Up. Every Trip. Every Time. #BuckleUp</p> <p>November 21-24 LA Bayou Classic Occupant Protection #BuckleUp</p>
4	5	6	7	8	9	10	
11	12	13	14	15	16	17	
18	19	20	21	22	23	24	
25	26	27	28	29	30		

S	M	T	W	T	F	S	JUNE
					1	2	<p>Jun. 4-15 LA Bike Safety #BeARollModel</p> <p>*Jun. 18 - National Ride to Work Day Share the Road with Motorcyclists and Scooter Riders #SharetheRoad #WatchforMe</p> <p>*Jun. 29 - Jul. 5 Fourth of July Impaired Driving Prevention Drive Sober or Get Pulled Over #DriveSober</p>
3	4	5	6	7	8	9	
10	11	12	13	14	15	16	
17	18	19	20	21	22	23	
24	25	26	27	28	29	30	

S	M	T	W	T	F	S	DECEMBER
						1	<p>*Nov. 23 - Dec. 12 Pre-Holiday Season Impaired Driving Prevention Bzzed Driving is Drunk Driving #BzzedDriving</p> <p>*Dec. 13 - 31 Holiday Season Impaired Driving Prevention Drive Sober or Get Pulled Over #DriveSober</p>
2	3	4	5	6	7	8	
9	10	11	12	13	14	15	
16	17	18	19	20	21	22	
23	24	25	26	27	28	29	

Appendix D: SHSP Communications and Outreach Plan in table format

prepared by Louisiana SHSP Communications Coordinating Council

Below is a list of communication and outreach activities that can be utilized to disseminate information about the Strategic Highway Safety Plan (SHSP) and the Regional Transportation Safety Coalition efforts. This is prepared by the Louisiana SHSP Communications Coordinating Council to assist any coalition or organization in promoting local safety efforts and advocating increased support for the Destination Zero Deaths initiative.

Paid Media - SHSP Communications & Outreach Plan continued					
(While most of paid ads are handled through DOTD and LHSC themselves, regional and local groups can also utilize this form of media if they are able to find other sources of funding for TV, radio, and print ads.)					
<i>Communication Platform</i>	<i>Activity</i>	<i>Timeframe</i>	<i>Tools Needed</i>	<i>Implementer(s)</i>	<i>Output/Outcome</i>
Broadcast Media Ads (either TV or radio, or both)	Schedule airing of TV or radio PSAs one to two weeks prior to the event or campaign	At least once every event or campaign	PSA Material	DOTD/LHSC at statewide level Coalition (if able to secure funding for advertising)	At least 1 PSA per campaign or event
	Deploy safety messages using Dynamic Message Signs	Every Monday	Safety Message Scheduler DMS Boards	DOTD District LSP Troop or Private Stakeholder	48 times DMS deployment Increased public safety awareness and better coordination & communication of messages
Print Advertising	Place billboard ads that coincide with major safety weeks and campaigns	As need arises	Billboard Material	TBD	TBD
	Place newspaper ads that coincide with major safety weeks and campaigns	As need arises	News Ad Material	TBD	TBD

Earned Media - SHSP Communications & Outreach Plan continued

<i>Communication Platform</i>	<i>Activity</i>	<i>Timeframe</i>	<i>Tools Needed</i>	<i>Implementer(s)</i>	<i>Output/Outcome</i>
Press Releases and Letters to the Editor	Submit a general press release re: coalition's effort to help reach DZD	Prior or After a coalition meeting	PR article Local Newspapers Contact List	Coalition Coordinator or LSP PIO	1 or 2 PRs/Letters a year Increased public awareness & DZD support
	Submit a pre-campaign and post-campaign press release that is specific to a major safety campaign or event	Prior and After a major safety campaign, e.g. Click It or Ticket, Drive Sober or Get Pulled Over PRE: 2 to 3 weeks prior to the campaign POST: 1 to 7 days after	Pre and Post event PR Local Newspapers Contact List Post-Event Material: If space constraint is an issue, then just submit a simple photo with a brief caption.	Coalition Coordinator or LSP PIO	5-10 PR's a year, depending on how the coalition supports a specific safety campaign Increased public awareness and DZD support
Press Event / Press Coverage	Conduct a press event that promotes a major safety campaign	Year-round (as opportunity arises) In various locations	Press Kit Banners DZD backdrop	Coalition Team Leaders SHSP CCC rep	1-2 press events a year 1-2 TV news exposures Increased public awareness and media partnership
	Invite a TV reporter or newspaper writer to cover a safety event	Year-round	Press Kit TV PSA scripts	Coalition Coordinator or LSP PIO	3-5 published articles
Radio Tour	Conduct a radio tour to multiple local radio stations to promote a safety campaign or event	Year-round	Talking Points Short Radio PSA scripts DZD/Coalition brochure	Coordinator and any of the coalition partners	2 radio tours per year 2 new local radio partners 3 PSAs to run per major campaign Increased public awareness and media partnership

Owned Media - SHSP Communications & Outreach Plan continued

<i>Communication Platform</i>	<i>Activity</i>	<i>Timeframe</i>	<i>Tools Needed</i>	<i>Implementer(s)</i>	<i>Output/Outcome</i>
Newsletter	Distribute partner e-news promoting a safety campaign	Monthly	News briefs, data graphs or infographics, fact sheets, etc. Refer to NHTSA tools www.trafficsafetymarketing.gov	Coalition Coordinator LCTS Staff	12 safety e-news a year Increased partnership and public engagement; Increased news leads for the media
	Distribute a biannual or annual newsletter that highlights milestones, challenges and opportunities.	Once a year	Photos and News articles (recruit partners to contribute stories)	Coalition Coordinator LCTS Staff	1 or 2 Safety full-blown newsletters a year Increased partnership and public engagement; Increased news leads for the media
Social Media	Post safety information, photos and videos of any relevant safety campaign or event	As the opportunity arises	Photos and Facts	MPO Media Admin	

Grassroots Marketing - SHSP Communications & Outreach Plan continued

<i>Communication Platform</i>	<i>Activity</i>	<i>Timeframe</i>	<i>Tools Needed</i>	<i>Implementer(s)</i>	<i>Output/Outcome</i>
Community Events	Conduct a regional or Parish level traffic safety expo that gathers all coalition partners	Spring or Summer	Exhibitions Commodities Safety Equipment Marketing Collaterals (Banners, brochures, and flyers)	LSP or MPO as team lead, participation by all Coalition members	1 Safety Expo per year At least 20 agency partners exhibiting 100 and above public attendance Increased knowledge on traffic safety and heightened public involvement in creating safety culture
	Exhibit at a community event (state fair, festival, etc.)	As opportunity arises	Table Top display with collaterals (banners, brochures, flyers, etc.)	Coalition Coordinator and volunteer partners	At least 2 community events a year; Increased traffic safety awareness
Public Presentations	Present at public town hall or council meetings	As opportunity arises	PowerPoint Talking Points DZD/Coalition brochure	Team Leader, Coalition Coordinator	At least 5 public presentations a year
	Present at club meetings such as Kiwanis, Lions, Rotary, Toastmasters, Neighborhood Watch, etc.	As opportunity arises	PowerPoint Talking Points DZD/Coalition brochure	Team Leader, Coalition Coordinator	At least 5 club presentations a year
	Present and/or exhibit at statewide transportation conferences or symposia	As opportunity arises	PowerPoint SHSP Promotional Toolkit	Team Leader, Coalition Coordinator	At least 2 presentations and/or exhibits at a conference
	Present and/or exhibit at national transportation conference or symposia	As opportunity arises	PowerPoint SHSP Promotional Toolkit	Team Leader, Coalition Coordinator	At least 2 presentations and/or exhibits at a conference
	Lead and/or participate in a regional safety peer-to-peer exchange or summit	As opportunity arises	PowerPoint SHSP Promotional Toolkit	Team Leader, Coalition Coordinator	At least 1 regional peer exchange or summit.

Appendix F: Sample Media/Campaign Tools

GENERIC Sample Pre-Event Press Release: Source – www.trafficsafetymarketing.gov

2016 Click It or Ticket

FOR IMMEDIATE RELEASE: [Date]

CONTACT: [Name, Phone Number, E-mail Address]



Note: Before filling in the names of the organization and organization spokesperson, you MUST contact them to obtain their permission to use their names in this press release, and you must get their approval for the language used in their quotes, and any changes or additions they may require. Only after this is done can you send out the press release.

Click It or Ticket Campaign Starts May 16th [Local area] Law Enforcement Will Show Zero Tolerance

[City, state] – Once again, [Local law enforcement agency] is reminding motorists to Click It or Ticket. As part of the national seat belt enforcement campaign, law enforcement agencies around the country will be stepping up enforcement May 23 to June 5, just ahead of one of the busiest travel weekends of the year.

“Every day, unbuckled motorists are losing their lives in motor vehicle crashes,” said [law enforcement agency spokesperson]. “As we approach Memorial Day weekend and the summer vacation season, we want to make sure people are doing the one thing that can save them in a crash: buckling up.”

According to the National Highway Traffic Safety Administration, nearly half of the 21,022 passenger vehicle occupants killed in crashes in 2014 were unrestrained. At night from 6 p.m. to 5:59 a.m., that number soared to 57 percent of those killed. That’s why one focus of the Click It or Ticket campaign is nighttime enforcement. Participating law enforcement agencies will be taking a no-excuses approach to seat belt law enforcement, writing citations day and night. In [State/jurisdiction], the maximum penalty for a seat belt violation is [insert details].

Locally, [insert number of local deaths] unbelted vehicle occupants died in [year]. Almost twice as many males were killed in crashes as compared to females, with lower belt use rates, too. Of the males killed in crashes in 2014, more than half (53%) were unrestrained. For females killed in crashes, 40 percent were not buckled up.

“If you ask the family members of those unrestrained people who were killed in crashes, they’ll tell you—they wish their loved ones had buckled up,” added [local law enforcement official]. “The bottom line is that seat belts save lives. If these enforcement crackdowns get people’s attention, and get them to buckle up, then we’ve done our job.”

For more information on the Click It or Ticket mobilization, please visit www.nhtsa.gov/ciot.

###

Two-week DWI saturation patrols set prior to Labor Day

South Central, LA – Highway safety professionals and advocates across the nation join forces to keep drunk drivers off the roads and save lives, and the South Central Safe Community Partnership (SCSCP) is participating in this initiative to spread the word—Drive Sober or Get Pulled Over.

As the Labor Day holiday gets closer, the SCSCP’s proactive team of law enforcement partners have already laid out plans to band together for daily DWI saturation patrols beginning August 16 and ending on Labor Day, September 2, 2013.

The two-week DWI operations are in conjunction with the Drive Sober or Get Pulled Over, a nationwide enforcement mobilization campaign which the National Highway Traffic Safety Administration (NHTSA) has developed and safety agencies from across the nation are in support for.





FOR IMMEDIATE RELEASE: [Date]

CONTACT: [Name, Phone Number, E-mail Address]

Note: Before filling in the names of the organization and organization spokesperson, you **MUST** contact them for permission to use their names in this press release. Also, you must get their approval for the language of their quotations, and any changes or additions they may require. Only after this is done should you issue the press release.

**Holiday Drunk Drivers Met Zero Tolerance in [Local Area]:
[XX] Drunk Drivers Arrested by [LOCAL LAW ENFORCEMENT]**

[City, State] — [Law Enforcement Organization] participated in the Drive Sober or Get Pulled Over drunk-driving enforcement campaign from December 16 to January 1, showing zero tolerance for drunk driving, and arresting [XX] offenders for drinking and driving. The local effort was part of a nationwide campaign in partnership with the National Highway Traffic Safety Administration to reduce the number of deaths and injuries caused by drunk driving.

NHTSA data shows that the holidays are an especially deadly time of year for drunk driving, so the crackdown was timed accordingly. In 2013, 10,076 people died in crashes involving a drunk driver, and 733 died in the month of December 2013.

“What should be a merry and joyful time of year gets overshadowed by drunk driving time and time again. We gave [local area] drivers plenty of warning that we’d be stopping drunk drivers, and we did just that,” said [Local Law Enforcement Official]. “Drunk driving is a reckless, 100% preventable crime, and one that leads to disaster.”

According to NHTSA data, 32,719 people were killed in motor vehicle crashes in 2013. Almost a third (31%) of those was in crashes that involved drunk driving. Holiday parties mean more people choosing to drive after drinking, which is exactly what [local law enforcement organization] wanted to address.

“This year, we pushed the message of designating a sober driver,” said [Local Law Enforcement Official]. “There are so many other safer ways to get home that don’t involve driving after drinking. Choosing to drive after drinking should never be an option. Those who did make that dangerous choice were taken off the road.”

Those arrested individuals could face \$10,000 on average in fines, such as court costs and DUI expenses, along with jail time. This cost, [local law enforcement official] said, is still nowhere close to the greater cost of a lost life. “We worked really hard and stepped up to the challenge,” added [Local Law Enforcement Official]. “To us, if we saved one life, the campaign was worthwhile.”

###



By the
[INSERT TITLE OF LOCAL OR STATE OFFICIAL]
of
[INSERT CITY/TOWN/STATE]

WHEREAS, the safety and security of the citizens of [State/County/Community Name] and surrounding areas are vitally important; and

WHEREAS, a large percentage of our citizens regularly drive or ride in motor vehicles on our roadways; and

WHEREAS, the use of seat belts in passenger vehicles saved an estimated 12,802 lives in 2014; and

WHEREAS, regular seat belt use is the single most effective way to reduce fatalities in motor vehicle crashes;

WHEREAS, the use of seat belts is supported by the laws of [STATE/COMMUNITY NAME];

WHEREAS, May 23 through June 5, 2016, has been selected as the national Click It or Ticket mobilization enforcement period;

WHEREAS, across the country law enforcement officers will actively be participating in the mobilization to ensure all motor vehicle occupants are buckled up day and night to reduce the risk of injury and death caused in traffic crashes;

AND WHEREAS, increased enforcement of seat belt laws coupled with publicity has proven to be an effective method to increase seat belt use rates and decrease fatal crashes;

NOW, THEREFORE, I, [NAME, TITLE, JURISDICTION], do hereby proclaim and announce May 23 to June 5, 2016, as the Click It or Ticket Mobilization in [state/county/community], and urge all citizens to always wear seat belts when driving or riding on our roadways.

IN WITNESS WHEREOF, I have hereunto set my hand on behalf of [State/County/Community Name].

Insert State Logo Here

[Name, Title, Jurisdiction]

[Date]

City/Parish of _____ RESOLUTION # 2016-

A RESOLUTION SUPPORTING LOUISIANA’S DESTINATION ZERO DEATHS CAMPAIGN



WHEREAS, the State of Louisiana has developed a data-driven, comprehensive and multidisciplinary Strategic Highway Safety Plan (SHSP) to reduce serious injury and fatal crashes on all roadways and highways. The overall vision is Destination Zero Deaths;

WHEREAS, the SHSP is implemented with strong leadership by the Louisiana DOTD, Louisiana State Police, and Louisiana Highway Safety Commission, and supported by hundreds of multidisciplinary stakeholders and safety champions who represent the fields of enforcement, education, engineering and emergency medical services, hence referred to as the 4E’s of Safety;

WHEREAS, based on crash data, the State identified impaired driving, occupant protection, young drivers, infrastructure and operations, and distracted driving as the top five contributing factors why people are dying from motor vehicle crashes, hence referred to as 5 Emphasis Areas.

WHEREAS, to strategically implement programs and projects at the local level, the Louisiana DOTD partnered with Metropolitan Planning Organizations to form nine regional safety coalitions to serve as liaisons between the state and local agencies working toward the realization of SHSP’s vision to reach Destination Zero Deaths;

WHEREAS, increasing public awareness and education coupled with enforcement and infrastructure safety improvements are identified to be some of the strategies to mitigate the crashes resulting in serious injuries and fatalities;

WHEREAS, the [insert region] Regional Transportation Safety Coalition is responsible for enacting the SHSP at the [insert region] region that covers the Parishes of [insert Parishes] and working toward supporting efforts at the local level, and in this case, for the [insert Parish or City]

WHEREAS, the [insert Parish or City] recognizes the importance of municipal governments supporting the 4E’s of Safety in the nine regions and encourage its members to get involved with their regional Coalition:

THEREFORE, be it resolved that the Parish or City of _____ fully supports the [insert coalition name] in helping Louisiana reach **Destination Zero Deaths and hereby declare November 20, 2017 as Destination Zero Deaths Day** in observance of the World Remembrance Day for Road Traffic Victims.

BE IT RESOLVED FURTHER, the Parish or City of _____ will adopt safe driving policies that include wearing of seatbelt every trip and every time, no use of cellphones while driving, and zero tolerance on impaired driving.

Signed on the ____ day of _____, 2017, _____ Louisiana, United States of America.



THE NUMBER OF PEOPLE WHO THINK THEY HAVE THEIR CHILD IN THE RIGHT SEAT.

THE ONLY WHO ACTUALLY DO.

KNOW FOR SURE
IF YOUR CHILD IS IN THE RIGHT CAR SEAT.

VISIT SAFERCAR.GOV/THERIGHTSEAT



Secure her future.
Always seat her in the correct car seat.

Every day in America, too many children die in car seats that have been installed incorrectly, or are the wrong car seats for their age and size.

The LA Highway Safety Coalition would like to remind everyone that this week is the National Child Passenger Safety Week, a campaign dedicated to helping parents and caregivers make sure their children ride as safely as possible, every trip, every time.

Join Certified Child Passenger Safety Technicians this Saturday **September 24th** from 9 AM to noon at 1616 MacArthur Dr., Alexandria (look for the banner) to get your car seat checked, for **FREE!**



Know For Sure - Child Passenger Safety Video - 60 seconds

For entire media campaign material, click [here](#).



Follow us on **twitter**

Like us on Facebook

North Shore Traffic Safety Coalition

quarterly newsletter

October 2014



Covington Police Department offers drivers sweet treat for seatbelt compliance

Some Covington drivers got an unexpected surprise this summer when police officers pulled them over then handed them an ice cream cone as a reward for wearing their seat belts.

As part of an offbeat safety campaign, Covington Police Chief Timothy Lentz stationed officers throughout the city. After they were pulled over, drivers were asked if they were aware of R.S. 32:295.1. Unsurprisingly, most were not familiar with the numeric citation of the law requiring drivers and passengers to wear seat belts. Officers then walked back to their patrol cars and returned with an ice cream cone, to the relief of nervous drivers, a handful of whom were captured in a public service announcement filmed and produced by the St. Tammany Parish Sheriff's Office.

Blue Bell Ice Cream donated the 300 ice cream cones and St. Tammany Parish Sheriff's Office donated the videographer and production services.

"At the end of the day," said Lentz, the campaign "didn't cost a penny besides our time."

You can check out the PSA produced through the campaign on the Covington Police Department's Facebook page: <https://www.facebook.com/covlapd>.



Covington Police Chief Timothy Lentz hands a relieved driver an ice cream cone as a reward for wearing her seatbelt in this screen shot from the PSA produced by the department with the help of the St. Tammany Parish Sheriff's Office and Blue Bell.



ACADIANA REGIONAL TRANSPORTATION SAFETY COALITION

SAFETY FIRST, SAFETY ALWAYS

WHO WE ARE

The Acadiana Regional Transportation Safety Coalition (ARTSC) is dedicated to keeping all road users safe. We work in accordance with the data-driven Strategic Highway Safety Plan (SHSP) developed by the State of Louisiana with the shared vision of reducing serious injury and fatal crashes on all roadways and

highways. The ARTSC actively participates in the **Destination Zero Deaths** safety campaign to increase transportation safety awareness for roadway users in the Acadiana region. The ARTSC, like the state, engages in a multi-disciplinary approach to road safety.

ARTSC EMPHASIS AREAS

- Impaired Driving
- Infrastructure & Operations
- Occupant Protection
- Young Drivers

ARTSC IN

“AN OUNCE OF
PREVENTION IS WORTH A
POUND OF CURE”-
BENJAMIN FRANKLIN

ACTION

From the Coordinator:

For this inaugural newsletter, I would like to highlight recent activity in the following Emphasis Areas: *Occupant Protection, Impaired Driving and Infrastructure & Operations*. However, before I go on, I would like to emphasize that all subsequent newsletters will highlight safety activity in the Acadiana region as it pertains to any of our four current safety emphasis areas. I would also like to point out, that while law enforcement is a big component of working our plan and reaching our safety goals, education is another big piece of the pie. As the regional coordinator for the ARTSC, I sincerely believe the best way to impact behavior in a way that yields net positive results is to educate, educate, educate; my number one goal is to steer the public in the right direction so that every time they are on the road they make decisions to not only keep themselves safe, but, other road users as well.

*Melissa Marie Newell, Acadiana Regional Transportation Safety Coalition
Acadiana Planning Commission 101 Jefferson Street Lafayette, LA 70501*

Email: mnewell@planacadiana.org **Work:** (337) 806-9367

Strategic Highway Safety Plan

Leadership that Saves Lives



Death and serious injury on our roadways have declined every year since 2005, due, in part, to the leadership shown by the nation's transportation safety champions. Traffic safety is a complex field that requires the active involvement of strong leaders who can draw attention to the safety problems wreaking havoc on our roadways. A good example is United States Department of Transportation Secretary of Transportation Ray LaHood, who in 2009 saw a problem with distracted driving and marshaled a nationwide effort to address the issue. As a result, 46 state legislatures introduced more than 200 distracted driving bills.

“A leader’s role is to challenge people to think and act beyond their day-to-day responsibilities. In the safety arena effective leaders bring the various disciplines together and leverage the strengths and abilities of everyone into a collective force that brings about positive change on our roads and highways.”

*Susan Martinovich
Director, Nevada Department of Transportation*

By addressing distracted driving, Secretary LaHood demonstrated the qualities that make a good transportation safety leader – perseverance, persistence, patience, intelligence, and dogged follow up.

On the state and local level, leaders have addressed safety improvement by championing the Strategic Highway Safety Plan (SHSP) process. Creating SHSPs in every state was a monumental accomplishment, but turning the plans into action is challenging, particularly because many states already picked the “low hanging fruit.” Future safety improvements will require innovative strategies, creative programs, and, most importantly, strong leadership. Effective leadership is necessary to enhance and continue the collaborative relationships created during the planning process. If you were a leader during the development phase it is time to stand up again for safety and keep the momentum going. Your leadership is key to establishing a statewide safety culture and turning ideas in the SHSP into reality.

Last year over 33,000 people lost their lives and over 2.2 million people were injured on America's highways. Each state's SHSP is a blueprint for reducing highway fatalities and serious injuries.

What can individual leaders do to influence safety initiatives, programs, and projects in the SHSP?

Know Your Safety Priorities

A good deal of the heavy lifting is complete with the identification of *emphasis areas* in the SHSP. These areas represent the most critical safety concerns within a state and are matched with strategies and action steps for eliminating roadway fatalities and serious injuries. This is an excellent starting point to focus leadership support. If work zone safety is an issue, then a leader could champion a Work Zone Safety Week every year to bring awareness to the issue. Being visible, knowledgeable, and enthusiastic about safety concerns generates and sustains continued motivation among all safety partners.

The Focus is Results



Keep Your Partners Energized

Each SHSP offers strategies and action steps for implementing the goals of the Plan. Utilize the collaborative planning process to identify the organizations or individuals responsible for elements of implementation. Set timelines, provide funding incentives, dedicate staff resources to SHSP implementation, and establish formal agreements to reinforce safety stakeholders' commitment to saving lives. If one of the partners is reluctant to jump on board, it may be necessary to meet one-on-one to explain the critical role each agency or organization plays in safety. A leader's position, personality, and prestige motivates others to join the journey.

Organize for Success

Become a champion for the statewide safety goal (e.g. We WILL halve our roadway fatalities by 2030!). This goal can be accomplished by incorporating elements of the SHSP into other planning documents, which ensures funding is available for implementation. For example, safety projects and programs can be incorporated into the Statewide Transportation Improvement Program (STIP), the Long-Range Transportation Plan, and the planning documents of every other partner.

Maximize Resources

A leader should identify all revenue sources and all personnel and technical resources available for statewide safety initiatives, and influence allocation to optimize safety benefits. By working with other safety partners, a leader is able to combine resources and technical knowledge to advance safety. Section 148 of SAFETEA-LU allows some flexibility in the use of safety funds, which can also serve as incentives to attract and maintain partnerships.

Eliminate Roadblocks

Remove institutional boundaries within and between agencies and organizations. Often the best place to start is within the leader's agency or organization. For instance, one state DOT developed a Safety Management Team with senior leadership from planning, traffic safety, engineering, transit, rail, and research. The purpose was to identify ways to work together to improve safety and reinforce what the then Secretary of the DOT said was the motivation for every employee within the agency to come to work – to make sure friends and family members got home safely every night. Another area where leadership counts is persuading safety partners to support critical legislative changes.

Leading a safety effort is a difficult task, but there are resources available to help every step of the way. The Federal Highway Administration (FHWA) is located in every state plus the District of Columbia and Puerto Rico. Please contact us to learn how we can help.

FHWA Division Offices

<http://www.fhwa.dot.gov/field.html>

FHWA Office of Safety

202-366-2288

hsip@dot.gov

<http://safety.fhwa.dot.gov>

Pub #: FHWA-SA-11-05



Highway Safety Improvement
Program *Data Driven Decisions*



Louisiana Strategic Highway Safety Plan

"Our goal is Destination Zero Deaths"

Visit www.destinationzerodeaths.com

Email lasafetycenter@la.gov for more info.

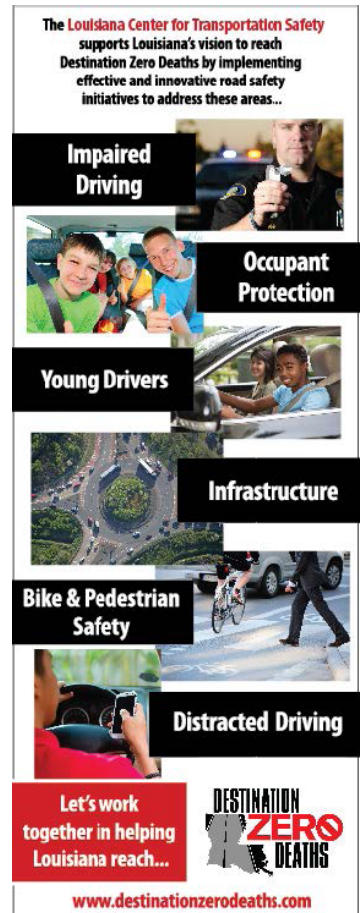
The Focus is Results



U.S. Department of Transportation
Federal Highway Administration

Sample Banners, Posters and Flyers

For more materials, visit www.trafficsafetymarketing.gov. Or you may also check www.lahighwaysafety.org and www.destinationzerodeaths.com for Louisiana-specific materials.



Seat belts save over 13,000 lives every year. **One of them could be yours.**



TOP 5 things to know about buckling up:

- 1** Buckling up is the single most effective thing you can do to protect yourself in a crash.
- 2** Air bags are designed to work with seat belts, not replace them.
- 3** Fit matters. Before buying a new car, check to see if its seat belts are a good fit for you.
- 4** You must wear a seat belt at all times while riding in a vehicle, regardless of whether you are the driver or a passenger.
- 5** Buckling up is for everyone, including children. Law requires children to be properly restrained in an age/weight appropriate child safety seat, booster seat, or seat belt anytime they are traveling in a vehicle.



REARSEAT
click it-louisiana



Sample Radio/TV PSA Script

What: *PSA SCRIPT: Bike Safely and Be a Roll Model*
Who: *Louisiana DOTD*
When: *Summer 2016*
Why: *Bicycle safety education and outreach*
Where: *TV/Radio spots – Louisiana Association of Broadcasters*
:30 Spot

Audio	Video	Text/Graphics on screen
SFX VOICE OVER INTRO: WHAT DOES IT TAKE FOR YOU TO BIKE SAFELY AND BE A ROLL MODEL?	Intro footage of lady bi- cycling and a father-child tandem bicyclists	Be a roll model.
SFX VO: IT'S SIMPLE! WEAR A HELMET. USE HAND SIGNALS AND HORN WHEN NEEDED. GO WITH THE TRAFFIC FLOW AND OBEY TRAFFIC LAWS.	Segue to series of footages of Emilie wearing a helmet, using hand signals and rid- ing with the traffic flow.	Wear a helmet. Use hand signals. Ride with the traffic flow.
VO: BE ALERT AND BE SEEN AT ALL TIMES---WHETHER DAYTIME OR NIGHTTIME.	Video footage of bicyclist avoiding driver getting out of a parked vehicle, and stopping while a pedestrian crossing.	Be seen at all times.
VO EXTRO: THINK BIKE SAFETY, AND BE A ROLL MODEL. THAT'S HOW YOU CAN HELP LOUISIANA REACH ZERO DEATHS ON ALL ROADS.		Be a roll model. Think bike safety!
	Flash text on screen: To learn more about bicycle safety, visit labikeguide.org	For more info, visit destinationzerodeaths.com

Appendix G: Letter to Invite a New SHSP Partner



Dear _____:

Louisiana is on a mission to create a highway safety culture where everyone sees “**one death is one too many**”.

To keep us all united in the same journey, the Louisiana Department of Transportation in partnership with Louisiana Highway Safety Commission, the Louisiana State Police (LSP) and other key safety partners from across the state developed the **Strategic Highway Safety Plan (SHSP)** which is envisioned as the vehicle that will lead us all to **Destination Zero Deaths**.

Louisiana’s SHSP unifies efforts by a multidisciplinary team of safety professionals and advocates representing Education, Enforcement, Engineering and Emergency Medical Service, hence referred to as “**The 4E Approach**”. We believe that our success in reaching zero deaths relies heavily on collaborations between state, federal and local agencies, including private companies that have vested interest in highway safety.

In order to achieve Destination Zero Deaths, Louisiana’s SHSP structure includes nine (9) regional safety coalitions across the state, and we invite you to become part of the one in your region. These coalitions are being supported by the statewide SHSP Executive Committee, Implementation Team, and the four (4) Emphasis Area Teams (grouped according to crash statistics showing the top four contributors of roadway fatalities), which are as follows: (1) Occupant Protection, (2) Impaired Driving, (3) Crashes Involving Young Drivers, and (4) Infrastructure & Operations. At both statewide and regional levels, efforts are made possible by all stakeholders involved.

In this regard, your association has been identified to become a **Louisiana SHSP Safety Partner**. Your support in helping us get the word out and encouraging your member agencies to do the same will be instrumental in helping us reach Destination Zero Deaths. Please allow us to visit with you or attend one of our statewide meetings to learn more about our initiative.

Herewith is our DZD brochure and program area snapshots that provide information on what the Strategic Highway Safety Plan is all about, the role of safety stakeholders, and what benefits you can expect in this collaborative effort. For Louisiana-specific information on SHSP, please visit www.destinationzero.deaths.org.

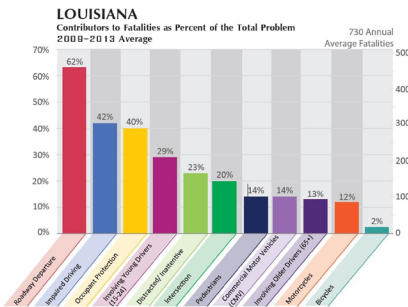
Should you have questions, please feel free to contact _____.

Sincerely,

Louisiana's Regional 4E Approach to Saving Lives: The Goal Is Destination Zero Deaths

Authors: C. Parker, R. Capone, T. Keffer, E. Bahr, Y. Hou, M. Newell, K. McCartney and S. Barrett

Louisiana is paving the way in traffic safety with **Destination Zero Deaths**, a multi-disciplinary initiative to reduce motor vehicle-related fatalities and serious injuries.



Data show the top four contributors to Louisiana's traffic fatalities. (Source: Highway Safety Research Group at LA State University)

The state first developed its Strategic Highway Safety Plan (SHSP) in 2006 and has since used it as a vehicle to drive down traffic fatalities. The plan is comprehensive, multidisciplinary, data-driven, and evolving. It is updated every five years with input from a broad array of stakeholders and with support from the Federal Highway Administration (FHWA), the Louisiana Department of Transportation and Development (DOTD), Louisiana State Police (LSP), and the Louisiana Highway Safety Commission (LHSC).

The Statewide Approach

To maximize efficient use of resources, the SHSP narrows down its focus on the top four factors contributing to the state's roadway fatality problem: **impaired driving, occupant protection, crashes involving young drivers, and infrastructure & operations.** SHSP is a federally-mandated program required of all states.

Vision:
To reach zero deaths on Louisiana's roadways

Mission:
To reduce the human and economic toll on Louisiana's surface transportation system through a reduction in traffic crashes via widespread collaboration and an integrated 4E approach.

Measurable Goal:
To halve fatalities by 2030



Impaired Driving



Occupant Protection



Young Drivers



Infrastructure & Operations



The Regional 4E Approach

Louisiana uses the regional 4E approach to saving lives!

Engineering Enforcement Education Emergency Medical Services

Team leaders assigned to each of the SHSP emphasis areas take a proactive role in ensuring that collaboration happens both at the state and local levels. Parish (county) and city stakeholder participation is key to this mission. To this end, the Louisiana DOTD partnered with the state's Metropolitan Planning Organizations (MPOs) to establish nine regional transportation safety coalitions across the state.

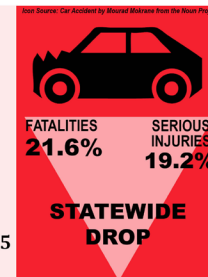
State Leaders + Regional Coordinator + Local Experts + Advocates + MPO Staff = Regional Coalition



Led by safety coordinators housed within each of the MPOs and championed by leaders from a range of agencies and organizations, each coalition is comprised of local experts and advocates who work together to develop and implement regional action plans based off of the SHSP. This regional bottom-up approach to saving lives has proven to be highly effective.

Success Story

The dedication and commitment of SHSP partners is making a difference. Even though *one death is still too many*, every regional coalition's work is yielding dividends and contributing to the state's fatality reduction. For instance, fatalities have reduced by 21.6% (966 in 2005 to 737 in 2014) and serious injuries have gone down almost 19.2% from 16,626 in 2005 to 13,433 in 2014.



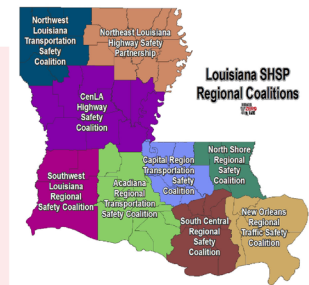
The South Central coalition has seen a fatality reduction by 17% in three years, a goal that the rest of the coalitions are working hard to achieve as well. The Central LA coalition has had an increase of seat belt use by 16% from 2014 to 2015.

Helpful Resources:

*FHWA National Road Safety Noteworthy Practices Guide 2013, Page 10

*SHSP Community of Practice

*LA SHSP www.destinationzerodeaths.com



Sudden Impact **statewide**

Targeted to 8th to 12th graders, this program is conducted at schools and hospitals in collaboration between the University Medical Center Trauma Level 1, LA State Police and a hospital facility. Students are exposed to a 7-hour demo experience in a hospital setting that covers topics on laws, decision making, impairment, seat belt use and distraction. Testimonies are also shared from different perspectives. **Contact Bridget Gardner, RN, 504-702-2296, bridget.gardner@lcmhealth.org**



ThinkFirst of Ark-La-Tex **multistate**

Offered to ages 14-19 at high schools and community groups, this program was developed by America's neurosurgeons for the National Injury Prevention Foundation. The goal is to educate teens about personal vulnerability and risk-taking behavior. Speakers (known as VIP or Voices for Injury Prevention) with traumatic injury speak with students and share their stories firsthand, with a message: "Think first and use your mind to protect your body". **Contact Donna Cavanaugh 318-226-0066, think1st@bellsouth.net. Visit www.thinkfirstlouisiana.org.**

BRAKES (Be Responsible And Keep Everyone Safe) **parishwide**

A program for 10th to 12th graders, BRAKES is a 30-45 minute presentation that talks about distracted driving, seat belt use, drugged and drunk driving, and speeding. It starts with an overview of crash statistics that leads into a series of short educational videos. Safety messages are integrated into games to enhance interaction with the students. A youth group, Keeping Every Youth Safe (KEYS) Alliance, also implements projects that help increase traffic safety awareness. **Contact Bridget Bailey, bbailey@tangipahoa.org, or Taylor Addison, taddison@tangipahoa.org.**

Young Driver Safety Program **regional**

Targeted to high schools, colleges, and companies in the Capital Region, this is in an informative addition to Employee Wellness Training or Orientations. A 30-40 min. presentation integrates a curriculum that educates on the social, psychological, behavioral and physiological aspects of unsafe drive behavior. Topics include seat belt use, awareness test on distracted driving, review of traffic laws, brief video on mathematics behind speeding inertia, ABC's of BAC, fatal vision goggle demos, and how to share the road with vulnerable users. **Contact Kenyatta Robertson, krobertson@crpcla.org, 225-383-5203.**

Capturing Safety Through the Lens **regional**

Open to all high school clubs in the South Central LA, this is a region-wide photo and video contest sponsored by State Farm and Shell. The goal is to encourage teen drivers to advocate for safe driving decisions and become the voice of positive messaging in their respective schools and communities. **Contact Cassie Parker, 985-851-2900, cassie@scpsc.org.**

Young Driver Programs Promoting Highway Safety in Louisiana

Destination Zero Deaths www.destinationzerodeaths.com

5 to Drive **national**

Targeted to ages 15-19 at high schools, along with colleges and universities, this is a NHTSA-led campaign usually conducted in time for National Teen Driver Safety Week. It aims to help parents talk to their teen drivers about "5 to Drive" rules: (1) No drinking and driving; (2) Buckle up every trip and every time – front seat and back; (3) Put the phone down. One text or call could wreck it all; (4) Stop speeding before it stops you; and (5) No more than one passenger at a time. **Contact Jessica Bedwell, LA Highway Safety Commission, Jessica.bedwell@la.gov.**



Alive at 25 **national**

ALIVE AT 25 *The National Safety Council offers this highly interactive Defensive Driving Course (DDC) program to young drivers between the ages of 16 and 24* to take responsibility for their driving behavior. Skill practices and on-the-spot defensive driving techniques help change bravado to confidence. Instructors use personal examples and even humor to get their point across. They use workbook exercises, interactive media segments, group discussions, role-playing, and short lectures to help young drivers develop convictions and strategies that will keep them safer on the road. **Contact the National Safety Council, South Louisiana Chapter at (504) 888-7618, or toll-free at (800) 672-3389. Details online at www.metro-safety.org.**

It Can Wait **national**

Targeted to ages 15 to 24 at schools and community events across LA, AT&T's It Can Wait campaign shares a simple message: Keep your eyes on the road, not on your phone. A virtual simulator allows participants to experience and realize the harmful consequences of texting while driving. AT & T also offers DriveMode®, a free mobile app for AT&T Android and iPhone users that silences message alerts and auto-replies when the recipient is driving to let friends and family know he or she can't respond. Take the pledge to stop distracted driving! **Contact Berry Balfour, AT&T LA Regional Director, External Affairs, 225-620-6055, or email LASafetycenter@la.gov for more info.**



Buckled Up! Every Seat, Every Trip **regional**

Targeted to ages 15 to 24 at high school parking grounds and community events, this is an incentive program wherein the South Central Coalition works with local Sheriff Offices and school resource officers to reward young drivers (HS students) with T-shirts that display “Buckled Up” for wearing seatbelt in school zones. The shirts become walking advertisements when worn to remind community members to buckle up. **Contact Cassie Parker, 985-851-2900, cassie@scpsc.org.**



I Got Caught Wearing My Seatbelt **regional**

Targeted to ages 15 to 24 at school zones or any sporting grounds in the North Shore region, this is an incentive program wherein Covington police officers visit local HS to reward students with “I Got Caught (on the front) Wearing My seat belt (on the back)” T-shirts as an incentive for wearing seatbelts. Those unbuckled will be educated about seatbelt law and the importance of buckling up. This has expanded into a T-shirt design contest. **Contact Chief Tim Lentz (Covington), 985-892-8500 tlentz@covla.com, Dan Jatres djaties@norpc.org, 504-483-8505 Nelson Hollings nhollings@norpc.org 504-483-8523.**

Rock the Belt **regional**



Targeted to ages 14 to 19 at high schools in Tangipahoa and Livingston Parishes, this program was put together by Ms. Lisa Gill, the faculty sponsor of Students Against Destructive Decisions (SADD) at Loranger High School in Tangipahoa. SADD students observe their fellow students leaving school for the day. They give a piece of candy based on whether or not they're buckled up: smarties for who are buckled, dum dums for those who are not. **Contact Lisa Gill 985-517-4452, lisa.cutrer-gill@tangischools.org or Dylan Ivy at divy@lpsadd.org.**

New Driver Simulator Program **regional**

Targeted to teenage drivers at local high schools in the Northeast region, this New Driver Simulator Program is conducted by Children's Coalition for Northeast Louisiana and Bienville Community Coalition. While there's no substitute for experience, this program aims to educate drivers about drunk driving and the dangers of it through a hands-on visual simulator that will put users through simulated driving challenges. This course allows users to call a number while trying to keep their eyes on the road. **Contact Susan Thompson of Children's Coalition for Northeast LA at 318-542-2685 or susanthompsonlpp@gmail.com.**

Sheriff's Safety Town **regional**

Targeted to children in the Northwest region of Louisiana, Sheriff's Safety Town was founded by Sheriff Steve Prator in 2008. It is the first and only permanent program in the Northwest LA that promotes early childhood safety education. This project aims to increase occupant protection awareness and usage among children and adults in Northwest LA. Materials are purchased and distributed to participants. Pre and post tests will measure effectiveness. **Contact Lt. Richard Corbett, Richard. corbett@caddosheriff.org. Visit www.sheriffssafetytown.org.**



Arrive Alive **regional**

Targeted to teen drivers aged 15 to 19 at high schools, this is a prevention program that the South Central Regional Safety Coalition conducts in partnership with coalition members and sponsors. Using simulators, students experience drunk driving as well as texting and driving first hand without actually being in a dangerous situation. Pre and post-event surveys are conducted to gauge opinions and determine level of increased education. **Contact Cassie Parker, 985-851-2900, cassie@scpsc.org**

The Knowledge Effect **regional**

Targeted to ages 15 to 24 at high schools, colleges and community groups, the Knowledge Effect Coalition in Lafayette conducts this program to bring awareness among the youth concerning the use and abuse of substances that could impair their driving ability. The Orange Ninjas are the coalition's mascots combating substance abuse in Lafayette with their stellar ninja skills. **Contact Rachel Godeaux, Project Coordinator, rgodeaux@LafayetteLA.gov.**

Project SNAP (Social Norms for Alcohol Prevention) **regional**

Offered to ages 15 to 24 at high schools and college universities, this is a social norming program by the Southwest LA Area Health Education Center (SWLAAHEC). Using the social norms approach, young drivers are educated about impaired driving prevention and consequences of driving drunk. Each campaign and its associated activities are geared toward positive reinforcement in changing driving perceptions, thereby changing behaviors. **Contact Brian Burton, Director of SWLAAHEC, 337-478-4822, interventions@swlahec.com.**

Ready, Set, Drive **parishwide**

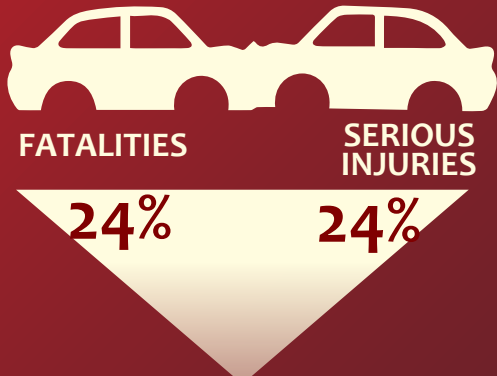
Targeted to middle school students and parents of young drivers in Greater Baton Rouge, this program is conducted by Lexlee's Kids in partnership with LHSC and State Farm. It offers a unique, fun and educational experience that deploys a driving simulator and a number of interactive activities that will help teen drivers learn the negative effects of distracted driving and underage drinking, while coming up with ways to promote positive behavior change. **Contact Crystal Pichon, 225-372-3991 crystal@lexleeskids.org or Robin Bennett robin@lexleeskids.org. Visit www.lexleeskids.org/teen-driver-safety/ready-set-drive.**



A Louisiana Success Story

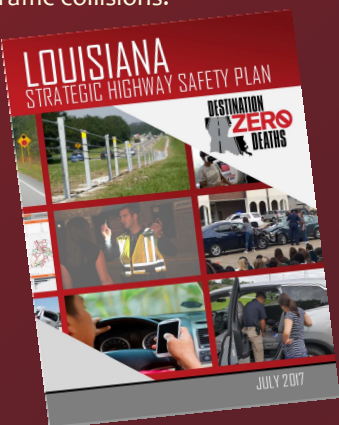
The state's Destination Zero Deaths program is creating a safety culture at the regional and local level that is saving lives!

Over the last 10 years, highway-related fatalities have dropped in the state by 24%, from 963 in 2005 to 752 in 2015. Serious injuries have also gone down almost 24%, from 1,832 in 2005 to 1,388 in 2015.



Recent statistics, however, shows an increase from 752 deaths in 2015 to 758 in 2016. Crashes involving bicyclists and pedestrians are also alarming, accounting for 19% of the total fatalities.

Louisiana is proud of its accomplishments. The dedication and commitment of hundreds of stakeholders is making a difference. Numbers don't lie, and while one death is one too many, there is progress in reducing the tragedies caused by traffic collisions.



Why is Louisiana successful? It's because the state has a plan – the Strategic Highway Safety Plan – the road map to reach Destination Zero Deaths.

Get Involved - Contact Us!

SHSP Manager
Autumn Goodfellow-Thompson
LADOTD
autumn.goodfellow-thompson@la.gov

Impaired Driving
Norma Dubois
Jefferson Parish District Attorney's Office
ndubois@jpdca.us

Cathy Childers, LHSC
catherinechilders@yahoo.com

Captain Steve Robinson
LA State Police (LSP)
steve.r.robinson@la.gov

Occupant Protection
Dortha Cummins
LA Center for Transportation Safety
dortha.cummins@la.gov

Sergeant Kevin Allen, LSP
kevin.allen@la.gov

Infrastructure and Operations
Karla Courtade, LADOTD
karla.courtade@la.gov

Steve Strength
Local Technical Assistance Program
steve.strength@la.gov

Young Drivers
Bridget Gardner
UMC Level 1 Trauma Center
Bridget.Gardner@lcmhealth.org

Kenny Martin, LSP
kenny.martin@la.gov

Distracted Driving
Ron Whittaker, LADOTD
rwhittaker@live.com

Jessica Bedwell, LHSC
jessica.bedwell@la.gov

REGIONAL SAFETY COALITIONS

Acadiana Transportation Safety Coalition
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The Destination is ZERO



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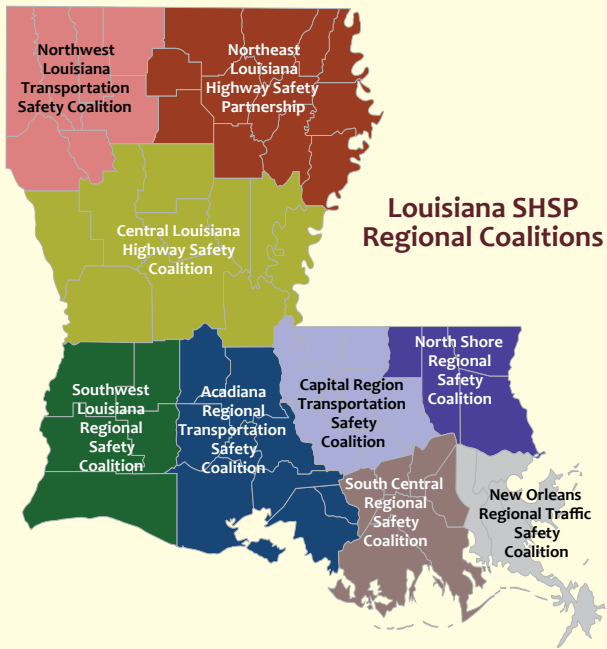
The Louisiana Approach to Highway Safety

A targeted plan

Louisiana targets programs, projects, and activities in areas that have the most serious traffic safety problems. The Strategic Highway Safety Plan (SHSP) Implementation Team has formed emphasis area teams in the areas of impaired driving, occupant protection, infrastructure and operations, young drivers, and distracted driving. Bike and pedestrian safety issues are also addressed at the local level.

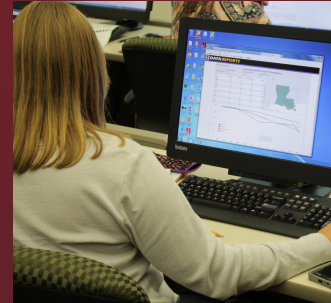
Regional focus

Highway-related fatalities and serious injuries happen locally, which is why Louisiana has adopted a regional approach to safety by establishing nine coalitions across the state. These coalitions develop their own plans that pinpoint problem areas and bring a local solution. At one point, the South Central Regional Coalition, which has been established for the longest, achieved a 17 % decrease in fatalities, a goal the other coalitions are working hard to achieve.



Data-driven

Traffic and crash data are the foundation for Louisiana's SHSP development, implementation, and evaluation. Data analysis allows the state to identify specific problems, select the right countermeasures, and monitor progress and effectiveness.



Effective leadership

SHSP champions provide leadership through their active support and proactive management of statewide emphasis area teams and regional coalitions. Effective leaders at the statewide and regional levels are the reason why the plan is moving forward and not sitting on the shelf.

Multidisciplinary

The Louisiana SHSP involves stakeholders from the 4 Es of safety: engineering, enforcement, education, and emergency medical services. These stakeholders are reducing fatalities and serious injuries by working collaboratively with other safety disciplines. The Infrastructure and Operations Emphasis Area Team, for instance, is working on identifying corridors and locations where solutions from each of the 4 Es can be collectively applied.



Funding

Potential stumbling blocks to implementation of SHSPs are funding for the projects and programs identified by the safety stakeholders and how to institutionalize the effort over the long term. These challenges were addressed while maintaining the interest and input from the overall SHSP structure through a combined commitment from Louisiana Department of Transportation and Development (DOTD) and Louisiana Highway Safety Commission (LHSC) to fund programmatic and infrastructure improvements.



Join the Journey!

- If you are interested in participating on a statewide emphasis area team or joining a regional coalition, contact the emphasis area leaders or regional coordinators listed on the back panel.
- If you want to know more about highway safety data in your community, visit the LSU Highway Safety Research Group's Crash Data Reports crashdata.lsu.edu.
- If you need help developing and implementing a highway safety project or program, contact the Louisiana Center for Transportation Safety at www.lasafetycenter.org.