

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.)					
Communication Platform	Activity	Timeframe	Tools Needed	Implementer (s)	Output/Outcome
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

Communication Platform	Activity	Timeframe	Tools Needed	Implementer (s)	Output/Outcome
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 <u>and</u> 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: <i>If space constraint is an issue, then just submit a simple photo with a brief caption.</i>	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 to 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 PSA's to run per major campaign Increased public awareness and media partnership

Owned Media - SHSP Communications & Outreach Plan continued					
Communication Platform	Activity	Timeframe	Tools Needed	Implementer (s)	Output/Outcome
Newsletter (paper or digital)	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/or Facts	MPO Media Admin	1 FB/Twitter post per week
Website	Post coalition information, press releases, meeting/event announcements, etc.	As the opportunity arises	Articles Announcements Photos Links / Data / etc.	MPO Media Admin	At least 1 website post per month
Grassroots Marketing - SHSP Communications & Outreach Plan continued					
Communication Platform	Activity	Timeframe	Tools Needed	Implementer (s)	Output/Outcome
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

Grassroots Marketing - SHSP Communications & Outreach Plan continued

Communication Platform	Activity	Timeframe	Tools Needed	Implementer (s)	Output/Outcome
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 <i>(DZD brochure, FHWA's SHSP stakeholder flyer, SHSP invitation letter)</i>	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	SHSP Promotional Toolkit	Team Leader, Coalition Coordinator	At least 1 regional peer exchange or summit.