

Infrastructure and Operations **Emphasis Area**



The Challenge

Roadway departure and intersection crashes are a significant issue in Louisiana. There are multiple risks that contribute to why people are either running off the road or colliding with oncoming vehicle.

In 2015, about 59% of the 752 fatalities were contributed by roadway departures. About 23% were related to crashes at intersections. As far as bicycle and pedestrian related crashes, Louisiana faces this problem predominantly in two cities: Baton Rouge and New Orleans.

The Marketing/Media Plan

While the SHSP statewide and regional teams are working toward the implementation of proven engineering countermeasures and low-cost safety 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

PROGRAM OPPORTUNITIES

Work Zone Safety Week
Motorcycle Awareness Campaign
Drive Safely Work Week
Stop on Red
Operation Lifesavers
Walk and Roll
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
Motorcycle Awareness Campaign Teams
American Association of Retired Professionals
Regional Coalition IO Teams