



Strategic Highway Safety Plan Communication and Marketing Plan

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SHSP Communication & Marketing Plan

Revised January 2017

The realization of Louisiana’s vision toward Destination Zero Deaths relies heavily on increased public safety awareness among all road users. To build awareness, communication—in all forms—is vital. In this **Communication and Marketing Plan**, you will find the media types, communication strategies, core messages and even social media *hashtags* that Louisiana is utilizing to increase traffic safety awareness to targeted audiences in each of the SHSP Emphasis Areas: Occupant Protection, Impaired Driving, Crashes Involving Young Drivers, and Infrastructure & Operations.

Also, you will find an **annual calendar of safety messages** that will be disseminated at particular timeframes. The core messages of these campaigns coincide with communications calendar established by the National Highway Traffic Safety Administration’s (NHTSA) and various safety-related celebrations led by the Federal Highway Administration (FHWA), American Association of State Highway and Transportation Officials (AASHTO), Louisiana Department of Transportation & Development (DOTD), Louisiana Highway Safety Commission (LHSC), Louisiana State Police (LSP), and some advocacy groups and professional safety organizations.

Purpose: This SHSP Communication and Marketing Plan is intended to guide SHSP’s emphasis area teams and regional coalitions in the overall communication, collaboration, and coordination of traffic safety initiatives at the local level. A Communications Calendar developed by NHTSA shall serve as the overarching tool that guides the dissemination of safety messages at particular timeframes.

Platform: All forms of media (paid, earned, and owned) will be utilized to increase traffic safety awareness and knowledge of all emphasis areas—Occupant Protection, Impaired Driving, Crashes Involving Young Drivers, and Infrastructure & Operations. Strategically, this plan will lay out core messages and

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.

strategies to reach targeted audiences at certain timeframes.

Who Will Use This Plan? Primarily, members of the SHSP Communications Coordinating Council, SHSP Statewide Emphasis Area team leaders, Regional Coalition coordinators, and public information officers shall use this plan in order to facilitate consistent and unified communication of “the same safety message at similar time period.” All key stakeholders shall unify their campaign efforts following Louisiana’s Annual Safety Message Scheduler that is based off NHTSA’s Communications Calendar. In other words, all regions should be promoting a seat belt message (e.g., Click It or Ticket, Buckle Up) or an impaired driving prevention message (e.g., Drive Sober or Get Pulled Over, Don’t Drink and Drive) at similar timeframes based on how they are scheduled on the calendar. No enforcement message shall be mobilized if it’s not an enforcement period.

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 and administering of earned media posts (via website and social platforms) will aide in the communication of 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, SHSP stakeholders from all parts of the state convene at the Transportation Safety Summit to share best practices and network among one another.

Who Are Our Audiences in Marketing Safety Campaigns? 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 issues experienced.

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. Foster relationship with TV-radio-newspaper media companies to help publish earned media pieces (e.g., press releases) for designated campaigns.
3. Establish partnerships with stakeholders (or firms) that will help produce tools and collaterals that enhance local and regional marketing efforts.
4. Use the Communications Calendar to guide efforts that promote safety messages to targeted audiences at certain timeframes.

2 *Seek opportunities for earned and free media for all emphasis areas*

1. Use, customize, and share available resources and campaign toolkits (e.g., www.trafficsafetymarketing.gov) to enhance local initiatives.
2. Plan and implement earned media opportunities such as press briefings, press releases, and social media parties to create a buzz—either independently or in conjunction with safety partners for all official enforcement campaigns and special waves.
3. Integrate traffic safety marketing into community events and fairs during designated safety weeks.
4. Develop earned media resources that may be used by agency partners throughout the region or state.
5. Create and maintain a list of media 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.
2. Provide timely information of current traffic safety topics and issues to partners and media via e-news.
3. Recruit stakeholders to declare DZD Day in their respective organizations and communities
4. Establish a bulletin board or corner where traffic safety messages and fact sheets may be featured.

4

Establish and maintain web presence, to include social media platforms, to share traffic safety messages with roadway users across Louisiana

1. Develop and mobilize an annual Safety Message Scheduler for consistent safety messaging.
2. Develop unified, clear, and consistent messages that are delivered in one voice.
3. Create timely and relevant content that roadway users can relate to, hence keeping them engaged.
4. Cross-promote all aspects of social media across all forms of media and platforms.

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 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, PIO's and communication experts of DOTD, LSP, LHSC and LTRC, and staff representatives from the Louisiana Center for Transportation Safety (LCTS). Recruitment of members is extended to other safety stakeholders and advocates who have expertise and interest in communications, citizen engagement, media, marketing and advertising. The CCC's vision is **to coordinate, collaborate, and communicate consistent road safety messaging across Louisiana.**

Inter-Agency Collaboration & Communication

The key to success in any type of Strategic Planning is Inter-agency Communication. Effectiveness of the plan depends largely on regular communication with stakeholders at all stages of the process.

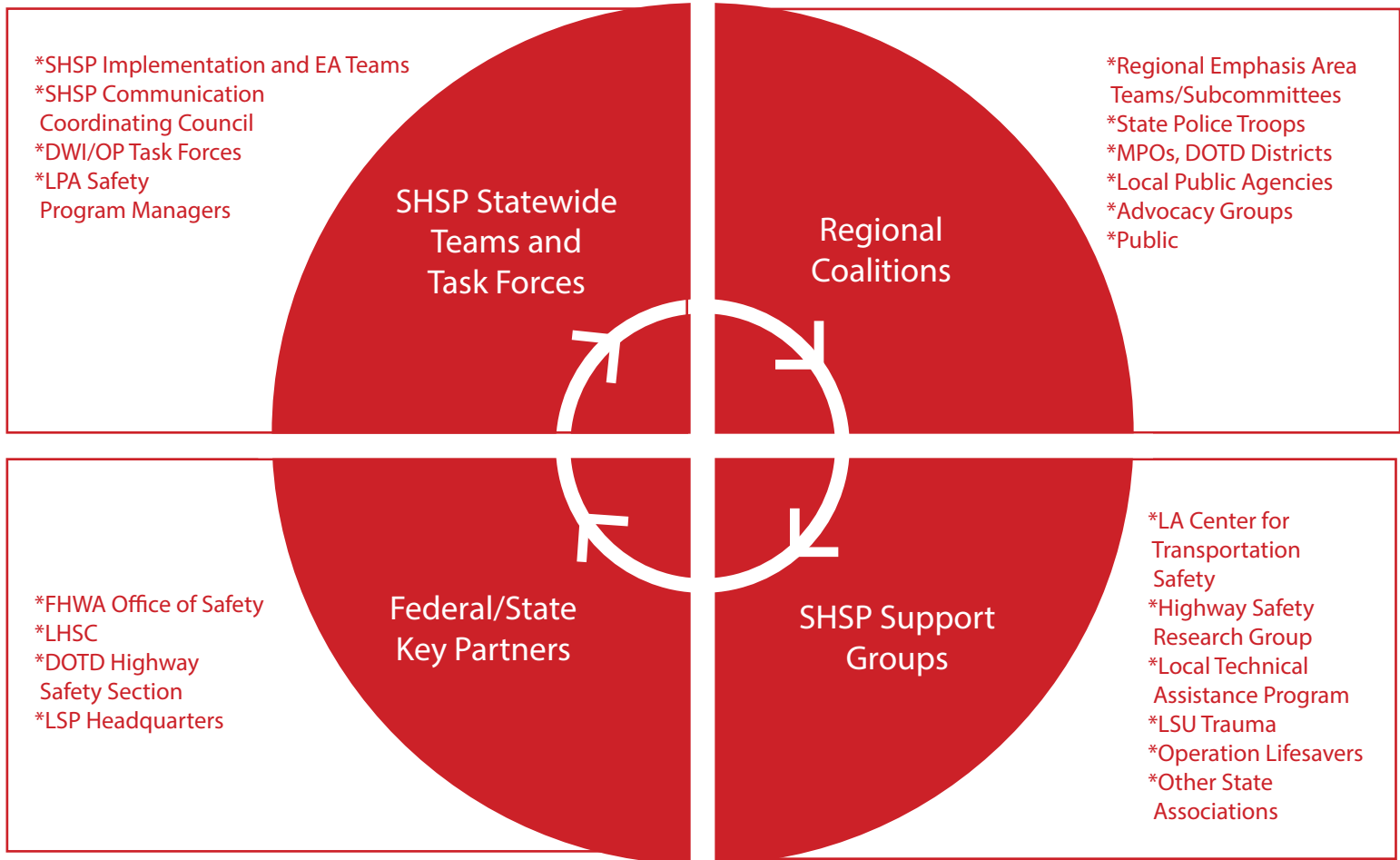
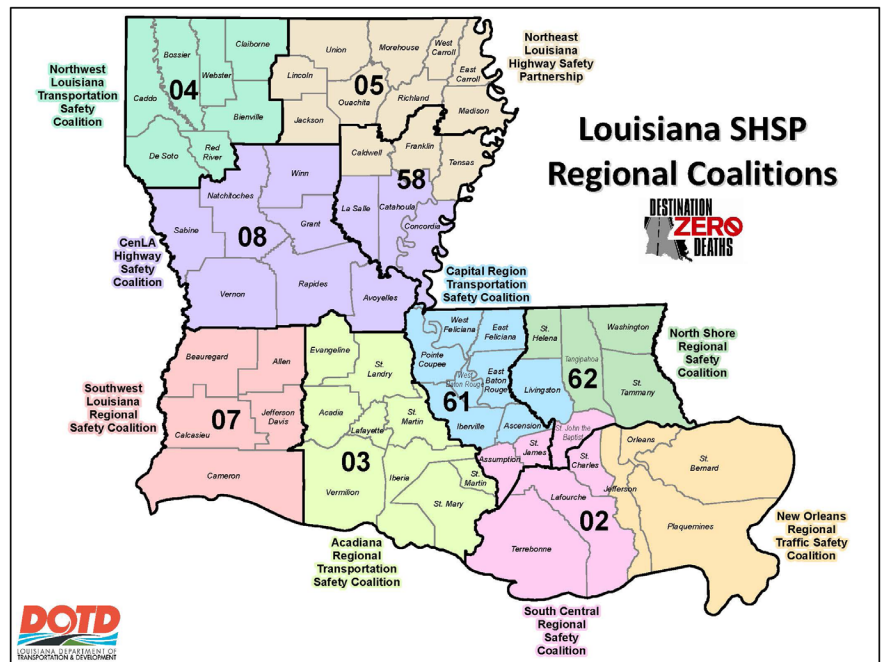


Figure 1. The key stakeholders that will communicate and coordinate efforts to increase public safety awareness, thereby ultimately creating a safety culture.

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 support by disseminating valuable resources and tools to regional coalitions and DOTD districts, the MPOs, Local Public Agencies, Associations, Advocacies, 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 be established to help 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.

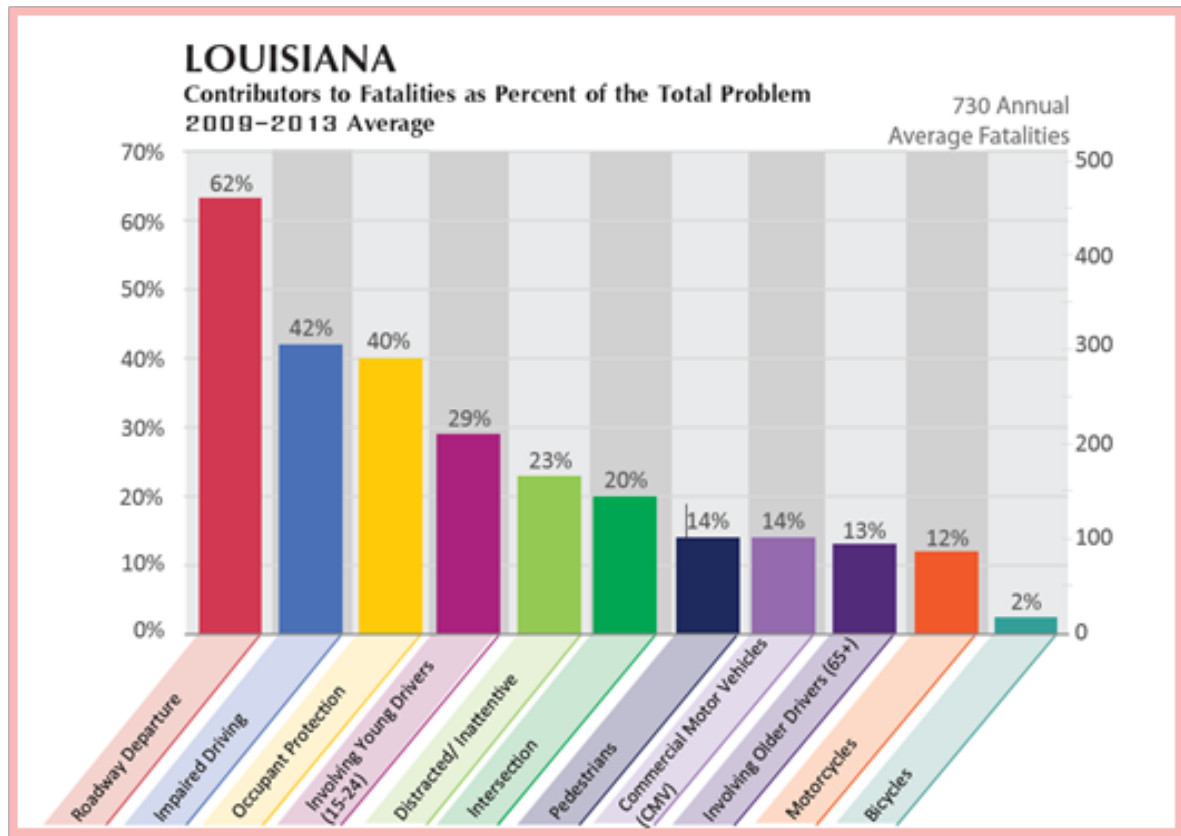


In an effort to streamline SHSP’s project implementation at the local level, Louisiana established nine Regional Transportation Safety Coalition through an entity-state agreement between Louisiana’s DOTD’s Highway Safety Section and the designated Regional Planning Commission (RPC) or the Metropolitan 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 a big mobilization safety campaign, Click It or Ticket, for instance. The regional coalition is where they channel, coordinate and collaborate efforts 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% in Year 2030. Stakeholders with interest in highway safety are either invited or they volunteered to become part of each of the coalitions. Below is a list of agencies that commonly comprise membership one way or another:

- Representatives from state/federal agencies (FHWA, DOTD, State Police and Highway Safety Commission, 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. The below chart shows the top contributors of fatalities as a percentage of the total problem on Louisiana roadways based on five-year-average statistics from 2009 to 2013. This provides a clear direction as to where communication and marketing strategies should be targeted at. (Source: LSU Highway Safety Research Group – SHSP Data Reports <http://datareports.lsu.edu/shsps.aspx>)



Needs Assessment/Opportunities

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%). All these are why motorists die on Louisiana roadways.

NEW! 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 that there is a need to disseminate safety messages through different media of communication—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 of 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, Louisiana DOTD, Louisiana State Police (LSP) and Louisiana Highway Safety Commission (LHSC).

Talking Points

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

1

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

- The measurable goal is to halve fatality 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.

3

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

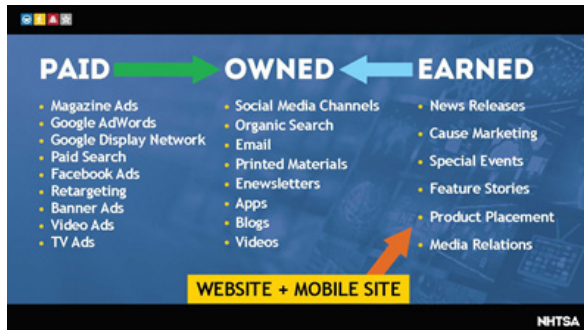
- About 73% of the public roads in Louisiana are owned by local agencies (Parish, municipality or city).
- A simple traffic safety sign can help save a life.

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 along the process depending on what the crash statistics look like in the succeeding years.)

- Click It or Ticket
- Drive Sober or Get Pulled Over
- 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 on Work Zones
- Drive Safely Around Pedestrians and Bicyclists
- Be A Roll Model
- Roundabouts Save Lives
- Mover 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 drivers 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. Types of paid media include broadcast, cable TV, radio, print, digital, social, and experiential.

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 special events generating a 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 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 relationship** 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 85.9 percent of drivers and front-seat passengers using seat belt in 2015, an increase of 1.8 percent over 2014. 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
Dynamic Message Signs
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

PROGRAM OPPORTUNITIES

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

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

Louisiana has seen a declining trend in impaired driving fatalities from 456 in 2007 to 348 in 2015. The overall decline is attributed by 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

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 remain to be a pressing issue in Louisiana. According to Highway Safety Research Group's data report from 2015, there were 87 young drivers at ages 15-24 who died from roadway crashes. Of this age group, almost 50% were ages 21-24, 41% were ages 18-20, and 9% were ages 15-17.

Effective messaging and parenting styles can affect high-risk behavior among young drivers. Social norming, on the other hand, demonstrates effective communication, thereby lessening the perceived behavior.

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, Louisiana!
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 PSA's
Cinema Theatre PSA's
Dynamic Message Signs
Paper and Electronic Press Releases
Social Norming
Driving Simulations
Guerilla Marketing at Events
Parent-Teen Safe Driving Contracts
Safety Pledges at Schools
Rewarding Seatbelt Use Among Young Drivers

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 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

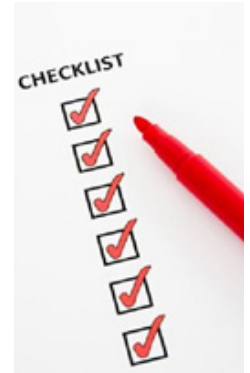
DOTD, LSP, Louisiana Operation Lifesaver
Louisiana LTAP
LPESA, PJAL, and LMA
American Public Works Association - Louisiana
Motorcycle Awareness Campaign Teams
American Association of Retired Professionals
Regional Coalition IO Teams

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 lets 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 answers 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 should relevant materials 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

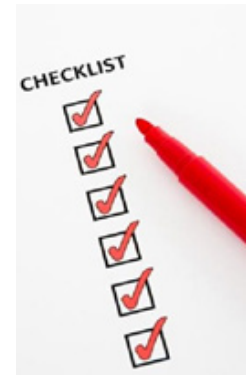
- Miscellaneous
 - Cellphone contact list
 - Event Agenda
 - Listing of onsite materials to be returned

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 2017 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

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26	27	28				

February 5
Super Bowl LI
 IMPAIRED DRIVING
 Primary Message: Fans Don't Let Fans Drive Drunk
 Twitter Chat: Super Bowl

MARCH

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

APRIL

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National Distracted Driving Awareness Month
 Primary Message: U Drive. U Text. U Pay.
April (TBD)
 U Drive. U Text. U Pay.
National Enforcement Mobilization
 Tweet Up: #justdrive
 Paid Media

MAY

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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
Cinco de Mayo – Friday, May 5
 IMPAIRED DRIVING
 Primary Message: Buzed Driving Is Drunk Driving
May 15 – June 4
 Click It or Ticket
National Enforcement Mobilization
 OCCUPANT PROTECTION
 Primary Message: Click It or Ticket
 Paid Media
May 22 – June 4
National Tire Safety Week
 Heatstroke Awareness
 Paid Media

JUNE

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June 19
National Ride to Work Day
 Primary Message: Share the Road With Motorcyclists and Scooter Riders
 Heatstroke Awareness
 Paid Media

JULY

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30	31					

Vehicle Theft Prevention Month
July 4, Fourth of July
 IMPAIRED DRIVING
 Primary Message: Drive Sober or Get Pulled Over
 Secondary Message: Buzed Driving Is Drunk Driving
 Twitter Chat: Buzed Driving
July 31
National Heatstroke Prevention Day
 Heatstroke Awareness
 Paid Media

AUGUST

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Back to School Safety Month
 Primary Message: Walk, Bike, and Ride to School Safely!
August 16 – September 4
Drive Sober or Get Pulled Over National Enforcement
 IMPAIRED DRIVING
 Primary Message: Drive Sober or Get Pulled Over
 Paid Media
 Heatstroke Awareness
 Paid Media

SEPTEMBER

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September 17 – 23
Child Passenger Safety Week
 OCCUPANT PROTECTION
 Twitter Chat: Child Passenger Safety
September 23
National Seat Check Saturday
 Heatstroke Awareness
 Paid Media

OCTOBER

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October 4
Walk to School Day
October 15 – 21
National Teen Driver Safety Week
 TEEN DRIVING ISSUES
 Primary Message: 5 to Drive
October 16 – 20
National School Bus Safety Week
October 31
Halloween
 IMPAIRED DRIVING
 Primary Message: Buzed Driving Is Drunk Driving

NOVEMBER

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November 24
Thanksgiving Holiday Travel
 OCCUPANT PROTECTION
 Primary Message: Buckle Up. Every Trip. Every Time.
November 24 – December 12
Pre-Holiday Season
 IMPAIRED DRIVING
 Primary Message: Buzed Driving Is Drunk Driving
 Twitter Chat: Buzed Driving

DECEMBER

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24	25	26	27	28	29	30
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December 13 – 31
Holiday Season
 IMPAIRED DRIVING
 Primary Message: Drive Sober or Get Pulled Over
 Paid Media
 TVB Project Roadblock: Buzed Driving Is Drunk Driving

Louisiana Transportation Safety Campaign Calendar 2017

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



JANUARY

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15	16	17	18	19	20	21
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29	30	31				

Happy New Year!
Jan. 1 Speed Prevention
Stop Speeding Before it Stops You
#StopSpeedingLA
Jan. 2-21 LA Railroad Safety
Don't Stop on Tracks
#RRSafetyLA

JULY

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Jun. 30 - Jul. 5 Fourth of July
Drive Sober or Get Pulled Over
#DriveSoberLA
Secondary Message:
Buzzed Driving is Drunk Driving
#BuzzedDrivingLA
Jul. 16 - Aug. 5 LA Roundabout
Roundabouts Save Lives
#RoundaboutSafetyLA

FEBRUARY

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19	20	21	22	23	24	25
26	27	28				

Feb. 1-5 Super Bowl LI Fans Don't
Let Fans Drive Drunk
#SuperBowlSafetyLA
Feb. 17-28 LA Mardi Gras Safety
Drive Sober or Get Pulled Over
#DriveSoberLA

AUGUST

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27	28	29	30	31		

Back to School Safety Month
Walk, Bike, and Ride to School Safely!
#WalkBikeRideLA
Aug. 16 - Sept. 4 Drive Sober or Get Pulled Over National Enforcement
#DriveSoberLA

MARCH

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Mar. 17 St. Patrick's Day
Buzzed Driving is Drunk Driving
#BuzzedDrivingLA
Mar. 18-31 LA Distracted Driving
Don't Text. Just Drive.
#JustDriveLA

SEPTEMBER

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Sept. 9-16 LA Distracted Driving
It Can Wait #ItCanWait
Sept. 17-23 Child Passenger Safety Week
Are Your Kids Safe? Buckle 'em Up!
Sept. 23 National Seat Check Saturday
#ChildSafetyLA
Sept. 24-30 Heatstroke Awareness

APRIL

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Distracted Driving Awareness Month
U Drive. U Text. U pay.
#JustDriveLA
Apr. 3-7 Work Zone Awareness Week
#WorkZoneSafetyLA
Apr. 21-27 LA Buckle Up in Your Truck
#BuckleUpLA

OCTOBER

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29	30	31				

Oct. 2-6 Drive Safely to Work Week
Drive Safely to Work
#DriveSafelyLA
Oct. 15-21 Teen Driver Safety Week
5 to Drive: Know the Rules
#TeenDriverSafetyLA
Oct. 31 Halloween
Buzzed Driving is Drunk Driving
#BuzzedDrivingLA

MAY

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Bicycle and Motorcycle Safety Awareness Month
Share the Road w/ Bicyclists and Motorcyclists #SharetheRoadLA
May 5 Cinco de Mayo
Buzzed Driving is Drunk Driving
#BuzzedDrivingLA
May 8-14 UN Road Safety Week
Stop Speeding Before It Stops You
May 15 - Jun. 4 Click It or Ticket National Enforcement
#ClickItLA

NOVEMBER

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Nov. 13-19 LA Move Over Week
Move Over, Save a Life! #MoveOverLA
Nov. 20 World Remembrance Day for Road Traffic Victims
#DZDDay
Nov. 20-27 LA Thanksgiving
Click It or Ticket #ClickItLA
Secondary Message:
Buckle Up, Louisiana #BuckleUpLA

JUNE

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Jun. 5-26 LA Bike Safety
#BeARollModel
Jun. 19 - National Ride to Work Day
Share the Road #SharetheRoadLA
Jun. 22-29 Heatstroke Awareness
Look in the Back Before You Lock
#SafeKidsLA
Jun. 30 - Jul. 5 Fourth of July
Drive Sober or Get Pulled Over
#DriveSoberLA

DECEMBER

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Nov. 28 - Dec. 12 Pre-Holiday Season
Buzzed Driving is Drunk Driving
#BuzzedDrivingLA
Dec. 15 - Jan. 1 Holiday Season
Drive Sober or Get Pulled Over
#DriveSoberLA

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 E: Young Drivers Marketing Plan 2016-2017 in Excel format



Young Drivers Emphasis Area

Marketing Plan For Year 2016-2017

							MEDIA TYPE Used										COUNTERMEASURES Applied								
PROGRAM	WHAT	WHERE	WHO	WHEN	BUDGET	Contact Person	Paid Media		Earned Media			Grassroots Level			Guerrilla (Ambush/Unexpected)				Deterrence: Laws/ Enforcement	Prevention & Intervention (P&I)	Communications & Outreach (C & O)	Other			
							TV	Radio	Print	PR / Ltr to Ed	Press Briefing	Event Coverage	Social Media Post	School	Community	Agency or company	Mock or Drill	Reward					Face to Face	Other	
Sudden Impact	Research-based program in collaboration between UMC Level 1, LA State Police and a hospital facility. It comes in 3 versions: (1) Before the Impact for 8th & 9th graders, (2) Sudden Impact for 10th graders, and (3) Consequences of Impact for 11th & 12th graders. In Sudden Impact, students are exposed to a 7-hour education-drama experience in a hospital setting that covers topics on laws, decision making, impairment, seat belt use and distraction. Testimonies are also shared from 3 perspectives: medical, law enforcement and victim.	Schools, Hospitals	8th to 12th Graders	Year-round	Over \$200K	Bridget Gardner, RN, 504.702.2296 bridget.gardner@umchealth.org	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			Youth Program / Supporting Enforcement	C & O Driver Training
5 to Drive	A NHTSA-led campaign during the National Teen Driver Safety Week (every October). It aims to help parents talk to their teen drivers about the rules of the road. The "5 to Drive" rules to share are: (1) No Drinking and Driving; (2) Buckle Up Every Trip Every Time. Front Seat and Back; (3) Put It 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.	High Schools and Universities	Ages 15 to 19	National Driver Safety Week (Oct)		Jessica Bedwell, LHSC jessica.bedwell@la.gov	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Mass Media Campaign #2N2	Youth Program / Supporting Enforcement	C & O
Think First	Developed by America's neurosurgeons, this is a program for the National Injury Prevention Foundation, presented at no charge in high schools. It educates 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. Main Message: "Think first and use your mind to protect your body."	High Schools and Community Groups	Ages 14 to 19	Year-round	Over \$100K	Denna Cavanaugh 318-226-0066 think1st@thinkfirst.org www.thinkfirstlouisiana.org Facebook: Thinkfirstdrivesmart	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			Youth Program	School Program
Celebrate My Drive	Powered by State Farm Mutual Automobile Insurance Company, this program encourages teens to make positive choices as they start driving, and State Farm® is proud to help them stay safe on the road ahead. By reminding teens to think 2x2™ -- 2 eyes on the road, 2 hands on the wheel -- we'll save lives. - High School students can enter the contest. Create and submit a short 30-sec video or a photo not over 10 MB showing a teen driving safety awareness effort and provide a reason why you deserve to receive a grant. One entry per school only. Winners are awarded with a private concert with a famous band plus \$100,000 grant.	High Schools, Online	High Schools	Every October		See more at: http://teendriving.statefarm.com/celebrate-my-drive#fbclid=IwAR1J557.djup	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>			Youth Program	School Program
Project SNAP (Social Norms for Alcohol Prevention)	Southwest LA Area Health Education Center (SWLAHEC) partners with high schools and colleges to use the social norms approach in impaired driving prevention among young drivers. This program promotes and reinforces positive behavior. Each campaign and its associated activities are geared toward changing perceptions, thereby changing behavior.	High Schools, Colleges	Ages 15 to 24	Year-round	Over \$130K	Brian Burton, Director of SWLAHEC, 337-478-4822 interventions@swlahec.com	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Reinforcing Positive Behavior	Youth Program	Social Norming combined with social marketing
The Knowledge Effect	This program was awarded to the Knowledge Effect Coalition in Lafayette to prevent substance abuse among the youth. It aims to bring awareness to the Lafayette parish concerning the use and abuse of substances in the community. The Orange Ninjas are the coalition's mascot, combating substance abuse in Lafayette with their stellar ninj skills.	High Schools, Colleges, Community Groups				Rachel Godaux, Project Coordinator, rgodaux@lafayetteLA.gov	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			Youth Program	School Program
Arrive Alive	The South Central Regional Safety Coalition partners and unites with sponsors to implement this prevention program that uses simulators to heighten awareness to the dangers and consequences of drunk driving. During this full day of presentations and simulations, students will be able to experience drunk driving and texting and driving first hand without actually being in a dangerous situation. Pre and Post event surveys are completed, the pre-event survey will gauge students' opinions on driving impaired and/or driving distracted prior to the simulator and the post event survey will allow you to find out just how educational the program was.	High Schools	High Schools	Year-round	\$2,500 per tour	Cassie Parker 985-851-2900 cassie@scpcdc.org For more information regarding this National tour, please visit http://arrivealivetour.com/invite/	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			Driving Simulator	Youth Program School Program
Buckled Up! Every Seat, Every Trip	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 seatbelts in school zones. The shirts become walking advertisements when worn to remind community members to buckle up.	School Zones, Parking Lots	Ages 15 to 24	Year-round	\$3000 to \$5,000	Cassie Parker 985-851-2900 cassie@scpcdc.org www.scpcdc.org	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Integrated Enforcement (Incentivizing)	Mass Media Campaign	C & O for Low-Belt Use Groups	Inspection Zones
Capturing Safety Through the Lens	This is a regionwide photo and video contest in S. Central LA, sponsored by State Farm and Shell. Open to all high school clubs. 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	High Schools	High Schools	Annually	\$1,000	Cassie Parker 985-851-2900 cassie@scpcdc.org www.scpcdc.org	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				School Program (Contest)
Ready , Set, Drive	Leslie's Kids partners with UHSC and State Farm to offer this unique, fun and educational program in EBR, WBR, Accasions and Livingston 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.	High Schools	Teen Drivers	Year-round	\$173K	Crystal Pichon, 225-372-3991 crystal@leesekids.com http://www.leesekids.com/teen-driver-safety/ready-set-drive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			Youth Program	School Program

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.





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]



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.”

###



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.

AAA VISIT SAFERCAR.GOV/THERIGHTSEAT NHTSA



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.



Local Road Safety Program accepting project applications

The Local Road Safety Program (LRSP) funds projects aimed at reducing fatal and serious injury crashes on locally-owned and -operated roads.

These projects are typically low-cost safety improvements, including measures like installing signs, pavement markings, guardrails, intersection improvements, safety studies, and curve delineation. A project can receive up to \$500,000 in funding with a local match of 5 percent to 10 percent.

While applications for this program can now be submitted all year, the next quarterly selection of projects will occur in mid-November, and applicants are encouraged to apply by October 10 for priority consideration.

Program application, guidelines, and policies are available at www.ltrc.lsu.edu/ltrap/lrsp.html.

Questions can be directed to LRSP Manager Rudynah Capone at (224)767-9718 or Rudynah.Capone@la.gov.

St. Tammany firefighter receives Saved by the Belt award

As a member of the District 12 Fire Department, Greg Valley has seen his share of serious car crashes and been reminded all too frequently of the importance of wearing his seat belt.

He believes his decision to wear his seat belt may have saved his life this June when his was involved in a near head-on collision.

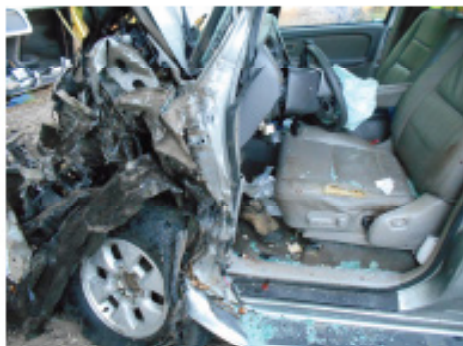
Valley was driving home in his truck near Folsom on La. 25 when his vehicle was struck by a sleep-deprived mother of an infant. The woman, police said, fell asleep behind the wheel and crossed the center line. The collision crushed and pushed Valley's truck on its side and caused his airbag to deploy.

Still using crutches because of leg injuries sustained in the crash, Valley was celebrated at August's North Shore Traffic Safety Coalition meeting. He said he was grateful to have been spared more debilitating injury and that he hoped his example could remind others about the importance of buckling up.



Greg Valley, pictured at center in the photo above, poses for a photo after receiving a Saved by the Belt award in honor of the seat belt that may have saved his life.

St. Tammany Fire Fighter Greg Valley's truck was crushed in a June collision. Valley believes his seat belt saved him from potentially-fatal injury. Photos courtesy of Louisiana State Police Troop 1 Public Affairs Officer Greg Marchand.



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



U.S. Department of Transportation
Federal Highway Administration

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>



Highway Safety Improvement
Program *Data Driven Decisions*

Pub #: FHWA-SA-11-05

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.



Whatever your role in the transportation field, join our journey to promote a culture of safety and save lives on Louisiana's roads.



Sample Radio/TV PSA Script

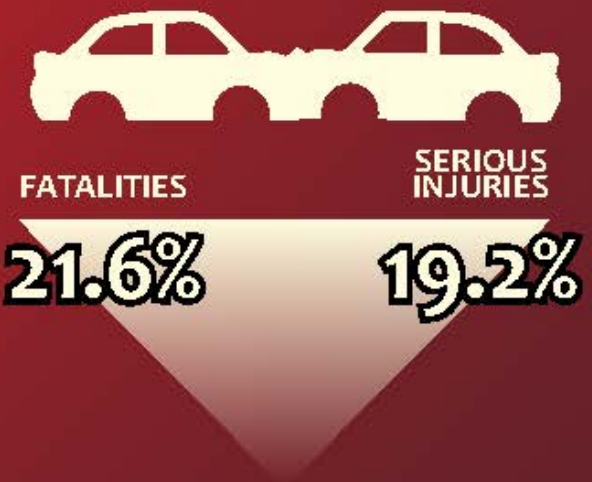
What: *PSA SCRIPT: Bike Safely and Be a Roll Model*
Who: *Louisiana DOTD*
When: *Summer 2016*
Why: *Bicycle safety education and outreach*
Where: *TV/Radio spots – Louisiana Association of Broadcasters*
:30 Spot

Audio	Video
SFX VOICE OVER INTRO: WHAT DOES IT TAKE FOR YOU TO BIKE SAFELY AND BE A ROLL MODEL?	Intro footage of lady bicycling and a father-child tandem bicyclists
SFX VO: IT’S SIMPLE! WEAR A HELMET USE HAND SIGNALS. RIDE WITH THE TRAFFIC FLOW. IT’S ILLEGAL TO RIDE AGAINST TRAFFIC.	Segue to series of footages of Emilie wearing a helmet, using hand signals and riding with the traffic flow.
VO: BE ALERT, WARY AND BE SEEN AT ALL TIMES.	Video footage of bicyclist avoiding driver getting out of a parked vehicle, and stopping while a pedestrian crossing.
VO EXTRO: BE A ROLL MODEL. SAVE YOUR LIFE!	
	Flash text on screen: To learn more about bicycle safety, visit labikeguide.org

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 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.



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
Louisiana Department of Transportation and Development
autumn.goodfellow-thompson@la.gov
- Impaired Driving**
Norma Broussard, Jefferson Parish District Attorney's Office
nbroussard@jpdca.us
- Major Carl Saizan**
Louisiana State Police
carl.saizan@la.gov
- Occupant Protection**
Dortha Cummins, Louisiana Center for Transportation Safety
dortha.cummins@la.gov
- Ken Trull, Louisiana Highway Safety Commission**
ken.trull@la.gov
- Infrastructure and Operations**
April Renard, Louisiana Department of Transportation and Development
april.renard@la.gov
- Steve Strength, Local Technical Assistance Program**
stev.e.strength@la.gov
- Young Drivers**
Bridget Gardner, UMC Level 1 Trauma Center and Sudden Impact
Bridget.Gardner@lcmchealth.org
- Acadiana Transportation Safety Coalition**
Melissa Newell
mnewell@plana.cadiana.org
- Capital Region Transportation Safety Coalition**
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- CentLA Highway Safety Coalition**
Yuwen Hou
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- New Orleans Regional Traffic Safety Coalition**
Dan Jatres, djatres@norpc.org
- North Shore Regional Safety Coalition**
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- Northeast Louisiana Highway Safety Partnership**
Cynthia Perdue
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- Northwest Louisiana Transportation Safety Coalition**
Shelly Barrett
shelly.barrett@nlcog.org
- South Central Regional Safety Coalition**
Cassie Parker
cassie@scpdc.org
- Southwest Louisiana Regional Safety Coalition**
Megan Romero, megan@imcalb



The Destination is ZERO.

Louisiana Strategic Highway Safety Plan
www.destinationzerodeaths.com



Connect with us on



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, and young drivers.



Data driven – Traffic and crash data are the foundation for Louisiana's SHSP guiding development, implementation, and evaluation. Data analysis

allows the state to identify specific problems, select the right countermeasures, and monitor progress and effectiveness.

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.



Effective leaders – 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 being moved forward and not sitting on the shelf.



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 DOTD and 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 in your community, visit the LSU Highway Safety Research Group's Crash Data Reports web site at <http://datareports.lsu.edu/> and click on the regional data reports.
- If you need help developing and implementing a highway safety project or program, contact the Louisiana Center for Transportation Safety at <http://www.lctr.lsu.edu/lcts>.

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. 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.

