

Safe Journeys: Reducing Traffic Fatalities in Tribal Communities

2016
Wyoming Department of Transportation
Riverton, Wyoming



Marketing to Tribal Communities

Tribal Population Overview

- Native Americans are the smallest, yet oldest, racial segment in the U.S., accounting for 2% of the country's population.
- There are 566 federally recognized tribes.

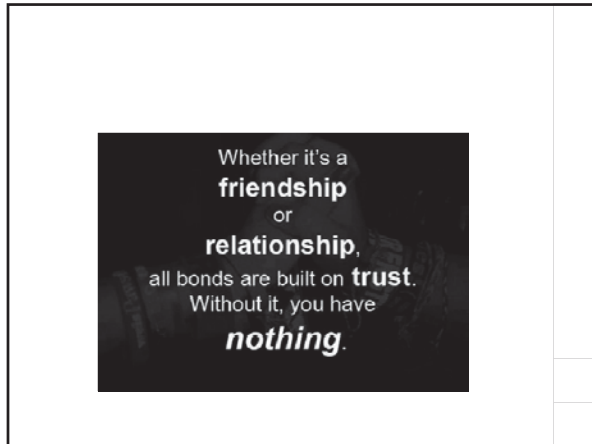
Traffic Safety and Tribal Communities

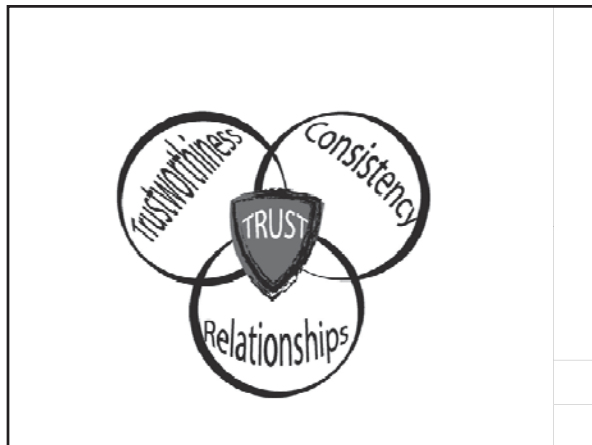
- Motor vehicle injuries are the leading cause of death among Native Americans.
 - In fact, Native Americans are dying in motor vehicle crashes two-to-three times more than other Americans, according to NHTSA data.
- This phenomenon is particularly deadly among the younger members of tribal communities.
 - Native Americans between the ages of 15 and 34 have the highest motor vehicle death rates.

The Role of Cultural Identity

- Cultural identity is important to people's sense of self and how they relate to others. It can be a critical component of effective advertising and message development.
- Cultural identity based on ethnicity is not necessarily exclusive. It can also include:
 - Language
 - Identification and proper use of icons:
 - Family
 - Values
 - Customs
 - Roles
 - Symbols

Relationships cannot grow without the proper amount of communication.







Wind River Reservation Overview

Wind River Indian Reservation

- Wyoming's Wind River Country is home to the seventh largest Indian reservation in the nation.
- Encompassing 2.2 million acres, Wind River is home to the Eastern Shoshone and the Northern Arapahoe tribes.
- Fifty-nine percent of the state's Native Americans reside on Wind River.
 - There are approximately 11,784 Native Americans living in Wyoming.

Wind River Indian Reservation





**Wyoming Department of
Transportation**

Overview

- Fremont County accounts for roughly 7% of the state's population, at 41,110 (2012).
- Twenty-one percent of the county's population is Native American.
- The tribes of Wind River have partnered with the Wyoming Department of Transportation (WYDOT) on highway safety issues.

Overview (continued)

- WYDOT advocates for positive messaging and a community-based model as a means of changing behavior, including:
 - Empowerment of the tribal community to carry traffic safety messaging to families, friends and coworkers;
 - A continual evolution of positive messaging and reinforcement of social norms; and
 - A sustained effort to save lives on the reservation and throughout Fremont County.



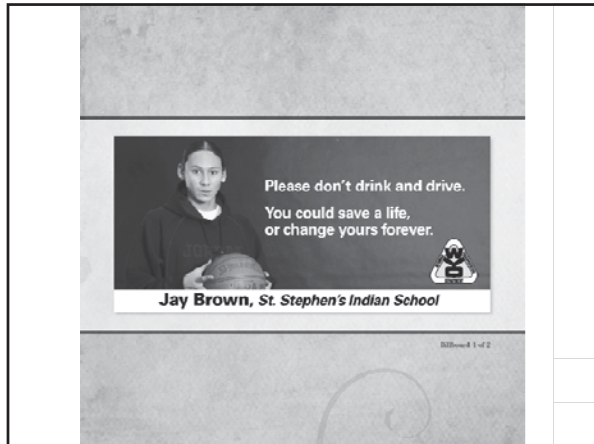
Campaign Overview

Background

- In an effort to save lives and promote healthy communities, WYDOT and the tribes partnered with Hispanidad (a Denver marketing firm) to create culturally, and in some cases linguistically, relevant messaging to address tribal traffic safety issues.

FY2010 Campaign "Basketball"

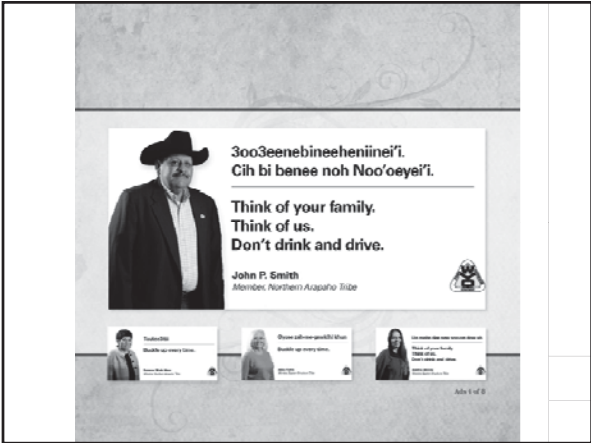
- Basketball is a vital element of reservation life in Wind River.
- Leveraging the community's love of the sport, this campaign featured players and coaches from the basketball teams at Wyoming Indian High School and St. Stephen's Indian School, as well as the tribal business councils.







- Wind River is shared by two tribes with two languages — Eastern Shoshone and Northern Arapahoe.
- Keeping language alive is especially important to the residents of this reservation, and WYDOT opted to incorporate both tribal languages into the traffic safety campaign in an effort to engage the community in a relevant and meaningful way.

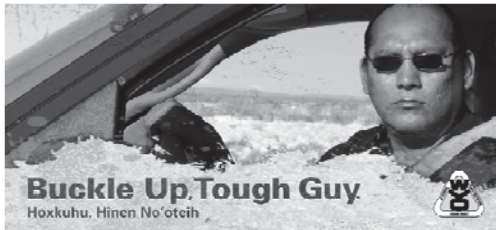


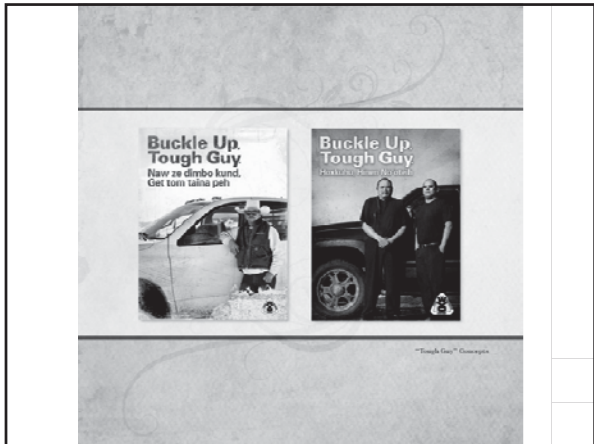


FY2012 Campaign

“Tough Guy”

- Based on the success of the two previous years' campaigns, a stronger enforcement message was introduced in 2012.
- It was determined that a “tough guy” image was likely to resonate effectively with tribal members — particularly within the high-risk category of males 16-34.
- Building on the importance of culture and belonging, the individuals featured in these ads are respected members of both tribes.
- Due to the enormous success of this campaign, it was adopted by BIA, as well as WYDOT's general market occupant protection messaging.
 - Cultural “crossover” at its best!





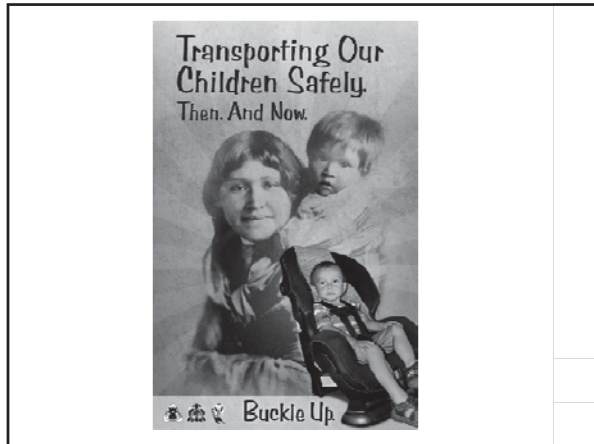




- The 2013 campaign took a decidedly different approach and focused on child passenger safety, as well as school bus safety.
- The emphasis on school bus safety was a result of the death of Makayla Marie Strahle, who stepped off her school bus and was crossing a road when a vehicle struck her.







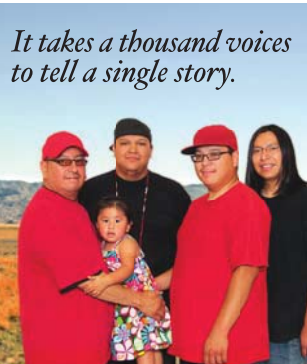




FY2014 Campaign

"A Thousand Voices"

- The 2014 campaign was designed as a tribute to the community's *visible* cultural identity and the pride associated with traditional tribal regalia.
- Likewise, the headlines were adapted from cherished tribal sayings, in an effort to ensure maximum relevance and resonance.
- As in previous years, the emphasis in 2014 was once again on impaired driving and seat belt use.




*It takes a thousand voices
to tell a single story.*

We are family.
And we don't drink and drive.



*It takes a thousand voices
to tell a single story.*



We are family.
And we buckle up.



*Each bird loves to
hear himself sing*

Life is a journey. **Buckle up.**



*Each bird loves to
hear himself sing*

Life is a journey.
Don't drink and drive.



FY2015 Campaign
"Love"





Show Your Designated Driver Some Love.




Don't drive drunk.

Show Your Designated Driver Some Love.






Don't drive drunk.

FY2016 Campaign
"Best Defense"




YOUR BEST DEFENSE AGAINST A DRUNK DRIVER? BUCKLE UP!






ADVICE FROM YOUR ELDERS: BUCKLE UP!



YOUR ELDERS' ADVICE? BUCKLING UP IS YOUR BEST DEFENSE!



Overall Campaign Outcome

- Impaired driving and seat belt usage are being actively discussed.
- Improvements in the tribal law and order code have reflected, and reinforced, this behavior-based approach.
- Tribal ownership has been a critically positive outcome of these campaigns — the reservation has a new DUI law and a new mandatory seat belt law, and there are enhanced BIA enforcement efforts.
 - Major road improvements, in addition to safety education and an increased law enforcement presence, have also been vital.

17 Mile Road Project

- Ultimately, the effectiveness of these campaigns will be measured by a continued trend of:
 - Reduced fatalities;
 - Increased convictions for impaired driving; and
 - Increased seat belt and child passenger restraint usage.
- The best example of positive change on Wind River is what has happened on the reservation's busiest highway when the periods of 2004-2007 and 2009-2012 are compared.

17 Mile Road Project



Wyoming 137 (17-Mile Road East Section) Crash Comparison History
 May 30, 2004 – May 30, 2007 (prior to construction, alcohol messaging,
 increased enforcement)

Fatal Crashes	Fatalities	Injury Crashes	Injuries	PDO Crashes	Total Crashes
4	4	25	63	36	65

Wyoming 137 (17-Mile Road East Section) Crash Comparison History
 June 15, 2009 – June 15, 2012 (after construction, in-progress alcohol
 messaging, in-progress increased enforcement)

Fatal Crashes	Fatalities	Injury Crashes	Injuries	PDO Crashes	Total Crashes
1	1	7	10	10	18


Fatal Crashes	Fatalities	Injury Crashes	Injuries	PDO Crashes	Total Crashes
-75%	-75%	-72%	-84%	-72%	-72%


Fremont County Fatalities Recap

Year	Fatal Crashes	Fatalities
2011	11	13
2012	9	9
2013	3	4

A 69% decrease in fatalities in three years!

- **Dean Littlesfield**
- I bet our haters are going to hate us more cuz these are going to be hung around Riverton and others places who wants one **just love my life** and **they say we are NOBODY'S**
- Gary Collins and 48 others like this.
- **Marcia Blacksmith** This is definitely **something to be proud of**. If people don't like it, maybe they should do something positive with their own lives. Proud of you all!
- February 4 at 12:53pm · Like · 2
- **Joey C Hair** Badness
- February 4 at 1:08pm · Like · 2
- **Dominic Littlesfield** So what Deanners, like your big sister Marcia said let them! You've done a lot of positive things with your life. **Just keep your head up and be proud like dad taught you to do.**
- February 4 at 1:19pm · Like · 3
- **Tracy Waters** Awesome! I want some...I am **very proud** of y'all!
- February 4 at 2:13pm · Like · 1
- **Vestal Blacksmith** Sweet send some our way
- February 4 at 7:17pm · Like · 1
- **Rosa Littlesfield** Send one my way!
- February 4 at 9:14pm · Like
- **Dominic Littlesfield** They are all **D&A free**.....
- February 4 at 9:38pm · Like





The biggest communication problem is we do not listen to understand. We listen to reply.



Discussion/Q&A
