# **DZD Communications Coordinating Council** Louisiana's effort toward consistent safety messaging

DESTINATION

ZERO

DEATHS

# Lifesavers Conference 2017

March 26-28, 2017 in Charlotte, North Carolina

## Rudynah Entera Capone

Louisiana Center for Transportation Safety

Destination Zero Deaths Communications Coordinating Council

## **Traffic Safety = Human Factors + Engineering**





## **Communications Coordinating Council**



**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 anforcement campaigns. But



Click It or Ticket. Buckle Up America. Every Trip. Every Time. Buckle Up In Your Track Live To Truck Another Day Rear Seat, Click It Louisianal 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 HVE's + TV & Radio PSA's Cinema Theatre PSA's 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 Seat belt Use Coordinate + Collaborate + Communicate consistent road safety messaging

**Communication & Marketing Plan** Consolidated Calendar + Program Snapshots + Media Strategies/Audiences

Click here: <u>Communication and Marketing Plan</u>

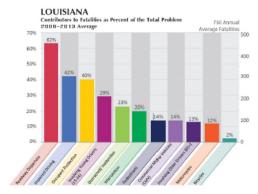


# **Coordination:** Top-down & Bottom-up Approaches

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

Louisiana's Destination Zero Deaths Communications Coordinating Council (CCC)

Louisiana is paving the way in traffic safety with **Destination Zero Deaths**, a multidisciplinary initiative to reduce motor vehiclerelated fatalities and serious injuries.



Vision: To reach zero deaths on Louisiana's roadways

#### *Mission:* To reduce the human

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

> Measurable Goal: To halve fatalities by 2030

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

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

### **The Statewide Approach**

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







Occupant Protection







### The Regional 4E Approach

Louisiana uses the regional 4E approach to saving lives! Engineering Enforcement Education Emergency Medical Services

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

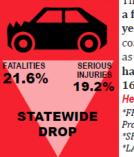
State Leaders + Regional Coordinator + Local Experts + Advocates + MPO Staff = Regional Coalition



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

#### **Success Story**

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



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

\*FHWA National Road Safety Noteworthy Practices Guide 2013, Page 10 \*SHSP Community of Practice \*LA SHSP www.destinationzerodeaths.com

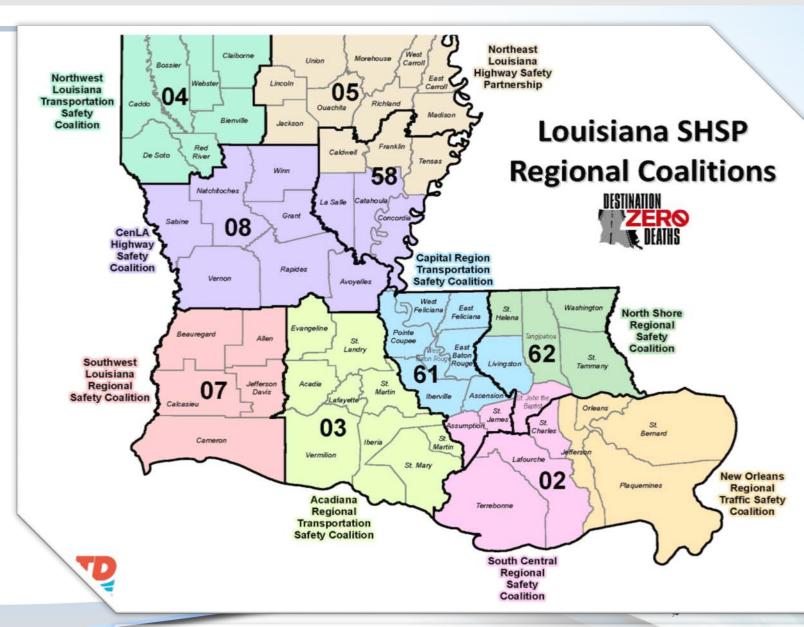


# **Collaboration:** Regional Coalitions

- Modelled after NHTSA's Safe Communities Partnership Program
- Multidisciplinary 4E's

   Enforcement
   Education
   Engineering
   Emergency Medical Services





## **Communication:** Behavioral + Infrastructure

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### Consolidated Louisiana Safety Campaign Calendar

Traffic Safety Roundup *monthly e-news*

### 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

## **Communication:** Toolkit *Tweaks and Shares*

### Customization of Resources

Putting a Louisiana twist to it

### Development and Sharing of

- Call to Action
- Campaign toolkits
- Social media scheduler
- Fact sheets
- Talking points
- Public Service Announcements





LA SHSP Communications Coordinating Council





#### www.lasafetycenter.org

### Call to Action Let's work together to end drunk driving.

Join us on Tweet Up Day on September 1

@DestinationZeroDeaths
Hashtags
#DriveSober
#LALaborDay
#DZD

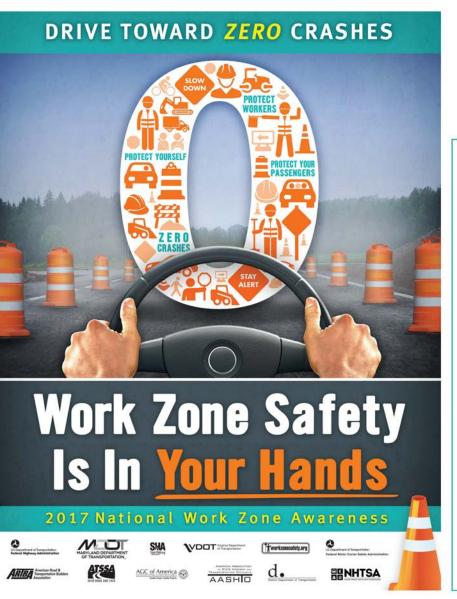
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### National Work Zone Awareness Week Enhancing Safety and Mobility



### Safety Tips to Live By STAY ALERT Dedicate your full attention to the roadway. **PAY CLOSE ATTENTION** Signs and work zone flaggers save lives. TURN ON YOUR HEADLIGHTS Workers and other motorists must see you. DON'T TAILGATE DON'T SPEED Note the posted speed limits in and around the work zone. **KEEP UP WITH THE TRAFFIC FLOW** DON'T CHANGE LANES IN THE WORK ZONE MINIMIZE DISTRACTIONS Avoid changing radio stations and using mobile phones while driving in the work zone. EXPECT THE UNEXPECTED Keep an eye out for workers and their equipment **BE PATIENT** Remember the work zone crew members are working to improve your future ride.

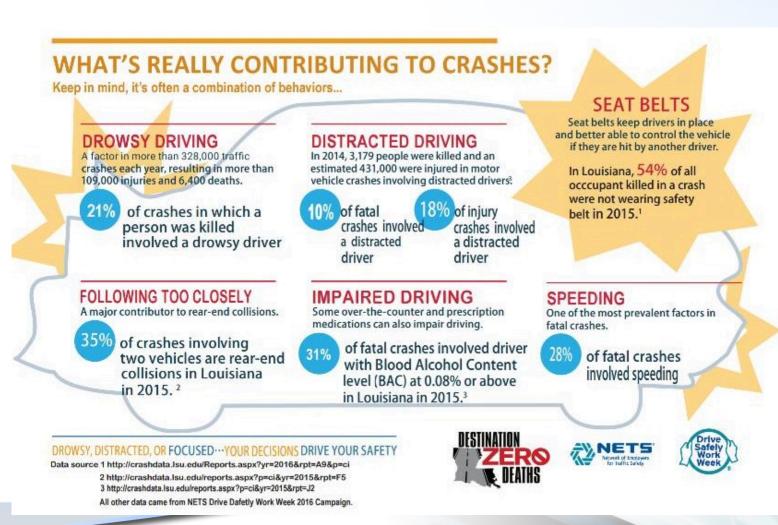
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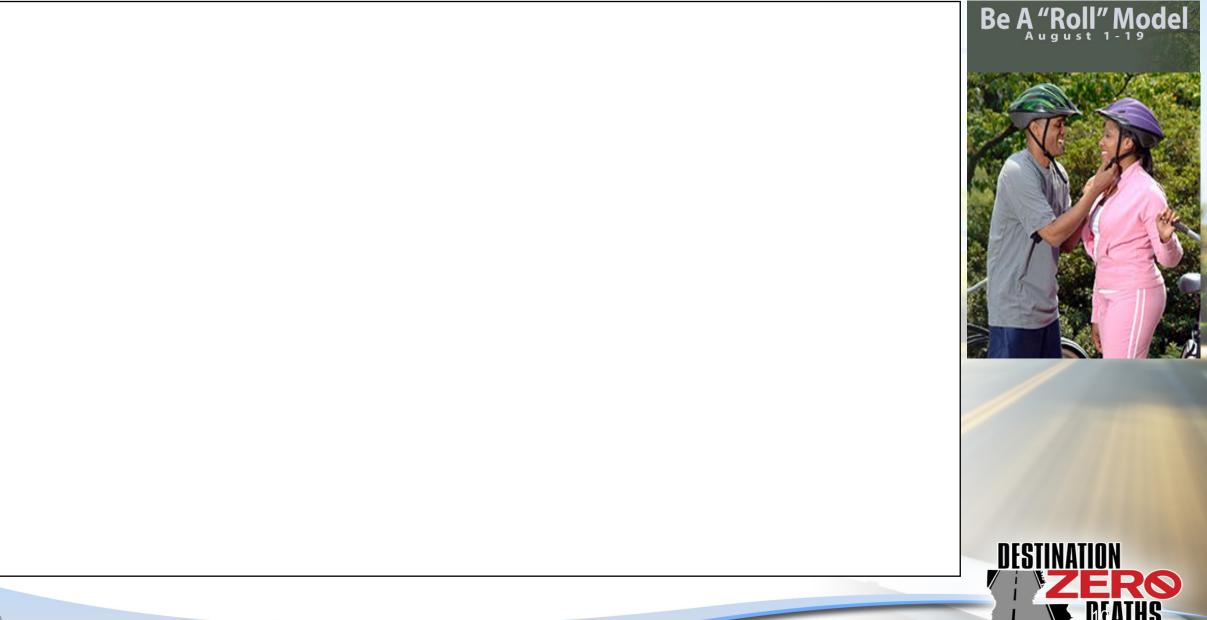
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## Impact & Reach: Production of 30-sec PSA's



# Impact & Reach: Public Engagement through Social Media

Earned 63,580 views and reached 119,810 people on social media





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# Impact & Reach: Increased Engagement between Partners



Earned a total of 279,366 views via social media.



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## Impact & Reach: Public-Private Partnerships

### Destination Zero Deaths Team Joins with AT&T to Use Virtual Reality Simulator to Remind Drivers Not to Text and Drive

In response to two national traffic safety weeks, the Louisiana's Destination Zero Deaths (DZD) Team partnered with AT&T through the Louisiana Center for Transportation Safety (LCTS)—a division at LTRC that is tasked with supporting the state's Strategic Highway Safety Plan (SHSP) efforts in highway safety research, training, and communication and outreach—to raise the public's awareness of the dangers of distracted driving and encourage safer and focused driving.

First, the team deployed a distracted driving virtual simulator called *lt Can Wait* (provided by AT&T) at the Main Street Market on October 7



in time for Drive Safely Work Week<sup>™</sup> (October 3-7), which was themed "Drowsy, Distracted, or Focused… Your Decisions Drive Your Safety." Second, the team brought the simulator to two area high schools—Baton Rouge Magnet High School and Woodlawn High School—with Lexlee's Kids and the Capital Region Transportation Safety Coalition taking the lead during the National Teen Driver Safety Week (October 16-22).



## Impact & Reach: DZD Brand Presence @ Events

### Team branding as Destination Zero Deaths *versus individual agencies*



# **Coordinate + Collaborate + Communicate** consistent road safety messaging

Know more about Communications Coordinating Council. http://www.ltrc.lsu.edu/lcts/shsp-communication-coordinating-council.html

### **Contact:**

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www.destinationzerodeaths.com

