

DZD Communications Coordinating Council

Louisiana's effort toward consistent safety messaging

Lifesavers Conference 2017

March 26-28, 2017 in Charlotte, North Carolina

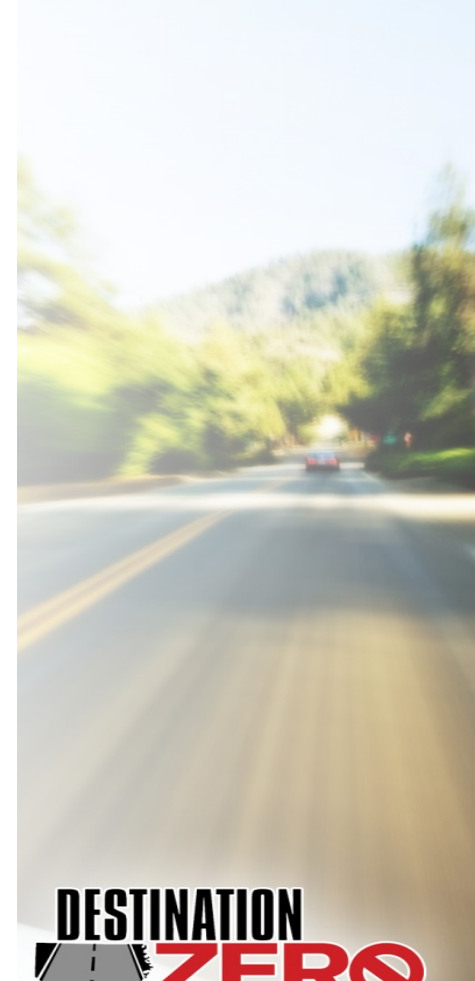
Rudynah Entera Capone

Louisiana Center for Transportation Safety

Destination Zero Deaths Communications Coordinating Council



Traffic Safety = Human Factors + Engineering



DESTINATION
ZERO
DEATHS

Communications Coordinating Council

Coordinate + Collaborate + Communicate
consistent road safety messaging

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

Click here: [Communication and Marketing Plan](#)

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



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

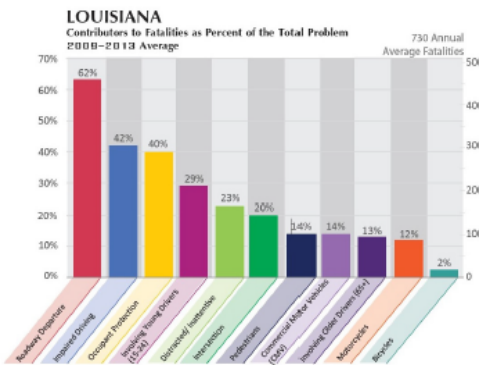
Weekend HVE's + TV & Radio PSA's
Cinema Theatre PSA's
Dynamic Message Signs
Child Passenger Safety Seat Inspections
Paper and Electronic Press Releases
Social Media Norming
School Open Houses
Seatbelt Rollover Demo at Events
Rewarding Drivers for Seat belt Use

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 multi-disciplinary initiative to reduce motor vehicle-related fatalities and serious injuries.



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.

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



Impaired Driving



Occupant Protection



Young Drivers



Infrastructure & Operations



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.

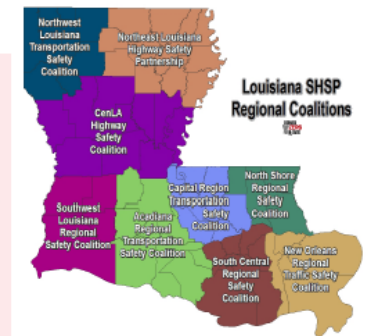
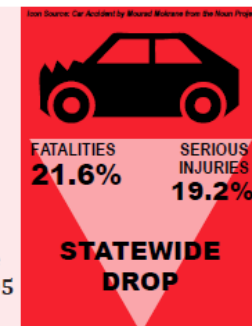
State Leaders + Regional Coordinator + Local Experts + Advocates + MPO Staff = Regional Coalition



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.



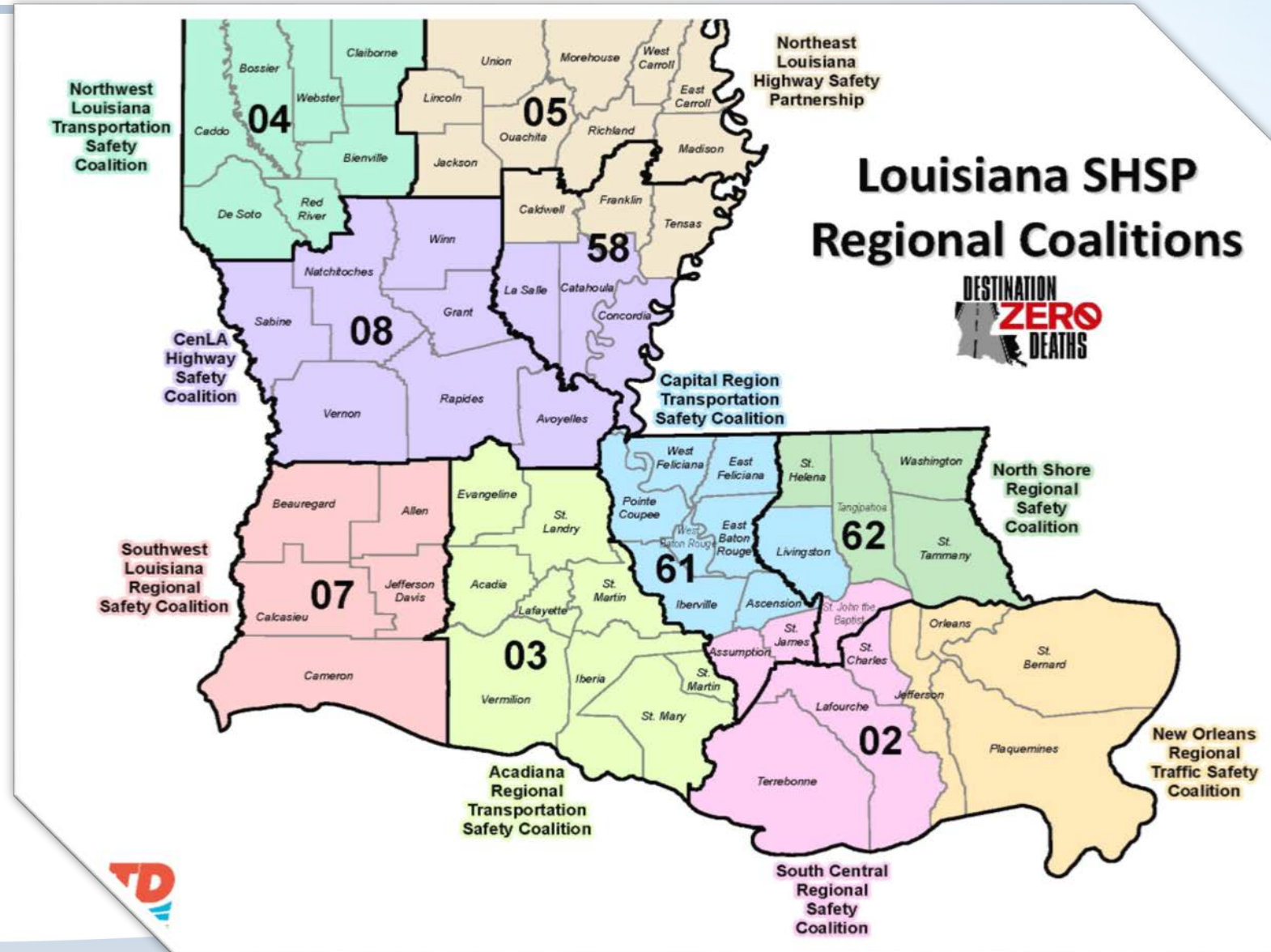
The South Central coalition has seen a fatality reduction by 17% in three years, a goal that the rest of the coalitions are working hard to achieve as well. The Central LA coalition has had an increase of seat belt use by 16% from 2014 to 2015.

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

- Consolidated Louisiana Safety Campaign Calendar
- Traffic Safety Roundup *monthly e-news*

Louisiana Transportation Safety Campaign Calendar 2017
 Inspired by NHTSA's Communications Calendar on traffic.safetymarketing.gov
 A fusion of NHTSA, ATSSA, NSC, NETS, AASHITO, United Nations and Louisiana campaigns

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!
 Jan. 1 *Speed Decreases Stop Spreading Before It Stops You* #StopSpreadingLA
 Jan. 21 *LA Railroad Safety Don't Stop on Tracks* #RRSafetyLA

FEBRUARY
 S M T W T F S
 5 6 7 8 9 10 11
 12 13 14 15 16 17 18
 19 20 21 22 23 24 25
 26 27 28
 Feb. 15 *Super Bowl LI Fans Don't Let Kids Drive Drunk* #SuperBowlSafetyLA
 Feb. 17-28 *LA Mardi Gras Safety Drive Sober or Get Pulled Over* #DriveSoberLA

MARCH
 S M T W T F S
 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
 Mar. 17 *St. Patrick's Day Busted Driving is Drunk Driving* #BustedDrivingLA
 Mar. 18-31 *LA Distracted Driving Don't Text Just Drive* #JustDriveLA

APRIL
 S M T W T F S
 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
 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

MAY
 S M T W T F S
 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
 Bicycle and Motorcycle Safety Awareness Month
 Share the Road with Bicyclists and Motorcyclists #SharetheRoadLA
 May 5 *Crash to Survive Busted Driving is Drunk Driving* #BustedDrivingLA
 May 8-14 *UN Road Safety Week* Stop Spreading Before It Stops You
 May 15 - Jan. 4 *Click Over Ticker National Enforcement* #ClickLA

JUNE
 S M T W T F S
 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
 Jun. 5-26 *LA Bike Safety* #BeABikeLA
 Jun. 19 - *National Bike to Work Day* Share the Road #SharetheRoadLA
 Jun. 22-29 *Heartzucker Awareness* Look in the Back Before You Lock #SafeKidsLA
 Jun. 30 - *Jul. 5 Fourth of July Drive Sober or Get Pulled Over* #DriveSoberLA

JULY
 S M T W T F S
 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
 Jan. 20 - *Jul. 5 Fourth of July Drive Sober or Get Pulled Over* #DriveSoberLA
 Secondary Message: Busted Driving is Drunk Driving #BustedDrivingLA
 Jul. 16 - *Aug. 5 LA Roundabout Roundabouts Save Lives* #RoundaboutSafetyLA

AUGUST
 S M T W T F S
 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
 Back to School Safety Month Walk, Bike, and Roll to School Safely #WalkBikeRollLA
 Aug. 16 - *Sept. 4 Drive Sober or Get Pulled Over National Enforcement* #DriveSoberLA

SEPTEMBER
 S M T W T F S
 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
 Sept. 9-14 *LA Distracted Driving It Got Worse Get Better*
 Sept. 17-24 *Child Passenger Safety Week* Are Your Kids Safe? Buckle 'em Up!
 Sept. 24 *National Seat Check Saturday* #ChildSafetyLA
 Sept. 24-30 *Honoring America*

OCTOBER
 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
 Oct. 2-6 *Drive Sober or Get Pulled Over* #DriveSoberLA
 Oct. 15-21 *First Deputy Safety Week* Use Your Seat Belt, Buckle Up!
 Oct. 31 *Halloween Busted Driving is Drunk Driving* #BustedDrivingLA

NOVEMBER
 S M T W T F S
 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
 Nov. 11-19 *LA Move Over Week* Move Over, Save a Life! #MoveOverLA
 Nov. 20 *World Remembrance Day for Road Traffic Victims* #R2U
 Nov. 20-27 *LA Thanksgiving Click It or Ticket* #ClickItLA
 Secondary Message: Buckle Up, Louisiana! #BuckleUpLA

DECEMBER
 S M T W T F S
 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
 Nov. 28 - *Dec. 12 Two Holiday Weeks Busted Driving is Drunk Driving* #BustedDrivingLA
 Dec. 15 - *Jan. 1 Holiday Season Drive Sober or Get Pulled Over* #DriveSoberLA

JULY

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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

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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DRIVE TOWARD **ZERO** CRASHES

SLOW DOWN
PROTECT WORKERS
PROTECT YOURSELF
PROTECT YOUR PASSENGERS
ZERO CRASHES
STAY ALERT

Work Zone Safety
Is In *Your Hands*

2017 National Work Zone Awareness

Logos: Department of Transportation Federal Highway Administration, MDT MARYLAND DEPARTMENT OF TRANSPORTATION, SNA, VDOT Virginia Department of Transportation, workzonesafety.org, Department of Transportation Federal Motor Carrier Safety Administration, ARIBA American Road & Transportation Builders Association, ATSSA, ACC of America, AASHIO, d. Georgia Department of Transportation, NHTSA

National Work Zone Awareness Week Enhancing Safety and Mobility

We need
your help!



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.

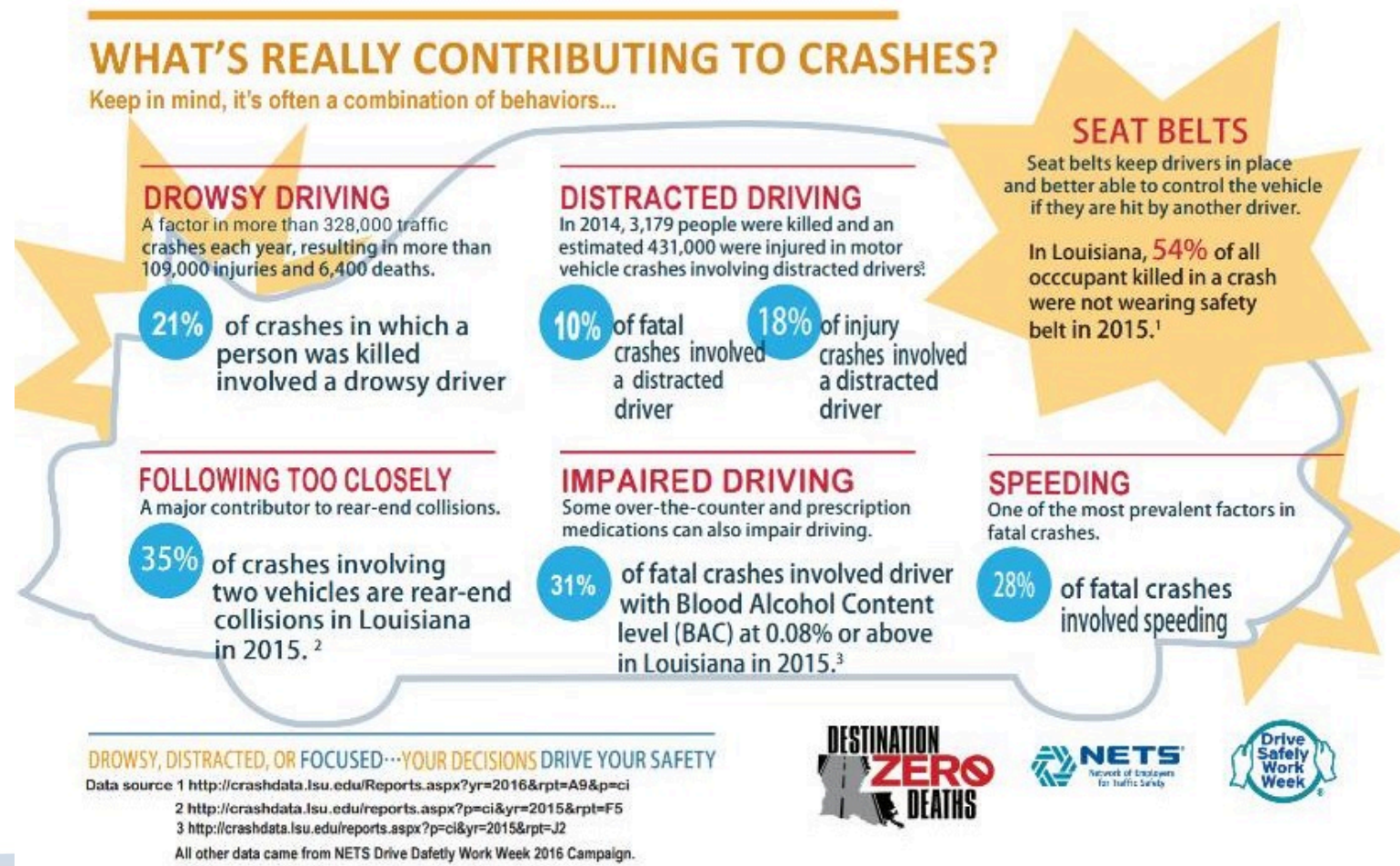
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Impact & Reach: Production of 30-sec PSA's

Be A "Roll" Model
August 1-19



DESTINATION
ZERO
DEATHS

Impact & Reach: Public Engagement through Social Media

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

Roundabouts
Save Lives



Impact & Reach: Increased Engagement between Partners



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

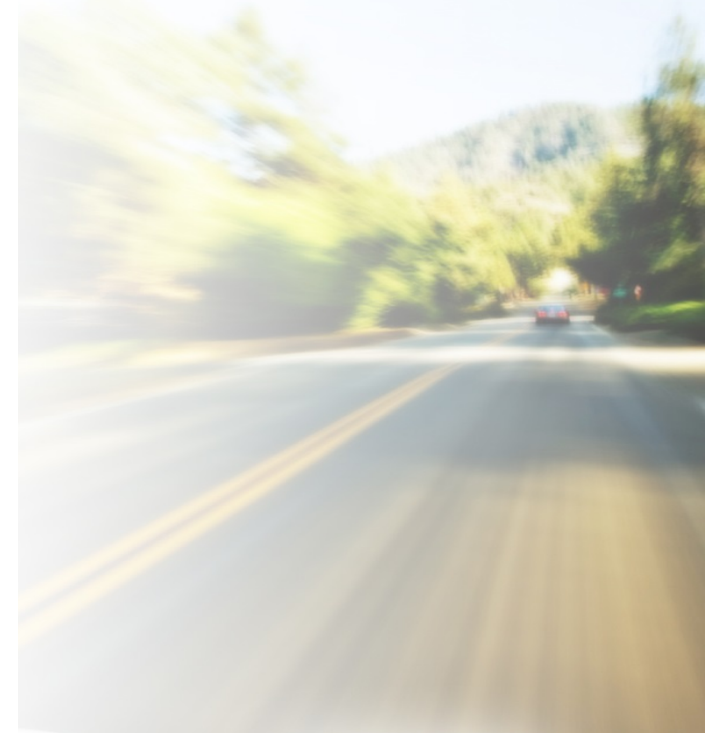


Impact & Reach: Public-Private Partnerships

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 *It Can Wait* (provided by AT&T) at the Main Street Market on October 7 in time for Drive Safely Work Week™ (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>

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