Beyond Just Say No: Crafting Effective Drugged Driving Campaigns
Drug-impaired driving is on the rise, and with it the need to develop messaging to address this dangerous behavior. However, the list of substances that contribute to drug-impaired driving is long, user profiles are diverse and there’s no single message that will work in all circumstances. Explore research examining public awareness and attitudes about this growing problem, as well as the messaging being developed to combat driving under the influence of prescription drugs, marijuana-impaired driving and opioid abuse.

The Nuts & Bolts of Building Powerful Partnerships
We can’t do it alone. Partnerships are vital to improving the safety of our roads, and it’s not just about the money. Symbiotic partnerships can help you build effective coalitions, increase your reach and learn how to leverage innovative approaches used by other agencies, businesses and organizations. Take a deep dive into the A-to-Z of building successful partnerships, from identifying your partnership goals, to looking beyond the traffic safety world to find unexpected partners, to strategies for approaching the right partners and nurturing relationships to achieve results.

Virtual Community Policing: Law Enforcement & Social Media
From dancing cops to public safety announcements to memorials for fallen colleagues, the number of law enforcement officers and agencies using social media to build relationships with their community and get public safety messages out is growing daily. Learn how law enforcement agencies are using Facebook, Twitter, Instagram, NextDoor, online video, and other social channels to engage constituents, recruit new cadets and change the conversation about policing. Panelists will share what has worked for them, how they handle the legal and administrative challenges, and tips for working with a team that may have no formal communications background.

Innovative Campaigns that Prompt Action
What campaigns are highway safety offices and organizations using to help drive behavioral change? Buckle your seat belts! During this fast-paced and visually oriented session you’ll see and hear examples of innovative marketing campaigns highway safety offices, advocates and organizations are using to make people take action.

Messaging in a New Era
In this time of information overload and short attention spans, it’s hard to get traffic safety messages heard. Some organizations are using humor, others rely on storytelling, and still others feel that great visuals help get the message across. However, when trying new messaging, it can be a fine line between a great campaign and one that disappoints or offends. Join the discussion as we examine the benefits and pitfalls of different approaches to messaging, from campaigns that have worked to efforts that have fallen flat, and learn how you can make your message shine.

Communicating Effectively with Diverse Communities
While it is possible to translate traffic safety campaigns into different languages or change the actors to represent different races or ethnicities, it doesn’t guarantee your message will reach your target audience. Talking to diverse groups about traffic safety presents challenges, but also opportunities. Panelists representing both Tribal and Hispanic communities will explore cultural differences in developing effective traffic safety campaigns; when, where and how to communicate with different constituent groups; and when it’s a good idea to bring in the experts.