Presenter: LaToya Grate, AICP
Highway Safety Program Administrator
Office of Highway Safety and Justice Programs
South Carolina Department of Public Safety
ARRIVE ALIVE
DON'T SPEED.
In South Carolina, 37% of fatal roadway collisions were speed related (in 2015).
Getting the Word Out
Various Methods Used
Modern and Traditional
Pre-Campaign Coverage

• 5 stations in SC

• Over 32 stations across Region 4
Press Event:

Monday, July 17, 2017

Supported by State Law Enforcement and Local Law Enforcement Agencies
SCDFP JOINS REGIONAL SPEED ENFORCEMENT CAMPAIGN, “OPERATION SOUTHERN SHIELD”

COLUMBIA — The South Carolina Department of Public Safety kicked off a new speed enforcement campaign, Operation Southern Shield, in the South Carolina Upstate on Monday, July 17, putting an increased police presence on the major Southern Shield routes.

From July 17 to July 31, law enforcement officers will be serving the Greenville, Spartanburg, and South Carolina counties.

People are asked to drive with caution and avoid speeding.

General Motors recently published a new study on roadsides, where the most fatal crashes occur.

McKinsey & Company found that more than half of all fatalities in South Carolina involve alcohol.

During Operation Southern Shield, law enforcement officers will be providing a 15 percent increase in traffic patrols.

Our commitment is to reduce fatalities and increase safety on South Carolina's roadways.

For more information, please contact the South Carolina Department of Public Safety at 803-734-4226.
Summer brings increased congestion on our roads as residents and tourists alike enjoy all that a South Carolina summer has to offer from the mountains to the coast.

Our goal: help people arrive alive by reducing traffic crashes, injuries and fatalities. From July 17 to July 23, law enforcement serving the Southeastern states of South Carolina, Georgia, Alabama, Florida, and Tennessee are mobilizing to increase enforcement of speed violations, as well as driving under the influence, distracted driving, and failure to buckle up – with the goal of achieving a zero fatality rate for the seven-day period (and beyond). So, Buckle Up and Slow Down this summer. Arrive Alive.

#OperationSouthernShield #ArriveAlive #TargetZeroTuesdays
Trooper Judd SCHP @SCHP_Troop7 - 19 Jul 2017
Slowdown, avoid distractions, wear your seatbelt! The life you save might be your own!
#operationsouthernshield

In South Carolina
37% OF FATAL ROADWAY COLLISIONS WERE SPEED RELATED
(IN 2015)

scdps_tz • Following
scdps_tz Arrive Alive. Don't Speed. #TargetZeroSC #operationsouthernshield #ArriveAlive

22 likes
JULY 19, 2017
It's National Hot Dog Day! Let me be frank, you'll find yourself in hot water if we 👀 you speeding. I'll ketchup with you in my 🚓. 😞

8:25 AM - 19 Jul 2017

86 Retweets 423 Likes
If you haven't heard, SC troopers have a big speeding crackdown this week called 'Operation Southern Shield.'
Lexington Sheriff • @LCSD_News • 20 Jul 2017
A week of focused traffic enforcement continues as we join @SCDPSPIO for #OperationSouthernShield. Patrolling for speeding. #DUI. #LESM

Greenville SC Police • @GvIPD • 21 Jul 2017
The GPD sought to make SC's roads safer by taking part in #operationsouthernshield this past week. #gvlpd
Campaign Coverage (TV for SC)

- WLTX Columbia: Speeders Will be Targeted This Week on SC Roads
- Fox Carolina: ‘Operation Southern Shield’ hits roadways in SC, four other states
- WJBF Augusta/Aiken: “Operation Southern Shield” is in full effect
- WLTX Columbia: State Trooper Answers Questions on Speeding Tickets
- WJBF Augusta/Aiken: Speeders Will Be Targeted This Week on SC Roads
- ABC Columbia: Midlands Girl is Law Enforcement’s Biggest Fan
- WSPA Spartanburg: Operation Southern Shield: Week long speed enforcement initiative (repost of WSAV story)
- WTOC Savannah/Beaufort: Multi-state law enforcement agencies wrap up week-long ‘Operation Southern Shield’
- WJBF Augusta/Aiken: Operation Southern Shield aims to prevent traffic deaths
- WIS Columbia: ‘Operation Southern Shield’ hits roadways in SC, four other states
- WSAV Savannah/Hilton Head: Operation Southern Shield initiative causes drivers to slow down
- ABC Columbia: SC Troopers Kick off Safety Campaign
- WACH FOX Columbia: Five Southeastern states launching traffic crackdown
- WBTW Myrtle Beach: Five Southeastern states participating in “Operation Southern Shield”
- WCBD Charleston: Law enforcement launch week-long program to reduce wrecks
- WYFF Greenville: South Carolina, Georgia among 5-state summertime traffic crackdown, Highway Patrol says
- WMBF Myrtle Beach: 5 Southeastern states launching traffic crackdown
Campaign Coverage (Radio for SC)

- South Carolina Radio Network: [SC joins regional speed enforcement campaign ‘Operation Southern Shield’]

- WFXH-FM Savannah/Hilton Head: [Operation Southern Shield This Week]
Campaign Coverage (Newspaper for SC)

- **Gaffney Ledger**, Gaffney SC: SCDPS joins regional speed enforcement campaign “Operation Southern Shield” (SCDPS Press release)
- Law Office of Robert W. Harrell, III; Charleston, SC: OPERATION SOUTHERN SHIELD: Things to Know; Distracted Driving and Operation Southern Shield
- **The Times and Democrat**, Orangeburg, SC: ‘Southern Shield’ about slowing down
- **Aiken Standard**, Aiken, SC: SCDPS joins regional speed enforcement campaign ‘Operation Southern Shield’ (SCDPS Press Release)
- Manning Live, Manning SC: SC joins Operation Southern Shield
- USA Today: Speeders could be in for a bad week in the Southeast (quote from Sgt. Bob Beres)
- **Anderson Observer**, Anderson SC: SC, four other states, Start Crack Down on Traffic Violations (AP story)
- **Beaufort Gazette/Island Packet**, Beaufort SC: Watch your speed: Tennessee, South Carolina, Alabama, Georgia, Florida cops will be, too; Five Southeastern States launching traffic crackdown (AP story)
- **South Strand News**, Georgetown, SC: South Carolina one of five states launching traffic crackdown (AP story)
- **The Herald**, Rock Hill, SC: Five Southeastern states launching traffic crackdown (AP story)
- **Index-Journal**, Greenwood, SC: 5 Southeastern states launching traffic crackdown (AP story)
- **The Sun News/Myrtle Beach Online**: 5 Southeastern states launching traffic crackdown (AP story)
Sample of Coverage Across Region 4

Examples of coverage

- NBC Columbia: SC, GA among 5 states launching traffic crackdown Monday
- USA Today: Speeders could be in for a bad week in the Southeast
- SC has documented coverage from over 43 television and newspaper outlets
Main Takeaways

• Have a Plan

• Have Partnerships

• Have Flexibility

• But you don’t need a lot of money..........................
  • *SC didn’t pay for media*