Partnering with SHSOs to Get to Zero

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Overview of Presentation

• What is an SHSO, anyway?
• Opportunities/limitations
• Unfunded partnerships
• Grant-based partnerships
• Key takeaways
What is an SHSO, anyway?

• Lead state agency on influencing road user behavior
• 1966 Highway Safety Act
• Importance of planning
• Evidence-based, data-driven approaches

ghsa.org/about/shsos
## Opportunities & Limitations

<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Limitations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resources &amp; training</td>
<td>Prioritization</td>
</tr>
<tr>
<td>Technical assistance</td>
<td>Supply</td>
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<tr>
<td>Data</td>
<td>No funds for infrastructure</td>
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Unfunded Partnerships

- Opportunity to build a track record
- Amplify public awareness
- Educating policymakers
- Coalition building
- Schools
- Prosecution/judicial outreach
Grant-based Partnerships

• Planning & calendar based
• State performance goals
• Grant applications
• Implementation
• Evaluation
• Accountability
Key Takeaways

• Checklist for success
• Relationships
• Data-driven
• Report link: ghsa.org/resources/partnering18
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