Mobilizing Your Community to Combat Distracted Driving

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You have one job.
Put the phone down and drive.
Mobilize Partners to Educate & Increase Awareness in the Community

*The Highway Safety Office wanted to work with partners (DHHS Injury Prevention, Drive Smart Nebraska Coalition and Teens in the Driver Seat) to increase a unified message across the state.*

- We wanted to raise awareness around traffic safety issues particularly distracted driving, teen involved crashes and reach out to parents and faculty in our schools.
- Opportunity to build our Drive Smart Nebraska Coalition. Actively develop relationships with law enforcement, community groups and employers.
- Garner support and earned media through relationships, by conducting a press conferences in local communities, with identifiable leadership, and invited media partners to support message “You had one job.” and disseminate across the state.
Focus on one element: Distracted Driving

**TEEN/STUDENT**

You had one job.

*Put the phone down and drive.*

**PARENTS/FACULTY**

You had one job.

Put the phone down and drive.
Four Week Campaign – Month of April

Highway Safety and DHHS, Injury Prevention worked with a marketing team to produce materials for April. The campaign elements were designed in a variety of formats. This allowed for flexibility at the local level to work with news media, local businesses, DSN members and TDS schools.

Outcome:
Radio impressions        163,000 (4 weeks)
Billboard Impressions    520,452 (4 weeks)
Movie pre-roll           177,100 (4 weeks)
Social Media             238,210 (April – Sept. 2017) Facebook
Mobilizing students, parents and community

DSN Campaign

Resource materials for DSN Coalition Members
Develop a campaign with several elements
#YouHadOneJob campaign connected with the teens, parents, and faculty
Was the campaign adopted? Did we reach target counties?

DSN Coalition Members made the campaign a success and we brought in new stakeholders.
Student Involvement = Community Involvement

Encourage unified messaging that fits the local level

Grow capacity for the coalition and our members

Encourage behavioral changes to curb traffic-related injuries/fatalities

4,066 drivers, in Nebraska, were involved in a DD crash (5-year average)

NE teen drivers were involved in 26% of crashes using a cell phone, 2016

In 2016, 100% of the 12 teen fatalities (drivers and passengers, ages 13-19) were NOT wearing seat belts.
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