Partnering to Improve Tribal Road Safety

Lifesavers Conference | Louisville
April 1, 2019
Today’s presenters

• Leslie Shakespeare
  • Vice-Chairman of the Eastern Shoshone Business Council

• Howard Brown
  • Wind River Intertribal Council Department of Transportation

• Cody Beers
  • Public Relations Specialist, Wyoming Department of Transportation, District 5
Wind River Indian Reservation

- Wyoming’s Wind River Country is home to the seventh largest Indian reservation in the nation.
- Encompassing 2.2 million acres, Wind River is home to the Eastern Shoshone and the Northern Arapaho tribes.
- Fifty-nine percent of the state’s tribal population resides on Wind River.
  - There are approximately 15,598 American Indians living in Wyoming.
Wind River Indian Reservation
Fremont County Traffic Fatality Analysis >
Most likely to be:

- Single vehicle crash
- Driver
- Seat belt not worn
- 19 – 35
- Male
- Native American

- There were 11 motor vehicle deaths in 2018.
- 81% involved alcohol and/or drugs.
- Twice the national average.

There were no vehicular homicides in 2018 — the first time that has happened in the nine years in which this data has been tracked.
WYDOT Overview

District 5 is located in central Wyoming and includes residents of Fremont County and the Wind River Indian Reservation.

WYDOT advocates for positive messaging and a community-based model as a means of changing behavior, including:

- Empowerment of the tribal community to carry traffic safety messaging to families, friends and coworkers;
- A continual evolution of positive messaging and reinforcement of social norms; and
- A sustained effort to save lives on the Reservation and throughout Fremont County.
Partnering to Improve Tribal Road Safety

> The Three E’s

EDUCATION  ENFORCEMENT  ENGINEERING
EDUCATION
In 2009, WYDOT partnered with Denver-based agency Heinrich Marketing, to create culturally, and in some cases linguistically, relevant messaging to address tribal traffic safety issues.

Cultural identity can be a critical component of effective advertising and message development.
Messaging and Outreach

- Language
  - Many native languages are dying, so keeping words “alive” is important.
- Identification, and proper use, of icons
  - Family
  - Values
  - Customs
  - Roles
  - Symbols
  - Regalia

3oo3eenebineeheeniinei’i.
Cih bi benee noh Noo’oeyei’i.

Think of your family.
Think of us.
Don’t drink and drive.

John P. Smith
Member, Northern Arapaho Tribe
ENOUGH IS ENOUGH

Do the right thing buckle up and save a life.

Leslie Shakespeare, Eastern Shoshone

ENOUGH IS ENOUGH

Do the right thing buckle up and save a life.

Stephen M. Fast Horse, Northern Arapaho
Cherokee Brown lost her daughter Taylor in a car crash on July 14, 2015.
ENOUGH IS ENOUGH

Do the right thing, buckle up, and save a life.
BUCKLE UP.
WE ARE ALL SOMEONE’S SOMEONE.

REAL STATE CHAMPION SISTERS DON’T LET STATE CHAMPION SISTERS RIDE UNBUCKLED.
BUCKLE UP.
Buckle Up, Tough Guy.
Hoxkuhu, Hinen No’oteih
Due to the enormous success of this campaign, it was adopted **nationally** by the Bureau of Indian Affairs, as well as WYDOT’s general market occupant protection messaging.
ENFORCEMENT
• Law enforcement agencies in Fremont County now work cooperatively to remove impaired drivers from Fremont County and Wind River Reservation highways.

• In 2019, there are 6 planned, coordinated law enforcement operations involving 7 agencies in Fremont County.
  • During the 3-day Super Bowl weekend operation (Feb. 1-3), law enforcement officers:
    • Made 215 traffic stops
    • Issued 77 citations and 172 warnings
    • Arrested 33 people

• No traffic fatalities were reported over Super Bowl weekend in Fremont County.
ENGINEERING
• Rebuilding 17 Mile Road, the old highway between St. Stephens and Hudson (now called Rendezvous Road).
  • 17 Mile Road, according to former Tribal Transportation Director John Smith, "is the most important road on the Wind River Reservation."

• Rebuilding Wyoming 132 (Blue Sky Highway) between Ethete and Lander.

• Building a pedestrian pathway from Ethete, past Wyoming Indian High School, to Wyoming Indian Elementary School, slated for completion in October 2019.
WY132 highway improvement project, $14.63 million project, completion by October 2019.
Overall Campaign Outcomes

Impaired driving, and seat belt usage, is being actively discussed.

Improvements in the tribal law-and-order code have reflected, and reinforced, this behavior-based approach.

Tribal ownership has been a positive outcome of these efforts — the Reservation has new laws and enhanced BIA enforcement efforts.

Focused attention on road and bridge improvements.
## Fremont County DUI Arrests- 2010 to 2017 (Booked into Fremont County Detention Center)

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<thead>
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<th>Year</th>
<th>DUI Offenses</th>
<th>Average BAC</th>
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<td>453</td>
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Source: Injury Prevention Resources WY
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62% decrease in DUIs in 8 years!
Discussio

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