COMMUNICATIONS Track as of 3/27/19

Making the Safety Case for Automated Enforcement
Research confirms that automated enforcement – red light and speed cameras – has a positive impact on road safety. However, the public isn’t always aware or convinced of the safety benefits this tool can confer. Explore best practices for messaging around automated enforcement that promotes safety over revenue, and how some organizations and communities are effectively educating citizens about its value.

“If You Feel Different...”: Communicating the Dangers of Drug-impaired Driving
Look at state drug-impaired driving communications efforts geared toward opioid and marijuana users, as well as NHTSA’s recently-launched national campaign that is generating buzz. Learn how these campaigns were conceived, how they were launched, and how to use the materials to reach the right audiences.

Innovative State Safety Campaigns
Join Lifesavers’ annual showcase of some of the most creative and innovative state marketing campaigns. Learn how Kentucky is highlighting local law enforcement officers while increasing the seat belt usage rate in targeted communities, how Tennessee has raised the visibility of distracted driving enforcement campaigns, and how other states are making an impact when it comes to raising awareness of traffic safety. This fast-paced session will feature videos and graphics to help inspire your own local and state campaigns.

How Law Enforcement Uses Social Media to Control the Narrative
The number of law enforcement agencies and officers using social media continues to grow, and with it comes a more direct line between the agencies, the media and the public. Today, law enforcement agencies are less reliant on traditional media outreach efforts like press releases and press conferences, and instead are using social media to connect with reporters, talk directly to the public and get their messages out. Hear from law enforcement officers who have mastered the art of social media as they share how they use this platform, the benefits and pitfalls of what they do, and how to do this on your own or to support similar efforts in your community or state.

Messaging that Drives Behavioral Change
Breaking through the clutter to talk about highway safety can be challenging. What’s even harder - the audiences most in need of the message are sometimes the least receptive to hearing it. By using evidence-based marketing strategies, highway safety organizations can connect with these key demographics to drive awareness and change behavior. Explore research related to communication strategies shown to influence behavior and lessons learned from outdated tactics such as fear appeals. Learn how research was applied in North Carolina, how the South Dakota Office of Highway Safety targeted three notoriously hard-to-reach audiences – teen drivers, Millennial males, and motorcyclists attending the Sturgis Rally – to drive the state’s traffic fatalities to among the lowest in the nation, and how qualitative and quantitative research guided the creation of New York City’s Vision Zero marketing content that has helped contribute to a significant reduction in pedestrian fatalities.

Proven Tactics for Measuring Campaign Success
The most challenging part of what marketers do is measuring and evaluating public outreach and communications efforts. Learn about the various methods of measuring success. Speakers will share the importance of setting campaign key performance indicators, demonstrate unique and cutting-edge tools
to measure campaign effectiveness, and share how the insights gained are used to optimize creative content and placement throughout the flight of a campaign to maximize results.