Innovative Campaigns
Kentucky Local Heroes

How it began

• NHTSA challenged Kentucky to raise seat belt usage rate to 90 percent (86.8 percent in 2017)
• Introduced us to Enrollment Centered Approach to Media Marketing (ECAMM) developed by Cardinal Media, Inc.
• ECAMM utilized by other states resulted in increased seat belt usage rates
Taking it to the next level

- Named it “Local Heroes”
- Created radio, print, social media and television PSAs specific to each county
- Enforcement message but presented as local officers who care about their community

Local Heroes Pilot - 2017

- Utilized officers from 10 survey counties
- Local Heroes came to Frankfort for one-day production with staged crash scene
- Utilized local fire/EMS
- Total: $125,000
  - Relied on earned media
What we learned- 2017

- Local video footage needed for all videos
- Needed a statewide version
- Not all agencies have social media or aren’t active on social media platforms
- Remind LE to clean vehicles and bring hats and high-reflective gear for production

Local images provided by PIOs
Local Heroes 2018

- Ten counties chosen based on crash and fatality data
- Production occurred in each county and showed recognizable locations and roadways
- Statewide and regional version utilized Kentucky State Police
- Total: $125,000

Archer Park in Prestonsburg

2018 Laurel County “Local Heroes”
What we learned - 2018

- Make sure officers are buckled when seated in the vehicle (even when not driving)
- Script statistic caused confusion
  - “Over half of those killed...”
  - Comments via social media: “Ha ha! That means that half of those were wearing their seat belt!”

Local Heroes 2019

- Five counties based on crash and fatality data
  - Largest county/media market (Jefferson County) and its surrounding counties
  - Added nighttime segment (Jefferson County)
- Created spot for University of Louisville (Jefferson County) and Ft. Knox military base (Hardin County)
- Updated script and music
- Total: $180,000
Planning for Local Heroes 2020

- Focusing on central Kentucky
- Includes Fayette County (Lexington)
  - 2nd largest Kentucky media market
- Shooting a nighttime crash commercial with Kentucky State Police

Map provided by Kentucky Injury Prevention and Research Center
Results (2017 Pilot)

- Wiser strategies focus groups
  - Click it or Ticket was the most popular of the seat belt messages presented, especially paired with local officers
  - Of those who had seen the campaign, 80.7 percent had a favorable impression
  - Participants found the videos to be engaging and convincing
    - “It made the officers seem more compassionate and human.”

Results (2017 Pilot)

- Cambridge Systematics
  - Unbelted persons in crashes occurring on local, state, federal roads decreased from June to July 2017 compared to the three previous years.
  - Citations were the highest in June than any of the three previous years, and were particularly high for pickup trucks.
  - 84.6 percent of LE agency respondents indicated that after participating in Local Heroes their agency increased their occupant protection enforcement
Results

Our seat belt usage rate rose from 86.8 percent in 2017 to 89.9 percent in 2018!

A few tips...

- Utilize your law enforcement liaisons
- Encourage and support LE representatives
- Get a “go with the flow” production company

Snow AND rain? No problem!!
Most importantly...HAVE FUN!

Photobomb with my Shelby County LE officers

LEL Bob Criswell doubles as lighting man

Kentucky Local Heroes
Click It or Ticket

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