Talking Safety Data with the Media
Numbers bolster our efforts to find solutions to traffic safety problems. But how do we talk about data in ways that engage the media and the public, people who don’t speak statistics? Take a deep dive into the pitfalls and successes of making data a part of your media outreach with communications professionals who’ve made numbers an important part of their safety stories.

Innovative Campaigns that Get Results
From disruptive marketing in South Dakota to an innovative, research-driven campaign in Oklahoma, these approaches have one thing in common – to get results. Explore what these states did as well as contrasting campaigns from Iowa and Missouri to help you decide what type of campaign is right for your state. Also explore active forms of engaging the public in the field to help kick start your public outreach program. Don’t miss this fast-paced workshop loaded with ideas for traffic safety campaigns of all sizes.

Impaired Driving Campaigns in a New Era
Impaired driving is not just about alcohol anymore. As communicators, we face many new challenges from the opioid crisis and over-the-counter drugs, to the legalization of medicinal and recreational marijuana. Learn how communities and states are meeting the challenge of talking about impaired driving in all of its dangerous forms and engaging with the public in new and innovative ways.

Complete Streets Are Streets for Everyone
Vision Zero means making our streets safer for every road user. However, the balance required to ensure motorists, pedestrians, cyclists and others such as scooter users can travel together safely sometimes leads to conflict. Learn about the Safe Systems approach to traffic safety and how to communicate it to others, how to avoid the appearance of victim blaming and how to keep all road users engaged so that safety is top of mind.

Recall Repairs: Breaking Through the Clutter So Owners Take Action
Recalls seem to be growing in number, but many of these vehicle safety alerts either go unnoticed or owners fail to take action because they are busy or do not see the urgency. Learn how innovative campaigns can change this dynamic and what dangerous defects might lurk in a vehicle you or your family may own.

TV Cops - Law Enforcement & the Media
Social media has forever changed how law enforcement officers connect with their communities. Discover the innovative and sometimes surprising ways police agencies are integrating social media into their outreach strategies, taking the public behind the scenes of how they do their jobs, and showcasing the human stories behind the badge. You’ll also see how social media is helping state highway safety offices engage directly with law enforcement to drive safety campaigns.