Created by Governor Matt Mead, the Wyoming Seat Belt Coalition’s mission is to increase seatbelt usage in Wyoming, prevent fatalities, and decrease the number and severity of injuries in traffic crashes.
Coalition Goals

- Increase seat belt usage
- Drive toward zero traffic deaths
- Change traffic safety culture
- Increase youth education and engagement
SECONDARY LAW

MISUNDERSTANDING OF THE LAW

PERCEIVED INFRINGEMENT ON AN INDIVIDUAL'S RIGHTS
Rural Community Engagement

- Least populated state in the U.S.
  - 2019 Population = 578,759
- Limited communication channels
  - 7 different media markets
  - Only two in-state DMA’s (Designated Market Areas)
    1. Cheyenne – Scottsbluff
    2. Casper - Riverton
What makes this coalition successful?

• A diverse group of leaders, representing both private and public sector entities.
  • Agriculture and ranching
  • First responders
  • Commercial truck drivers
  • Healthcare
  • Workforce services
• Ability to adapt to the needs of the public and the demands of lawmakers.
• Dynamic, knowledgeable facilitator(s).
• Well-thought-out strategies and effective communications tools.
Communication Tools

- Website
  - Make information and data available to the public and the media.
  - Tell your story!
Communication Tools

- Social media
  - Highlight seat belt “heroes” in your messaging and build an engaged community of supporters.
  - Encourage these influencers to “share” your message.
  - Be responsive to posts!
Communication Tools

• Community outreach
• Provide resources (posters, brochures) for use in the community.
  • Partner with retailers and teams for hard-to-reach audiences.

Feed store + UW Rodeo team poster = a rancher who just might put on his seat belt!
Coalition members are a part of their communities and can identify opportunities to connect (effectively) on occupant protection.

Support is growing from State Agency Directors.

Business leaders are becoming increasingly involved in the conversation.
  • Communicating seat belt use as an employee safety issue.

Seeking “unexpected” opportunities to increase awareness among civic leaders.
  • WYDOT Director, Ret. Maj. Gen Luke Reiner is scheduled to present at a Cheyenne Chamber of Commerce luncheon in early March.
For more information

www.buckleup4lifewy.org
Facebook – Wyoming Seatbelt Coalition
#buckleup4lifewy

Karson James
karson.james@wyo.gov
Please evaluate this presentation using the Lifesavers Conference Mobile App.

1. Select Sessions Icon
2. Select Applicable Track
3. Select Applicable Workshop
4. Click Rate Session Button (or) Clipboard Icon