HOW WAS YOUR COMMUTE TODAY?
PARTNERING WITH EMPLOYERS TO MAKE IT CLICK

Kelly Roderick, NETS/Traffic Safety Outreach Coordinator
Maine Bureau of Highway Safety & Atlantic Partners Emergency Medical Services
In 2018 Maine became one of 4 pilot programs with NETS
Maine BHS expanded its current grant with APEMS to include NETS Coordination & added a second Traffic Safety Outreach Coordinator
Unique arrangement as a third party contractor and only 20 hrs dedicated to NETS and 20 hrs dedicated to Traffic Safety Outreach
During pilot...checking off setup steps
- “Testing” the State Highway Safety Office Employer Outreach Portal
- Getting my feet wet
- Database development
- Making connections
- Constantly reviewing
• Be creative with finding contacts
  • Chamber Listings
  • Associations
  • Commercial Listings
  • Established Relationships
INVITING AND ENGAGING EMPLOYERS

• Outreach Letters
• Onsite visits and short demos
• Utilizing outreach tools to enhance
GETTING BUY IN FROM EMPLOYERS

Crashes cost employers more than $47 billion in 2013.

CHECK OUT THE COST OF CRASHES APP NOW!

MAINE HIGHWAY SAFETY FACTS

STATE HIGHWAY SAFETY OFFICE
EMPLOYER OUTREACH PORTAL
TRAFFIC SAFETY IS PART OF WELLNESS

• Working to develop policies
• Working to engage employees through incentives
• Creating safer habits on and off the job
• Creating a new culture related to driving habits
• REMIND—REMIND—REMIND
• Keeping it fresh each month
INTERGRADING HANDS ON ACTIVITIES
Monthly Outreach

https://shsoroadsafety.org/

• Monthly emails with simple, valuable, timely information
  • Social Media
  • Newsletters
  • Web links
  • Flyers
  • Facts & Stats
Follow UP
Make it Industry Specific
Utilize Business Related Conferences or Corporate Events

Thinking of NETS & OUTREACH as a service businesses need!!

➢ Booths
➢ Demos
➢ Information

MAKE CONTACTS EVERYWHERE YOU CAN
Developing Partnership

WLBZ TV --- Don’t Chance A Glance Campaign
Crusin’ 93.5 Radio---- Distracted Driving Month Awareness
Thank-you...
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