



Communications Workshops *as of 4/21/21*

Cannabis, COVID & Communication, OH MY! Impaired Driving Campaigns in a New Era

Impaired driving is much bigger than just alcohol. As communicators, we face many new challenges from the opioid crisis and over-the-counter (OTC) drugs, to the legalization of medicinal and recreational marijuana. As this new era unfolds, find out 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 ways.

Dangerous Defects: Breaking Through the Clutter so Owners Take Action on Recalls

Recalls seem to be growing in number, however many of these important vehicle safety alerts either go unnoticed or owners fail to take action because they are busy or fail to see the urgency. Learn how innovative campaigns could change this dynamic and what potentially dangerous defects might lurk in a vehicle you or your family may own.

Complete Streets: Are Safe 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 can travel safely together sometimes leads to conflict. Learn about the Safe Systems approach to traffic safety and how to communicate it to others, including how to avoid the appearance of victim blaming, and to keep all road users engaged in the journey with safety top of mind.

Numbers Are Your BFF: Talking Safety Data with the Media

Statistics for people who don't speak statistics! Numbers bolster and inform 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? Take a deep dive into the potential pitfalls and successes of making data a part of your media outreach with communications professionals who have made numbers an important part of their safety stories.

Pedal to the Metal During COVID-19: Getting Media Attention in a Busy News Cycle

Speeding and reckless driving grew significantly during the height of the coronavirus epidemic, yet it was difficult breaking through the busy news cycle to bring attention to this important traffic safety issue. Hear from experts who found new and innovative strategies to capture the attention of the public while other stories dominate the news.

Vehicle Automation: Bridging the Knowledge Gap

Technology is changing fast, yet often crucial information about partial vehicle automation does not reach car buyers. Many people believe self-driving cars are available now. Although experimental self-driving vehicles are currently being tested in many states, fully automated vehicles are not obtainable for consumer purchase. Learn how we can help our stakeholders separate myth from reality, and why you should want the technology that IS available on your next new car.

Survivor Advocates: Fighting for Change in Traffic Safety

Policymakers don't always acknowledge or understand traffic safety data, however they do listen to constituents with powerful stories. Survivor advocates are a critical voice in changing policies and making our roads safer. Learn how we can work with this vital and influential constituency to advance traffic safety goals.

Tweeting Cops: Law Enforcement & Social Media

Social media has become an indispensable tool for law enforcement. Find out how they're using it in unique and innovative ways to reach the public and drive news coverage.

A Superhero Talks Road Safety: Innovative Ways to Reach Teens in the Pandemic

We all know teens are notoriously hard to reach regarding traffic safety messages, especially during a pandemic. However, there ARE success stories where advocates are breaking through with innovative online and social media campaigns. Learn how traffic safety messages can be tailored to a TikTok world.