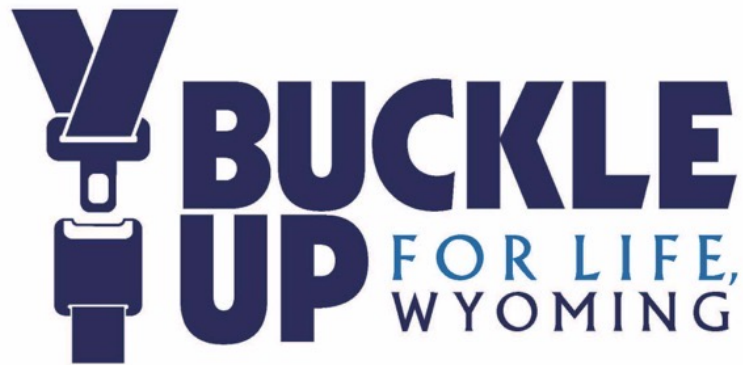


WYOMING SEAT BELT COALITION





Created by ex-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



WYOMING'S CHALLENGES





SECONDARY LAW



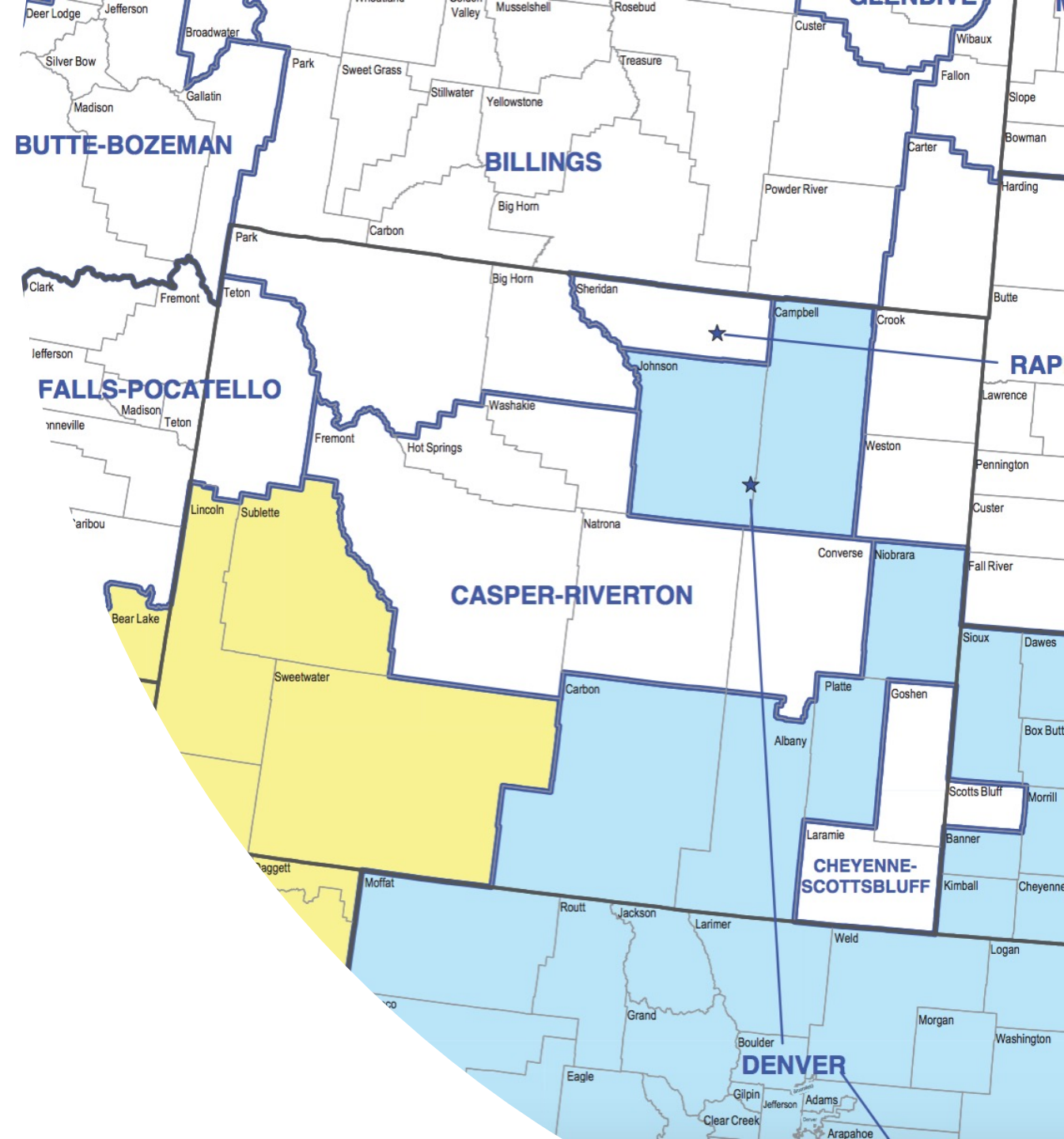
MISUNDERSTANDING OF THE
LAW



PERCEIVED INFRINGEMENT
ON AN INDIVIDUAL'S RIGHTS

Rural Community Engagement


- Least populated state in the U.S.
 - 2020 Population = 582,328
- Limited communication channels
 - 7 different media markets
 - Only two in-state DMA's (Designated Market Areas)
 1. Cheyenne – Scottsbluff
 2. Casper - Riverton





WYOMING'S SUCCESSES





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
 - Law Enforcement
- 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!

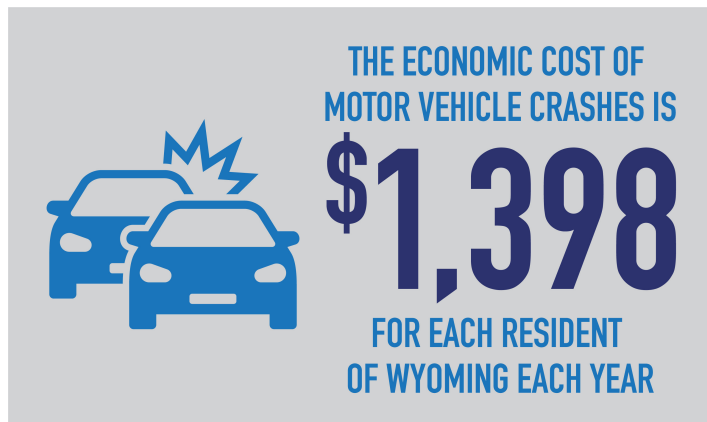
Communication Tools



- 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!

We're Making Progress > Primary Seatbelt Law



- 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.

**For more
information**



www.buckleup4lifewy.org

Facebook – Wyoming
Seatbelt Coalition

#buckleup4lifewy

Karson James

karson.james@wyo.gov