



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

Speeding and reckless driving grew exponentially 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. Experts will define strategies to capture the attention of the public while other stories dominate the news. These experts found new and innovative ways to communicate about transportation safety that can be used in the future.

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Resources from Shannon

- [DriveSmartMN.org](https://www.drivesmartmn.org)
- [HandsFreeMN.org](https://www.handsfreemn.org)
- *What's New* on OTS home page; Includes updates as new speed-related stats become available. <https://dps.mn.gov/divisions/ots/Pages/default.aspx>
- Traffic Safety Partner Materials for COVID/traffic safety integration and 2021 Speed Project RFP (shows enforcement and communications collaboration): <https://dps.mn.gov/divisions/ots/law-enforcement/Pages/default.aspx>
- Lives Lost in Traffic Crashes on DPS home page; DPS began scrolling names last year, and it includes stats and messaging: <https://dps.mn.gov/Pages/default.aspx>

Resources from Rick

- NHTSA Peer to Peer Teen Traffic Safety Program Guide: https://www.nhtsa.gov/sites/nhtsa.dot.gov/files/documents/13905_peer2peerbrochure_031519_v4-blankpages-tag.pdf
- SADD Passport to Safe Driving: <https://www.sadd.org/PassportToSafeDriving>