

Communications Track as of March 4, 2022

Sunday, March 13, 2022

10:30 AM - 12:00 PM

Getting Past the Pandemic: Traffic Safety Messages After COVID

Moderator: Russ Rader - Insurance Institute for Highway Safety

Speaker: Anna Levendusky - MD DOT Motor Vehicle Administration's Highway Safety Office

Speaker: Susan McMeen - NHTSA

The pandemic exacerbated long existing traffic safety problems such as speeding. Hear about new messaging tools and a program that has been successful in slowing down drivers.

Sunday, March 13, 2022

1:30 PM - 3:00 PM

TikTok for Cops: Social Media & Law Enforcement

Moderator: Travis Plotzer - TN Highway Patrol

Speaker: Tracy Lillard - IL State Police

Speaker: Sherri Jo Stowell - Aurora Fire Rescue

Speaker: Matthew Longshore - Aurora (CO) Police Department

Take community outreach to a new level – be the latest TikTok rage! Learn how law enforcement and other emergency services teams are using evolving social media platforms to deliver traffic safety messaging.

Sunday, March 13, 2022

4:00 PM - 5:00 PM

Getting the Message Whether It's "Zoom" or in the Room

Moderator: Diana Gugliotta, MPA - AAA Northeast

Speaker: Mary Ann Rayment - Transportation Safety Institute OST-R

The pandemic has forced all of us to be more creative in reaching our communities. Explore how traffic safety professionals are adapting as some in-person interactions return while Zoom appears here to stay.

Monday, March 14, 2022

9:00 AM - 10:30 AM

What's the DL on AVs?

Moderator: Tamra Johnson - American Property Casualty Insurance Association

Speaker: Tara Andringa - PAVE

Speaker: Robert Passmore, CPCU - APCIA

Speaker: Russ Rader - Insurance Institute for Highway Safety

Drivers believe they can purchase a self-driving car but the reality is that currently there is no such thing in the consumer market. How do we help drivers understand the limitations of vehicle technology, what this technology actually does, and how it can make them safer behind the wheel?

Monday, March 14, 2022

10:45 AM - 12:15 PM

Driving with Mary Jane. Impaired Driving: Where Do We Go From Here?

Moderator: Sherry Bray - KY State Police

Speaker: Diana Gugliotta, MPA - AAA Northeast

Speaker: Kil-Jae Hong - NHTSA

Speaker: Sam Cole, MPA - CO DOT

More states are legalizing marijuana. Many users do not see it as a traffic safety issue. Moreover, research shows drivers are getting behind the wheel after consuming both pot and alcohol. Speakers will focus on safety campaigns that address both marijuana and polysubstance use.

Tuesday, March 15, 2022

9:00 AM - 10:30 AM

2-Wheeled or 2-Feet, Reaching Our Most Vulnerable Road Users

Moderator: Russ Rader - Insurance Institute for Highway Safety

Speaker: Shameka Turner, CPST - Sam Schwartz Engineering

Speaker: Michael Kent - Chicago DOT

Speaker: Garrett Townsend - AAA The Auto Club Group

As pedestrian deaths have soared in recent years, research has shown how racial minorities are disproportionately affected. How do we reach these groups and tailor messages to prevent deaths in crashes?

Tuesday, March 15, 2022

10:45 AM - 12:15 PM

Do you Snap? Tweet? IG? OMG, FB Is so Yesterday! Effective Use of Social Media in an Ever-Changing Landscape

Moderator: Jessica N. Courtman - NHTSA

Speaker: Deleanie Moriello - VI Marketing & Branding

Speaker: Patricia Middleton - KS Traffic Safety Resource Office

Everyone is doing it! Why aren't you? Learn about innovative approaches that implement social media platforms to reach younger audiences.