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.