

# DIVERSITY IN TRAFFIC SAFETY

# WHAT IS DIVERSITY?

DIVERSITY IN TRAFFIC SAFETY  
INCLUDES ALL OF THOSE  
THINGS...**AND MORE!**

# WHO?

Louisiana has developed and implemented outreach efforts within the following communities to ensure that **everyone** has the means to travel safely:

- ❖ African American
- ❖ Vietnamese
- ❖ Older Drivers
- ❖ Hispanic
- ❖ Deaf and Hard of Hearing
- ❖ Special Needs Individuals
- ❖ Military Members

# WHEN?

Throughout every season (King Cake, Crawfish, Snoball, and Football), Louisianans find reasons to celebrate year-round!

There are approximately 400 festivals throughout Louisiana each year – providing perfect opportunities for outreach!

# WHERE?

Louisiana has nine regions, as defined by Louisiana State Police Troop areas – and no two regions are alike, which means...**everywhere.**

**“You’ve got to meet people where they are.”**

BRYSON BERNARD, A.K.A. “CUPID”, IS A SINGER  
AND SONGWRITER FROM LAFAYETTE, LA

LHSC and our Paid Media partner collaborated with Cupid to create this innovative occupant protection message, which debuted at the 2018 Bayou Classic and was successfully re-launched in 2021.

# LHSC ALSO PARTNERED WITH LOUISIANA DEPARTMENT OF HEALTH OFFICES TO PROVIDE RESOURCES TO FAMILIES

Child safety seat fitting events have been held throughout Louisiana to ensure that the children receiving these services are riding in appropriate seats that are properly installed.



# LHSC CELEBRATES BLACK HISTORY MONTH

February

During this time, LHSC works with various safety partners and State leaders to produce PSAs and graphics, which are then posted to social media platforms.

# LHSC CELEBRATES HISPANIC HERITAGE MONTH

September 15 – October 15

During this time, LHSC works with various safety partners to produce PSAs and graphics in Spanish, which are then posted to social media platforms.

LHSC ALSO PROVIDES  
HOLIDAY MESSAGING IN  
VIETNAMESE

LHSC WORKS WITH MEMBERS OF THE  
DEAF AND HARD OF HEARING  
COMMUNITY TO PROVIDE  
MESSAGING IN AMERICAN SIGN  
LANGUAGE (ASL)

# HOW DID WE DECIDE TO START WITH THESE COMMUNITIES?

**DATA**, of course...

- ❖ Louisiana Crash Data
- ❖ U.S. Census Data
- ❖ Office of Motor Vehicle Data

# HOW DO WE ACCOMPLISH THESE MEANINGFUL OUTREACH EFFORTS?

## LHSC partners with:

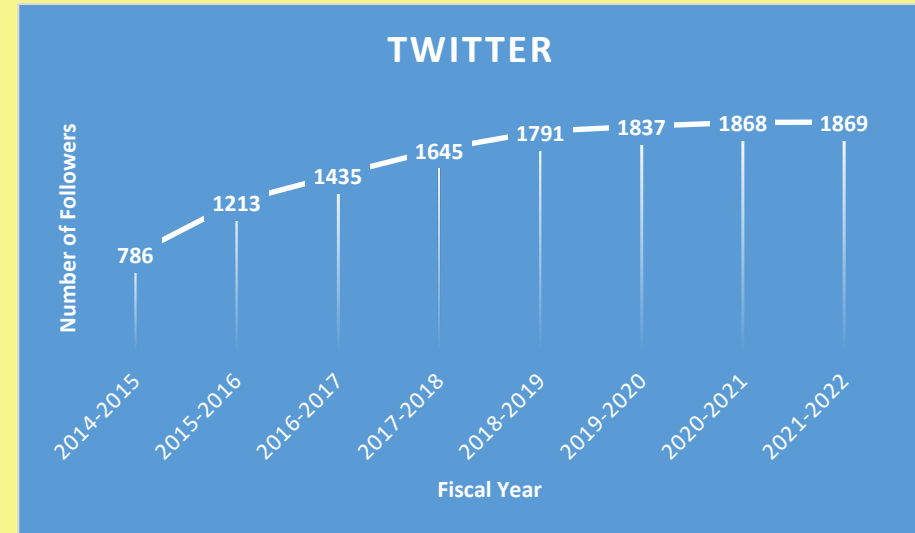
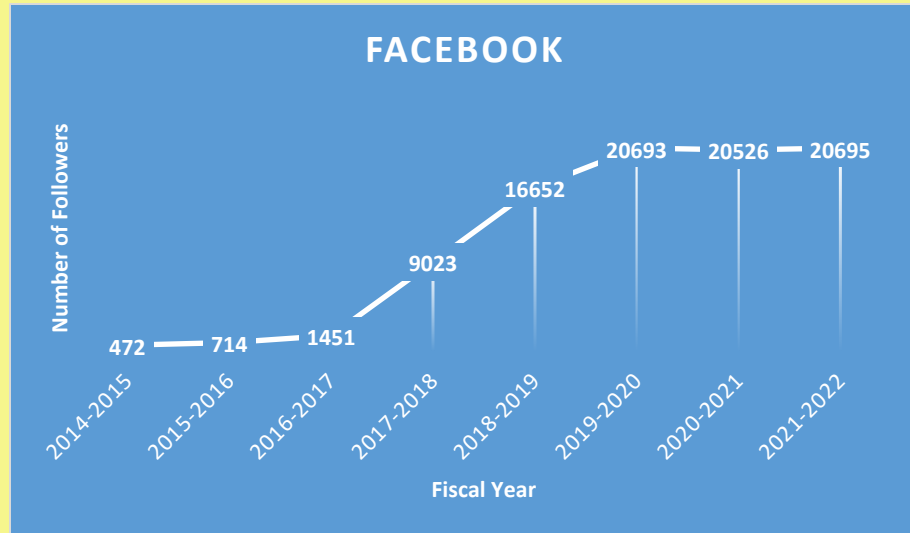
- ❖ Law Enforcement Agencies
- ❖ Fire Departments
- ❖ Emergency Medical Service Stations
- ❖ Non-Profit Organizations
- ❖ Schools and Universities
- ❖ Hospitals and other Medical Partners
- ❖ Social Service Agencies
- ❖ Caregivers and Child Care Centers
- ❖ Military Members
- ❖ Consulates and Government Agencies

LHSC FUNDS A COHESIVE,  
STATEWIDE, MULTI-DISCIPLINARY  
NETWORK, KNOWN AS THE  
**LOUISIANA PASSENGER SAFETY  
TASK FORCE**

# MEDIA WORKS

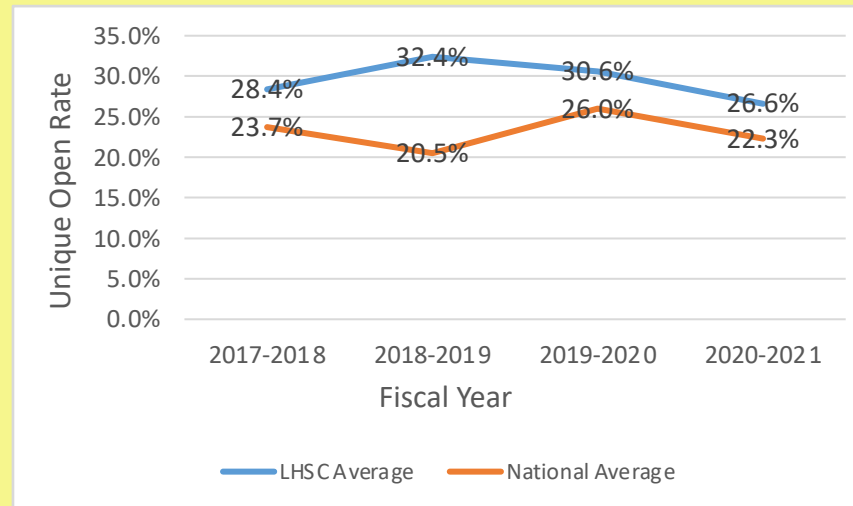


# SOCIAL MEDIA STATS



# LHSC NEWS RELEASES

LHSC maintains an open rate that is higher than the national average for government agencies.



# FOLLOW LHSC ON SOCIAL MEDIA

Facebook: Louisiana Highway Safety Commission

Twitter: @LaHighwaySafety

Instagram: LAHighwaySafety

YouTube: <https://www.youtube.com/channel/UCR8W7WyGYePLJcHNsNAeB-w/videos>

# CONTACT LHSC

**Chanita Vazquez**

(225) 925-6846

[Chanita.Vazquez@la.gov](mailto:Chanita.Vazquez@la.gov)

**Jessica Staton Bedwell**

(225) 925-6998

[Jessica.Bedwell@la.gov](mailto:Jessica.Bedwell@la.gov)

[www.lahighwaysafety.org](http://www.lahighwaysafety.org)