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
- Hispanic
- Military Members
- Vietnamese
- Deaf and Hard of Hearing
- Older Drivers
- Special Needs Individuals
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
SOCIAL MEDIA STATS

FACEBOOK

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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
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