

## **Communications (COM)**

**(COM-01) Cannabis-impaired Driving Roundtable: Bringing Government, Industry & Advocates Together**  
Experts representing retail cannabis, traffic safety, impaired-driving prevention/advocacy, and behavior change campaigns will discuss how government, prevention groups, and the cannabis industry have worked together to change attitudes and behaviors around cannabis-impaired driving in Colorado highlighting successes and lessons learned. Case studies and collaborative tactics will be shared, including creative publicity stunts, in-dispensary and budtender education, content marketing, stakeholder collaboration and public engagement and research. Attendees will benefit from these perspectives to inform other jurisdictions to apply these tactics in their community.

**(COM-02) Screen Time! Expert Evaluation of Behavioral Change Ads**  
Social marketing professionals in the field of traffic safety will review video and print ads from campaigns across the world through an "at the movies" style presentation. This fun and interactive session will highlight creative examples from a mix of campaigns. Learn what's working with ads, what could be improved based on industry best practices, how to set the next campaign up for success, and what tools are available for future campaigns.

**(COM-03) Your Campaign's One-stop Shop for Resources**  
NHTSA's Traffic Safety Marketing website is a "one-stop shop" for your paid, owned, and earned media resources. Presenters will highlight the new assets and campaigns available at [TrafficSafetyMarketing.gov](https://www.traffic-safety.gov/traffic-safety-marketing)!

**(COM-04) Messaging That Communicates Positive Safety Culture**  
Witness award-winning media campaigns that utilize positive messaging highlighting that safety is proactive, and responsibility is shared. States and traffic safety stakeholders will leave with the knowledge to identify phrases, words, images, and video examples to encourage safe behaviors. These inspiring and energizing campaigns will be helpful in areas where current media assets fall flat.

**(COM-05) Let the Technology Do the Talking – Innovation in Communication Strategies**  
Experience a synergy of psychology, technology, and tips for strategic communications. Seize this opportunity to leverage AI tools to craft compelling questions and messages that direct individuals toward safer driving behaviors while mitigating the triggering of psychological reactance. Learn strategies to boost engagement across social media platforms including Facebook, Instagram, and LinkedIn with a low-cost budget. Interact with key stakeholders involved with local, state, and national campaigns disseminated through social media formulated to increase your organization's visibility. Participants will receive supplementary resources!

**(COM-06) Build a Bridge: Creative Approaches to Reducing Roadway Injuries & Fatalities in Tribal Communities**  
Witness real-world success to engage Tribal communities. Hear from Colorado and Wyoming Tribal representatives that have successfully partnered with their state DOT offices to put injury prevention and messaging strategies into action. Tribal members representing the Ute Mountain Ute Tribe (CO) and the Wind River Reservation (WY) will join their DOT associates for a lively panel discussion addressing challenges, disparities, and solutions for reducing roadway injuries and fatalities on our nation's Reservations. Learn about the opportunities and complexities facing Tribal nations in establishing, implementing, and enforcing public health law.

**(COM-07) Innovative Programs to Improve Driver Behavior**

What do you know about public participation and engagement strategies, communication campaigns, and curricula designed to change the behaviors of high-risk driver? Experience real-world examples of how four "under-resourced" communities in Phoenix, Detroit, and St. Louis implemented unique approaches to engage residents and partners in traffic safety education initiatives including video testimonials. Witness the power of partnerships with examples from the Idaho DOT, where crash data built a mathematics curriculum, and where the National Safety Council delivered programing for employees in Texas high-risk counties. EndDD.org will highlight effective distracted driving messages aimed at teen drivers, review the analysis of pre and post survey results, and demonstrate how these messages can be utilized in distracted driving programs.