Words to Live By
Protecting Mature Pedestrians in Connecticut
Crossing the Street has Become a Deadly Activity
32% of Pedestrian Crashes Involved Pedestrians Aged 50-65
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20% More Likely to Be Killed in a Pedestrian Related Crash
Creating A Public Education Campaign: How do we address this public safety issue?
Creative Approach
Paid Media Strategy

• Reach all statewide drivers and pedestrians with the highest audience reach and frequency possible in the most cost-efficient way with the paid media budget

• Provide statewide geographic coverage while skewing towards secondary roads in urban areas where most pedestrian crashes have occurred.
Paid Media Tactics

- Broadcast Television
- Cable Television
- Bus Posters
- Digital and Social Media Video

To date: 14,512,140 impressions + still going!!