Traffic Safety Communications: New Challenges and New Solutions

- Jaime L. Pelotte - Moderator - Maine Bureau of Highway Safety
- Lawrence Robertson - Indian Highway Safety program
- Susan McMeen - National Highway Traffic Safety Administration
- Presley Connor - Students Against Destructive Decisions
- Richard Klepner - Delaware Office of Highway Safety
Tribal Communications

Lawrence G Robertson
Program Director
Indian Highway Safety Program
Albuquerque NM 87104
Indigenous People of the US
Understanding the who we are.
What we are familiar with:
Reality is there are 574 Distinct Federally recognized nations
Points to remember

- Tribal sovereignty pre-dates the formation of the United States.
- The sovereignty afforded to tribes is recognized through the US Constitution, numerous federal statutes and court cases.
- Tribal governments are equal with state government and have a government-to-government relationship with the federal government.
- States and tribes have adjacent jurisdictions with tribal lands crossing into the boundaries of the states.
- Tribal citizens are also citizens of the state in which they reside.
- The health and well being of tribal citizens and communities contributes to the overall health of a state.

Source: National Conference of State Legislators
Issues to overcome for productive partnerships between governments.

- The belief partners should go to them.
- Treating partners as subcontractors.
- Won’t travel to due to distance.
- The belief that email and phone call is sufficient.
- Lack of two-way communication.
- The request to be dealt with as one jurisdiction.
- Turn over in government officials.
- Lack of understanding of allowable budget monies and deliverables.
- Lack of personal relationships among the partners.
- Historical mistrust.
How do we communicate with the tribal nations?

1. Understand the history of the Indigenous people in your service area.
   1. Recognize there may be deep rooted and complex histories of the tribes that are in your area.

2. Recognize the tribes may have a different structure of governmental operations.
   1. The structures and decision-making processes among the tribal nations differ from nation to nation. Some are modern democratic processes, and some are solely based in traditional ways that have never changed for generations.

3. Acknowledge that tribal communities are different.
   1. Tribal communities share similar values and ways of life, but every tribe is different, accepting this and making an effort to understand will help efforts to foster a good relationship.
How do we communicate with the tribal nations?

4. Establish trust with tribal members and their communities.
   1. To work effectively, it’s important to build relationships and maintain trust within each tribe.

5. Develop effective communications with the tribal communities.
   4. Maintaining communication skills and patterns that are relevant to each tribe is a crucial step to continued working relationship(s).

   4. Ensure there is a process in place to seek, discuss and consider the views of the tribes.

7. Understand key definitions that apply to the tribes you’re working with.
   4. Know the concepts, terms, and definitions that are specific to your tribes.
Establish the partnership

- Once the relationship has been established, project partnerships will become the focus.
- The tribes will welcome the assistance and provide ideas moving forward.
- Some tribes have media contacts/contracts that can be utilized.
- Some tribes will have to start from the beginning; that is where the expertise of your agency can have the greatest impact in providing guidance in projects.
- Always keep in mind...things can change quickly due to circumstances beyond your control.
Tribal partnership campaigns

CELEBRATE LIFE.
DRIVE SOBER
Soovaidahan't Tezahan

DON'T TEXT AND DRIVE
IT TAKES A NATION TO MAKE A DIFFERENCE

Each bird loves to hear himself sing
Life is a journey.
Don't drink and drive.
Tribal partnership campaigns
Questions?
GHSA 2023 Annual Meeting
Traffic Safety Communications:
New Challenges and New Solutions

Susan McMeen, Director
Office of Consumer Information

August 16, 2023
Upcoming Campaigns
NHTSA’s Upcoming Campaigns

NHTSA Campaigns coming - 2023 and 2024

How to get notified

FREE resources
NHTSA’s Upcoming Campaigns
Calendar Year 2023

- Impaired Driving: August 15 – September 4

- Child Passenger Safety Week: September 17 – 23

- Illegal School Bus Passing Week: October 16 – 20

- Thanksgiving Belts and Impaired Driving: November

- Impaired Driving: December 13 – January 1, 2024
NHTSA’s Upcoming Campaigns
Calendar Year 2023

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NHTSA’s Upcoming Campaigns
Calendar First Half of Year 2024

• Super Bowl LVIII – Impaired Driving

• *U Drive. U Text. U Pay.*: April 8 - 15

• *Click it or Ticket:* May 13 – June 2

• Heatstroke: May – August

• Recall Safety Week: March 7th
Sign Up For Updates
TrafficSafetyMarketing.gov (TSM) Campaign Resources
Vehicle Safety

When it comes to road safety, taking care of a vehicle is an important step that involves more than simple maintenance. Recalls are issued to ensure vehicles are safe for both the driver and for others on the road, and can include everything from motor vehicle parts to tires and child car seats. Our new campaign Safe Cars Save Lives can be used to increase awareness of safety recalls in your community.

Vehicle theft is a more common occurrence than most think, and can leave an individual desperate to replace personal information and items as well as their vehicle. Using the Vehicle Theft Prevention campaign will help your community learn about the dangers of vehicle theft.

Campaigns Under Vehicle Safety

- Advanced Technologies
- Recalls Safety Campaign
- Safety Tips from NASCAR
- Summer Driving Tips
TSM Share Idea Exchange

Idea Exchange

Sample State Public Service Announcements - PSAs

You can find here samples of State-published PSAs (audio/video/web), offering you a chance to discover - and share - new ideas.

If you have a PSA that centers around a highway traffic safety issue, share it here with us:

- Forward us the URL link of your State-published PSA to Feedback-TSM@dot.gov

Additionally, TSM can provide States with TV PSAs, re-tagging them in support of your State highway traffic safety marketing initiatives:

- Click here for more information.

Campaigns Under Idea Exchange

By State  By Topic  Strategic Communications
TSM Calendars

Calendars

Stay updated with highway traffic safety by using our calendars. For questions about eligibility of the Highway Safety Grant Program funds to support these campaigns, please contact your NHTSA Regional office (https://www.nhtsa.gov/about-nhtsa).

2023 NHTSA Communications Calendar

2023 NHTSA Communications Calendar (fillable)

2023 Highway Traffic Safety Events Calendar
NHTSA Communication Calendars
2023 Strategic Communications Forum
YOU’RE INVITED

October 11-13, 2023

NHTSA Strategic Communications Forum 2023
Washington, DC | Crystal City Gateway Marriott

REGISTER NOW

The strategic communications forum is a meeting with GHSA and the states to discuss strategies for marketing highway safety information.

Discover - Identify - Uncover - Determine - Network
2023 Communications Forum

• Jointly hosted by NHTSA and GHSA

• Learn and understand the changings in the ever-changing communication world

• **FREE** for all participants

• Register **by September 12, 2023**
NEW
Native Americans
Communication
Assets
NHTSA’s Image Library
Next Year

Consumer Research
Alcohol Segmentation
Alcohol Segmentation Study

• 2017 Topline Notes
  • 2,201 surveyed (ages 21-54):
    • Drinking and driving behaviors
    • Attitudes on impaired driving
    • Existing advertising
  • Four Segments appeared:
    • Negligents (heavy drinkers, didn’t care about consequences)
    • Cautious Copers (emotional drinkers who made poor decisions)
    • Oblivious Regulars (risk takers who did not understand the consequences)
    • Occasional Over-Indulgers (proactive drinkers but one mistake is all it takes)
Alcohol Segmentation Study

• 2017 Topline Notes (cont.)
  • Final recommendation was to target the Occasional Over-Indulgers with messaging.
    • Represented 35% of all impaired drivers.
    • Although this group was not considered at immediate risk, they were still capable of slipping occasionally.
  • Messages should praise positive behavior and emphasize that no matter how proactive they are against impaired driving on a regular basis, it only takes one poor decision to have dire consequences.
Alcohol Segmentation Study

• Current NHTSA Study:
  • Target research and report in 2024.
    • Proposed Methodology:
      • Webcam Interviews
      • Online quantitative survey
      • Total participants – 5,400 (ages 21-54)
        • English and Spanish

• Objectives:
  • Gain better understanding of behaviors and attitudes related to operating a motor vehicle (cars and motorcycles) after consuming alcohol.
  • The results will be applied to develop the agency’s impaired driving messages that resonate with target audiences.
Coming Soon
NEW Campaign Resources

- Drive Sober or Get Pulled Over
  - NEW TV ad
- Ride Sober or Get Pulled Over
  - NEW TV ad
- Distracted Driving
  - Ad Council NEW TV ad
- Heatstroke
  - NEW Video ad and assets
- Child Car Safety
  - Ad Council NEW TV and assets
- CIOT Rural
  - New TV ad
TSM Future Enhancements

Phase 1:
• Sitemap/Navigation
• Campaign Pages

Phase 2:
• Homepage
• Calendar
Susan McMeen
Director, Office of Consumer Information
Email: susan.mcmeen@dot.gov
Phone: 202-366-4165
WHAT’S THE TEA?
COMMUNICATING WITH YOUTH IN THE DIGITAL AGE

PRESLEY CONNOR
STUDENTS AGAINST DESTRUCTIVE DECISIONS | SADD
POP QUIZ
So what's the tea?
TAILORED

Evaluate your audience, platform, and media while planning your content.
84% of US adults aged 18-29 use social media

Source: Pew Research Center
97% of US teens aged 13-17 use social media

Source: Pew Research Center
<table>
<thead>
<tr>
<th>PLATFORM</th>
<th>MEDIA</th>
<th>USAGE*</th>
<th>OTHER</th>
</tr>
</thead>
</table>
| [YouTube icon] | VIDEO                                     | 13-17 | 95%  
18-29 | 95%  | HIGHEST PERFORMING PLATFORM FOR MOST AGE GROUPS |
| [TikTok icon] | SHORT-FORM VIDEO                           | 13-17 | 67%  
18-29 | 48%  | CAN HAVE LIMITATIONS                        |
| [Instagram icon] | PHOTO, SHORT-FORM VIDEO, LIVE BROADCAST | 13-17 | 62%  
18-29 | 71%  | GRID DOES NOT SUPPORT LINKS                 |
| [Snapchat icon] | PHOTO, SHORT-FORM VIDEO                   | 13-17 | 59%  
18-29 | 65%  |                                               |
| [Facebook icon] | TEXT, PHOTOS, VIDEO, LIVE BROADCAST       | 13-17 | 32%  
18-29 | 70%  | ONLY PLATFORM IN WHICH 30-49 + 50-64 REPORT HIGHER USAGE THAN 18-24 |
| [Twitter icon] | PRIMARILY TEXT, ALSO SUPPORTS PHOTO + VIDEO | 13-17 | 23%  
18-29 | 42%  |                                               |
| [Email icon] | PRIMARILY TEXT, ALSO SUPPORTS PHOTO + VIDEO | DATA  | UNAVAILABLE | LAUNCHED JULY '23, TWITTER COMPETITOR |

*SOURCE: PEW RESEARCH CENTER; USAGE REFLECTS PERCENTAGE OF AGE GROUP WHO HAS USED PLATFORM
ENGAGING

UTILIZE TRENDY, EYE-CATCHING, + INTERACTIVE ELEMENTS IN YOUR MEDIA.
“you don’t have to buckle up, we’re not driving far”
WE’RE READY FOR THE 2022 CONFERENCE!
LET'S PLAY SOME TRIVIA!

CATEGORY: JET INTO JANUARY

What is a good tip for making a successful New Year's resolution?

- Make it realistic
- Find a community
- Create a plan
- All of the above

HOW DID YOU DO? WELL, THE FUN ISN'T OVER!

YOU COULD WIN PRIZES!

IN YOUR MYSADD ACCOUNT, YOU HAVE A CHANCE EACH MONTH TO ANSWER TRIVIA QUESTIONS AND WIN A PRIZE!

GET LIVING IN MYSADD

JOIN THE FUN IN THE MY CERTIFICATIONS TAB OF YOUR MYSADD ACCOUNT. OR, FIND IT HERE:
AUTHENTIC

GIVE YOUTH A SEAT AT THE TABLE.
• INVOLVE YOUTH IN THE CREATIVE PROCESS
• INCORPORATE THE FEEDBACK
• EVALUATE THE RESPONSE
SO WHAT'S THE TEA?
GHSA 2023 | NEW YORK, NY
THANK YOU!

PRESLEY CONNOR
PCONNOR@SADD.ORG
Socials: @SADDNation
Alive in Delaware!

Richard Klepner – Deputy Director
Delaware Office of Highway Safety
June 15, 2023
Background Data

- Increase in traffic fatalities
- Increase in teenage fatalities
Background Data Cont.

19 & Under Traffic Fatalities (2022)

- January: 4 Fatalities
- February: 6 Fatalities
- March: 1 Fatality
- April: 2 Fatalities
- May: 1 Fatality
- June: 1 Fatality
- July: 1 Fatality
- August: 1 Fatality
- September: 0 Fatalities
- October: 1 Fatality
- November: 2 Fatalities
- December: 2 Fatalities
What Is Alive in Delaware?

• Online video series to establish TikTok following
• Multiple campaign areas
• Videos are 30-45 seconds
• Take on Local Heroes campaign
Establish new community partners
Provide messaging for unconventional sources
Engage with Teen/Early Adult Delawareans
Localized
Shooting at Known Locations

- Impaired Driving – Wilmington Riverfront
Interaction with Local Businesses

• XtremeZone Go Karts
  – Speed Focused
Exploring Unusual Partnerships

• University of Delaware E-Sports
Being Creative

• Rehoboth Beach Boardwalk - Distraction
The program garnered significant success.

- **231,650** total campaign impressions
- **52,958** total campaign engagements
- **13,014** total clicks to ArriveAliveDE.com
- **23%** campaign video engagement rate*
- **316%** profile growth

*A 5% to 6% video engagement rate is considered excellent.*
TOP-PERFORMING CAMPAIGN POSTS

51% Video Engagement Rate
11,020 Organic Social Media Impressions
5,619 Video Engagements

32% Video Engagement Rate
20,299 Organic Social Media Impressions
6,432 Video Engagements

36% Video Engagement Rate
18,181 Organic Social Media Impressions
6,571 Video Engagements
• Videos are expensive but likely necessary for engagement
• Statewide campaigns may not work in large states
• Use data to identify where affected communities are
• Further engaging with businesses that participate
  • Some may hesitate to participate
Thank You

Contact:
Richard Klepner
Deputy Director – Delaware Office of Highway Safety
www.arrivealivede.com
Richard.Klepner@delaware.gov