

Traffic Safety Communications: New Challenges and New Solutions

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- ▶ Susan McMeen- National Highway Traffic Safety Administration
 - ▶ Presley Connor- Students Against Destructive Decisions
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Tribal Communications

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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.

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).
6. Solicit tribal consultation.
 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

Omg
DON'T TEXT AND DRIVE

IT TAKES A NATION TO MAKE A DIFFERENCE

ZERO

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



**IF YOU FEEL DIFFERENT
YOU DRIVE DIFFERENT**

- 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



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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

The image is a screenshot of the Traffic Safety Marketing website. At the top is a blue navigation bar with the logo 'TSM Traffic Safety Marketing' on the left. To the right of the logo are several menu items: 'Get Materials', 'Marketing Tools', 'Share Ideas', 'Calendars', and 'Retag Requests', followed by a search icon. Further right, there is a 'Contact Us' link and a 'Sign up for updates' link. A red arrow points from the 'Sign up for updates' link down towards the main content area. The main content area features a large banner with the text 'U HAVE THE FREEDOM TO CHOO' in blue and 'YOUR SOBER DRIVER' in red. Below this text are two illustrations of cars: a yellow car on the left labeled 'SOBER RIDE' and a black police car on the right labeled 'POLICE'. To the right of the banner is a dark sidebar containing the text 'Traffic Safety Marketing' in large white font, followed by a welcome message: 'Welcome to the National Highway Traffic Safety Administration communication resource for states, partner organizations, and highway safety professionals.' At the bottom of the sidebar is a white search bar with the placeholder text 'Materials Search'.

TrafficSafetyMarketing.gov (TSM) Campaign Resources

The screenshot shows a web page titled "Topics" with a grid of 17 safety topics. The grid is organized as follows:

Topics			
Bicycle Safety	Child Safety	Distracted Driving	Drowsy Driving
Drug-Impaired Driving	Drunk Driving	First Responder Safety	Motorcycle Safety
Older Drivers	Others	Pedestrian Safety	Rail Grade Crossing
School Bus Safety	Seat Belts	Speed Prevention	Teen Safety
Vehicle Safety			

TSM Vehicle Safety Resources

Campaigns

Vehicle Safety

- Advanced Technologies
- Recalls Safety Campaign
- Safety Tips from NASCAR
- Summer Driving Tips
- TireWise
- Vehicle Theft Prevention
- Winter Driving Tips

Show All Campaign Topics →

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

Campaigns

Idea Exchange

By State

- California
- Colorado
- Connecticut
- Delaware
- Florida
- Iowa
- Kansas
- Maine
- Maryland
- Massachusetts
- Michigan
- Minnesota
- Missouri
- Nevada
- New Jersey
- New Mexico
- New York

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**

2023 Strategic Communications Forum



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 GHSAs 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

HOME » CLIENT GALLERIES » NATIVE AMERICAN



Bikes



Car Seats



Distraction



Impaired



Pedestrians



Seat Belts

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

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WHAT'S THE TEA?

COMMUNICATING WITH YOUTH IN THE DIGITAL AGE



PRESLEY CONNOR

STUDENTS AGAINST
DESTRUCTIVE DECISIONS | SADD



POP QUIZ



STAN



BUSSIN'



OKURRR



RIZZ





SO WHAT'S THE TEA?

TAILORED

ENGAGING

AUTHENTIC



TAILORED

**EVALUATE YOUR AUDIENCE,
PLATFORM, AND MEDIA WHILE
PLANNING YOUR CONTENT.**

TAILORED

ENGAGING

AUTHENTIC



84%

**OF US ADULTS AGED
18-29 USE SOCIAL MEDIA**

SOURCE: PEW RESEARCH CENTER

TAILORED

ENGAGING

AUTHENTIC



97%








**OF US TEENS AGED
13-17 USE SOCIAL MEDIA**

SOURCE: PEW RESEARCH CENTER

TAILORED

ENGAGING

AUTHENTIC

PLATFORM	MEDIA	USAGE*	OTHER
	VIDEO	13-17 95% 18-29 95%	HIGHEST PERFORMING PLATFORM FOR MOST AGE GROUPS
	SHORT-FORM VIDEO	13-17 67% 18-29 48%	CAN HAVE LIMITATIONS
	PHOTO, SHORT-FORM VIDEO, LIVE BROADCAST	13-17 62% 18-29 71%	GRID DOES NOT SUPPORT LINKS
	PHOTO, SHORT-FORM VIDEO	13-17 59% 18-29 65%	
	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
	PRIMARILY TEXT, ALSO SUPPORTS PHOTO + VIDEO	13-17 23% 18-29 42%	
	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

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ENGAGING

**UTILIZE TRENDY, EYE-CATCHING, +
INTERACTIVE ELEMENTS IN YOUR
MEDIA.**

TAILORED

ENGAGING

AUTHENTIC

TikTok

@saddnation



“you don’t have to buckle up, we’re not driving far”

TAILORED

ENGAGING

AUTHENTIC

TikTok
@saddnation

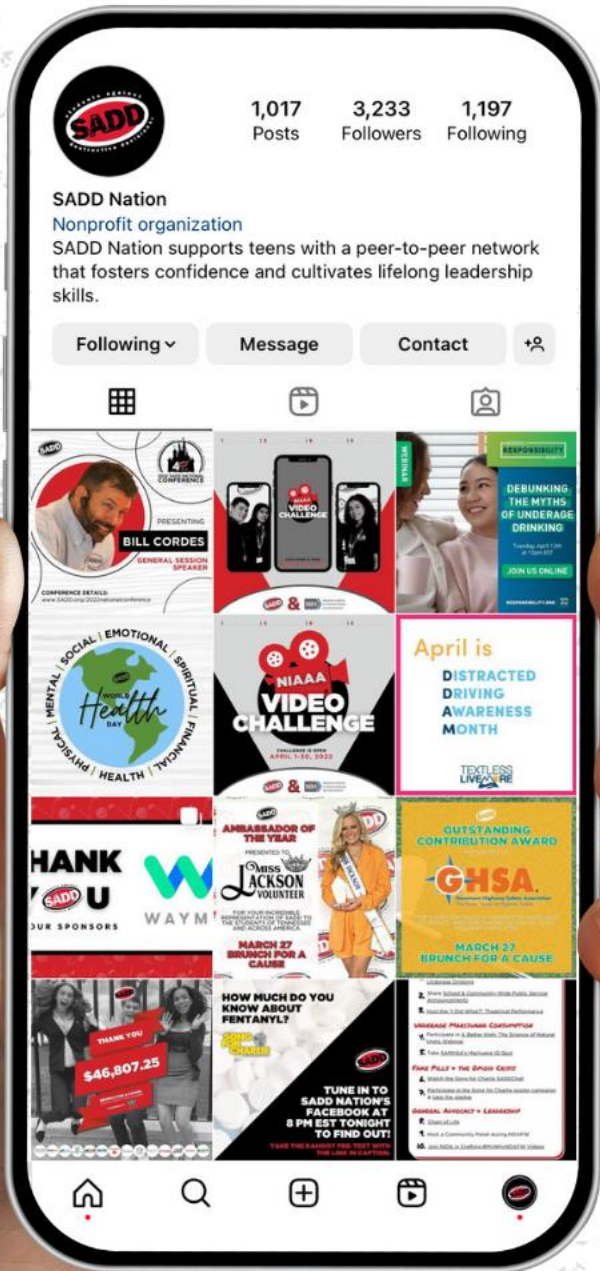
**WE'RE READY
FOR THE 2022
CONFERENCE!**



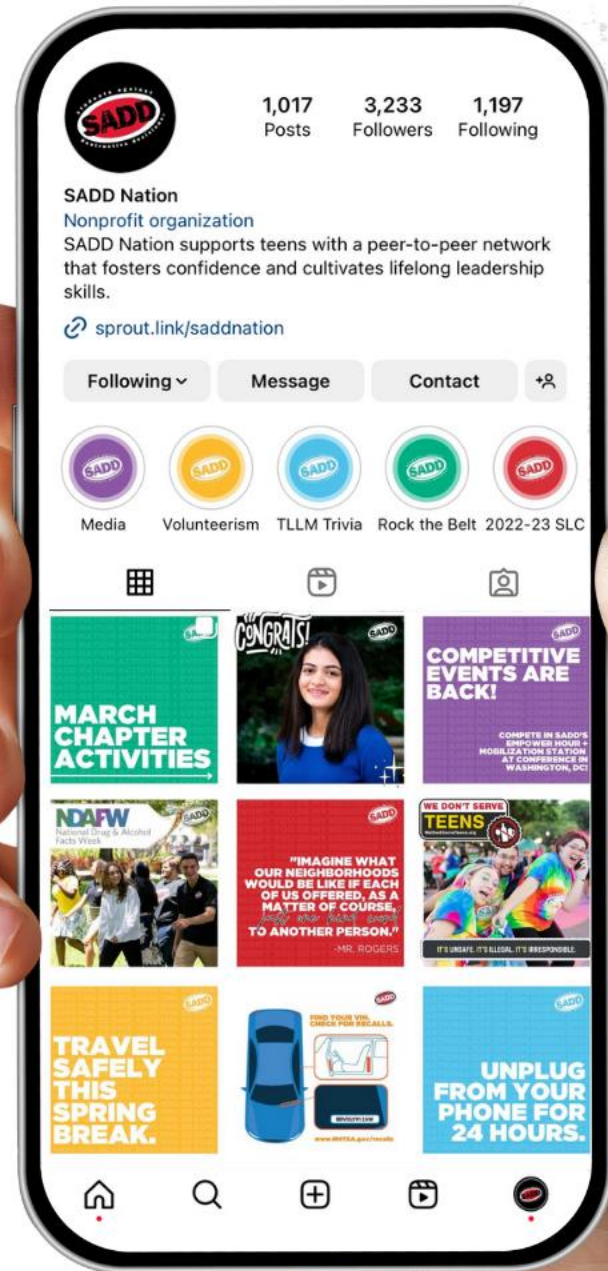
TAILORED

ENGAGING

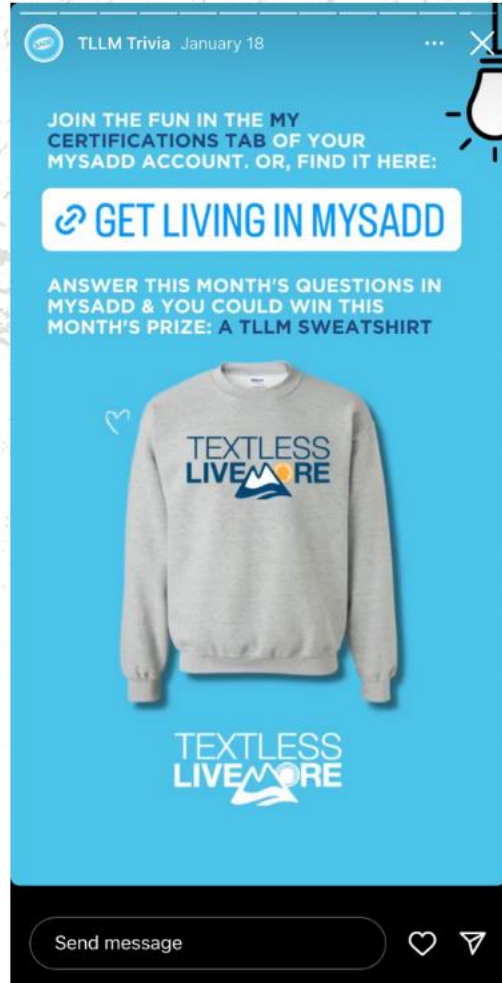
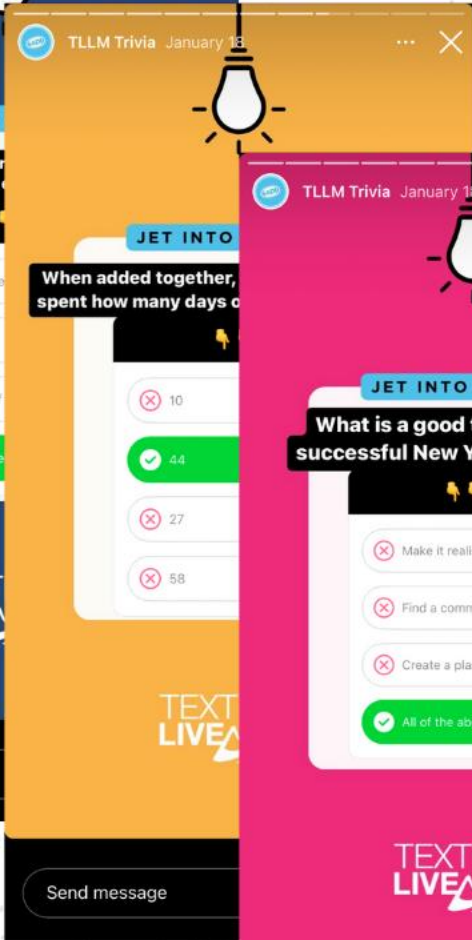
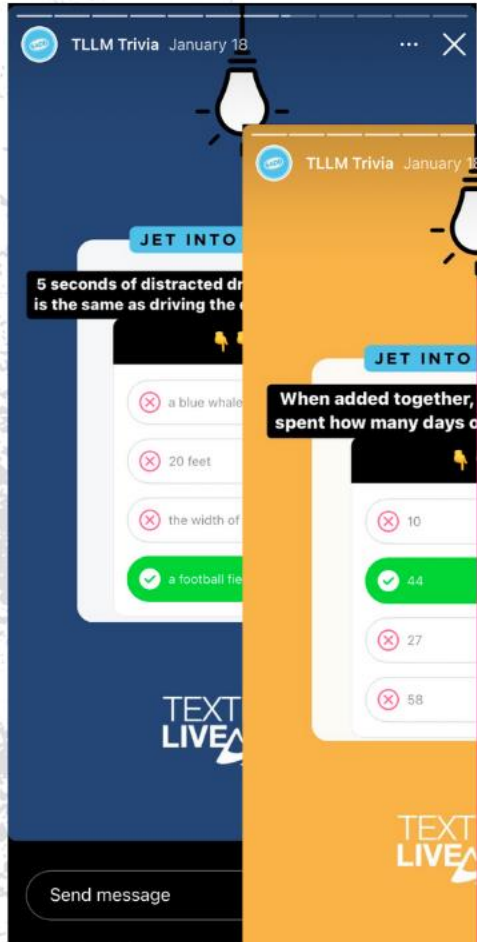
AUTHENTIC



VS



TAILORED ENGAGING AUTHENTIC



TAILORED

ENGAGING

AUTHENTIC



AUTHENTIC

**GIVE YOUTH A
SEAT AT THE TABLE.**

TAILORED

ENGAGING

AUTHENTIC

- **INVOLVE YOUTH IN THE CREATIVE PROCESS**
- **INCORPORATE THE FEEDBACK**
- **EVALUATE THE RESPONSE**



TAILORED

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AUTHENTIC



SO WHAT'S THE TEA?

TAILORED

ENGAGING

AUTHENTIC

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

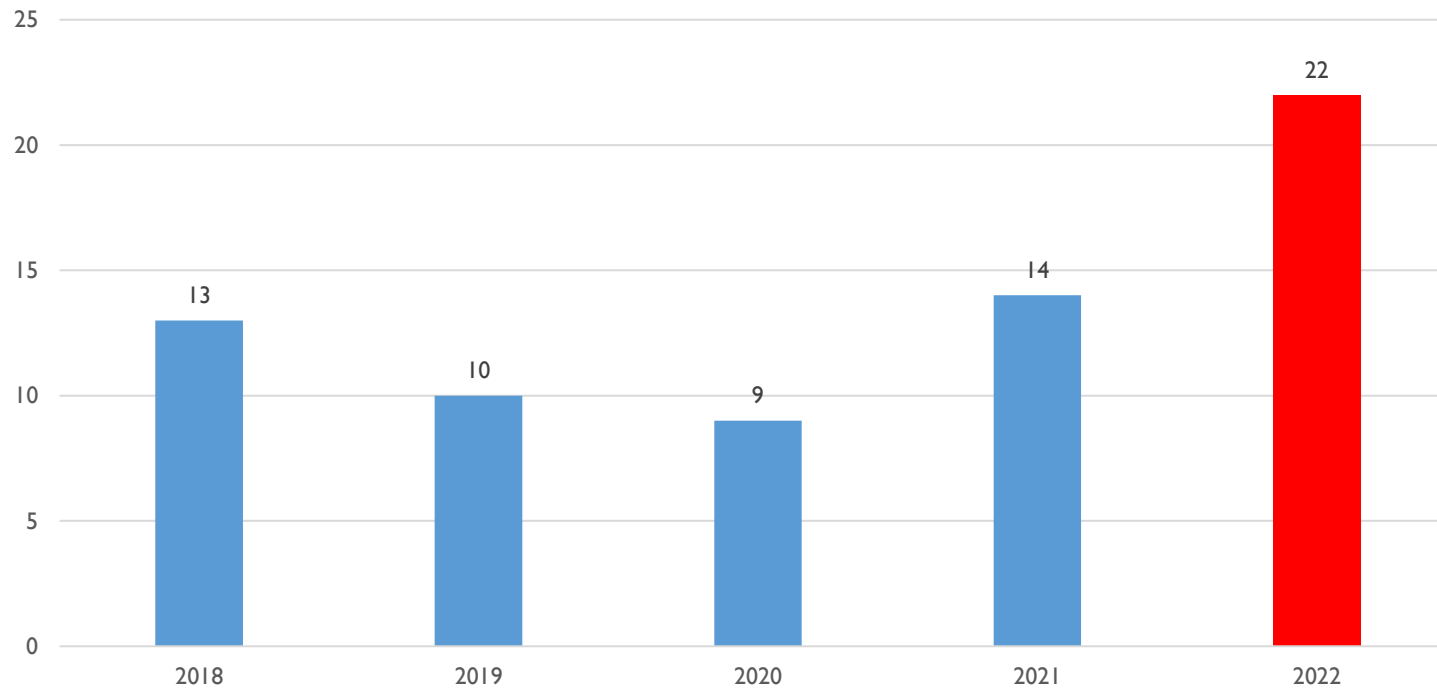


Background Data



- Increase in traffic fatalities
- Increase in teenage fatalities

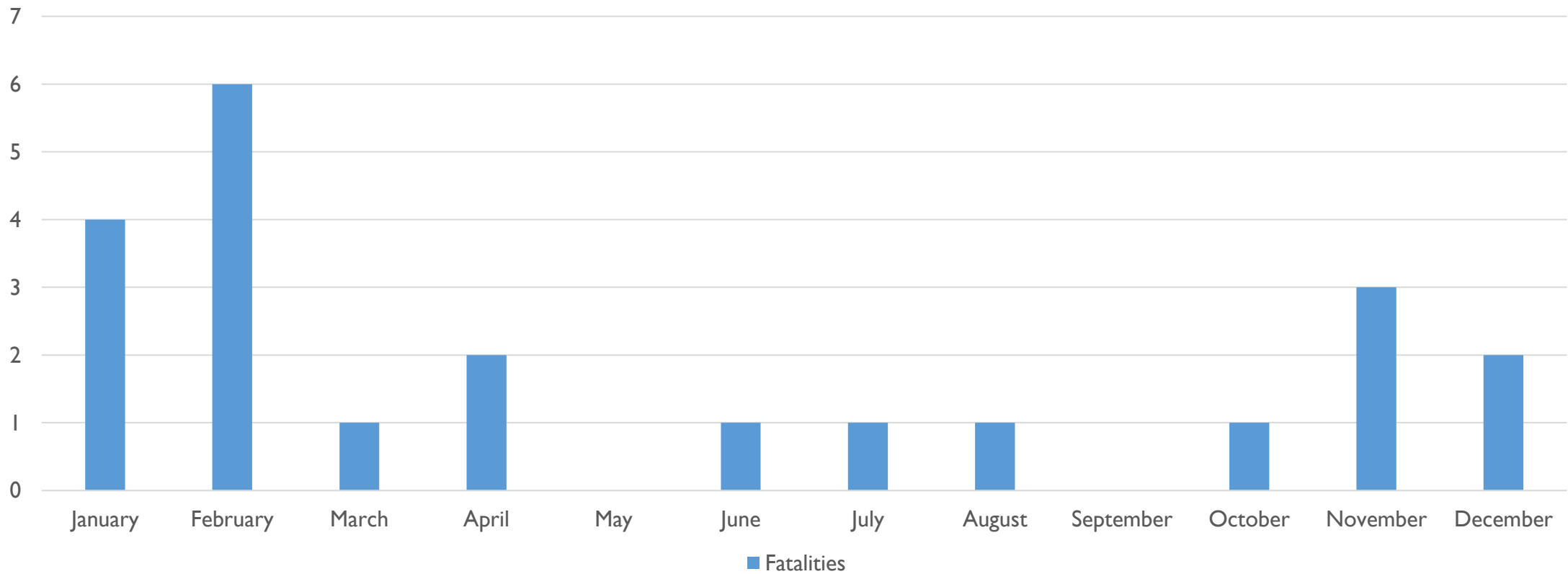
19 & Under Traffic Fatalities (2018-2022)



Background Data Cont.



19 & Under Traffic Fatalities (2022)



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



Overall objective



- 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.

ALIVE IN DE!

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

Considerations for Implementation



- 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:

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www.arrivealivede.com

Richard.Klepner@delaware.gov