

Words to Live By

Protecting Mature Pedestrians in Connecticut



A blurred photograph of a person crossing a street. The person is in the center, wearing dark pants and shoes, walking across a crosswalk. A car wheel is visible in the foreground on the left, also blurred. The ground is dark asphalt with white crosswalk stripes and scattered yellow leaves. The text is overlaid in the center in a bold, white, sans-serif font.

**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**

A close-up, low-angle shot of a person's hand gripping a black cane. The person is wearing a dark, textured sweater. The ground is paved with light-colored cobblestones. The image is dimly lit, with a dark overlay on the right side.

**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!!



THANK YOU!

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