

Accessing Diverse Communities



**COMMUNITY TRAFFIC SAFETY
DIVERSITY OUTREACH PROGRAMMING**

Luther Perry

UMOJA Liaison Contractor for LHSC Diversity Outreach Programs

UTILIZING THE **C-C-C-P** APPROACH



What is the C-C-C-P Approach?



Clergy/Community



Chiefs of Police



Political Leaders

How to Make this Work For You

Multi-step approach

Identify Key Clergy

Narrow the Focus

Contact Clergy

Contact Chief(s)

Set a Joint Meeting

Determine Relationship

Contact Political Leaders

Step One

Identify ministers with community impact

- Word of mouth
 - Talk to people in the community
 - Talk to your pastor or religious leaders



Step Two

Solicit help from other neighborhood sources

- Grass root organizations
 - Fraternity/Sorority groups
 - Minority newspapers and bulletins
- Hold a ministerial summit
 - Invite Clergy from all faiths (non-denominational)

Step Three

Contact

- Send a letter of interest to each religious leader identified
 - Each letter needs to be personalized (can be the same letter, but needs to be personalized)
- Each letter should contain the following:
 - Introduction of your agency and goals
 - Purpose
 - Tell them what you want from them
 - Response date



Step Four

Contact the Chief of Police

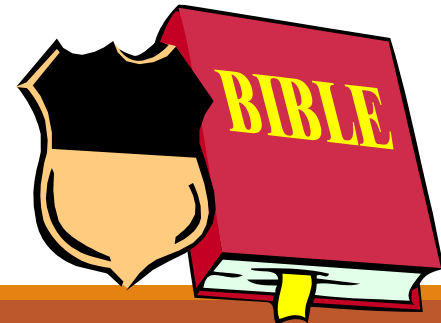
- Send a letter of intent
 - State your purpose
- Arrange a face-to-face meeting
 - Determine from the meeting if the Chief would be interested in meeting with a small group of Clergy
 - Let the Chief know there are Clergy interested in talking with him/her – not their representative
 - This will encourage the Chief (and in some cases force the Chief) into a face-to-face meeting with this group of religious leaders



Step Five

Set up a meeting with the Chief and Clergy

- Look for a neutral location to host the initial meeting (not at any particular church or police facility)
- Informal
- Limited agenda
- Provide to the Chief (prior to the meeting) subject points (so that the Chief will be prepared to address concerns as it relates to traffic or safety issues)



Step Six

Determine what the working relationship will be between the Chief and the Clergy

- Establish protocol (on both sides)
- Memorialize the working agreement
- Identify issues to be solved or worked on
- Determine the best approach
- Set future meeting date(s) and time
 - Dates and times should be consistent



Step Six (continued)



Host a Meeting

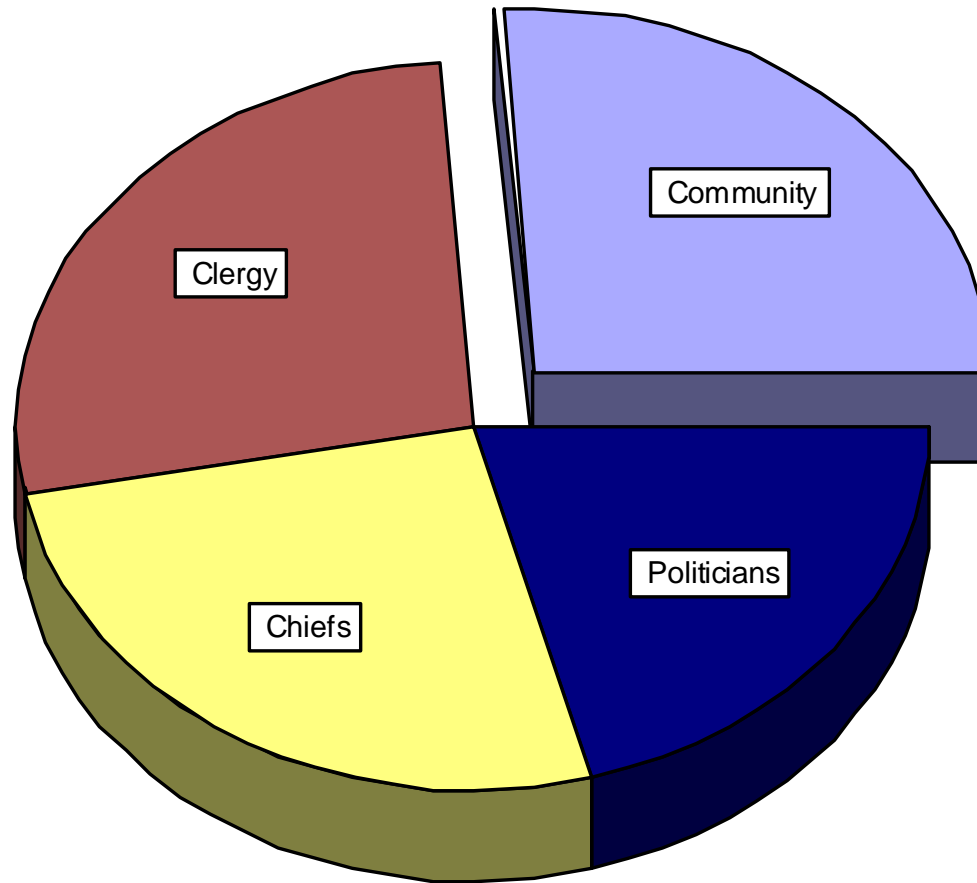
- Select a small group from the Clergy list and invite them to an informal meeting:
 - Discuss the purpose (i.e., DSOGPO, Impaired Driving Mobilizations)
 - Goals and objectives
 - Solicit a commitment from the Clergy
 - Discern if the Clergy is interested in meeting with the Chief of Police

Step Seven

Contact the political leaders

- ✓ Look at territorial issues
- ✓ Determine which leaders are needed
- ✓ Federal, state and/or local
- ✓ Identify the correct leaders
- ✓ Let it be issue driven
- ✓ Where you want to start
- ✓ What type of leadership or participation you need from the political leader
- ✓ Get political “blessing” for the partnership

Completing the C-C-C-P Pie



Completing the C-C-C-P Pie

Transferring to the Community

- Transmits your cooperative partnership to the citizens through:
 - ✓ Neighborhood
 - ✓ Communities
 - ✓ Citywide
- Solicit the entire community for support of this partnership through:
 - ✓ Use of non-traditional media venues

Remember

Community traffic safety is a community effort

It includes:

- All members of the community – they add value
- It must be inclusive of all races, genders, and ethnicities
- Community and stakeholders (residents, local and state leaders, traffic safety partners, clergy, educational institutions, hospitals and medical industry, businesses, law enforcement, community residents, etc.)

Everyone has a voice that matters!



BRINGING IT ALL TOGETHER

Diversity Outreach

Press Event 2020



Working Together to Achieve Success in Traffic Safety

Diversity Forum

Impaired Driving & Seat Belt Safety



This Diversity Forum supports NHTSA, the Louisiana Highway Safety Commission, and UMOJA's efforts in connecting with African-American leaders, law enforcement entities, and other public and private sector community and faith-based stakeholders.

We appreciate your interest in reducing motor vehicle-related injuries and fatalities within African-American communities.



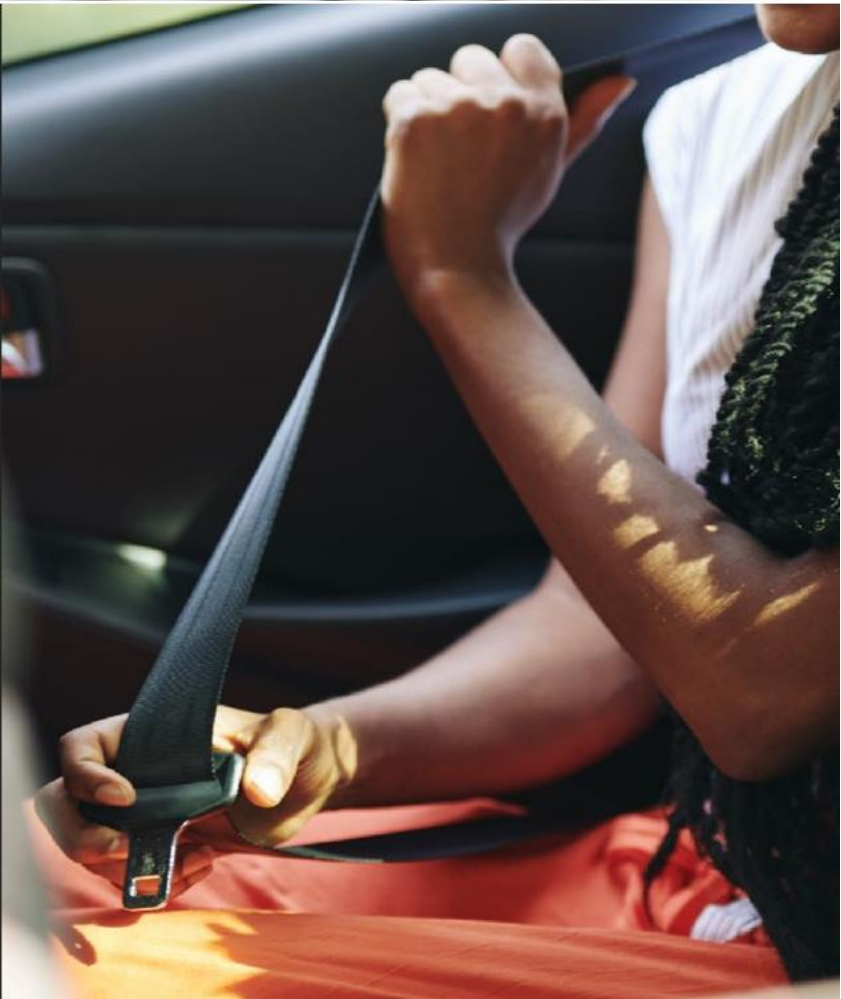
Fact #1

Leading cause of death for 24 years old and younger.

Motor vehicle crashes are the #1 cause of unintentional injury deaths for African-Americans 24 years old and younger.

-Source: CDC WISQARS 2019





Fact #2

Second leading cause of death for all ages.

Within all age groups, motor vehicle crashes are the second leading cause of unintentional injury deaths among African-Americans.

- Source: CDC WISQARS 2019



Fact #3

In Louisiana, from 2019-2021, 7,374 African-Americans were involved in traffic crashes resulting in serious injuries and fatalities.

- Source: CARTS –LSU 2022

50.1%

of African-Americans were killed and seriously injured in unbuckled motor vehicle crashes.

42%

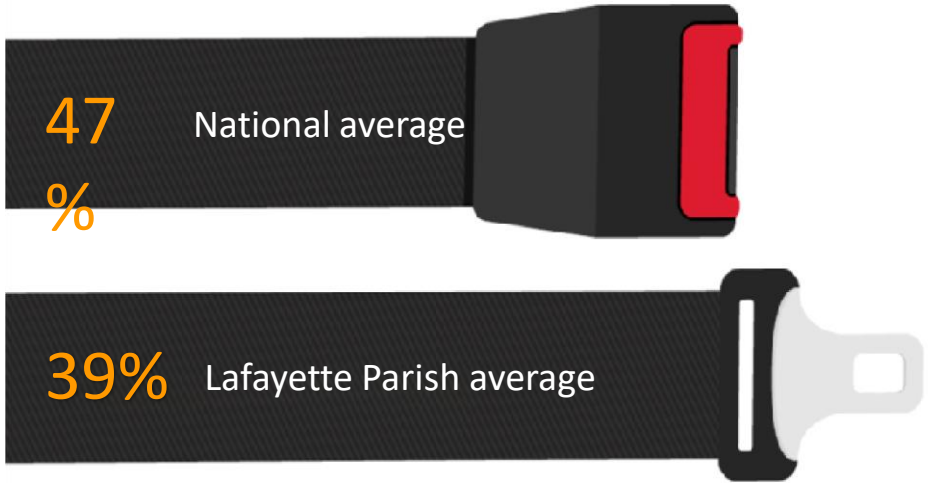
of African-Americans were killed and seriously injured in alcohol-related impaired driving motor vehicle crashes.





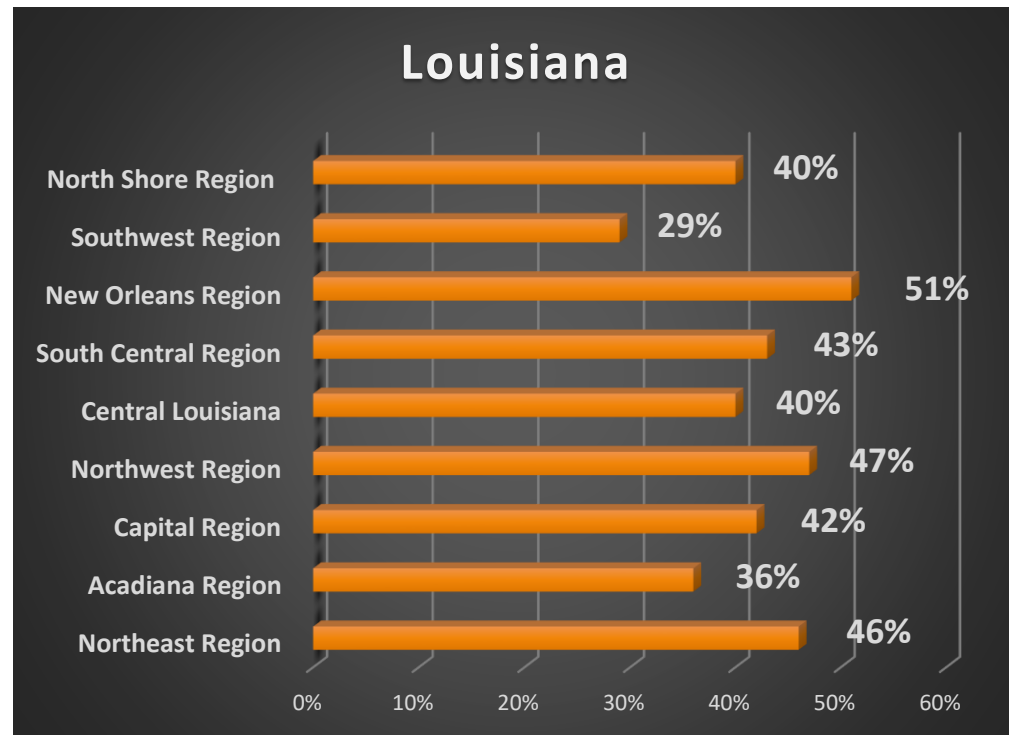
Fact #4

Unbuckled motor vehicle deaths among African-American occupants in Lafayette Parish compared to the national average.



Fact #5

In the Acadiana Region of Louisiana, 36% of motor vehicle crashes affecting the African-American community involved alcohol.



African-Americans in Louisiana involved in alcohol-related motor vehicle crashes.

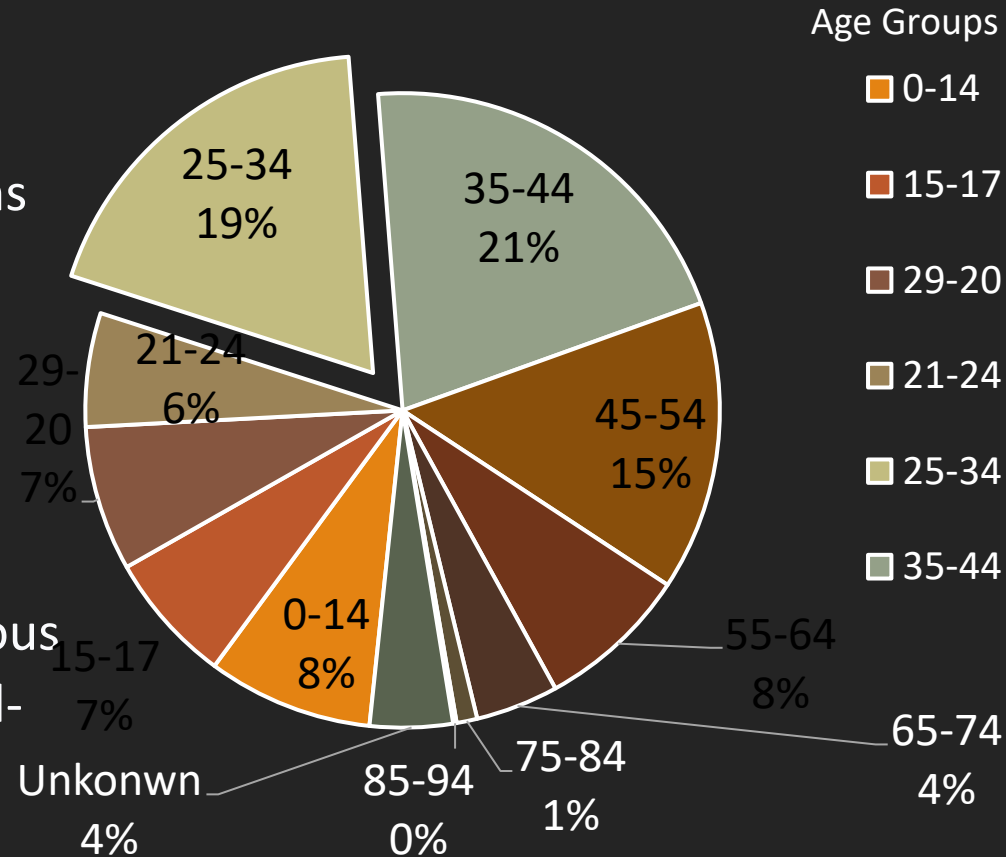
-Source: CARTS – LSU 2022



Fact #6

In Lafayette Parish, African-Americans of all ages are affected by alcohol-related motor vehicle crashes.

In the Acadiana Region of Louisiana, Lafayette Parish has the highest serious injury and fatality rate due to alcohol-related traffic crashes.



-Source: CARTS – LSU 2022



Call to Action



THANK YOU FOR YOUR
PARTICIPATION