

Other Highway Safety Priorities Track:

01. Influencing International Road Safety

Come learn about timely international highway safety research and happenings. This session will provide you with a different perspective on what's being done to save lives on foreign roadways. In particular, this panel will discuss how governments, NGO's and large corporations can impact international road safety.

02. Federal Partnerships Working Together to Support Traffic Safety Efforts Within Tribal Communities

NHTSA, along with the BIA, FHWA, CDC and Indian Health Services has facilitated a partnership group for the purpose of coordinating and collaborating on traffic safety issues. This session includes highlights on successful and proposed ventures.

03. Regional and State Program Successes

Many years ago, community involvement was identified as one of the keys to making traffic safety improvements at the local level. Yet today many coalitions struggle to sustain momentum because of scarce resources and fiercely competitive environments. This workshop offers techniques and strategies to coalitions on how to increase volunteerism, recruit new partners, develop fundraising strategies and successfully advocate for the safety cause.

04. New NHTSA Communication Strategies and Messages

Over the last year, NHTSA has developed and released a variety of new communication campaigns in both English and Spanish. This session will highlight the new campaigns and materials available from NHTSA including impaired driving, child safety campaigns, distraction efforts, and seat belts. Make sure to attend the "Get Behind the Campaigns - Free Resources to Help You" to find out how state and local programs can use these materials to enhance their campaigns.

05. Social Media is Not a Fad - It's Here to Stay

Now that you're finally comfortable with Facebook and Twitter - now comes a new wave of social media, e.g. Tumblr. If you want to learn about the latest social media tools, or learn tips on how to improve your existing efforts, this is the right workshop for you. We'll provide ideas on how to build and engage your audience and measure impact.

06. Reaching the Millennial Generation

It's always an effort to reach young drivers, but young drivers (ages 18-24) are a challenge because of all the technological and social changes that have taken place over the past decade - changes to us but normal life to them. Who are they and how are they different from previous generations? Come hear more about them and how to craft and distribute your safety messages to better reach them.

07. Spanish Campaigns - More than Translation

2010 Census data shows our nation's Hispanic population grew four times faster than the total U.S. population. Come to this session to gain insight on how to best reach your Spanish-speaking target audiences. Learn from leading industry experts and hear firsthand accounts from states/communities.

08. Get Behind the Campaigns - Free Resources to Help You

Have you ever wondered what free communication resources and assets are out there? NHTSA provides a wealth of resources through its newly redesigned TSM website. Attendees at this workshop will learn how to use free communication materials (PSAs, sample press releases, etc.) and place it in donated space, plus much more.

09. Understanding Speed and Speed Enforcement

This session will discuss enforcement strategies based on rationally set speed limits, enforcement directed to locations where crashes occur, and the purpose and appropriate application of automated enforcement based on national recommendations and guidelines. Lastly, this session will address public policy issues that speak to credible establishment of speed limits, effective enforcement, and the issue of political permission.

10. Cooperative Law Enforcement Initiatives Making a Difference in Addressing Impaired Driving in Indian Country

Three Tribal cooperative law enforcement programs working to reduce impaired driving in Indian Country will be showcased during this workshop.

11. Red Light Cameras and Speed; Making the Case for Safety

The session will focus on the appropriate application of automated enforcement technology and how to best implement systems in an effective and publicly acceptable manner. The session will highlight the importance of "political permission" and applying high standards of deployment and program management to develop and maintain public support for automated enforcement systems that focus on traffic safety and crash reduction. Examples of promising practices and discussion by a local law enforcement official describing their automated enforcement program and efforts will be provided.