

## Creating a Roadmap to Success: A Safe Communities Approach

Panel Discussion



Lifesavers Conference 2011  
March 27 - 29, 2011  
Phoenix, Arizona

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## Welcome

**Moderator:**

- Judy Hammond, NHTSA Highway Safety Specialist

**Presenters:**

- Dezzie Dickson, SCSC Contract Coordinator
- Donna K. Smith, NHTSA Region 5 Program Manager
- Felice Moretti, Ohio Federal Program Manager
- Carol Thurn, NDDOT Program Manager

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## 520 Safe Communities Coalitions




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## National Highway Traffic Safety Administration (NHTSA)

- Safe Communities is the best way to market community traffic safety outreach:
  - ▣ Using local data
  - ▣ Finding the “real problem”
  - ▣ Forming the core group and coalition
  - ▣ Finding partners and resources
  - ▣ Evaluate, Analyze, Evaluate
  - ▣ Finding more partners and other resources
  - ▣ Reinvent

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## Why this Workshop?

- Meeting the needs of coalitions
- Researching the problems
- Finding new answers
- Learning from others



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## NHTSA Region 5

- Donna K. Smith, Program Manager
- Felice Moretti, Federal Program Manager



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## Overview of Ohio Safe Communities

- 33 Safe Communities programs
- Serving 250 separate communities
- Funding level \$1,600,000



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## Data Collection and Analysis

### Problem ID and Goals

- NHTSA encourages data collection and analysis using:
  - FARS
  - State/Local Data
  - Surveys
  - Focus Groups

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## Data Collection and Analysis

### Problem ID and Goals

- What we do in Ohio:
  - Countywide Stats
  - FARS
  - State Data
  - Motorcycle Study

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## Media and Communications Plan

- NHTSA Communications Plan
  - Ohio has embraced plan:
    - Inclusion in HSP
    - Inclusions in grants
    - Posted to website
    - Submittal of plan for NHTSA comments

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## Media and Communications Plan

- Communications Calendar
- Earned Media
- Paid Media Plan
- Weekly Broadcasts

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## Reporting

- Two years ago, NHTSA increased oversight of the Highway Safety Program:
  - Programmatic and Fiscal Reviews
  - Project File Reviews
  - On-site Monitoring – grants/key meetings
  - Monthly trips to OTSO



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## Reporting

- Event/Reporting form:
  - ▣ Gross Impressions
  - ▣ Volunteer Hours
- Fatal Review form
- Kick-off Event form

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## Communication

- Important to success of Ohio's programs:
  - ▣ Collaboration between Region 5 and the OTSO
  - ▣ OTSO and SC's
  - ▣ Weekly Broadcasts
  - ▣ Regional Meetings
  - ▣ SC Advisory Committee

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## Partnerships

- Partner with local agencies
- Coalition building
- Diverse populations
- 4 E's

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## Countermeasures and Strategies

- Countywide Seat Belt Surveys
- Motorcycle Safety Events
- Local Mobilization and Crackdown Events
- Fatal Review Meetings
- Regional Meetings

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## Into the Future!!!



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## North Dakota

Carol Thurn, Program Manager  
Community Traffic Safety Program (CTSP)



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## Evolution

- DUI Task Force – 1984
- CTSP – 1987
- Safe Communities – 1996
- CTSP - 2011

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## North Dakota CTSPS



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## Best Practices Administration

- Monthly Reports
- Media Reports
- In-kind – Local Match Report

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## Questions and Answers



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## Presenters' Contact Information

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## Safe Communities Service Center

*Serving the Nation since 1996*

### Service Center Information:

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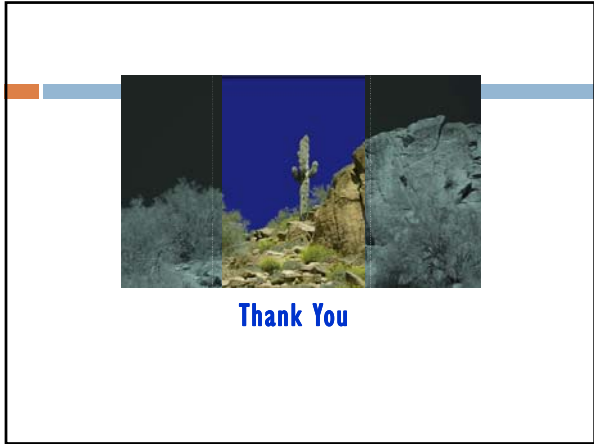
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# Reference Documents

# COMMUNITY TRAFFIC SAFETY PROGRAM MONTHLY REPORT FORM

REGION 7 Community Traffic Safety Program, Project No. 40211090201

REPORTER:

FOR THE MONTH/YEAR:

COMMUNITY: Burleigh, Emmons, Grant, Kidder, Mercer, Morton, Oliver, Sheridan, and Sioux

## GENERAL REQUIREMENTS – ACTIONS

	<u>Action</u>	<u>Date Completed</u>
	<b>ADMINISTRATIVE FUNCTIONS</b>	
<input type="checkbox"/>	Coordinate and complete program activity through community-level partnerships, and serve as an advocate of traffic safety information and activity in the service region.	
<b>Narrative:</b>		
<input type="checkbox"/>	Participate in all meetings conducted by NDDOT (may include up to four trips to Bismarck annually) and other training opportunities. The outreach administrator may attend Lifesavers with NDDOT funds.	
<b>Narrative:</b>		
<input type="checkbox"/>	Work jointly with the NDSU, UGPTI, Rural Transportation Safety and Security Center to complete traffic safety program evaluation activities including the rural observational seat belt study and other evaluation activities.	
<b>Narrative:</b>		
<input type="checkbox"/>	Use the North Dakota SC website at <a href="http://www.safecommunities.org">www.safecommunities.org</a> as a means to gain access to and report local program information and activities. Each program will post local activities to the website.	
<b>Narrative:</b>		
<input type="checkbox"/>	Comply with the contractual requirements of the TSO. Submit monthly progress reports, earned media activity reports, and vouchers.	
<b>Narrative:</b>		
<input type="checkbox"/>	Serve on program planning subcommittees upon request by the TSO.	
<b>Narrative:</b>		
<input type="checkbox"/>	Move toward self-sustainability of projects. Plans for self-sustainability and progress toward meeting the plans.	
<b>Narrative:</b>		
<input type="checkbox"/>	Maintain communications with NDDOT District Engineers (DEs) to assure the Des are informed and aware of behavioral safety problems and intervention underway in the service area.	
<b>Narrative:</b>		
<input type="checkbox"/>	Conduct a face-to-face report-out to NDDOT Executive Management and program personnel on all project activity conducted through the course of the fiscal year.	
<b>Narrative:</b>		
	<b>OUTREACH FUNCTIONS</b>	
<b>1.</b>	Regional Enforcement Coordinator for the multi-agency enforcement plan.	
<input type="checkbox"/>	Coordinate the following law enforcement trainings within service region periodically based on guidance from the TSO in cooperation with law enforcement: <ul style="list-style-type: none"> <li>• Complete and submit POST forms to the POST Board and TSO</li> <li>• Distribute reimbursement vouchers to participating law enforcement</li> <li>• Maintain participant lists</li> <li>• Assess and coordinator other training needs as requested by law enforcement</li> </ul>	

	<i>Standard Field Sobriety Training (SFST):</i>	
	Number of agencies involved:	
	Number of attendees:	
	<i>SFST Refresher Training:</i>	
	Number of agencies involved:	
	Number of attendees:	
	<i>Traffic Occupant Protection Strategies Training:</i>	
	Number of agencies involved:	
	Number of attendees:	
	<i>Administrative Hearing Training:</i>	
	Number of agencies involved:	
	Number of attendees:	
	<i>Report &amp; Notice and Testifying:</i>	
	Number of agencies involved:	
	Number of attendees:	
	<i>ARIDE Training:</i>	
	Number of agencies involved:	
	Number of attendees:	
<input type="checkbox"/>	Provide the regional enforcement calendar to the TSO by July 30 <sup>th</sup> annually for tracking and paid media coordination/placement:	
<b><u>Narrative:</u></b>		
<input type="checkbox"/>	Participate in on-site visits by the TSO to participating law enforcement agencies and other on-site visits as necessary.	
<b><u>Narrative:</u></b>		
<input type="checkbox"/>	<p>Provide oversight of regional enforcement efforts:</p> <ul style="list-style-type: none"> <li>• Assess and coordinate other training as requested by law enforcement</li> <li>• Contact all agencies within the region a month in advance of a scheduled enforcement event to remind agencies to schedule officers</li> <li>• Determine if checkpoints will be held. If so, coordinate the earned media for the check point and for the subsequent saturation patrol for participating agencies</li> <li>• One week in advance of the event, contact agencies to assure officers are assigned. Obtain documentation (email or other form) from agencies that are not working the event for the project file</li> <li>• Collect enforcement data and issue a post-event, region-wide news release to inform the public of the results</li> <li>• Work with agencies regarding earned media needs and delivery for multi-agency enforcement efforts and other planned enforcement activity</li> <li>• Provide all event documentation of the above-referenced activity to the TSO on a quarterly basis</li> <li>• Complete other duties as assigned by the TSO's Impaired Driving Program Manager</li> </ul>	
<b><u>Narrative:</u></b>		

<b>2.</b>	Regional DUI Advisory Committees.	
<input type="checkbox"/>	Act as the Coordinator to establish and maintain Regional DUI Advisory Committees: <ul style="list-style-type: none"> <li>• Work cooperatively with the TSO to identify appropriate members to serve on the Regional DUI Advisory Committee</li> <li>• Convene meetings as defined by the TSO</li> <li>• Coordinate with the Regional DUI Advisory Committees to provide support as needed</li> </ul>	
<b>Narrative:</b>		
<b>3.</b>	Provide outreach for core traffic safety campaigns	
<input type="checkbox"/>	High visibility enforcement campaigns: <ul style="list-style-type: none"> <li>• <b>Click It or Ticket (CIOT)</b> is a national public information and enforcement campaign to increase seat belt and car safety seat use. CIOT is conducted annually in May. The TSO also conducts a CIOT campaign in November of each year.</li> <li>• <b>Drunk Driving. Over the Limit. Under Arrest. (DDOLUA)</b> is a national public information and enforcement campaign conducted annually over the Labor Day holiday. Law enforcement throughout ND also conduct DDOLUA enforcement events consistent with regionally developed enforcement calendars.</li> <li>• <b>Other HVE campaigns.</b> This may include HVE for speed or distracted driving. Additional HVE events are contingent upon available resources.</li> </ul>	
<b>Narrative:</b>		
<input type="checkbox"/>	Teen website – <a href="http://www.ndteendrivers.com">www.ndteendrivers.com</a> – is a state specific public information and education campaign to address traffic safety issues among teens. The website includes an annual contest to promote peer-to-peer education of unsafe driver and occupant behavior among teens and to increase community awareness regarding traffic safety issues.	
<b>Narrative:</b>		
<input type="checkbox"/>	Other campaigns as assigned by the TSO such as Parents LEAD, motorcycle safety, CPS, and campaigns in partnership with other agencies.	
<b>Narrative:</b>		
<input type="checkbox"/>	Outreach activities must be far-reaching and should include: (use media report for number of media reached) <ol style="list-style-type: none"> <li>1. Media activities including news release, news conferences, live radio remotes, television and radio interviews</li> <li>2. Internet marketing activities including blogging, postings to social networking websites like Facebook, email blasts, etc,</li> <li>3. Other public awareness activities such as partnerships with local entities pertinent to the target populations.</li> </ol>	
<b>Narrative:</b>		
<input type="checkbox"/>	Provide earned media support to law enforcement agencies under contract with the TSO to conduct enforcement within their jurisdictions.	
<b>Narrative:</b>		
<b>4.</b>	Establish a Facebook page	
<input type="checkbox"/>	<ul style="list-style-type: none"> <li>• Establish a Facebook page specific to your region.</li> <li>• Improve your Facebook page.</li> <li>• Attend social marketing training provided by TSO in Feb 2011.</li> </ul>	
<b>Narrative:</b>		
<b>5.</b>	Work with local media outlets and law enforcement.	
<input type="checkbox"/>	Assure the media and law enforcement are reporting causative factors (seat belt use, alcohol involvement, speed, distracted driving, etc) and avoiding the term “accident” when reporting on local crashes involving injury and death	
<b>Narrative:</b>		
<b>6.</b>	Provide other community-level outreach	
<input type="checkbox"/>	Outreach consistent with allowable strategies identified in the scope of work. Report on	

	which strategies are deemed most necessary within the service region.	
<b><u>Narrative:</u></b>		
<b><u>7.</u></b>	Increase community partnerships and episodic volunteers.	
<input type="checkbox"/>	Increase community impact. Assure outreach strategies are reaching all counties within the service region.	
<b><u>Narrative:</u></b>		
	Burleigh:	
	Emmons:	
	Grant:	
	Kidder:	
	Mercer:	
	Morton:	
	Oliver:	
	Sheridan:	
	Sioux:	

**FUTURE ACTIVITIES:**

Identify dates for upcoming and scheduled activities for the next three months:

## North Dakota Department of Transportation Community Traffic Safety Program Media Summary

**Date Report Submitted**

**CTSP Program**

**Report Submitted by**

**Month of Report**

I have no media activity to report this month. If this box is not checked, please complete the information below.

***Document all activity involving alcohol (impaired driving, sobriety checkpoints, compliance checks) or occupant protection.***

### Paid and In-kind (bonus) media

**Paid media** is media that you pay to place, such as a television advertisement or radio ad. **In-kind or bonus media** is extra media that you are given in addition to the purchase you made, or it is donated time. **Public Service Announcements (PSA)** are considered donated time, and should be included in the In-kind (bonus) line.

For example, many stations will allow you to buy one ad, get one free. If it is \$20 per ad, your paid media is \$20 per ad; in-kind (bonus) media is \$20 per ad. If you buy five ads and get five in-kind (bonus) ads, your paid media is \$100; in-kind (bonus) media is \$100. If a station runs a PSA, place the number of PSAs and the value in the in-kind/bonus media lines. If you have a PSA that is 30 seconds long, and the station usually charges \$20 for a 30 second ad, your

Medium	Television	Radio	Print	Billboards	Other (specify below)	Totals
<b>Paid Media</b>						0
Number of Ads Scheduled						0
<b>Dollars Spent</b>						\$0
<b>In-kind (Bonus) Ads/ PSA</b>						0
Number Received						0
<b>In-kind (Bonus) Value Received</b>						\$0
Message (Choose from drop down menu options. If no media to report, leave message as "None".)						N/A

**KEY:**                                    **AL = Alcohol**  
**UD = Underage Drinking**  
**OP = Occupant Protection**  
**DD= Distracted Driving**

**Earned media**

Earned media is media that you don't pay for, but need to work for. Examples include a press release that is printed, a news conference, a letter to the editor, or a television story on impaired driving, seat belts or distracted driving. This has excellent value and the value should be documented on the table below. See page four for calculation rates. Complete detail in the table and in the narrative below for activities.

Medium	Television	Radio	Print	Other Specify: <input type="text"/>	Totals
Value (\$)					\$0
Message (Choose from drop down menu options. If no media to report, leave message as "None".)					N/A

**KEY:AL = Alcohol; UD = Underage Drinking; OP = Occupant Protection; DD=Distracted Driving**

**Radio News Story(ies)**

Number Aired:

Message(s):

Station(s):

Reporter(s):

**Print News Story(ies)**

Amount Published:

Message(s):

Publication Name(s):

Quantity Distributed:

**Television News Story(ies)**

Number Aired:

Message(s):

Station(s):

Reporter(s):

**Press Conference(s)**

Number Coordinated:

Date(s):

Time(s):

Location(s):

Message(s):

Media Present:

Speaker(s) and Organization(s) Represented:

Location where news story(ies) aired/published:

**Social Media**

Number of blogs:	
Number of videos uploaded:	
Number of videos sent:	
Number of text messages sent:	
Number of facebook postings:	
Number of followers on social media sites:	

Submit completed forms to: Carol Thurn, Program Manager  
701.328.4354, cthurn@nd.gov

## Calculating Print Media Value (Newspaper, Newsletters, Etc.)

If the article is a complete rectangle (i.e. columns are all same length):

1. Count the number of columns. (Include photographs.)
2. Measure the length of one column. (Include headline.)
3. Multiply the number of column(s) (step one) by the length of the column (step two). This will equal the number of "column inches."

Right: Example of a complete rectangle news story.

If the article has varying column lengths (i.e. not a rectangle):

1. Measure the length of each column in inches. (Include photographs and headline.)
2. Add those length(s). This will equal the number of "column inches."
3. Multiply the number of column(s) (step one) by the length of the column (step two). This will equal the number of "column inches."

Below: Example of a varying column lengths news story.



To calculate the value of those column inches, multiply the total number of column inches by the "per inch" advertising rate established by the publication. Preferably, use the "open rate," if available.

## Calculating Electronic Media Value (Television and Radio)

To calculate news story(ies), first determine how many "30 second advertisement equivalents" received:

1. Time the news story(ies) or in-kind advertisement(s)/public service announcement(s) in seconds.
2. Divide the time by 30. This determines the number of "30 second advertisement(s)" received had the news story(ies) been purchased as paid advertising.
3. Multiply the number of "30 second advertisement(s)" by the 30 second advertisement rate for specific program, or contact your local station for an "open rate" card.

If in-kind advertisement(s)/public service announcement(s) (PSAs) were received:

1. Determine the number of 30 second advertisement(s) received.
2. Multiply that number by the "open rate" for 30 second advertisements.







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# Safe Communities Service Center

*Serving the Nation since 1996*

## Service Center Information:

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