

Partnering with State Highway Safety Offices

Tips and Tactics for Success

Three Types of Offices

- Data, grants, federal spending plan (all)
- Programs, training, media, analysis (50%)
- Policy, legislation, Governor-committees (15%)

Don't Give Up

- Offices are typically very small, some only 0.5 FTE
- Up to nine different federal funding sources
- Some have state funding sources
- Planning requirements are not aligned, due dates differ throughout the year
- There are key dates to learn, key meetings to attend, sessions to help

Performance Measures

- Every plan must have defined and deliverable measures, at the program level as well as at the grant level
- Look for other examples of where a working relationship has been established (and not just for the money – get involved in the programs)
- Understand the expectations of reporting
- Highway Safety Offices will be under tighter scrutiny the next 3 years

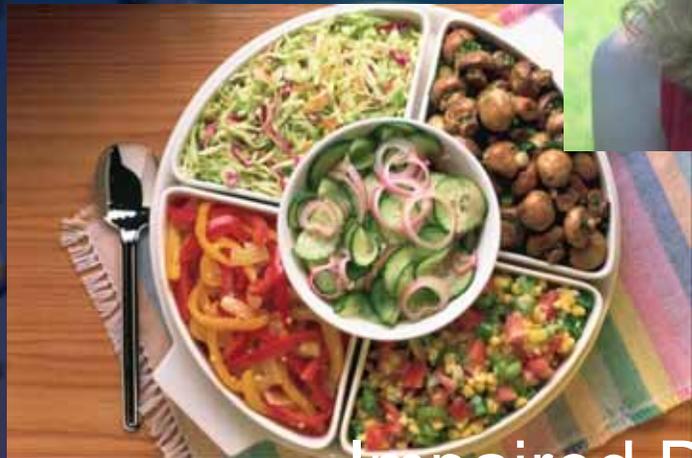
Targeting

- The Performance Plan (or HSP) establishes the river banks of the program
- Funding sources establish the reason for “yes” as well as the reason for “no”
- Open competition versus problem identified selections
- Federal approval on an interesting list of items

It Isn't Always the \$\$

- Build a working relationship for the long-term
- Be part of a team, include others like motor vehicles, MADD, school resource officers, SAFE Kids advocate, SADD, ???
- Don't embarrass or "corner" highway safety staff or the coordinator, even accidentally
- Look for other ways to be involved, media, video library, posters, PSA's, parent guides, etc.

“What We Like”



Impaired Driving Radio PSA
Produced by Gretchen McKenzie



If You Have a Grant

- Always, always, always keep the highway safety office up to date, never let a problem fester
- Realize there are audit or on-site monitoring requirements
- If you need a change in objectives or measures, request it
- If the highway safety office is a “program” or “policy” level office, they may have help for you

Grant Ideas - 1

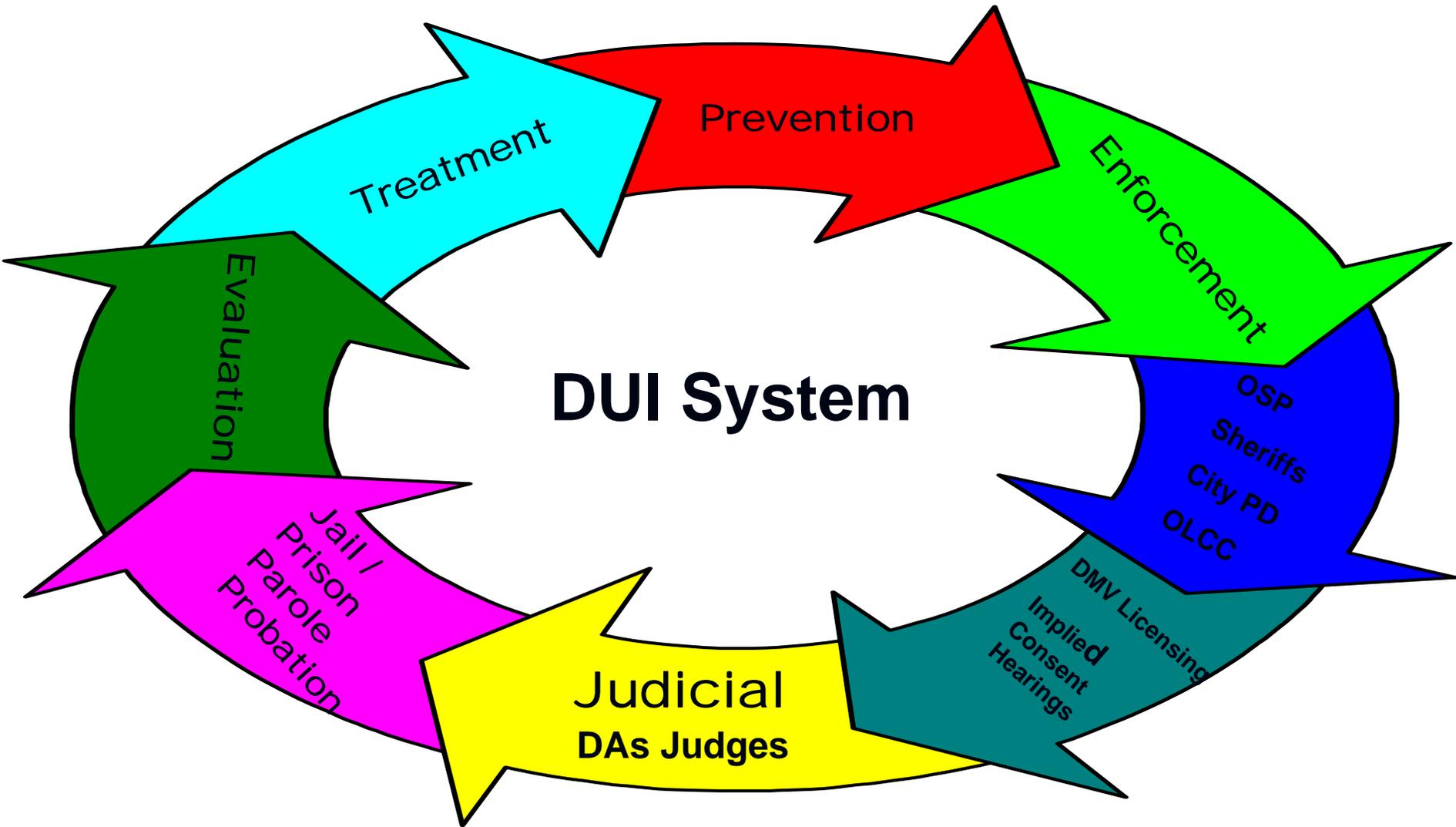
- Training for enforcement, prosecution, volunteer organizations, judges, school resource officers, liquor control agents
- Media, through professional PSA's
- Data tracking from offense through disposition
- Enhancing administrative hearing proceedings
- Community prevention and awareness
- Law enforcement spokesperson

Grant Ideas - 2

- Multi-disciplinary work groups, task forces, policy committees
- Electronic citation or “test” forms
- DRE overtime, coordinators, class supplies, media on the impacts of “other” drugs
- Gauging and tracking public perception
- Minor-in-possession activities
- Special event coverage

Every Office is Different

- Just as each state has a different structure, view, and approach to Impaired Driving, the same applies to the highway safety offices
- Not all of the managers of highway safety offices will see the strength or the need for what you are requesting
- Outreach and contacts are often a driving force for highway safety offices, see how you can become a link for new partnerships



DUII Warriors

Thank you for your dedication, your leadership and your commitment.

The proof of your effort lies not just in how many arrests are made, nor in the number of court appearances you make. The proof of your effort lies in the achievement of the public's ability to keep themselves safe, their family safe, and in living a long and productive life.

“The Talk”



At Risk Driver TV PSA; Produced by Bill Merrill