Driving Behavioral Change in Traffic Safety
National Call to Action
August 9, 2016
Webinar Instructions

- Please mute your phone
- Please use in web chat box for questions when they arise.
- Questions will be answered at the end of the presentation.
- A copy of the slides will be available after the completion of the webinar
  - www.NHTSA.gov
  - About NHTSA
    - Highway Safety Grant Programs
Welcome and Purpose

- Sacramento, CA February 5
- Cambridge, MA February 10
- Denver, CO February 18
- Atlanta, GA February 23
- Fort Worth, TX March 1
- Washington, DC March 10-11
The State of the States
Early Estimate of Motor Vehicle Traffic Fatalities in 2015

- In 2015:
- 35,200 people died in motor vehicle crashes on U.S. roadways, up from 32,675 reported fatalities in 2014
  - Injured (Pending)
  - Crashes reported to police (Pending)
Safety is Personal, Safety is Local
2015 Early Estimate of Motor Vehicle Traffic Fatalities
Our National Traffic Safety Picture

- The Four D’s
  - Drunk Driving
  - Drugged Driving
  - Distracted Driving
  - Drowsy Driving

- Unrestrained Fatalities

- Pedestrian Fatalities

- Bicyclist Fatalities
Crash Clock (National)

- Every 5 seconds - a crash is reported to law enforcement
- Every 13 seconds - someone is injured in a traffic crash
- Every 15 minutes - someone dies in a traffic crash
Innovations in Changing Behavior

**Impaired Driving Instagram Journey**
- Pat Hoye, Bureau Chief Iowa Governor’s Traffic Safety Bureau
- Tyler Wentworth, Senior Social Media Specialist The Integer Group
- Kaitlin Olson, Account Executive The Integer Group

**Safe2Sturgis- A Border-to-Border Motorcycle Safety Campaign**
- Gina Espinosa-Salcedo, Regional Administrator, National Highway Traffic Safety Administration, Region 8
Instagram Journey Strategy

• Our Target
  • Males 20-24 are the highest percentage of drivers involved in alcohol-related crashes

• The Platform
  • 60.3 million users on Instagram daily
  • 60% of users are under 34 years old

• Social Strategy
  • Deliver disruptive content on a platform that resonates with our millennial driver target
  • A multi-phased Instagram journey asks users a series of “this or that” questions that takes them through a night of drinking
  • Allows users to see how their choices while out drinking impact their ability to drive
Instagram Journey Strategy

Example Journey Map

- Instagram Promoted Posts
- Facebook Posts
- Twitter Posts

- QUESTION 2a
- QUESTION 2b

- QUESTION 3a
- QUESTION 3b

- QUESTION 5a
- QUESTION 6a
- QUESTION 5b
- QUESTION 6b

- QUESTION 4a
- QUESTION 4b

- QUESTION 7a
- QUESTION 7b
- QUESTION 8a
- QUESTION 8b

End Profile 1
End Profile 2
Website Landing Page
Game On

Campaign Timing
- 7/1/16 – live on Instagram
- 7/1/16-7/4/16 – promoted posts on Instagram
- 7/1/16-9/11/16 – organic content on Facebook

Tracking & Reporting
- Promoted post – impressions, clicks
- Profiles – followers, likes, comments, clicks to website
Why a *Safe2Sturgis* Campaign

- Motorcycles account for the largest increase in Region 8 fatalities from 2014 to 2015
  - Fatal crashes involving motorcycles are up 19%

- 16% of those motorcycle fatalities occurred *during* the 3-week period surrounding the Sturgis Motorcycle Rally™

- Number of unhelmeted MCs increased by 13%

- In response, Region 8 created a public information campaign, entitled “Safe2Sturgis”, to educate motorists of the increased presence of bikes on the road, and to remind motorcyclists to operate safely during this peak season when traffic is up 30%

- For the first time, all Region 8 States have signed on to this border-to-border initiative to prevent motorcyclist injuries and deaths
Activities

• Dates: July 25, 2016, through August 15, 2016
• Activities:
  – Concept Development
  – Earned Media:
    • Press Events:
      – CO/WY - August 4, 2016 @ 10 a.m.
      – WY/SD HP - August 9, 2016 @ 11 a.m.
    • News Releases
    • Radio Interviews
    • Variable Message Signs: same slogan in all six states
    • Banners on overpasses, rest stops and dealerships
    • Social Media package for SHSOs/partners
    • National Parks Posters
    • Outreach at MC rides/events

Partners:
• Region 8 SHSOs
• Highway Patrols and urban LEAs
• National Park Service
• Private Industry
• Dealerships
Media Activities

Safe2Sturgis

We're excited to roll out our new NHTSA motorcycle safety campaign — Safe2Sturgis

I'm right behind you. Look twice for motorcycles.

Nevada, Utah, Colorado, Wyoming, North Dakota, South Dakota

See me. Save my life.

Safe 2 Sturgis

Nevada Department of Public Safety

Watch the centerline.

#Safe2Sturgis

See me. Save my life.

Live to ride. Ride to live.

Safe 2 Sturgis

Wyoming Highway Patrol

Colorado State Patrol

Live to ride. Ride to live.

I'm right behind you. Look twice for motorcycles.

Wyoming Highway Patrol

Safe 2 Sturgis

Get involved.

Safe 2 Sturgis

Media Department of Public Safety by logging into Facebook

Live to ride. Ride to live.

Safe 2 Sturgis

Live to ride. Ride to live.

Safe 2 Sturgis

Watch the centerline.

#Safe2Sturgis

Nevada

Utah

Colorado

Wyoming

North Dakota

South Dakota

See me. Save my life.

Safe 2 Sturgis

Wyoming Highway Patrol

Safe 2 Sturgis

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Wyoming Highway Patrol

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Wyoming Highway Patrol

Safe 2 Sturgis
NHTSA Events

- The Safe Cars Save Lives Bus Tour:
  - NHTSA’s Safe Cars Save Lives bus tour will be traveling across America’s southern States from August 9-13 to spread the word about vehicle safety and the Takata air bag recall.
    - Miami Aug. 9th
    - Orlando Aug. 9th
    - Tampa Aug. 10th
    - Tallahassee Aug. 10th
    - Mobile, AL Aug. 11th
    - New Orleans Aug. 11th
    - Houston Aug. 12th
    - San Antonio Aug. 12th
    - Fort Worth Aug. 13th
Upcoming NHTSA Events (Continued)

• Situational Awareness Summit Aug. 10th
• National Human Choices Summit Oct. 5th-6th
Call to Action

• What can you do?
• How can you get involved?
• Who can you contact?
State Highway Safety Offices

- Link below to State Highway Safety Offices (GHSA Site)
  http://www.ghsa.org/
Contact Information

• Michael Brown, Director, NHTSA Office of Impaired Driving and Occupant Protection,
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• Michael Geraci, Regional Administrator, NHTSA Region 2,
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• Susan Kirinich, Highway Safety Specialist, NHTSA Office of Government Affairs, Policy and Strategic Planning,
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• Pat Hoye, Bureau Chief, Iowa Governor’s Traffic Safety Bureau,
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