Effectively Partnering with State Highway Safety Offices

Bridget White, Pam Fischer, Erin Breen & Chris Bortz
Our Focus

• Why a partnering guide?

• What is a partner?

• How can my SHSO use this publication?

• What can I learn from other states?
Why a partnering guide?

A Guide for Effectively Partnering with State Highway Safety Offices
What is a partner?

- Potential
- Subrecipient
- Collaborator
How can I use this guide?

Post and promote it!
How can I use this guide?

Staff training
How can I use this guide?

Workshops, an open house, conferences
How can I use this guide?

Webinars
How can I use this guide?

Partner Recognition

www.ghsa.org   @GHSAHQ
How can I use this guide?

SHSO Assessment
Selling Safety by Partnering With the Local Mortuary in Las Vegas, Nevada
Death’s Answer Man…. Or Marketing Man…

Ned Phillips, Vice President of Community Relations, Palm Mortuary
Billboards

Don’t Drink and Drive... We’d Rather Wait...

Buckle Up...

We’d Rather Wait

Put Down the Phone....
TOO MANY PEDESTRIANS DIE ON OUR ROADS

LOOK BEFORE CROSSING | zero Fatalities

LEARN MORE
“Aaron argues you should identify a cause which not only fits your business, but is of concern to your demographic as well.”

The Conversation Continues: Cause Marketing and Funeral Homes (Aaron Forgy, Manager, Palm Downtown)
Bringing a New Event
Hosted by Palm Mortuary
- Chaplain
- Facility
- Food

Speakers
Music
Memorial Tree with Ornaments

Gathering Space
Event Photos
Partnership in Action
Take the Pledge: Don’t Text and Drive
Partners

• Insurance Commissioner
• Miss Kansas
• Kansas Highway Patrol
• Automobile Dealers Association
• Insurance Companies
• Seven Universities
• AT&T
• Kansas Department of Transportation
“Borrowed” Idea

Clemson vs South Carolina Challenge
Four Month Contest

• Friendly competition
• Students, Alumni and school supporters encouraged to take the pledge to **NOT** text and drive
Four Month Contest

- Utilized paid social media (FB, Twitter)
- Engaged University social media outlets
- Provided bi-weekly updates on the number of pledges
Four Month Contest

- Football Season
- Insurance Commissioner presented plaques to the winning schools
Initiatives

• Insurance Commissioner Press Events
• Miss Kansas presented at Universities
• Students, Alumni and supporters challenged to take the pledge
• AT&T Simulator
• Created website to track number of pledges
Results

• **33,517** Took the Pledge
• Emporia State garnered the most pledges per student (64 Percent)
• Kansas State secured the most pledges (6,272)
Results

• Observational Surveys
  • Pre survey (19,000)
  • Post survey (11,000)
• Texting and All Distractions
Texting
Pre vs Post
All Seven Counties

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<thead>
<tr>
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<th>Text Pre</th>
<th>Text Post</th>
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<tbody>
<tr>
<td>All seven counties combined</td>
<td>3.65%</td>
<td>0.98%</td>
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All Distractions
Pre vs Post
All Seven Counties

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<th>All Pre</th>
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<tr>
<td>All seven counties combined</td>
<td>12.53%</td>
<td>9.32%</td>
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Resources

- Section 402 ($30,000)
- Partner Donations
- SHSO Media Contractor
- Lots of Earned Media
Additional Info

- Education Only Campaign
- No Enforcement
Lessons Learned

• Create unique webpage for voting
• Allow voting from smart phones through FB and Twitter
• Stay Simple
  • Click “I Pledge”
  • Click “School”
Questions

https://www.ghsa.org/resources/partnering18