

Effectively Partnering with State Highway Safety Offices

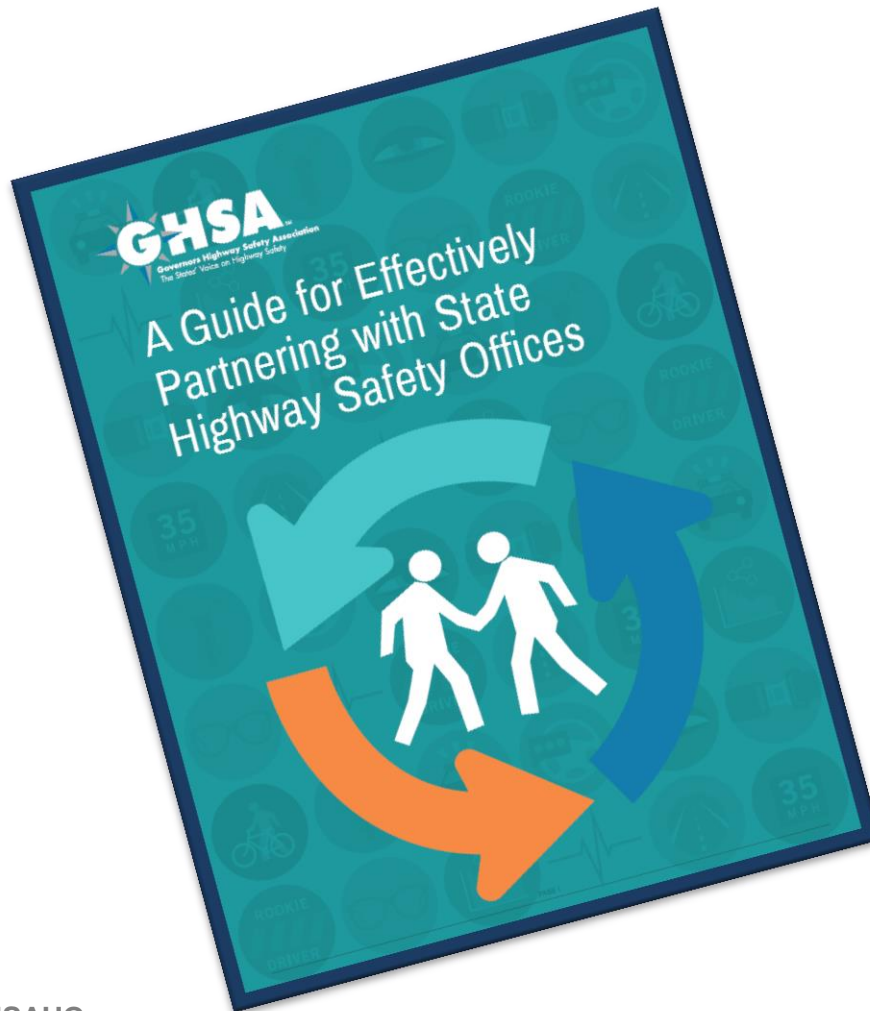
Bridget White, Pam Fischer,
Erin Breen & Chris Bortz



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?



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



How can I use this guide?

SHSO Assessment



Partnership in Action





Selling Safety by Partnering With the
Local Mortuary in Las Vegas, Nevada



Death's Answer Man.... Or Marketing Man...

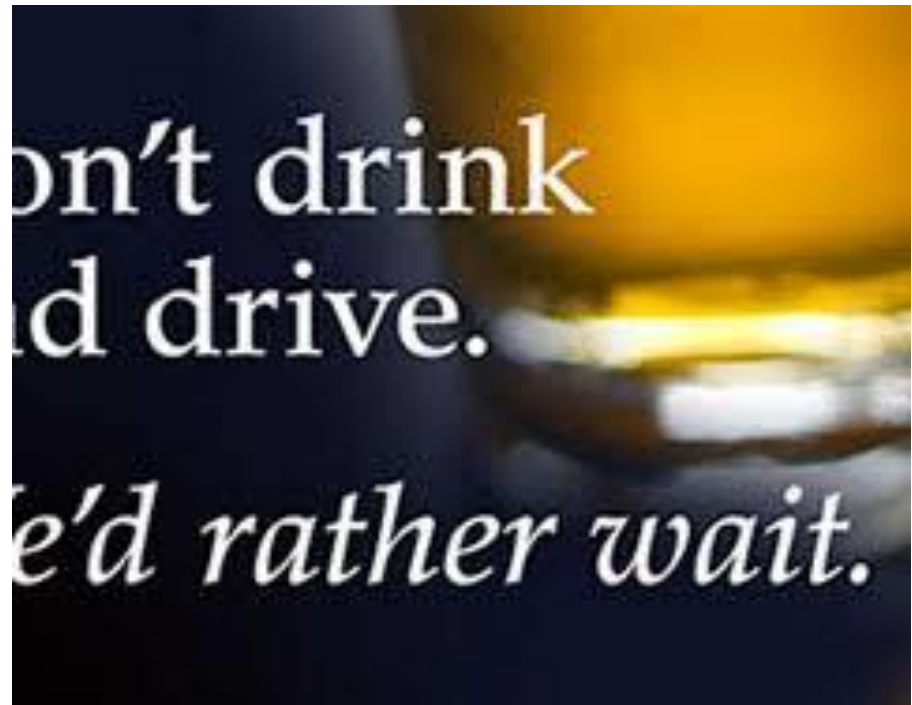
Ned Phillips, Vice President of Community Relations, Palm Mortuary

Billboards

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

Buckle Up...
We'd Rather Wait

Put Down the
Phone....



PSA



Billboard



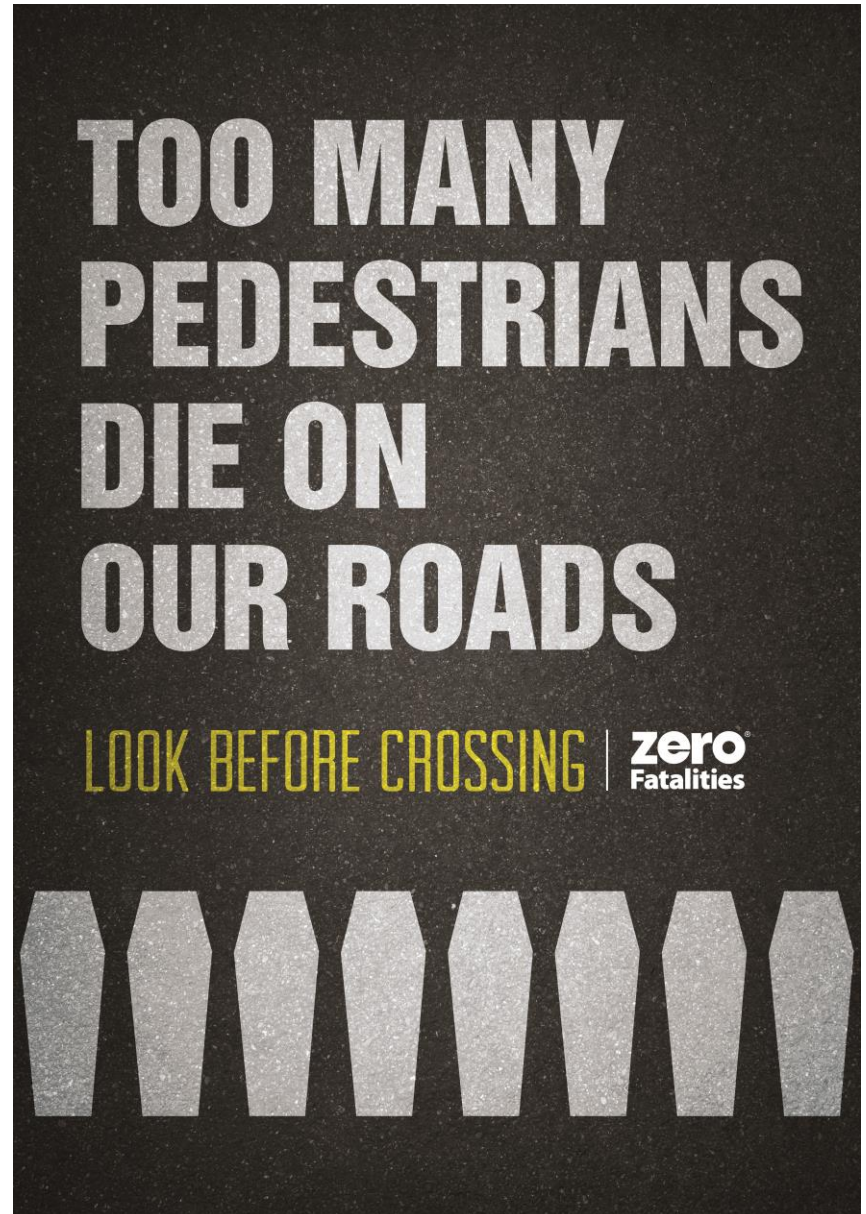
**TOO MANY PEDESTRIANS
DIE ON OUR ROADS**

[LEARN MORE](#)

LOOK BEFORE CROSSING | **zero**
Fatalities

“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

World Day of **REMEMBRANCE** *for* **CAR CRASH VICTIMS**

Sunday - November 20th - 2016
PALM MORTUARY DOWNTOWN

1325 N. Main Street - Las Vegas - Nevada 89101

Gathering at 2:00pm - Ceremony at 3:00pm

Join us to remember those we have lost in road crashes and to send a message that one more is too many! Personalized Ornaments for your loved one will be available for the ceremony, either in person, or by sending information prior to event.

Please Visit Our Website For More Information and to RSVP
www.PedSafe.Vegas

Our Sponsors:



Event Photos



Partnership in Action



**TAKE THE PLEDGE.
DON'T TEXT
#JUSTDRIVE**

[Click here to pledge for the Jayhawks.](#)



FORT HAYS STATE UNIVERSITY

*Don't text and drive
Take the pledge*

TEXT **TIGER** TO **50555**



EYES UP.
PHONE OFF.
Save Lives.

Don't text, #JustDrive



**PLEDGE YOUR
COMMITMENT
TO THE K-STATE FAMILY**



Eyes Up.
Phone Off.
Save Lives.
Text WILDCAT to 50555



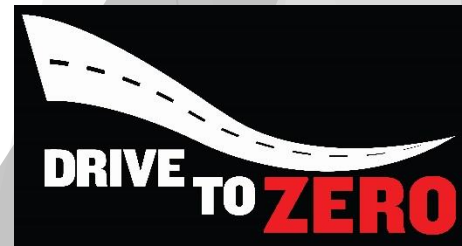
DNT TXT + DRV

**MAKE YOUR PLEDGE
TO SHOCKER NATION
TEXT SHOCKER TO 50555**

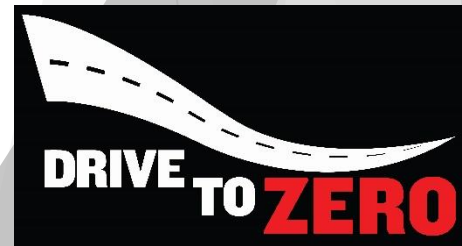
DON'T TEXT  #JUSTDRIVE



SHSO Partnering GHSA 2018

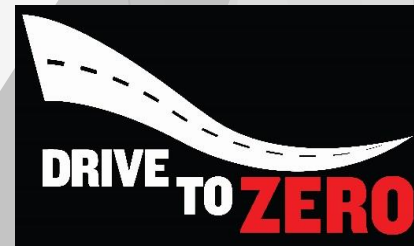


Take the Pledge:
Don't Text
and Drive



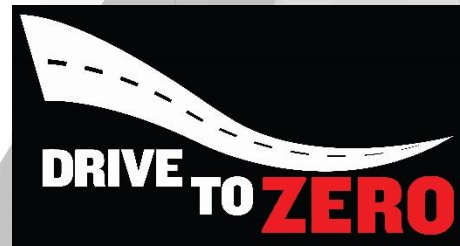
Partners

- Insurance Commissioner
- Miss Kansas
- Kansas Highway Patrol
- Automobile Dealers Association
- Insurance Companies
- Seven Universities
- AT&T
- Kansas Department of Transportation



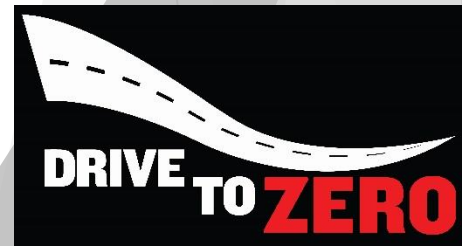
“Borrowed” Idea

Clemson vs South Carolina Challenge



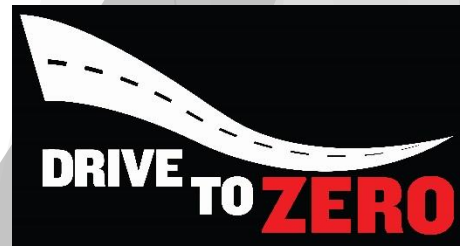
Four Month Contest

- Friendly competition
- Students, Alumni and school supporters encouraged to take the pledge to NOT text and drive



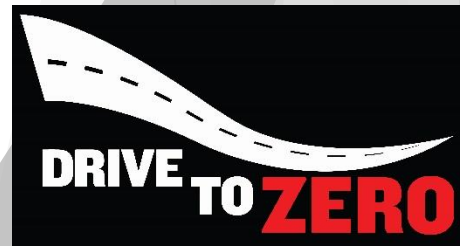
Four Month Contest

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



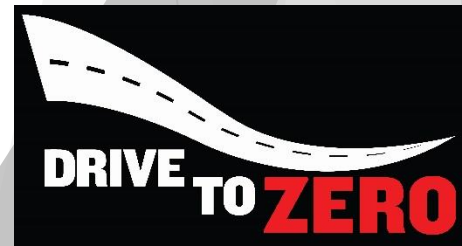
Four Month Contest

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



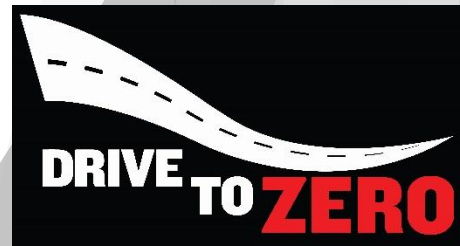
Initiatives

- 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



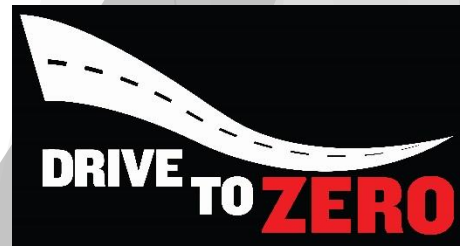
Results

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

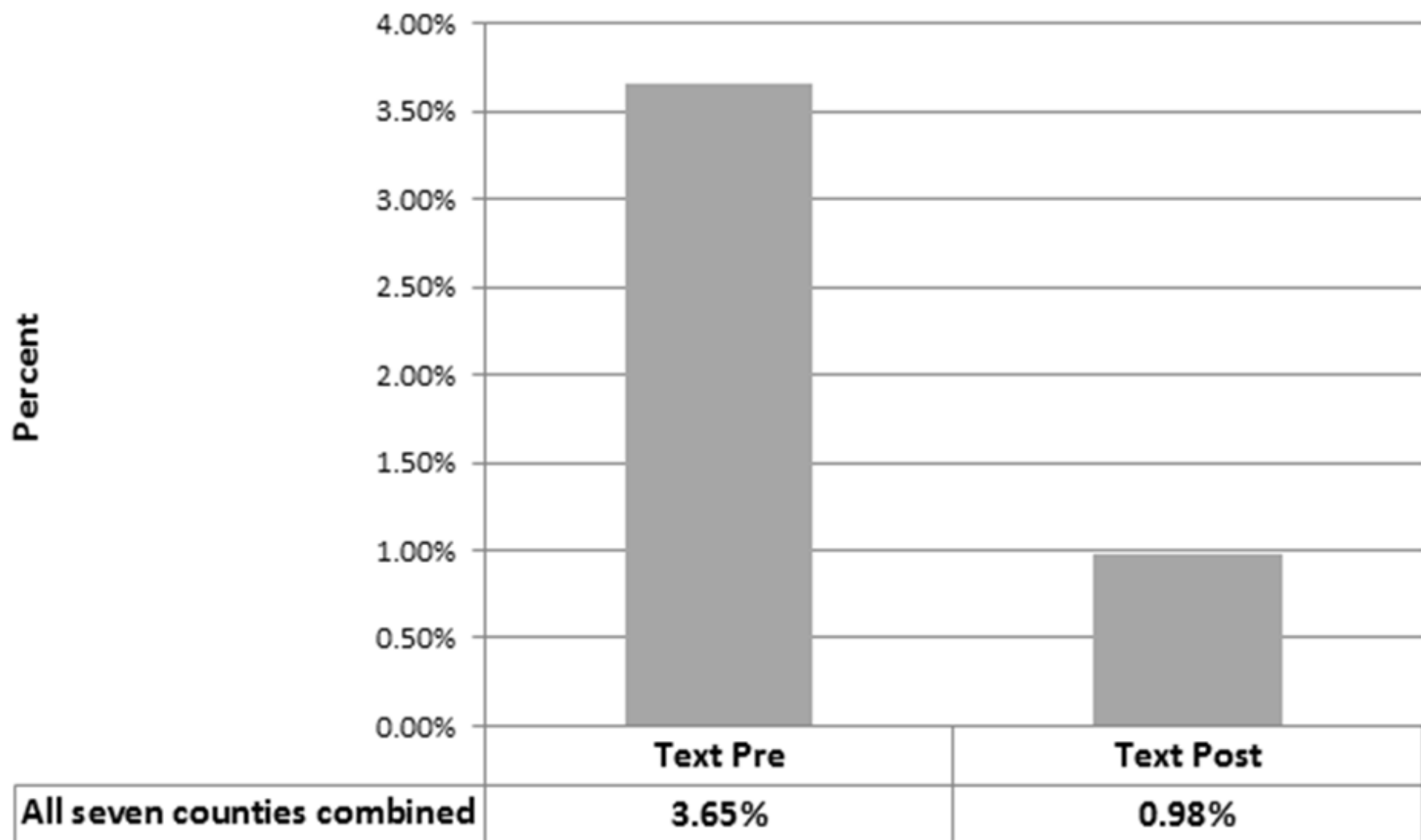


Results

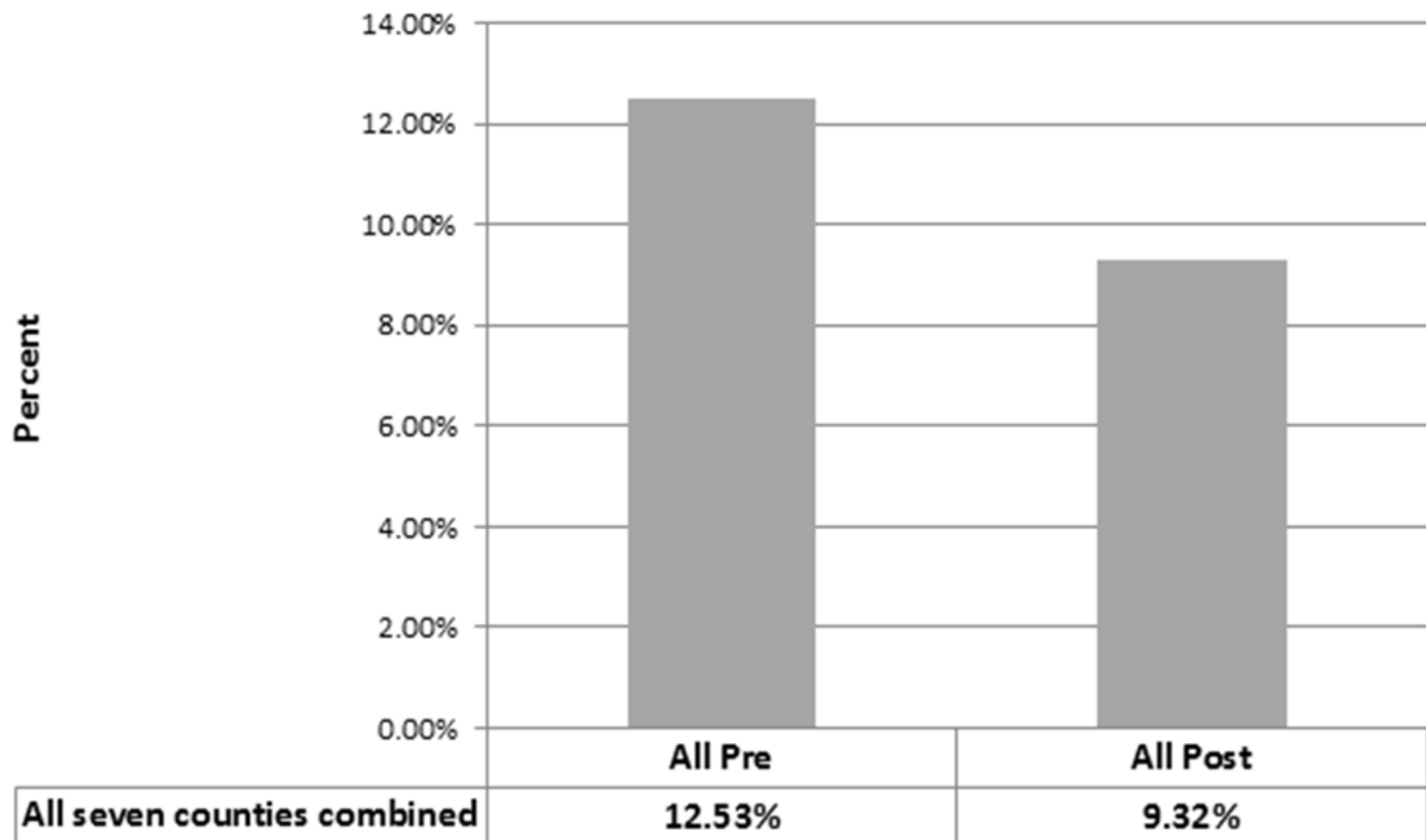
- Observational Surveys
 - Pre survey (19,000)
 - Post survey (11,000)
- Texting and All Distractions



Texting Pre vs Post All Seven Counties

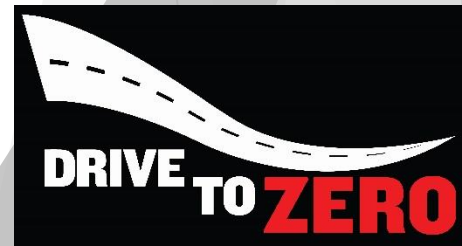


All Distractions Pre vs Post All Seven Counties



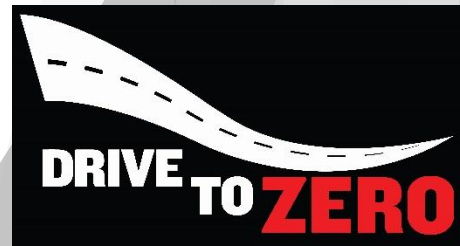
Resources

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



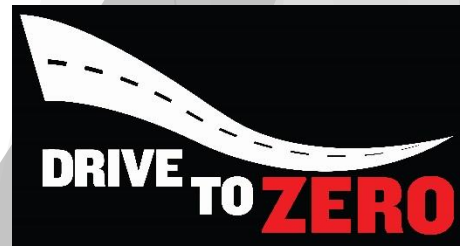
Additional Info

- 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”



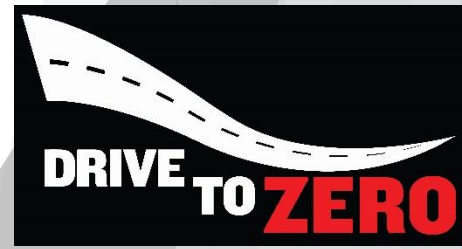
Chris Bortz

Kansas Dept of Transportation

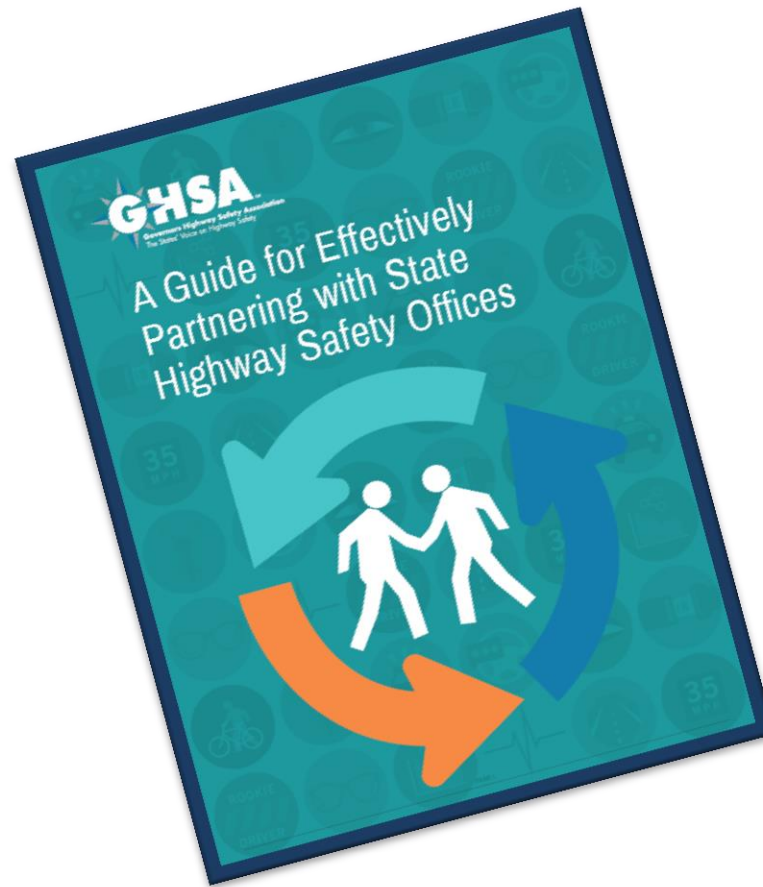
Traffic Safety Program Manager

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785-296-3553



Questions



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