

# High-Visibility Enforcement



High-Visibility Enforcement (HVE) is a universal traffic safety approach designed to create deterrence and change unlawful traffic behaviors. It combines highly visible law enforcement targeting a specific traffic safety issue (impaired driving, seat belts, speeding, etc.); visibility elements; and a publicity strategy.

## PUBLICITY

### Tell the Public the Law is Being Enforced

- Press Events
- Press Releases
- News Stories
- Letters to the Editor
- Social Media
- Billboards
- Posters
- Brochures

## VISIBILITY

### Show the Public the Law is Being Enforced

- Portable Signage
- Specially Marked Squads
- Specially Marked Vests
- BAT (Breath Alcohol Testing) Mobiles
- Command Posts
- Electronic Message Signs

## ENFORCEMENT

### Ensure the Public Sees High Levels of Enforcement Activity

- Highly Active
- Highly Visible
- Data-Driven Locations
- Data-Driven Violations

As part of your daily patrol routine, or part of a national campaign with paid media ads, HVE is a research-proven strategy that reduces crashes and saves lives!



Implement or enhance your HVE with the High-Visibility Enforcement How-To Toolkit at [www.nhtsa.gov](http://www.nhtsa.gov)