

GHSA Webinar

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What's New in NHTSA Communications

- Impaired Driving
- Seat Belts / CPS
- Demonstration Projects
- Distracted Driving
- TrafficSafetyMarketing.gov

Buzzed Driving is Drunk Driving

- New *Buzzed* Ads
- Target audience – Males 21-34
- Main Messages
 - “Getting pulled over could cost you \$10,000”
 - “Nothing kills a buzz like getting pulled over for Buzzed Driving”
- TV, Radio, Print, Outdoor, Online

Buzzed Driving is Drunk Driving

Sample
Online
Banner
Ad



NOTHING KILLS
A BUZZ LIKE
GETTING PULLED
OVER FOR
BUZZED DRIVING.

BUZZED DRIVING
IS DRUNK DRIVING

Ad Council

NHTSA
www.nhtsa.gov

TV Ads



Maneja Tomado Y Serás Arrestado **– New Spanish Ad**

- The loose “translation” is “Drive Sober or You Will Be Arrested”
- Target Audience: 18- to 34-year-olds



Seat Belts

CIOT – New Campaign

- New national ad for 2012
- Nighttime enforcement will be a new area of emphasis
- Primary target audience remains males 18-34
- TV, radio, online, Web and print

CPS New PSA Material

- Ad Council partner
- Anticipated release date March 2012
- Creative includes:
 - TV
 - Radio
 - Print
 - Outdoor
 - Digital/Online
 - Social (English only)
- English and Spanish

CPS Partnership: Chuggington

- “Think Safe, Be Safe, Ride Safe”
- Educational Materials
- PSAs



CPS New Photos

- Aligned with our new recommendations
- Older children rear-facing
- Older children forward-facing
- Bigger children in boosters
- Posted on NHTSA image library



Demonstration Projects

- Combined
 - 3-Year HVE in Oklahoma and Tennessee.
 - Each State will run six campaign waves.
 - Four waves will precede national campaigns.
 - **Audience:** Male drivers ages 18-34 (to believe heightened enforcement in place on continuous basis)
 - **Message:** law enforcement will detect and enforce impaired driving, seat belt non-use, and other traffic violations with visibly placed and carefully timed enforcement.
 - **Ad Campaign:** Bubbles



Demonstration Projects

- Youth Access
 - 1-Year HVE in Greenville, SC; Aroostook County, ME; Louisville, KY; and Mason City, IA
 - **Audience:** Teens 15-20 who drink and drive
 - **Message:** Stepped-up enforcement on the lookout for underage drinking, while driving
 - **Ad Campaign:** Underage Drinking Adult Consequences



Distracted Driving

- OMG!
- State Attorneys' General Effort



TrafficSafetyMarketing.gov

The screenshot shows the homepage of Traffic Safety Marketing.gov. At the top, there is a navigation menu with links for CAMPAIGNS, TOOLS, EVENTS/PRESENTATIONS, and IDEA EXCHANGE, along with a search bar and a CONTACT | SUBSCRIBE link. The main banner features a large graphic with the text "SNOWMEN EVERYWHERE, DON'T DRIVE BUZZED." Below the banner, there is a section for "Holiday Season Impaired Driving Prevention" with the dates "Nov 27 - Dec 11, 2011" and a "Read More..." link. The page is divided into three columns: "Traffic Safety Marketing" with a welcome message, "Latest TSM News" with three news items, and "Upcoming Events" with three event listings. At the bottom, there is a footer with contact information for USDOT | National Highway Traffic Safety Administration, a "2011 Traffic Safety Marketing Tools" section, a "JOIN Our Email List" form, and various logos including the U.S. Department of Transportation, NHTSA, and DistractiOnBOV.

- Re-launched in August
- One-stop shop for all communications content