

Webinar Instructions

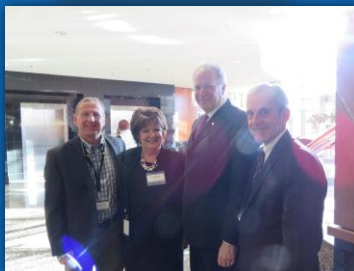
- Please mute your phone
- Please use in web chat box for questions when they arise.
- Questions will be answered at the end of the presentation.
- A copy of the slides will be available after the completion of the webinar

2 **NHTSA**



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)



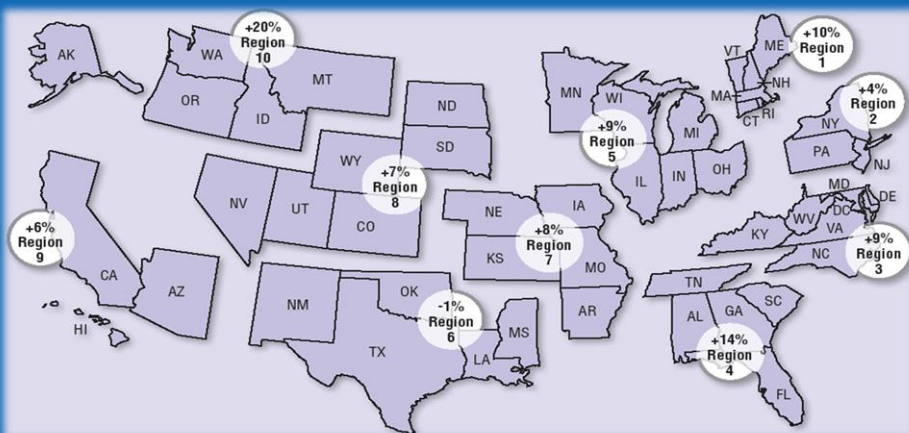
5

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Safety is Personal, Safety is Local

2015 Early Estimate of Motor Vehicle Traffic Fatalities



6

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Our National Traffic Safety Picture

- The Four Ds
 - Drunk Driving
 - Drugged Driving
 - Distracted Driving
 - Drowsy Driving
- Unrestrained Fatalities
- Pedestrian Fatalities
- Bicycle Fatalities



7

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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



8

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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

9

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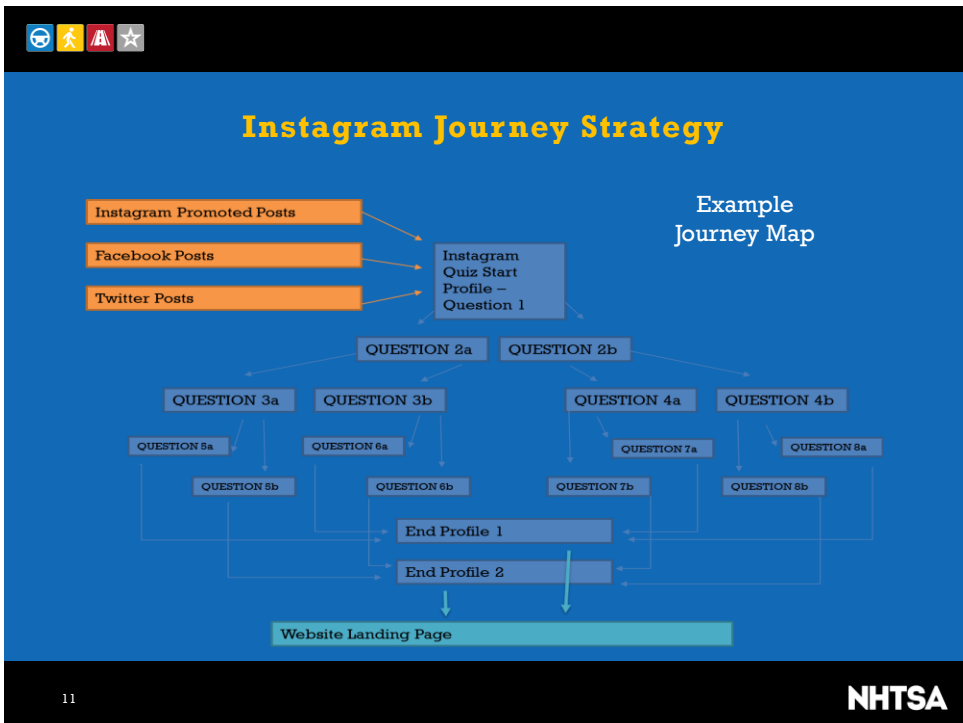


Instagram Journey Strategy

- 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

10

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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

USERNAME 2912 posts 976 followers 349 following

grab_game_on

Your friends invited you out for the night. You're already one drink in. Tap the photo below to choose the next step in your night.

take_a_shot

Now you're ready to party. Two drinks in and you're just getting started. Tap the photo below to choose the next step in your night.

14 Likes

gtsb_game_on

Feeling like the night is your oyster? Why not take a shot! or maybe it's time for some grub to offset your drink. The choice is yours! Tap the photo tag to continue.

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12 **NHTSA**



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%



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


Nevada | Utah | Colorado | Wyoming | North Dakota | South Dakota

#Safe2Sturgis

- 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


13








Activities



- Dates: July 25, 2016 through August 15, 2016
- Activities:
 - Concept Development
 - Earned Media:
 - Press Events:
 - CO/WY - August 4, 2016 @ 10:00 a.m.
 - WY/SD HP - August 9, 2016 @ 11:00 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



Upcoming 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



17

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Call to Action

- What can you do?
- How do you get involved?
- Who do you contact?



18

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NHTSA Around the USA

The map displays ten NHTSA regions across the United States, each with a regional headquarters marked by a star:

- Region 1:** Northeast (Headquarters: New York)
- Region 2:** Mid-Atlantic (Headquarters: Washington, DC)
- Region 3:** Southeast (Headquarters: Atlanta)
- Region 4:** South (Headquarters: Fort Worth)
- Region 5:** Midwest (Headquarters: East Liberty, OH)
- Region 6:** South-Central (Headquarters: Fort Worth)
- Region 7:** Central (Headquarters: Kansas City)
- Region 8:** Mountain West (Headquarters: Lakewood)
- Region 9:** West (Headquarters: Sacramento)
- Region 10:** Pacific (Headquarters: Seattle)

U.S. Department of Transportation
National Highway Traffic Safety Administration

★ Vehicle Research and Test Center
★ Regional Headquarters

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State Highway Safety Offices

- Link to [State Highway Safety Offices](#) (GHSA Site)

Logos displayed include:

- GHSA (Governors Highway Safety Association)
- Washington Traffic Safety Commission
- Pennsylvania Department of Transportation
- CDOT (Colorado Department of Transportation)
- IGJ (Indiana Criminal Justice Institute)
- Texas Department of Transportation
- GTSB (Georgia Traffic Safety Board)
- Governor's Traffic Safety Committee
- Mississippi Department of Transportation

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21

A row of five small navigation icons: a steering wheel, a pedestrian, a road, a star, and a question mark.

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22

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Patrick J. Hoyer

Bureau Chief

Iowa Governor's Traffic Safety Bureau

A 31 year veteran of the Iowa State Patrol, Patrick held numerous field and administrative positions. He started his career as a road trooper in Cherokee and with each promotion moved around the state. He was tasked with overseeing Security of the Iowa State Fair for numerous years and has served as the State Patrols representative in the Emergency Operations Center during statewide disasters. He has provided media responses on behalf of the State Patrol and has instructed at the DPS academy. In 2007, he was selected to serve as the 13th Chief of the Iowa State Patrol. In 2008, while Colonel, the Iowa State Patrol was recognized by IACP during their "National Challenge" as the top State Patrol in the Nation for its size.

During his tenure as Colonel, the State of Iowa saw record low fatalities and received recognition for the state's high seat belt compliance and low alcohol related fatalities. In 2012, the State of Iowa designated bridges across Iowa as State Trooper Memorial Bridges to honor those Troopers who had been killed in the line of duty.

Patrick has testified before legislative committees on public safety initiatives and developed and implemented the "Safe Saturday" program in Iowa which produced dramatic fatality crash reduction results in Iowa. He also was the driving force and coordinator of the highly successful national mobilization called the I-80 Challenge.

On November 1, 2012, Iowa Department of Public Safety Commissioner Kim London appointed Patrick as the Bureau Chief of the Governor's Traffic Safety Bureau where he still serves today.

As Bureau Chief, Patrick and the staff at the Governor's Traffic Safety Bureau (GTSB) have set an aggressive agenda to continue to reduce fatalities and serious injuries in Iowa. In the past year GTSB implemented a new youth program, a rural roads pilot project and an initiative designed to curb distracted driving.

Patrick has been married to his wife Renee for 30+ years and they have been blessed with two children, Ryan and Katie.



Kaitlin Olson
Account Executive
The Integer Group

As an account executive for The Integer Group, Kaitlin has significantly assisted the agency's advertising and strategic planning efforts for Allsteel, Nationwide and the Iowa Governor's Traffic Safety Bureau. She has broad channel experience in B2B as well as category experience in local services and entertainment. Before joining The Integer Group, Kaitlin received a Bachelor of Science in Communications from Bradley University.



Tyler Wentworth
Senior Social Media Strategist
The Integer Group

Serving as the lead social strategist for Integer clients, Tyler provides the strategic platform for all social media plans, promotions and product launches. He leads comprehensive social media executions and solutions including analytics, content creation, creative development, strategy/insights and PR support for clients like Michelin, Pella Windows and Doors and HON. Prior to joining Integer, Tyler spent 2 years at HON as the eMarketing Specialist, leading email marketing, social media and branding initiatives.



Gina Mía Espinosa-Salcedo, MPH

Regional Administrator

NHTSA Region 8

Lakewood, Colorado

Gina Mía Espinosa-Salcedo joined the National Highway Traffic Safety Administration (NHTSA) Region 8 staff in May 2002, and was appointed Deputy Regional Administrator in 2005. In 2012, Gina served as the Acting Regional Administrator in Region 1, and completed a program and policy detail for the Office of Regional Operations and Program Delivery (ROPD) in 2013.

Prior to joining the Region 8 staff, Gina conducted behavioral cancer prevention research and developed partnership programs for the Department of Health and Human Services National Cancer Institute. Her public health work includes domestic and family violence prevention research for the Institute of Medicine/National Academy of Sciences Board on Children, Youth, and Families, and HIV/AIDS education for Hispanic migrant workers in California and Maine. While in Maine, Gina served as an Emergency Medical Technician.

Gina holds a Master of Public Health degree from Boston University with concentrations in Social and Behavioral Science and Health Services and Management. Her undergraduate degrees in Sociology and Spanish were awarded from Colby College in Waterville, Maine.

Gina enjoys cooking, running, photography, and working on home improvement projects.