



REGION 6 – Teen Seat Belt Demonstration Project

March 2010 – Spring 2010 Campaign Project Highlights

PLANNING

- Final reporting continued by the States to provide the results and activities completed for the third campaign wave conducted in February – March 2010. Typically the last report to be submitted is the post paid media buy report, which was due in late March, but reports were still being received in April. In some cases final accounting for media placement can be a lengthy process.
- Preparations continued this month for the fourth and final campaign wave. Each State is repeating the same basic enforcement, paid media, earned media and outreach strategies from the prior waves. Enhancements have been made to the earned media and outreach activities to give the program a new look and attempt to reach the media and additional teens with the buckle up message.
- Three of the States (Louisiana, Mississippi, and New Mexico) will conduct the spring mobilization in mid to late April. The State of Texas retained the original May timeline, in conjunction with the national *Click It or Ticket (CIOT)* mobilization. Campaign timelines for the final mobilization are available on the project web site.

ENFORCEMENT

- **Louisiana:** The same law enforcement agencies from previous waves were recruited by the State to participate in the final wave of the campaign. Active participation is expected from all agencies. The two university campus police agencies will not be able to participate in the remaining campaign waves due to a shortage of staffing resources.
- **Mississippi:** Mini grants were given at the beginning of the State's fiscal year to provide law enforcement with more overtime hours to participate in the program. Letters requesting their participation were sent to all 38 agencies within the eight counties where the program is being conducted. Information was also disseminated and discussed at the Mississippi Highway Safety Leaders meeting. A challenge has been the continuing decline since the second wave in the participation level of law enforcement. Many agencies have been participating but they are not reporting back their activity to the highway safety office.
- **New Mexico:** New Mexico recruited and negotiated with State, local, and tribal law enforcement agencies for the teen mobilization enforcement activities with \$44,386 in overtime funding. Agencies may also use up any unused portion of their teen funding from the prior wave. Enforcement zones, saturation patrols and nighttime enforcement at shopping centers, high school sporting activities, restaurants, etc. will be employed to increase enforcement in high teen traffic areas. *Safer New Mexico Now* will compile the post enforcement data using a format approved by the Traffic Safety Bureau.
- **Texas:** Texas negotiated law enforcement grants using nearly \$300,000 in section 402 funds for overtime. All of the grants have been executed and the agencies are aware of the upcoming enforcement dates. The State LELS were provided with the results of the February 2010 teen campaign wave so that they can share this feedback with the participating agencies. Texas decided not to conduct

an enforcement incentive program to recruit voluntary participation. The previous incentive program did not produce the results expected and was therefore discontinued. Less than 10 agencies participated in the last wave. The cost to operate the program exceeded any benefit received. A campaign earned media toolkit is in development to help grantees in the five target counties plan and execute successful local media relations. The planning and template materials include: a news release template, key messages document (media interview talking points) and tips on talking to the media.

COMMUNICATIONS – PAID and EARNED MEDIA

- The campaign earned media planner for each State was developed by Akins Crisp and provided to the States in mid March. This was slightly ahead of schedule and allowed the States adequate time to develop customized materials. The Region also used this material to update the law enforcement action kit which is made available to each State.
- The State paid media plans for Louisiana, Mississippi, New Mexico and Texas were reviewed by the NHTSA media contractor, The Tombras Group, to provide suggestions for enhancing the media campaign. The States share these comments with their contractors and after consideration provide a response. In some cases this results in another exchange of comments as the plan is finalized.
- **Louisiana:** For this wave the highway safety office had a media contract in place to acquire paid media. The Louisiana Highway Safety Commission worked closely with the contractor to develop a plan to meet the stated goals. A meeting was held on March 12 to discuss paid media incentives to support the final wave. Live radio coverage has been confirmed for an event named the *Belt War* on April 17. The State planned to hold two press events to publicize the April wave. There will be three or four press releases, editorials and also outreach items developed for school-based newspapers and specialty publications. The press release will announce *Belt War* which is planned for April 17. The earned media contractor is also assisting with the development of press kits, a t-shirt, flyers, signs, etc., for the event.
- **Mississippi:** Radio spots were placed and requests made for bonus PSAs for all broadcast placement. The spots are scheduled to run twice during the morning 6 a.m. - 10 a.m. drive times and four times during the 3 p.m. - 7 p.m. afternoon slots. A tight schedule was placed on network television and cable in the Metro Jackson and Gulf Coast areas in key time slots targeting the teen audience. On line ads were also placed on popular teen web sites and movie theater ad space was acquired at a popular Metro Jackson movie theater. Challenges have been that the broadcast radio stations do not provide the reporting data for on line ads in the format that is needed. The media contractor is trying to establish an acceptable reporting format so that every station can send a summary of on line activity information that is accurate and comparable. Plans are in the works to have a press conference at the Gulf Coast area kick-off event on April 23 as well as a possible press conference in Jackson during an LEL meeting. Media will also receive information regarding the program at interviews conducted during the *Teens on the Move* conference on April 22. Press releases will also be sent out by the Department of Public Safety.
- **New Mexico:** The State's media contractor will purchase television air time for the teen "*Out of Nowhere*" spot. Radio time will also be bought and the scripts will enforce the "*Click It or Ticket*" message for teens. The teen web site will be promoted including the video contest which is being run again. Winners will receive a tour of a local channel news cast and a half day tour of a movie production. In addition gift certificates will be awarded from Hinkle Family Fun Center, which is a local arcade, putt putt, and motor car entertainment center. The web site contest will run from March 29 through April 19. Winners will be selected and announced at the kickoff press conference on April 26. The contracted media provider continues to work with local marketing companies, radio stations and other media organizations to distribute the program messages. A press conference will be held at the high school of the video contest winner. A press announcement will be released in each county to promote the enforcement portion of the teen program. Law enforcement representatives will be

quoted in each press release to show their support of the program. Live radio interviews will be done with the law enforcement representatives who will share stories related to the project and their belief in the program. The Traffic Safety Bureau and *Safer New Mexico Now* have distributed *Click It or Ticket* posters and materials to high schools within the eight program counties. Driver education instructors throughout the counties were contacted to recruit their participation in the program and to aid in the distribution of materials.

- **Texas:** For this wave the State purchased spot radio, DJ endorsements, Internet ads, Channel One placement (a 12-minute news program that is broadcast into classrooms every school day throughout the country and reaches approximately 25% of teens in each of the five counties), park signage and outdoor bulletins and posters with a budget in excess of \$250,000. Internet ads will run on a variety of sites targeted to teens and the activities they engage in on line, such as, social networking, community, entertainment and video games. On line advertising will be used to direct teens to the web site www.seatbeltsrock.com for more information. A popular attraction during the Memorial Day time period, the Six Flags properties in Dallas and San Antonio are the new media venues for the teen campaign - an estimated 450,000 visitors are in the park during this time frame. Exit signage will be purchased to remind people to buckle up as they are on their way back to their cars. The media contractor also negotiated to have the wrecked pickup truck on display in a high-traffic area of the Dallas park as a graphic reminder about the consequences of non-seat belt use. The wrecked truck is scheduled to tour malls, movie theatres and other high teen traffic locations in each of the five program counties. A radio media tour will also be conducted by local public information officers, community partners and law enforcement. The State's media contractor has completed the negotiations for placement of the outdoor billboards, Channel One high school television spots and the Six Flags park signage and wrecked truck display. The planned goals for each media type were successfully met. The date for the press event at Six Flags has been confirmed. The wrecked truck tour has been coordinated with some additional details still being determined.

OUTREACH

- **Louisiana:** The State is again fortunate to have volunteer outreach support services provided by the Louisiana office of Mothers Against Drunk Driving (MADD). A representative of MADD attended the State's March 12 planning meeting in which media and outreach activities were discussed. The April 17 *Belt Wars* event will take place at the Mall of Louisiana for the high schools (Ascension, East Baton Rouge and Livingston Parish) to compete for the state championship record (quickest time) to complete the *Rock the Belt* activity. An invitation letter was sent to the schools to request their participation
- **Mississippi:** All participants at the Mississippi Association of Highway Safety Leaders (MAHSL) meeting were asked to take pads of flyers provided by ORCPI along with a spreadsheet for them to complete when they give them out to merchants, banks, etc. Three hundred of each item was ordered and all were gone at the end of the meeting. A request was made to all participants in the teen project including sub grantees to order the pads as well and instructions were provided on how to utilize them. The speakers for the *Teens on the Move* event have also been asked to mention the seat belt project during their presentations on April 22. The DOT continues to inform students and adults about the teen seat belt project at every event that they conduct in the State. Information was also shared at the Richland High School SADD Chapter's Town Hall Meeting. The yard signs previously created are being seen at local schools. Many are now interested in receiving assistance with highway safety programs. More air fresheners were ordered in different colors and scents. Also, funding was received from State Farm which was matched by the highway safety office to purchase seat belt wraps. The timing of the final wave is coming on the heels of the State's largest conference – *Teens on the Move*. This is the 21st Anniversary of the conference. To date over 1,200 students are registered from across the State. Other events in April have created a very tight schedule for the highway safety office to package and

distribute items to those who are interested. Unfortunately the partners may have gotten spoiled during the first wave when the items were delivered to them. The yard signs are cumbersome so shipping is not an option. MAHSL meetings are a great way to hand out materials except for agencies that are several hours away. The round trip drive takes them out of their area for an entire day.

- **New Mexico:** The Traffic Safety Bureau, *Safer New Mexico Now*, driver education instructors, public schools and the media contractors continue to assist with promotion of the teen program. Law enforcement and other outreach personnel will give presentations to educate teens about the project. The State has received the best feedback to date from educators who are willing to participate and distribute educational materials. The schools are excited to have the presentations made by officers.
- **Texas:** The outreach program in this State is typically very closely tied to the earned media events and web site theme. Texas Agri Life Extension Services, a regional program, will provide rollover convincers. The Texas Parent Teacher Association will again be tapped for outreach assistance. Dallas Community College District, Fort Worth Community College District, South Texas Community College District and Houston Community College District have all committed to displaying teen campaign materials on their campuses. These are all local organizations.
- **ORCPI:** The Oklahoma Regional Community Policing Institute (ORCPI) worked with the Region to prepare the new law enforcement action kit for the final teen campaign wave and *CIOT*. Because the States are working different weeks ORCPI was able to customize the packets. Packets were mailed to the enforcement agencies in three States with the Texas packets going out later in April. Requests for additional materials will be accepted. The materials include: updated news releases, roll call DVD, fact sheets, talking points, Squad Room poster and *CIOT* enforcement posters. Samples of the new materials were posted on the project web site. At the request of Texas' contractor, *Think Street*, some of their earned media materials will be included on that State resource CD. *CIOT* magnetic strips for patrol cars obtained last year are being made available through the fax process to the participating agencies. A fax went to the agencies notifying them about the materials and the anticipated resource CD delivery dates so they could watch for them. Banner stands (using the enforcement version of the poster "mirrored sunglasses") were obtained and sent to the States for use at press conferences. The stands are portable and pack easily. A fax blast went to all of the enforcement agencies and was staggered based on the campaign dates. The fax asked the program county enforcement agencies to work both the teen campaign and *CIOT*. The rest of the agencies in the States will receive a request only for *CIOT* participation. ORCPI continued to encourage the States to use their on line calendar www.orcpi.com/WebCalendar for scheduling appearances by Tammy Ryden. Some events were scheduled for Texas and Mississippi including activities with teens. The San Antonio LEL invited Tammy Ryden to meet with them just before the teen enforcement in May (first time invitation). This area has had lower seat belt use. Work is also being done to have appearances made in the Baton Rouge area for agency shift change briefings.

EVALUATION

- NHTSA's evaluation contractor, Preusser Research Group (PRG), will conduct the post awareness and seat belt use observation surveys in the four States. Both the program and control area surveys will be completed by PRG or State contractors subcontracted by PRG.
- In Mississippi the evaluation contractor was in touch with all of the seat belt use surveyors to verify their participation in the final wave of the observational surveys scheduled for May 3 - 9. All surveyors are on board. Materials for conducting the surveys were produced and packaged individually for each surveyor and mailed on April 30.

For additional information contact:

projectmanager@region6teenbeltproject.org

ATTACHMENT: Mississippi Seat Belt Wraps Image