GHSA Webinar

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Sue Gorcowski Office of Communications National Highway Traffic Safety Administration



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

TV Ads

Sample Online Banner NOTHING KILLS Ad A BUZZ LIKE **GETTING PULLED OVER FOR BUZZED DRIVING.**







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

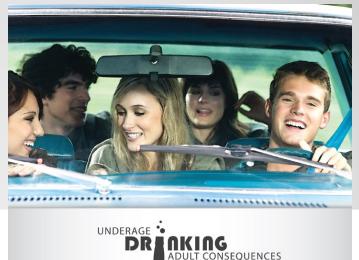
- Combined
 - 3-Year HVE in Oklahoma and Tennessee.
 - Each State will run six campaign waves.
 - Four waves will precede national campaigns.
 - Audience: Male drivers ages 18-34 (to believe heightened enforcement in place on continuous basis)
 - Message: law enforcement will detect and enforce impaired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

It's easy to get distracted by shiny objects,



TrafficSafetyMarketing.gov



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