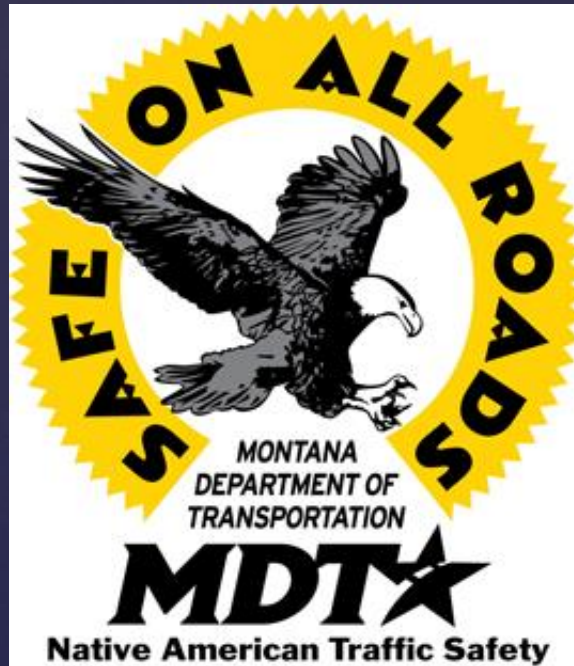


Safe On All Roads (SOAR) Program



Native American Fatal Crashes



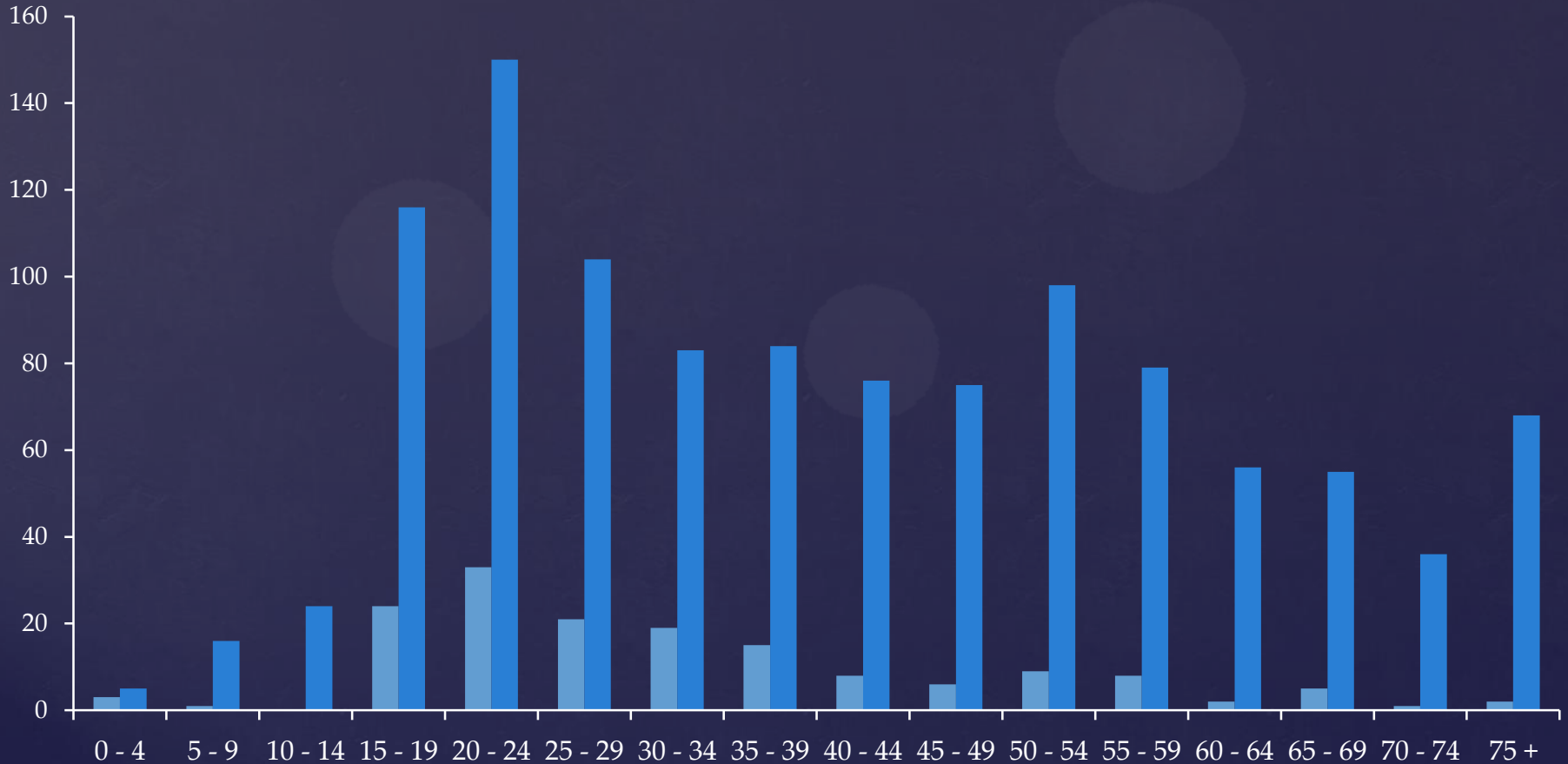
- 6.7% of the population
- 20% of all Montana fatalities (2012)
- Historically 11-20% of all Montana fatalities

Traffic Deaths by Age Group

Montana Fatalities 2007 - 2011

■ Native American Fatalities

■ All Montana Fatalities



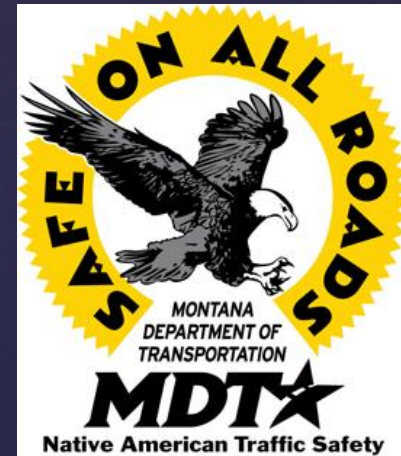
Goal: Reduce traffic deaths/injuries on reservations

Objectives:

Increase seatbelt use

Decrease impaired driving/riding with an impaired driver

- Training
- News releases
- Creative development and media campaigns
- Production and distribution of promotional items
- Coordination with community agencies/organizations
- Coalition-building with regional/community leaders
- Data collection
- Presentations at schools and meetings
- Support for law enforcement
- Advocacy for policy change
- Facilitation of displays & sponsorships for public events
- Recruitment of student advocates



Key Principles

- Each tribe is unique
- Involve tribes in finding solutions
- Connect tribes with resources
- Relationships are key – active programs with strong tribal participation
- Improved data collection
- Awareness of culture in framing programs



S.O.A.R. Coordinators



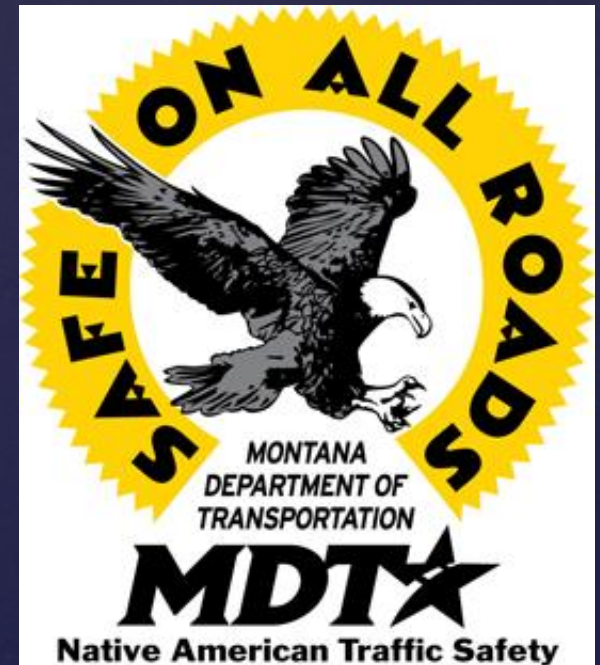
Focus Groups



Blackfeet Community College

Year-round SOAR Messaging

- Athletic Events
- Holiday Powwows; Round Dances
- Valentine's Day + Father's Day
- Prom + Graduation
- 4th July + Summer powwow season
- Community events, e.g. parades
- Community fairs
- College registration/orientation
- Labor Day
- October masquerades
- School presentations

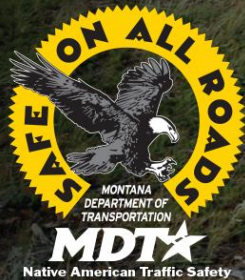


EDUCATION IS SURVIVAL

Learn to wear your seat belt.

Children learn the lessons of survival from parents and elders.

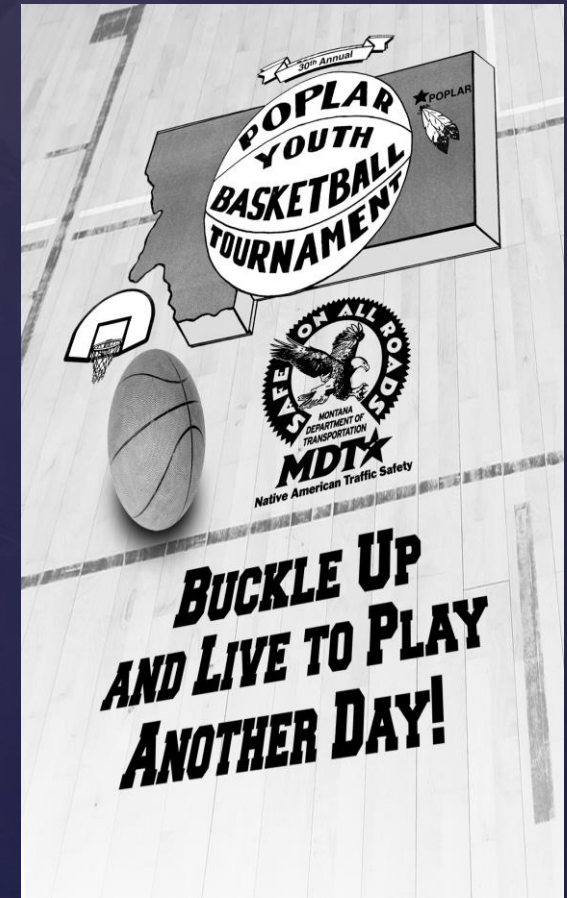
Thank you for showing your children how to survive by buckling up every time you are in a vehicle.



Basketball a Focus for The Program

SOAR sponsors a Variety of tournaments on the Reservations.

- Provide Winning Team with Jerseys or other prizes with the buckle up message
- Great avenue for delivering the message to families



Buckle Up! Live to Ride Again!

message origination:
Blackfeet Nation



(BUCKLE UP BOYS)

Levi, Billy and Rusty Hendrickson of Arlee
Rodeo champions - Seat belt users

—◆—
“We count on the buckle.
So should you.”
—◆—

BUCKLE UP IN YOUR TRUCK.

Pickup trucks are twice as likely to roll over
as a car. A seat belt increases your chances
of survival in a rollover by up to 80%.

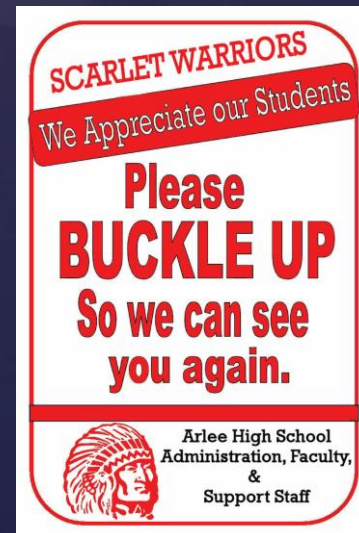
Buckle Up Boys

message origination:

Margene Asay
Confederated Salish
& Kootenai Tribes

Current Campaign

- Road signs placed at all exits at High Schools
- Colleges will be added



Fort Belknap Prom Campaign

- Provided traffic safety messaging for prom
- \$100 gift cards in drawing for prom-goers who signed a pledge not to drink and drive





**DRINKING AND DRIVING
LEADS TO EMPTY HOMES.**

YOUR CHILDREN DESERVE MORE.

Alcohol is the enemy of our Indian families. Let us band together to protect each other from the deaths, injuries and disease caused by alcohol abuse.



Message origination:

Mike Todd
Fort Peck Tribes

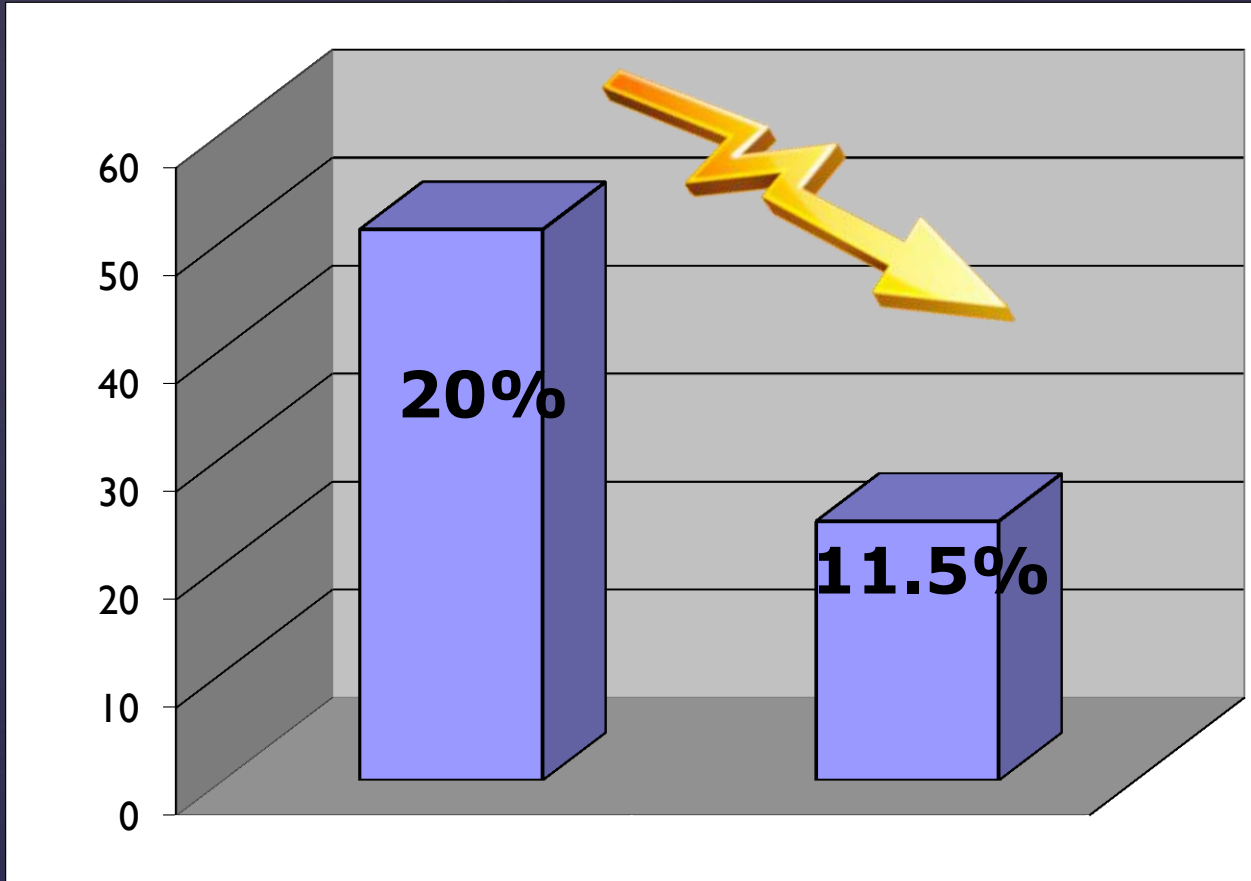




Message origination:
Collaborative effort of Fort Peck,
Blackfeet,
Rocky Boy's, and Fort Belknap, with
other advisors



Data Shows Progress



2011 Native American fatalities – percent of all fatalities

Visit us on Facebook at <http://www.facebook.com/SafeOnAllRoads>



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State Highway Traffic Safety

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www.mdt.mt.gov/safety/safetyprg.shtml