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-Grants Bureau
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Section (SHTSS)

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Montana Department of Transportation

Traffic Safety Messaging

Media transition and new direction for Traffic Safety Messaging

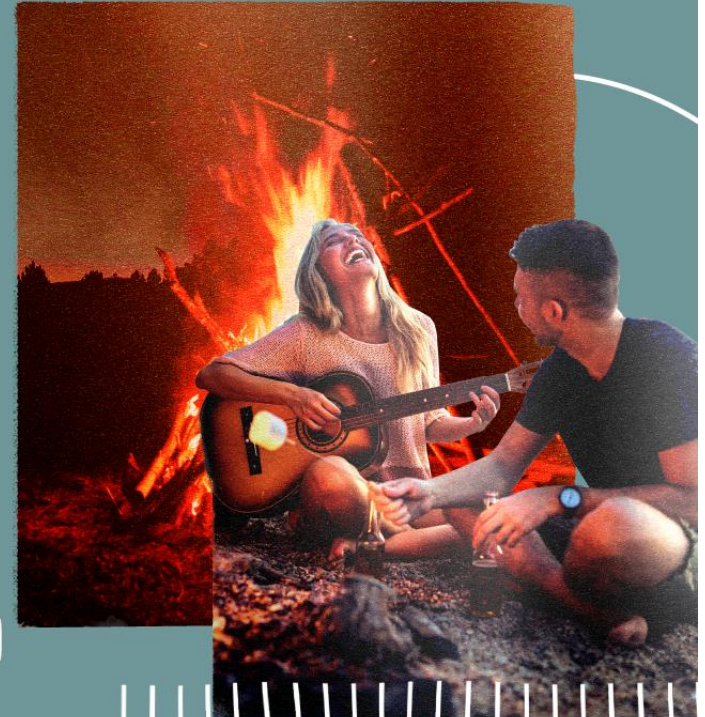
- Spring of 2022 MDT State Highway Traffic Safety completed Request for Proposal Process – selecting a new media vendor
- Duft-Watterson was selected

- NHTSA Program Media needs through transition period
- Mobilization periods –
 - May Click it or Ticket – Existing Assets
 - 4th of July – Drive Sober Radio
 - Mid-August through Labor Day – Drive Sober or Get Pulled Over – New concepts – support law enforcement & reinforce positive norming message – drive sober.

Sober Ride Home

- Never too late
- Normalize “making the call”
- Alternative choices to driving
- Sense of Community

**It's never too late.
Get a sober ride home.**



VISION ZERO

Asleep for Hours – Sober Ride



Sunset/Sun Rise - Sober Ride



Confident – Sober ride



Drive Sober – Impaired Driving Special Project

- MDT is working with the Dominguez family to spread that message that impaired driving affects more lives than just your own.
- Sterling Bruder - Dominguez was killed by an impaired driver. Cutting his life tragically short.
- Impaired Media campaign to target to Billings Area – fall through Holidays
 - Radio, billboards, streaming, social media platforms

Sterling Dominguez, age 20 Father of two



**Impaired driving ruins
more lives than yours.**

**Sterling, 1998-2018.
Killed by a drunk driver.**



Child Passenger Safety Program

- On-going support for Child Passenger Safety Seat Check events - Statewide
- Events can be scheduled by any Certified Technician for their community
- Seat Check Event – final day of a Certification Training for the class

Child Passenger Safety Program Strategy


- Target audience – Parents and Caregivers of Children 0 – 12 age
- GOALS: Raise awareness, proper seat position for children
- Radio, social media, posters

Event posting

Free car seat check

Sept. 24th,
10 a.m. - 2 p.m.





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Other on-going projects

- ***SOAR – Northern Tribes DUI Task Force – Raise awareness in tribal communities about the dangers of impaired driving***
- ***Summer Impaired Driving Tribal messages: Billboards – Radio***
- ***SOAR – Tribal Back to School Safety Messages – Buckle Up, proper restraint systems for children.***



NEW Direction for Traffic Safety Media

- Under Construction!!

- Traffic Safety Messaging – Direction of comprehensive, positive messaging targeted to change driver/passenger behavior
- New ideas, fresh approach to expand the reach!
- Continuing and New areas of Traffic Safety – Impaired, Occupant Protection, Distracted, etc.
- Under development: character development, influencers, new partners, new digital, on-line venues, year-round coverage