

# COMMUNICATING ABOUT TRAFFIC SAFETY AND THE VISION OF ZERO FATALITIES AND SERIOUS INJURIES

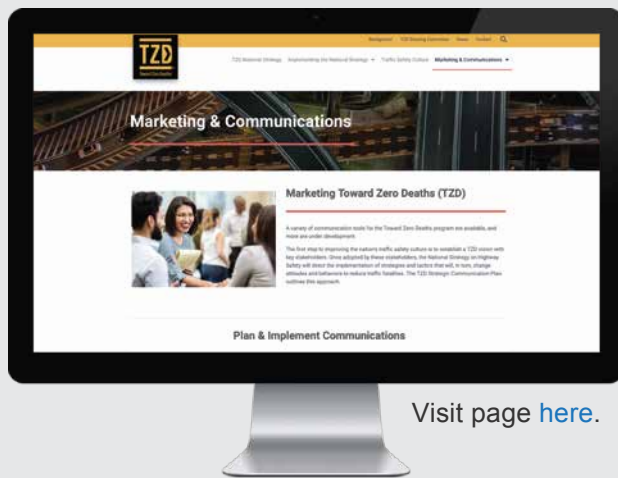


## Communicating the Challenge and the Vision

The Toward Zero Deaths National Strategy depends on collaboration. In order for that collaboration to occur, safety practitioners must communicate effectively with leadership, policymakers, stakeholders, and partners. The implementation of countermeasures and safety programs is much more effective when stakeholders are engaged, understand the traffic safety problems facing the community, and feel empowered to be part of the solution.

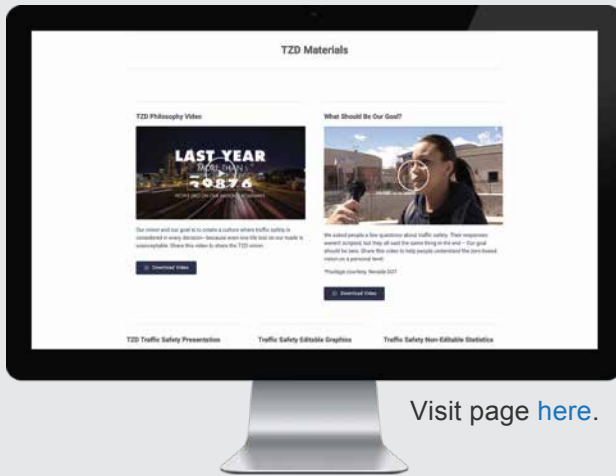
The TZD website contains several communication resources to educate stakeholders on safety challenges and to unify stakeholders around a zero-based vision.

## TZD Strategic Communications Plan and How-to Guide



The TZD Strategic Communication Plan outlines suggested audiences and stakeholders and defines goals, objectives, tactics, timelines, milestones, and measurement metrics. The corresponding How-To Guide gives direction for tailoring communication for your state, tribe, or local agency and effectively carry the TZD message out into the community to garner support, spark enthusiasm, and bolster the ranks of allies.

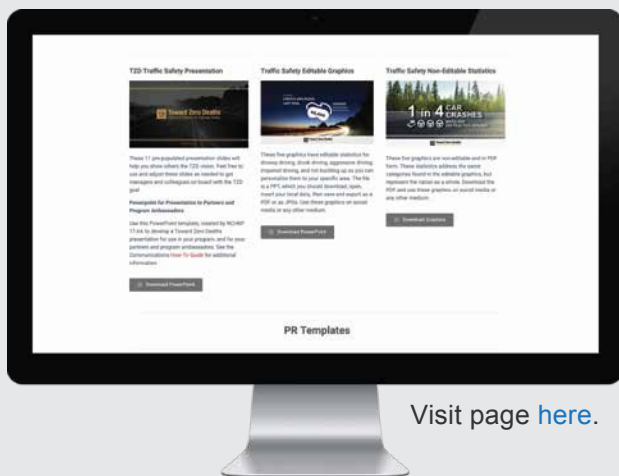
## Ready-to-Use Materials



The TZD website contains several downloadable communication materials:

- The TZD philosophy video powerfully illustrates the important work of all who contribute to traffic safety with the end goal of zero fatalities and serious injuries.
- The “What Should Be Our Goal?” video, shared by the Nevada Department of Transportation, helps drive home the zero-based vision on a personal level.
- The TZD Traffic Safety Presentation is a set of 11 slides that describe our nation’s traffic safety challenges and the TZD vision.
- The Traffic Safety Non-Editable Statistics is a set of five 16x9 jpeg graphics that share impactful statistics about unsafe behaviors.
- The TZD logo and Style Guide are available to brand marketing efforts.

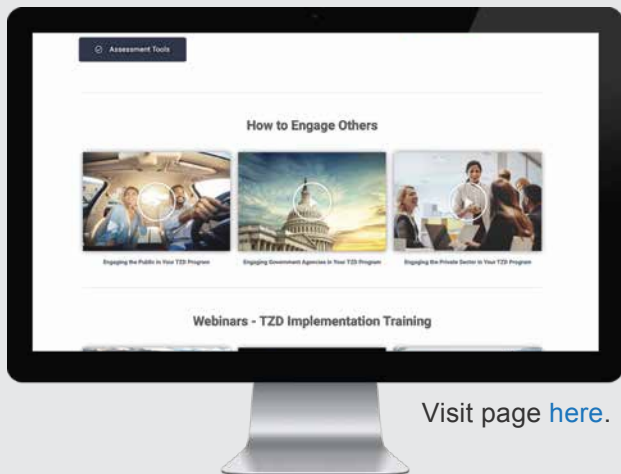
## Customizable Materials



The TZD website contains downloads for materials that can be customized for your agency or community:

- The Traffic Safety Editable Graphics have editable statistics for important traffic safety behaviors that you can customize with your agency’s data.
- The Road Map for Implementing TZD Templates are editable documents of:
  - Talking points for stakeholders and safety champions (a great starting point for leadership talking points on safety).
  - Long and short versions of an article for websites, newsletters, etc. The article uses the topic of the Road Map to Implementation as an example for length and style.
  - A press release which uses the topic of the Road Map to Implementation as an example. This template shows how to organize information with the most important points at the top of the release. It also shows how to include quotes, resources (weblinks, etc.), and bullet points for calling out key points.

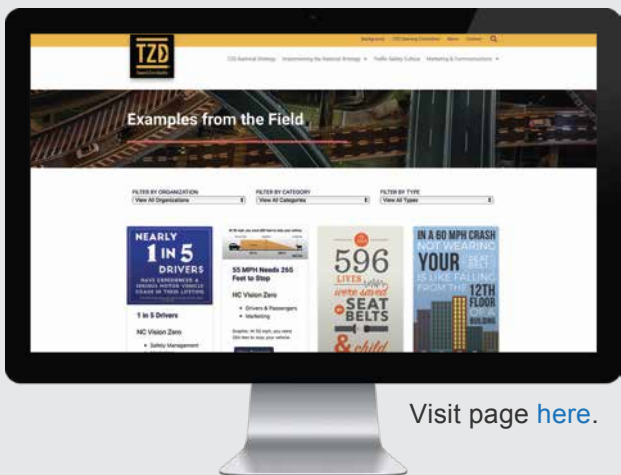
## Training on Engaging Stakeholders



Three training videos will help you determine how to engage the public, government agencies, and the private sector in your program. The TZD Implementation webinar videos also contain several communication-related topics: leadership and safety culture, working with nontraditional stakeholders, and engaging with elected officials.

Visit page [here](#).

## Examples from the Field



See how other states and safety organizations are communicating about safety through presentations, TV and radio ads, social media, and more. Visit the [Examples from the Field](#) page on the TZD website and filter the results for the types of examples you're seeking. Go to the [Traffic Safety Culture](#) page to find case studies about outreach and education programs that have successfully involved local communities, the public, partners, internal stakeholders, and more.

Visit page [here](#).