Watch for Me NC 2015
Share Meeting:
Partners and Strategies to Make an Impact

June 15, 2015

THE UNIVERSITY OF NORTH CAROLINA
HIGHWAY SAFETY RESEARCH CENTER
40 years

Meeting Agenda

- Roll Call
- Program updates
- Part I: The Role of Partners in Campaign Activities
  1. Distributing materials/messages
  2. Attending/hosting events and making presentations
  3. Engaging the media
  4. Working with schools and universities
- Part II: Status Updates

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Law Enforcement Training Status

Community	Date	Registered/Available
Outer Banks, NC	June 23, 2015	17/35
Jacksonville, NC	June 25, 2015	11/30
Charlotte, NC	July 7, 2015	5/35
Durham, NC	July 14, 2015	13/35
Boone, NC	July 21, 2015	7/30
Asheville, NC	July 22, 2015	5/35
Greensboro, NC	July 28, 2015	3/35
Greenville, NC	July 30, 2015	1/30

- Register at: http://watchformenc.org/events/

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Media/Material Order Status

- NCDOT to provide updates

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Part I: The Role of Partners in Campaign Activities

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Quick Poll

How many of you have:

- Established a coalition of partners?
- Downloaded/looked at the communications plan template?
- Downloaded/looked at the communications toolkit or timeline?
- Formulated a communications plan?

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Communications Plan Template

- Four key areas:
  1. Coalition/Partnership Development
  2. Kickoff Event Plan
  3. Public Engagement Plan
  4. Material Distribution Plan
- Key questions and resources
- Additional info in toolkit and timeline

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Importance of Partnerships

1. Get buy-in/ approval needed to perform activities
2. Provide support in distributing materials
3. Offer new ideas and expertise
4. Extend the reach of the program

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Key Potential Partners

Partner	Key Strengths
Communications/ Public Information Officers	Ties with the public and community groups; knowledge of media relations
Parks and Recreations Departments	Organize local events; may host after school care programs
Planning/ Public Works departments	Ties with the public and other city depts; knowledge of safety issues/ areas
School system	Access to large community of kids/ parents
Police department	Ties to all of the above
Advocacy/bike groups	Connection to the community

Additional Partners

- Health and Safety Groups
  - SafeKids
  - Hospitals and health departments
  - Partners Against Crime (PACs)
- Neighborhood groups, councils, etc.
- El Pueblo
- Transit agencies
- Large employers

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Past Experiences

- Carrboro: Bike coalitions, clubs, and shops
- Durham: Partnership for a Healthy Durham
- Greensboro: First year lessons learned
- UNC-G and NCSU: Many campus partners
- Others?

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1) Distributing Materials/Messages

- Potential venues/partners:
  - Libraries
  - Community centers, city hall
  - Schools
  - Churches
  - Bike shops or clubs
  - Civic organizations
  - Local businesses/ chamber of commerce

Phillips Middle School, Chapel Hill, NC

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Working with Local Businesses

- Use window space to display posters
  - Area restaurants, bike shops, hotels, and gas stations , etc.
- Alert before law enforcement takes place nearby
  - 9th St in Durham

Raleigh, NC

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Placing Banners

1. Popular plazas
2. Festivals/events
3. High-crash corridor or intersections

Carrboro, NC

UNC Chapel Hill

Going Digital

- Messages in on-line utility bill statements
  - Raleigh and Durham
- Messages and videos on campuses
  - UNC-Chapel Hill campus
  - Raleigh: http://www.youtube.com/watch?v=ZfBer3S6IiU&feature=youtu.be
- Facebook, Twitter, blogs, and other social media

Triangle Transit, Raleigh, NC

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Past Experiences

- Outer Banks: Extensive outreach
- Raleigh: Partnership with TREK in bike shops
- Others?

Raleigh, NC

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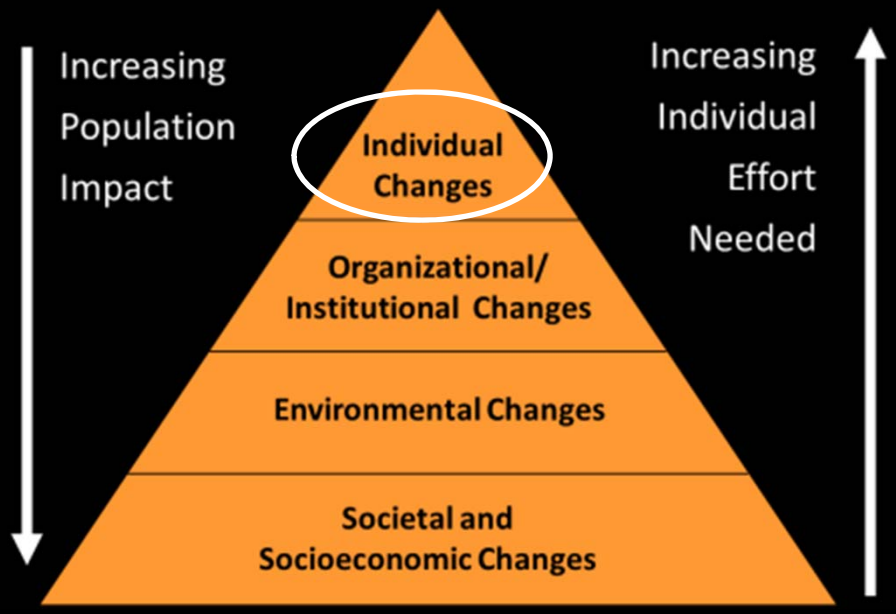
2) Attending/Hosting Events

- National Night Out
- School open houses
- Seasonal festivals and concert series
- Trail openings
- Health and job fairs, appreciation days
- Bike rodeos
- Community bike rides



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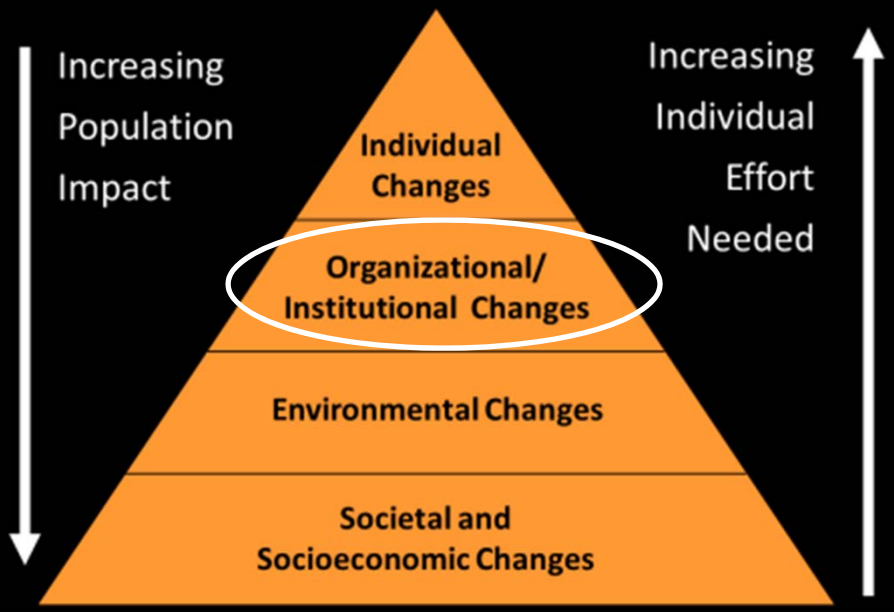
Making Presentations

- Council meetings
  - Bike/ped advisory council
  - Town council
  - Municipal Planning Organization (MPO) transportation committees
- School assemblies, PTAs
- Neighborhood groups, civic clubs



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Past Experiences

- Durham: Bike Durham partnership and outreach to taxi, bus, and paratransit drivers and presence at sports events
- Greenville: National Night Out, Bike Rodeos, Youth Camps, etc.
- Others?

Greenville, NC

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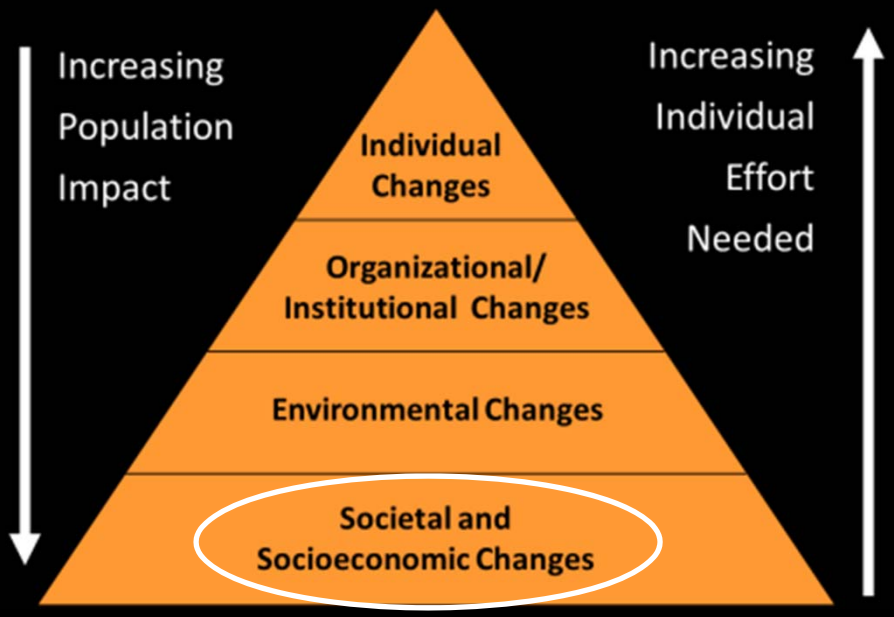
3) Engaging the Media

- Press events
- Media alerts/ news releases
- Letters to the editor
- Blogs



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Engaging the Media

- Key opportunities:
  - Announce participation in program/ training
  - Announce campaign kick-off
  - Alert the public to upcoming enforcement events or share results of operations

Raleigh, NC

The News&Observer

newsobserver.com

Effort aims to keep pedestrians safe

WATCH FOR ME NC, A SAFETY CAMPAIGN, GETS UNDER WAY

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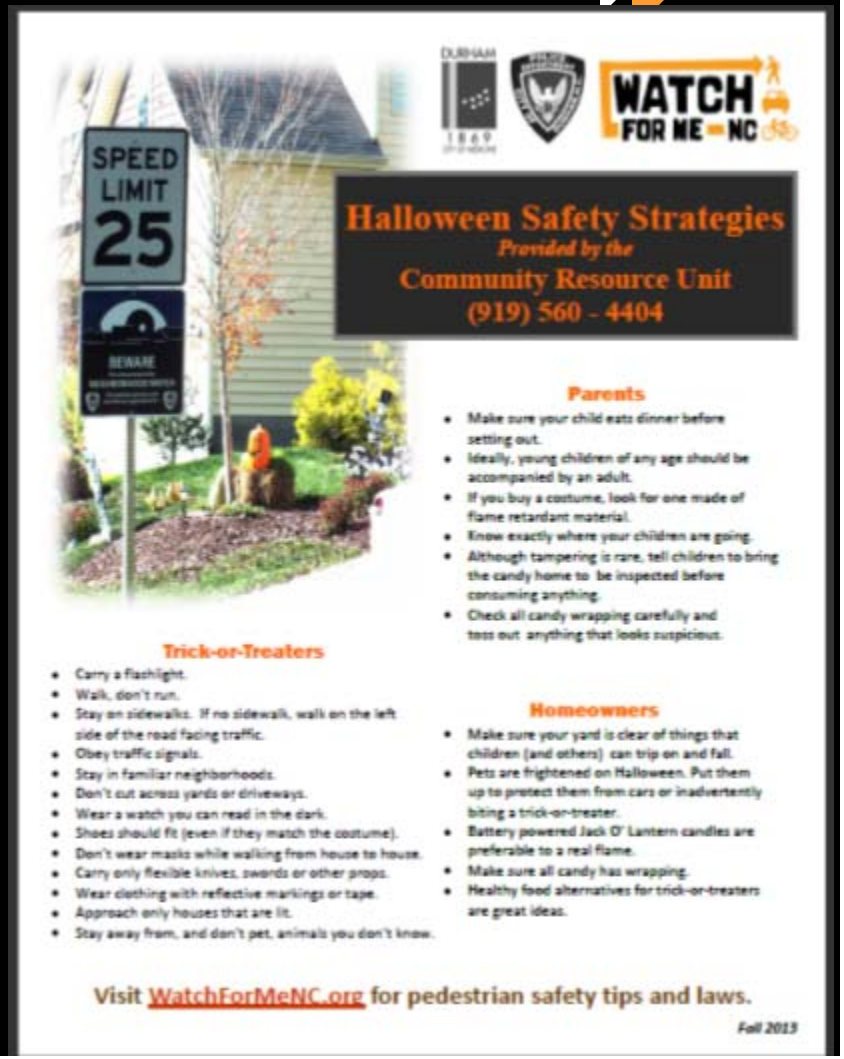
Tips for Getting Good Media Coverage

1. **Go thru the right channels:** Public Information Officer
2. **Be relevant/timely**: Connect with a newsworthy event or involve a high-profile individual
3. **Give advance notice**: 24 hours minimum
4. **Make direct contact**: 1-2pm is usually a good time to email/call
5. **Be ready for an interview**: See talking points in Communications Toolkit



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Halloween Safety Strategies
Provided by the
Community Resource Unit
(919) 560 - 4404

Parents

- Make sure your child eats dinner before setting out.
- Ideally, young children of any age should be accompanied by an adult.
- If you buy a costume, look for one made of flame retardant material.
- Know exactly where your children are going.
- Although tampering is rare, tell children to bring the candy home to be inspected before consuming anything.
- Check all candy wrapping carefully and toss out anything that looks suspicious.

Trick-or-Treaters

- Carry a flashlight.
- Walk, don't run.
- Stay on sidewalks. If no sidewalk, walk on the left side of the road facing traffic.
- Obey traffic signals.
- Stay in familiar neighborhoods.
- Don't cut across yards or driveways.
- Wear a watch you can read in the dark.
- Shoes should fit (even if they match the costume).
- Don't wear masks while walking from house to house.
- Carry only flexible knives, swords or other props.
- Wear clothing with reflective markings or tape.
- Approach only houses that are lit.
- Stay away from, and don't pet, animals you don't know.

Homeowners

- Make sure your yard is clear of things that children (and others) can trip on and fall.
- Pets are frightened on Halloween. Put them up to protect them from cars or inadvertently biting a trick-or-treater.
- Battery powered Jack O' Lantern candles are preferable to a real flame.
- Make sure all candy has wrapping.
- Healthy food alternatives for trick-or-treaters are great ideas.

Visit WatchForMeNC.org for pedestrian safety tips and laws.

Fall 2013

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Durham, NC

Past Experiences

- Greensboro, Chapel Hill, Greenville, Wilmington, and Outer Banks successes with gaining media coverage
- Media archive: http://watchformenc.org/media/

Greenville, NC

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4) Partnering with Schools

- Potential "gate-keepers":
  - School board, sub-committee (e.g., health, facilities, transportation, curriculum), or advisory boards
  - Individual principals or PE teachers
  - PTA president
  - School Resource Officers
- Supporting players:
  - Active Routes to School Coordinators
  - SafeKids
  - Afterschool programs (YMCA, etc.)

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Partnering with Schools

- Near term:
  - Meetings, staff trainings
  - One-time events (like Bike/Walk to School Day)
  - Materials at school open house/back to school nights, student orientations
- Longer term:
  - Incorporate Watch for Me NC messages into comprehensive SRTS or driver's ed programs
  - Teach Let's Go Curriculum

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Past Experiences

- Chapel Hill: Middle school video contest and partnership with Safe Kids
- Durham: Training to school crossing guards
- Raleigh: Used WFM Materials in Walk to School Day event
- Others?

Leesville Elementary School, Raleigh, NC

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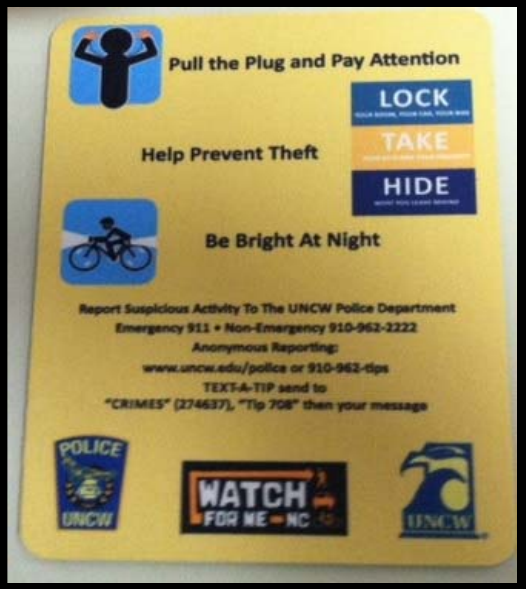
University Partnership Opportunities

- Student services
- New student or staff orientations, car/bike registrations
- Campus dining (table top ads)
- Public services (e.g., transportation)
- Campus housing/Residential Advisors
- Student groups (e.g., bike club) and Student Government Associations
- Campus media
- University recreation
- Sustainability office



UNC-Wilmington

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Strategies for Coordination

1. Make the case
   - Have data ready to show the problem or value of the effort
2. Work (within) the system
   - ID “low-hanging fruit” or common goals
   - Add onto existing groups/meetings/events
3. Form a steering committee or “core group”
   - Schedule regular *in-person* meetings

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Part II: Status Updates

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Additional Resources

- Email the listserv: watchformenc@googlegroups.com
- www.WatchForMeNC.org/partner-resources/
- Next meeting:
  - July 29, 1-3 pm
  - Topic: Preparing for and working with Law Enforcement

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