

think and drive

a second is all it takes



# **Think and Drive: A Community Approach to Road Safety in Niagara**

2008 Public Health Summit

October 27, 2008





# Research and Evidence

Niagara snapshot:

- Road safety symposium
- Community need
- Niagara had higher rate of serious motor vehicle collisions (MVC)
- Independent activities





# Responding to the Challenge

- Stakeholder buy-in - Regional Niagara Road Safety Ctte. formation
- Committee development /plan
- Road safety strategy creation

## *Mission:*

*To reduce fatal and serious injury MVC by 10% over a 5-year period through community partnerships*

# Building Commitment and Trust

- Implementation of road safety activities
- Early wins
- Niagara specific data
- Popularize the research
- Start small - pilot communication campaign





# Gaining Momentum

- Community scanning
- Funding requests
- Building stronger relationships among RNRSC
- Community capacity building at local level
- Region-wide communication campaign based on local evidence, pilot campaign model, and community readiness





# Think and Drive Campaign

## Goals:

- Increase awareness
- Increase related knowledge and skills
- Change driver attitudes and behaviours

Marketing strategy: Communications and social marketing through media relations, advertising and publicity, and participation







# Advertising and Publicity

- Pay stubs
- R.I.D.E.
- Hydro bills
- Agency publications





# Participation



Website:  
[www.thinkanddrive.net](http://www.thinkanddrive.net)





# Influential Leadership

- RNRSC Executive Ctte.
- RNRSC Working Ctte.
- Chief of Police
- Boards of Directors
- MTO
- Ongoing information sharing and re-orienting





# Campaign Development Strategies

- Project Charter
- Marketing Agency and strategy
- Joint communications among partners
- Internal communications
- External communications





# Community Partner Development

- Support from key stakeholders
- Get advice and identify potential barriers
- Strategic communication plan
- Identifying gate keepers
- Ask for permission and support
- Request guidance





# Create a Collective Vision

- Influence and re-orient key leaders and stakeholders
- Make it personal
- Focus on vision and outcomes
- Enlist local support
- Be innovative
- Engage and empower stakeholders





# Comprehensive Health Promotion

- Education/Awareness
- Skill building
- Environmental supports
- Community development
- Build capacity
- Sustainability





# Sustainability

- Product longevity
- Integration
- Local groups
- Support local programs
- Workplace links





# Lessons learned

- Three E's of Injury prevention
- Partners of equal standing and shared responsibility and commitment
- Strong, influential leadership
- Strategic planning is key



# Challenges and Opportunities

- Appropriate committee members
- Stakeholder commitment
- External marketing agency
- Strategic communication plan
- Supportive media
- Attention on sustainability



# Recommendations

- Allow the partnerships to grow and evolve
- Utilize business and strategic planning tools
- Close consideration of partner involvement
- Community readiness, agency readiness, political will, support of key contacts





# Resources

Public Health Agency of Canada: Community  
Capacity Building Tool

<http://www.phac-aspc.gc.ca/canada/regions/ab-nwt/downloads.html>

For more information go to:

[www.thinkanddrive.net](http://www.thinkanddrive.net)





# Questions?

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*Thank you*

