

2009/2010 Office of Traffic Safety Communications Action Plan

SPEED (Page 20 in Communications Plan)

Strategy/Approach	Target	Tactics	Timing	Evaluation
Encourage audience to self-reflect on their speeding, conveying emotion, and presenting facts with broad reach.	<ul style="list-style-type: none"> Primary: "Pragmatic Speeders", 18-44, males/females Secondary: "Pragmatic Speeders", 45+, males/females Tertiary*: Young and new drivers under 35, male skew Markets: A/B/C <p><i>*Young drivers are targeted in the Young Drivers section.</i></p>	Television	TSP Calendar: Apr 2009 April 2009	<ul style="list-style-type: none"> Campaign Activity Recall/awareness and impact on motivation tracking – May 2009. Media tracking/monitoring
Educate on the subject of speed by placing messaging in a newsworthy and relevant context.	(see above)	TV News Feature (Global) <ul style="list-style-type: none"> TV Segments Online Component 	April 2009	
Encourage passengers to speak out against bad driving and influence/encourage positive driver behaviour.	<ul style="list-style-type: none"> Primary: Passengers, 16+ 	TV News Feature (Global) <ul style="list-style-type: none"> TV Segments Online Component 	May	
Engage the audience and encourage their active involvement in communicating with others on the issue of speed and passing along related information to others within their social network.	(see above)	E-Marketing Considerations <ul style="list-style-type: none"> "No Fun Being Dead" Young Drivers social media program 	May 2009	
Provide support to advertising efforts. Generate media coverage around the issue of speed. Support key stakeholders/industry partners/communities and municipalities in their efforts to address the issues.	<ul style="list-style-type: none"> Media, general public Key stakeholders and industry partners Communities and municipalities 	Public Relations: <ul style="list-style-type: none"> Media/community relations Stakeholder and industry partner relations/support Communications Resource Toolkit for 09/10 Regional Traffic Safety Coordinators in communities. Promote website resources for supplemental education/information. Example: Saferoads.com 	April 2009	

Legend A/B/C Markets

A – Urban City (e.g. Edmonton and Calgary); B – Small Urban (e.g. Red Deer, Medicine Hat, Lethbridge, Fort McMurray); C – Rural (e.g. Fort MacLeod, Brooks, Lac La Biche)

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IMPAIRED DRIVING (Page 23 in Communications Plan)

Strategy/Approach	Target	Tactics	Timing	Evaluation
Create awareness of the very serious implications of driving while impaired and the consequences that could result from non-compliance, conveying emotion, and presenting facts with broad reach.	<ul style="list-style-type: none"> Primary: 25-55 adult drivers Secondary: 20-24 young drivers & vulnerable road users Markets: A/B/C 	<ul style="list-style-type: none"> Develop TV commercial on the topic of impaired driving for theatres August 2009; Hockey Night in Canada October-February 2009 	TSP Calendar: Aug & Dec 2009 August/Dec	<ul style="list-style-type: none"> Campaign Activity Recall/awareness and impact on motivation tracking – Sept 09 Annual provincial impaired driving evaluation (Jan – Mar 2010) Media tracking/monitoring
Create awareness of the very serious implications of driving while impaired and the consequences that could result from non-compliance with tips and information.	(see above)	TV News Feature (Global) <ul style="list-style-type: none"> TV Segments Online Component 	August/Dec	
Encourage passengers to speak out against bad driving and influence/encourage positive driver behaviour.	<ul style="list-style-type: none"> Primary: Passengers, 16+ 	TV News Feature (Global) <ul style="list-style-type: none"> TV Segments Online Component 	May	
Remind drivers and passengers of the consequences of impaired driving before and during the long weekends (when related collisions are highest).	<ul style="list-style-type: none"> Primary: 18-29, heavy male skew Secondary: 30-55, male skew Markets: A/B/C 	<ul style="list-style-type: none"> New impaired long weekend radio, including Checkstop messaging 	Long weekends: <ul style="list-style-type: none"> May/Aug/Sept Oct/Feb 	
Engage the audience and encourage their active involvement in the message through online mediums.	(see above)	E-marketing <ul style="list-style-type: none"> "No Fun Being Dead" Young Drivers social media program 	May 2009	
Provide support to advertising efforts. Generate media coverage around impaired driving. Support key stakeholders/industry partners/communities and municipalities in their efforts to address the issues. Educate road users on the definition of "impairment" (example: alcohol, drug and fatigue) and planning ahead/designated driver.	<ul style="list-style-type: none"> Media, general public Key stakeholders and industry partners Communities and municipalities 	Public Relations <ul style="list-style-type: none"> TV campaign launch event Identify a spokesperson to share real-human interest stories Media/community relations Stakeholder and industry partner relations/support Communications Resource Toolkit for 09/10 Regional Traffic Safety Coordinators in communities Promote website resources for supplemental education/information. Example: Saferoads.com 	August/Dec 2009	

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OCCUPANT RESTRAINTS – SEAT BELTS/BOOSTER SEATS (Page 27 in Communications Plan)

Strategy/Approach	Target	Tactics	Timing	Evaluation
Talk to the target audience while they are in their vehicles and remind them of the benefits of using seat belts.	<p>Seat Belts</p> <ul style="list-style-type: none"> • Primary: Alberta road users, 18+, consistent and inconsistent seat belt users • Secondary: Young drivers 16+ and non-compliant seat belt users • Markets: A/B/C 	<p>Radio</p> <p>Outdoor</p> <ul style="list-style-type: none"> • Billboard Advertising • Transit Shelter Advertising • Bus kings/back advertising 	<p>TSP Calendar: Oct 2009 & Mar 2010</p> <p>October 2009/ March 2010</p>	<ul style="list-style-type: none"> • Campaign Activity: • Recall/awareness and impact on motivation tracking – Booster Seats web survey May 2009 • Possible online survey October 2009 • Media tracking/monitoring
Create awareness of the serious implications of non-compliance through placement of messaging in places we know segments of Albertans are captive.	(see above)	<p>Washroom Posters</p>	October 2009/ March 2010	
Generate interest through newsworthy messaging that educates Albertans on the subject of driver attitude around seat belt usage.	(see above)	<p>TV News Feature (Global)</p> <ul style="list-style-type: none"> • TV Segments • Online Component 	October 2009/ March 2010	
Educate/re-educate target audience of the dangers/consequences resulting from non-usage/compliance.	(see above)	<p>Collateral</p> <ul style="list-style-type: none"> • Tear pads for enforcement distribution w/ ticketing • Posters 	October 2009/ March 2010	
Encourage website traffic for education and resources.	(see above)	<p>E-Marketing</p> <ul style="list-style-type: none"> • “No Fun Being Dead” Young Drivers social media program • Link placement on trades unions’ websites on the topic of work site safety 	May 2009	
Encourage passengers to speak out against bad driving and influence/encourage positive driver behaviour.	<ul style="list-style-type: none"> • Primary: Passengers, 16+ 	<p>TV News Feature (Global)</p> <ul style="list-style-type: none"> • TV Segments • Online Component <p>Public Relations</p>	May	
(see Public Relations tactics under Booster Seats)				

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OCCUPANT RESTRAINTS – SEAT BELTS/BOOSTER SEATS (Page 27 in Communications Plan)

<p>Raise awareness around booster seat use, regulations, and consequences for non-compliance by talking to the target audience while they are in their vehicles.</p> <p>Drive web traffic to boosterseats.ca.</p>	<p><u>Booster Seats</u></p> <ul style="list-style-type: none"> • Primary: Albertan parents 25-49 w/ children aged 3 to 8 years old. Female skew. • Secondary: Grandparents 55+ of children aged 3 to 8 years old • Markets: A/B/C 	<p>Online ads Radio Outdoor</p>	<p>October 2009</p>
<p>Generate interest through newsworthy messaging that educates Albertans on the subject of child safety seat use and the parameters/regulations around booster seat use.</p>	<p>(see above)</p>	<p>TV News Feature (Global)</p> <ul style="list-style-type: none"> • TV Segment • Online Component 	<p>October 2009/ March 2010</p>
<p>Encourage website traffic for detailed information and resources.</p>	<p>(see above)</p>	<p>E-marketing considerations:</p> <ul style="list-style-type: none"> • Boosterseats.ca • Promote website resources for supplemental education/information. Example: Saferoads.com. • Web-based survey on boosterseats.ca 	<p>Updates ongoing Updates ongoing October 2009/ March 2010</p>
<p>Promote booster seat usage in locations frequented by the target audience.</p>	<p>(see above)</p>	<p>Collateral:</p> <ul style="list-style-type: none"> • Poster 	<p>Ongoing</p>
<p>Provide support to advertising efforts.</p> <p>Generate media coverage around seat belt use and booster seat use and legislation.</p> <p>Support key stakeholders/industry partners/communities and municipalities in their efforts to address the issues.</p>	<ul style="list-style-type: none"> • Media, general public • Key stakeholders and industry partners • Communities and municipalities 	<p>Public Relations</p> <ul style="list-style-type: none"> • Encourage industry partners to include seat belt compliance in their safety training (example: educational videos) • Encourage health and safety partners to promote booster seat usage, parameters and benefits • AORP strategies • Media/community relations • Stakeholder and industry partner relations/support • Communications Resource Toolkit for 09/10 • Regional Traffic Safety Coordinators in communities • Human interest stories • Wreck display and/or Roll-Over Simulator at the community level • Promote website resources for supplemental education/information. Example: Saferoads.com 	<p>October 2009/ March 2010</p>
		<p>Events</p> <ul style="list-style-type: none"> • Regional events, fairs and rodeos • Example: Mom, Pop and Tot Fair 	

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INTERSECTIONS (Page 32 in Communications Plan)

Strategy/Approach	Target	Tactics	Timing	Evaluation
<p>Talk to drivers about the dangers associated with intersections while they are in their vehicle.</p> <p>Remind drivers while in-vehicle of the dangers/consequences of tailgating, running red lights, and making unsafe left-hand turns.</p>	<ul style="list-style-type: none"> • Primary: Urban Alberta drivers, aged 18-44, gender neutral • Secondary: Rural Alberta drivers, aged 18-44, gender neutral • Markets: A/B/C 	Rush Hour Radio	<p>TSP Calendar: Jan 2010 (Intersections)</p> <p>January 4-5, 2010</p>	<ul style="list-style-type: none"> • Campaign Activity • Recall/awareness and impact on motivation tracking – completed March 2009 (RHR & TV News campaigns) • Media tracking/monitoring
Educate Albertans on the dangers associated with intersections, tips and new information.	(see above)	TV News Feature (Global)	January 2010	
<p>Ensure that links between the educational system and road safety agencies are maintained.</p> <p>Provide support to advertising efforts.</p> <p>Generate media coverage around intersection dangers and safety measures.</p> <p>Support key stakeholders/industry partners/communities and municipalities in their efforts to address the issues.</p>	(see above)	<p>Youth Education Program and GDL integration</p> <p>Public Relations</p> <ul style="list-style-type: none"> • Media/community relations • Stakeholder and industry partner relations/support • Communications Resource Toolkit for 09/10 • Regional Traffic Safety Coordinators in communities • Promote website resources for supplemental education/information. Example: Saferoads.com. 	<p>Ongoing</p> <p>January 2010</p>	

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VULNERABLE ROAD USERS – MOTORCYCLES (Page 35 in Communications Plan)

Strategy/Approach	Target	Tactics	Timing	Evaluation
Talk to the target audience while they are driving and raise awareness of best practices when sharing the roads.	<ul style="list-style-type: none"> Primary: Albertan drivers 18+ Markets: A/B/C 	Rush Hour Radio	TSP Calendar: July 2009 July 6-17, 2009	<ul style="list-style-type: none"> Campaign Activity Recall/awareness and impact on motivation tracking Media tracking/monitoring
Educate the audience on sharing the roads safely with motorcycles, tips and new information.	<ul style="list-style-type: none"> Primary: Albertan drivers 18+ Secondary: Motorcyclists 16+, skew male w/ varying levels of education on safety and compliance requirements Markets: A/B/C 	TV News Feature (Global) <ul style="list-style-type: none"> TV Segment Online Component 	Late April and one week in July 2009	
Educate drivers and motorcyclists on what it means to effectively 'share the road' and implications of unsafe conduct.	<ul style="list-style-type: none"> Secondary 	Collateral (posters, brochures, point-of-sale) <ul style="list-style-type: none"> Distributed at specific venues such as, registry offices, retailers and motorcycle shows/events 	Late April/early May for pre-riding season awareness/reminder and the month of July as campaign support.	
Reach audience through place-based communications – messaging in places where target segments are captive or venues they frequent.		Events <ul style="list-style-type: none"> Motorcycle shows (such as January motorcycle shows in Red Deer and Edmonton) and other local fairs/exhibitions. Consider featuring looped video/human interest story, crash exhibit, etc. Seasonal Fax-Outs/Mail-outs to key stakeholders and registrants 	Ongoing May/June 2009	
Provide support to advertising efforts. Generate media coverage around motorcycle safety. Support key stakeholders/industry partners/communities and municipalities in their efforts to address the issues.	<ul style="list-style-type: none"> Media General public Key stakeholders and industry partners Communities and municipalities 	Public Relations <ul style="list-style-type: none"> Media/community relations Stakeholder and industry partner relations/support Communications Resource Toolkit for 09/10 Regional Traffic Safety Coordinators in communities Promote website resources for supplemental education/information. Example: Saferoads.com. 	Consider late April/early May for pre-riding season awareness/reminder and the month of July as campaign support.	

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VULNERABLE ROAD USERS – BICYCLES (Page 38 in Communications Plan)

Strategy/Approach	Target	Tactics	Timing	Evaluation
Educate on the subject of bicycle safety by placing messaging in a newsworthy and relevant context with tips/hints.	<ul style="list-style-type: none"> Primary: Albertan drivers 18+ Secondary: Bicyclists 16+ with varying levels of education on safety and compliance requirements Markets: A/B/C 	TV News Feature (Global) <ul style="list-style-type: none"> TV Segment Online Component 	TSP Calendar: N/A Late April (one week) and July	<ul style="list-style-type: none"> Campaign Activity Creative focus Groups Media tracking/monitoring
Raise awareness of safe conduct and tackle non-compliant behaviour where bicycle safety is concerned.	<ul style="list-style-type: none"> Secondary: Bicyclists 16+ with varying levels of education on safety and compliance requirements Markets: A/B/C 	Collateral: <ul style="list-style-type: none"> Booklets/brochures Checklists Posters Place-based locations: <ul style="list-style-type: none"> Retailers Events (Example: bike rodeos) 	May 2009 – August 2009	
Reach audience through place-based messaging where target segments are captive or venues they frequent.				
Provide support to advertising efforts. Generate media coverage around bicycle safety. Support key stakeholders/industry partners/communities and municipalities in their efforts to address the issues.	<ul style="list-style-type: none"> Media, general public Key stakeholders and industry partners Communities and municipalities 	Public Relations <ul style="list-style-type: none"> Consider independent bike months by municipality Pedal Pushers - partnership with Alberta Safety Council Media/community relations Stakeholder and industry partner relations/support Communications Resource Toolkit for 09/10 Regional Traffic Safety Coordinators in communities Promote website resources for supplemental education/information. Example: Saferoads.com. 	May 2009 – August 2009	

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VULNERABLE ROAD USERS – PEDESTRIANS (Page 40 in Communications Plan)

Strategy/Approach	Target	Tactics	Timing	Evaluation
Remind drivers, while in-vehicle to slow down and always be on the lookout for pedestrians, particularly when approaching intersections and crosswalks.	<ul style="list-style-type: none"> Primary: Albertan drivers 18+ Markets: A/B/C 	Rush Hour Radio	TSP Calendar: Nov 2009 November 2-13, 2009	<ul style="list-style-type: none"> Campaign Activity Recall/awareness and impact on motivation tracking Media tracking/monitoring
Educate on the subject of pedestrian safety by placing messaging in a newsworthy and relevant context with tips/hints.	<ul style="list-style-type: none"> Primary: Albertan drivers 18+ Secondary: Pedestrians, skew 20-24 years of age as well as the elderly 65+ and young children Markets: A/B/C 	TV News Feature (Global)	November 2009	
Provide support to advertising efforts. Generate media coverage around pedestrian safety. Support key stakeholders/industry partners/communities and municipalities in their efforts to address the issues.	<ul style="list-style-type: none"> Media, general public Key stakeholders and industry partners Communities and municipalities 	Public Relations <ul style="list-style-type: none"> Media/community relations Stakeholder and industry partner relations/support Communications Resource Toolkit for 09/10 Regional Traffic Safety Coordinators in communities Promote website resources for supplemental education/information. Example: Saferoads.com. 	November 2009	

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VULNERABLE ROAD USERS – OFF-HIGHWAY VEHICLES/ALL-TERRAIN VEHICLES (Page 42 in Communications Plan)

Strategy/Approach	Target	Tactics	Timing	Evaluation
<p>Promote best practices and raise awareness of OHV safety in order to encourage safe conduct and address non-compliant behaviour.</p> <p>Reach audience through place-based messaging where target segments are captive or venues they frequent.</p>	<ul style="list-style-type: none"> Primary: Adult Albertans 18+ Secondary: Young riders 12-17+, skew male. They are on- and off-road riders with varying levels of education on safety and compliance requirements Primary Market: C Secondary Markets: A/B 	<p>Collateral:</p> <ul style="list-style-type: none"> 'Live to Ride' brochure Snowmobile handouts Safety checklists <p>Place-based locations:</p> <ul style="list-style-type: none"> Retailers Events (such as annual ATV/OHV shows) 	<p>TSP Calendar: N/A</p> <p>TBD</p>	<ul style="list-style-type: none"> Campaign Activity Creative focus testing Media tracking/monitoring
<p>Provide valuable or new information on appropriate sites to engage target segments.</p>	<p>(see above)</p>	<p>E-Marketing</p> <ul style="list-style-type: none"> Web link and placement General information on link 	<p>TBD</p>	
<p>Provide support to tactical efforts.</p> <p>Generate media coverage around OHV safety.</p> <p>Support key stakeholders/industry partners/communities and municipalities in their efforts to address the issues.</p>	<ul style="list-style-type: none"> Media, general public Key stakeholders and industry partners Communities and municipalities 	<p>Public Relations</p> <ul style="list-style-type: none"> Media/community relations Stakeholder and industry partner relations/support Communications Resource Toolkit for 09/10 Regional Traffic Safety Coordinators in communities Potential new helmet legislation Promote website resources for supplemental education/information. Example: Saferoads.com 	<p>TBD</p> <p>Spring 2010</p>	

Legend A/B/C Markets

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COMMERCIAL VEHICLES (Page 44 in Communications Plan)

Strategy/Approach	Target	Tactics	Timing	Evaluation
<p>Generate interest around the safety issues regarding commercial vehicles and how to drive safely around commercial vehicles.</p> <p>Talk to drivers while they are in their vehicles when they are most likely to be faced with the challenges of sharing the road with commercial vehicles.</p> <p>Generate interest around the safety issues regarding commercial vehicles and how to drive safely around commercial vehicles.</p> <p>Consider working with industry partners to remind commercial vehicle drivers about safe driver basics and how to avoid potential risks.</p>	<ul style="list-style-type: none"> Primary: Alberta drivers of passenger vehicles/road users, 18+ Markets: A/B/C <p>(see above)</p> <ul style="list-style-type: none"> Secondary: Commercial vehicle drivers and industry partners Markets: A/B/C (see above) 	<p>Rush Hour Radio</p> <p>TV News Feature (Global)</p> <ul style="list-style-type: none"> TV Segments Online Component <ul style="list-style-type: none"> Use industry partners to reinforce traffic safety messaging. Example, through training videos. 	<p>TSP Calendar: Jun 2009</p> <p>June 1-12, 2009</p> <p>June 2009</p> <p>Ongoing</p>	<ul style="list-style-type: none"> Campaign Activity Recall/awareness and impact on motivation tracking Media tracking/monitoring
<p>Support industry partners/stakeholders to:</p> <ul style="list-style-type: none"> Reinforce/generate awareness of commercial vehicle driver safety. Educate commercial vehicle drivers on core issues including driver fatigue, seatbelt compliance, following too closely, improper lane changes and running off the road. Encourage website traffic for detailed information and resources. 		<p>Print/Collateral:</p> <ul style="list-style-type: none"> In-vehicle decals or useful SWAG w/ safety messaging Signage at venues frequented by commercial vehicle drivers. Example: trucker gas stations, rest stops/truck stops, weigh stations. AORP to coordinate "What's Holding You Back" car window decals. <p>E-Marketing Considerations:</p> <ul style="list-style-type: none"> Link placement on partner/industry websites 	<p>Commercial Vehicle Road-Check (June 2 – 4)</p> <p>Other times TBD</p> <p>Distribution Oct/Mar & as appropriate</p>	
<p>Provide support to advertising efforts.</p> <p>Generate media coverage around sharing the roads with commercial vehicles.</p> <p>Support key stakeholders/industry partners/communities and municipalities in their efforts to address the issues.</p>	<ul style="list-style-type: none"> Media, general public Key stakeholders and industry partners Communities and municipalities 	<p>Public Relations</p> <ul style="list-style-type: none"> Media/community relations Stakeholder and industry partner relations/support Communications Resource Toolkit for 09/10 Regional Traffic Safety Coordinators in communities Promote website resources for supplemental education/information. Example: Saferoads.com 	<p>June 2009</p>	

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YOUNG DRIVERS/RIDERS (Page 47 in Communications Plan)

Strategy/Approach	Target	Tactics	Timing	Evaluation
Target young drivers by promoting an engaging and interactive online experience to remind them of the dangers/consequences of impaired driving, speed, seat belts and distractions. Use a contest strategy to encourage web traffic.	<ul style="list-style-type: none"> Primary: Young road users, 16 – 24, male skew Secondary: Influencers (friends/ peers) of teen drivers who can impact positive decision making (aged 16 – 24) Market: Edmonton (test market) 	<p>Social Media Program (Nofunbeingdead.com)</p> <ul style="list-style-type: none"> First year – Edmonton (test market) Contest component with mandatory educational quiz for entry Radio sponsorship with The Bounce: <ul style="list-style-type: none"> Street teams with SWAG promoting the URL – 8-ball keychain E-blasts to member databases Online promo on partnering site (video streams, blog, on-air contest) Non-sponsored radio, washroom posters and wild postings/posters Online ads on Facebook, Hotmail, Nexopia, Myspace, Movietickets, Technorati, and SportingNews.com 	<p>TSP Calendar: May 2009</p> <p>May 1 – 31, 2009</p>	<ul style="list-style-type: none"> Campaign Activity Tracking unique site visits and number of unique contest entries. Media tracking/monitoring
Engage/encourage interaction and communication among young drivers, about the dangers/consequences of impaired driving and other driving behaviours through social network sites.	<ul style="list-style-type: none"> Primary: Teen road users 16-19, male skew and teen GDL drivers/learners aged 14+ Secondary: Influencers (friends/ peers) of teen drivers who can impact positive decision making (aged 16 – 24) and parents between 35-60 years old, teachers and educators Markets: A/B/C 	<p>E-Marketing</p> <ul style="list-style-type: none"> Nofunbeingdead.com (will remain posted as an educational resource beyond contest completion date) 	<p>May 2009 on</p>	
Reinforce the potential role of a passenger as a positive influencer in safe driving conduct.	<ul style="list-style-type: none"> Primary: Influencers (friends/ peers) of teen drivers who can impact positive decision making (aged 16 – 24) and parents between 35-60 years old 	<p>TV News Feature (Global)</p> <ul style="list-style-type: none"> TV Segments Online Component 	<p>May 2009</p>	
Educate/re-educate young drivers on the dangers of impaired driving, speed, seat belts and distractions.	<ul style="list-style-type: none"> Primary: Teen road users aged 16-19, male skew and teen GDL drivers/learners aged 14+ 	<p><i>Note: target receives spill from other mass campaigns (impaired TV, speed TV, seat belts radio/outdoor, Rush Hour Radio, long weekend impaired radio)</i></p>	<p>Various</p>	

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YOUNG DRIVERS/RIDERS (Page 47 in Communications Plan)

<p>Educate/reinforce young drivers of safe road use basics and rules of the road.</p>	<ul style="list-style-type: none"> • Influencers: Parents between 35-60 years old, teachers and educators 	<p>Collateral</p> <ul style="list-style-type: none"> • "Getting into Gear" booklet • "Geared to Go" manual 	<p>Ongoing/year-round</p>	
<p>Provide support to advertising efforts. Generate media coverage around young driver safety. Support key stakeholders/industry partners/communities and municipalities in their efforts to address the issues.</p>	<ul style="list-style-type: none"> • Media, general public • Key stakeholders and industry partners • Communities and municipalities 	<p>Public Relations</p> <ul style="list-style-type: none"> • Support to major campaigns with customized solutions to meet with regional needs • Media/community relations • Stakeholder and industry partner relations/support • Communications Resource Toolkit for 09/10 • Regional Traffic Safety Coordinators in communities • Promote website resources for supplemental education/information. Example: Saferoads.com 	<p>May 2009 and during other major campaign periods (example: April 2009 for speed)</p>	

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RURAL ROADS (Page 50 in Communications Plan)

Strategy/Approach	Target	Tactics	Timing	Evaluation
Incorporate rural issues into core campaigns such as speed, impaired driving and occupant restraint campaigns on rural stations with rural spill.	<ul style="list-style-type: none"> • Primary: Young adult drivers 18+, skew male and experienced drivers who are perhaps complacent • Secondary: Passengers who may act as influencers • Markets: A/B/C 	Broadcast <ul style="list-style-type: none"> • Radio • TV Out-of-home <ul style="list-style-type: none"> • Billboard • Washroom Posters E-Marketing <ul style="list-style-type: none"> • Link placement 	TSP Calendar: various Various and in accordance with mass campaigns	<ul style="list-style-type: none"> • Campaign Activity • Recall/awareness and impact on motivation tracking for rural markets included in omnibus and web surveys for other major topics • Media tracking/monitoring
Raise awareness of risk factors and road safety in rural regions. Reinforce implications of irresponsible driving practices on topics like speed, impaired driving and occupant restraints.	(see above)	TV News Feature (Global) <ul style="list-style-type: none"> • TV Segments • Online Component 	Various and in accordance with the TV News schedule	
Provide support to advertising efforts. Generate media coverage around rural road safety. Support key stakeholders/industry partners/communities and municipalities in their efforts to address the issues.	<ul style="list-style-type: none"> • Media, general public • Key stakeholders and industry partners • Communities and municipalities 	Public Relations <ul style="list-style-type: none"> • Support to major campaigns with customized solutions to meet with regional needs (RTSC initiative) • Media/community relations • Stakeholder and industry partner relations/support • Communications Resource Toolkit for 09/10. • Regional Traffic Safety Coordinator in communities • Promote website resources for supplemental education/information. Example: Saferoads.com 	Ongoing	

Legend A/B/C Markets

A – Urban City (e.g. Edmonton and Calgary); B – Small Urban (e.g. Red Deer, Medicine Hat, Lethbridge, Fort McMurray); C – Rural (e.g. Fort MacLeod, Brooks, Lac La Biche)

2009/2010 Office of Traffic Safety Communications Action Plan

AGING DRIVERS (Page 52 in Communications Plan)

Strategy/Approach	Target	Tactics	Timing	Evaluation
<p>Raise awareness of medical issues and conditions that can affect aging driver safety. <i>(Note: As they become developed, promote programs and services to support the aging driver population.)</i></p> <p>Reach audience through place-based messaging where target segments are captive or venues they frequent.</p>	<ul style="list-style-type: none"> • Primary: Influencers of aging drivers in Alberta, mostly 35+ including family members, doctors, pharmacists, optometrists and other medical professionals • Secondary: Aging drivers 65+ in Alberta • Markets: A/B/C (with consideration to C/rural given fewer transportation options for the elderly) 	<p>Collateral</p> <ul style="list-style-type: none"> • Posters • Brochures <p>Place-based distribution</p> <ul style="list-style-type: none"> • Pharmacies • Health services outlets (doctor's offices, walk-in clinics) • Senior centres <p>TV Cable Listings (for consideration – media budget pending)</p>	<p>TSP Calendar: N/A</p> <p>TBD</p>	<ul style="list-style-type: none"> • Campaign Activity • Creative focus testing (consider in-combination with medically unfit drivers in an online panel). • Media tracking/monitoring
<p>Revisit safe driving basics/reminders on core driving behaviours such as speeding, intersections, occupant restraints, distractions, etc.</p> <p>Provide support to tactical efforts.</p> <p>Generate media coverage around aging driver safety.</p> <p>Support key stakeholders/industry partners/communities and municipalities in their efforts to address the issues.</p>	<p>(see above)</p> <ul style="list-style-type: none"> • Media, general public • Key stakeholders and industry partners • Communities and municipalities 	<p>Target will receive spill from mass campaigns following the Traffic Safety Calendar.</p> <p>E-Marketing</p> <ul style="list-style-type: none"> • Link placement on relevant websites <p>Public Relations</p> <ul style="list-style-type: none"> • Media/community relations • Stakeholder and industry partner relations/support • Communications Resource Toolkit in 09/10 • Regional Traffic Safety Coordinators in communities • Promote website resources for supplemental education/information. Example: Saferoads.com. 	<p>April 2009 – March 2010</p> <p>Ongoing</p>	

Legend A/B/C Markets

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2009/2010 Office of Traffic Safety Communications Action Plan

HIGH-RISK AND MEDICALLY UNFIT (Page 54 in Communications Plan)

Strategy/Approach	Target	Tactics	Timing	Evaluation
<p>Consider High-Risk audience in approaching topics of impaired driving, speed and occupant restraints (due to correlating behaviours amongst High-Risk group).</p> <p>Convey emotion through audible consequences while drivers are in their vehicles.</p> <p>Raise awareness of potential consequences for high-risk drivers at locations frequented by the target audience.</p> <p>Engage/raise awareness on appropriate/relevant sites.</p>	<p>High Risk</p> <ul style="list-style-type: none"> • Primary: Adult drivers 16-44, skew male, who have a tendency to drive heavily impaired or otherwise at risk to themselves or others, and this behaviour is exemplified on a repeat basis • Secondary: Influencers of high-risk drivers: friends 16-25, who may have a more effective impact in given scenarios as well as parents of young drivers 35+ who can educate their teens/tweens on safe driving basics • Markets: A/B/C 	<p><i>This target receives spill from major campaigns, the extent to which they are impacted is limited. Impacting high-risk individuals requires a combination of education, enforcement and legislation.</i></p> <p>E-Marketing</p> <ul style="list-style-type: none"> • Link placement on relevant websites 	<p>TSP Calendar: ongoing</p> <p>Ongoing – receives spill from core campaigns</p>	<ul style="list-style-type: none"> • Campaign Activity • Creative focus testing (consider combining aging with medically unfit drivers in an online panel). <p>Media Relations Activity:</p> <ul style="list-style-type: none"> • Media tracking/monitoring
<p>Provide resources at specific venues where drivers are likely to learn they may be at risk for being medically unfit.</p> <p>Consider integration with Aging Driver initiatives. <i>(Note: Promote programs and services as they become developed.)</i></p> <p>Reach audience through place-based messaging where target segments are captive or venues they frequent.</p>	<p>Medically Unfit</p> <ul style="list-style-type: none"> • Primary: Medically unfit drivers 16-65, who understand the impact of their condition on driving but they are not emotionally prepared to take preventative action or are not aware/knowledgeable of a possible medical challenge that may come in their way of safe driving • Secondary: Influencers of medically unfit drivers 16-65, including friends, family members, physicians and other health professionals • Markets: A/B/C 	<p>Collateral</p> <ul style="list-style-type: none"> • Brochures • Posters • Checklists (personal health/safety and driver self-assessments) <p>Place-based distribution</p> <ul style="list-style-type: none"> • Pharmacies • Health services outlets (doctor's offices, walk-in clinics) 	TBD	
<p>Communicate messaging on appropriate and highly relevant sites.</p>	<p>Medically Unfit (see above)</p>	<p>E-Marketing</p> <ul style="list-style-type: none"> • Link placement on relevant websites • Promote website resources for supplemental education/information. Example: Saferoads.com. 	TBD	

Legend A/B/C Markets

A – Urban City (e.g. Edmonton and Calgary); B – Small Urban (e.g. Red Deer, Medicine Hat, Lethbridge, Fort McMurray); C – Rural (e.g. Fort MacLeod, Brooks, Lac La Biche)

2009/2010 Office of Traffic Safety Communications Action Plan

HIGH-RISK AND MEDICALLY UNFIT (Page 54 in Communications Plan)

<p>Provide support to advertising efforts.</p> <p>Generate media coverage around the topics of high-risk/medically unfit driver issues independently.</p> <p>Support key stakeholders/industry partners/communities and municipalities in their efforts to address the issues.</p>	<ul style="list-style-type: none"> • Media, general public • Key stakeholders and industry partners • Communities and municipalities 	<p>Public Relations</p> <ul style="list-style-type: none"> • Media/community relations • Stakeholder and industry partner relations/support • Communications Resource Toolkit in 09/10 • Regional Traffic Safety Coordinators in communities • Promote website resources for supplemental education/information. Example: Saferoads.com 	<p>TBD</p>
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2009/2010 Office of Traffic Safety Communications Action Plan

OTHER KEY TOPICS – DISTRACTIONS (Page 58 in Communications Plan)

Strategy/Approach	Target	Tactics	Timing	Evaluation
Encourage all road users to take driving seriously and remain focused on the road while in-vehicle.	<ul style="list-style-type: none"> Primary: Adult Albertans, 18-44 Secondary: Adult Albertans, 45-64 Tertiary*: New drivers 16+ <p><i>*Young drivers are targeted in the Young Drivers section.</i></p>	Rush Hour Radio	TSP Calendar: Feb 2010 February 1-12, 2010	<ul style="list-style-type: none"> Campaign Activity Recall/awareness and impact on motivation tracking – completed March 2009 (RHR and TV News web survey) Media tracking/monitoring
Educate the audience on distracted driving. Remind them of the facts, challenge their thinking and be clear on the potential consequences for their actions.	(see above)	TV News Feature (Global)	February 2010	
Engage key audiences, encouraging denormalization of distracted driving.	(see above)	E-Marketing	Edmonton Indy – July 2009	
		Events/Displays <ul style="list-style-type: none"> DUMB Car Distractions Simulator (Consider key community level venues as well as events like Edmonton Indy and local motor shows) 	Edm & Cgy Motor Shows – Feb/Mar 2010	
Provide support to advertising efforts. Generate media coverage around driver distraction issues. Support key stakeholders/industry partners/communities and municipalities in their efforts to address the issues. Encourage website traffic for detailed information and resources.	<ul style="list-style-type: none"> Media, general public Key stakeholders and industry partners Communities and municipalities 	Public Relations <ul style="list-style-type: none"> Media/community relations Stakeholder and industry partner relations/support Communications Resource Toolkit in 09/10 Regional Traffic Safety Coordinators in communities Promote website resources for supplemental education/information. Example: Saferoads.com 	February 2010	

Legend A/B/C Markets

A – Urban City (e.g. Edmonton and Calgary); B – Small Urban (e.g. Red Deer, Medicine Hat, Lethbridge, Fort McMurray); C – Rural (e.g. Fort MacLeod, Brooks, Lac La Biche)

2009/2010 Office of Traffic Safety Communications Action Plan

OTHER KEY TOPICS – BACK-TO-SCHOOL SAFETY (Page 61 in Communications Plan)

Strategy/Approach	Target	Tactics	Timing	Evaluation
<p>Promote awareness of school bus and pedestrian safety.</p> <p>Expose drivers to this message while they are in their vehicles during peak hours of they day (morning and afternoon drive times).</p> <p>Promote awareness of safe driving conduct around school buses and pedestrian safety in a newsworthy and relevant context.</p> <p>Provide support to advertising efforts.</p> <p>Generate media coverage around school bus and pedestrian safety.</p> <p>Support key stakeholders/industry partners/communities and municipalities in their efforts to address the issues.</p>	<ul style="list-style-type: none"> • Primary: Alberta drivers of passenger vehicles, 18 – 54 • Markets: A/B/C (see above) • Media, general public • Key stakeholders and industry partners • Communities and municipalities 	<ul style="list-style-type: none"> • Radio • Outdoor Billboards <p>TV News Feature (Global)</p> <ul style="list-style-type: none"> • TV Segments • Online Component <p>Public Relations</p> <ul style="list-style-type: none"> • Media/community relations • Stakeholder and industry partner relations/support • Communications Resource Toolkit in 09/10 • Regional Traffic Safety Coordinators in communities • Promote website resources for supplemental education/information. Example: Saferoads.com. 	<p>TSP Calendar: Sep 2009</p> <p>Late August/ September 2009</p> <p>September 2009</p> <p>August/ September 2009</p>	<ul style="list-style-type: none"> • Campaign Activity • Recall/awareness and impact on motivation tracking • Creative focus testing • Media tracking/monitoring

Legend A/B/C Markets

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2009/2010 Office of Traffic Safety Communications Action Plan

OTHER KEY TOPICS – ‘STREET SAFE’ YOUTH EDUCATION PROGRAM (formerly Walk The Talk) (Page 62 in Communications Plan)

Strategy/Approach	Target	Tactics	Timing	Evaluation
<ul style="list-style-type: none"> Engage children and educators on the topic of traffic safety. Inspire new interest in the program from both children and educators. Refresh booklets consecutively per annum in accordance with K-3 curriculums. 	<ul style="list-style-type: none"> Primary: Alberta teachers/educators (parents should also be engaged) Secondary: Alberta students from kindergarten to grade three Markets: A/B/C 	<p>Educators:</p> <p>Refresh promotional materials for ordering, including:</p> <ul style="list-style-type: none"> ATA Magazine display ad Ordering forms/mechanisms <p>New promotional initiatives:</p> <ul style="list-style-type: none"> Staffroom posters Teacher's Convention display <p>Students:</p> <ul style="list-style-type: none"> Activity books Brochures (school bus, helmet, bike)* Fact sheets* <p><i>*Reinforced by parents as influencers.</i></p> <ul style="list-style-type: none"> Web page on saferoads.com 	<p>TSP Calendar: various</p> <p>Summer/Fall/Winter/Spring</p> <p>September 2009 February 2010</p> <p>May 2009</p>	<ul style="list-style-type: none"> Campaign Activity Creative focus testing (for redesigned booklets and promotional materials) completed as activity books develop <p>Program Evaluations:</p> <ul style="list-style-type: none"> Annual qualitative assessment targeting teachers. 10-year baseline study focusing on efficacy of the program (longitudinal impact on behaviour)
<p>Provide support to advertising efforts.</p> <p>Generate media interest around the program (particularly around events).</p> <p>Support key stakeholders/industry partners/communities and municipalities in their efforts to inspire interest in the program.</p>	<ul style="list-style-type: none"> Media, teachers Key stakeholders and industry partners Communities and municipalities 	<p>Public Relations</p> <ul style="list-style-type: none"> Media/community relations Stakeholder and industry partner relations/support Communications Resource Toolkit in 09/10 Regional Traffic Safety Coordinators in communities Promote website resources for supplemental education/information. Example: Saferoads.com. 	<p>August/ September 2009</p>	

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2009/2010 Office of Traffic Safety Communications Action Plan

MULTI-TOPIC TACTICS – TV News Feature (Global), Rush Hour Radio, Driver Attitude, Corporate Positioning, Sports Marketing, Saferoads.com, Displays/Demos

Strategy/Approach	Target	Tactics	Timing	Evaluation
<p>To create general interest through newsworthy messaging that educates Albertans on the subjects of:</p> <ul style="list-style-type: none"> • Speed • Impaired Driving • Seat Belts • Child Safety Seats • Intersections (left-hand turns) • Intersections (follow to close) • Intersections (pedestrians) • Road Share: Commercial Vehicles • Road Share: Motorcycles/Bicycles • Driver Attitude • School Bus Safety • Distractions • Passengers as Influencers 	<p>TV News Feature (Global)</p> <ul style="list-style-type: none"> • Primary: Alberta road users 18+ • Markets: A/B/C 	<p>Television</p> <ul style="list-style-type: none"> • Thursdays (<i>Once during each Morning News 6am, Evening News 5pm, News Final 11pm</i>) • Bonus Tuesdays in April and Wednesdays in August (<i>Once during each Morning News 6am, Noon News 12pm, News Final 11pm</i>) <p>(All TV segments archived on saferoads.com and Global TV sites)</p> <p>Online leaderboards posted on:</p> <ul style="list-style-type: none"> • Edmontonjournal.com • Calgaryherald.com • Canada.com • Dose.ca • Global TV sites (Edmonton & Calgary) 	<p>TSP Calendar: April 2009 – March 2010</p> <p>April 2009 – March 2010</p>	<ul style="list-style-type: none"> • Campaign Activity • Recall/awareness and impact on motivation tracking – completed March 2009 for Jan and Feb segments. • Media tracking/monitoring
<p>To raise awareness of increased safety risks during rush hour, and motivate drivers to re-consider their behaviour as road users while in vehicle.</p> <ul style="list-style-type: none"> • Commercial Vehicles • Motorcycles • Pedestrian Safety • Intersections (tailgating, running reds, left-hand turns) • Distractions 	<p>Rush Hour Radio</p> <ul style="list-style-type: none"> • Primary: Alberta road users 18+ • Markets: A/B/C 	<p>Radio aired during rush hour</p>	<p>TSP Calendar: June 2009 July 2009 November 2009 January 2010 February 2010</p>	<ul style="list-style-type: none"> • Campaign Activity • Recall/awareness and impact on motivation tracking – completed March 2009 for Jan and Feb radio. • Media tracking/monitoring

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MULTI-TOPIC TACTICS – TV News Feature (Global), Rush Hour Radio, Driver Attitude, Corporate Positioning, Sports Marketing, Saferoads.com, Displays/Demos

Encourage drivers, while they are driving, to reflect on their attitude and behaviour as it applies to every single traffic safety issue – be it occupant restraints, impaired driving, intersections, distractions and others.	<u>Driver Attitude</u>	Radio Outdoor (Urban & rural)		
Educate Albertans on the subject of driver attitude. Bring this message to life and make it relevant.	<ul style="list-style-type: none"> • Primary: Adult Albertans 18+. We must engage drivers of all ages and experience levels: <ul style="list-style-type: none"> • New drivers who are still learning road user basics • Experienced drivers who feel like they are the skilled minority • Markets: A/B/C 	TV News Feature (Global) (Global)	November 2009	
De-normalize behaviours which are currently acceptable.	(see above)	E-Marketing Considerations	May 2009	
Provide support to advertising efforts. Generate media coverage around driver attitude/behaviour. Support key stakeholders/industry partners/communities and municipalities in their efforts to address the issues.	<ul style="list-style-type: none"> • Media, general public • Key stakeholders and industry partners • Communities and municipalities 	Public Relations: <ul style="list-style-type: none"> • Media/community relations • Stakeholder and industry partner relations/support • Communications Resource Toolkit in 09/10 • Regional Traffic Safety Coordinators in communities • Promote website resources for supplemental education/information. Example: Saferoads.com 	Support through all calendar months	
New corporate positioning is being developed as an over-arching theme that applies to all traffic safety issues.	<u>Corporate Positioning</u>	Corporate positioning included on marketing and communications materials (i.e., tagline and logo)	Launch September 2009	
	<ul style="list-style-type: none"> • Primary: Alberta road users, 16+, engaging drivers of all ages and experience levels. • Markets: A/B/C 			

Legend A/B/C Markets

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<p>Reinforcing the dangers/consequences of unsafe road conduct relative to correlating behaviours on core issues impacting this target group. Examples include seat belts, speeding and impaired driving.</p> <p>Engaging a captive audience in a social sports venue where individuals may be prone to exhibit non-compliant behaviour upon leaving the venue.</p> <p>Public Relations: Provide support to advertising efforts.</p> <p>Support Regional Traffic Safety Coordinators/industry partners/communities and municipalities in their efforts to promote the issues in sports venues.</p>	<p>Sports Marketing</p> <ul style="list-style-type: none"> • Primary: Alberta road users 16 – 34, heavy male skew. • Markets: A/B/C • RTSCs and industry partners (such as sports bars/lounges) • Communities and municipalities 	<p>Leveraging existing tactics, utilizing available spaces at key venues, including:</p> <ul style="list-style-type: none"> • TV (speed and impaired) • Print (speed, impaired and seat belts) • Radio (speed and seat belts) • Out of home (impaired and seat belts) • Community relations (example: leverage SADD network and channels for communication) • RTSC and industry partner relations/support 	<p>October-February CBC Hockey Night in Canada</p>
<p>Provide an accessible, approachable, education and information resource for target groups.</p>	<p>Saferoads.com</p> <ul style="list-style-type: none"> • Primary: Stakeholders and industry partners in traffic safety. • Secondary: Alberta road users 16+ • Markets: A/B/C 	<p>Consider refresh of existing architecture, navigation, functionality and hierarchy of information</p>	<p>April 2009 – March 2010</p>
<p>To gain efficiencies by targeting similar audiences who tend to congregate in the same place. Example: motorcyclists and off-highway drivers will attend the same events and trade shows.</p>	<p>Displays/Demos/Interactive</p> <ul style="list-style-type: none"> • Primary: Alberta road users, 16+, engaging drivers of all ages and experience levels. • Markets: A/B/C 	<p>Consider placement at local events. Examples include:</p> <ul style="list-style-type: none"> • IBC's DUMB Car 2.0 Summer Tour • Edmonton Snow Mobile/ATV Show • Edmonton Motorcycle Show • Edm/Cgy Motor Shows • Research other events 	<p>April 2009 – March 2010</p> <p>June – Aug 2009 October 2009 January 2010 February/March 2010</p>

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2009/2010 Office of Traffic Safety Communications Action Plan

MULTI-TOPIC TACTICS – TV News Feature (Global), Rush Hour Radio, Driver Attitude, Corporate Positioning, Sports Marketing, Saferoads.com, Displays/Demos

Ensure that all TSP partner ministries and GOA are aware of the TSP and its initiatives.

Internal Communications Plan

- Transportation, Co-Chair
- Justice and Deputy Attorney General
- Solicitor General and Public Security
- Finance and Enterprise
- Health and Wellness
- Education
- Employment and Immigration
- Aboriginal Relations
- Service Alberta
- Municipal Affairs
- Seniors and Community Supports
- Agriculture and Rural

- Work with department OHS Committees
- TSP/OTS Newsletter
- Department Wellness Events
- Transportation Intranet Site
- Clinics – bike helmets, car seats
- Regular emails
- Brown bagger sessions

Monthly

TBD

Legend A/B/C Markets

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