



KEEP KIDS ALIVE DRIVE 25® STARTER STEPS

Steps for implementing a local **KEEP KIDS ALIVE DRIVE 25®** campaign include:

- Create a Traffic Safety Task Force. Engage partners – neighborhood organizations, law enforcement, schools, businesses, public works, mayor/council, and other interested civic organizations. Go with partners who are enthused and supportive, even if that does not include everyone you eventually would like to have on board.
- Develop an implementation plan. This includes:
 1. Identifying the best opportunities, along with partners, in your community to help seed, root, and grow the **KEEP KIDS ALIVE DRIVE 25®** message in public consciousness. The key is to be open to all possibilities in creating a comprehensive educational campaign that works to engage the whole community. Remember, imagination is the limit!
 2. Examples of how communities throughout the U.S. have enacted plans to educate and engage residents include:
 - Pre-studies to identify neighborhoods with highest incidence of speeding followed by a post-study to evaluate effect of campaign on average speeds in selected neighborhoods.
 - Public service announcements in community newsletters/web sites/radio and TV stations, and billboards.
 - Presentations to neighborhood/homeowners groups, through PTAs, businesses, community leaders, and other interested organizations.
 - Integrating the campaign into Safe Routes to Schools initiatives (Federal funds available through your State DOT).
 - Displaying the **KEEP KIDS ALIVE DRIVE 25®** logo via yard signs, streets signs, trashcan decals. Avenue banners, etc.
 - Integrating **KEEP KIDS ALIVE DRIVE 25®** into naturally occurring community safety events, festivals, etc. Many communities utilize give-away items such as key chains, magnets, education brochures, etc., sometimes sponsored by local businesses.
 - Create a Kick-off event coinciding with **KEEP KIDS ALIVE DRIVE 25®** Day, May 1st, National Night Out in August, or the beginning of summer or the school year.
 3. Sustain efforts over time. Once initiated, identify annual events – community/safety fairs, neighborhood block parties, school events, etc. to continue to educate and engage citizens. . Continue to integrate educational information into community newsletters and all media.
 4. Continue to conduct post studies to gather data on the effectiveness of the campaign. These can include speed studies, as well as studies targeting residents' sense of safety on neighborhood streets.
 5. Re-energize each year. Designate a month when community redoubles its educational efforts around safe driving behavior. Include new ideas for implementation of the campaign each year. Re-energizing helps to integrate the campaign into public consciousness over time. Affecting driver/pedestrian behavior, as any other behavior, takes commitment over time in order to see a consistent positive contrast in behavior behind the wheel.
- Implement your plan and seek to engage additional partners as the campaign takes root communitywide.

For more information or for support services, please contact Tom Everson at 402-334-1391 or Tom@kkad25.org.