



Safety Spotlight

October 2014

ALDOT's Traffic Safety Marketing Efforts Take New Direction

The Alabama Department of Transportation is adding a full-time communications professional to coordinate traffic safety marketing efforts associated with its Drive Safe Alabama initiative.

Donna Jackson, a long-time PR/marketing practitioner in the Montgomery area, joined ALDOT's Media and Community Relations staff effective Sept. 2. Her main duties will be coordinating the Drive Safe Alabama traffic safety marketing activities. M&CR Bureau Chief Tony Harris will continue providing overall strategic direction for the program.

Jackson is a former marketing and communications staff member with MAX Credit Union in Montgomery, and most recently directed PR, internal/external communications and membership for the Prattville Area Chamber of Commerce. She earned her bachelor's degree in communication from Auburn University.



Donna Jackson

Drive Safe Alabama is the branded traffic safety marketing campaign that grew out of the 2012 edition of ALDOT's Strategic Highway Safety Plan, a document required by the Federal Highway Administration. ALDOT's Drive Safe Alabama program addresses the increasing federal emphasis on traffic safety marketing and education.

Jackson's initial goals will include reviewing ALDOT's recent traffic safety marketing efforts, finalizing a strategic marketing plan for the next 24 months and producing a monthly e-newsletter to safety stakeholders. The e-newsletter will replace the previous safety spotlight and calendar that was distributed via e-mail by Modal Programs.

Eventually, the Drive Safe Alabama campaign will be fully integrated into ALDOT's new Region structure, with local communications and outreach activities coordinated by the Region public information officers and Region staff.

TV & Radio Spots Address Crash Trends

Four of the most troubling crash trends are addressed in a new series of TV and radio spots airing this fall as part of the Alabama Department of Transportation's Drive Safe Alabama traffic safety marketing campaign.

The TV and radio spots address seatbelt use, distracted driving, speeding and drunken driving. TV spots are airing on Raycom TV stations across Alabama on Thursday nights from late August through late October during the Raycom/Alabama High School Athletic Association Game of the Week. Each game will feature two 15-second safety messages, played back-to-back.

The Game of the Week is a partnership between the AHSAA and its official broadcast partner, Raycom Media, to showcase high school football leading up to the Super 7 football championships in early December. ALDOT's Drive Safe Alabama traffic safety marketing messages will also air during the Super 7 broadcasts.

Radio spots are airing during gameday broadcasts of Alabama and Auburn football games. The 2014 college football season marks the third year ALDOT is using the Alabama and Auburn radio networks for safety-related messages. ALDOT's partnership with the radio networks also includes live, in-game safety messages by the announcers and one gameday presence on each campus.

"We're focusing our messaging efforts on four areas of concern pulled from the Strategic Highway Safety Plan," said Tony Harris, ALDOT's chief of media and community relations. "Research shows that a significant number of crashes are tied to driver behavior. The messages we've



Safety Spotlight
is published monthly by the
Alabama Department of
Transportation.

For the latest news on
Drive Safe Alabama
campaigns, events and
activities, visit
DriveSafeAlabama.org



TV & Radio, continued from page 1

created are aimed at encouraging drivers to make choices to reduce their chances of being injured or killed in a crash. Choosing to wear your seatbelt, drive the speed limit, and not drive while distracted or drunk could be life or death decisions when you're behind the wheel."

More information on the Thursday Night Games of the Week can be found at pathtotheplayoffs.com. Look for additional details on the gameday traffic safety marketing effort at Alabama and Auburn in the next *Safety Spotlight*.

New Website Promotes Drive Safe Alabama Campaign

The Alabama Department of Transportation will launch a new website this fall to support the Drive Safe Alabama traffic safety marketing efforts.

DriveSafeAlabama.org will be a comprehensive online resource, providing information to drivers, cyclists and pedestrians on how to choose safety first on Alabama's roadways.

Here's a DriveSafeAlabama.org sneak peek:

Keys to Safety: Your one-stop resource for details on the safety campaigns promoted by Drive Safe Alabama. Find information on Seatbelt Use, Distracted Driving, Speeding, Driving Under the Influence, Motorcycle Safety, Work Zone Safety, Bicycle Safety, Railway Safety and more.

Learning Center: Think you know everything there is to know about Driver Safety? Take a quiz to see if you qualify to be a Safety Savant. See a list of the 10 Safe Driving Habits in this section, too. Form good habits and set a positive example of safe driving behavior for your family and friends!

Safety Alliances: There are many who help ALDOT make a difference. Learn more about the safety stakeholders helping us keep Alabama citizens and roadways safe.



Around Alabama: Need to ask a question about our safety programs? Want to find out how you can help spread the Drive Safe Alabama message in your part of the state? Check out this page for the ALDOT community representative near you.

More information on the NEW website will be coming in next month's *Safety Spotlight*.



Sam Martin

Safety: It's Not Just for Roadways

The Alabama Department of Transportation takes safety seriously, a priority that extends well beyond Alabama's roadways.

Safety Coordinator Sam Martin is now leading the workplace safety team, promoting safety to all ALDOT employees on the roadways or in the office. Martin comes to the Personnel Bureau after four years as Fifth Division safety officer and several years of senior management responsibilities in the private sector.

"ALDOT's employees are our most valuable resource," Martin said. "I aim to provide leadership that makes safety paramount in the office and out in the field where work zone safety is essential. My goal is to create an environment where safety is employee-driven, not management driven."

Martin's responsibilities include creating awareness of safety issues as they relate to each employee's work environment and informing them about safe work habits. Martin will also provide direction and leadership for ALDOT's drug/alcohol testing and workers' compensation programs.

Safe Driving Habits

Did you know a substantial portion of all fatalities and severe injuries from traffic crashes in Alabama are attributed to three driver-decision factors?

- ◆ **Not wearing a seatbelt**
- ◆ **Speeding**
- ◆ **Driving under the influence**

A rapidly-growing driver behavioral problem – distracted driving – is only beginning to be captured in crash data.

Distracted driving is any activity that diverts a person’s attention away from the primary task of driving. Common examples of distractions are texting, using a mobile device, eating or drinking, talking to others in the vehicle, reading and grooming. Texting is the most dangerous distraction because it requires visual, manual and cognitive attention from the driver. *(Source: distraction.gov)*

Safe driving techniques begin the moment you step into the vehicle. Use these **10 Safe Driving Habits** for every trip, whether it’s just a few blocks or several hundred miles.

1 Always wear your seat belt	2 Obey traffic signals
3 Don't drive under the influence	4 Don't text and drive
5 Drive the speed limit	6 Obey work zone speed limits
7 Share the road with bicycles & motorcycles	8 Don't talk and drive
9 Use properly-installed child restraints	10 Wait for trains before crossing the tracks

October Safety Calendar

<p>2 Raycom/AHSAA Game of the Week Hoover at Spain Park*</p> <p>8 International Walk to School Day walkbiketoschool.org</p> <p>9 Raycom/AHSAA Game of the Week Charles Henderson at Eufaula*</p> <p>16 Raycom/AHSAA Game of the Week Smiths Station at Enterprise*</p>	<p>19-25 National Teen Driver Safety Week</p> <p>23 Raycom/AHSAA Game of the Week R.A. Hubbard at Hackleburg*</p> <p>30 Raycom/AHSAA Game of the Week Blount at Saraland*</p>
--	--

*See the Drive Safe Alabama TV ads on the Raycom/AHSAA Games of the Week. Each game begins at 7 p.m. Central and is broadcast statewide on local Raycom stations. To find the station in your area, visit pathtothepayoffs.com.

Safety Spotlight

Safety Spotlight is a monthly publication of the Alabama Department of Transportation Media & Community Relations Bureau
1409 Coliseum Boulevard
Montgomery, AL 36110

Bureau Chief
Tony Harris
Drive Safe Alabama Coordinator
Donna Jackson

For permission to reprint any portion of this publication or to submit ideas for a future issue, contact Donna Jackson at jacksondo@dot.state.al.us.