zero Fatalities
Drive Safe Nevada
NEVADA HIGHWAY PATROL

RURAL NEVADA CHALLENGES

- Distance
- Media coverage
- Technology/Communication
- Must be familiar with SHSP goals and objectives
SOLUTIONS TO CHALLENGES
- Market and sell the campaign
- If you believe it, they will
- Make it personal

Take advantage of opportunities!!!
Opportunities

Community involvement
  – Schools
  – Businesses
  – Government agencies
  – Conventions
    - Elko Mining Expo
  – Special events
    - KMART National Safety Day
Opportunities

- Special events
  - Motorcycle Rally
  - Ruby Mountain Relay Race
- Career fairs
  - High School/college
- Health fairs
- Business safety meetings
- Mines
TIPS

USE MARKETING TOOLS
TIPS

USE A CAR
TIPS
Media Coverage

- Let them be a part of the plan
- Work together on the sound bite
  - Gives them ownership
  - Message gets out more than once
- Make it personal
- Give them pictures!!!!
  - It tells the story
Elko Mining Expo
TIPS
Use Visual Aids

DRUNK DRIVING
OVER THE LIMIT. UNDER ARREST.

JOINING FORCES
KEEP NEVADA SAFE

zero Fatalities
Drive Safe Nevada
TIPS

Use your resources

HANDHELD PHONE USE PROHIBITED WHILE DRIVING
TIPS

Use your resources
WANT TO CHANGE THE CULTURE???

START WITH THE KIDS!!!!!!!!!!!
WANT TO CHANGE THE CULTURE??

THEN START WITH THE TEENAGERS
WANT TO CHANGE THE CULTURE??

FINISH WITH THE ADULTS!!!
THANK YOU

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