

## Public Outreach Campaign Pedestrian Safety | Hawai'i State Department Of Transportation

*According to Rudy Umbs, of the U.S. Dept. of Transportation's Federal Highway Administration: "The Hawai'i outreach program has set the bar—you are way out ahead of most areas in the country." The FHA is using the materials and tactics developed in this campaign as a model for other communities.*



The Limtiaco Company (TLC) worked in close partnership with the Hawai'i State Department of Transportation and team partners to develop and implement a comprehensive public education and outreach program aimed at reducing pedestrian injuries and fatalities. The program consisted of extensive and proactive outreach methods, including a broad-based media campaign, partnerships with public and private entities, ethnic and religious organization outreach, collateral development, public service announcements and a speakers bureau.

The campaign was launched at an event attended by over 300 senior citizens, targeted as a critical, vulnerable group. Safety presentations were given by the Honolulu Police Department to over 6,000 seniors and *Drive Wise* presentations reached some 558 members of organizations and other key groups. Over 3,000 people received pedestrian safety messages through employee mailings and thousands of people received fliers, brochures, and electronic messages.



Free advertising of the message was secured through a radio public service announcement, space in community media and an announcement in the Drive Guide provided with every rental car. A paid ad was created that ran in targeted movie theaters, hitting a captive audience of thousands.

A Walk Wise Hawai'i brochure was developed with seven simple principles for safe pedestrian behavior. It was then translated into 12 languages so that the many ethnic groups in Hawai'i's multi-cultural population could be targeted.

Through a Legislative canvassing effort prior to Opening Day at the Legislature, we were able to meet with many State legislators personally and distribute educational materials that they could share with their respective constituencies. Additionally, at the request of the Oahu Metropolitan Planning Organization, a special presentation about Walk Wise Hawai'i was given to their Citizens' Advisory Council.

We reached out to seniors as a vulnerable target market by having a presence at the annual Senior Fair, creating a seniors speakers bureau to visit senior centers and clubs carrying the message of safe walking. We found that it was particularly effective when we trained seniors to speak to seniors. We also conducted an extensive mailing to senior living facilities, churches, senior clubs, community centers, churches and senior living facilities.



Many partners were used to leverage the campaign, including AARP, AAA-Hawai'i, Honolulu Police Department, insurance companies, media, ethnic chambers of commerce, county offices on aging, churches, senior centers and private businesses.

In 2007, we created a walk-through visual display of 156 pairs of slippers, each representing a pedestrian killed in the preceding five years, and graphically delivered this message of loss by launching the display at the State Capitol during the opening of the Legislature. Governor Linda Lingle spoke at the exhibit's opening and announced proposed legislation of stiffer penalties to enforce the state's crosswalk law. The Slipper Display has traveled to open-air fairs and outdoor movies, senior expos and other locations throughout the island.



In 2008, we organized a series of "Senior Summits" in collaboration with the Honolulu Fire Department, the Honolulu Police Department and the City Office of the Elderly. AIG Insurance was secured as a private sponsoring partner, providing \$15,000 in underwriting for direct mail and advertising. Extensive television and print coverage was secured during these events.

Also in 2008, we launched a "yellow flag" initiative, creating a bright flag to remind people that they must attempt to be seen at crosswalks. The flags were introduced at the annual Hawai'i Car Show at the Convention Center. AAA-Hawai'i was the private sector partner who helped man our booth and who housed the flags at their Hawai'i office for redemption. Media coverage—including a live television remote—of the initiative at the Car Show totaled in excess of \$18,000; and 40,000 persons attended the show. AAA-Hawai'i received over 200 phone calls within one hour of



the morning television coverage. We also passed out the flags to numerous community groups, including senior clubs, health advocates and others. The flags also provided a reason to revisit the topic of the importance of pedestrian safety.



Working with the City Office of the Elderly, WWH was on the agenda at the annual Senior Recognition Program at the Hawai'i Convention Center with 1,200 seniors in attendance. Walk Wise brochures were distributed to all attendees as well as coupons to secure the new "yellow flags" from the AAA-Hawai'i office. The seniors saw a presentation of the flags and a demonstration of proper pedestrian safety behavior.



In the visitor industry sector, we partnered with the Visitor Cable Network to pump the Walk Wise Hawai'i message into 28,000 hotel rooms and with Norwegian Cruise Lines to ensure that their passengers were briefed on safe walking before disembarking. We also secured free advertising space in the Hawai'i Drive Guides on all islands.

Private partnerships were sought to leverage the campaign. For example, HMSA (private health insurer) passed out WWH brochures in its Health Pass clinics, and AIG Hawai'i (private insurer) passed out 1,400 WWH brochures at the annual Filipino Fiesta. AAA-Hawai'i underwrote media time for a radio campaign targeting drivers.

A monthly meeting is held with various partners to ensure coordination and networking. Those in regular attendance are the State Departments of Transportation, Health, Honolulu Police (City) and Transportation Services (City), Safe Routes to School initiative, AAA-Hawai'i and others.

The successful program has reached thousands of people and was cited as a model program in the NHTSA (National Highway Safety Administration) Western Region.