**Community Voices for Road Safety Program**

**Primary Countermeasure Strategy:** Communication and Outreach

**Description of Planned Activity:**

The **Community Voices for Road Safety** program targets municipalities and surrounding communities using a data-driven approach to address critical road safety issues. The program focuses on a wide range of road safety challenges, including seat belt use, speeding, distracted driving, motorcycle safety, and pedestrian and bicyclist safety. Rather than following the traditional top-down process of developing public service campaigns, the program empowers local communities to take the lead in the creative development of messages, designs, and media strategies.

The program creates public safety campaigns rooted in local expertise and engagement by working closely with community organizations, local stakeholders, and residents. The community provides input on the message, media, and design to ensure the campaign is culturally relevant and impactful. This approach ensures that the community takes "ownership" of the campaign, increasing the likelihood of sustained behavior change and improving safety.

The program challenges the conventional process by involving communities not only in feedback, but as the authors and designers of the campaign itself. By putting creative power in the hands of the community, the program taps into local knowledge and energy, allowing for more innovative and effective campaigns that resonate deeply with the target audience. This fosters a sense of pride and ownership, which has proven to be a key factor in driving lasting change.

The selected subrecipient will coordinate outreach with local nonprofits, educational institutions, government entities, and private sector stakeholders to develop compelling messages and outreach strategies. Media campaigns will incorporate traditional and new media channels, including social media, paid media, and grassroots outreach, to ensure the messages reach a broad audience.

The subrecipient may focus on a variety of critical road safety issues, including:

* **Impaired driving**
* **Occupant protection (seat belt use)**
* **Speeding**
* **Distracted driving**
* **Motorcycle safety**
* **Pedestrian and bicyclist safety**
* **Other data-driven road safety issues**

Once the competitive selection process is complete, the amendment submitted to NHTSA will provide:

* Specific focus areas for the program
* The selected municipal area
* Participating municipalities
* The proposed project plan
* The respective award amount

Projects will primarily focus on raising awareness of road safety issues, changing social attitudes, and influencing behaviors to reduce vehicle crashes, fatalities, serious injuries, and economic losses on the state’s roadways.

**Countermeasure Strategy Justification:** Communication and Outreach

This initiative seeks to reduce traffic fatalities by focusing on high-risk behaviors and engaging local communities in creating tailored safety campaigns. The program complements statewide media safety campaigns and supports goals related to impaired driving, occupant protection, distracted driving, speed, and non-motorist safety.