

# Picture a Safer Tucson Partnership

## REQUEST

- For a federal agency's traffic safety demonstration project in Tucson, Arizona, supplement the use of speed cameras by law enforcement with a public outreach campaign.

## RESPONSE

- Add local authenticity to a national automated speed enforcement initiative to reduce speed-related injury and fatality, creating the "Picture a Safer Tucson" campaign.
- Stretch limited outreach resources by engaging regional stakeholders, leveraging their commercial marketing budgets to add local flavor and funding.
- Position speeding as a public health issue that is among the leading causes of death and injury in specific age groups locally.
- Coalesce a working partnership between the federal agency and local businesses, increasing the number and type of voices calling for change in speeding behaviors.

## RESULTS

- The region's major employer sponsored daily radio traffic reports branded with the campaign theme, "Picture a Safer Tucson."
- A regional military base held events and participated in the partnership to protect and educate servicemembers in the target age demographic.
- A major regional trauma center engaged heavily with the campaign, providing subject matter expertise and supplying a well-known surgeon and nurse educator for media events and other activities.
- Local law enforcement cited relationships built with new community partners as a lasting legacy of project.
- The project theme, partnership model and materials were packaged to be easily replicable in other localities.

## CUSTOMER

U.S. Department of Transportation/National Highway Traffic Safety Administration (NHTSA)

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