



Key Marketing Strategies

- Develop a Statewide strategic marketing plan.
- Address overall transportation safety rather than just the SHSP document.
- Brand the effort with a unique identity.
- Gain support from new safety stakeholders.
- Use newsletters and safety summits to keep stakeholders interested and active.
- Educate the public and elected officials about the SHSP and safety issues.
- Provide opportunities to highlight different aspects of the SHSP through news media.
- Coordinate media and communications messaging among all SHSP partners.
- Prepare materials to distribute through public relations channels and earned media.