



## PRESS RELEASE

IMMEDIATE RELEASE

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### **Louisiana Highway Safety Commission takes innovative approach to reaching teens during enforcement period.**

BATON ROUGE, LA (April 21st, 2010) – How do you get the attention of teens today? This is a question the Louisiana Highway Safety Commission has faced the last two years as they implemented the “Rock the Belt” initiative in local high schools and the community at-large. Louisiana is one of four states taking part in the National Pilot Program that is geared toward encouraging teens to wear their seatbelts.

This year the team at Louisiana Highway Safety Commission has taken the message of Click It or Ticket to the streets with innovative experiential activities aimed at reaching the teens and making a lasting impression. The educational outreach further supports the law enforcement officers working hard to reduce fatalities and injuries.

“We wanted to create something that would truly impact the teens. Traditional means like television and radio are great, but we wanted to take the campaign further, connecting with teens,” said John LeBlanc, Governor’s Representative for Highway Safety and Executive Director of the Highway Safety Commission.

The new campaign includes:

- Environmentally friendly graffiti art created using Soda Washing Technology.
- Viral photo opportunities at Rave Movie Theater, which allow teens to snap cellphone pictures in a wreck scene.
- Posters created by popular underground graffiti artist, Brad Jenson.
- An interactive 1-800 number that plays comedic skits related to fliers posted around town.

“The response has been incredible. Reaching the teens with non-traditional methods has proven to us that having a conversation with the teens in a variety of activities they can relate to will be part of our future planning for years to come,” said LeBlanc.

The Louisiana Highway Safety Commission (LHSC) administers the state's highway safety grant program. Louisiana's highway safety program is designed to reduce traffic crashes and the resulting deaths, injuries and property damage. Programs and projects are administered in accordance with uniform guidelines promulgated by the NHTSA and FHWA.

Projects implemented by the LHSC are limited to priority program areas based on severity of the crash, over-representation and the magnitude of the problem. There are three contributing factors associated with a traffic crash: the roadway and environment, the vehicle and the driver.

Driver factors (driving after drinking, speeding, not using occupant protection devices, etc.) contribute to some of the most severe traffic crashes. LHSC's highway safety plan seeks to coordinate and unite state and local programs and projects to reduce traffic crashes, deaths and injuries by focusing on enforcement, legislation and public information and education.

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