Results of Brainstorming: Ideas to Share with the Tribal Traffic Safety Advisory Board for 2016 Planning

Voting: R (red-critical), G (green-great), B (blue-good), Y (yellow-nice to have)

Miscellaneous/Policy

- (Economic required a percent to tribal art.) Connect traffic safety to art. 1Y
- Gas stations & casinos should be required to dedicate some time on their variable message signs for public information on traffic fatalities, importance of seat belt use, etc. 2B, 1Y
- Information sharing with MPOs/RTPOs so they are aware of the safety practices being implemented. 1B
- Business sponsorship for safety equipment
- Tribal code development on ATVs crossing on roadways

Programs/Contributing Factors

- Seat belts
- Truck passengers
- Hitchhiking/pedestrians

Product/Service

- Culturally appropriate reflective gear / clothing 1R
- Cool reflective patches/clothing for pedestrians 2Y, 1R
- Set up police checkpoints for impaired drivers
- Bike safety clinics by police department
- Organize walking buses
- Parenting classes to instruct on child restraints 1B
- Police checkpoints for child restraint use 2Y
- Slogan: Stay bright at night! Explain to students in Tribal boys and girls clubs that “bright” means both color and smart decisions. Reward students.
- Seat belt safety campaign, helmet (MC, bike) safety campaign, speeding enforcement, youth driving safety campaign 6R, 1G, 1B
- Saturation enforcements 1G
- Falling melons (to show what happens to brains on impact)
- Seat belt crash simulator (to better understand forces) 1G, 1Y
- Mobile speed radar that displays speed; move to various trouble spots 1G
- Reminder stickers for car windows to secure child correctly 1G
- Car seats available 1R, 1Y
- Booster seats available 1Y
- Helmets
- Map showing crash locations 1B

Delivery systems

- Billboards 1G, 1B
- Casinos
- YouTube, Facebook, etc. 1G
- Radio ads 1G
- Radio PSAs in five top areas of fatalities (seat belts, pedestrian, impaired, speeding, child restraints) 2B
- Back of cinema tickets print slogans
- Short educational videos
- Handout rackcards (at casinos) 2G