

Effectively Communicating and Connecting Safety Messages



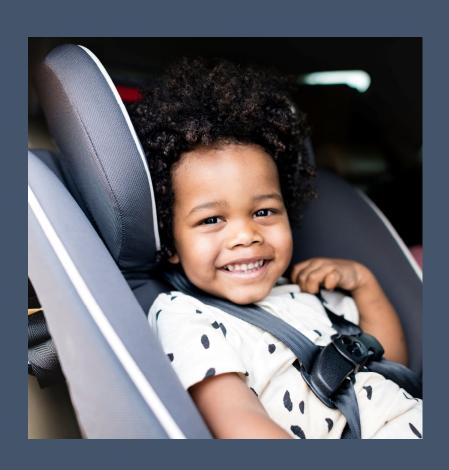
Empowering Decisions

- Educate
- Engage
- Support and Resources

Message and Messenger

- Representation
- Emotional Connection
- Advocates
- Clear Call to Action





Connecting Creative

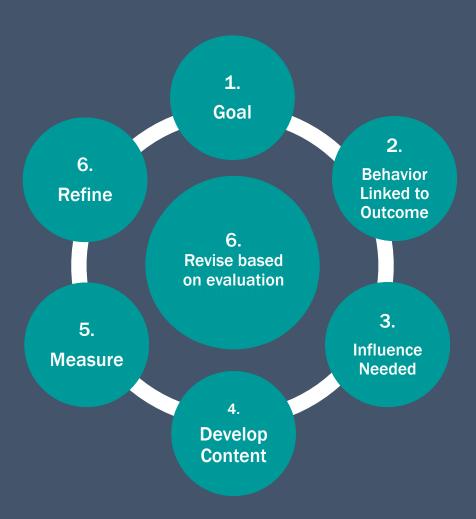
- Language
- Normalizing Safe Behavior
- Imagery



Influencing Change

- Knowledge
- Feelings and Beliefs
- Ability and Willingness to Change
- Empower Decisions Educate,
 Engage and Support

Applying Best Practices
In Behavior Interventions:





Community Engagement

- Community-Based Organizations
- Faith-Based Organizations
- Cultural Events
- Athletic Clubs

Empower Decisions and Influence Change— Don't tell us what we <u>need to have to or</u> <u>should do</u>. Give us the <u>why</u> the how and the resources to do so.

Make sure we see ourselves in your message and you make an emotional connection.

Apply best practices to develop your campaign or program and measure your results.

Engage Partners! Specialized Communication Firms Non-Profits/ Faith-Based CBOs Media

Establish an on-the-ground presence in the community!

Thank you!

