



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

Key Takeaways

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

Key Takeaways

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

Key Takeaways

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

Key Takeaways

Engage Partners!

Specialized Communication Firms

Non-Profits/ Faith-Based CBOs

Media

Key Takeaways

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

Thank you!

