

Responder-Public Interactions Are a Key to Success

The partners involved in the Executive Leadership Group (ELG), and Traffic Safety Advancement Group (TSAG) join others in recommending that responders interface with drivers in their communities at existing events or opportunities developed to emphasize the week. However, the way to change driver behavior is to continually push the message to drivers and future drivers, responders and support partners during the year.

The Federal Emergency Management Agency (FEMA) recognized the importance of teaching safety to even the pre-school and pre-teen crowd. When It partnered with Sesame Street and the Public Broadcasting System (PBS) to share materials on “Stop, Drop and Roll,” when there is a fire, or “Duck and Cover” when earthquakes shake the ground. Likewise, over time, the National Traffic Incident Response Program may develop tools to target this audience. After all, don’t kids love to tell their parents are wrong because “Mrs. So-and-So said you are supposed to pull your car off the road if it makes sense to make it safer for all”?

How many avenues and opportunities can be used use every day with a responder interacting with the community? County fairs, meetings in schools, fire house open houses, and even traffic stops by law enforcement could provide an opportunity to teach and even hand out visor cards to help educate them to safe practices. Safe, quick clearance laws exist to ensure that the driver operates safely for responders operating on the highway or their passengers or other motorists working around them if they are in an accident.

One tower in Ohio was pretty blunt when he said, “When I get them in my truck, they are a captive audience. It would be a tragedy not to remind them of how to be safe around incidents.”

This products and good practices shared on this website provide responders or their administrative offices with tools that may be reproduced to use as hand-outs and adapted as desired with sponsored organization logos.

FHWA and its partners view the products included in this toolkit and available electronically on line as ones borrowed from other organizations because they appear to be good examples with certain audiences. But, the tool kit may not be appropriate to every locale based on laws and regional risks. The items that are included in this Tool Kit come from a number of sources, including Missouri DOT, Florida Turnpike Authority, Pennsylvania DOT and Turnpike Commission, Wisconsin’s SSP ride-alongs, and the Emergency Responder Safety Institute (ERSI) whose website (respondersafety.com) hosts many products that may be used, including high-quality Public Safety Announcements.



Sharing Helps Others

We hope that as we reach out to the public or each other (responder to responder, responder senior executives with the jurisdiction’s senior executive, such as mayor or county commissioner) and you find

something that was a big hit, please share it. We plan to conduct a couple of post event webinars to review what worked best for you and others.

The TIM Network website (www.timnetwork.org) has a Response Week tab with lots of information, including the public outreach toolkit.

AASHTO's National Operations Center of Excellence (NOCoE) website (<https://transportationops.org/traffic-incident-response-week-2017>) is a one-stop shop for information as well.

If you plan to conduct an event, please share with us information on what will occur, planned date, and media coverage. After the event, please share your lessons learned and what you would do next year.

We thank you for your time.

2017 Traffic Incident Response Week Planning Group