

**Not Sure What to Do to Observe Traffic Incident Response Week? Planning Suggestions are Here for You!**

Activity\ Where	What	Who	How
<p><b>Invite People Over: Host an open house or public meeting at your facility, and Show Your Stuff!</b></p> <p>Your fire station, police station, towing business, safety service patrol garage, hazmat training site, EMS garage, 911 center, or auto club office</p>	<ul style="list-style-type: none"> <li>• Invite folks to visit on a specific day or evening; show them what you do:</li> <li>• Tell them how dangerous it is for them, &amp; for you, during traffic incidents</li> <li>• Show them how you position your vehicles</li> <li>• Show them how you communicate with other responders &amp; 911</li> <li>• Show them why high visibility garments are important</li> <li>• Show them cone placement; let them try setting a few cones</li> <li>• Show them how things work, at a basic level</li> <li>• Show them what your tools are, what your apparatus does</li> <li>• Show them why high visibility garments are important</li> </ul>	<ul style="list-style-type: none"> <li>• Invite:</li> <li>• the community</li> <li>• the media</li> <li>• public officials</li> <li>• responders who tell good stories</li> </ul>	<ul style="list-style-type: none"> <li>• Promote the event in your town (posters, handouts)</li> <li>• Promote the event through local radio, newspaper, websites</li> <li>• It is more important to tell people BEFORE your event, than after</li> <li>• Ask TV &amp; radio stations if they want to do live broadcasts</li> </ul>

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<p><b>Take Them for a Ride: Offer ride-alongs to media who can tell your story</b></p> <p>Ride-alongs for the media are great ideas, beginning at your starting point – the police or fire station, EMS or service patrol garage, your towing &amp; recovery offices or yard. Show them your home base.</p>	<ul style="list-style-type: none"> <li>• Check with your legal department to see if a ride-along is appropriate, given your organization</li> <li>• Decide which media outlet(s) (radio, TV, newspaper, web) you want to invite.</li> <li>• Consider inviting municipal or state government officials</li> <li>• Invite them for separate trips, as they ride along, but you can do an explanation at a single time for assembled media if that works for you</li> <li>• Tell them how dangerous it is for them as drivers, &amp; for you as responders, on scene</li> <li>• Show them how you position your vehicles</li> <li>• Show them how you communicate</li> <li>• Wear your high visibility garments and give them theirs!</li> </ul>	<ul style="list-style-type: none"> <li>• TV depends on photos, good pictures / Show them some.</li> <li>• Newspaper wants more in-depth &amp; good stories / Have some to tell</li> <li>• Radio may be a hard sell, but may want to broadcast live as they ride / Be ready</li> <li>• Web media could want a mix of all</li> </ul>	<ul style="list-style-type: none"> <li>• A ride-along is putting people in the seat with you</li> <li>• Any story can either promote Traffic Incident Response Week or mark it after</li> <li>• Try to schedule it before any other events you may be having that week</li> <li>• Ask TV &amp; radio stations if they want to do live broadcasts before you ride</li> <li>• Be sure you have a clear message of responder safety, motorist safety, &amp; the communications &amp; quick clearance actions that make all safe.</li> </ul>

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<p><b>Exercise Time:</b>  <b>Simple exercises can teach the public more about your work</b>  An exercise can be done any place that works for you &amp; other responders, &amp; the public. You can imagine any incident, situation, or circumstance. If you want to involve all disciplines, give them a specific task for the exercise, then run it. Any good exercise has an expectation that comes from a specific plan or document. If you don't have that to base your exercise on, choose another event. Or limit your exercise opportunity to a drill of things that some folks are good at, a teaching event for new personnel. This is especially good for traffic control &amp; vehicle positioning.</p>	<ul style="list-style-type: none"> <li>• This exercise should be done in front of people. Invite them. Absent that, make sure you have some local media coverage. Lacking that, write a good story &amp; share it with the local newspaper, or on social media.</li> <li>• An exercise is about people, reacting to unexpected circumstances, &amp; performing in an expected way. Document what each person does. Do not be afraid to pause &amp; reflect as you go.</li> <li>• Consider every TIM activity you can. Incident Command. Detection &amp; reporting to 911. Dispatch of appropriate vehicles. Blocking. Extrication. Fire suppression. Hazardous materials cleanup. Towing &amp; recovery.</li> <li>• Never exercise without high visibility garments, even indoors. It's a great message.</li> <li>• Show them cone placement; let them try setting a few cones</li> </ul>	<ul style="list-style-type: none"> <li>• Invite the community</li> <li>• Invite the media</li> <li>• Invite public officials</li> <li>• Invite responders who tell good stories</li> <li>• Invite neighboring community emergency responders</li> </ul>	<ul style="list-style-type: none"> <li>• Promote the event in your town (posters, handouts)</li> <li>• Promote the event through local radio, newspaper, websites</li> <li>• It is more important to tell people BEFORE your event, than after</li> <li>• Ask TV &amp; radio stations if they want to do live broadcasts</li> </ul>

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<p><b>Talk It Out: Ask local service clubs &amp; schools if they need a speaker</b></p> <p>Your community is a treasure map, opportunities abounding for you to make the case for improved safety for motorists &amp; responders every day. Whether it is the Rotary, Kiwanis, Lions, Elks, or other organization, or if it is an elementary school or secondary school, or a local college, ask to be a speaker.</p>	<ul style="list-style-type: none"> <li>• Invite yourself to as many places as you can. Pace yourself. You can stretch the engagements out over a couple of months.</li> <li>• Have a specific message of your local needs – is it speeding traffic, distracted driving, something else?</li> <li>• Tell them what you do. Tell them what you want them to do, need them to do.</li> <li>• Let them tell you about their experiences, their travel through TIM areas, &amp; be ready to learn from what they sense, what they see, what they feel</li> <li>• Wear your high visibility garment when you speak. It is a powerful message.</li> </ul>	<ul style="list-style-type: none"> <li>• If you feel better as part of a panel, get one together, a pair or trio can speak</li> <li>• If you have a survivor of a crash in a work zone, ask them to come along, or get approval to tell their story</li> <li>• Invite public officials; actually, many local elected officials will be in a service club audience or fraternal organization meeting</li> <li>• Tell the host organization you welcome media coverage, if they do</li> </ul>	<ul style="list-style-type: none"> <li>• Promote your speaking appearance in the club in advance, so those with ideas are there</li> <li>• Be absolutely ready to listen, more than speak</li> <li>• Every public appearance is your chance to tell people you want them to work with you to be safer.</li> <li>• Tell your audience, “Your response to a crash is just as important as mine. Let’s work together!”</li> </ul>

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<p><b>Take a Crash Course: Draw attention to TIM issues with a mock crash scene</b></p> <p>A shopping mall, large parking lot, a community center, a school. The location helps determine your audience for your mock crash scene. Ideally, it should be in a very visible space, &amp; may attract wider attention if it plays out for a length of time.</p>	<ul style="list-style-type: none"> <li>• Choose a safe location in a parking lot or other large space</li> <li>• Try to provide room to simulate a highway condition, even if it is smaller facility</li> <li>• An alternative would be to use your actual location as the location of the crash</li> <li>• If you can, demonstrate arrival, parking to block, &amp; initial traffic control, prior to extrication or other on-scene activity</li> <li>• This is a mock event. It is OK to stretch or compress time</li> <li>• If you invite anyone to look closer, hand them a high visibility vest</li> </ul>	<ul style="list-style-type: none"> <li>• Partner with a local MADD or SADD group, who like to focus on drunk driving</li> <li>• Invite public officials</li> <li>• Invite responders who tell good stories</li> <li>• Involve the media whenever possible</li> </ul>	<ul style="list-style-type: none"> <li>• Promote the event in your town (posters, handouts)</li> <li>• Promote the event through local radio, newspaper, websites</li> <li>• It is more important to tell people BEFORE your event, than after</li> <li>• Ask TV &amp; radio stations if they want to do live broadcasts</li> <li>• Always have a good speaker to talk to the public &amp; others gathered</li> </ul>

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<p><b>Throw Out the First Pitch: Be proactive in seeking web attention through social media, to TV stations, &amp; to local radio &amp; newspaper</b></p> <p>Every single media outlet you can find is your target. You set the tone with your message</p>	<ul style="list-style-type: none"> <li>• Prepare a list of messages you want the public to hear (explain what you do &amp; why &amp; what you expect them to do)</li> <li>• Prepare a list of questions you can post on social media. You will be surprised how effective that engagement with motorists can be</li> <li>• Tell them why slowing down &amp; moving over is good</li> <li>• Tell them why they should not drive distracted</li> <li>• Tell them why following too closely is unsafe</li> <li>• Signals? Use them...Seat belts? Wear them... Signs? Obey them.</li> <li>• Imagine a public that has no idea what you do &amp; why. Because most do not</li> </ul>	<ul style="list-style-type: none"> <li>• Social media you control. If you can get retweets, shares on Instagram, or likes on Facebook, your reach is extended.</li> <li>• Sit down with your local newspaper, &amp; ask them how you can tell your story, or have them tell your story. Write a letter to the editor.</li> <li>• Call your local radio station. Do they have any news programming? Ask how you can be involved</li> <li>• Tell TV when you have an issue on the road. Ask them to give you a chance to explain your crash scene. Invite them to a safe place at the next one.</li> </ul>	<ul style="list-style-type: none"> <li>• Have a clear message.</li> <li>• Plan to deliver it as many ways as you can</li> <li>• You take the first step in all cases. You control the message.</li> </ul>

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<p><b>Training Day: Schedule a specific SHRP 2 TIM Responder classroom or virtual classroom sessions during the week, or some modules of the training, for new responders, those who need a refresher, &amp; the public</b></p> <p>Choose a location for training that is as open as possible to all interested. Should provide enough parking and be ADA accessible.</p>	<ul style="list-style-type: none"> <li>You can schedule a full training day, or modules of SHRP 2</li> <li>You know what your personnel need</li> <li>If you think your community would benefit, open training to the public</li> <li>Invite the media to attend training whenever you can</li> <li>If you have a public group, make the training less technical</li> </ul>	<p>Invite:</p> <ul style="list-style-type: none"> <li>specific responder groups if needed</li> <li>the community if that works for you</li> <li>the media to help promote the responder safety message</li> <li>public officials</li> <li>responders who tell good “war” stories</li> </ul>	<ul style="list-style-type: none"> <li>Determine your audience &amp; invite them early</li> <li>If you get too many responses, hold multiple classes</li> <li>The important thing is that you deliver training in a timely fashion</li> </ul>

