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

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| **Invite People Over: Host an open house or public meeting at your facility, and Show Your Stuff!** | • Invite folks to visit on a specific day or evening; show them what you do:  
  • Tell them how dangerous it is for them, & for you, during traffic incidents  
  • Show them how you position your vehicles  
  • Show them how you communicate with other responders & 911  
  • Show them why high visibility garments are important  
  • Show them cone placement; let them try setting a few cones  
  • Show them how things work, at a basic level  
  • Show them what your tools are, what your apparatus does  
  • Show them why high visibility garments are important | • Invite:  
  • the community  
  • the media  
  • public officials  
  • responders who tell good stories | • Promote the event in your town (posters, handouts)  
  • Promote the event through local radio, newspaper, websites  
  • It is more important to tell people BEFORE your event, than after  
  • Ask TV & radio stations if they want to do live broadcasts |
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| **Take Them for a Ride: Offer ride-alongs to media who can tell your story** | 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 & recovery offices or yard. Show them your home base. | • Check with your legal department to see if a ride-along is appropriate, given your organization  
• Decide which media outlet(s) (radio, TV, newspaper, web) you want to invite.  
• Consider inviting municipal or state government officials  
• 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  
• Tell them how dangerous it is for them as drivers, & for you as responders, on scene  
• Show them how you position your vehicles  
• Show them how you communicate  
• Wear your high visibility garments and give them theirs! | • TV depends on photos, good pictures / Show them some.  
• Newspaper wants more in-depth & good stories / Have some to tell  
• Radio may be a hard sell, but may want to broadcast live as they ride / Be ready  
• Web media could want a mix of all | • A ride-along is putting people in the seat with you  
• Any story can either promote Traffic Incident Response Week or mark it after  
• Try to schedule it before any other events you may be having that week  
• Ask TV & radio stations if they want to do live broadcasts before you ride  
• Be sure you have a clear message of responder safety, motorist safety, & the communications & quick clearance actions that make all safe. |
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<td>Exercise Time: Simple exercises can teach the public more about your work</td>
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<td>• 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.</td>
<td>• Invite the community</td>
<td>• Promote the event in your town (posters, handouts)</td>
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<td>• 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.</td>
<td>• Invite the media</td>
<td>• Promote the event through local radio, newspaper, websites</td>
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<td>• 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.</td>
<td>• Invite public officials</td>
<td>• It is more important to tell people BEFORE your event, than after</td>
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<td>• Never exercise without high visibility garments, even indoors. It’s a great message.</td>
<td>• Invite responders who tell good stories</td>
<td>• Ask TV &amp; radio stations if they want to do live broadcasts</td>
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<td>• Show them cone placement; let them try setting a few cones</td>
<td>• Invite neighboring community emergency responders</td>
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<td><strong>Talk It Out: Ask local service clubs &amp; schools if they need a speaker</strong></td>
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<td>• Invite yourself to as many places as you can. Pace yourself. You can stretch the engagements out over a couple of months. • Have a specific message of your local needs – is it speeding traffic, distracted driving, something else? • Tell them what you do. Tell them what you want them to do, need them to do. • 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 • Wear your high visibility garment when you speak. It is a powerful message.</td>
<td>• If you feel better as part of a panel, get one together, a pair or trio can speak • If you have a survivor of a crash in a work zone, ask them to come along, or get approval to tell their story • Invite public officials; actually, many local elected officials will be in a service club audience or fraternal organization meeting • Tell the host organization you welcome media coverage, if they do</td>
<td>• Promote your speaking appearance in the club in advance, so those with ideas are there • Be absolutely ready to listen, more than speak • Every public appearance is your chance to tell people you want them to work with you to be safer. • Tell your audience, “Your response to a crash is just as important as mine. Let’s work together!”</td>
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| **Take a Crash Course: Draw attention to TIM issues with a mock crash scene**<br>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, & may attract wider attention if it plays out for a length of time. | • Choose a safe location in a parking lot or other large space  
• Try to provide room to simulate a highway condition, even if it is smaller facility  
• An alternative would be to use your actual location as the location of the crash  
• If you can, demonstrate arrival, parking to block, & initial traffic control, prior to extrication or other on-scene activity  
• This is a mock event. It is OK to stretch or compress time  
• If you invite anyone to look closer, hand them a high visibility vest | • Partner with a local MADD or SADD group, who like to focus on drunk driving  
• Invite public officials  
• Invite responders who tell good stories  
• Involve the media whenever possible | • Promote the event in your town (posters, handouts)  
• Promote the event through local radio, newspaper, websites  
• It is more important to tell people BEFORE your event, than after  
• Ask TV & radio stations if they want to do live broadcasts  
• Always have a good speaker to talk to the public & others gathered |
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| Throw Out the First Pitch: Be proactive in seeking web attention through social media, to TV stations, & to local radio & newspaper | | • Prepare a list of messages you want the public to hear (explain what you do & why & what you expect them to do)  
• Prepare a list of questions you can post on social media. You will be surprised how effective that engagement with motorists can be  
• Tell them why slowing down & moving over is good  
• Tell them why they should not drive distracted  
• Tell them why following too closely is unsafe  
• Signals? Use them...Seat belts? Wear them... Signs? Obey them.  
• Imagine a public that has no idea what you do & why. Because most do not | | • Social media you control. If you can get retweets, shares on Instagram, or likes on Facebook, your reach is extended.  
• Sit down with your local newspaper, & ask them how you can tell your story, or have them tell your story. Write a letter to the editor.  
• Call your local radio station. Do they have any news programming? Ask how you can be involved  
• 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. | • Have a clear message.  
• Plan to deliver it as many ways as you can  
• You take the first step in all cases. You control the message. |

Every single media outlet you can find is your target. You set the tone with your message.
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<td>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</td>
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<td>• You can schedule a full training day, or modules of SHRP 2 • You know what your personnel need • If you think your community would benefit, open training to the public • Invite the media to attend training whenever you can • If you have a public group, make the training less technical</td>
<td>Invite: • specific responder groups if needed • the community if that works for you • the media to help promote the responder safety message • public officials • responders who tell good “war” stories</td>
<td>• Determine your audience &amp; invite them early • If you get too many responses, hold multiple classes • The important thing is that you deliver training in a timely fashion</td>
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Choose a location for training that is as open as possible to all interested. Should provide enough parking and be ADA accessible.