

— SHOW-ME —

**ZERO**



Buckle up. Phone down. Slow down. Drive sober.

**Reaching New Communities and Achieving Equitable Outcomes**

Jon Nelson, Missouri DOT

# Everyone Can Help

- Families & Individuals
- Businesses and Corporations
- Schools (all levels)
- Civic Organizations and Community Groups
- Counties and Cities
- Law Enforcement Agencies
- Prosecutors and Courts
- Health Professionals and Emergency Responders
- Public Works and Engineering
- Planning Organizations
- State Agencies/Officials
- Who else?



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# Public Participation and Engagement

## Affected Communities

- Underserved
  - *Populations sharing a particular characteristic or geographic location, that have been systematically denied a full opportunity to participate in aspects of economic, social, and civic life.*
- Overrepresented
  - *A disproportionately large number of a particular category or type of person shown impacted through data, especially when compared to the general population or statistical average*

# SWOT Analysis



*Missouri Coalition  
for **Roadway Safety***





# SWOT Outcomes

## Overrepresented

- Unbelted occupants in rural Missouri
  - Northeast and Southeast MO
  - Teens and white males
  
- Pedestrians in urbanized areas
  - St. Louis and Kansas City
  - Communities of color





# SWOT Outcomes

## Underserved

- Rural, low-income communities
- Urban neighborhoods
- Hispanic communities
- Foster youth
- Immigrant populations
- Rural emergency response











# Recruiting and Community Outreach Division







**YOU'RE INVITED!**

**INAUGURAL**  
**EQUITY & ENGAGEMENT**  
**IN TRAFFIC SAFETY**  
**SUMMIT**

**JOIN US FOR A PRE-SUMMIT NETWORKING EVENT:**  
MAY 1 | 6 PM  
HOLIDAY INN & SUITES  
JEFFERSON CITY  
HORS D'OEUVRES PROVIDED

**MAY 2, 2023**  
9 AM - 2:30 PM  
LINCOLN UNIVERSITY  
SCRUGGS BALLROOM  
JEFFERSON CITY

**LUNCH & LODGING PROVIDED**  
Hotel accommodations are available at the Holiday Inn & Suites. To RSVP and reserve a hotel room (if needed), please email Denise Fennewald: [denise.fennewald@modot.mo.gov](mailto:denise.fennewald@modot.mo.gov)  
**PLEASE RSVP BY APRIL 21**

**MoDOT**   
**NHTSA**  
NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

# Equity and Engagement Summit

- Your Community
- Your Experiences
- Your Ideas

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# Missouri Equity and Engagement in Traffic Safety Summit

May 2, 2023 – Jefferson City, Mo.

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# Challenges

- Time
- Resources
- Old habits
- Language/cultural barriers
- Trust
- Cold calling





# Key Takeaways

- Greater awareness of programs/resources
- Trusted voices
- Content by the community for the community
- Better access to programs/resources
- Relationships matter





# A Summit is Just the Start


- Foster care organizations
- Vitendo 4 Africa
- Hispanic Leaders Group of St. Louis
- Faith-based community outreach
- Elementary schools
- Driver and Officer Safety
- MO Highway Safety Conference





# Equipping and Empowering Partners

- Publications
- Materials
- Equipment
- Video/Audio Assets
- Grant Awards


**No sostengas tu telefono  
Es la Ley** 

Vigente a partir del 28 de agosto de 2023

Según el Proyecto de Ley del Senado 398, todos los conductores en las carreteras de Missouri no deberán:

- 1 Sostener o usar un teléfono celular u otro dispositivo inalámbrico mientras conducen. Los conductores pueden utilizar funciones Bluetooth o activadas por voz mientras manejan.\*
- 2 Escribir, redactar, enviar o leer cualquier comunicación basada en texto en un dispositivo de comunicación electrónica de forma manual.
- 3 Ver, grabar, publicar, enviar o transmitir un video o película.

\*Las funciones incluyen GPS y otras aplicaciones manos libres.



## Sanciones

**1ra Condena**  
Hasta \$150 de multa

**2da Condena**  
Hasta \$250 de multa

**3ra Condena**  
Hasta \$500 de multa

Los conductores pueden enfrentar cargos criminales por accidentes que resulten en daños materiales, lesiones o muerte.

Los conductores todavía pueden reportar un crimen, una emergencia médica o un accidente de tráfico.

Obtén más información visitando [savemolives.com](http://savemolives.com).











**NEW THIS MORNING**

**TRIPLE A TEACHES KIDS ABOUT SAFE DRIVING**  
UNIVERSITY CITY







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