

TOWARD ZERO DEATHS

Because your life counts

Engaging Communities

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What I will cover?

- What is a coalition?
- How to:
 - Find the right people
 - Bring them together
 - Keep them engaged





What is a Coalition?

A coalition is a *group* made up of people and organizations, *working together* to achieve a goal.





Advantages of a Coalition

- Often more effective than individuals
- Created if a community wants to change behavior or attitudes
- Can build stronger community
- Offer more resources and a bigger voice
- Enhance credibility
- Achieve widespread support and activity





Finding Members

Who are the key community leaders that need to be at the table?

- Are there any non-traditional partners in the community?
- Who has a personal interest in traffic safety in the community?





Recruit the right people!

- Who should be included?
 - 5 "Es"
 - Diverse membership
 - Traffic safety advocates
 - Community leaders
 - Personal impact
- Why should they get involved?
- Make the ask!





Riddle for you

A man buys champagne in a bar to celebrate his 16th birthday. He is in a country where the drinking age is 21. All patrons, regardless of age, must produce valid ID for each purchase.

How did he buy the champagne?"





Now what?

Plan (What do you hope to accomplish?)

Prepare, and

Move forward





Oh success - how do I get there?

- Purpose driven
- What's your motivation?
- Identify some short-term outcomes
- Devise the coalition's structure



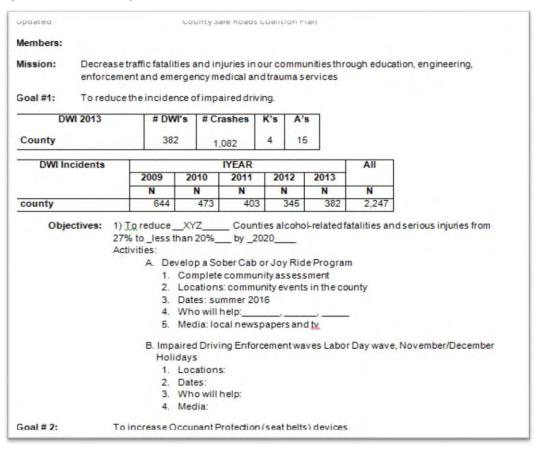


Oh success how do I get there?

Don't get lost by the plan!

Ensure vitality

Evaluate







Success Stories

Community Action Teams (CAT)







Success Story

A Tribal Community









Insanity is doing the same thing over and over again and expecting different results.

- Albert Einstein (attributed)





Keys to Sucess

- ✓ Listen
- ✓ Be purpose driven
- ✓ Celebrate your success
- ✓ Build the relationship
- ✓ Follow through
- ✓ Start small and keep going!

- ✓ No idea is a bad idea
- ✓ Don't place blame
- ✓ Its WE **not** "I"
- ✓ Learn from your failures
- ✓ Don't get lost in the plan









Start small













What's been you? helpful for you?

Share a success

Share a struggle?
Who has ideas to help with that?

Questions

Thoughts









https://www.youtube.com/watch?v=4z7gDsSKUmU









One last thought

- Always listen to the experts.
 They'll tell you what can't be done and why.
 Then do it.
 - Robert Heinlein

Thank you!

