

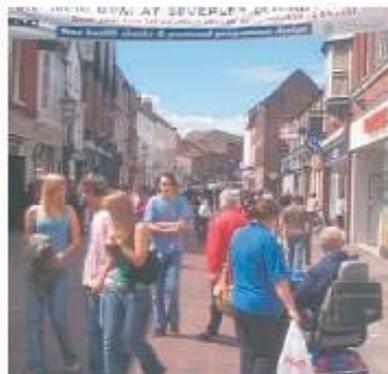
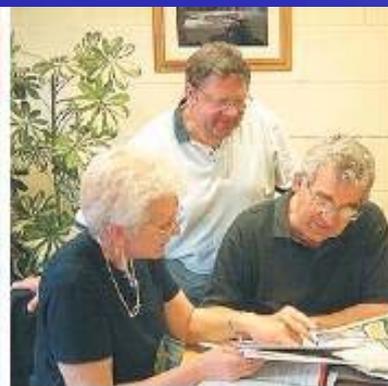
# Detroit Police Department Police Community Services



**DETROIT COMPREHENSIVE  
TRAFFIC SAFETY PROJECT**

**March 31, 2010**

# GETTING YOUR COMMUNITY INVOLVED IN TRAFFIC SAFETY



# Police Community Services

- ❖ Provide Traffic Safety Education
- ❖ Partner with Community Groups and Businesses
- ❖ Implement Traffic Safety programs
- ❖ Distribute Bicycle Helmets



# Department Police Partnerships

- ❖ **Children's Hospital of Michigan**
- ❖ **Gratiot Woods Safe Community**
- ❖ **Detroit Area Pedestrian Safety Action Team**



# Pedestrian Safety and Traffic Safety Education

- ❖ Pedestrian Safety with Wayne State University
- ❖ Drinking/Driving Education (Distracted Driving)
- ❖ Education Materials from Michigan Office Highway and Safety
- ❖ Personal relationships with area schools/hospitals



# REACHING THE COMMUNITY

- HOW TO REACH A LARGE AUDIENCE?
- WHERE TO FIND THE PEOPLE?



# COMMUNITY BBQ'S



# LOCAL AREA CHARITY EVENTS

# WHERE TO REACH OUT

- METRO YOUTH DAY (35,000 YOUTHS AND TEENS)



# FAIRS



# CHURCHES



# NEIGHBORHOOD WATCH



# AUTO SHOWS



# PARENT TEACHER DAYS



# TARGETING PARENTS

- GIVE-AWAYS
- FOOD
- REVELANT INFORMATION
- “PESTER POWER” (KIDS INFLUENCE ON PARENTS)

# ❖ Key Programs & Activities



# DETROIT AREA BUSINESSES

- Rite Aid
- CVS
- Walgreen's
- Area Church's
- Bars



# MEETING INSIDE OF A MEETING

- COMMUNITY MEETING



# STRATEGY IN ACTION

- HOW TO TARGET YOUR AUDIENCE?
- CHOOSING AGE SPECIFIC MATERIALS AND LURES
- WHAT ARE LURES?

# LURES-GIVE AWAYS



# LURES- MAGIC SHOW



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# STRATEGIES FOR SCHOOLS

- SCHOOL RALLY-MUST BE FUN!
- MATERIAL MUST BE AGE APPROPRIATE
- GAMES AND VIDEOS
- CREATE A PERSONA THAT THE KIDS CAN IDENTIFY WITH: “CLICK IT THE CRICKET”

# GEM CAR



# PUPPET SHOWS-LITTLE ONES



# WHAT TEENS LOVE

- MUSIC
- SOCIAL MEDIA
- MOVIES
- OTHER TEENS
- SPORTS
- FOOD

# MUSIC



# MOVIES



# SPORTS



# FOOD



# SOCIAL MEDIA

## Social Media Landscape



# QUESTIONS?

## CONTACT INFORMATION

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