**Vision Zero Partner Network Concept**

***Background***

Motor vehicle crashes are the leading cause of death and injury for all ages. Motor vehicle crashes have tragic effects on families, employers and communities. But, they are preventable through education, enforcement and policy change.

The North Dakota Department of Transportation (NDDOT) Safety Division developed a Vision Zero Partner Network (VZPN) consisting of private and public partners through employers, associations, groups and individuals.

The VZPN will exist to protect the health and safety of families, employees, and the community by preventing motor vehicle crashes through education, enforcement and policy activities. The VZPN will assist to change driver attitudes, improve driver and occupant behavior, and build a statewide culture of traffic safety.

***Registration***

Those who choose to participate will register to join the VZPN on a web page on the North Dakota *Vision Zero* website: https://visionzero.nd.gov/partners/.

Registered members will receive regular education and outreach materials for use to encourage traffic safety among their families, employees, and communities.

***Benefits to VZPN Members***

Outreach materials will be provided regularly to VZPN members in coordination with the NDDOT Safety Division media campaign calendar which identifies traffic safety priority emphasis areas (such as seat belt use, child passenger safety, impaired driving, distracted driving, and teen drivers) during specified times of the year. For example, impaired driving prevention is the focus during the holiday season – December through early January.

Education and outreach materials provided to VZPN members will include campaign-specific items from the following list.

* Model traffic safety policies to guide employee driving and occupant behavior
* Ready to publish newsletter articles
* Fact sheets
* PA system announcements
* Media downloads:
  + TV ads
  + Radio ads
  + Videos
  + Web banners
  + Print materials for use as posters, fliers, inserts, etc.
* Suggested posts for social media (Facebook, Twitter)
* Suggested messages for company or community electronic message boards
* Suggested activities to conduct during the campaign (for example, observational survey of seat belt use among employees, non-alcoholic drink recipes, empty dinner table display, etc.)
* Display banners
* Web-based trainings

VZPN members can pick and choose the items they want to distribute and the methods to distribute.

***In-Kind Contributions of VZPN Members***

VZPN members can also opt to contribute in-kind contributions they would be willing to provide in support of statewide traffic safety. Contributions could include:

* Media advocacy (writing editorials to the local newspaper, participating in media events related to outreach activities being conducted, etc.)
* Policy advocacy (education and outreach to stakeholder groups, participation in teams working to advance stronger traffic safety laws for North Dakota)
* Purchase of promotional items for distribution at various outreach events (promotional items could include items such as magnets, pens, air fresheners, water bottles, lip balm, or a multitude of other items branded with a traffic safety message and company logo)
* Purchase of additional paid media (TV, radio, internet ads) to expand the reach of planned campaigns

VZPN members can also suggest other outreach materials or activities that they would like to conduct and the NDDOT Safety Division will provide resources in support of the proposed activity.

***Other***

The NDDOT Safety Division will showcase select VZPN activities to draw attention to the good work of the business, association, group or individual conducting traffic safety advocacy and education.

The VZPN will have a significant role in moving the State of North Dakota toward the long-term goal of zero motor vehicle fatalities.