

Did you know that young adult drivers, particularly males, are most at risk of experiencing a severe injury or fatality in a traffic crash due to failure to use the seat belt?

I am Sandra Enness, the Statewide Diverse Populations Traffic Safety Outreach Coordinator with the [Michigan Office of Highway Safety Planning](#) (OHSP), a civilian division within the Department of Michigan State Police.

The OHSP oversees the distribution and use of federal grant funding to its traffic safety partners with the goal of influencing driver behavior and reducing roadway crashes, injuries, and fatalities. This is done through relevant data-driven, outcome-based approaches, free educational materials, and effective traffic safety programs and outreach campaigns.

2024 Michigan Traffic Safety Summit

We are excited to announce we will be hosting the 27th Annual Michigan Traffic Safety Summit on March 12-13, 2024, at the Kellogg Center in East Lansing, Michigan. Please join us for a robust agenda of traffic safety topics, networking, and new this year – two days of exhibits! More information about registration, agenda topics, and lodging will be coming soon. In the meantime, if you have any questions about the summit, please contact msp-ohsp-summit@michigan.gov.

Grant Funding

The OHSP provides grants to eligible entities to conduct effective traffic safety programs with federal funding received through the National Highway Traffic Safety Administration. The next grant proposal cycle for FY25 will occur after the new year. I'm happy to keep you apprised of the date once it is announced.

Partnerships

One of the OHSP's goals is to partner with as many of Michigan's statewide organizations as possible to help educate our residents on Michigan traffic safety laws. Distribution of our [free educational materials](#) and developing your own traffic safety education curriculum is an exciting prospect. Having a new traffic safety partner like the Michigan Association of Local Public Health is one way to achieve that goal and save lives.

Questions? Please contact me at EnnessS2@michigan.gov to discuss how traffic safety education can fit into your outreach efforts.

Michigan Office of Highway Safety Planning Communications Calendar FY2024

(subject to change throughout the year)

(this calendar can be found on the home page of michigan.gov/ohsp)

	Campaign or Message	Dates	Tactics	
			Paid Media	Earned Media
October 2023	Teen Driver Safety Week	Oct 15 to 21	—	Organic social media
	Operation Safe Stop	Oct 17 to 21	—	Organic social media
	National School Bus Safety Week			
	Pedestrian Safety Enforcement Week	Oct 28 to Nov 3	—	Local Template
	National Pedestrian Safety Month	October	Social media ads for Daylight Saving Time and Halloween	• Statewide News Release • Organic social media
	Winter Safe-Driving Awareness	Oct 2023 to Apr 2024	Brogan Campaign	• Banners/Letters • Fact sheet
	Teen Traffic Safety	Oct 2023 to Jul 2024	Brogan Campaign	—
	Campaign or Message	Dates	Tactics	
			Paid Media	Earned Media
November 2023	Crash Responder Safety Week	Nov 13 to 17	—	Organic social media
	MSP Third District Impaired Driving Action Team (IMPACT) Paid Media Campaign	Nov 2023 to Mar 2024	Brogan Campaign	• Attend events if possible
	Campaign or Message	Dates	Tactics	
			Paid Media	Earned Media
December 2023	Older Driver Safety Awareness Week	Dec 6 to 10	—	Organic social media
	Drive Sober or Get Pulled Over (DSOGPO) Mobilization Paid Advertising	Dec 15, 2023, to Jan 1, 2024	Brogan Campaign	• Statewide news release • Fact sheet/Talking Points • Sample social posts
	National Impaired Driving Prevention Month	December	—	Organic social media
	RiderCoach Recruitment	Dec 2023 to Mar 2024	Brogan Campaign	—
	Buckle Up in Your Truck Campaign	Dec 2023 to Apr 2024	Brogan Campaign	—
	Campaign or Message	Dates	Tactics	
			Paid Media	Earned Media
February 2024	Shadow Rider Postcard Operating	February	—	Mailed postcard
	Campaign or Message	Dates	Tactics	
			Paid Media	Earned Media
March 2024	St. Patrick's Day	Mar 17	—	Organic social media
	Shadow Rider Paid Media	Mar to Jul	Brogan Campaign	—

April 2024	Campaign or Message	Dates	Tactics	
			Paid Media	Earned Media
	4/20	Apr 20	—	• News Release • Organic social media
	National Distracted Driving Awareness Month	April	—	Organic social media
	Distracted-Driving Enforcement	April	Brogan Campaign	• Statewide news release • Local template • Fact sheet/Talking Points • Sample social posts
	Distracted-Driving Public Education Campaign	April + throughout year	Brogan Campaign	—
	Drugged-Driving Public Education Campaign	Apr to Sep	Brogan Campaign	—
	Statewide Bicyclist Education Campaign	Apr to Sep	Brogan Campaign	—
May 2024	Campaign or Message	Dates	Tactics	
			Paid Media	Earned Media
	National EMS Week	May 19 to 25	—	Organic social media
	Click It or Ticket (CIOT) Mobilization Paid Media	May 20 to Jun 2	Brogan Campaign	• Statewide news release • Fact sheet/Talking Points • Sample social posts • Orderable banners
	Motorcycle Safety Awareness Month	May	—	Organic social media
	National Bicycle Safety Month	May	—	• Statewide News Release • Organic social media
	Impaired Motorcyclist Prevention Campaign	May to Aug	Brogan Campaign	—
	Rear Seat Belt Campaign	May to Sep	Brogan Campaign	—
	Statewide Pedestrian Education Campaign	May to Sep	Brogan Campaign	—
June 2024	Campaign or Message	Dates	Tactics	
			Paid Media	Earned Media
	Booster Seat Campaign	Jun to Sep	Brogan Campaign	—
July 2024	Campaign or Message	Dates	Tactics	
			Paid Media	Earned Media
	Speed Enforcement Mobilization Paid Advertising	July	Brogan Campaign	• Statewide news release • Fact sheet/Talking Points • Sample social posts

August 2024	Campaign or Message	Dates	Tactics	
			Paid Media	Earned Media
	Bicyclist Safety Enforcement Week	Aug 5 to 11	—	Local Template
	Drive Sober or Get Pulled Over (DSOGPO) Mobilization Paid Advertising	Aug 16 to Sep 2	Brogan Campaign	• Statewide news release • Fact sheet/Talking Points • Sample social posts • Orderable banners
September 2024	Campaign or Message	Dates	Tactics	
			Paid Media	Earned Media
	Child Passenger Safety Week/Seat Check Saturday	Sep 15 to 21	—	Organic social media
	Rail Safety Week	Sep 16 to 20 (?)	—	Organic social media
	Child Passenger Safety Support	September	—	Organic social media
October 2024	Campaign or Message	Dates	Tactics	
			Paid Media	Earned Media
	Teen Driver Safety Week	Oct 13 to 19	—	Organic social media
	Operation Safe Stop National School Bus Safety Week	Oct 21 to 25	—	Organic social media
	Pedestrian Safety Enforcement Week	Oct 26 to Nov 1	—	Local Template
	National Pedestrian Safety Month	October	Social media ads for Daylight Saving Time and Halloween	• Statewide News Release • Organic social media
	Winter Safe-Driving Awareness	Oct 2024 to Apr 2025	Brogan Campaign	—
	Teen Traffic Safety	Oct 2024 to Jul 2025	Brogan Campaign	—
November 2024	Campaign or Message	Dates	Tactics	
			Paid Media	Earned Media
	Crash Responder Safety Week	Nov 11 to 15 (?)	—	Organic social media
	MSP Third District Impaired Driving Action Team (IMPACT) Paid Media Campaign	Nov 2024 to Mar 2025	Brogan Campaign	• Attend events if possible
December 2024	Campaign or Message	Dates	Tactics	
			Paid Media	Earned Media
	Older Driver Safety Awareness Week	Dec 2 to 6	—	Organic social media
	Drive Sober or Get Pulled Over (DSOGPO) Mobilization Paid Advertising	Dec 11, 2024, to Jan 1, 2025	Brogan Campaign	• Statewide news release • Fact sheet/Talking Points • Sample social posts
	National Impaired Driving Prevention Month	December	—	Organic social media
	RiderCoach Recruitment	Dec 2024 to Mar 2025	Brogan Campaign	—
	Buckle Up in Your Truck Campaign	Dec 2024 to Apr 2025	Brogan Campaign	—