

Louisiana Highway Safety Commission
Presents

**DIVERSITY OUTREACH
DOESN'T HAPPEN BY
CHANCE**

Presentation Highlights



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Definitions

Diversity - the practice or quality of including or involving people from a range of different social and ethnic backgrounds and of different genders, sexual orientations, mental and physical abilities, religious beliefs, age, education, language skills, etc.

Inclusion - the action or state of including or of being included within a group or structure. The practice or policy of providing equal access to opportunities and resources for people who might otherwise be excluded or marginalized.

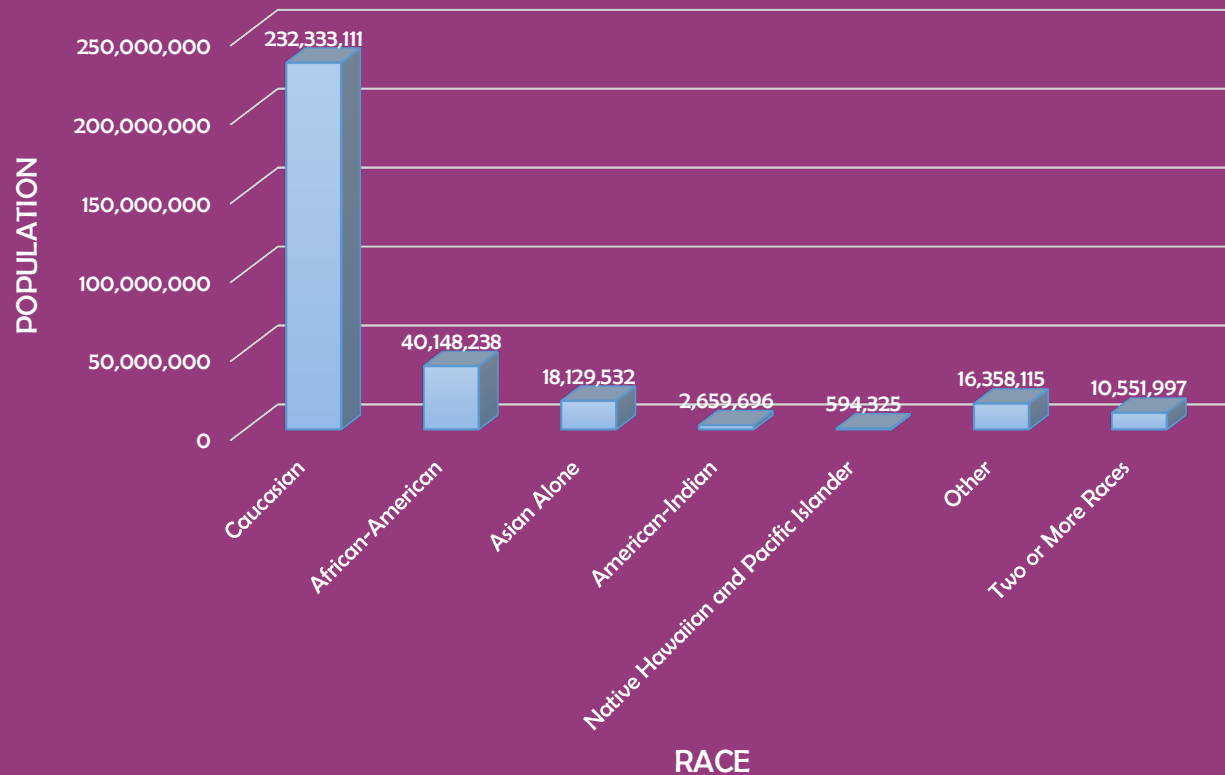
HBCU (Historically Black Colleges and Universities) - college or university that was originally founded to educate students of African American descent.

Fraternities/Sororities - social organizations that predominantly recruit Black college students and provide a network that includes both undergraduate and alumni members.

Statistical Data

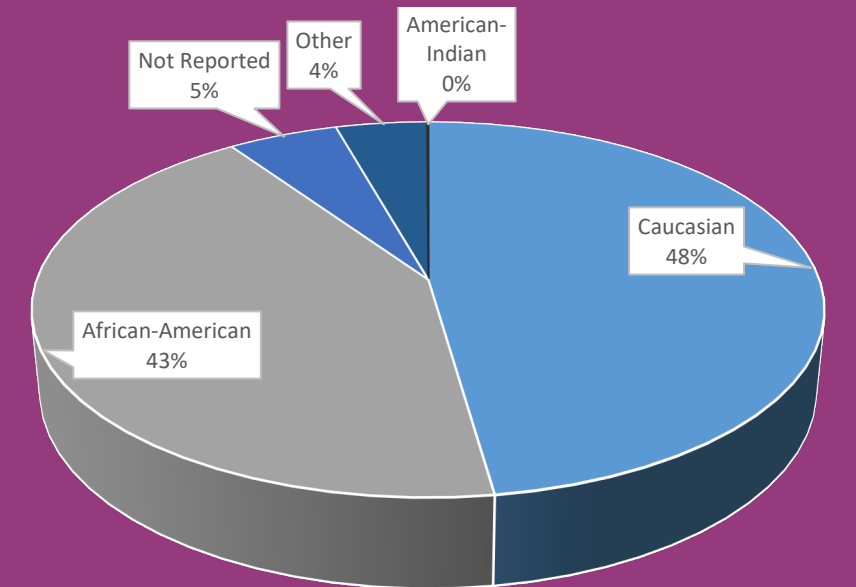
4.649 million

Louisiana Population



Traffic Crashes in Louisiana from 2017-2021

- ❖ Caucasian – 12,979
- ❖ African-American – 11,603
- ❖ Not Reported – 1,420
- ❖ Other – 1,178
- ❖ American-Indian - 17



■ Caucasian ■ African-American ■ Not Reported ■ Other ■ American-Indian

Who?

Louisiana has developed and implemented outreach efforts within the following communities to ensure that everyone has the means to travel safely:

- ❖ **African American Community**
- ❖ **Hispanic Community**
- ❖ **Military Members**
- ❖ **Vietnamese Community**
- ❖ **Deaf and Hard of Hearing**
- ❖ **Various Socio-Economic**
- ❖ **Older Drivers**
- ❖ **Special Needs Individuals**
- ❖ **Arabic Community**
- ❖ **Native American Community**

Outreach Efforts

Hispanic Community

- **Child Safety Seat Outreach**
- **P\$As/Infographics (OP and Impaired Driving)**
- **Hispanic Heritage Month**
- **Work with Mexican and Honduran Consulates in New Orleans**
- **Booster Seat Events**

Military Outreach

- **Child Car Seat Training/Technicians (Class back in March at Fort Polk)**
- **Presentations during Safety Standdowns (OP, IM, DD, YD, Bike/Ped, RR, and Motorcycle Safety)**

Vietnamese Community

- **Conducted CP\$ events**
- **P\$A on CP\$ in Vietnamese**
- **2021 New Year's Occupant Protection Campaign**

Deaf and Hard of Hearing Community

- **P\$As/Infographics**
- **Worked with Walker High School during their ASL night to perform outreach and education**
- **Car Seat Events**
- **Meeting with members from the Louisiana Center for the Blind**
- **Partake in meetings with the Louisiana Commissions for the Deaf**

Native American Community

- **Child Safety Seat Training/Technicians**

Matured Drivers

- **CarFit Events across the State**

Outreach Efforts - continued

African American Community

- **Black History Month interviewed (Col. Lamar Davis, DOTD Secretary Shawn Wilson, Chief of Police Michael Kazerooni, and JOL Judge Jules Edwards).**
- **Black History Month Transportation Safety Facts**
- **Juneteenth Transportation Safety Messaging**
- **Bayou Classic – Grambling and Southern University**
- **Essence Festival**
- **Fraternities and Sororities (Delta Sigma Theta and Sigma Gamma Rho)**
- **Historical Black College and Universities (HBCUs)**
- **Outstanding Matured Girlz – local mentoring organization**
- **Most Worship Prince Hall Accepted Masons of Louisiana**
- **Esther Grand Chapter order of Eastern Stars**
- **Impaired Driving and Occupant Protection Diversity Forums**

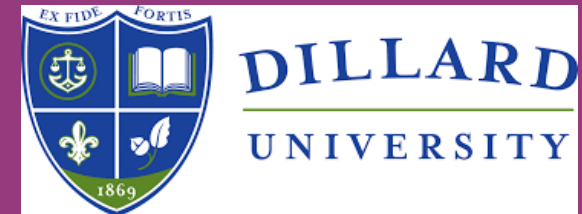


Pop Quiz

How many HBCUs are in Louisiana?

HBCU's in Louisiana

- ❖ **Dillard University-New Orleans, LA**
- ❖ **Grambling State University- Grambling, LA**
- ❖ **Southern University and A&M College- Baton Rouge, LA**
- ❖ **Southern University New Orleans- New Orleans**
- ❖ **Southern University-Shreveport- Shreveport, LA**
- ❖ **Xavier University- New Orleans, LA**



When?

- ❖ Bayou Classic
- ❖ Spring Fest
- ❖ National Night Out Against Crime
- ❖ Move-in Day
- ❖ Pretty Wednesday



Bayou Classic



Local Heroes

Bryson Bernard, a.k.a. “Cupid”, is a singer and songwriter from Lafayette, LA

LHSC and our Paid Media partner collaborated with Cupid to create this innovative occupant protection message, which debuted at the 2018 Bayou Classic and was successfully re-launched in 2021.



now
CLICK

**EVERY SEAT,
EVERY TIME.**

**Click it. Click it.
Do it right. Do it right. Do it right.
NOW CLICK! NOW CLICK! NOW CLICK!
It's not a brand new dance.
It's not a lot of trouble.
Every time you drive,
you gotta use the buckle.
Now click, now click,
you gotta make it click,
or you'll be walking by yourself,
walking by yourself. Click it!**



now
CLICK

**EVERY SEAT,
EVERY TIME.**

Pop Quiz

How many HBCUs are in Virginia?

How Do We Accomplish These Meaningful Outreach Efforts?

LHSC partners with:

- ❖ Law Enforcement Agencies
- ❖ Student Government Association
- ❖ Student Services Center
- ❖ Non-Profit Organizations
- ❖ Southwestern Athletic Conference (SWAC) Commissioner
- ❖ Regional Transportation Safety Coalition Leaders/Partners
- ❖ Impaired Driving Victims
- ❖ Local Businesses
- ❖ State Representatives
- ❖ And more...

Fraternities and Sororities

“The Divine Nine”

- Alpha Phi Alpha Fraternity
- Alpha Kappa Alpha Sorority
- Kappa Alpha Psi Fraternity
- Omega Psi Phi Fraternity,
- Delta Sigma Theta Sorority
- Phi Beta Sigma Fraternity
- Zeta Phi Beta Sorority
- Sigma Gamma Rho Sorority
- Iota Phi Theta Fraternity







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