



Shifting Gears Towards Safe Habits

Agenda

- 1 Who Are We?
- 2 Partnering with Schools
- 3 Partnering with Communities
- 4 Social Media Engagement



Who Are We?

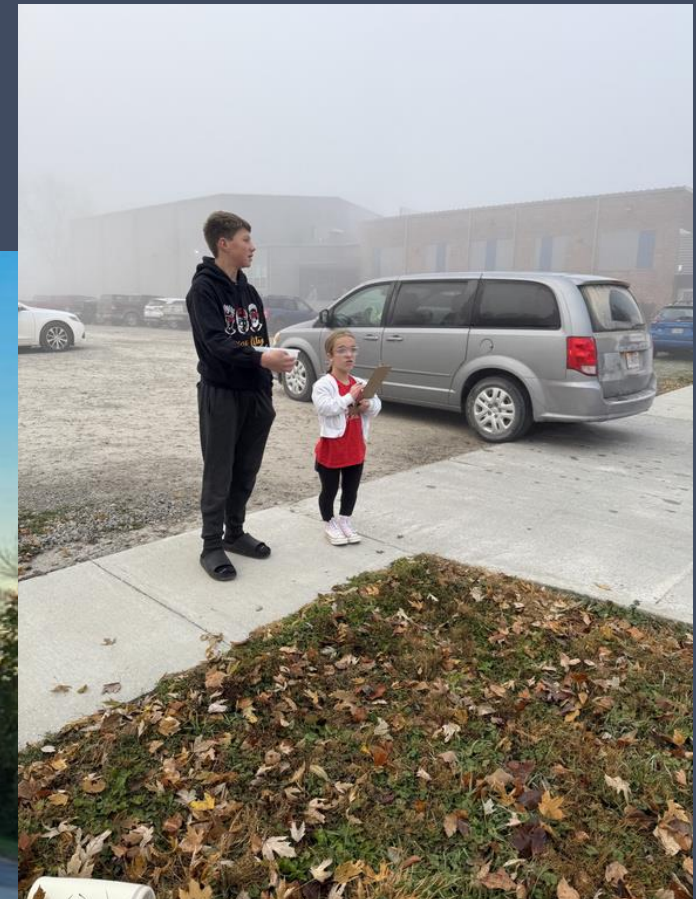
- The NWMO Roadway Safety Program
- Safe Habits Integrated For Teens (**SHIFT**)



Partnering With Schools

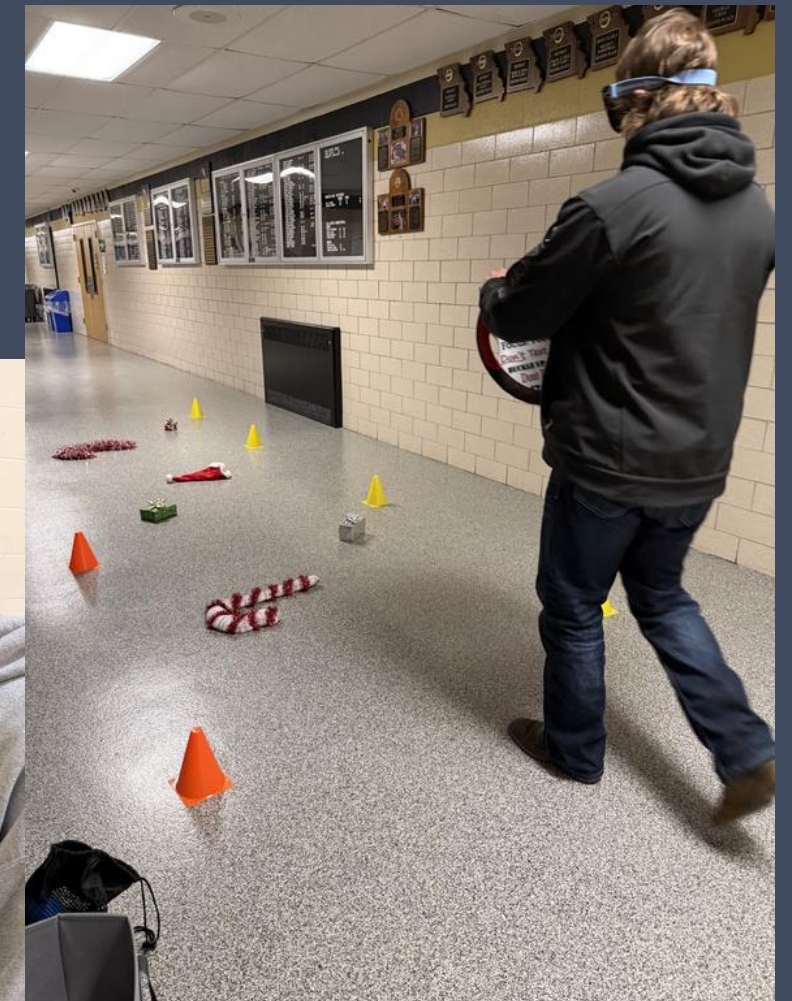
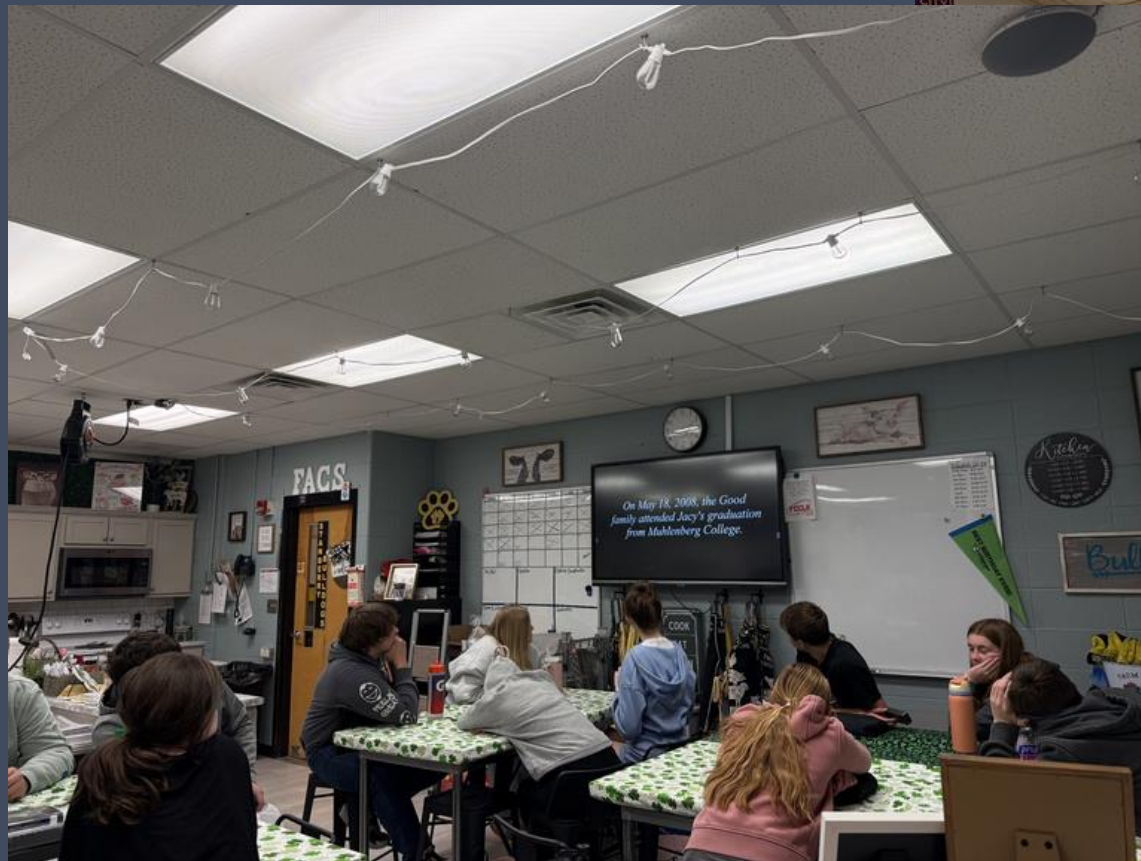
High Schools

- Seatbelt Checks



High Schools

- Presentations



High Schools

- Hands-On Events

High Schools

- Extracurricular Activities



High Schools

- Student Advisory Team

Northwest Missouri State University

- Sporting Events



Partnering With Communities

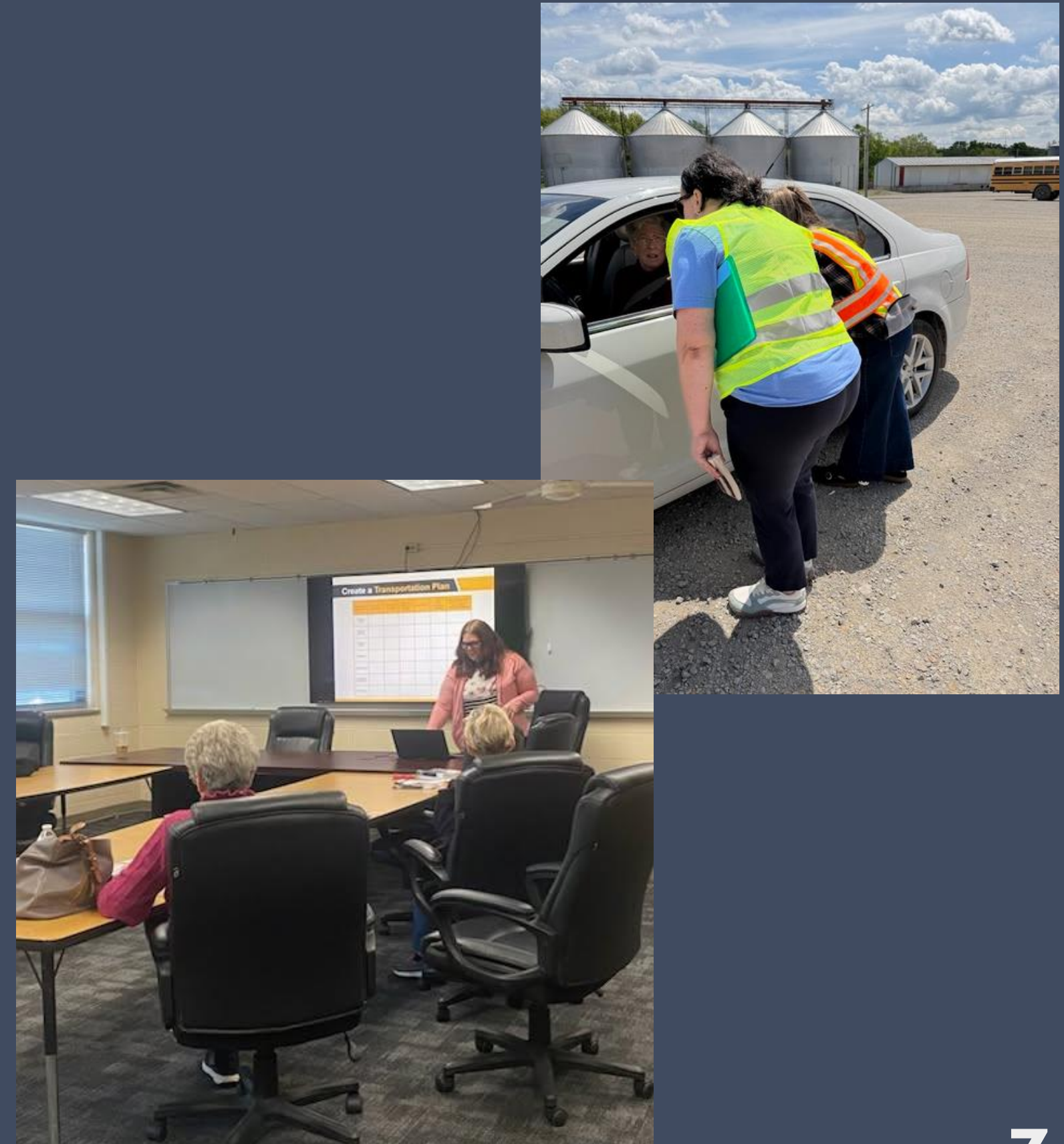
First Impact

- FREE for participants
- Parents and Teen Drivers
- Graduated Driver's License Law
- Partner with Law Enforcement



Keep Your Keys

- FREE for participants
- People 55 and older
- Prepare for Driving Retirement
- Keeping Older Drivers Safe
- Car Fit



Pop-Up Events

- Fairs, Farmer's Markets, Community Events, and More!
- Informational Hand-outs
- Hands-On Experiences



Social Media Engagement

Podcast

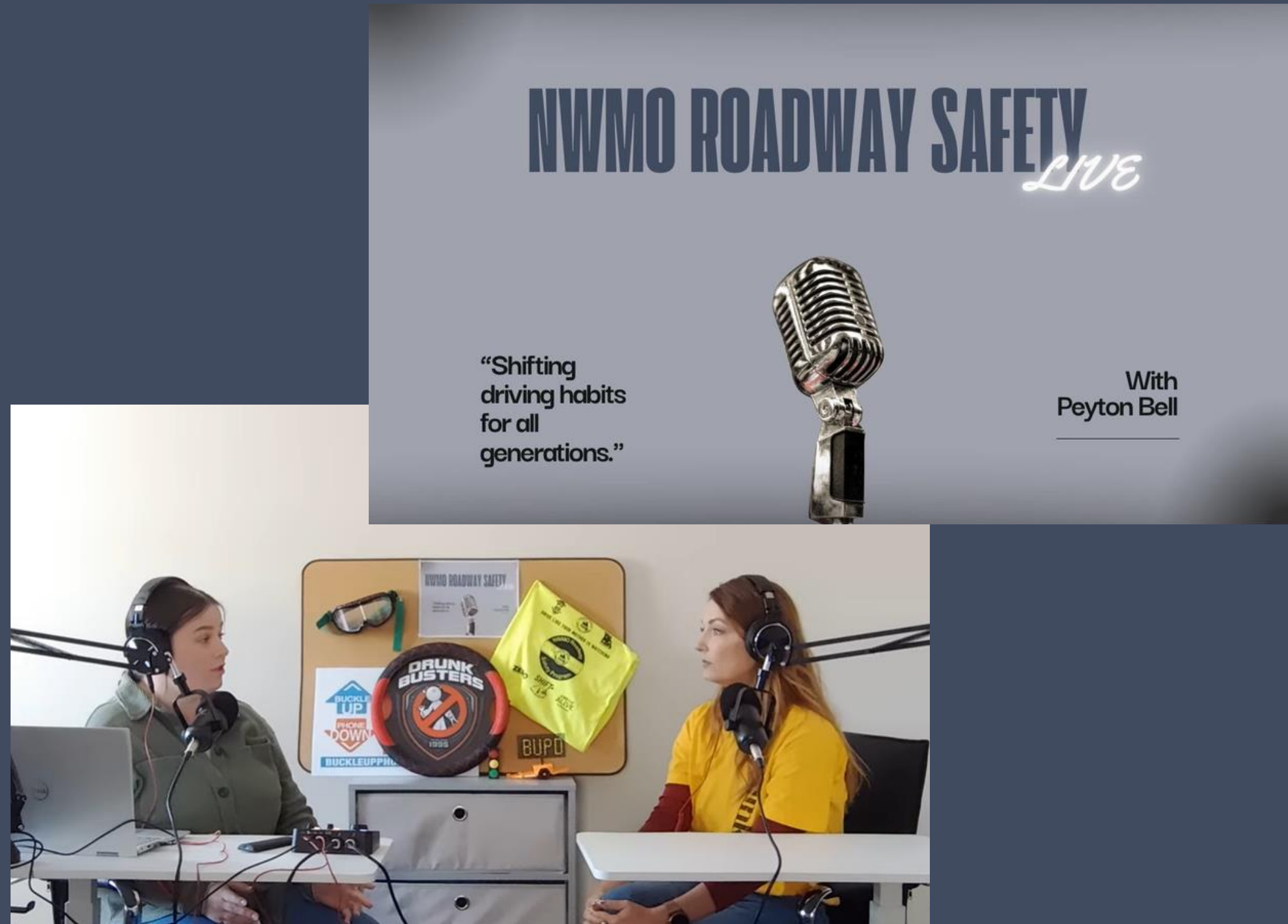
- Guest Speakers

- YouTube

Northwest Missouri Regional
Council of Governments

- Spotify

NWMO Roadway Safety LIVE



Roadway Safety Awareness Campaigns

- Roadway safety topics

- Events

- Facebook

NWMO Roadway Safety Education Program

- Instagram

@nw_roadway_safety

- TikTok

@nw_roadway_safety



Thank You!

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