

1.1 **Safe Driving (PA #B33750 WOC #28, 30, 31, 36): – Aging Drivers, Drowsy Driving, Following Too Close, Lights and Swipes & Red Light Running**

1.1.1 Strategic Communications Planning

In 2023, funding to the Safe and Courteous Driving Program included the following five Initiatives: Drowsy Driving; Lights and Swipes; Red Light Running; Following Too Close and Aging Drivers. Aging Drivers concerns continued to grow as the Baby Boomer population ages and experiences declining vision, slowed reaction times and difficulty with rapid movements. Rereleased creatives from 2020 for the “Lights and Swipes” initiative, which brought more attention to Oregon requirements to use headlights during low visibility situations (including during fog, single lane highways and rainy days) were used, while a new video creative was proposed across Red Light Running and Following Too Close. Lastly, continuing the awareness around Drowsy Driving continued across billboard, radio and social. This deliverable was included in WOC #23 and shared a planning budget of \$9,520 across all Safe and Courteous Driving programs.

1.1.2 Aging Drivers :30 English Video OTT/Streaming – “Talk About It” (New)

Aging driver concerns continued to grow as the number of people over the age of 55 has increased exponentially due to population booms (Baby Boomers). To complement the program’s existing assets, in 2023, we released a new :30 video PSA extolling the benefits of recognizing aging and the physical effects it can have – visual, auditory, physical response – affecting driving ability. The spot was a true collaborative effort between different agencies and included shoot locations and actor contacts provided by the Safe and Courteous Program Manager and the Oregon Department of Public Safety Standards and Training, a cameo from volunteer fire EMS, assistance from Turner Fire District and collaboration with TSO’s Motorcycle Safety Program Manager. We ran 1,348,809 digital impressions across statewide streaming media during National Aging Drivers week thru the end of December. The deliverable was included in WOC #28 and had a budget of \$26,600

1.1.3 Lights and Swipes Digital Ad (Rerelease) – “Wipers On? Lights On!”

As part of 2023’s Safe Driving program, we proposed rereleasing a timeless ad to ages 18-55 across the state, as the laws regarding having your headlights running whenever using your windshield wipers applies to all drivers and is a safe habit to adopt for any limited visibility conditions (ORS 801.325) We rereleased this animated ad on Google, Facebook and Instagram (“Wipers On? Lights On!) to help bring awareness and ran it across Oregon from December 2022 thru February 2023 as inclement weather began to increase. We ran 1,785,696 impressions across Facebook and Instagram. The deliverable was included in WOC #30 and had a budget of \$4,055.

1.1.4 Lights and Swipes :30 Radio Streaming (Rerelease/NEW) – “We Go Together”

In 2023, to continue to help promote awareness around the Oregon laws regarding having your headlights running during low visibility situations, we rereleased 2020’s :30 radio PSA, “We Go Together”. Built around a lighthearted