

**Project Name:** Speed Safety Selfie Contest

**Origination Agency & Date:** Kandiyohi County Traffic Education & Safety Team implemented the project in 2017.

**Timeline:**

- 1) Find a crashed vehicle and trailer available for long-term use
- 2) Create traffic safety signage as well as contest rules and regulations
- 3) Identify locations that will see a lot of foot traffic and ask permission to display the vehicle
- 4) Identify who will receive the contest entries and through what method
- 5) Identify who will be in charge of moving the trailer to the appropriate location
- 6) Secure contest prizes
- 7) Run contest to encourage people to visit the vehicle to learn about speed related crashes and to send in a selfie with the car.
- 8) Draw weekly winners and publicly award winners

**Reason for Project:** There were not many interesting public awareness activities for the summer speed wave so we came up with this.

**Who was on the team?** All coalition members helped with location permissions, moving the trailer, awarding prizes, etc.

**Lessons Learned:** Create durable signage. Our signs kept blowing off in storms. Our local radio station worked well as the place for people to text their selfies with the crashed vehicle. They displayed them on their social media as well as their website. They also awarded the prizes to the winners who were announced on-air. If you are using a vehicle involved in a bad local crash – talk to the family to see if they are okay with it.

**How did you incorporate the 5 E's?** Posting the contest on social media and help in moving to vehicle to different locations.

**Who to contact:** Kandiyohi County Traffic Education & Safety Team; Stephanie Felt, Coordinator; 320-214-6700 X 3821; [stephaniefelt@hotmail.com](mailto:stephaniefelt@hotmail.com)

**TEST**

**Take a selfie with the crashed car for a chance to win weekly prizes.**

Text your picture to  
94.1 The Loon  
**320-434-1234**

Include your name and phone number!

See **KKLN.com** for details

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