

Project Name: Sport Team Traffic Safety Collaborations

Origination Agency & Date: KCTEST began working with the Willmar Stingers Baseball team in 2019. Many other coalitions may be working with sports teams as well.

Timeline: Time and cost varies by activity. All of our activities were no cost.

- 1) Set up an activity in the parking lot so event attendees can view it as they enter the stadium/field. Activities can include roll-over simulator demonstration; speed safety selfies; fatal vision field sobriety; etc.
- 2) Develop short sports- themed traffic safety messages the announcer can use throughout the broadcast
- 3) Work with the PR staff to create fun activities for fans during breaks. For example, between innings, fans compete by running bases or catching a soft ball from the team mascot while wearing fatal vision goggles, etc.
- 4) Connect with state patrol or agencies that have a t-shirt cannon if allowed

Reason for Project: Thousands of people come to watch local teams play every summer. Our semi-professional baseball team wanted to do some impaired driving education since they sell alcohol. We developed a collaboration that touched on all the crash factors.

Who was on the team? Any coalition member who wanted to volunteer. Most of ours ended up being EMTs.

Lessons Learned: Keep it short and keep it exciting. People are there to see the game and will only pay attention to you during breaks. Make sure to thank the announcer and/or team owners for their participation.

How did you incorporate the 5 E's? Anyone can help with announcer messages or volunteer to help with activities.

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

Additional resources:

Baseball-Themed Traffic Safety Messages (developed for Willmar Stingers)

- Stingers Nation knows traffic safety is a team sport! We buckle our seatbelts every trip!
- Impaired driving means one strike you're out – Have a good time at the game, but always Plan for a Sober Ride Home!
- Wear your seatbelt or you'll be the pop fly. Buckle up!
- 4 beers is a walk! Plan a sober ride home.
- Don't make a rookie mistake – get home safe – designate a driver!
- We want a hit – unless we're on the road – remember not to drive distracted.

- In baseball – there are designated hitters and on the road – designated drivers – do the smart thing!
- Remember not to steal a look at your phone while you're driving or you'll get tagged!
- Keep your eye on the ball! And on the way home, keep your eye on the road. Stingers Nation doesn't drive distracted.
- Drinking and driving is the ultimate foul – designate a driver.
- Buckle Up so it's not Game Over on the road home!
- Stingers Nation Buckles Up – every seat every time

