



# Safety Spotlight

December 2014

## New Website Promotes Drive Safe Alabama Campaign

The Alabama Department of Transportation has launched a new website to support its Drive Safe Alabama traffic safety marketing efforts.

DriveSafeAlabama.org is a comprehensive online resource, providing information to drivers, cyclists and pedestrians on how to choose safety first on Alabama's roadways.

Here's what you'll find on DriveSafeAlabama.org:

**Keys to Safety:** Your one-stop resource for details on the safety campaigns promoted ALDOT's Drive Safe Alabama initiative. Find information on Seatbelt Use, Distracted Driving, Speeding, Driving Under the Influence, Motorcycle Safety, Work Zone Safety, Bicycle Safety, Railway Safety and more.

**Learning Center:** Think you know everything there is to know about Driver Safety? Take a quiz to see if you qualify to be a Safety Savant. See a list of 10 Safe Driving Habits in this section, too. Form good habits and set a positive example of safe driving behavior for your family and friends!

**Safety Alliances:** There are many who help ALDOT make a difference. Learn more about the safety stakeholders working with ALDOT to keep Alabama citizens and roadways safe.

**Around Alabama:** Need to ask a question about our safety programs? Want to find out how you can help spread the Drive Safe Alabama message? Check out this page for the ALDOT community representative near you.



## Drive Safe Alabama on Social Networks



ALDOT's Drive Safe Alabama initiative has gone social.

In addition to the information and resources provided at DriveSafeAlabama.org, you can also find Drive Safe Alabama on several of the most popular online social networks – Facebook, Twitter, Google+ and YouTube.

“Creating an active Drive Safe Alabama presence on social media is an essential part of ALDOT's strategic highway safety plan,” said Donna Jackson, coordinator for the Drive Safe Alabama initiative. “Advertising on social media is a highly-effective, low-cost way to get our safe driving messages delivered to our target audiences.”

Find Drive Safe Alabama on your favorite social network. LIKE, FOLLOW and SHARE!



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Alabama Department of  
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For the latest news on  
Drive Safe Alabama  
campaigns, events and  
activities, visit  
[DriveSafeAlabama.org](http://DriveSafeAlabama.org)

## Be Alert to Prevent Deer-Vehicle Collisions



The winter months present an increased danger of vehicle collisions involving deer. The simultaneous mating and hunting seasons cause deer to be on the move outside their normal territory, making them more likely to cross roadways and enter into the path of oncoming traffic.

**Here are a few tips to help you avoid deer-vehicle collisions:**

**Be especially careful at dawn and dusk.** Deer are most active at feeding times. Drive carefully at night, too. If you see a deer near the road, honk your horn to scare it away.

**Drive defensively and expect the unexpected.** Scan the sides of the road and use other vehicles' headlights to watch for deer. Think ahead about how you might react if you encounter a deer. Be prepared to quickly slow down, brake suddenly or turn down headlights.

**Know when not to swerve.** If you suddenly have a deer in your path, brake firmly. Do not swerve or leave your lane. Many deer-related accidents are the result of colliding with another vehicle in the opposite lane or losing control of the vehicle while trying to avoid the animal.

**Deer travel in herds and gather near water sources.** If you see one deer, there are more nearby. Watch for deer gathered near creeks, swamps and wetlands that are near roadways.

**Always obey speed limits and wear seat belts.**

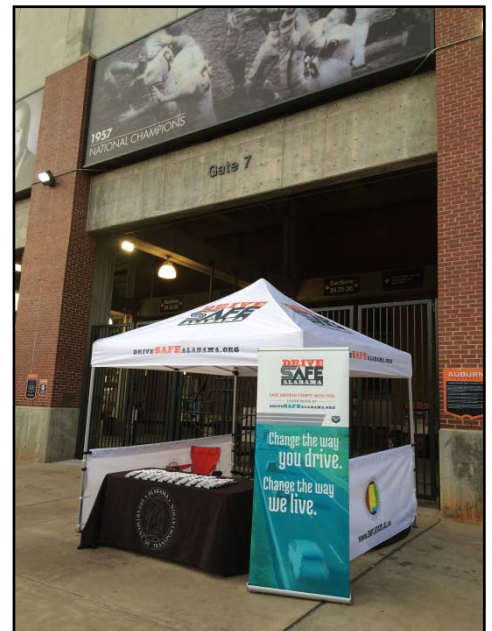
## Drive Safe Alabama: On Campus at Auburn & Alabama

ALDOT recently shared the Drive Safe Alabama traffic marketing initiative at Auburn University and the University of Alabama.

Fans on campus for the Auburn vs. Samford game on Nov. 22 visited the Drive Safe Alabama tent at Auburn's Fan Fest event. The Drive Safe Alabama tent was also at the Mercedes-Benz Fan Fest for the Iron Bowl on Nov. 29 at the University of Alabama.

The on-campus marketing opportunities were part of partnerships with both schools' sports marketing agencies. The partnerships also included additional advertising opportunities, including safety messages on each stadium's LED ribbon boards and in-game safety announcements. For gameday broadcasts on the Auburn IMG Sports Network and the Crimson Tide Sports Network, listeners heard an in-game traffic safety announcement and a 30-second commercial during the post-game show. All marketing efforts focused on messages tied to the top four causes of crash injuries and fatalities – failure to use seat belts, distracted driving, speeding and driving under the influence.

ALDOT also partnered with the Alabama High School Athletic Association Super 7 Football Championships held Dec. 3-5 at Jordan-Hare Stadium in Auburn. Similar to the Auburn and Alabama partnerships, the AHSAA partnership included ribbon board ads, game announcements, a program ad and an on-campus presence.



## Safety Spotlight

*Safety Spotlight* is a monthly publication of the Alabama Department of Transportation Media & Community Relations Bureau  
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