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