



Continuing Legal Education (CLE) Credit

2021 Minnesota Toward Zero
Deaths Webinar Series
October 13-November 17, 2021

Application has been made with the Minnesota Board of Continuing Legal Education for CLE credit for the following sessions. Keep this form for your records and use the event code at the bottom of the page when reporting your hours.

Monday, November 8, 2021; 10:00 – 11:15 a.m.

Data, Diversity, and Carefully Crafted Messages—Creating an Impactful Traffic Safety Campaign

Moderator: Meredith Mitts, AAA Minnesota-Iowa, The Auto Club Group

Speakers:

Eric DeVoe, Minnesota Department of Transportation
Vijay Dixit, Shreya R. Dixit Memorial Foundation
Allison Hawley, Minnesota Department of Public Safety
Lisa Kons, Minnesota Safety Council
Capt. Jon Olsen, Minnesota State Patrol

Do you ever wonder why traffic safety data, as shocking as it is, isn't enough to change driver behavior? Are you at a loss for how to structure a traffic safety campaign so that it does change behavior?

This webinar will discuss change resistance and barriers to traffic safety messaging, when and where data can be leveraged, who to partner with, and how to craft a communication message that impacts traffic safety. As a real-life example, speakers will delve into the hands-free law, review what they are seeing on our roadways, and create a message asking Minnesotans to recommit to going hands-free.

Check one:

- Watched **Live** on November 8th....Total CLE: 1.25 Hours Standard CLE Credit
Event Code: 416909
- Watched **Recorded** version of November 8th webinar...Total CLE: 1.25 CLE Credit
Event Code: 417502. **IMPORTANT:** To claim a CLE credit for viewing a recorded webinar, please forward this form and your name and email to Bill Lemons at blemons@mcaa-mn.org

KEEP THIS FOR YOUR RECORDS