



Traffic Safety Champion Webinar

Date: September 16, 2024

Time: 6 p.m. – 7 p.m.

Webinar #3: Using Social Media Strategies to Improve Traffic Safety in Your Community and Leveraging Community Organization

Agenda

Welcome/Updates – *Tim Weisberg, Deputy Director of Marketing and Public Affairs, California Office of Traffic Safety*

- TSC Program Overview
- Updated/New California Data/Statistics
- Safe System Approach Messaging - Bike/Ped Campaign
- TSC Website Updates

OTS Traffic Safety Champions – Social Media Influencers

- *Tamrin Olden – Founder/CEO, TOC Public Relations*
- *Kevork Kurdoghlian – Communications Manager, Glendale Police Department*

Presenter Q&A

Next Steps – *Tim Weisberg, Deputy Director of Marketing and Public Affairs, California Office of Traffic Safety*

- Future Webinars
- Stay connected for resources on how you can get involved or take action in your community

Thank You!

Future Webinars Schedule

Quarter 3 (Apr-Jun 2024)

- Topics: Legislative Advocacy, Social Media Strategy
- Guest Speaker: MADD or Impact Teen Drivers

Quarter 4 (Jul-Sept 2024)

- Topics: Grassroots Advocacy, Community Engagement
- Guest Speaker: Isaac Gonzales, Slow Down Sacramento