



# Developing Effective Safety Education and Outreach Campaigns

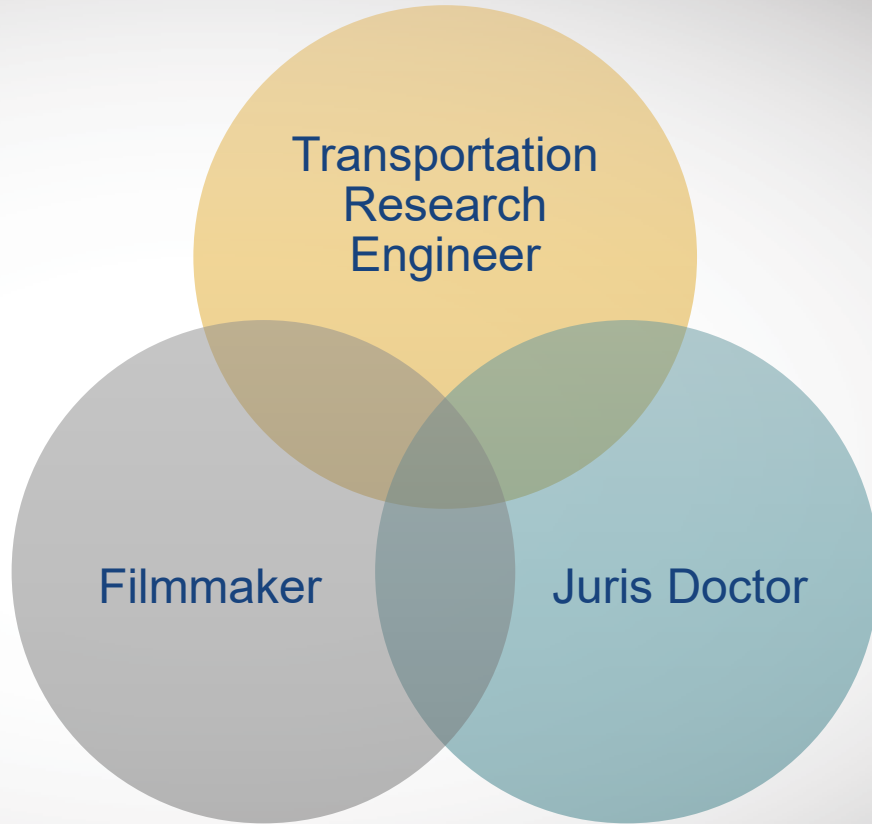
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**Bio**



# Market Research Basics



# Market Research Projects

## Transportation Safety Education: A Strategic Guidance Report

- City of Austin
- 2018

## Statewide Motorist Awareness and Motorcyclist Safety Outreach & Support

- TxDOT
- 2021

## Raising Awareness of Midblock and Highway Crossing Laws to Reduce Pedestrian Fatalities and Injuries

- TxDOT
- 2021

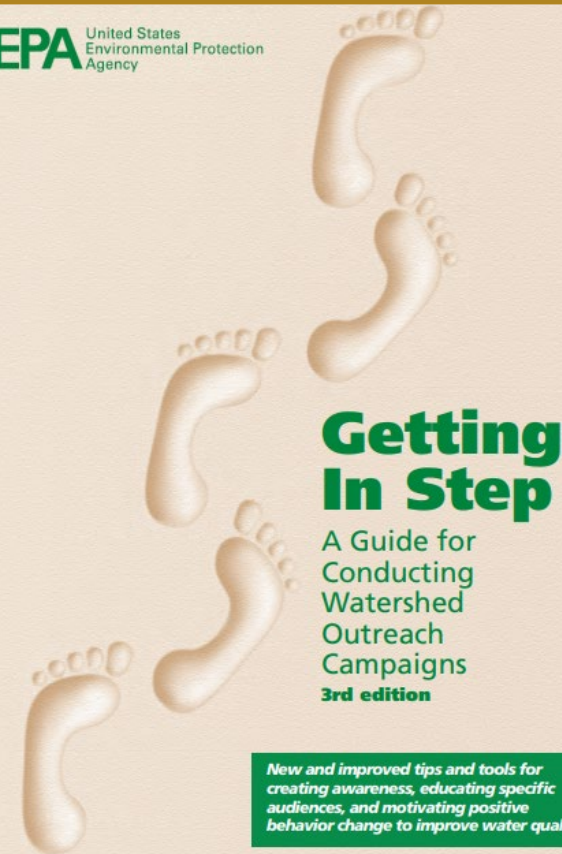
# Behavior Change Projects

1

## Watershed Outreach Campaign



Lancaster County, Pennsylvania



# Behavior Change Projects

2

## Reconciliation Campaign



Rwanda, East Africa



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# Behavior Change Projects

3

## TxDOT Pedestrian Safety Campaign



Texas (2021)





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