



VISION ZERO

CENTRAL FLORIDA

Counting down to zero traffic deaths

Safety Speaker Series: **Selling the Safe System Approach**

Wednesday, November 4, 2026 / 12 - 1:15p.m

Every week in Central Florida, 5 people are killed and 35 more are seriously injured in traffic crashes. We know how to make our roads safer—but how do we get people to care, understand, and change their behavior?

Effective safety messages are clear, human, and repeated over time. In this practical session, Kevin Elliott of Applied Research Associates will show you how to communicate the Safe System Approach and roadway safety concepts to audiences who don't speak "engineer."

Take away practical ideas you can use in your next:

- News release or media interview
- Social media post
- Presentation or public meeting

Who Should Attend?

Transportation professionals, safety coordinators, planners, engineers, public information officers, and anyone who communicates roadway safety initiatives to colleagues, decision-makers, or the public. No technical background required.

1 AICP CM credit is available for attending.

Event #9337366

Register to attend: bit.ly/SellingSafeSystemsApproach

Featured Speaker:



Kevin Elliott

Senior Marketing Strategist
Applied Research Associates

Moderated By:



Lara Bouck, PE, AICP

Manager of Project Development
MetroPlan Orlando