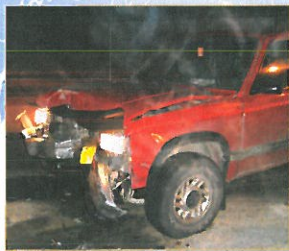


On a cold winter morning a steamy cup of cocoa is a good thing...



Having steam roll out of your front end due to a collision is not!



Slow It Down-ARRIVE ALIVE



You took the time to choose the perfect bird for your holiday dinner.



You took the time to pick just the right gifts for your friends and family.

But ask yourself, do you always take the time to clear your windows and headlights of snow and ice before you drive?



Every time. Every drive. Clear the windows-



ARRIVE ALIVE



"I didn't think it was that icy"



Winter roads require extra time and attention. Slow down, drive defensively and



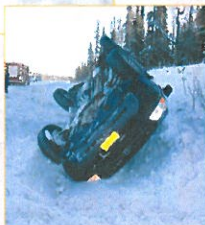
ARRIVE ALIVE



"Over the River and through the woods..." Don't give it a new meaning this season...



Slow It Down!



ARRIVE ALIVE



You took the time to pick the perfect gift

You took the time to wrap it beautifully

Take the time to get it there safely!

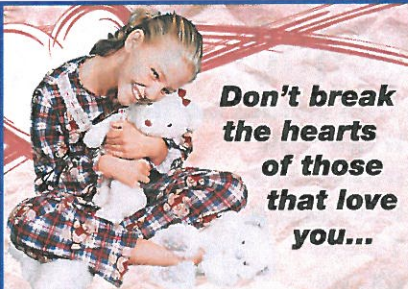


When You Head Out On Our Peninsula Highways This Holiday Season...

Slow It Down!



ARRIVE ALIVE



Don't break the hearts of those that love you...

If you are on the road, stay off the phone...




ARRIVE ALIVE


Don't Text While You Drive



**PROM... GRADUATION... CELEBRATING...**





GETTING DISTRACTED WHEN YOU DRIVE IS EASIER THAN YOU THINK.



BUT IT CAN WRECK YOUR WHOLE DAY!

**DISTRACTED DRIVING**



**ARRIVE ALIVE**

**Watch out for children & school buses now that school has started!**

**TEXTING & DRIVING?**

THE CONSEQUENCES COULD BE DEADLY...






IT ONLY TAKES A SECOND...

**DISTRACTED DRIVING**

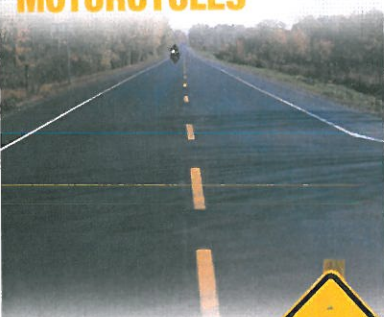
Distracted Driving Can Wreck Your Day

**ARRIVE ALIVE**



Just because they can see you, doesn't mean you can see them...

**LOOK TWICE FOR MOTORCYCLES**



**ARRIVE ALIVE**


**WATCH FOR MOTORCYCLES**



**IT'S SUMMER**

PENINSULA ROADWAYS ARE FILLED WITH TRAVELERS. PLEASE BE PATIENT AND LOOK TWICE BEFORE MAKING THAT TURN.

COLLISIONS HAPPEN FASTER THAN YOU THINK!



**ARRIVE ALIVE**

*It was the perfect date and you can't wait to tell her again that you love her...*

*If you are on the road, stay off the phone...*





**ARRIVE ALIVE**

Don't Text While You Drive






**Drinking and Driving is a Deadly combination.**



**If you Drink, Don't Drive...**

**ARRIVE ALIVE**

Home | News | Sports | Life | Fishing & Rec | Social | Contact Us

46.0° Overcast  
7 day forecast

LIFE

This Week in a Glance

**PG-13**

**PRIEST**

Tagline: *The War is Eternal. His Mission is Just the Beginning.*

Description: A priest disobeys church law to track down the kidnapper who kidnapped his niece.

Genre: Action Horror Thriller

Duration: 87 minutes

Orca THEATERS

Orca Theater ~ 35493 K-B Drive, Soldotna AK 99669 ~ 907-262-7003

Friday May. 27th (5:00 PM)	Saturday May. 28th (5:00 PM)	Sunday May. 29th (5:00 PM)	Monday May. 30th (5:00 PM)	Tuesday May. 31st (5:00 PM)	Wednesday Jun. 1st (5:00 PM)	Thursday Jun. 2nd (5:00 PM)
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Home | News

46.0°

LIFE

**ON THE ROAD, OFF THE PHONE**

SOLDOTNA ALASKA POLICE

ALASKA HIGHWAY SAFETY OFFICE

Kidnapped his niece.

Genre: Action Horror Thriller

Duration: 87 minutes

**PRIEST**

Orca Theater ~ 35493 K-B Drive, Soldotna AK 99669 ~ 907-262-7003

Friday May. 27th (5:00 PM)	Saturday May. 28th (5:00 PM)	Sunday May. 29th (5:00 PM)	Monday May. 30th (5:00 PM)	Tuesday May. 31st (5:00 PM)	Wednesday Jun. 1st (5:00 PM)	Thursday Jun. 2nd (5:00 PM)
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## **WINTER DRIVING**

*SFX: winter sounds, cars passing... News voice as if giving extreme winter driving update (with old school radio effect on voice)*

Inexperienced drivers, Icy Roads, and Snow... All should prompt caution while driving in winter.

Speed limits are for when the roads are clear and dry. If there's ice and snow, then take it slow.

This is Officer \_\_\_\_\_ of the Soldotna Police asking you to ARRIVE ALIVE ...Slow It down on snow packed roads.

Announcer: This message brought to you by Soldotna Police Department & the Alaska Highway Safety Office.

## **HOLIDAY DRIVING (Christmas)**

*SFX: background music "Have Yourself a Merry Little Christmas"*

Holiday decorations, good food, and presents under the tree. The Christmas season is a time to enjoy special times with friends and family.

This is Officer \_\_\_\_\_ of the Soldotna Police asking you to make your next holiday gathering a HAPPY affair...ARRIVE ALIVE ...Don't Drink and Drive.

Announcer: This message brought to you by Soldotna Police Department & the Alaska Highway Safety Office.

## **DISTRACTED DRIVING CAN WRECK YOUR DAY 1**

*SFX: background driving noises, car radio playing channels changing, fussing kids in the car ("Mom the dog took my French fries") dog bark...*

We're all guilty of it.... Eating or drinking in the car.... Playing with the radio.

Kids fighting in the back seat...

*SFX : Squealing brakes, Crash sounds...*

Distracted driving can wreck your day.

This is Officer \_\_\_\_\_ of the Soldotna Police asking you to ARRIVE ALIVE...

Be careful when you drive.

Announcer: This message brought to you by Soldotna Police Department & the Alaska Highway Safety Office.



## **DISTRACTED DRIVING CAN WRECK YOUR DAY 2**

PAGE 31

*SFX: Traffic sounds, Cell phone rings, brakes squeal, crash sounds...*

Drivers are four times more likely to be in a crash while using their cell phones. Never use your phone to take pictures, send and read messages, record video, or watch TV while driving.

Distracted driving can wreck your day. This is Officer \_\_\_\_\_ of the Soldotna Police asking you to ARRIVE ALIVE ... When you are on the road, stay off the phone.

Announcer: This message brought to you by Soldotna Police Department & the Alaska Highway Safety Office.

## **GOING WHERE YOU DON'T WANT TO GO**

*SFX: racing engine, crash sounds...moans... arriving sirens...*

Ma'am, Ma'am, are you all right? ...Stay with me  
Ma'am...the paramedics are here... They're going to take you to the hospital now...

*SFX: sound of ambulance gurney, ambulance doors slam...More sirens disappearing in the distance*

Sometimes too much speed will take you where you DON'T want to go...

This is Officer \_\_\_\_\_ of the Soldotna Police asking you to ARRIVE ALIVE ...Be sure you get wherever you are going, SLOW IT DOWN ...Be careful when you drive.

Announcer: This message brought to you by Soldotna Police Department & the Alaska Highway Safety Office.



## **HEARTBREAK.**

*SFX: Romantic background music*

You remembered the flowers and candy... the reservations at her favorite place. You can't wait to tell her what she means to you....But texting while driving is deadly. Don't break your Valentine's heart...

This is Officer \_\_\_\_\_ of the Soldotna Police asking you to ARRIVE ALIVE ... If

the wheel of a moving vehicle – can be compelling. But texting and driving is a deadly combination.

*SFX: screech of brakes, crash sounds*

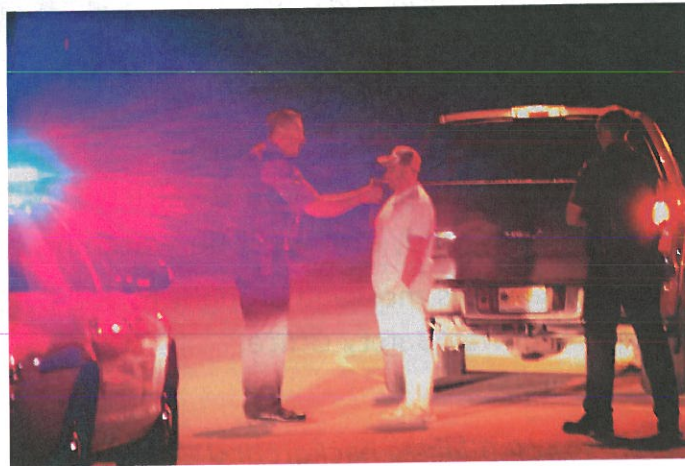
This is Officer \_\_\_\_\_ of the Soldotna Police asking you to ARRIVE ALIVE ... Don't text and drive. No message is worth dying for.

Announcer: This message brought to you by Soldotna Police Department & the Alaska Highway Safety Office.

### ST PATRICK'S DAY

*SFX: Irish music fades to message*

More than 16,000 men, women, and children, die each year in impaired driving crashes. They are not just numbers. They are families, friends, and neighbors... real people whose lives were cut off by a preventable crime...



This is Officer \_\_\_\_\_ of the Soldotna Police asking you to ARRIVE ALIVE this St. Patrick's Day...Please Don't Drink and Drive.

Announcer: This message brought to you by Soldotna Police Department & the Alaska Highway Safety Office.

### ON THE ROAD, OFF THE PHONE

*SFX: ringing cell phone, traffic sounds*

Eighty percent of all crashes are related to driver inattention. When you're on the road, stay off the phone. That means no texting, no checking for messages, no reading emails and no talking. Use a cell phone only when the car is safely parked.

This is Officer \_\_\_\_\_ of the Soldotna Police asking you to ARRIVE ALIVE ...When you are on the road, stay off the phone. Distracted driving can wreck your day.

Announcer: This message brought to you by Soldotna Police Department & the Alaska Highway Safety Office .

Announcer: This message brought to you by Soldotna Police Department & the Alaska Highway Safety Office.

### **MAN'S BEST FRIEND**

( *SFX To be determined* )

Man's best friend can be a driver's worst enemy if they are unrestrained in a vehicle. A 50 pound pet in a 35 mile an hour collision is projected forward like a cannonball with 1500 pounds of force. This can cause injury to the animal and to other occupants of the vehicle.

This is Animal Control Officer \_\_\_\_\_ from the Soldotna Police Department asking you to ARRIVE ALIVE. Please keep your pet restrained while you drive.

Announcer: This message brought to you by Soldotna Police Department & the Alaska Highway Safety Office.

### **FOURTH OF JULY**

*SFX: fireworks, patriotic marching band (Red's White & Blue March?)*

The fourth of July is a time for fireworks, parades, and family picnics. Make sure your family gathering is a HAPPY occasion....

This is Officer \_\_\_\_\_ of the Soldotna Police asking you to ARRIVE ALIVE ... *Don't Drink and Drive.*

Announcer: This message brought to you by Soldotna Police Department & the Alaska Highway Safety Office.

### **DANGEROUS**

( *SFX To be determined* )

We've all seen them....

Weaving in and out of traffic while talking on a cell phone,

Or speeding down the road with a carload of boisterous friends.

Some drivers seem full of confidence, but may be impaired, distracted, or lacking in experience, and that can make them dangerous on the highway.

This is Officer \_\_\_\_\_ of the Soldotna Police asking you to ARRIVE ALIVE... ..



roads will be teeming with sightseers.

*SFX: ...older woman's character voice:*

*Stop George! (Screech of brakes) A moose! Where's the camera?*

*SFX: Chain reaction crash*

This is Officer\_\_ \_\_of the Soldotna Police asking you to ARRIVE ALIVE ... Be a patient driver and stay alert for vehicles making sudden turns or stops. If you must pass slow moving vehicles, do so with special care...

*Announcer : This message is brought to you by Soldotna Police Department & the Alaska Highway Safety Office.*

### **EASY RIDER**

*SFX: Easy Rider Type music... motorcycle sounds...*

*The wind in your face...The bug GRIT in your teeth.....*

*Few things compare to the thrill of riding a motorcycle...*

*This is Officer\_\_\_\_\_ of the Soldotna Police Department reminding you that weaving in and out of traffic and traveling at high speeds on a cycle can be deadly.*

*Please be a responsible rider..... ARRIVE ALIVE.*

*Announcer: This message is brought to you by Soldotna Police Department & the Alaska Highway Safety Office.*



### **CONSTRUCTION**

*SFX: Construction Sounds... heavy equipment....???*

*"Road Construction is as much a part of an Alaska Summer as Fireweed and Fishermen...*

*This is Officer\_\_\_\_\_ Of the Soldotna Police Department asking you to ARRIVE ALIVE. Be patient when passing through construction zones. Follow instructions, go slow and watch out for workers, so EVERYONE gets home safely."*





time!"

Mayor: That's right Sophie,.... Lots of little kids are on their way to school for the first time, and we hope they will all get there safely.

This is Chief Lucking of the Soldotna Police Department asking you to help make sure the children ARRIVE ALIVE. Be vigilant when passing bus stops or school zones. Watch out for the little ones, they may act impulsively and be hard to see if they dart from between parked cars.

Sophie (excitedly): "Spot the Tot!"

Announcer: "This message brought to you by Soldotna Police Department & the Alaska Highway Safety Office."

Sophie: "And Sophie!"

### LABOR DAY

SFX:...tires breaking and a loud crash, then sirens.

This year has been especially deadly on our Alaska roadways with more than 40 crashes claiming lives.

This is Officer \_\_\_\_\_ from the Soldotna police department reminding you that increased traffic on the upcoming Labor Day holiday will mean increased risks on the road. Please drive sensibly and safely.....

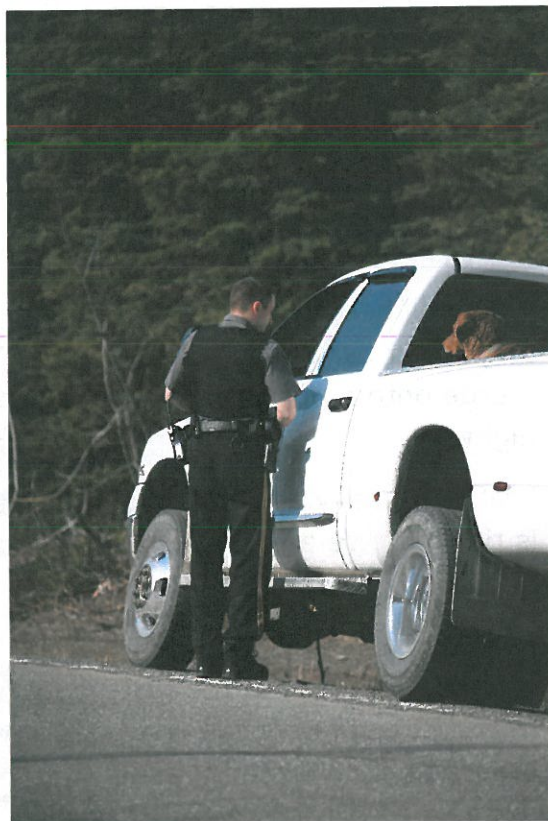
ARRIVE ALIVE.

Announcer: "This message brought to you by Soldotna Police Department & the Alaska Highway Safety Office."

### END OF SUMMER

It's the end of summer. The fireweed is beginning to fade, and the slow moving recreational vehicles on Alaskan highways are being replaced by school buses filled with excited children.

This is officer \_\_\_\_\_ of the Soldotna Police department asking you to drive patiently, and come to a full stop where buses are loading and unloading children..... Help protect our most valuable resource, and ARRIVE ALIVE.



## EARNED MEDIA

Throughout the life of this public safety campaign we worked closely with the media, and used every opportunity to expand the ARRIVE ALIVE message into additional forums. Recognizing that news stories can be even more effective in delivering a safety message than paid advertising because of their capacity to incorporate greater volumes of useful information, as well as pique the interest of a wide variety of readers, we endeavored to use press releases to prompt news stories, provided themed quotations during interviews, and suggested a feature article to local media. We were pleased to have the ARRIVE ALIVE message appear in 3 major newspaper articles appear in the Clarion during the period of our campaign in response to these efforts.

On the following pages are two of the articles printed by the Clarion. The third article, which was a feature about a teen role model who helped us spread the ARRIVE ALIVE message to a specific at risk audience appears on pages 9-11 of this report.

## FEW ANSWERS SURFACE FOR SUMMER'S STERLING DEATHS

By Karen Garcia Copyright 2011 . All rights reserved. July 31, 2011 -

Few answers surface for summer's Sterling deaths

Peninsula Clarion

Speeding down the Sterling Highway, it's easy to forget the only thing separating your car from hurtling head-on into another 4000-pound vehicle is a six-inch-wide yellow line.

The prospect of a plentiful haul of fish, visiting with friends and family, or enjoying a weekend getaway down on the Peninsula urges the foot to compress the gas pedal further than what might be safe. And as the month of July has shown, the consequences can be devastating.

Of the nine traffic-related fatalities that occurred throughout Alaska in July, seven happened on the stretch of the Sterling Highway between Cooper Landing and Ninilchik. Of the 40 fatalities in the state since the beginning of 2011, 11 have occurred on the Kenai Peninsula; that's more than any other area in Alaska. And no one really knows why.

"I wish I had a magic wand and all of the answers, but I don't," said Bureau of Highway Patrol Sgt. Eugene Fowler. "I can't tell you exactly why these are all occurring."

Law enforcement officers can speculate, though. Between the annual invasion of tourists and fishermen, the physical composition of the road, and driver inattention, distraction, and aggression, little room for error is allowed on the Peninsula highways.

"We have a phenomenal amount of traffic, and I think we've also had lots of publicity about a wealth of salmon returning to the river," said Soldotna Chief of Police John Lucking. "So there's a strong interest in people getting here, and people getting here go fast."

But the huge influx of people is nothing new, nor is the constitution of the narrow-shouldered, turn lane-lacking highway. Yet in 2010 and 2009, the Sterling only saw one fatal crash each year. This was preceded by three fatalities in 2008 and six in 2007, but now, only seven months into the year, the highway has already claimed nine lives.

Unfortunately, when the road was constructed more than 60 years ago, designers couldn't have foreseen the Peninsula becoming a fishing hotspot and doubling in population every summer.

"The road is not designed to be so used," Lucking said, pointing out that, ideally, the Sterling would include passing, merging, and turning lanes.

"It's how much you can do with how much money," he explained. "Four lanes with two going each way on a separated highway are going to be the safest; you're not going to have a center line to cross over and have the head-on collisions which are generating all of these fatalities. Unfortunately, we just don't have millions and millions of dollars to throw at the road."

The Soldotna Police Department, Kenai Police Department, and Alaska State Troopers are all participating in the statewide Strategic Traffic Safety Plan, which is a comprehensive, data-based study focused on addressing problems and forming goals as they relate to the 4 E's of highway safety: engineering, education, enforcement, and emergency response.

"There are other roads that have needs and tragedies on them as well," Lucking said, "so there's a l





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Life is full of choices...  
We hope that the next time  
you get behind the wheel

You choose to  
drive safely and  
ARRIVE ALIVE  
...It's up to you

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