

# The GHSA Strategic Plan

## **VISION**

**Through GHSA leadership,  
States and Territories achieve a reduction  
in traffic deaths and injuries.**

## **MISSION**

**GHSA provides leadership and representation  
for the States and Territories  
to improve traffic safety,  
influence national policy,  
and enhance program management.**

## **GOALS**

- I. Establish traffic safety as a national priority**
- II. Expand and deliver member support services**
- III. Strengthen partnerships to achieve GHSA's mission and goals**

# STRATEGIES & ACTIVITIES

## GOAL I: Establish traffic safety as a national priority

STRATEGY	ACTIVITY
<b>A. Influence decision-makers on national highway safety policy and program priorities</b>	<ol style="list-style-type: none"> <li>1. Respond to regulations and rule-making.</li> <li>2. Communicate (inform) members on legislative and regulatory developments.</li> <li>3. Provide testimony at hearings and debates.</li> <li>4. Identify and utilize membership expertise in specific topic areas.</li> </ol>
<b>B. Collaborate with stakeholders to push traffic safety to the forefront</b>	<ol style="list-style-type: none"> <li>1. Develop and issue joint statements on policy decisions.</li> <li>2. Actively participate on committees and task forces to represent traffic safety priorities.</li> <li>3. Solicit other organizations as partners to forward traffic safety.</li> <li>4. Proactively market GHSA policies to other organizations.</li> </ol>
<b>C. Educate appropriate audiences on the importance of traffic safety</b>	<ol style="list-style-type: none"> <li>1. Keep website information current.</li> <li>2. Develop a strategic communication plan for making traffic safety a national priority.</li> <li>3. Communicate timely national data and information to members for dissemination and outreach.</li> <li>4. Develop talking points on current issues and provide comments for members' use.</li> </ol>
<b>D. Compel the media to make traffic safety a national priority</b>	<ol style="list-style-type: none"> <li>1. Issue periodic press releases.</li> <li>2. Provide timely responses to media inquiries.</li> <li>3. Develop relationships with media outlets as a conduit for emerging issues.</li> </ol>

## GOAL II: Expand and deliver member support services

STRATEGY	ACTIVITY
<p><b>A. Conduct membership survey to determine if services needed are being delivered and provide recommendations for new services.</b></p>	<ol style="list-style-type: none"> <li>1. Implement an annual survey, in conjunction with the policy and program priorities survey, at the state and regional level to gather information on current activities and problems.</li> <li>2. Increase opportunities for discussion and information sharing among members at the annual meeting. Continue state roundtable discussion sessions on state program and administrative issues.</li> <li>3. Continue to offer professional development sessions during the annual conference based on a survey of member needs.</li> </ol>
<p><b>B. Develop program for mentoring new members, including GRs, coordinators, and staff members</b></p>	<ol style="list-style-type: none"> <li>1. Continue the GRs' orientation training during the annual meeting.</li> <li>2. Continue to offer the GRs' Executive Seminar on Program Management. Continue to include GRs, Coordinators, and senior staff; and include time to discuss the objectives and importance of the annual meeting.</li> <li>3. Develop and implement training on strategic and action planning for highway safety programs.</li> <li>4. Collaborate with NHTSA and FHWA on delivery of their in-house management and technical training programs as well as development of new opportunities.</li> <li>5. Promote available resources on the GHSA website.</li> <li>6. Create a process for regional representatives to contact new GRs, Coordinators, and staff. This should include a checklist and ideas for their role as an available resource or technical assistance.</li> </ol>

<p><b>C. Provide information and networking opportunities to deliver effective programs.</b></p>	<ol style="list-style-type: none"> <li>1. Continue to promote the benefit of attending the annual conference and business meeting.</li> <li>2. Share programs with the GHSA Washington office for GHSA newsletter.</li> <li>3. Encourage regional meetings to share ideas and programs.</li> <li>4. Continue to broadcast emails for dissemination of information.</li> <li>5. Make better use of technology for member networking and information sharing.</li> </ol>
<p><b>D. Build states' and territories' capacity for efficient programs.</b></p>	<ol style="list-style-type: none"> <li>1. Develop process to address NHTSA management and special management reviews. That process should include: preparation, conduct, response, recommendations, and development of corrective action plans (CAPs).</li> <li>2. Promote HSP and AR templates.</li> <li>3. Make states and territories aware of opportunities to impact traffic safety policy and guidelines.</li> <li>4. Identify and promote best practices for all members.</li> <li>5. Function as a clearinghouse for all members to insure consistent and uniform application of federal policy.</li> <li>6. Expand advocacy training to SHSOs to shape state and local policy.</li> </ol>

**GOAL III: Strengthen partnerships to achieve GHSA's mission and goals**

<b>STRATEGY</b>	<b>ACTIVITY</b>
<b>A. Strengthen current and develop new relationships with traffic safety oriented agencies and organizations</b>	<ol style="list-style-type: none"> <li>1. Identify agencies and organizations to assist with the implementation of GHSA's national policy agenda.</li> <li>2. Determine the appropriate relationship to establish with individual agencies and organizations.</li> <li>3. Contact agencies and organizations and identify issues of mutual interest.</li> <li>4. Share, explain and promote GHSA's mission, goals, and policies with other organizations.</li> <li>5. Participate in partner organizations' strategic planning where feasible and appropriate.</li> <li>6. Invite selected partners to meet with the GHSA board periodically for exchange of information.</li> <li>7. Acknowledge partners' participation and/or cooperation for their support of GHSA and its policies.</li> </ol>
<b>B. Review and evaluate organizational partnerships on a continuing basis</b>	<ol style="list-style-type: none"> <li>1. Review and update the list of organizational partners periodically.</li> <li>2. Identify appropriate participants and recruit volunteers to serve as liaison with partner organizations with feedback provided to the GHSA board.</li> </ol>