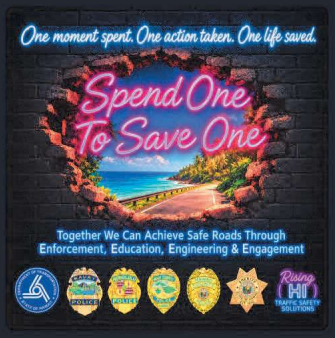


PARTNER FACT SHEET · SPEND ONE TO SAVE ONE

Law Enforcement

Patrol and traffic officers, and Department of Law Enforcement sheriffs

One moment spent. One action taken. One life saved.

THE CAMPAIGN

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90%+
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30 fewer
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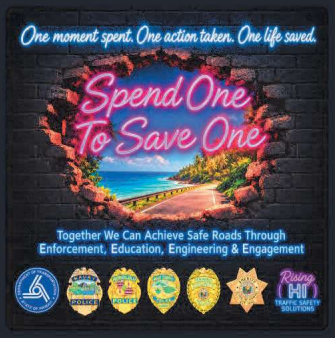
One Hour. One Driver. One Life.

Dedicate time to proactive traffic enforcement or education, with the goal of changing at least one driver's behavior. High-visibility enforcement works, not only for traffic safety but for crime reduction as well.

WAYS YOU CAN HELP

1. **Work the data.** Patrol the high-crash corridors, intersections, and school zones on your hotspot map, not convenience "fishing holes."
2. **Target what kills.** Focus on speed, impairment, distraction, seat belts and helmets, failure to yield, and aggressive driving.
3. **Make every stop count.** Fair, respectful contacts, warnings, and a safety tip build voluntary compliance. Positive stops count too.
4. **Build solid cases.** Investigate crashes thoroughly, file accurate reports on time, and keep SFST, ARIDE, and DRE skills current.
5. **Be eyes on the road.** Report lighting outages, signage, sight-distance, pavement, and signal problems through the hazard reporting protocol.
6. **Engage and stay safe.** Talk story at schools, events, and driver ed classes, teach defensive driving, and use TIM practices to protect yourself.

WHY IT MATTERS · Your work is proven to save lives. NHTSA's *Countermeasures That Work* rates high-visibility enforcement, like publicized sobriety checkpoints and seat belt campaigns, among the most effective countermeasures. It also prevents crime.



PARTNER FACT SHEET · SPEND ONE TO SAVE ONE

Law Enforcement Supervisors

Sergeants, lieutenants, commanders, and agency Traffic Safety Coordinators

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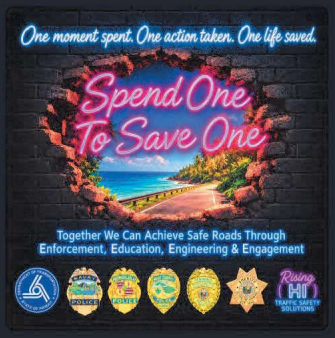
Protect the hour. Point it where the data says.

Make sure every officer's traffic safety hour actually happens, aim it at the places and times where crashes occur, and report what it achieved.

WAYS YOU CAN HELP

1. **Schedule the hour.** Build each officer's traffic safety hour around call load so it happens every shift, or every week when staffing is short.
2. **Brief with data.** Share weekly hotspot maps and the monthly fatality tracker at roll call. Communicate intent down and problems up.
3. **No speed traps.** Direct officers to where and when crashes happen, not convenience spots. High-visibility enforcement works best in high-impact corridors.
4. **Measure outcomes, not quotas.** Track hours, contacts (citations, warnings, engagements), and behavior-change encounters; follow up with QA callbacks to ensure each stop's effectiveness.
5. **Report up monthly.** Brief your chief monthly on crashes, enforcement, outreach, and after-action results. Your Traffic Commander compiles it for the quarterly meeting.
6. **Recognize the work.** Nominate officers for monthly, quarterly, and annual recognition, and forward their hazard reports to engineers.

WHY IT MATTERS · Data-driven deployment works. When the Honolulu Police Department's Traffic Division followed its crash data in 2018, O‘ahu went from six or seven traffic deaths a month to two or three within one quarter.



PARTNER FACT SHEET · SPEND ONE TO SAVE ONE

Law Enforcement Leadership

Chiefs, deputy and assistant chiefs, and Sheriff Division leadership

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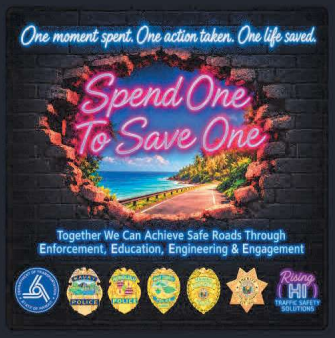
Make traffic safety a core mission, not a side duty.

Publicly endorse the program, move people and money to where people are dying, and hold your commanders accountable for fewer crashes, injuries, and deaths.

WAYS YOU CAN HELP

1. **Introduce it yourself.** Launch Spend One to Save One at roll call and in an in-service video so officers hear it directly from you and know it is a department priority. Commit to a weekly Talking Traffic Tuesdays media segment.
2. **Publish priorities and real goals.** Publish a short list of traffic safety priorities with numeric, dated crash-reduction goals. "Do your best" is not a goal. Put these initiatives in your strategic plan with measurable outcomes for each objective.
3. **Resource it.** Commit staffing, overtime, equipment, and SFST, ARIDE, DRE, and TIM training, and protect traffic units during shortages.
4. **Keep the expertise.** Use stable assignments, structured onboarding, and transition periods so progress isn't lost when people rotate.
5. **Own the crash picture.** Patrol and traffic commanders report crashes, enforcement, and outreach to you monthly. Your Traffic Commander presents the results in person each quarter.
6. **Invest in data and people.** Near real-time crash and telematics reporting in 2027, time-saving software for stops and crash scenes, and officer recognition, wellness, and peer support.

WHY IT MATTERS · Everything rises and falls on leadership. Officers prioritize what their chief prioritizes. Visible buy-in keeps the hour protected and the progress lasting, and the same enforcement helps reduce crime.



PARTNER FACT SHEET · SPEND ONE TO SAVE ONE

First Responders

County and state EMS, county fire departments, rescue, and incident response crews

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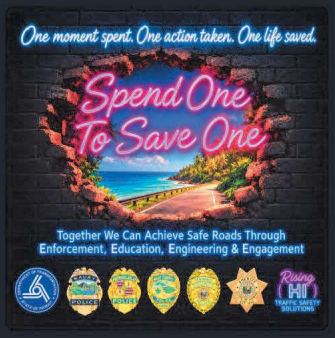
One action a month. One moment of engagement.

Each month, take at least one traffic safety action in your field, such as a school visit or a Move Over message at a neighborhood board meeting, and share what you're seeing on calls involving traffic collisions.

WAYS YOU CAN HELP

1. **Work scenes as one team.** Coordinate scene safety and unified command with police using Traffic Incident Management (TIM) practices.
2. **Champion Move Over.** Support Move Over Law education and National Crash Responder Safety Week to protect everyone working the roadway.
3. **Lend your voice.** At schools and community events, firefighters and paramedics are among the most credible voices on what crashes do to people.
4. **Become car seat techs.** Certified technicians at fire stations can fit car seats for parents and grandparents, and talk traffic safety while they do.
5. **Report what you see.** Pass roadway hazards and crash-prone locations you notice on calls to police and transportation engineers.
6. **Share outcomes.** Provide de-identified patient outcome data, as permitted, so partners can measure what's working.

WHY IT MATTERS · Every crash scene is a work zone. Move Over violations and impaired drivers put responders at risk on every call. Your voice on what crashes do to people is one of the most credible a community will hear.



PARTNER FACT SHEET · SPEND ONE TO SAVE ONE

Courts

Prosecutors, the Judiciary, traffic courts, and court administrators

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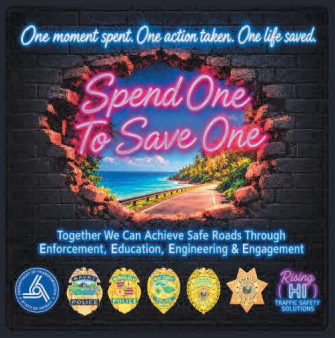
Consequences that follow detection.

The certainty of consequences changes behavior more than their severity. Each month, take one action, such as a case review or officer training, that keeps that certainty real.

WAYS YOU CAN HELP

1. **Keep cases moving.** Handle OVUII, vehicular homicide, excessive speeding, and reckless driving cases consistently and promptly.
2. **Make cameras count.** Support timely adjudication of automated enforcement citations so detection results in real consequences.
3. **Strengthen the cases.** Prosecutors: give officers feedback on report quality and train them on courtroom testimony and DRE evidence.
4. **Join the table.** Review case outcomes and emerging legal issues at Traffic Commanders Meetings using the police-prosecutor template.
5. **Support victims and change.** Use victim notification, victim impact panels, traffic safety education, treatment, and diversion where appropriate.
6. **Share the data.** Provide case disposition data for recidivism tracking and program evaluation, and advise on traffic safety legislation.

WHY IT MATTERS · Certainty beats severity. Drivers change when consequences reliably follow detection. With cannabis, THC levels do not track impairment, so cases rest on the totality of the evidence.



PARTNER FACT SHEET · SPEND ONE TO SAVE ONE

Transportation Officials

State and county engineers, planners, public works, and traffic safety specialists

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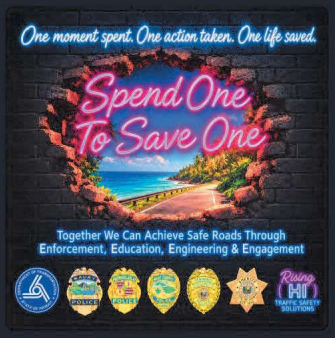
Design roads where a mistake isn't fatal.

Each month, complete at least one engineering review, data report, or fix at a high-crash location, and share what you're seeing with enforcement partners.

WAYS YOU CAN HELP

1. **Act on field reports.** Respond to officer and community hazard reports, then close the loop by reporting back what was done.
2. **Fix high-crash locations.** Apply speed management, traffic calming, signal timing, crosswalk, and lighting improvements where data shows risk.
3. **Invite police in.** Include officers in road safety audits and project planning, and share construction and project schedules.
4. **Share the data.** Distribute crash data, hotspot maps, and behavioral (telematics) data, such as Safe Roads Challenge results, to partners.
5. **Build the Safe System.** Carry out county Vision Zero action plans and plan safe facilities for pedestrians, bicyclists, and e-mobility users.
6. **Coordinate operations.** Align automated enforcement, work zone safety, and traffic incident management with law enforcement.

WHY IT MATTERS · See the next crash before it happens. Safe Roads Challenge telematics and mobility analytics show where risky driving is happening now. Pair that data with officer hazard reports to fix roads first.



PARTNER FACT SHEET · SPEND ONE TO SAVE ONE

Elected Officials

The Governor, mayors, state legislators, county council members, and neighborhood board members

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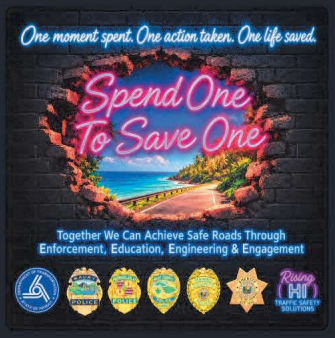
Use your voice, your vote, and your agenda.

Each month, put traffic safety on at least one agenda, in a meeting, a newsletter, or a post, and connect what constituents tell you with the people who can act on it.

WAYS YOU CAN HELP

1. **Champion laws and funding.** Build on Act 66, Act 222, and Act 259 with support for enforcement, data systems, and training.
2. **Put it on the agenda.** Include traffic safety at town halls, talk story sessions, and neighborhood board meetings.
3. **Connect concerns to action.** Bring constituent reports of dangerous locations to police and engineers, then share the response back.
4. **Back timely consequences.** Support adjudication improvements so detected violations, including camera citations, lead to real consequences.
5. **Invite the data in.** Ask police and transportation staff to present local crash data at your meetings, and hear residents' observations.
6. **Amplify and thank.** Share campaign messages on your platforms, and publicly thank the officers and partners doing the work.

WHY IT MATTERS · Traffic safety is public safety. Hawai‘i lost 128 people on its roads in 2025, more than five for every murder, and roads and parking lots were the No. 1 location for reported crime.



PARTNER FACT SHEET · SPEND ONE TO SAVE ONE

Community Partners

MADD Hawaii, Hawai‘i Bicycling League, KIPC, Flag Man, and other advocacy, survivor, and community groups

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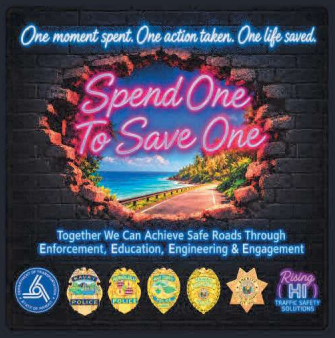
Keep the human cost in view.

Each month, take at least one action through your organization, such as an event, a post, or a survivor story, and share what your members are seeing with fellow partners.

WAYS YOU CAN HELP

1. **Share survivor voices.** Tell survivor and victim stories through remembrance events and victim impact panels.
2. **Amplify the campaign.** Push Spend One to Save One messages through your networks, especially during statewide enforcement mobilizations.
3. **Teach the one-minute habit.** Before every trip: plan the route, phone on Do Not Disturb, buckle up, helmet on, never drive impaired.
4. **Be eyes on the street.** Gather members' reports of dangerous driving and hazardous locations and pass them to police and engineers.
5. **Lend your expertise.** Weigh in on proposed laws and projects, host car seat checks, and join groups like the Honolulu E-Bike Working Group.
6. **Show up and say mahalo.** Join neighborhood meetings and events, and recognize officers and partners who go above and beyond.

WHY IT MATTERS · **Friends and family make a difference.** Research shows drivers who believe the people they care about disapprove of aggressive driving do it less often. Share the Risky Driving Conversation Guide with your members.



PARTNER FACT SHEET · SPEND ONE TO SAVE ONE

Communication Specialists

Media networks, public information officers, agency social media teams, and influencers

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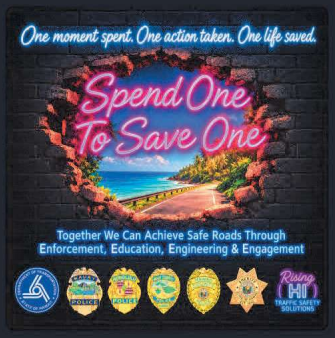
Publicity turns enforcement into deterrence.

Each month, publish at least one traffic safety story, segment, or post, and check in with enforcement partners on what's coming up and what they're seeing.

WAYS YOU CAN HELP

1. **Publicize every operation.** Before, during, and after. One publicized checkpoint changes thousands of decisions.
2. **Follow the calendar.** Align with NHTSA campaigns (Drive Sober or Get Pulled Over, Click It or Ticket) and each island's crash trends.
3. **Pair the warning with an action.** "Checkpoints are out tonight, plan a sober ride." Lead with positive norms, not how common bad behavior is. And please stop using the word "accident".
4. **Reach who's at risk.** Use short-form video, multilingual and creative language, and visual content to reach drivers and riders of all ages, as well as visitors.
5. **Tell human stories.** Feature officers, survivors, transportation officials, community advocates, and changed behavior; share serious and fatal crash information with likely causes.
6. **Host Talking Traffic Tuesdays.** Invite officers on air or online each week to share a safety tip, explain a law, or highlight a local trend, and report your reach.

WHY IT MATTERS · **Publicity is the multiplier.** Maryland's "40 on 40" impaired driving operation reached more than 1.5 million message-board and billboard impressions, and local cab business rose 50% on the first night.



PARTNER FACT SHEET · SPEND ONE TO SAVE ONE

Educators

Teachers, administrators, professors, driver education instructors, trainers, and youth program leaders

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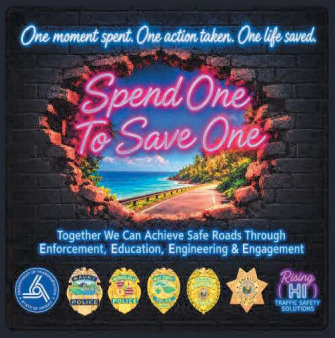
One lesson can last a lifetime.

Each month, deliver at least one traffic safety lesson, presentation, or training, and share what you hear from students and families with fellow partners.

WAYS YOU CAN HELP

1. **Teach it at every level.** Age-appropriate lessons, from pedestrian safety for young keiki to impaired and distracted driving for teens.
2. **Teach the new rules.** Help students and parents learn the e-bike, e-mobility, and moped rules under Act 222 and Act 259.
3. **Bring in the experts.** Host officer, firefighter, and EMS presentations, and partner on Safe Routes to School.
4. **Guard the school zone.** Manage safe drop-off and pick-up, and report school-zone speeding and hazards to police and engineers.
5. **Support new drivers.** Teach defensive driving, back graduated licensing, and invite officers into driver ed to share real crash experiences.
6. **Research and train.** Professors and trainers: study Hawai‘i's crash data, help evaluate what works, and build traffic safety into training.

WHY IT MATTERS · **Students can speak up, too.** Bystanders who learn three simple steps (express concern, connect to values, compare to other settings) feel more confident and often see safer driving within weeks.



PARTNER FACT SHEET · SPEND ONE TO SAVE ONE

Hospitality

Hotels, rental car and moped companies, airlines, restaurants and bars, tour operators, and rideshare

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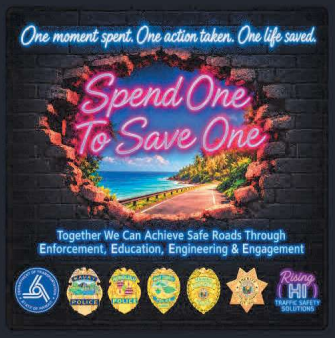
Welcome guests and send them home safe.

Each month, take at least one action that puts a safety message in front of guests or staff, and share what you're seeing with fellow partners.

WAYS YOU CAN HELP

1. **Reach visitors on arrival.** Share traffic safety tips in flight, at the rental counter, at check-in, and in the room.
2. **Rent it safe.** Moped and scooter rentals: comply with and reinforce helmet and flag requirements every time.
3. **Serve responsibly.** Promote designated drivers, rideshare, and sober ride programs, especially on holidays and during major events.
4. **Coach your team.** Adopt phone, seat belt, and impaired-driving policies for staff, and use fleet telematics and defensive driving training to coach drivers.
5. **Look out for walkers.** Remind guests to use crosswalks, stay off the phone in traffic, and be visible after dark.
6. **Amplify the campaign.** Share Spend One to Save One messages on guest screens, menus, and social channels during mobilizations.

WHY IT MATTERS · Visitors may not know our rules. Many guests come from places where traffic laws and driving customs differ. Help raise awareness of Hawai‘i's laws and share simple safety tips.



PARTNER FACT SHEET · SPEND ONE TO SAVE ONE

Medical Specialists

Hospitals, trauma and medical centers, physicians, nurses, and Department of Health injury prevention

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YOUR COMMITMENT

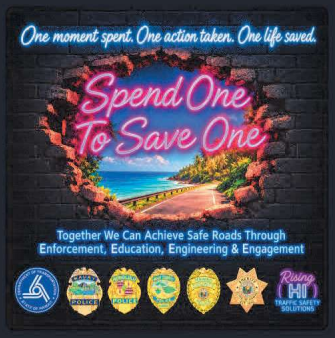
Prevention is the best trauma care.

Each month, take at least one prevention action, such as patient counseling, a data share, or a community talk, and share what you're seeing in the ER with fellow partners.

WAYS YOU CAN HELP

1. **Share injury data.** Provide injury surveillance and trauma registry data, as permitted, to complement police crash data.
2. **Speak from the bedside.** Clinicians are trusted voices. Describe what crash injuries mean for patients and families, with privacy protected.
3. **Protect keiki.** Lead child passenger safety programs, car seat distribution, and car seat inspection events.
4. **Connect to treatment.** Link impaired-driving offenders and at-risk patients to substance use and behavioral health services.
5. **Counsel patients.** Talk about seat belts, helmets, drowsy driving, and medications that impair driving.
6. **Flag emerging risks.** Host clinical and community forums on trends you see, such as e-bike and e-mobility injuries.

WHY IT MATTERS · Impairment is more than alcohol. Drugs, alone or with alcohol, now appear in more of Hawai‘i's fatal impaired crashes than alcohol alone. Counsel patients on impairment from any substance.



COMMUTER FACT SHEET · SPEND ONE TO SAVE ONE

It Will Take All of Us

You, the commuter, are the most important part of this campaign

One moment spent. One action taken. One life saved.

THE CAMPAIGN

Spend One to Save One is Hawai‘i's statewide, multi-agency traffic safety initiative, coordinated by Hawai‘i Department of Transportation and the Hawai‘i Law Enforcement Liaison. This unified traffic safety campaign is launching statewide in 2027. The idea is simple: if officers spend one focused hour on traffic safety, and every partner and community member invests a moment of their own time for the same cause, lives will be saved. The work is organized around the Four E's of traffic safety: Enforcement, Education, Engineering, and Engagement. And our goals can be achieved through the 4C's for success: Communication, Coordination, Collaboration, and Commitment.

SAFETY TIPS FOR EVERY TRIP

Whether you drive, ride, or walk, one minute before every trip can save a life, maybe your own.

Drivers

- Plan your route and leave early; if you're late, call ahead instead of speeding.
- Phone on Do Not Disturb before you go.
- Slow down near schools and crosswalks, and never drive impaired by alcohol, drugs, or medication.
- Drive defensively and expect others to make mistakes.

Riders motorcycles, mopeds, e-bikes, scooters

- Wear a helmet every time you ride.
- Be seen: bright gear, lights, and reflectors, day and night.
- Know the rules for your device, ride sober, and never lane split.
- Speed, distraction, and impairment kill on two wheels too. Risk doesn't care what you ride.

Passengers

- Buckle up in every seat on every trip, including the back seat.
- Use the right car seat for each child, and get it checked at a fire station.
- Speak up if your driver is speeding, distracted, or impaired.

Pedestrians

- Phone down and eyes up when you cross.
- Use crosswalks, obey traffic laws, and make eye contact with drivers before stepping out.
- Wear light or reflective clothing, and carry a light after dark.

Speak Up. It Could Save a Life.

Make traffic safety a priority in your ‘ohana, your workplace, and your community. If you know someone you care about is speeding, driving distracted or impaired, or riding without a helmet or seat belt, talk with them, whether it's a friend, a family member, or a co-worker. It may be uncomfortable, but it could save a life. Research shows drivers who know their loved ones disapprove of risky driving do it less often. Start with "I worry about you when…" and speak up early, when it is safe.