Safe On All Roads (SOAR) Program
Native American Fatal Crashes

- 6.7% of the population
- 20% of all Montana fatalities (2012)
- Historically 11-20% of all Montana fatalities
Traffic Deaths by Age Group

Montana Fatalities 2007 - 2011

Native American Fatalities
All Montana Fatalities
Goal: Reduce traffic deaths/injuries on reservations

Objectives:
Increase seatbelt use
Decrease impaired driving/riding with an impaired driver

- Training
- News releases
- Creative development and media campaigns
- Production and distribution of promotional items
- Coordination with community agencies/organizations
- Coalition-building with regional/community leaders
- Data collection
- Presentations at schools and meetings
- Support for law enforcement
- Advocacy for policy change
- Facilitation of displays & sponsorships for public events
- Recruitment of student advocates
Key Principles

- Each tribe is unique
- Involve tribes in finding solutions
- Connect tribes with resources
- Relationships are key – active programs with strong tribal participation
- Improved data collection
- Awareness of culture in framing programs
S.O.A.R. Coordinators
Focus Groups

Blackfeet Community College
Year-round SOAR Messaging

• Athletic Events
• Holiday Powwows; Round Dances
• Valentine’s Day + Father’s Day
• Prom + Graduation
• 4th July + Summer powwow season
• Community events, e.g. parades
• Community fairs
• College registration/orientation
• Labor Day
• October masquerades
• School presentations
Children learn the lessons of survival from parents and elders.

Thank you for showing your children how to survive by buckling up every time you are in a vehicle.
Basketball a Focus for The Program

SOAR sponsors a Variety of tournaments on the Reservations.

- Provide Winning Team with Jerseys or other prizes with the buckle up message
- Great avenue for delivering the message to families
Buckle Up! Live to Ride Again!

message origination: Blackfeet Nation

Buckle Up Boys
message origination:

Margene Asay
Confederated Salish & Kootenai Tribes

Levi, Billy and Rusty Hendrickson of Arlee Rodeo champions - Seat belt users

“We count on the buckle.
So should you.”

Buckle Up in Your Truck.
Pickup trucks are twice as likely to roll over as a car. A seat belt increases your chances of survival in a rollover by up to 80%.
Current Campaign

• Road signs placed at all exits at High Schools

• Colleges will be added
Fort Belknap Prom Campaign

• Provided traffic safety messaging for prom

• $100 gift cards in drawing for prom-goers who signed a pledge not to drink and drive
Message origination:

Mike Todd
Fort Peck Tribes
Message origination:
Collaborative effort of Fort Peck,
Blackfeet,
Rocky Boy’s, and Fort Belknap, with
other advisors.
Data Shows Progress

2011 Native American fatalities – percent of all fatalities

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