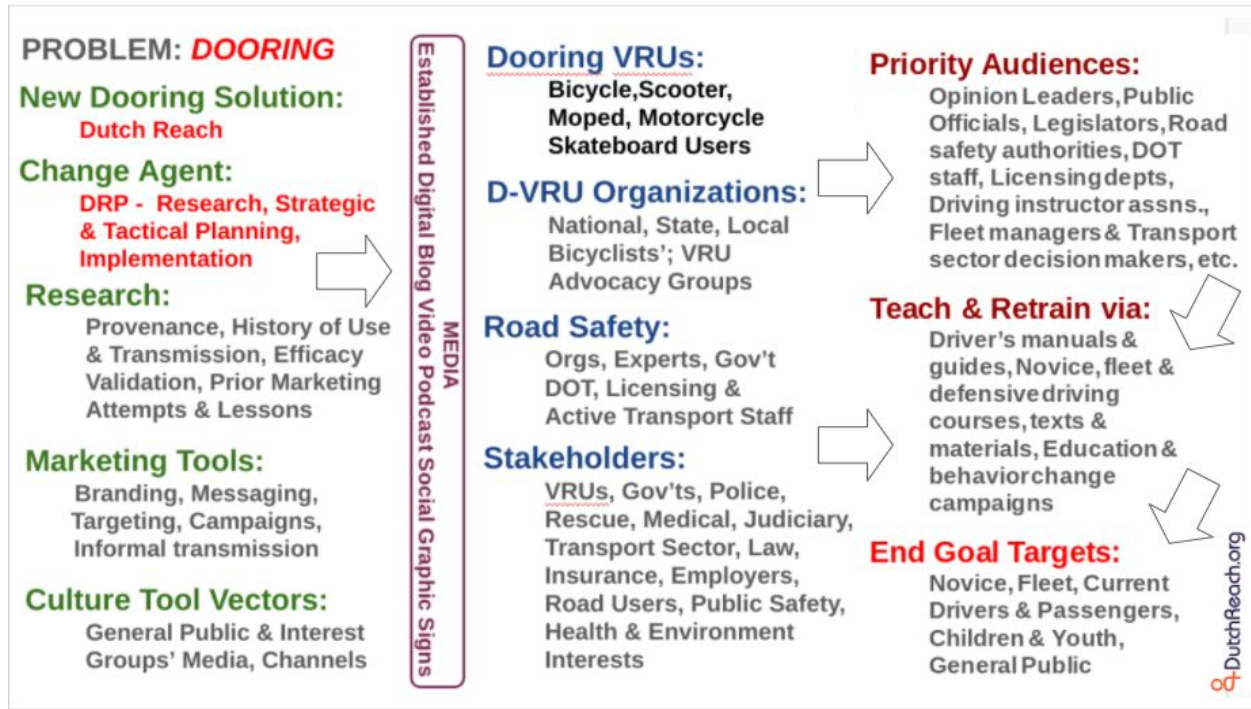


DUTCH REACH PROJECT: STRATEGY FLOW CHART



Dutch Reach Project Strategy Flow Chart. Plan proceeds from top left to lower right. Goal: Introduce the Dutch anti dooring countermeasure into public road safety culture & established driver education & training programs.

- 1) Left column: Develop research, resources & capacities to educate & influence important constituencies.
- 2) Publicize & perform outreach directly to diverse stakeholders [middle right column] or indirectly, mediated by conventional & social media.
- 3) DRP & now allied stakeholder groups promote the Dutch Reach to key decision makers [top right] and to motorists & public [bottom right].
- 4) Allied decision makers direct their organizations to teach the 'Reach' to target audiences [bottom right].
- 5) DRP to gather relevant news, media reports & resources generated by collaborators & replicators and share via project website & social media.
- 6) A virtuous cycle of awareness, recruitment, capacity building, advocacy & progress is fostered.
- 7) Repeat above sequence with outreach to additional stakeholders and other geographic or linguistic populations where demand may exist.