

"Buckle Up, Brockton" mural painted by Brockton native and 24 Hr. Power master graffiti artist, Jessica Picanzo. The mural is located alongside the Boulangerie Saint Antoine Bakery on N. Main St.

massDOT
Massachusetts Department of Transportation



BUCKLE UP, BROCKTON

MEDIA LAUNCH RECAP REPORT

On May 16, 2024, an event was held to mark the commencement of the innovative Buckle Up, Brockton Roads Communication Safety Program in collaboration with the City of Brockton, the Massachusetts Department of Transportation, and the National Road Safety Foundation.

TravelersMarketing



The Brockton Cable Access Channel produced an 18-minute video capturing the press conference, featuring the mural, as well as campaign messages displayed in five languages throughout the city.

PROGRAM SUMMARY

Mayor Robert Sullivan welcomed the Brockton community and members of the media to unveil a first-of-its-kind, MassDOT-supported, community-driven media campaign aimed at increasing seat belt use in the City, which has one of the lowest seat belt use rates in the Commonwealth. The compelling campaign calls for Brocktonians to: “Protect Who You Love. Buckle Up, Brockton.”

Beginning in May, the campaign, which appears in five languages including English, Spanish, Portuguese, Cape Verdean, and Haitian, is prominently displayed throughout the city. Placements include billboards, displays on BAT (Brockton Area Transit) buses, signage at Campanelli Stadium, and a spectacular 74’ mural painted by a local master graffiti artist, Jessica Picanzo of 24 Hr. Power Inc. The mural graces the wall of the Boulangerie Saint Antoine Bakery on North Main Street and served as the backdrop for the media launch event.

The Brockton Public School system also integrated the campaign into a seat belt awareness educational curriculum for their art, health, music, and physical education classes throughout the month of May. Third-grade students customized 1,300 seat belt covers to encourage their families to use seat belts.

“Buckle up, save your own life, but also save the lives of your loved ones. It’s as simple as that... We will continue to educate and inform to save lives.”

– Brockton Mayor
Robert Sullivan



“Safety is a top priority at MassDOT, and it is a pleasure to work together with the Brockton community on this community-wide educational effort. Through raising awareness around the city and educating young people, we’re hoping that we can underscore how seat belts save lives.”

**– MassDOT Transportation Secretary
and CEO Monica Tibbits-Nutt**

EVENT SUMMARY

The Buckle Up, Brockton launch event took place at 10 a.m. on Thursday, May 16th. Despite the rainy forecast, it was well attended by community groups that played a role in developing the campaign. Among the attendees were representatives from the Cape Verdean Association, 24 Hr. Power Inc, New Heights Charter School, and the Brockton Rox and New England Knockouts. Massasoit Community College, Haitian Community Partners, and the Old Colony Planning Council were also involved in the campaign’s development.

Speakers at the event included:

- Robert Sullivan, Brockton City Mayor
- Hayes Morrison, MassDOT Undersecretary of Transportation
- Jonathan Gulliver, MassDOT Highway Administrator
- Moises Rodrigues, City Councilor and Cape Verdean Association Executive Director
- Jeff Larason, Travelers Marketing Road Safety Communications Director

BUCKLE UP, BROCKTON | MEDIA LAUNCH RECAP REPORT



Above: Muralist Jessica Picanzo of 24 Hr. Power Inc. (center) is flanked by MassDOT representatives, including Undersecretary of Transportation Hayes Morrison, Highway Administrator Jonathan Gulliver, and representatives from the MassDOT Registry of Motor Vehicles Brockton Office. Middle: Undersecretary Morrison and Administrator Gulliver also spoke at the event, emphasizing the value of the community's input in the campaign. Bottom: Cape Verdean Association Executive Director and City Councilor Moises Rodrigues pledged to increase his own seat belt use and praised the collaborative effort that included important input from the Brockton community. Jeff Larson of Travelers Marketing applauded the community for getting involved and helping to save lives.

COMMUNITY PRESENCE

The event marked the beginning of the Buckle Up, Brockton campaign, which will run throughout the summer and into the fall across the city.

In addition to the placements shown, the campaign will be sponsoring the 30th Annual Cape Verdean Festival, which is expected to draw 7,000 members of the community in late July.

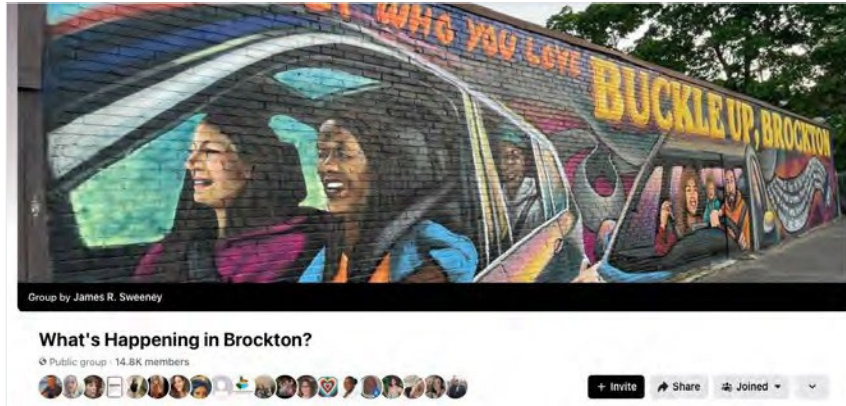
“I think this campaign is going to be successful because for the first time, in a very long time, the community has been involved in this particular campaign... Often nobody asks us what is the message that we want to get out there. Thank you for involving us.”

– Cape Verdean Association Executive Director and City Councilor Moises Rodrigues



Campaign placements include billboards in five languages (top), ads on transit buses, signage at the Campanelli Stadium, integration with Brockton Public Schools (including custom seat belt covers designed by third graders to take home to their parents), and air fresheners in five languages distributed at the launch event.

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COMMUNITY CHATTER

Social media was abuzz with news of the innovative Buckle Up, Brockton campaign. The Mayor posted about the event and local Facebook groups, “The Brockton Hub” and “What’s Happening in Brockton?” shared photos of the mural wall with their 85,000 and 14,800 members, respectively. Community members overwhelmingly applauded the initiative and the artist.



BUCKLE UP, BROCKTON | MEDIA LAUNCH RECAP REPORT



Local News

'Buckle Up Brockton' Campaign Is Encouraging People To Use Seat Belts

May 23, 2024




Photo: Chael Schaffel/WBZ NewsRadio

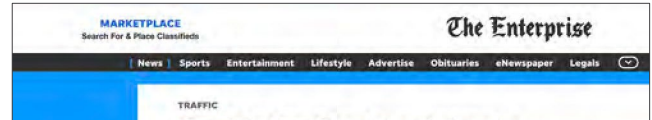
BROCKTON, Mass. (WBZ NewsRadio) — The city of Brockton has launched its "Buckle Up Brockton" campaign to try to urge more residents to use their seat belts.

"Buckle Up Brockton" is a collaboration with the Massachusetts Department of Transportation, Travelers Marketing, and the city of Brockton to use comprehensive public education to increase seat belt use.

The centerpiece of the campaign is a 72-foot mural painted by Brockton native Jessica Picanzo at Boulangerie Saint Antoine, a bakery on North Main St.

Picanzo described her art. "The cars are portrayed with some bright colors and to really bring vibrancy to this space."

Other aspects of the multi-year campaign include sponsorship at Campanelli Stadium, educational integration with Brockton's schools, billboards, Brockton Area Transit bus signage, and car air fresheners, which will all serve as reminders to Brockton drivers and passengers to buckle up.



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TRAFFIC

'Buckle Up, Brockton' aims to increase city's dismal rate of wearing seat belts

Chris Helms
The Enterprise

Published 5:13 a.m. ET May 19, 2024 | Updated 8:14 a.m. ET May 19, 2024

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'Buckle Up, Brockton' aims to increase city's dismal rate of wearing seat belts

Chris Helms, The Enterprise
May 19, 2024 · 3 min read

BROCKTON — Brocktonians buckle up way less than the state average. A grass-roots campaign aims to change that, complete with a mural and billboards in five languages.

The 74-foot mural features families and friends and promotes the message: "Protect who you love. Buckle up, Brockton." You can see it on the side of Boulangerie Saint Antoine Bakery at 364 N. Main St.

That's right around the corner from where the muralist, Jessica Picanzo, grew up on the North Side. The 2017 Brockton High grad designed the mural with help from Brockton Public Schools and the Cape Verdean Association of Brockton. The whole thing is done in spray paint, said the

Click on the image to link to the article.

MEDIA COVERAGE SUMMARY

The event was featured in 63 positive news and social stories to date with coverage by *The Brockton Enterprise*, *WBZ Radio*, *Yahoo! News*, and more.

Media Type	No. of Positive Articles	Est. Audience Impressions	Est. Advertising Value Equivalency
Radio	34	N/A	N/A
Online	12	63,925,521	\$591,311
Print	1	N/A	N/A
Social Media	16	296,103	\$2,739
TOTAL	63	64,221,624	\$594,050

*Online and social impressions listed as reported by Meltwater. Impressions and publicity values represent 44% of total media stories listed.