



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) Make outreach to diverse constituencies of middle right column directly by DRP or mediated by conventional & social media.
- 3) DRP &/or now allied constituent groups promote the Dutch Reach to key decision makers &/or directly to motorists & general public (right column).
- 4) Allied decision makers direct organizations to promote the far hand habit to target audiences using institutional means [right column].
- 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.