



be tire smart play your **PART**

PRESSURE • ALIGNMENT • ROTATION • TREAD

A consumer education program of the Rubber Manufacturers Association

Tips for Building Partnerships Within Your Community

Tire safety messages resonate among almost all populations, so finding partners in your community is as simple as looking out your front door. Partnering with another organization or group allows you to reach a wider audience and possibly gain some new customers. Here are some ideas of groups or organizations that have previously promoted tire safety with RMA and its partners.

- **Local AAA Branch:** If your business is part of the AAA auto approved network, contact the local office to see if AAA would be willing to partner with your business during a tire check clinic. A representative from AAA could serve as a media spokesperson and/or distribute AAA literature at the event.
- **Local Police Department Child Safety Seat Coordinator:** Many local police departments have personnel dedicated to educating drivers about proper child safety seat use and tire safety is a natural tie in. Contact the local coordinator and ask if your company can conduct tire pressure and tread checks at child seat checks. You might also propose to host a child seat check event at your business so you could conduct a tire safety clinic to coincide with the seat check.
- **Driver's Education Program:** Contact neighborhood high schools to see if your business can send someone to demonstrate proper tire maintenance during drivers' education courses. Use RMA's Driver Education Tire Safety Curriculum as a resource for the session. To download the teacher guide and activity sheets visit our website, www.betiresmart.org.

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