

PEST ANALYSIS

POLITICAL	ECONOMIC
<ul style="list-style-type: none"> • Election – tribal/national • Familial • Trends – The “in” thing • Turnover of tribal leaders 	<ul style="list-style-type: none"> • Lack of funding • Grant decreasing • Increased poverty • Safety and prevention not viewed as necessary
SOCIAL	TECHNOLOGY
<ul style="list-style-type: none"> • Increase addictions • Normalization of preventable injuries • Youth – text and driving • Rejuvenation of language 	<ul style="list-style-type: none"> • Social media • Ability to forecast based on data • Steering wheel breathalyzer • Infant seat car sensor • Apps – ex. distracted driving • Braking technology

Potential Strategies	Champion	Timeline
Decolonization messaging		
Gauge what education/enforcement – involve in survey design, ex. attitudes towards seatbelt law.		
Shock & awe communication approach		
Get the information needed to those in power		
Develop social will		