**Communications Tool Kit: National Traffic Incident Management Responder Training
(February 2014)**

The following items will be included in the Tool Kit in support of the TIM responder training. It is assumed that the Tool Kit will grow as new items are developed. The initial items are as follows:

I.   Overview promotional brochure for TIM Responder Training Program
        This includes main points of the program, including benefits, training highlights, and sponsors

II.   Editable version of the National TIM Responder brochure
        This version has two back panels that can be customized to include agency logo, contacts, or other information.

III.   Executive-Level PowerPoint Presentation
        This is a customizable PowerPoint (PPT), aimed at decision makers within an agency such as chief executive officials, top public safety officials, chief engineers, division chiefs, and others in the operations/incident management field who make key resource decisions.
        The PPT is comprehensive, and includes a program overview; a rationale for the business case; an overview of the training; course highlights, benefits, and support; and how state agencies can become engaged.
        These slides can be shortened and/or compressed to suit the audience. More information is included than may be necessary for every presentation.

IV.   Training Support
        A. *Email templates – these are a series of pre-and post-meeting emails that can be customized; they include the following:*
            1. Pre-workshop email invitation to the 10-hour TIMs training
            2. Post-workshop email thank you and follow-up to participants of 10-hour training
            3. Email invitation to 4-hour training to colleagues and others

        B. *Next Steps brochure*
            This brochure outlines the key steps needed to advance and expand the TIMs training within an agency, including how to conduct a training course, logistics, key support links, and building a statewide training team. It can be used as a handout to participants of both the 10-hour and 4-hour training classes.

V.   Newsletter or blog template
        The template contains information that can be used as a format for a news article, newsletter item, blog, memo, or other outreach opportunity.