Lifesavers is grateful for the support of these sponsors:

- AAA Foundation for Traffic Safety*
- Advocates for Highway and Auto Safety
- Automotive Coalition for Traffic Safety, Inc.*
- Britax Child Safety, Inc.*
- Continental Automotive Systems*
- DaimlerChrysler Corporation*
- General Motors Corporation*
- Governors Highway Safety Association
- Insurance Institute for Highway Safety
- Mothers Against Drunk Driving
- National Automobile Dealers Association*
- National Highway Traffic Safety Administration*
- Nationwide Mutual Insurance Company*
- Safe Kids Worldwide
- State Farm*
- Toyota Motor Sales*
- Volkswagen of America, Inc.*

State Sponsor
- Texas Department of Transportation

*Financial sponsor
Contents

Program at a Glance and Exhibit Hours .................................................. 3
Workshops at a Glance ............................................................................. 24–25

Sunday Schedule ..................................................................................... 4
  Sunday Opening and Welcome Session ................................................. 4
  1st Workshop Session ........................................................................... 4
  2nd Workshop Session ......................................................................... 8
  3rd Workshop Session ......................................................................... 11
  Sunday Opening/Welcome Reception .................................................... 13

Monday Schedule .................................................................................... 14
  Monday Opening Plenary ...................................................................... 14
  4th Workshop Session ......................................................................... 14
  NHTSA Awards Luncheon ..................................................................... 17
  5th Workshop Session .......................................................................... 18
  6th Workshop Session .......................................................................... 21

Tuesday Schedule .................................................................................... 27
  7th Workshop Session .......................................................................... 27
  8th Workshop Session .......................................................................... 30
  Closing Luncheon .................................................................................. 33

Speaker Index .......................................................................................... 34

Exhibit Hours and Events ........................................................................ 35

Exhibit Hall Map ...................................................................................... 36

Exhibitor Listing ....................................................................................... 37

Posters ..................................................................................................... 43

Frequently Asked Questions .................................................................... 48

2007 Workshop Submission Information ................................................. Inside Back Cover

Austin Convention Center Floor Plan ....................................................... Back Cover
March 1, 2006

Greetings

As Governor, I am pleased to welcome all participating in the 2006 Lifesavers Conference.

The Lifesavers Conference, the premier national conference on traffic safety, embraces a mission of ultimate importance – reducing fatalities and injuries on our nation’s roadways. Exploring a wide range of issues, from child passenger safety and impaired driving to seat belt use, teen driving, pedestrian and older driver safety, I am certain that this safety-focused program will again be a success.

To those visiting from out of town – on behalf of all Texans, I welcome you to Austin. From our magnificent Capitol to the Bob Bullock Texas State History Museum, there is much to explore and enjoy.

Anita joins me in sending best wishes for a successful Conference.

Sincerely,

Rick Perry
Governor
Program At-a-Glance & Exhibit Hours

All events are at the Austin Convention Center

| Saturday  • April 8 | 2:00pm – 7:00pm | Registration Open |
|                    | 5:00pm – 8:00pm | Early Exhibitor Set-up |

| Sunday  • April 9 | 7:00am – 5:30pm | Registration Open |
|                   | 7:00am – 12:00pm | Exhibitor Set-up |
|                   | 10:00am – 10:30am | Opening Welcome |
|                   | 10:45am – 12:15pm | 1st Workshop Session |
|                   | 12:15pm – 7:30pm | Exhibit Hall Open |
|                   | 12:15pm – 1:30pm | Box lunch provided in Exhibit Hall |
|                   | 2:00pm – 3:30pm | 2nd Workshop Session |
|                   | 3:30pm – 4:00pm | Complimentary Refreshment Break in Exhibit Hall |
|                   | 4:00pm – 5:30pm | 3rd Workshop Session |
|                   | 5:30pm – 7:30pm | Welcoming/Opening Reception and Posters in Exhibit Hall |
|                   | 7:30pm – 9:30pm | Networking Groups |

| Monday  • April 10 | 7:30am – 4:30pm | Registration Open |
|                    | 7:30am – 3:00pm | Exhibit Hall Open |
|                    |                  | (closed during opening plenary and lunch) |
|                    | 7:30am – 8:15am | Continental Breakfast in Exhibit Hall |
|                    | 8:30am – 9:15am | Opening Plenary |
|                    | 9:30am – 11:00am | 4th Workshop Session |
|                    | 11:15am – 12:45pm | NHTSA Awards Luncheon |
|                    | 1:00pm – 2:30pm | 5th Workshop Session |
|                    | 2:30pm – 3:00pm | Complimentary Refreshment Break in Exhibit Hall |
|                    | 3:00pm – 4:30pm | 6th Workshop Session |

| Tuesday  • April 11 | 7:30am – 1:15pm | Registration Open |
|                     | 7:30am – 10:30am | Exhibit Hall Open |
|                     | 7:30am – 8:15am | Continental Breakfast in Exhibit Hall |
|                     | 8:30am – 10:00am | 7th Workshop Session |
|                     | 10:00am – 10:30am | Complimentary Refreshment Break in Exhibit Hall |
|                     | 10:30am – 12noon | 8th Workshop Session |
|                     | 10:30am – 2:00pm | Exhibitor move out |
|                     | 12:15pm – 1:30pm | Closing lunch |
Lifesavers 2006 Program

Sunday, April 9

7:00am – 5:30pm
Registration Open
Level 1, 4th Street Atrium

10:00am – 10:30 am
Opening and Welcome
Level 4, Ballroom DEFG
Steven E. Simmons, P.E., Deputy Executive Director, Texas Department of Transportation, Austin, TX
Glynn Birch, National President, MADD, Irving, TX

10:45am – 12:15pm | First Workshop Session

DATA & RESEARCH

Are Cell Phones the Next Big Issue?
How Much of a Risk? Is There a Solution?
Sunday • 10:45am-12:15pm
Room 12AB
Drivers’ cell phone use is a hot topic in the media. What does the latest research tell us about the size of the problem and whether it increases crash risk? Researchers will discuss the potential impact and issues with laws banning their use.

Moderator:
Ann Dellinger, Ph.D., M.P.H, Epidemiologist and Team Leader, Motor Vehicle Injury Prevention Team, Division of Unintentional Injury Prevention, Center for Disease Control and Prevention, Atlanta, GA

Speakers:
Jim Hedlund, Ph.D., Principal, Highway Safety North, Ithaca, NY
Anne McCartt, Ph.D., Vice President, Research, Insurance Institute for Highway Safety, Arlington, VA
Sheila (Charlie) Klauer, Ph.D., Senior Research Associate, Center for Human Factors Research, Virginia Tech Transportation Institute, Blacksburg, VA

CHILD PASSENGER SAFETY

Children in and Around Cars – A Potentially Lethal Combination: Part 1
Sunday • 10:45am-12:15pm
Room 14

For several years we have focused our efforts on upgrading laws and educating parents about the safety needs for older children. Hear the new plan from Safe Kids Worldwide on how to give parents the tools they need to make children aware of various safety issues in and around cars. Also learn educational messaging you can use with parents from an organization that has worked over the years to educate about the dangers of leaving children unattended around vehicles.

Moderator/Speaker:
Torine Brooks Creppy, Director, Safe Kids Buckle Up, Corporate Liaison GM & Chevrolet, Safe Kids Worldwide, Washington, DC

Speakers:
Janette Fennell, Founder, KIDS AND CARS, Leawood, KS
Janet Brooks, Primary Children’s Medical Center, Safe Kids Utah, Salt Lake City, UT

Wear your badge!
OTHER HIGHWAY SAFETY

Bicycle Safety for Adult Audiences
Sunday • 10:45am-12:15pm
Room 15

The current average age of a bicyclist killed in traffic crashes is 38.7 years old, an increase compared to 27.8 in 1993. Young kids are a captured audience for bicycle safety education in the school classroom, but how and with what means can we reach adults? Come see a newly released bicycle safety video for adults, learn of activities underway through bicycle dealerships to reach adult bicyclists, as well as an innovative approach for reaching Hispanics adults.

Moderator/Speaker:
Andy Clarke, Executive Director, League of American Bicyclists, Washington, DC

Speakers:
Hilda Crespo, Vice President, ASPIRA, Washington, DC

TEEN TRAFFIC SAFETY

Crashing the Party – Community Efforts to Prevent Underage Drinking
Sunday • 10:45am-12:15pm
Room 16AB

Underage drinking is a problem in almost every community that is quite often not taken seriously until it is too late. See community efforts that can be replicated across communities that will help you address this problem on the local level.

Moderator/Speaker:
Carl Soderstrom, M.D., Chief, Medical Advisory Board, Maryland Motor Vehicle Administration, Glen Burnie, MD

Speakers:
Craig Field, Assistant Professor, Southwest Medical School, Dallas, TX
Carol Girard, Project Manager, Join Together, Boston, MA

IMPAIRED DRIVING

Addressing the Underlying Problem of Alcohol Abuse through Screening and Brief Intervention
Sunday • 10:45am-12:15pm
Room 17A

Impaired driving is a dangerous and expensive symptom of the larger problem of hazardous alcohol use. Screening and brief intervention in health care, community and work settings can reduce hazardous alcohol use, reduce impaired driving, and prevent traumatic re-injury. Hear about where and how this strategy is being used.

Moderator/Speaker:
Leah Preiss, MADD Youth in Action, Irving, TX
Rebecca Brady, NOYS Executive Director, National Organizations for Youth Safety, Alexandria, VA
Celia Hooker, SADD and the Law, Marlborough, MA

A star on a badge indicates a first-time attendee
**CRIMINAL JUSTICE**

Innovative Programs from the Law Enforcement Challenge  
**Sunday • 10:45am-12:15pm**  
**Room 17B**

This workshop will give an overview of the International Association of Chiefs of Police (IACP) Law Enforcement Challenge. The panel consists of 2004 Challenge winners from three different agency types: State Highway Patrol, County Police, and County Sheriff’s Office. The panelists will explain their strategy for competing in the challenge and how that strategy assisted in achieving departmental missions and goals.

**Moderator:**
Keith Williams, *Highway Safety Specialist*, NHTSA, Washington, DC

**Speakers:**
Joseph Farrow, *Deputy Commissioner*, California Highway Patrol, Sacramento, CA  
Jesse Bowman, *Captain*, Fairfax County Police Department, Annandale, VA  
Charles Jett, *Sheriff*, Stafford County Sheriff’s Office, Stafford, VA

**OTHER HIGHWAY SAFETY**

Community Coalitions: Creative Solutions to Safety Challenges in Urban/Rural Settings and Among Diverse Populations  
**Sunday • 10:45am-12:15pm**  
**Room 18AB**

Designing effective traffic safety interventions and programs in urban/rural environments and for diverse populations can be easier said than done. See for yourself what your community can achieve when creative approaches are used to solve these tough challenges faced by many local safety advocates. Investigate how to organize and operate productive traffic injury prevention programs for hard-to-reach diverse populations.

**Moderator:**
Annette DiPirro, *Executive Director*, Alaska Injury Prevention Center, Anchorage, AK  
Steve Blake, *Deputy Commissioner*, California Highway Patrol, Sacramento, CA  
Camerino I. Salazar, *Director*, South Texas Injury Prevention and Research, University of Texas Health Science Center at San Antonio, San Antonio, TX

**CHILD PASSENGER SAFETY**

CPS on a Shoestring  
**Sunday • 10:45am-12:15pm**  
**Room 18CD**

How do some organizations or states always seem to have a coordinated and organized CPS program? Hear from some of the long-term program representatives who manage to breathe new life into the CPS messages year after year. Many of them do it on a small budget too!

**Moderator/Speaker:**  
Susan Hirtz, *Manager, Safe Kids Greater Houston*, Texas Children’s Center for Childhood Injury Prevention, Houston, TX

**Speakers:**
Ron Perkins, *Executive Director*, Alaska Injury Prevention Center, Anchorage, AK  
Steve Blake, *Deputy Commissioner*, California Highway Patrol, Sacramento, CA  
Camerino I. Salazar, *Director*, South Texas Injury Prevention and Research, University of Texas Health Science Center at San Antonio, San Antonio, TX

**FYI:**

Visit the exhibit hall for complimentary refreshment breaks
CHILD PASSENGER SAFETY

Safe Transportation During Ambulance Transport
Sunday • 10:45am-12:15pm
Room 19A

Safe transportation of children in ambulances presents a unique challenge for emergency medical service providers, pediatric transport teams and child passenger safety advocates. Research on ambulance crashes supports the use of restraint systems to minimize the risk of injury in the event of a crash. Current recommendations for safe ambulance transportation and guidelines for utilization of child restraints on the ambulance will be provided in this workshop. Suggestions for EMS providers on implementation of best practices in their departments will be offered. An opportunity for hands-on experience and installation of child restraints on the ambulance cot will be provided.

Moderator:
Sharon Bilbrey, Certified CPS Instructor; Coordinator, S.T.O.P. Program, Safe Transportation of Patients, Arkansas Children’s Hospital, Community Outreach Department, Little Rock, AR

Speakers:
Marilyn Bull, M.D., Director of Automotive Safety Program, American Academy of Pediatrics, Riley Hospital for Children, Indianapolis, IN
Sedley Tomlinson, NREMT-B, I/C, EMT Training and Safety Coordinator, Angel One Transport, Arkansas Children’s Hospital, Little Rock, AR
Robert Patterson, Director, Emergency Medical Services, St. John’s Health System, Springfield, MO

CRIMINAL JUSTICE

Anatomy of a DUI Homicide
Sunday • 10:45am-12:15pm
(This workshop repeats on Sunday at 2:00pm, Room 19B)
Room 19B

A crash reconstructionist and a prosecutor will present this session, which will discuss DWI/DUI traffic homicide cases from start to finish.

Moderator:
Debbie Weir, M.S.W., L.M.S.W., National Director of Victim Services, MADD, Irving, TX

Speakers:
David Gilbert, Senior Trial Counsel, Miami-Dade State Attorney’s Office, Miami, FL
Kyle Clark, Naples Police Department, Naples, FL

12:15pm – 7:30pm
Exhibit Hall Open
Level 1, Halls 4/5

12:15pm-1:30pm
Complimentary Box Lunch is “Out of the Box” for LS!
Level 1, Halls 4/5

Complimentary boxed lunches will be provided in the exhibit hall. Pick up your box lunch and chat with exhibitors. One lunch per attendee please.

Something Special for First Time Attendees

Attending your first Lifesavers Conference is special and we want to make sure you get off to a great start! We know it’s a little overwhelming coming to a conference with over 1,800 people, so we’ve created an area for first timers to meet and mingle during Sunday’s box lunch. During the lunch break on Sunday, head to the exhibit hall and look for the “Welcome Newcomers” sign. The star on your badge will grant you an opportunity to share the same box lunch as the other participants but in an area where you can strike up a conversation with another first time attendee. Maybe you’ll meet someone with similar safety interests, someone to share dinner with, or just a friendly face!
DATA & RESEARCH

When Boomers on Bikes Go Bang

Sunday • 2:00pm-3:30pm
Room 12AB

Motorcycle fatalities increased by 85% from 1997 to 2004, a period when other traffic fatalities were relatively unchanged. During this time, motorcycle sales increased, travel per motorcycle decreased, and the average age of motorcyclists in crashes increased. What happened, why and what can be done? Speakers will analyze the data and discuss three strategies that may reverse the trend: helmets, including laws, use rates, and fake helmets; licensing, including trends, differences between states, and effectiveness; and rider training.

Moderator:
David Preusser, Ph.D., President, Preusser Research Group, Inc., Trumbull, CT

Speakers:
Linda Cosgrove, Ph.D., Chief, Behavioral Technology Research Division, Office of Research and Technology, NHTSA, Washington, DC
Jim Hedlund, Ph.D., Principal, Highway Safety North, Ithaca, NY
Anne McCartt, Ph.D., Vice President, Research, Insurance Institute for Highway Safety, Arlington, VA

OTHER HIGHWAY SAFETY

Marketing Tools – The Nuts and Bolts to Ensure Success

Sunday • 2:00pm-3:30pm
Room 14

As technology redefines how we work, play and communicate, marketers have to look beyond traditional PSAs and press releases to reach and influence their audiences. This workshop addresses the benefits of using a strategic marketing approach to create a connected year-round program. You’ll hear about the importance of market research to guide and justify your efforts, of new and emerging promotional opportunities, and how states can better leverage their bonus spots beyond mobilizations/crackdowns to sustain year-round behavioral change. You’ll also hear about what doesn’t work and why not? Finally, the panel of marketing experts will provide realistic and timely methods to capture return on investment.

Moderator:
Luis (Louie) del Rio, Jr., Special Assistant for Strategic Communications, NHTSA, Washington, DC

Speakers:
Alice Mathews, Senior Vice President, The Tombras Group, Knoxville, TN
Judy Diethelm, Partner, BLU MOON Group, Inc., Manhattan Beach, CA
Kathy Crosby, Senior Vice President, Group Campaign Director, The Advertising Council, Inc., Washington, DC

CHILD PASSENGER SAFETY

Implementing a Successful Child Passenger Safety Training for School Buses in Your State

Sunday • 2:00pm-3:30pm
Room 15

This workshop is for current CPS technicians who have already taken the NHTSA 8-hour CPS course on school buses training. So, what do you do now? Come learn how to get in the door of your local school transportation departments to offer this training to them and how to partner with them on training some of their employees as technicians and as instructors in the 8-hour course.

Moderator:
Bob Wall, Virginia Association of Chiefs of Police/NCADD, Middletown, VA

Speakers:
Beth Warren, Coordinator, Occupant Safety Programs, Texas Department of Public Safety, Austin, TX
Charley Kennington, Program Administrator, School Bus Transportation, Texas Department of Public Safety, Waco, TX
IMPAIRED DRIVING

Back to Basics: General Deterrence Strategies to Fight Impaired Driving
Sunday • 2:00pm-3:30pm
Room 16AB

We know that the majority of drivers involved in fatal alcohol-related crashes have no previous DUI arrests on their records. How do we get these drivers’ attention before tragedy strikes? Come hear how law enforcement and others are being engaged to employ strategies that address all drivers.

Moderator:
Elizabeth A. Baker, Ph.D., Regional Administrator, NHTSA-Mid Atlantic Region, Baltimore, MD

Speakers:
John Whetsel, Sheriff, Oklahoma County Sheriff’s Office, Oklahoma City, OK
Andy Hall, Captain, Fresno Police Department, Fresno, CA
Ricky Rich, Special Operations Director, Georgia Governor’s Highway Safety Office, Atlanta, GA

TEEN TRAFFIC SAFETY

Restraining Tweens – Those Beyond Booster Seats But Too Young to Drive
Sunday • 2:00pm-3:30pm
Room 17A

These children are increasingly independent, make more decisions for themselves and are less likely to ride properly restrained than their younger counterparts. Find out about the latest research on what these kids know and how they make choices about the way they ride in motor vehicles.

Moderator/Speaker:
Christene Jennings, Director of Programs, Automotive Coalition for Traffic Safety, Inc., Arlington, VA

Speakers:
Peter Mitchell, President, Marketing for Change, Washington, DC
Suzanne Hill, Associate Director, Advocacy and Outreach, TraumaLink Injury Research Center, The Children’s Hospital of Philadelphia, University of Pennsylvania, Philadelphia, PA

OTHER HIGHWAY SAFETY

Emerging Issues
Sunday • 2:00pm-3:30pm
Room 17B

This workshop will raise the issue of pocket bikes, Segways, motorized scooters and other newer, non-traditional vehicles and their impact on traffic safety. The discussion will involve the appropriate and safe use of these types of vehicles and the potential need for public policy, oversight and regulation.

Moderator:
Fred Zwonechek, Administrator, Nebraska Office of Highway Safety, Lincoln, NE

Speakers:
Lowell Porter, Executive Director, Washington Traffic Safety Commission, Olympia, WA
Keith Kiser, VRT Program Director, American Association of Motor Vehicle Administrators, Bismarck, ND
John Kupsch, Technical Director, Good Housekeeping Institute, New York, NY

TEEN TRAFFIC SAFETY

Pilot Programs Aimed at Reducing High Risk Behaviors by Teen Drivers
Sunday • 2:00pm-3:30pm
Room 18AB

A number of newly developed programs are aimed at improving the safety record of teen drivers and passengers. Two examples will be discussed in this workshop. The first is a comprehensive approach with enforcement and educational components. The second is a school-based project utilizing service learning and other approaches.

Moderator:
Colette Pelton, Community Alliances Specialist, State Farm, Bloomington, IL

Speakers:
Irwin Goldzweig, Meharry Medical College, Nashville, TN
Marcie McDonald, Specialist, State Farm Insurance Company, Bloomington, IL
CHILD PASSENGER SAFETY

CPS in the Hospital and Clinic – Setting up Your Program and How to Make it Work
Sunday • 2:00pm-3:30pm
Room 18CD

Developing a hospital-based program and making it work is a challenge for many. This session will look at hospital-based program/discharge issues including: best practice standards, liability and the importance of providing education and other services (such as inspection stations) in relation to healthcare. This workshop will also focus on risk management issues that hospitals face.

Moderator/Speaker:
Pam Holt, R.N., B.S.N., Trauma Prevention Coordinator, St. John’s Trauma Prevention Program, Springfield, MO

Speaker:
Alan Korn, Director of Public Policy & General Counsel, Safe Kids Worldwide, Washington, DC

CHILD PASSENGER SAFETY

The Anatomy and Physiology of the NICU Challenges
Sunday • 2:00pm-3:30pm
Room 19A

This session will take a deeper look at the anatomy and physiology of what makes discharge of the premature infant a challenge for transportation safety. Dr. Marilyn Bull will help us better understand the physiological and developmental issues of the premature infant so we can better understand the needs of this special population. Graco will help us look deeper into the testing of car seats for infants and the challenges that exist to produce child safety seats that meet this population’s unique needs. David Campbell, the creator of the Angle Guard car bed, will then help us see the gaps in safety this product has attempted to bring to this population and the testing involved with car beds will be reviewed. While the focus of this session will address the acute care hospital setting for the dismissal of premature infants safely, those technicians or instructors seeking further understanding of the needs of this population would also benefit from this session.

Moderator/Speaker:
Ann King, R.N., C.P.N., Coalition Coordinator, Tri-Cities Safe Kids, Saint Francis Medical Center, Grand Island, NE

Speakers:
Marilyn Bull, M.D., Director of Automotive Safety Program, American Academy of Pediatrics, Riley Hospital for Children, Indianapolis, IN
Mike Langmaid, Development Manager/Principal Engineer/Car Seats, Graco Children’s Products, Inc., Exton, PA
Mark LaPlante, Senior Compliance Engineer, Graco Children’s Products, Inc., Exton, PA
Dave Campbell, President, Angel Guard Products, Seville, OH

CRIMINAL JUSTICE

Anatomy of a DUI Homicide
Sunday • 2:00am-3:30pm
(Repeated from Sunday)
Room 19B

A crash reconstructionist and a prosecutor will present this session, which will discuss DWI/DUI traffic homicide cases from start to finish.

Moderator:
Debbie Weir, M.S.W., L.M.S.W., National Director of Victim Services, MADD, Irving, TX

Speakers:
David Gilbert, Senior Trial Counsel, Miami-Dade State Attorney’s Office, Miami, FL
Kyle Clark, Naples Police Department, Naples, FL

3:30pm – 4:00pm
Complimentary Refreshment Break in Exhibit Hall
Level 1, Halls 4/5
**3rd Workshop Session**

**IMPAIRED DRIVING**

*Seeing is Believing: The Role of Publicity in Impaired Driving Prevention*

*Sunday • 4:00pm-5:30pm*

*Room 12AB*

We know the deterrent effect of enforcement is magnified when the greater community knows the enforcement is taking place. Learn how to create maximum visibility for impaired driving enforcement efforts by hearing from community and national success stories.

**Moderator:**
Robin Mayer, Chief, Consumer Information Division, NHTSA, Washington, DC

**Speakers:**
John Crisp, President, Akins/Crisp Public Strategies, Nashville, TN
Janet Lea, Sherry Matthews Advocacy Marketing, Austin, TX
Anne Readett, Communications Manager, Michigan Office of Highway Safety Planning, Lansing, MI

**DATA & RESEARCH**

*Recent Trends in Highway Safety*

*Sunday • 4:00pm-5:30pm*

*Room 14*

Based on data and reports from NHTSA’s National Center for Statistics and Analysis (NCSA), this session will focus on the current status of various areas of interest in highway safety, including: motorcycle fatalities, crashes involving 12-15 passenger vans or SUVs; characteristics of crashes involving young drivers; and results from the 2005 National Occupant Protection Use survey.

**Moderator/Speaker:**
Dennis Utter, Director, Office of Traffic Records and Analysis, NHTSA, Washington, DC

**Speaker:**
Louann Hall, Team Leader, Information Services Branch, National Center for Statistics and Analysis, NHTSA, Washington, DC

**OTHER HIGHWAY SAFETY**

*Enhancing Older Driver Safety*

*Sunday • 4:00pm-5:30pm*

*Room 15*

Currently nearly 40 percent of automobile crash fatalities are alcohol-related, but by 2025, there will be more fatal crashes resulting from age-related frailties (with visual and cognitive impairments as major contributing factors) than from alcohol. Because the number of older drivers is continuing to grow, if the current older driver fatality rate remains unchanged, the number of older driver fatalities will double or even triple by 2030. This workshop will highlight strategies and resources for meeting the needs of this rapidly growing segment of the population.

**Moderator/Speaker:**
Lori Cohen, American Association of Motor Vehicle Administrators, Arlington, VA

**Speakers:**
Elin Schold Davis, Coordinator, AOTA Older Driver Initiative, American Occupational Therapy Association, Edina, MN
Gail Holley, Florida Department of Transportation, Tallahassee, FL
TEEN TRAFFIC SAFETY

Strategic Approaches for Increasing Teen Belt Use
Sunday • 4:00pm-5:30pm
Room 16AB

Seat belt laws and enforcement have done much to increase belt use but teens still buckle up less frequently than others. Learn about other evidence-based strategies including parental involvement, technology and social norming, along with delivery mechanisms that can help raise teen belt use in your community.

Moderator:
Phil Haseltine, President, Automotive Coalition for Traffic Safety, Inc., Arlington, VA

Speakers:
Peter Mitchell, President, Marketing for Change, Washington, DC
Jim C. Fell, Director, Traffic Safety and Enforcement Programs, Pacific Institute for Research and Evaluation, Calverton, MD

IMPAIRED DRIVING

Enhanced Impaired Driving Enforcement in the Land of Enchantment
Sunday • 4:00pm-5:30pm
Room 17A

The Governor of New Mexico has made the reduction of impaired driving a top priority of his administration and the state is conducting a comprehensive impaired driving demonstration program with support from NHTSA. Law enforcement officials from three areas within the state will describe their use of specialized DWI units, innovative visibility techniques and partnerships with other state and local agencies to reduce alcohol-related crashes and fatalities in urban and rural parts of the state.

Moderator:
Pat Tucker, Regional Program Manager, NHTSA, Ft. Worth, TX

Speakers:
Tom Mumford, Deputy, McKinley County Sheriff’s Department, Gallup, NM
Angel Torres, Sergeant, Bernalillo County Sheriff’s Department, Albuquerque, NM
Michael Kovacs, Lieutenant, Bloomfield Police Department, Bloomfield, NM

OTHER HIGHWAY SAFETY

Driver Licensing – Contemporary Issues
Sunday • 4:00pm-5:30pm
Room 17B

This workshop will examine three current issues in driver’s licensing. Many states have enacted laws that suspend or revoke a driver’s license for non-driving offenses. A problematic increase in suspended drivers has been the result. The problem of undocumented immigrants driving on Texas and America’s highways will be explored. Lastly, young drivers are over-represented in fatal and injury crashes. Graduated Driver’s Licensing (GDL) programs are finding new ways to combat that disturbing trend. The panelists will discuss the current issues and countermeasures designed to deal with these problems.

Moderator:
Keith Williams, Highway Safety Specialist, NHTSA, Washington, DC

Speakers:
Owen McShane, Director, Field Investigation, New York Department of Motor Vehicles, Albany, NY
Jim McNaul, Director, State Relations, AAA, Washington, DC
Kevin S. Napier, Captain, Driver Licensing Division, Texas Department of Public Safety, Midland, TX

CRIMINAL JUSTICE

People’s Court: Mock DWI/DUI Trial
Sunday • 4:00pm-5:30pm
(This workshop repeats on Tuesday at 8:30am, Room 17A)
Room 18AB

Presenters, including a real prosecutor and judge, will conduct a mock DWI/DUI trial from jury selection to closing argument.
**CHILD PASSENGER SAFETY**

**Product Updates: Part 1**

Sunday • 4:00pm-5:30pm
Room 18CD

This Show and Tell session provides CRS manufacturers an opportunity to highlight new features on existing products. (Note: This session is split into 2 workshops to allow for more detail from manufacturers and expanded Q&A time with attendees. Each session has different manufacturers.)

**Moderator:**
Emilie Crown, R.N., C.E.N., Program Manager, CPS Program, Montgomery County Fire Rescue, Rockville, MD

**Speakers:**
Teresa Bock, Director of Legal and Regulatory Affairs, Britax Child Safety, Inc., Charlotte, NC
Dave Campbell, President, Angel Guard Products, Seville, OH
John Riedl, President, Compass, Kettering, OH
Ira Rubien, Group Product Director, Car Seats, Graco Children's Products, Inc., Exton, PA

**ADULT OCCUPANT PROTECTION**

**Nighttime Safety Belt Enforcement – Strategies and Issues**

Sunday • 4:00pm-5:30pm
Room 19A

Most safety belt law enforcement occurs during daylight hours, yet crash data show that belt use is lower at night. Different approaches to nighttime enforcement have been tried with varying success. This workshop focuses on successful approaches and what to watch out for.

**CRIMINAL JUSTICE**

**The Need to Combat Speed**

Sunday • 4:00pm-5:30pm
Room 19B

Speeding has been consistently identified as a contributing factor in approximately one-third of all fatal crashes. The cost of speeding-related crashes represents approximately 18 percent of the total cost of crashes. Workshop presenters will discuss the issues and offer potential system-wide solutions.

**Moderator:**
Darrell Jernigan, Director, North Carolina Governor’s Highway Safety Program, Raleigh, NC

**Speakers:**
Michael Knodler, Jr., Ph.D., Assistant Professor, Civil and Environmental Engineering, University of Massachusetts Amherst, Amherst, MA
Robin Smith, Judge, Midland Municipal Court, Midland, TX

**5:30pm – 7:30pm**

**Welcoming/Opening Reception in Exhibit Hall**

Level 1, Halls 4/5

Come kick up your heels in the exhibit hall at Sunday evening’s opening reception! Enjoy live music and the tastes of Texas while visiting over 100 exhibitors that service the highway safety industry. Posters will be manned by their designers to answer questions.
Lifesavers 2006 Program
Monday, April 10

7:30am – 4:30pm
Registration Open
Level 1, 4th Street Atrium

7:30am – 3:00pm
Exhibit Hall Open
(closed during opening plenary and lunch)
Level 1, Halls 4/5

7:30am – 8:15am
Complimentary Continental Breakfast
in Exhibit Hall

8:30am – 9:15am
Opening Plenary
Level 4, Ballroom DEFG
Texas Department of Public Safety’s Region VI
Color Guard
Alan Korn, Director of Public Policy & General
Counsel, Safe Kids Worldwide, Washington, DC

Plenary Speakers:
Dr. James Durant, Pediatrician, and son, David
Durant, Sumter, SC - contributed to passage of the
primary enforcement law in South Carolina in 2005
Ron Bersani, Founder and Executive Director, Talking
Information Center, Marshfield, MA - contributed to
passage of Melanie’s Law in Massachusetts in 2005

9:30am – 11:00am
4th Workshop Session

TEEN TRAFFIC SAFETY

Fine-Tuning GDL
Monday • 9:30am-11:00am
Room 12AB
GDL laws vary considerably from state to state. What
components of GDL are really making a difference?
Learn what the latest evaluations and data analyses
are showing.

Moderator:
Susan Ferguson, Ph.D., Senior Vice President, Research,
Insurance Institute for Highway Safety, Arlington, VA

Speakers:
Nicola Castel, Government Relations Coordinator,
Insurance Institute for Highway Safety, Arlington, VA
Justin McNaull, Director, State Relations, AAA,
Washington, DC
Anne McCartt, Ph.D., Vice President, Research,
Insurance Institute for Highway Safety, Arlington, VA

CRIMINAL JUSTICE

Partnerships to Grow
Monday • 9:30am-11:00am
Room 13AB
Learn how a state can “put it all together” and develop a
comprehensive program involving prosecutors, judges,
highway safety specialists and others.

Moderator:
Judy Allen, Program Manager, Alcohol and Other Drugs,
Texas Department of Transportation-Traffic Safety
Office, Austin, TX

Please turn your cell phones
off during sessions
Speakers:

Hope Lochridge, Executive Director, Texas Municipal Courts Education Center, Austin, TX
Ryan Turner, General Council, Texas Municipal Courts Education Center, Austin, TX
David Hodges, Judge, Texas Judicial Liaison, McGregor, TX
Clay Abbott, Texas DWI Resource Prosecutor, Texas District and County Attorneys Association, Austin, TX

CHILD PASSENGER SAFETY

Cultivation and Retention of CPS Technicians
Monday • 9:30am-11:00am
Room 14

This workshop is designed for administrators, lead agencies and instructors. This session highlights the mentoring process following a 32-hour certification class. Whose job is it to keep technicians fresh and prepared? Tips for keeping technicians sharp, cultivating potential instructors and discovering tools to keep technicians active and working will be discussed.

Moderator:
Ces Murphy, Safe Kids Worldwide, Carmichael, CA

Speakers:
Frank Luera, Director, Safe Riders Program, Texas Department of State Health Services, Austin, TX
Janelle Rose, Executive Director, Program Professionals, Inc., Wyandotte, MI
Angie Gregg, North Carolina Department of Insurance/Office of State Fire Marshal, Blowing Rock, NC

IMPAIRED DRIVING

Creative Solutions to DWI Enforcement Problems
Monday • 9:30am-11:00am
Room 16AB

Law enforcement agencies have a number of barriers to enforcement, including time spent giving testimony, BAC test refusals, and outstanding warrants. Come see how some agencies have addressed these issues.

Moderator:
James Champagne, Governors’ Representative, Louisiana Highway Safety Commission, Baton Rouge, LA

Speakers:
De Carlo Ciccel, Highway Safety Specialist, NHTSA, Washington, DC
Dave Beach, Director, Utah Highway Safety Office, Salt Lake City, UT
Tonya Y. Oliver, Assistant District Attorney, Pitt County District Attorney’s Office, Pitt, NC

OTHER HIGHWAY SAFETY

Sports & Entertainment Marketing – Extending Your Exposure
Monday • 9:30am-11:00am
Room 15

Learn how national sports organizations like the National Football League, Major League Baseball, NASCAR, Major League Soccer and numerous celebrities are supporting traffic safety campaigns nationwide.

Find out how you can get in the game and field your own all-star traffic safety team to increase your campaign’s exposure to young males. Information will include how to activate national ready-to-use campaigns locally, how to use proven cause marketing models to better leverage limited funding and how to create a public/private alliance to support your efforts.

Moderator:
Judy Diethelm, Partner, BLU MOON Group, Inc., Manhattan Beach, CA

Speakers:
Jill Pepper, Executive Director, TEAM Coalition, Alexandria, VA
Anne Readett, Communications Manager, Michigan Office of Highway Safety Planning, Lansing, MI
Phill Corkins, Sooner Sports Properties, University of Oklahoma, Norman, OK
CHILD PASSENGER SAFETY

Product Updates: Part 2
Monday • 9:30am-11:00am
Room 17A

This Show and Tell session provides CRS manufacturers an opportunity to highlight new features on existing products. (Note: This session is split into 2 workshops to allow for more detail from manufacturers and expanded Q&A time with attendees. Each session has different manufacturers.)

Speaker:
Emilie Crown, R.N., C.E.N., Program Manager, CPS Program, Montgomery County Fire Rescue, Rockville, MD

Days & Research

Older Driver Crashes: How Can We Make a Difference?
Monday • 9:30am-11:00am
Room 17B

Older drivers are more likely to die when they crash and although not a menace to others on the road, their crash involvement starts to rise at ages 70-75. The latest research on ways to improve their crash experience will be presented from the perspectives of vehicle, driver, and environmental safety.

Moderator:
Cynthia Owsley, Ph.D., M.S.P.H., Professor and Director, Clinical Research Unit, The University of Alabama at Birmingham School of Medicine, Department of Ophthalmology, Clinical Research Unit, Birmingham, AL

Speakers:
Gerald McGwin, Ph.D., M.S., Associate Professor of Epidemiology, Surgery and Ophthalmology, University of Alabama at Birmingham, Birmingham, AL
Beth Stalvey, Ph.D., M.P.H., Public Policy Director, Texas Council for Developmental Disabilities, Austin, TX
T. Bella Dinh-Zarr, Ph.D., M.P.H., National Director of Traffic Safety Policy, AAA, Washington, DC

DATA & RESEARCH

Drug-Impaired Driving: Does it Rival Alcohol as a Highway Safety Problem?
Monday • 9:30am-11:00am
Room 18AB

How prevalent is drug-impaired driving? There is a lot of attention being given to drugs other than alcohol. What is the evidence that drugs are a problem on our roads? Are drugs widely used by drivers and are they a crash risk problem? What is being done about it?

Moderator:
Barry Sweedler, Partner, Safety and Policy Analysis International, Tucson, AZ

Speakers:
Kathryn Stewart, Chair, Transportation Research Board Committee on Alcohol, Other Drugs and Transportation, c/o Safety and Policy Analysis International, Tucson, AZ
Allan Williams, Ph.D., Bethesda, MD
Barry Logan, Ph.D., DABFT, WA State Toxicologist, Director, Forensic Laboratory Services Bureau, Washington State Patrol, Seattle, WA

Speakers were correct at time of printing; some substitutions may be made.
IMPAIRED DRIVING

Strategies for Addressing the Higher-Risk Driver: Repeat, High-BAC, and DWS Offenders

Monday • 9:30am-11:00am
Room 18CD

Research is clear on the “who” of impaired driving – repeat and high-BAC offenders are responsible for more than two-thirds of all alcohol-related fatalities, and many DUI offenders drive without a license. Presenters will discuss programs and strategies developed to address these target audiences.

Moderator:
Jim C. Fell, Director, Traffic Safety and Enforcement Programs, Pacific Institute for Research and Evaluation, Calverton, MD

Speakers:
Carolyn Johnson, Training Specialist, Traffic Safety Programs, Institute of Public Law, University of New Mexico School of Law, Albuquerque, NM
Robert Watson, Supervising Probation Officer, DWI Enforcement Unit, West Chester County Probation Department, White Plains, NY
Rhonda Moore, Social Science Researcher, NHTSA, Washington, DC

CRIMINAL JUSTICE

Prioritizing Traffic Safety

Monday • 9:30am-11:00am
Room 19A

Presenters will discuss strategies and services used to prioritize traffic safety as a core value for law enforcement in general, and traffic enforcement specifically to include impaired driving, occupant protection and speeding. The theme of the panel is “Traffic Enforcement IS Law Enforcement.”

Other Highway Safety

Emerging Technology

Monday • 9:30am-11:00am
Room 19B

New technology changes our capacity to learn more about traffic crashes, prevent them, and reduce the injury impact to motor vehicle occupants. Driver, vehicle and roadway technology can greatly improve highway safety. Workshop participants will learn how technology can be used and how it may enhance safety.

Moderator:
Robert Strassburger, Vice President of Safety and Harmonization, Alliance of Automobile Manufacturers, Washington, DC

Speakers:
Jack Ference, NHTSA, Washington, DC
Michael Freitas, Managing Director, ITS Joint Program Office, Federal Highway Administration, Washington, DC

11:15am – 12:45pm

NHTSA Awards Luncheon

Level 4, Ballroom DEFG

Georgia S. Chakiris, Regional Administrator, NHTSA-South Central Region, Ft. Worth, TX

Plenary Speaker:
Jacqueline Glassman, Acting Administrator, National Highway Traffic Safety Administration, Washington, DC
CRIMINAL JUSTICE

Criminal Justice System and Impaired Driving: Part 1

Monday • 1:00pm-2:30pm
Room 12AB

This workshop is split into two 90-minute sessions. Presenters, including a law enforcement officer, prosecutor, toxicologist, judge and victim advocate, will discuss their particular needs and opinions regarding various impaired driving issues. Topics include prevention, deterrence, probation, courtroom monitoring, and sentencing (including DWI/DUI sentencing/monitoring courts). The presenters will discuss ways we can communicate and work better together.

Moderator:
Robyn Robertson, Vice President, Operations, Traffic Injury Research Foundation, Ottawa, ON

Speakers:
David Wallace, Traffic Safety Resource Prosecutor, Prosecuting Attorneys Association of Michigan, Lansing, MI
Karl B. Grube, Senior Florida Judge, Judicial Outreach Liaison-NHTSA, St. Petersburg, FL
Carl Wicklund, Executive Director, American Probation and Parole Association, Lexington, KY
Debbie Weir, M.S.W., L.M.S.W., National Director of Victim Services, MADD, Irving, TX
West Huddleston, Executive Director, National Drug Court Institute, Alexandria, VA
Tom Mumford, Deputy, McKinley County Sheriff’s Department, Gallup, NM

OTHER HIGHWAY SAFETY

Older Riders, Alcohol and Motorcycles – a Deadly Mix

Monday • 1:00pm-2:30pm
Room 13AB

Data show that riders (age 40+) are over represented in motorcycling fatalities, that alcohol is involved in motorcycle crashes at a rate higher than any other motor vehicle and that the two shouldn’t mix. This workshop will discuss the problem of older riders and impaired riders and present some creative new techniques being used to reduce crashes among both groups.

Moderator/Speaker:
Tim Buche, President, Motorcycle Safety Foundation, Irving, CA

Speaker:
Michael Aguilar, President, Innocorp, Ltd., Verona, WI

CHILD PASSENGER SAFETY

Case Studies of Child Occupants in Crashes

Monday • 1:00pm-2:30pm
Room 14

Detailed case studies will be provided from crashes in one of NHTSA’s national databases. In addition, summaries will be offered on a variety of crashes involving restrained child occupants. They will provide in-depth information regarding the crash environment and resultant child occupant injuries.

Moderator/Speaker:
Augustus (Chip) Chidester, Director, Office of Data Acquisition, National Center for Statistics and Analysis, NHTSA, Washington, DC

Speaker:
Connie Zingg, Calspan Corporation, Crash Data Research Center, Buffalo, NY
Using NHTSA Data to Dissect the Alcohol Problem
Monday • 1:00pm-2:30pm
Room 15
Alcohol is involved in approximately 40 percent of all traffic fatalities within the United States. This session will focus on using NHTSA’s data to identify specific program areas that are particularly egregious with respect to alcohol involvement. Among the possible problem program areas are young drivers, motorcycles, and restraint use of alcohol involved drivers. Proper analysis of NHTSA’s data can identify common characteristics of fatalities with respect to alcohol consumption.

Moderator:
Dennis Utter, Director, Office of Traffic Records and Analysis, NHTSA, Washington, DC

Speakers:
Rajesh Subramanian, Researcher, Mathematical Analysis Division, NHTSA, Washington, DC
Kenneth Copeland, Regional Program Manager, NHTSA, Fort Worth, TX
Susan Warren, Traffic Safety Planner, Traffic Operations Division/Traffic Safety, Texas Department of Transportation, Austin, TX

National CPS Program – Update on Certification Policies & Procedures
Monday • 1:00pm-2:30pm
Room 17A
Safe Kids, the certifying body for the National Standardized CPS Certification Program, will summarize the current certification policies and procedures, with an emphasis on re-certification procedures. Also discussed will be the newly available Certification Renewal Course. Planned and implemented program improvements and changes will be outlined. Discussion is encouraged.

Moderator/Speaker:
Angela Osterhuber, Ed.M., Chair, CPS Board; Project Director, PA TIPP, Media, PA

Speakers:
Kerry Chausmer, Program Manager, CPS Certification, Safe Kids Worldwide, Washington, DC
Carole S. Guzzetta, Highway Safety Specialist, NHTSA, Washington, DC
Pam Holt, R.N., B.S.N., Trauma Prevention Coordinator, St. John’s Trauma Prevention Program, Springfield, MO

Impaired Driving Victim Impact Panel
Monday • 1:00pm-2:30pm
Room 16AB
Every impaired driving crash fatality and injury statistic represents a person and a family whose lives are forever changed. This workshop exposes the tragedy caused by impaired driving and the aftermath caused by America’s most frequently committed crime.

Moderator:
Glynn Birch, National President, MADD, Irving, TX

Speakers:
Mike Avila
Myra Constable
Venesa Montigue

Evaluating Programs that Focus on Rural and Pickup Truck Drivers – How Are They Working?
Monday • 1:00pm-2:30pm
Room 17B
Region-wide programs in three parts of the country are aimed specifically at rural and pickup truck drivers. How are they structured and what do the results show to-date.

Moderator:
Phil Gulak, Chief, Occupant Protection Division, NHTSA, Washington, DC

Speakers:
Mark Solomon, Preusser Research Group, Inc., Oxford, MS
Alice Mathews, Senior Vice President, The Tombras Group, Knoxville, TN
Jim Nichols, Nichols and Associates, Vienna, VA
OTHER HIGHWAY SAFETY

Media Buying 101: Successful Advertising on a Shoestring
Monday • 1:00pm-2:30pm
Room 18AB

For years, NHTSA and the states have been fortunate to have had dedicated funding to buy advertising to support the “Click It or Ticket” mobilizations and You Drink & Drive, You Lose crackdowns. This workshop will discuss the necessity to be strategic in placing advertising to support high visibility enforcement to keep the gains we have made. Included in the workshop will be a recap on how limited funds were leveraged to expand media penetration in 2005 and the success realized.

Moderator:
Kathryn Henry, Communications and Marketing Specialist, NHTSA, Washington, DC

Speakers:
Joye Riddle, Media Planner, The Tombras Group, Knoxville, TN
Mary Ann Rayment, Program Manager/Occupant Protection Coordinator, DMV-Safe Communities Program, Virginia Beach, VA

DATA & RESEARCH

Ask the Experts
Monday • 1:00pm-2:30pm
Room 18CD

How often do you have the opportunity to have all your highway safety questions answered by a panel of expert researchers? Each expert will briefly discuss their areas of expertise, to include child passenger safety, distracted driving, teen drivers and their drinking problems, older drivers, to name but a few. Then it’s your turn to ask them everything you’ve been afraid to ask about what the research shows.

Moderator:
David Preusser, Ph.D., President, Preusser Research Group, Inc., Trumbull, CT

Speakers:
Linda Cosgrove, Ph.D., Chief, Bahavioral Technology Division, Office of Research and Technology, NHTSA, Washington, DC
Jim Hedlund, Ph.D., Principal, Highway Safety North, Ithaca, NY
Kristy Arbogast, Ph.D., Associate Director of Field Engineering, Center for Injury Research & Prevention, The Children’s Hospital of Philadelphia, University of Pennsylvania, Philadelphia, PA
Susan Ferguson, Ph.D., Senior Vice President, Research, Insurance Institute for Highway Safety, Arlington, VA

TEEN TRAFFIC SAFETY

Promising Practices in Schools to Prevent Underage Drinking
Monday • 1:00pm-2:30pm
Room 19A

Because of budget crunches in America’s schools, schools too often use programs that are grant-funded and temporary or inexpensive but ineffective. This panel will present underage drinking efforts that are science-based and will discuss how they can be used to prevent underage drinking.

Moderator:
Bryant Laiche, SADD and the Law, Marlborough, MA

Speakers:
Cathey Wise, National Director of Programs, MADD, Irving, TX
Karol Kumpfer, University of Utah, Salt Lake City, UT

IMPAIRED DRIVING

Impaired Driving Law Enforcement – Promising Practices
Monday • 1:00pm-2:30pm
Room 19B

With enforcement agencies across the nation cracking down on impaired drivers, this workshop will examine successful law enforcement tactics that are making a difference in communities across the country. Hear some new ideas to re-energize your enforcement efforts.
Criminal Justice System and Impaired Driving: Part 2

Monday • 3:00pm-4:30pm
Room 12AB

This workshop is split into two 90-minute sessions. Presenters, including a law enforcement officer, prosecutor, toxicologist, judge and victim advocate, will discuss their particular needs and opinions regarding various impaired driving issues. Topics include prevention, deterrence, probation, courtroom monitoring, and sentencing (including DWI/DUI sentencing/monitoring courts). The presenters will discuss ways we can communicate and work better together.

Moderator:
Robyn Robertson, Vice President, Operations, Traffic Injury Research Foundation, Ottawa, ON

Speakers:
David Wallace, Traffic Safety Resource Prosecutor, Prosecuting Attorneys Association of Michigan, Lansing, MI
Karl B. Grube, Senior Florida Judge, Judicial Outreach Liaison-NHTSA, St. Petersburg, FL
Carl Wicklund, Executive Director, American Probation and Parole Association, Lexington, KY
Debbie Weir, M.S.W., L.M.S.W., National Director of Victim Services, MADD, Irving, TX
West Huddleston, Executive Director, National Drug Court Institute, Alexandria, VA
Tom Mumford, Deputy, McKinley County Sheriff’s Department, Gallup, NM

Safe Routes to School (SR2S) – Where to Start?

Monday • 3:00pm-4:30pm
Room 13AB

Parent and neighborhood groups, school and local officials, law enforcement officers and traffic engineers are working together to make streets safer for pedestrians and bicyclists along routes used for travel to school. SAFETEA-LU now requires states to sponsor Safe Routes to School Programs. Come learn about SAFETEA-LU requirements and the many resources and programmatic approaches now available to assist states in program development and implementation.

Moderator:
Gabriel Rousseau, Transportation Specialist, Federal Highway Administration, Office of Safety Programs, Washington, DC

Speakers:
Robin Stallings, Executive Director, Texas Bicycle Coalition, Austin, TX
Candance Lee Kokinakis, Ph.D., Director, Active School Environments and Safe Routes to School, Michigan Governor’s Council on Physical Fitness, Health and Sports, Michigan Fitness Foundation, Lansing, MI
Jennifer Scofield, Director, Health Promotion and Steps to a Healthier Cleveland, Cleveland Department of Public Health, Cleveland, OH

2:30pm – 3:00pm
Complimentary Refreshment Break in Exhibit Hall
Level 1, Halls 4/5
IMPAIRED DRIVING

Strategic Evaluation States: What Did They Do Right?
Monday • 3:00pm-4:30pm
Room 14
NHTSA’s Strategic Evaluation States have a proven track record in reducing the number of alcohol-related fatalities; some by significant margins. This workshop features those states that had the largest decreases. They will discuss what they did to drive down fatalities and crashes.

Moderator:
Georgia S. Chakiris, Regional Administrator, NHTSA-South Central Region, Fort Worth, TX

Speakers:
Terry A. Pence, Traffic Safety Director, Traffic Operations Division, Texas Department of Transportation, Austin, TX
Roger Doherty, Impaired Driving Coordinator, Florida Department of Transportation, Tallahassee, FL
Bob Tipton, Director, West Virginia Governor’s Highway Safety Program, Charleston, WV

IMPAIRED DRIVING

Doing More Than Time: Innovative DWI Sentencing Strategies
Monday • 3:00pm-4:30pm
Room 15
Interested in how the criminal justice system can become more effective in dealing with DUI offenders in your community? Come and learn about some novel and inventive ways judges are using to reach offenders.

Moderator:
J. Michael Kavanaugh, Judge, Albuquerque, NM

Speakers:
David Hodges, Judge, Texas Judicial Liaison, McGregor, TX
Robert K. Pirraglia, Associate Judge, Rhode Island District Court (Ret.), Cranston, RI
Mike Witte, Superior Court Judge, Dearborn, IN

TEEN TRAFFIC SAFETY

Underage Drinking Status Update
Monday • 3:00pm-4:30pm
Room 16AB
Federal agencies that are involved in underage drinking efforts are members of the Interagency Coordinating Committee on the Prevention of Underage Drinking (ICCPUD). This panel will share results from the states, successes in implementing the National Academy of Sciences report on underage drinking, and recent brain research affecting underage drinking efforts.

Moderator/Speaker:
Steve Wing, Associate Administrator, SAMHSA, Rockville, MD

Speakers:
Cheryl Neverman, Highway Safety Specialist, NHTSA, Washington, DC
Sharie Cantelon, Program Manager, Demonstration Programs Division, Washington, DC

CHILD PASSENGER SAFETY

CHOP Data – What’s New and How to Use it for Your Program
Monday • 3:00pm-4:30pm
Room 17A
Now in its eighth year of data collection, Partners for Child Passenger Safety (PCPS) is an ongoing research collaboration of Children’s Hospital and State Farm Insurance Companies. This workshop provides a current review of the PCPS research findings regarding factors and mechanisms for child crash injury; review of a recent PCPS-led analyses of government data to address fatality reduction estimates for child restraint systems; as well as a review of the potential economic impact of a Medicaid-based CRS reimbursement program. Additionally, presenters will provide an update on data, resources, and strategies for practical application of PCPS findings for CPS practitioners.

Moderator:
Melissa Miles, State Farm Insurance, Bloomington, IL
Speakers:
Suzanne Hill, Associate Director, Advocacy and Outreach, TraumaLink Injury Research Center, The Children’s Hospital of Philadelphia, Philadelphia, PA
Kristy Arbogast, Ph.D., Associate Director of Field Engineering, Center for Injury Research & Prevention, The Children’s Hospital of Philadelphia, University of Pennsylvania, Philadelphia, PA

OTHER HIGHWAY SAFETY

Hands Across the Border
Monday • 3:00pm-4:30pm
Room 17B
Reducing traffic related injuries and fatalities in U.S. border communities requires the cooperation of law enforcement agencies, media outlets, governmental agencies and nongovernmental organizations on both sides of the border. This workshop will address the nature of the traffic safety problem in border communities and speakers will address strategies to save lives and reduce injuries experienced by motorists traveling on roads and highways between and within border communities in the United States and Mexico.

Moderator:
David Manning, Ph.D., Regional Administrator, NHTSA-Western Region, San Francisco, CA

Speakers:
Richard Fimbres, Governor’s Representative, Governor’s Office of Highway Safety, Tucson, AZ
Abraham Diaz, Officer/El Protector, Laredo Police Department, Laredo, TX
Piedad Huerta, Health Promotion Officer, Pan American Health Organization, El Paso, TX

DATA & RESEARCH

The Human Cost to Speeding and What We Can Do About It
Monday • 3:00pm-4:30pm
Room 18CD
Speeding is often called a forgotten issue in highway safety. Do we have a speeding problem? How do speeds relate to crashes and what can we do about it?

Moderator:
John Siegler, Ph.D., Research Psychologist, Office of Research and Technology, NHTSA, Washington, DC

Speakers:
Chou-Lin Chen, Chief, Mathematical Analysis Division, NHTSA, Office of Traffic Records and Analysis, Washington, DC
Susan Ferguson, Ph.D., Senior Vice President, Research, Insurance Institute for Highway Safety, Arlington, VA
Mark Freedman, Manager, Transportation Safety Research, Westat Corporation, Rockville, MD
David Haggist, Captain, Charlotte-Mecklenburg Police Department, Charlotte, NC

IMPAIRED DRIVING

Drunk, Unbelted, and Unhelmeted: The Intersection of Impaired Driving and Occupant Protection
Monday • 3:00pm-4:30pm
Room 18AB
As drivers’ levels of intoxication go up, their use of helmets and belts go down. Presenters will discuss the data behind this intersection and strategies that work to decrease impaired driving and increase belt and helmet usage.

Moderator/Speaker:
Michael Prince, Director, Office of Highway Safety Planning, Lansing, MI

Speakers:
David Preusser, Ph.D., President, Preusser Research Group, Inc., Trumbull, CT
Dan Lonsdorf, Major, Director, Bureau of Transportation Safety, Wisconsin State Patrol, Wisconsin Department of Transportation, Madison, WI

Speakers:
Richard Fimbres, Governor’s Representative, Governor’s Office of Highway Safety, Tucson, AZ
Abraham Diaz, Officer/El Protector, Laredo Police Department, Laredo, TX
Piedad Huerta, Health Promotion Officer, Pan American Health Organization, El Paso, TX
<table>
<thead>
<tr>
<th>SUNDAY</th>
<th>10:45am –12:15pm</th>
<th>Are Cell Phones the Next Big Issue? How Much of a Risk? Is There a Solution?</th>
<th>Children in and Around Cars – A Potentially Lethal Combination: Part 1</th>
<th>Bicycle Safety for Adult Audiences</th>
<th>Crashing the Party – Community Efforts to Prevent Underage Drinking</th>
<th>Addressing the Problem of Alcohol Through Screen Brief Intervention</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>DR Rm. 12AB</td>
<td>CPS Rm. 14</td>
<td>OHS Rm. 15</td>
<td>TEEN Rm. 16AB</td>
<td>ID Rm. 17A</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>DR Rm. 12AB</td>
<td>OHS Rm. 14</td>
<td>CPS Rm. 15</td>
<td>ID Rm. 16AB</td>
<td>TEEN Rm. 17A</td>
</tr>
<tr>
<td>MOONDAY</td>
<td>4</td>
<td>Seeing Is Believing: The Role of Publicity in Impaired Driving Prevention ID</td>
<td>Recent Trends in Highway Safety DR Rm. 14</td>
<td>Enhancing Older Driver Safety OHS Rm. 15</td>
<td>Strategic Approaches for Increasing Teen Belt Use</td>
<td>Enhanced Impaired Driving Enforcement Land of Enchanting Id</td>
</tr>
<tr>
<td></td>
<td>5</td>
<td>ID Rm. 12AB</td>
<td>DR Rm. 14</td>
<td>OHS Rm. 15</td>
<td>TEEN Rm. 16AB</td>
<td>ID Rm. 17A</td>
</tr>
<tr>
<td></td>
<td>6</td>
<td>Fine-Tuning GDL TEEN Rm. 12AB</td>
<td>Partnerships to Grow CPS Rm. 13AB</td>
<td>Cultivation and Retention of CPS Technicians CPS Rm. 14</td>
<td>Creative Solutions to DWI Enforcement Problems ID Rm. 16AB</td>
<td>Product Update CPS Rm. 17A</td>
</tr>
<tr>
<td></td>
<td>7</td>
<td>Adult Occupant Protection Track</td>
<td>OHS Rm. 13AB</td>
<td>Sports &amp; Entertainment Marketing – Extending Your Exposure OHS Rm. 15</td>
<td>National CPS Program Update on Certification Policies &amp; Procedures CPS Rm. 17A</td>
<td></td>
</tr>
<tr>
<td>TUESDAY</td>
<td>8</td>
<td>Criminal Justice System and Impaired Driving: Part 1 CJ Rm. 12AB</td>
<td>Older Riders, Alcohol and Motorcycles – a Deadly Mix OHS Rm. 13AB</td>
<td>Case Studies of Child Occupants in Crashes CPS Rm. 14</td>
<td>Using NHTSA Data to Dissect the Alcohol Problem DR Rm. 15</td>
<td>Impaired Driving Victim Impact Panel ID Rm. 16AB</td>
</tr>
<tr>
<td></td>
<td>9</td>
<td>Criminal Justice System and Impaired Driving: Part 2 CJ Rm. 12AB</td>
<td>Safe Routes to School (SR2S) – Where to Start? OHS Rm. 13AB</td>
<td>Strategic Evaluation States: What Did They Do Right? ID Rm. 14</td>
<td>Doing More Than Time: Innovative DWI Sentencing Strategies ID Rm. 15</td>
<td>Underage Drinking Status Update TEEN Rm. 16AB</td>
</tr>
<tr>
<td></td>
<td>10</td>
<td>Technical Update – 101 CPS Rm. 12AB</td>
<td>Putting the Focus on Pedestrians OHS Rm. 13AB</td>
<td>Innovative Commercial Motor Vehicle Safety (CMV) Enforcement CJ Rm. 14</td>
<td>Pupil Transportation from Birth to Graduation OHS Rm. 15</td>
<td>Using Technology to Collect Evidence and Speed Up Processing Time CJ Rm. 16AB</td>
</tr>
<tr>
<td></td>
<td>11</td>
<td>Total of 2000 Safety Issues: Because a Kevlar Vest Can’t Stop a 3,000-Pound Bullet</td>
<td>OHS Rm. 13AB</td>
<td>New Vehicle Safety Systems – Active and Passive</td>
<td>AOP Rm. 16AB</td>
<td>People’s Court: DWI/DUI Trial CJ Rm. 17A (Repeats Sun.,</td>
</tr>
<tr>
<td></td>
<td>12</td>
<td>Officer Safety Issues</td>
<td>DR Rm. 14</td>
<td>Driving Wellness for Older Drivers OHS Rm. 15</td>
<td>Drug Impaired CJ Rm. 17A</td>
<td></td>
</tr>
</tbody>
</table>

Workshops at a Glance
<table>
<thead>
<tr>
<th>Track</th>
<th>Session Title</th>
<th>Room</th>
<th>Repeat Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>CPS</td>
<td>Innovative Programs from the Law Enforcement Challenge</td>
<td>Rm. 17B</td>
<td></td>
</tr>
<tr>
<td>CJ</td>
<td>Community Coalitions: Creative Solutions to Safety Challenges in Urban/Rural Settings and Among Diverse Populations</td>
<td>OHS Rm. 18AB</td>
<td></td>
</tr>
<tr>
<td>DR</td>
<td>CPS on a Shoestring</td>
<td>Rm. 18CD</td>
<td></td>
</tr>
<tr>
<td>ID</td>
<td>Safe Transportation During Ambulance Transport</td>
<td>Rm. 19A</td>
<td></td>
</tr>
<tr>
<td>OHS</td>
<td>Community Coalitions: Secrets for Making A Difference at the Local Level</td>
<td>OHS Rm. 18AB</td>
<td></td>
</tr>
<tr>
<td>TEEN</td>
<td>Emerging Issues</td>
<td>OHS Rm. 17B</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pilot Programs Aimed at Reducing High Risk Behaviors by Teen Drivers</td>
<td>TEEN Rm. 18AB</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Product Updates: Part 1</td>
<td>CPS Rm. 18CD</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Nighttime Safety Belt Enforcement – Strategies and Issues</td>
<td>AOP Rm. 19A</td>
<td></td>
</tr>
<tr>
<td></td>
<td>The Need to Combat Speed</td>
<td>CJ Rm. 19B</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Emerging Technology</td>
<td>OHS Rm. 19B</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Strategies for Addressing the Higher Risk Driver: Repeat, High-BAC, and DWS Offenders</td>
<td>ID Rm. 18CD</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Prioritizing Traffic Safety</td>
<td>Rm. 19A</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Emerging Technology</td>
<td>OHS Rm. 19B</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Hands Across the Border</td>
<td>OHS Rm. 17B</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Increasing Safety Use Among Native American Populations</td>
<td>AOP Rm. 17B</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Community Coalitions: Secrets for Making A Difference at the Local Level</td>
<td>OHS Rm. 18AB</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Law and Order: ABC – How Liquor Law Enforcement Can Reduce Impaired Driving and Underage Drinking</td>
<td>ID Rm. 18CD</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Technical Update – 301</td>
<td>CPS Rm. 19A</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Program Evaluation Tips for Non-Statisticians</td>
<td>DR Rm. 19B</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Instructor Effectiveness</td>
<td>CPS Rm. 17B</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sustained Communications for Sustained Enforcement</td>
<td>OHS Rm. 18AB</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Hard Core Drinking Drivers: How Big a Problem? How Do We Deal with Them?</td>
<td>DR Rm. 18CD</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Strategically Using Your CPS Skills: Can You Talk a Parent Through a CPS Check Without Getting Into the Vehicle?</td>
<td>CPS Rm. 19A</td>
<td></td>
</tr>
<tr>
<td></td>
<td>What Alcohol Countermeasures are We Missing? Reports from NHTSA's Impaired Driving Assessments</td>
<td>ID Rm. 19B</td>
<td></td>
</tr>
</tbody>
</table>
Children in and Around Cars – A Potentially Lethal Combination: Part 2
Monday, • 3:00pm-4:30pm
Room 19A

Like several other implements of child abuse, motor vehicles are household necessities. If not used properly, however, they can be deadly weapons. If adults do not take adequate precautions to protect their child passengers or leave an unsupervised child in or around an automobile, the adult takes an almost unconscionable risk. Each year, hundreds of children are unnecessarily killed because they weren’t restrained properly, physically injured or left to die from hyperthermia. The presenters will discuss the many dangers children face around motor vehicles and identify potential legal ramifications, including criminal prosecutions.

Moderator/Speaker:
Torine Brooks Creppy, Director, Safe Kids Buckle Up, Corporate Liaison GM & Chevrolet, Safe Kids Worldwide, Washington, DC

Speakers:
Michele Struttmann, President, KIDS IN CARS, Washington, MO
Ann Dellinger, Ph.D., M.P.H., Epidemiologist and Team Leader, Motor Vehicle Injury Prevention Team, Division of Unintentional Injury Prevention, Centers for Disease Control and Prevention, Atlanta, GA
Stephen Talpins, National Director of Public Policy, MADD, Washington, DC

Prosecutors, Your Traffic Safety Partners
Monday • 3:00pm-4:30pm
Room 19B

Learn how the National Traffic Law Center (NTLC), the National Association of Prosecutor Coordinators (NAPC), Traffic Safety Resource Prosecutors (TSRP) and DUI Specialized Attorneys (Tennessee) can help you (law enforcement, toxicologists, highway safety personnel and others)!

Moderator:
Marilena Amoni, Associate Administrator, Program Development and Delivery, Traffic Injury Control, NHTSA, Washington, DC

Speakers:
Kimberly Overton, NHTSA-NAPC Prosecutor Fellow, Traffic Safety Resource Prosecutor, North Carolina Conference of District Attorneys, Raleigh, NC
Tom Kimball, Traffic Safety Resource Prosecutor, Tennessee District Attorneys General Conference, Nashville, TN
Elizabeth Earleywine, Senior Attorney, National Traffic Law Center, National District Attorneys Association, American Prosecutors Research Institute, Alexandria, VA

Complete addresses for moderators and speakers are in the Pre-Registration List, or the on-site registration list (available on Tuesday).
Lifesavers 2006 Program

Tuesday, April 11

7:30am – 1:15pm
Registration Open
Level 1, 4th Street Atrium

7:30am – 10:30am
Exhibit Hall Open
Level 1, Halls 4/5

7:30am – 8:15am
Complimentary Continental Breakfast in Exhibit Hall

8:30am – 10:00am | 7th Workshop Session

CHILD PASSENGER SAFETY

Technical Update – 101
Tuesday • 8:30am-10:00am
Room 12AB

This session is for entry-level technicians and others who want a technical review. Speakers will discuss current CRS testing procedures, LATCH, rear-facing and forward-facing performance measures, advanced air bags, side impact protection features in vehicles and CRS, current research and more. This session is for certified technicians who already have basic CPS knowledge.

Moderator:
Bill Hall, Manager, Occupant Protection Program, University of North Carolina Highway Safety Research Center, Chapel Hill, NC

Speakers:
John Riedl, President, Compass, Kettering, OH
Artie Martin, General Motors Safety Center, Warren, MI
Lisa Sullivan, NHTSA, Vehicle Research and Test Center, East Liberty, OH

OTHER HIGHWAY SAFETY

Putting the Focus on Pedestrians
Tuesday • 8:30am-10:00am
Room 13AB

This workshop highlights pedestrian safety activities underway in FHWA’s focus states and cities. Presenters will include representatives from focus cities that have developed pedestrian safety plans and are beginning implementation that includes education, enforcement and new engineering technologies to detect pedestrians and protect them better. Learn what elements cities and states are using to make their streets safer for people on foot.

Moderator/Speaker:
Gabriel Rousseau, Transportation Specialist, Federal Highway Administration, Office of Safety Programs, Washington, DC

Speakers:
Essie Wagner, Highway Safety Specialist, NHTSA, Washington, DC
Charlie Zegeer, Director, Pedestrian and Bicycle Information Ctr., UNC Highway Safety Research Center, Chapel Hill, NC
Bob Planthold, San Francisco Senior Action Network, San Francisco, CA

Please let us know at registration if your address has changed
**CRIMINAL JUSTICE**

**Innovative Commercial Motor Vehicle (CMV) Safety Enforcement**

**Tuesday • 8:30am-10:00am**  
**Room 14**

This workshop highlights ongoing efforts in the area of CMV safety and enforcement. Speakers will describe new initiatives aimed at reducing aggressive driving near CMVs, increasing safety belt use among CMV drivers, and improving highway safety through increased enforcement and outreach. These initiatives were developed as a way to increase CMV safety through non-traditional methods and in some cases go so far as to ensure non-CMVs operate safely around trucks and buses.

**Moderator:**  
Mike Lamm, Chief, State Programs Division, Federal Motor Carrier Safety Administration, Washington, DC

**Speakers:**  
Jonna Van Dyk, Communications Program Manager, Washington State Safety Commission, Olympia, WA  
Craig Feister, Division Administrator, Federal Motor Carrier Safety Administration, Richmond, VA  
Joe Rodriguez, Captain, Texas Department of Public Safety, Commercial Vehicle Enforcement, McAllen, TX

**CRIMINAL JUSTICE**

**Using Technology to Collect Evidence and Speed Up Processing Time**

**Tuesday • 8:30am-10:00am**  
**Room 16AB**

Presenters will discuss how you can use mobile video equipment to document your arrests and electronic reporting and citation program to shorten DWI/DUI processing times by 50% or more and avoid unnecessary errors!!!

**Moderator:**  
Kenneth Copeland, Regional Program Manager, NHTSA, Fort Worth, TX

**Speakers:**  
Bryan Roberts, Project Coordinator, DUI/DWI Process Reduction Program, Texas Municipal Police Association, Austin, TX  
Jim Kuboviak, Director, Law Enforcement Mobile Video Institute, Bryan, TX  
Jack Stuster, Anacapa Sciences, Santa Barbara, CA

**CRIMINAL JUSTICE**

**People’s Court: Mock DWI/DUI Trial**

**Tuesday • 8:30am-10:00am**  
(Repeated from Sunday)  
**Room 17A**

Presenters, including a real prosecutor and judge, will conduct a mock DWI/DUI trial from jury selection to closing argument.
Moderator:
Tom Kimball, Traffic Safety Resource Prosecutor, Tennessee District Attorneys General Conference, Nashville, TN

Speakers:
Clay Abbott, Texas DWI Resource Prosecutor, Texas District and County Attorneys Association, Austin, TX
David Hodges, Judge, Texas Judicial Liaison, McGregor, TX

ADULT OCCUPANT PROTECTION

Increasing Safety Belt Use Among Native American Populations
Tuesday • 8:30am-10:00am
Room 17B

Safety belt use by Native Americans is significantly lower than for most other population groups. A recent NHTSA survey found observed use rates averaged 55.4% and ranged from 8.8% to 84.8% on the 180 reservations that are able to set and enforce their own safety belt laws. Speakers will discuss successful and promising strategies for increasing belt use among these populations.

Moderator:
Georgia S Chakiris, Regional Administrator, NHTSA-South Central Region, Fort Worth, TX

Speakers:
Charles Jaynes, Program Administrator, Bureau of Indian Affairs, Indian Highway Safety Program, Albuquerque, NM
David Wallace, National Center for Injury Prevention and Control, Atlanta, GA
Nancy Bill, Injury Prevention Program Manager, OEHS-DEHS, Rockville, MD

OTHER HIGHWAY SAFETY

Community Coalitions: Secrets for Making a Difference at the Local Level
Tuesday • 8:30am-10:00am
Room 18AB

It’s no surprise that active, influential Safe Communities are making a difference in traffic safety at the local level.

Learn the secrets of how successful, data driven coalitions are capitalizing on national and state programs to help nourish local safety initiatives. Explore new ideas for using data and enhancing self-sufficiency, as well as promoting your accomplishments and keeping your community informed of your efforts. Plus find out what the future holds for the Safe Communities model of traffic safety injury prevention.

Moderator:
Deb Nelson, Safe Communities Outreach Coordinator, DLN Consulting, Inc., Dickinson, ND

Speakers:
Jason Ivey, Program Administrator, Tennessee Governor’s Office of Highway Safety, Nashville, TN
Virginia Lockman, Safe Communities Coordinator, Minnesota Office of Public Safety, Office of Traffic Safety, St. Paul, MN

IMPAIRED DRIVING

Law and Order: ABC – How Liquor Law Enforcement Can Reduce Impaired Driving and Underage Drinking
Tuesday • 8:30am-10:00am
Room 18CD

Liquor law enforcement agencies are quite often under funded, understaffed, and not part of “normal” law enforcement circles. Here are some solutions to get past these barriers and to involve alcohol beverage control with impaired driving and underage drinking efforts.

Moderator:
Rebecca Ramirez, Program Director, Center for the Study of Law and Enforcement Policy, Pacific Institute for Research and Evaluation (on behalf of NLLEA), Calverton, MD

Speakers:
Shawn Walker, Deputy Director, Enforcement Division, Virginia Department of Alcoholic Beverage Control, Richmond, VA
Leo Sokoloski, Chief, Bloomsburg Police Department, Bloomsburg, PA
Greg Hamilton, Sheriff, Travis County Sheriff’s Office, Austin, TX
CHILD PASSENGER SAFETY

Technical Update – 301
Tuesday • 8:30am-10:00am
Room 19A

This session is for the more experienced technician or instructor interested in more detailed technical discussion surrounding product design testing and validation, changes in the standard and the impact on product design and cost, use of the new dummies and projected costs associated with them, LATCH/tether findings and other topics.

Moderator:
Tomi St. Mars, R.N., B.S.N., C.E.N., Injury Prevention Program Manager, Arizona Department of Health Services, Phoenix, AZ

Speakers:
George Mouchahoir, Chief, Structures and Special Systems Division, NHTSA, Washington, DC
Shayne Merritt, Director, Automotive Safety Program, Indiana University, Riley Hospital for Children, Indianapolis, IN
Julia King, Engineer, SafeGuard, a Division of IMMI, Westfield, IN

DATA & RESEARCH

Program Evaluation Tips for Non-Statisticians
Tuesday • 8:30am-10:00am
Room 19B

Solid program evaluation does not require in-depth statistical knowledge – just common sense and a good grasp of a few easy formulas. The presenters will provide some easy tips and streamlined processes for evaluating the success of traffic safety efforts. They will also review issues relating to measuring change through surveys and provide advice on how to avoid drawing inaccurate conclusions from survey results.

Moderator:
Susan Connor, Ph.D., Research Manager, Rainbow Community Safety and Resource Center, Rainbow Babies and Children's Hospital, Cleveland, OH

Speakers:
Linda Cosgrove, Ph.D., Chief, Behavioral Research Technology Division, Office of Research and Technology, NHTSA, Washington, DC

10:00am – 10:30am
Complimentary Refreshment Break in Exhibit Hall
Level 1, Halls 4/5

CRIMINAL JUSTICE

Officer Safety Issues: Because a Kevlar Vest Can’t Stop a 3000-Pound Bullet
Tuesday • 10:30am-12:00pm
Room 12AB

Each year, more law enforcement officers are killed by motorists than gun toting offenders. See the International Association of Chiefs of Police’s (IACP) new video about the issue and learn about officer safety techniques and "move-over" laws.

Moderator:
Tommie Buchanan, Texas Law Enforcement Liaison, Texas Police Chiefs Association, Ft. Worth, TX

Speakers:
Joseph Farrow, Deputy Commissioner, California Highway Patrol, Sacramento, CA
Looking Over Their Teen’s Shoulder: What More Could Parents Do to Control Their Teen Drivers?

Tuesday • 10:30am-12:00pm
Room 14

In spite of gains because of GDL laws, teen crash rates still are high. Parents can influence where, when and with whom teens drive. Should parents be doing more to monitor their teens? Learn the latest research on whether restrictions and monitoring can help.

Moderator:
Allan Williams, Ph.D., Bethesda, MD

Speakers:
Arthur Goodwin, Highway Safety Research Center, University of North Carolina, Chapel Hill, NC
Jessica Hartos, University of North Carolina at Charlotte, Department of Health Behavior and Administration, Charlotte, NC
Max Donath, Director, Intelligent Transportation Systems Institute, University of Minnesota Center for Transportation Studies, Minneapolis, MN

Driving Wellness for Older Drivers

Tuesday • 10:30am-12:00pm
Room 15

Promoting older driver safety isn’t as simple as “How do I take away the keys?” Come hear nationally recognized program leaders talk about the importance of a senior-friendly message in talks about older drivers. In addition, learn about the new CarFit program that assists older drivers in adjusting their car’s equipment (seats, mirrors, etc.) to fit them and allow them to see better and better operate the controls. It all adds up to a better way to get safe driving messages to seniors.

Moderator:
Essie Wagner, Highway Safety Specialist, NHTSA, Washington, DC

Speakers:
Jeanie Teel, West Austin Caregivers, Austin, TX
T. Bella Diniz-Zarr, Ph.D., M.P.H., National Director of Traffic Safety Policy, AAA, Washington, DC
Brian Greenberg, AARP, Washington, DC

New Vehicle Safety Systems – Active and Passive

Tuesday • 10:30am-12:00pm
Room 16AB

Vehicle technology workshops are always among the best attended at Lifesavers and this year should be no different as a wide variety of new safety systems are showing up in production vehicles. Hear first hand from the auto industry and a leading consumer organization what advanced safety technologies are entering the market and how to find out which are most important.

Moderator:
Barry Felrice, Director, Washington Regulatory Affairs, DaimlerChrysler Corporation, Washington, DC

Speakers:
David Champion, Senior Director, Auto Test Center, Consumers Union, Colchester, CT
Robert Lange, Executive Director, Vehicle Structure and Safety Integration, General Motors Corporation, Warren, MI

Drug Impaired Driving

Tuesday • 10:30am-12:00pm
Room 17A

Presenters will address the issues and challenges in apprehending and prosecuting drug impaired drivers. They will highlight the National Drug Evaluation and Classification (DEC) Program (also known as the Drug Recognition Expert [DRE] Program).

Moderator:
Chuck Hayes, DRE Regional Coordinator, IACP, Salem, OR

Speakers:
Mary Anderson, Deputy District Attorney, Deschutes County (Oregon), Bend, OR
Charles Avery, Officer, Dallas Police Department, Dallas, TX
Sarah Kerrigan, Ph.D., Forensic Toxicologist, Houston, TX
CHILD PASSENGER SAFETY

Instructor Effectiveness
Tuesday • 10:30am-12:00pm
Room 17B

Whether you are a new or seasoned CPS instructor, this workshop is for you! This session highlights proven strategies that cater to the adult learner, introduces creative and innovative tips & tricks and offers supplemental resources. Learn how to optimize your classes with tips on preparation and follow up. Come hear what other instructors in the field do to keep their classes interesting, effective and “personalized.” We will also discuss how to create solid lead instructors and develop mentors who help bring new instructors into the field.

Moderator:
Carole S. Guzzetta, Highway Safety Specialist, NHTSA, Washington, DC

Speakers:
Lorrie Walker, Training Manager & Technical Advisor, Safe Kids Worldwide, Washington, DC
Johnny Humphreys, Texas Child Passenger Safety Training Contact, Texas Department of State Health Services Safe Riders, Austin, TX
Jeff Halloran, Kansas Safety Belt Education Office, Lawrence, KS

OTHER HIGHWAY SAFETY

Sustained Communications for Sustained Enforcement
Tuesday • 10:30am-12:00pm
Room 18AB

Equally important to sustaining increased enforcement of safety belt and impaired driving laws is sustaining the public’s knowledge through earned media. This workshop will discuss innovative methods employed in the states to capture and keep the media’s attention. Enforcement activities such as early morning enforcement of failure to appear warrants; naming sobriety checkpoints for victims; inviting media to SFST training or “courtroom in the classroom programs;” all provide a different twist and offer a new approach to keep the idea of enforcement in the public’s mind. Participants will learn how to examine their enforcement plans with a view toward using all activities as a potential media hook, and how to use NHTSA’s communications Web page and calendar to further enhance sustained communications throughout the year.

Moderator:
Robin Mayer, Chief, Consumer Information Division, NHTSA, Washington, DC

Speakers:
Michael Hegarty, Deputy Director, Arizona Governor’s Office of Highway Safety, Phoenix, AZ
Dennis Smith, Minnesota Department of Public Safety, St. Paul, MN
Mairi Nelson, Colorado Department of Transportation, Denver, CO

DATA & RESEARCH

Hard Core Drinking Drivers: How Big a Problem? How Do We Deal With Them?
Tuesday • 10:30am-12:00pm
Room 18CD

This workshop will discuss the so-called “hard core drinking driver” and how to deal with such drivers. What proportion of drinking drivers out on the roads are hard-core? What proportion of drinking drivers in fatal crashes are hard-core? Given that hard-core drinking drivers are a problem, how do we identify them ahead of time? What sanctions are effective in dealing with them? The speakers will address these questions and discuss present and future countermeasures to deal with these drivers.

Moderator/Speaker:
Jim C. Fell, Director, Traffic Safety and Enforcement Programs, Pacific Institute for Research and Evaluation, Calverton, MD

Speakers:
Elisa Braver, Ph.D., National Study Center for Trauma and EMS, University of Maryland School of Medicine, Baltimore, MD
Eduardo Romano, Ph.D., Associate Research Scientist, Pacific Institute for Research and Evaluation, Calverton, MD
Robyn Robertson, Vice President, Operations, Traffic Injury Research Foundation, Ottawa, ON
**CHILD PASSENGER SAFETY**

**Strategically Using Your CPS Skills: Can You Talk a Parent Through a CPS Check Without Getting Into the Vehicle?**

**Tuesday • 10:30am-12:00pm**

**Room 19A**

This workshop will help technicians focus on being educators and streamlining key messages to use in a variety of settings: media, new parents/caregivers, pediatrician offices, etc. Attendees will be provided with a written tool they can immediately implement when educating the public.

**Moderator:**
**Kerry Chausmer**, Program Manager, CPS Certification, Safe Kids Worldwide, Washington, DC

**Speakers:**
- **Marilu Montalvo**, University of Georgia, Conyers, GA
- **Vicky Cassabaum**, St. Anthony Central Hospital, Denver, CO
- **Pam Holt, R.N., B.S.N.**, Trauma Prevention Coordinator, St. John’s Trauma Prevention Program, Springfield, MO

---

**IMPAIRED DRIVING**

**What Alcohol Countermeasures are we Missing? Reports from NHTSA’s Impaired Driving Assessments**

**Tuesday • 10:30am-12:00pm**

**Room 19B**

NHTSA has helped many states conduct impaired driving assessments over the past two decades. This workshop will feature veterans of previous assessments who will highlight the most common and frequent recommendations offered to states.

**Moderator:**
**De Carlo Ciccel**, Highway Safety Specialist, NHTSA, Washington, DC

**Speakers:**
- **Karl B. Grube**, Senior Florida Judge, Judicial Outreach Liaison-NHTSA, St. Petersburg, FL
- **Susan Bryant**, Austin, TX
- **Rob Lillis**, President, Evalumetrics Research
- **Arthur Anderson**, Commissioner, California Highway Patrol, Sacramento, CA

---

**Handouts from many speakers are found on the website:**
www.lifesaversconference.org

---

**12:15pm – 1:30pm**

**Closing luncheon**

**Terry A. Pence**, Traffic Safety Director, Traffic Operations Division, Texas Department of Transportation, Austin, TX

**Michael R. Stout**, Director, Illinois Department of Transportation, Division of Traffic Safety, Springfield, IL

Lifesavers blows into the windy city in 2007! Be sure to catch the conclusion of an amazing conference at lunch on Tuesday when Lifesavers saddles up, bids farewell to Texas, and heads to Chicago for our 25th Conference.
Speaker Index

2006 Lifesavers Conference

AUSTIN • TEXAS

2006 LIFESAVERS CONFERENCE

AQUINAS, Michael ..........................18
Allen, Judy ........................................14
Ammon, Martin .................................26
Andrew, Arthur .................................23
Anderson, Mary ................................31
Arbogast, Kristy ..............................20, 23
Avery, Charles ..................................31
Avila, Mike ........................................19
Baker, Elizabeth ...............................9
Baranowski, Rebekah .......................16
Baxter, Pete .......................................28
Beach, Dave .......................................15
Bersani, Ron .......................................14
Billbery, Sharon .................................7
Bill, Nancy .........................................29
Bird, Glynn .........................................4, 19
Blake, Steve ........................................6
Bock, Teresa .......................................13
Bowman, Jesse ................................200
Brady, Rebecca ...................................5
Braver, Elisa .......................................32
Brooks Creppy, Torine ......................4, 26
Brooks, Janet .....................................4
Bryant, Susan .....................................33
Buchanan, Tommie .........................30, 18
Buch, Tim ..........................................18
Bull, Manlyn .......................................7, 10
Butler, John .......................................21
Campbell, Dave ................................10, 13
Cantelon, Sharee ..............................22
Cassabaum, Vicky ..............................33
Castel, Nicola ....................................14
Cestero, Dave .....................................6
Chakris, Georgia ...............................17, 22, 29
Champagne, James .........................15, 18
Champion, David ..............................31
Chauvin, Kenny ................................19, 33
Chen, Chou-Lin ................................23
Chidester, Augustus .........................15, 33
Ciccone, De Carlo ................................18
Clark, Kyle ...........................................7
Clarke, Andy .......................................5
Clayette, Erik ......................................6
Cohen, Lori .........................................11
Connor, Susan ....................................30
Constable, Myra ................................19
Copeland, Kenneth .........................19, 28
Corkins, Phil ......................................15
Cosgrove, Linda .................8, 20, 30, 18
Crespo, Hilda .....................................5
Crisp, John .........................................11
Crosby, Kathy ....................................21
Crow, Emily .......................................13, 16
Dahle, Eric .........................................16
del Rio, Luis ......................................13
Dellinger, Ann ....................................4, 26
Diaz, Abraham ...................................23
Diethelm, Judy .................................21
Dinh-Zarr, T. Bella .......................16, 16, 21
DiPinno, Annette ..............................6
Doherty, Roger .........................22, 14, 21
Donath, Max .....................................31
Durant, David ....................................14
Durant, James ....................................14
Earlewine, Elizabeth .......................26
Eby, David .........................................12
Farrow, Joseph .................................24, 32
Feister, Craig .....................................28
Fell, Jim ..............................................12, 17, 32
Fenell, Barry .......................................4
Fenz, Jane ...........................................14
Ferguson, Susan ..............................14, 20, 21
Field, Craig ........................................5
Fimbres, Richard ..............................23
Freedman, Mark ...............................23
Freitas, Michael ...............................17
Furneaux, Kathy ...............................28
Gardner, Bridget ...............................6
Gibert, David .....................................7, 10
Girad, Carol ........................................5
Glassman, Jacqueline ......................17
Goldweig, Irwin .................................9
Goodwin, Arthur ..............................31
Greenberg, Brian ..............................31
Gree, Angie ........................................15
Grube, Karl .......................................18, 11
Gulak, Phil .........................................19
Guettarda, Carole ..............................19
Haggart, David ................................27
Hall, Andy .........................................23
Hall, Bill ..........................................30, 27
Hall, Louann .............................30, 27, 29
Halloran, Jeff ...............................13, 32
Hamilton, Greg .................................29
Hart, Jessica .......................................31
Haseltine, Phil ...................................12
Hayes, Chuck .....................................31
Hedlund, Jim ...9, 20, 21, 22, 29
Hegarty, Michael ..............................32
Henry, Kathryn .................................20
Hill, Suzanne .....................................9, 23
Hirtz, Susan .......................................5
Hodges, David ...............................13, 15, 22, 29
Holley, Gail ........................................5
Holm, Parn ........................................10, 19, 33
Hoeker, Celia .....................................5
Huddleston, West .........................18, 21, 22, 23
Huerta, Piedad ....................................23
Humphreys, Johnny .........................32
Ivey, Jason ........................................29
Jaynes, Charles .................................29
Jennings, Christene .........................22, 23
Jernigan, Darrell ...............................13
Jett, Charles .......................................6
Johnson, Carolyn .............................20, 21
Kavanaugh, J. Michael ..............22, 21, 22, 23
Kennington, Charley .......................8, 28
Kerrigan, Sarah .................................31
Kimbrell, Tom .......................13, 26, 27, 28
King, Ann ..........................................11
King, Julia .........................................20
Kizer, Keith .......................................16
Klauser, Sheila .................................14
Knee, Stanley .....................................17
Knudler, Michael .............................13
Koknikas, Candace Lee ...................21
Korn, Alan .........................................10, 14
Kovacs, Michael ...............................12
Kubovick, Jim ....................................28
Kumpfer, Karl ...................................26
Kusche, John .....................................29
Laiche, Bryan ....................................20
Lamm, Mike .......................................28
Lange, Robert ...................................31
Langmaid, Mike ................................10
LaPlante, Mark .................................10
Lea, Janet ..........................................11
Lillis, Rob .........................................33
Lochridge, Hope ................................15
Lockman, Virginia ............................29
Logan, Barry .....................................16
Long, Dave ...........................................5
Lonsdorf, Dan ....................................23
Luera, Frank .......................................15
Manning, David ................................23
Martin, Artie ......................................27
Mathews, Alice .................................8, 19
Mayer, Rob .......................................11, 32
McCort, Anne ....................................4, 8, 14
McDonald, Marcie .........................29, 31
McGinn, Gerald ..............................16, 19
McNaull, Justin .................................12, 34
McShane, Owen ...............................27, 30
Merritt, Shanye .................................30
Miles, Melissa .....................................22
Mitchell, Peter ...................................9, 12
Montalvo, Marilu ..............................33
Montigue, Venesa ..............................19
Moore, Lisa .......................................23
Moore, Rhonda ...................................17
Mouchahour, George ......................30
Mumford, Tom .........................13, 12, 18, 21
Murphy, Ces .....................................31
Nag, Dennis .......................................31
Napier, Kevin ....................................12
Nelson, Deb .......................................29
Nelson, Mari .......................................32
Neverman, Cheryl ............................5, 22
Nichols, Jim .......................................19
Olive, Tonya .......................................37
Osterhuber, Angela .........................31
Overtont, Kimberly .........................26
Osahy, Cynthia ................................19
Patterson, Robert .............................21
Pelton, Colette ..................................21
Pence, Terry ......................................22, 33
Peppe, Jill ..........................................15
Perkins, Ron ......................................26
Piranegl, Robert .................................22
Planthold, Bob .................................27, 30
Porter, Lowell ...................................19
Pres, Leah .........................................30
Pres, Preuser ...............................8, 20, 21
Prince, Michael .................................29
Ramirez, Rebecca .............................29
Rayment, Mary Ann .........................20
Readett, Anne ..........................15, 11, 15
Rich, Ricky ...........................................9
Richardson, Sandy ..........................21
Riddle, Joye ........................................20
Riedl, John .......................................13, 27
Robbins, Julie ....................................16
Roberts, Bryan .................................28
Robertson, Robyn .....................18, 21, 22, 23
Rodriguez, Joe ...................................28
Romano, Eduardo ..............................32
Rose, Janelle .....................................15
Rousseau, Gabriel ..............................21
Rubiens, Ira .......................................13
Salazar, Camerino .........................30, 19
Schofield, Jennifer .........................21, 22
Siegelder, John .................................10
Simmons, Steven ..............................4
Smith, Dennis ....................................32
Smith, Robin .....................................13
Soderstrom, Carl ...............................29
Sokoloski, Leo ................................29
Solomon, Mark ...............................13, 19
St. Mars, Tommi .................................30
Stalling, Robin ...................................21
Stalvey, Beth ......................................16
Stewart, Kathryn ..............................16
Stout, Michael ...................................33
Strasbourg, Robert .........................17
Struttman, Michele .........................26
Sturmer, Patrick ...............................28
Subramanian, Rajesh ......................11, 27
Sullivan, Lisa .....................................27
Sutterfield, Chris ..............................26
Sweeder, Barry ...................................16
Talpins, Stephen ...............................26
Teel, Jeanie ........................................31
Tipton, Bob ........................................22
Tomlinson, Sedley .............................7
Torres, Angel ......................................12
Trostel, Mark .................................17, 18
Tucker, Pat .........................................12
Turner, Ryan ......................................15
Utter, Dennis ...............................11, 19
Van Dijk, Jonna .................................28
Wagner, Essie ....................................27, 31
Waller, Lorrie .....................................32
Walker, Shawn .................................29, 37
Wall, Bob ..........................................39
Wallace, David .............18, 12, 18, 21, 29
Warren, Beth .....................................8
Warren, Susan .................................19
Watson, Robert .................................17
Weir, Debbie ......................................10
Wesolowski, Kathryn ........................21
Whetsel, John .....................................9, 17
Wicklund, Carl .................................18, 21
Williams, Allan ...............................31, 16
Williams, Keith ................................6, 12
Wing, Steve .......................................22
Wise, Cathey .....................................20
Witte, Mike ........................................22
Zegeer, Charlie ................................27
Zingg, Connie ...................................18
Zwonechek, Fred .............................29

NATIONAL CONFERENCE ON HIGHWAY SAFETY PRIORITIES

2006 LIFESAVERS CONFERENCE

AUSTIN • TEXAS
Exhibit Hours and Events

Saturday • April 8
5:00pm – 8:00pm   Early Exhibitor Set-up

Sunday • April 9
7:00am – 12noon   Exhibitor Set-up
12:15pm – 7:30pm  Exhibit Hall Open
12:15pm – 1:30pm  Complimentary Box Lunch
, 3:30pm – 4:00pm  Complimentary Refreshment Break
5:30pm – 7:30pm  Welcoming/Opening Reception and Posters

Monday • April 10
7:30am – 3:00pm  Exhibit Hall Open (closed during opening plenary and lunch)
7:30am – 8:15am  Continental Breakfast
2:30pm – 3:00pm  Complimentary Refreshment Break

Tuesday • April 11
7:30am – 10:30am  Exhibit Hall Open
7:30am – 8:15am  Continental Breakfast
10:00am – 10:30am  Complimentary Refreshment Break
10:30am – 2:00pm  Exhibitor move out

Lifesavers Gets Wired!
While attending Lifesavers, stay in touch with work and family by using one of five complimentary Internet kiosks. The kiosks are located to the right just inside the entrance of the exhibit hall, and are open during exhibit hall hours. Attendees are asked to please limit their usage to five minutes when others are waiting.

Child Passenger Safety Vehicle Exhibit
This year Lifesavers is again offering a hands-on exhibit area for new vehicle technology and child passenger safety, located at the CPS Educational Exhibit in the exhibit hall. The purpose of this exhibit is to provide educational opportunities to CPS technicians and other interested attendees. Attendees can take advantage of this time to get more hands-on experience, to have a demonstration of, or work with the LATCH system, or to complete installations needed for re-certification. Internet service will be nearby allowing instructors to assist technicians by going on-line and updating their profile and/or entering their child restraint installations that were signed off. Instructors will be volunteering their time during exhibit hall hours to assist attendees with installations and questions.

Posters
See page 43 for a complete listing of posters. Authors will be available to discuss their work on Sunday evening from 5:30pm-7:30pm. General viewing will be on Sunday from 12:15pm-5:30pm, Monday from 7:30am-3:00pm, and Tuesday from 7:30am-10:30am.

Mark your calendars for these upcoming meetings:
March 25-27, 2007 • Chicago, IL • 25th Anniversary of Lifesavers!
April 13-15, 2008 • Portland, OR
Exhibitor Listing

Lifesavers appreciates the support of all the exhibitors. Lifesavers sponsors are highlighted with a shaded box. Financial sponsors are designated with the star icon.

<table>
<thead>
<tr>
<th>Exhibitor/Program</th>
<th>Contact Person</th>
<th>Booth Number</th>
<th>Address Details</th>
<th>Phone</th>
<th>Fax</th>
<th>Email Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 R Kids Sake</td>
<td>Laura Petersen</td>
<td>527</td>
<td>P.O. Box 77693, Corona, CA 92877-0123</td>
<td>951-737-2539</td>
<td>951-737-2539</td>
<td><a href="mailto:laura@4kidssake.org">laura@4kidssake.org</a></td>
</tr>
<tr>
<td>AARP Driver Safety Program</td>
<td>Henry Wenzel</td>
<td>428</td>
<td>92 Bingham Road, Marlboro, NY 12542</td>
<td>846-236-7560</td>
<td>846-236-7402</td>
<td><a href="mailto:hwenz19@aol.com">hwenz19@aol.com</a></td>
</tr>
<tr>
<td>AcuNetx</td>
<td>David Hanke</td>
<td>206</td>
<td>12645 Prego Court, San Diego, CA 92130</td>
<td>858-692-7552</td>
<td>814-237-9006</td>
<td><a href="mailto:dchanke@acunetx.com">dchanke@acunetx.com</a></td>
</tr>
<tr>
<td>All Traffic Solutions</td>
<td>Darren Moriarty</td>
<td>605</td>
<td>PO Box 10085, State College, PA 16805</td>
<td>814-237-9005</td>
<td>814-237-9006</td>
<td><a href="mailto:lmiles@alltrafficsolutions.com">lmiles@alltrafficsolutions.com</a></td>
</tr>
<tr>
<td>Alliance of Automobile Manufacturers</td>
<td>Candace Robinson</td>
<td>404, 406</td>
<td>1401 Eye Street, NW, 9th Floor Washington, DC 20772</td>
<td>202-326-5522</td>
<td>202-326-5598</td>
<td><a href="mailto:crobinson@autoalliance.org">crobinson@autoalliance.org</a></td>
</tr>
<tr>
<td>Anheuser-Busch</td>
<td>Carolyn Korte</td>
<td>308</td>
<td>C/O Go Inc, 6022 Southwest Avenue, St. Louis, MO 63139</td>
<td>314-647-4100</td>
<td>314-647-4101</td>
<td><a href="mailto:carolyn@go-inc.com">carolyn@go-inc.com</a></td>
</tr>
<tr>
<td>American Association of Motor Vehicle Administrators</td>
<td>Melissa D. Clague</td>
<td>604</td>
<td>4301 Wilson Boulevard, Suite 400 Arlington, VA 22203</td>
<td>703-522-4200</td>
<td>703-522-1553</td>
<td><a href="mailto:mclague@aamva.org">mclague@aamva.org</a></td>
</tr>
<tr>
<td>The BACCHUS Network</td>
<td>Ann Quinn-Zobeck</td>
<td>331</td>
<td>PO Box 100430, Denver, CO 80250-0430</td>
<td>303-871-0901</td>
<td>303-871-0907</td>
<td><a href="mailto:ann@bacchusnetwork.org">ann@bacchusnetwork.org</a></td>
</tr>
<tr>
<td>American Traffic Solutions, Inc.</td>
<td>Sherri Teille</td>
<td>221</td>
<td>14861 N Scottsdale Road, Suite 109 Scottsdale, AZ 85254</td>
<td>480-368-0900 ext 211</td>
<td>480-607-0901</td>
<td><a href="mailto:sherri.teille@atsol.com">sherri.teille@atsol.com</a></td>
</tr>
<tr>
<td>Beer Institute</td>
<td>Carmen Grundy</td>
<td>107</td>
<td>122 C Street, NW, Suite 350 Washington, DC 20001</td>
<td>202-737-2337</td>
<td>202-737-7004</td>
<td><a href="mailto:cgrundy@beerinstitute.org">cgrundy@beerinstitute.org</a></td>
</tr>
<tr>
<td>Bell Sports, Inc</td>
<td>Kathy Hoffmann</td>
<td>327</td>
<td>1924 County Rd, 3000 N Rantoul, IL 61866</td>
<td>800-494-4543 x260</td>
<td>217-893-9333</td>
<td><a href="mailto:khoffmann@bellsports.com">khoffmann@bellsports.com</a></td>
</tr>
<tr>
<td>Buckle Up In Your Truck</td>
<td>Dawn Stover</td>
<td>220</td>
<td>10519 South Sunnylane, Oklahoma City, OK 73160</td>
<td>405-793-0505</td>
<td>405-793-0505</td>
<td><a href="mailto:info@buckleupinyourtruck.com">info@buckleupinyourtruck.com</a></td>
</tr>
<tr>
<td>Burlington Coat Factory - Baby Depot</td>
<td>Dave Cestaro</td>
<td>614</td>
<td>1830 Route 130 North Burlington, NJ 08016</td>
<td>609-387-7800</td>
<td>609-387-7800</td>
<td><a href="mailto:dave.cestaro@coat.com">dave.cestaro@coat.com</a></td>
</tr>
<tr>
<td>Britax Child Safety, Inc.</td>
<td>J. Teresa Bock</td>
<td>330, 332</td>
<td>13501 South Ridge Drive, Charlotte, NC 28273</td>
<td>704-409-1705</td>
<td>704-409-1715</td>
<td><a href="mailto:tbock@britaxusa.com">tbock@britaxusa.com</a></td>
</tr>
<tr>
<td>Bosc</td>
<td>Rich Golitko</td>
<td>205, 207</td>
<td>38000 Hills Tech Drive Farmington Hills, MI 48331</td>
<td>248-876-6715</td>
<td>248-876-1116</td>
<td><a href="mailto:richard.golitko@us.bosch.com">richard.golitko@us.bosch.com</a></td>
</tr>
<tr>
<td>CADCA</td>
<td>Jennifer Zimmermann</td>
<td>222</td>
<td>625 Slaters Lane, Suite 300 Alexandria, VA 22314</td>
<td>703-706-0560</td>
<td>703-706-0568</td>
<td><a href="mailto:jzimmermann@cadca.org">jzimmermann@cadca.org</a></td>
</tr>
</tbody>
</table>
CDC, National Center for Injury Prevention and Control
Contact: Michele Huitric, MPH
Booth Number: 610
4770 Buford Hwy, N.E. Mailstop K63
Atlanta, GA 30341
Phone: 770-488-1231
Fax: 770-488-1317
mhuitric@cdc.gov

The Century Council
Contact: Ronald Engle
Booth Number: 426
1310 G Street, NW, Suite 600
Washington, DC 20005
Phone: 202-637-0077
Fax: 202-637-0079
engler@centurycouncil.org

Channing Bete Company, Inc.
Contact: Paul Porter
Booth Number: 218
One Community Place
South Deerfield, MA 01373
Phone: 413-665-6545
Fax: 413-665-7117
kchagnon@channing-bete.com

Chicco USA
Contact: Julie K. Robbins
Booth Number: 632
1817 Colonial Village Lane
Lancaster, PA 17601
Phone: 717-735-6200
Fax: 717-735-0888
julier@chiccousa.com

CMI, Inc.
Contact: William Collins
Booth Number: 324
316 East Ninth Street
Owensboro, KY 42303
Phone: 866-835-0690
Fax: 270-685-6678
mjhagan@alcoholtest.com

CNS Children-N-Safety Program
Contact: Loree Larson
Booth Number: 200
7818 S. 212th Street Suite 106
Kent, WA 98032
Phone: 253-216-0052
Fax: 253-216-0053
loree@proriders.com

Digital Ally, Inc.
Contact: Ken McCoy
Booth Number: 530, 532
4831 West 136th Street, Suite 300
Leawood, KS 66224
Phone: 913-814-7774
Fax: 913-814-7775
sales@digitalallyinc.com

Dorel Juvenile Group
Contact: Terry Emerson
Booth Number: 210, 212
2525 State Street
Columbus, IN 47201
Phone: 812-314-4317
Fax: 814-2372-0911
cashton@djgusa.com

Draeger Safety Diagnostics, Inc.
Contact: Doniqua Austin
Booth Number: 602
8356 Sterling
Irving, TX 75063
Phone: 972-929-1100
Fax: 972-929-1105
doniqua.austin@draeger.com

Driver’s Edge
Contact: Jeff Payne
Booth Number: 504
8170 S. Eastern Ave., Suite 4-165
Las Vegas, NV 89123
Phone: 702-896-6482
jeff@driversedge.org

DrivingMBA
Contact: Maria Wojtczak
Booth Number: 333
9089 E. Bahia Dr., Suite 102
Scottsdale, AZ 85260
Phone: 480-948-1648
Fax: 480-563-8330
mariaw@drivingmba.com

Evenflo
Contact: Patsy Pilcher
Booth Number: 606
PO Box 106
Tucker, GA 30085
Phone: 800-768-6077
Fax: 800-382-4565
pplilcher@bellsouth.net

Federal Motor Carrier Safety Administration
Contact: Janet Kumer
Booth Number: 133
400 Seventh Street, SW, Room 8211
Washington, DC 20590
Phone: 202-366-2170
Fax: 202-366-3375
elizabeth.sekle@fmcsa.dot.gov

Federal Railroad Administration
Contact: Pamela Caldwell-Foggin
Booth Number: 621
1170 Vermont Avenue, 6th Floor
Washington, DC 20590
Phone: 202-493-6291
Fax: 202-493-6478
pamela.caldwell.foggin@fra.dot.gov

Florida CTST Coalition
Contact: Deborah Carreno
Booth Number: 430
11201 N. McKinley Drive
Tampa, FL 33612
Phone: 813-307-1852
Fax: 813-307-6458
carreno@hillsboroughcounty.org

Ford Motor Company
Contact: Tom Artushin
Booth Number: 231, 233
330 Town Center Drive
Dearborn, MI 48126-2738
Phone: 313-323-9937
Fax: 313-594-0723
tartushi@ford.com
GearUp Sports  
Contact: Ali Osseiran  
Booth Number: 625  
151 South Michigan Street  
Seattle, WA 98108  
Phone: 206-764-8784  
Fax: 206-381-1999  
gearupamerica@aol.com

GEICO  
Contact: Christine Tasher  
Booth Number: 109  
One Geico Plaza  
Washington, DC 20078  
Phone: 301-986-2266  
ctasher@geico.com

Graco Children's Products, Inc.—Division of Newell Rubbermaid  
Contact: Carol Helminski  
Booth Number: Trailer Exhibit  
308 Barn Side Lane  
Crescent, MO 63025-1648  
Phone: 636-938-5966  
Fax: 636-938-5426  
carol.helminski@gracobaby.com

Helmets R Us  
Contact: Eileen Bell  
Booth Number: 402  
2705 Pacific Avenue  
Tacoma, WA 98402  
Phone: 253-627-2121  
Fax: 253-572-4225  
eileen@helmetsrus.net

Illinois Department of Transportation: Division of Traffic Safety  
Contact: Christine Kolaz  
Booth Number: 301  
3215 Executive Park Drive  
Springfield, IL 62701  
Phone: 217-524-9133  
Fax: 217-557-5937  
kolazc@dot.il.gov

I'm Safe/Child Safety Solutions  
Contact: David Gordon  
Booth Number: 123  
PO Box 1403  
Rockland, ME 04841  
Phone: 207-594-4149, ext. 201  
Fax: 207-594-7169  
david@imsafe.com

Innocrin Corp. Ltd  
Contact: Debbie Haglund  
Booth Number: 521, 523  
PO Box 930064  
Verona, WI 53593  
Phone: 608-848-5571  
Fax: 608-848-5558  
debbie.haglund@fatalvision.com

Intoximeters Inc  
Contact: Mark Gilmer  
Booth Number: 619  
8110 Lackland Rd  
St Louis, MO 63134  
Phone: 314-429-4000  
Fax: 314-429-4170  
mark@intox.com

KIDS AND CARS  
Contact: Janette Fennell  
Booth Number: 511  
2913 West 113th Street  
Leawood, KS 66211  
Phone: 913-327-0013  
Fax: 913-327-0014  
Janette@KidsAndCars.org

KIDS Safety First  
Contact: Jorgen Weterrings  
Booth Number: 313, 315, 412, 414  
51652 Newport Avenue  
Santa Ana, CA 92705  
Phone: 714-782-2939  
Fax: 714-934-4468  
jweterrings@yahoo.com

KIDZ IN MOTION, Inc.  
Contact: Mike James  
Booth Number: 525  
5424 Conway Pointe Court  
Orlando, FL 32812  
Phone: 407-306-9824  
Fax: 407-381-0336  
csmazz@bellsouth.net

KIDS Image Solutions  
Contact: Kristel Swayne  
Booth Number: 113  
4300 Deacon Court SW  
Concord, NC 28025  
Phone: 704-786-7763  
Fax: 704-786-7764  
kswayne@ksimagesolutions.com

K-State Advanced Manufacturing Institute  
Contact: Bret Lanz  
Booth Number: 121  
510 McColl Road  
Manhattan, Kansas 66502  
Phone: 785-532-7044  
info@seatbeltconvincer.com

Kuston Signals, Inc.  
Contact: Larry Barbary  
Booth Number: 201  
9325 Pflumm Road  
Lenexa, KS 66215  
Phone: 913-492-1400  
Fax: 913-492-1703  
sales@kustomsignals.com

Law Enforcement Mobile Video Institute, Inc.  
Contact: Jim Kuboviak  
Booth Number: 524, 526  
P.O. Box 234  
Bryan, TX 77806  
Phone: 979-255-1234  
Fax: 979-255-5678  
kuboviak@txcyber.com

Lasercraft, Inc.  
Contact: Debbie Trainor  
Booth Number: 608  
5860 Oakbrook Parkway, Suite 149  
Norcross, GA 30093  
Phone: 770-409-9660  
Fax: 770-409-9649  
dtrainor@lasercraftinc.com

LBI Distributors, Inc  
Contact: Tom Harrison  
Booth Number: 127  
257 Prospect Plains Rd  
Cranbury, NJ 08512  
Phone: 609-860-6332  
Fax: 609-860-8391  
tharrison@lajobi.com
Naval Safety Center
Contact: John Mahoney
Booth Number: 431
375 A Street
Norfolk, VA 23511
Phone: 757-444-3520
Fax: 757-444-6791
john.mahoney@navy.mil

PCG Campbell
Contact: Kyle Green
Booth Number: 229
3200 Greenfield, Suite 280
Dearborn, MI 48120
Phone: 313-203-7151
Fax: 313-336-9225
kgreen@pcgcampbell.com

SADD, Inc.
Contact: Christopher Egan
Booth Number: 531
255 Main Street
Marlborough, MA 01752
Phone: 877-SADD-INC
Fax: 508-481-5759
cegan@sadd.org

Safe Traffic System, Inc.
Contact: Hoon Kim
Booth Number: 227, 326
6600 N. Lincoln Ave. Suite 410
Lincolnwood, IL 60712
Phone: 847-329-8111
Fax: 847-329-8112
ridesafer@gmail.com

Nestor Traffic Systems
Contact: Debbie Walker
Booth Number: 611, 613, 615, 617
42 Oriental Street
Providence, RI 02908
Phone: 401-274-5658
Fax: 401-274-5707
dwalker@nestor.com

Probotics America
Contact: David Jannke
Booth Number: 325
10024 Monroe Dr.
Dallas, TX 75229
Phone: 972-231-7744
ProboticsAmerica@yahoo.com

SafeKids
Contact: Wes Bender
Booth Number: 419, 421, 518, 520
1301 Pennsylvania Avenue, NW, Suite 1000
Washington, DC 20004
Phone: 310-550-6120
Fax: 310-247-1059
wbender@safekids.org

Safe Traffic Systems
Contact: Gwyne Miller
Booth Number: 306
715 Griffith Avenue
Terrell, TX 75160
Phone: 214-802-5661
Fax: 972-563-1147
gmiller@redflex.com

SafeKids Worldwide buckel
Up Program
Contact: Diana Reynoso
Booth Number: 425
1301 Pennsylvania Avenue, NW, Suite 1000
Washington, DC 20004
Phone: 202-662-0619
Fax: 202-393-6004
dreynoso@safekids.org

Network for Employees for Traffic Safety
Contact: Kathryn Lusby-Treber
Booth Number: 509
8150 Leesburg Pike, Suite 410
Vienna, VA 22182
Phone: 703-891-6005
Fax: 703-891-6010
klusby-treber@trafficsafety.org

Responsible Hospitality Institute
Contact: Allison Hamden
Booth Number: 623
740 Front Street Suite 318
Santa Cruz, CA 95060
Phone: 831-325-4426
Fax: 831-469-3916
allison@rhiweb.org

SafeRide News
Contact: Deborah Stewart
Booth Number: 607
P.O. Box 77327
Seattle, WA 98177-0327
Phone: 800-403-1424
Fax: 425-640-5417
dstewart@saferridenews.com

PAS Systems International
Contact: Jeffrey Kelsey
Booth Number: 318
P.O. Box 330
Fredericksburg, VA 22404-0330
Phone: 540-372-3431
Fax: 540-372-7647
jeff.kelsey@pasintl.com

Robotronics, Inc.
Contact: Paul Schwen
Booth Number: 232
1610 West 1600 South
Springville, UT 84663
Phone: 801-489-4466
Fax: 801-489-8241
pschwen@robotronics.com

SafeRide
Contact: Debra Coffey
Booth Number: 432
9988 F Street
Omaha, NE 68127
Phone: 402-331-3181
Fax: 402-331-7299
lee@signsandshapes.com

SafeGuard, A Division of IMMI
Contact: Rebekah Baranowski
Booth Number: 211, 213
18881 US 31 N
Westfield, IN 46074
Phone: 317-867-8166
Fax: 317-867-4191
rbaranow@imminet.com

Signs & Shapes Int’l Inc.
Contact: Lee Brown
Booth Number: 612
Box 553
Altadena, CA 91003
Phone: 310-222-6860
Fax: 310-222-6862
stombrello@carseat.org

SafeRide
Contact: Debra Coffey
Booth Number: 622
4850 Plaza Drive
Irving, TX 75063
Phone: 800-880-3394
Fax: 972-915-0562
dcoffey@smartstartinc.com

SafeRide
Contact: Debra Coffey
Booth Number: 622
4850 Plaza Drive
Irving, TX 75063
Phone: 800-880-3394
Fax: 972-915-0562
dcoffey@smartstartinc.com
Speedminder Radar Technology, LLC
Contact: Martin LeVan
Booth Number: 320
P.O. Box 664
Somi, CA 93066
Phone: 805-746-7429
Fax: 805-482-6798
martin@speedminder.net

Stalker Radar & Video
Contact: Jim Fink
Booth Number: 302
2609 Technology Drive
Plano, TX 75074-7467
Phone: 800-782-5537
Fax: 972-398-3781
shows@stalkerradar.com

State Farm
Contact: Marcie McDonald
Booth Number: 303, 305
One State Farm Plaza
Bloomington, IL 61710
Phone: 309-766-0919
Fax: 309-766-0919
marcie.mcdonald.hiwk@statefarm.com

Sunshine Kids
Contact: Dave Clement
Booth Number: 304
25612 74th Avenue South
Kent, WA 98032
Phone: 253-859-5700
Fax: 253-859-5800
dave@skjp.com

TEAM Coalition
Contact: Christy Verbosky
Booth Number: 300
1800 Diagonal Road, Suite 600
Alexandria, VA 22314
Phone: 703-647-7432
christy@teamcoalition.org

Texas Alcoholic Beverage Commission
Contact: Kathleen Smith
Booth Number: 209
PO Box 13127
Austin, TX 78711
Phone: 512-206-3430
Fax: 512-206-3316
kathleen.smith@tabc.state.tx.us

Texas Bicycle Coalition
Contact: Robin Hendershot
Booth Number: 427
P.O. Box 1121
Austin, TX 78767
Phone: 512-476-7433
Fax: 512-476-7458
robinrose@biketexas.org

Texas Department of Public Safety
Contact: Corporal Arthur Williams
Booth Number: 533
12230 West Road
Houston, TX 77065
Phone: 281-517-9339
arthur.williams@txdps.state.tx.us

Texas Department of Transportation
Contact: Christine Willich
Booth Number: 309, 408
125 East 11th Street
Austin, TX 78701
Phone: 512-416-3178
Fax: 512-416-3349
cwlllc@d.1STATE.tx.us

Texas Municipal Police Assn.
Contact: Dick Brock
Booth Number: 111
6200 La Calma, Suite 200
Austin, TX 78752
Phone: 512-454-8900
Fax: 512-454-8860
dick.brock@tmpa.org

Texas Municipal Police Association
Contact: Bryan Roberts
Booth Number: 307
6200 La Calma Suite 200
Austin, TX 78752
Phone: 512-454-8900
Fax: 512-454-8860
bryan@tmpa.org

Texas Alcoholic Beverage Commission
Contact: Kathleen Smith
Booth Number: 209
PO Box 13127
Austin, TX 78711
Phone: 512-206-3430
Fax: 512-206-3316
kathleen.smith@tabc.state.tx.us

Texas Bicycle Coalition
Contact: Robin Hendershot
Booth Number: 427
P.O. Box 1121
Austin, TX 78767
Phone: 512-476-7433
Fax: 512-476-7458
robinrose@biketexas.org

Texas Department of Public Safety
Contact: Corporal Arthur Williams
Booth Number: 533
12230 West Road
Houston, TX 77065
Phone: 281-517-9339
arthur.williams@txdps.state.tx.us

Texas Department of Transportation
Contact: Christine Willich
Booth Number: 309, 408
125 East 11th Street
Austin, TX 78701
Phone: 512-416-3178
Fax: 512-416-3349
cwlllc@d.1STATE.tx.us

Traffic & Parking Control Co., Inc,
Contact: Tracy Walsh
Booth Number: 125
800 Wall Street
Elm Grove, WI 53122
Phone: 800-236-0112
Fax: 800-444-0331	
tatianna@tapconet.com

U.S. Department of Transportation
Speed Management
Contact: Danica Tarry
Booth Number: 405
400 7th Street, SW, NPO-530,
Room 6240
Washington, DC 20590
Phone: 202-366-6978
Fax: 202-493-2062
danica.tarry@nhtsa.dot.gov

Volkswagen of America, Inc.
Contact: Marijke Smith
Booth Number: 407, 409,
506, 508
1300 Pennsylvania Avenue, NW,
Suite 860
Washington, DC 20004
Phone: 202-216-4921
Fax: 202-842-8612
marijke.smith@vw.com

WatchGuard Video
Contact: Dennis Pirkle
Booth Number: 529
3001 Summit Avenue
Plano, TX 75074
Phone: 800-605-MPEG (6734)
Fax: 972-423-9778
sales@watchguardvideo.com

WellWay Publishers
Contact: Dr. Jerry W. Robinson, Jr.
Booth Number: 620
1401 Highway 84, West
Brookhaven, MS 39601-8285
Phone: 601-823-5676
Fax: 601-823-4676
jerryrobinsonjr@bellsouth.net
Posters

Located in the Exhibit Hall, authors will be available to discuss their work on Sunday evening from 5:30pm to 7:30pm. General viewing will be on Sunday from 12:15pm to 5:30pm, Monday from 7:30am to 3:00pm, and Tuesday from 7:30am to 10:30am.

Poster 1

BuckleUpBoston! Child Passenger Safety & Car Seat Program

Author: Josephine Crisostomo, MPH, Boston Public Health Commission

BuckleUpBoston!, now in its ninth year, is a child passenger safety program coordinated by the Boston Public Health Commission’s Childhood Injury Prevention Program. The mission of BuckleUpBoston! is to increase awareness about CPS by improving access, affordability, and knowledge of correct use of child passenger restraints. The program, consisting of a coalitions and a car seat distribution component, was awarded “Model Practice” status by the National Association of County & City Health Officials (NACCHO) in 2005.

Poster 2

Development of a Program to Reduce Motor Vehicle Injuries at the Ho-Chunk Nation of Wisconsin.

Authors: Nicole Thunder-Kiesow, Ho-Chunk Nation; Robert Voss, Ho-Chunk Nation; Pamela Kernan, Ho-Chunk Nation; Robert Letourneau, MPH, University of North Carolina

This presentation describes Ho-Chunk Nation’s efforts, using CDC funding provided to American Indian/Alaska Native Tribes, to increase the use of seatbelts and child passenger safety seats among Ho-Chunk Tribal Members. To plan intervention activities, formative evaluation activities have been conducted, including tribal member and law enforcement surveys to assess attitudes, knowledge, skills and behaviors/practices regarding MV-safety. Baseline seatbelt and child passenger safety seat use rates have also been identified. These evaluation activities are guiding intervention activities, including: child passenger safety training events for law enforcement personnel in each of the five counties served by the project; coordination with the local law enforcement to conduct “Click It or Ticket” activities; and on-going community-wide education and awareness activities. A long-term goal for the Ho-Chunk Nation MVIPP includes developing/passing a mandatory Tribal Seatbelt and CPSS Ordinance/Resolution to deter crash-related injuries and deaths.

Poster 3

New Tool to Flip Over “Take Every Step for a Safe Ride”

Author: Dana Hutchinson, Mary Bridge Children’s Hospital

Learn about a new teaching tool drawing rave reviews from Washington State physicians and parents. A comprehensive easy to read quick-reference guide designed to help select and use car seats. A link to chart: www.multicare.org/bemulticare/attachments/chart_flipchartFinal.pdf.

Poster 4

Factors Associated with Pedestrian Fatalities in Seattle & King County, WA

Author: Eunyoung Lim, Public Health Seattle & King County

Pedestrians accounted for 20% of all traffic fatalities in King County, a much greater percentage of total traffic deaths than statewide (12%) or nationally (11%). To better understand the factors associated with high percentage of pedestrian fatalities in King County, four years of pedestrian fatalities from 2000-2003 were examined using police crash reports, medical examiner reports and news papers. GIS was used to map out high crash locations. Findings indicate that winter months, dark and rush hours along with rain, males, persons 40-49 years olds, older adults and unsafe crossing practices contributed to a majority of these deaths. Crashes concentrated in certain locations - primarily downtown Seattle and along SR99.

Poster 5

ThinkFirst for Teens Injury Prevention: What is the Impact?

Author: Deborah Gerhardstein, Central DuPage Hospital

A pretest-posttest study was used to evaluate outcomes of implementing the ThinkFirst for Teens program to students at three Chicago suburban high schools. Results showed an increase in knowledge related to potential for injury and the importance of safety belt use, bicycle helmet use, avoiding violence, driving sober and generally making safe choices. An increase in stated behavior was also seen.
Poster 6

Child Passenger Safety - A Unique Approach
Authors: Kristi Bracchitta, College of Mount St. Vincent, Department of Psychology and Jill Guercio, White Plains Hospital Center & The Greenburgh Police Department
The purpose of this poster will be to present the implementation of a one of a kind Child Passenger Safety partnership between White Plains Hospital Center and the Greenburgh Police Department. Through a unique program that combines education and demonstration, with the assistance of a research psychologist, this partnership insures that children of all ages are safe while riding in motor vehicles. By focusing on parents of newborns, first, we help parents to establish a pattern for continued compliance with a measure that can save children’s lives or prevent serious injury.

Poster 7

Late-Night Integrated Transportation
Authors: Rachel Huysentruyt and Allison Harnden, Responsible Hospitality Institute
Late-Night Integrated Transportation addresses the need for safe and efficient late-night transportation options in hospitality zones. These areas of cities that have extended hours, concentration of dining and entertainment businesses, and an active street life often attract many or most of their patrons after daytime business hours, when unique considerations are necessary to facilitate safe travel. Integrated Late-Night Transportation maximizes the safety and efficiency with which patrons of hospitality and entertainment establishments access their transportation options by facilitating the safest possible use of conventional transportation means and utilizing innovative strategies to address recognizable gaps or hazards of late-night transportation.

Poster 8

All-Terrain Vehicles, Youth, and Roadways: A Gripping Story
Authors: Lisa Decker and Christian L. Hanna, MPH, Children’s Safety Network
The purpose of this poster is to present the on-road fatal crash experience of young people under 16 years while operating/riding an All-terrain Vehicle (ATV) on public roads, streets, and highways.

Poster 9

Ways to Keep A Car Seat Program Alive and Well
Author: Michelle Chappelow, RN, BSN, Riley Hospital for Children
The success of a hospital based car seat program is dependent on the ability to adapt to the numerous challenges presented with all children including those with special needs to meet all transportation safety needs. These challenges include establishing standards of care to promote best practice, educating and maintaining staff competency, securing funding, developing an effective referral process, meeting the diverse needs of our families, decreasing liability risks by accurate documentation, conducting scientific research, and evaluating the effectiveness of the program on an ongoing basis. These challenges, along with improving the quality of a hospital based car seat program, can best be met through a staff position whose primary responsibility will be to develop, direct, and oversee the program. This person will help define a car seat program in a hospital and with their direct focus, a hospital’s ability to adapt to the challenges of implementing and maintaining a car seat program will determine whether the program stays, “alive and well.”

Poster 10

Fatal Crashes Involving Young Unlicensed Drivers in the U.S.
Authors: Christian L. Hanna; Dexter M. Taylor, Ph.D.; Monique A. Sheppard, Ph.D.; Lucie Laflamme, Ph.D., Children’s Safety Network
Problem: Young unlicensed driving is a recurrent problem and under recognized in the United States; little is known about young unlicensed drivers involvement in fatal crashes. Methods: This study extracted cross sections data on fatal crashes from the National Highway Traffic Safety Administration’s Fatal Analysis Reporting System from 1998 to 2002. Age, gender, and regional proportions were calculated from all youth involved in fatal crash. Results: There were 2452 fatal crashes involving a young unlicensed driver. Age and gender with those age-eligible to be licensed and males note significant differences in fatal crash involvement. Young unlicensed drivers are similar in fatal crash experience by region for all young unlicensed driver. Discussion: Subgroups of young people based on their age, gender, and region are at increased risk for involvement in fatal crash as unlicensed drivers.
Poster 11

Seatbelt Use and Public Policy Issues in Georgia

Authors: Carol Cotton, Ph.D, M.Ed.; Stuart Fors, Ed.D.; Wayland Walker, J.D., M.Ed.; Kellie Magee, B.S.F.C.S.; Erin Kirkbride, B.A., University of Georgia

This poster highlights accomplishments of the Georgia Governor’s Office of Highway Safety (GOHS) in increasing seatbelt use and the disconnect between favorable public attitudes toward seatbelt use and Georgia law exempting pick-up truck drivers from the primary seatbelt law. Three years of data were analyzed (seatbelt observational surveys) and a RDD survey was done to determine attitudes about the seatbelt law and a proposed change in the seatbelt law. Over 90% of the respondents agreed that pickup truck drivers should not be exempt from the current seatbelt law.

Poster 12

Motorcycle Safety: Trends 2000-2004

Authors: Carol Cotton, Ph.D, M.Ed.; Rimo Carneiro, M.S.; and Stuart W. Fors, Ed.D., University of Georgia

Motorcycle fatality rates continue to increase in the United States. Although motorcycles comprise only about 2% of all registered vehicles in the US, in 2003 motorcyclists accounted for 9% of total traffic fatalities. This Poster highlights recent, salient risk factors associated with motorcycle fatalities. Factors such as behavioral and other person-characteristics will be examined. Helmets use, BAC and speeding information will be presented.

Poster 13

The Adventures of Pickup Man

Authors: Ann Whitehead and Chip Payne, Arkansas State Police Highway Safety Office

The Arkansas Highway Safety Office utilized an effective tool to deliver a safety belt message to a hard to reach population, young male pickup truck occupants.

Poster 14

Buckle Up! A New Approach to Booster Education

Author: Sherrill Giddens, Harris Methodist Hospitals

The Buckle-Up! Program is an old idea with a new twist. With fun, hands-on activities it teaches why seat belt use is important, how to properly wear a seat belt and when a booster seat is needed. The twist is the program targets K-2nd grade children instead of parents. The 30-minute presentation is typically held during PE or Music class and is followed by an after school booster distribution. Prior to the development of Buckle-Up!, booster presentations targeting parents tended to have low attendance. The Buckle-up! Program is successful because it easily motivates children to educate their parents on the importance of booster seats. Buckle-Up! Program poster presentation will include program objectives, outline and photos.

Poster 15

Pedestrian Safety

Authors: Adilia Garcia and Sue J. Smith, RN, MSN, Injury Free Coalition for Kids of Detroit

Pedestrian injury is the second leading cause of injury-related deaths in the US for children between the ages of 5 and 14. In 2003 in the Southwest Detroit area there were a reported 36 cases where children were treated for pedestrian-related injuries. Safe Kids Walk this Way along with the program sponsor, FedEx Express, and Injury Free Coalition for Kids of Detroit/Children’s Hospital of Michigan have joined forces annually to address pedestrian safety issues and create a safe environment for elementary school children. Our mission is to reach out to participating schools within the community to build awareness among students, parents, and teachers on the importance of pedestrian safety.

Poster 16

Knowledge, Attitudes and Behaviors of Hispanic Parents Regarding Motor Vehicle Use

Authors: Krista Jones; Rebeccah L. Brown, M.D.; Crystal Ricketts, Ph.D.; Richard Falcone, M.D.; Gloria Del Castillo, Cincinnati Children’s Hospital and Medical Center

Hispanic children are more likely to be unrestrained and therefore injured in motor vehicles than non-Hispanic children. In order to reduce such disparities, it is essential to understand the cultural, educational, and economic factors affecting this community. We conducted 6 focus groups (3 for women and 3 for men) with parents of Hispanic children newborn to 12 years of age. Participants were asked to discuss issues related to child restraint use. Focus groups were led by a Spanish speaking moderator, audio taped and transcribed, and then analyzed using an independent and team analysis process.

Poster 17

Pediatric Office Booster Seat Program

Authors: Susan Laurence; Rebeccah L. Brown, M.D.; Crystal Ricketts, Ph.D.; Cincinnati Children’s Hospital and Medical Center

A physician survey was performed to determine the amount of time physicians spent reviewing booster information with parents and the types of materials used to educate parents. Survey results were then used to design a physician workshop and develop parent materials promoting booster seat use. A post-program survey was sent to physicians that did and did not participate in the booster seat program to evaluate program effectiveness.
**Poster 18**

**Crashes Accompanied by Fire**

**Author: Tiffani Fordyce, Exponent**

Using various state and national databases, we examined the incidence of crashes accompanied by fire. Differences in fire rates were found in the examination of many of the factors reviewed. Crashes accompanied by fire occur more frequently after frontal collisions and are less likely to occur after side or rear impact collisions. The analysis of risk of injury to drivers and occupants involved in crashes accompanied by fire revealed a much higher risk of fatal or major injury regardless of seat belt use. The strongest indicator of fire is the amount of energy in the crash. Therefore, vehicle speed and the type of object or vehicle struck during the crash are relevant factors in collisions accompanied by fire. Additionally, an examination of multiple data sources revealed that statistically significant conclusions regarding collisions accompanied by fire are not always possible because of the rarity of the event and the nature of the accident data coding, which often lacks detailed information.

**Poster 19**

**Evaluation of FHWA’s “Pedestrian Safety Campaign Planner” in Missoula, MT and Washington, DC**

**Author: Herman Huang, Sprinkle Consulting, Inc.**

The Federal Highway Administration (FHWA) has created a Pedestrian Safety Campaign Planner. It includes television and radio public service announcements (PSAs), print posters, and other materials. FHWA sponsored this study to evaluate the Pedestrian Safety Campaign Planner materials in Missoula, MT, Savannah, GA, and Washington, DC. This study was carried out to answer these questions: 1. Is the public aware of the campaign and its messages? 2. Has the campaign increased knowledge of pedestrian safety? 3. Are pedestrians and motorists behaving more safely? This poster describes the Pedestrian Safety Campaigns and their effectiveness in Missoula and Washington, DC.

**Poster 20**

**Countermeasures for Miami-Dade Bicycle Crashes**

**Author: Herman Huang, Sprinkle Consulting, Inc.**

As part of the Miami-Dade Comprehensive Bicycle Safety Plan, an extensive bicycle crash analysis was performed for Miami-Dade County, FL. This analysis included the crash typing of over 1,300 bicycle crashes, detailed review of crash reports, and field investigations of high crash locations. This poster presents the analysis results and identifies what engineering, enforcement, and educational countermeasures could be implemented to reduce bicycle crash rates in Miami-Dade County.

**Poster 21**

**Fire P.A.L.S. Unintentional Injury Prevention Program**

**Author: Louis Ball, Waterloo Fire Rescue**

Waterloo Fire Rescue’s Fire P.A.L.S. (Prevent Accidents Live Safe) Program combines fire and burn prevention with general injury prevention lessons to build a curriculum that teaches children to respond effectively to all types of life-safety hazards. Uniformed fire fighters teach age-appropriate curriculum to pre-kindergarten through fifth grade students during their school day. Fire PALS is a collaborative effort between Waterloo Fire Rescue, local school districts and other safety oriented agencies. Funding from the Centers for Disease Control’s Unintentional Injury Prevention Division allows us to work towards the program goal of reducing unintentional injuries and death to elementary school-age children in the City of Waterloo and the surrounding area.

**Poster 22**

**Newspaper Framing of Fatal Motor Vehicle Crashes in Four Midwestern Cities**

**Authors: Susan Connor and Kathie Wesolowski, Rainbow Babies & Children’s Hospital**

The poster describes research to examine public health messages conveyed by newspaper coverage of fatal motor vehicle crashes and determine whether press coverage accurately reflected real risks and crash trends. Details extracted from news stories were compared with FARS data. Framing techniques employed by newspaper reporters removed crashes from a public health context and positioned them as individual issues.

**Poster 23**

**Addressing Post-Discharge Transportation Requirements of Pediatric Patients**

**Authors: Chrystal Gullett and Kathie Wesolowski, Rainbow Babies & Children’s Hospital**

Children’s hospitals face special problems associated with safe transport of pediatric patients at discharge. Rainbow Babies & Children’s Hospital embarked on a number of initiatives aimed at providing consistent information and ensuring availability of safety restraint devices for all patients who need them. The poster describes the initiatives undertaken, results, and future plans.
**Poster 24**  
**KTK 2 B Safe - “Motor Vehicle Safety”**

**Authors:** Joann Moss, B.B.A. and Sue Jane Smith, RN, MSN, Children’s Hospital of Michigan

The poster will illustrate the findings of the pilot study conducted of the KTK 2 B Safe (Kids Teaching Kids to be Safe) “Motor Vehicle Safety” program. The KTK 2 B Safe program is an educational program designed to provide age-appropriate motor vehicle safety education to children utilizing high school students to teach elementary students. This approach offers reciprocal benefits for all of the students involved. Older students learn motor vehicle safety, develop leadership and communication skills, and become role models for the younger students. Younger students enjoy having teen instructors and are receptive to learning from their mentors. Pretests and posttests are used to evaluate the effectiveness of the education.

**Poster 25**  
**Keep Kids Alive Drive 25 - Safe Streets Can’t Be Beat!**

**Author:** Tom Everson, Keep Kids Alive Drive 25

Speeding in neighborhoods is a primary concern of citizens throughout the U.S. Most drivers speeding on your streets live in your neighborhood. KEEP KIDS ALIVE DRIVE 25® is a traffic safety campaign designed to pro-actively engage motorists to observe the residential speed limit. Since we, as motorists, cause the speeding problem, we should be actively involved in the solution. Find out how over law enforcement agencies (over 160), neighborhood associations, schools, civic organizations, and businesses are engaged in making streets safer for the benefit of pedestrians, cyclists, motorists and their passengers in over 750 communities representing 47 states.

**Poster 26**  
**Strategies for Maintaining a Statewide Coalition to Prevent Underage Drinking and Impaired Driving**

**Authors:** Cynthia Lizette Villarreal, Camerino I. Salazar, Christina M. Guerra, and Roberto Villarreal, South Texas Injury Prevention and Research Center

Through a project funded by the Texas Alcoholic Beverage Commission, the South Texas Statewide Shattered Dreams coalition to prevent underage drinking and impaired driving. The primary objective of the coalition is to increase knowledge on underage drinking laws, reduce DWI, and increase collaboration by fostering community partnerships on a statewide level. This statewide coalition is successfully maintained using multiple resources resulting in increased participation of communities, and program implementation. Resources include dissemination of the planning guide, evaluation report, quarterly newsletters, and through ongoing coalition meetings. Each year over 75 schools across the state of Texas implement the Shattered Dreams program, reaching nearly 70,000 students.

**Poster 27**  
**School Zone Safety Program**

**Author:** David Fechter, AICP, and Sergio Quevedo, PE, HNTB Corporation

From 2002 through 2005, Hillsborough County, in collaboration with HNTB Corporation, has facilitated the improvement of 120 school zones on County maintained roads. The affected school zones include both public and private schools. Improvements include upgraded school zone pavement marking, high visibility signage, and installation of solar powered flashers in every school speed reduction zone. Motor vehicle speeds have been lowered through school zones, per the Federal Highway Administration Manual on Uniform Traffic Control Devices, making conditions safer for students walking and biking to and from school. Additionally, the flashers have helped provide improved visibility of the school zones, which reduce the number of speed violations and improve traffic safety at the schools.

**Poster 28**  
**Hospital ED Surveillance Educates the Public and Guides Community Planning Efforts**

**Author:** Beth Siddens, Barren River District Health Department

The Barren River District Health Department has collected data on 90,848 Emergency Department (ED) admissions to 6 area hospitals. Analysis of non-identifying patient data reveals the most frequently occurring types of injuries, the age groups most affected, payer or insurance status, location, month, etc. More detailed analysis has shown specific factors and circumstances that guide planning for prevention efforts in each community. Operated since 2000, this project is funded by a grant from the Kentucky Governor’s Highway Safety Program.

**Poster 29**  
**Intensive Seat Belt Surveillance Helps Target Promotion Efforts**

**Author:** Beth Siddens, Barren River District Health Department

Since 2000, the Barren River District Health Department has conducted observational surveillance of 16,000 to 19,000 vehicles annually across an 8-county district of approximately 226,000 population. This intensive effort provides detailed data on seat belt behaviors by county, age group, gender, and race. Findings are also presented by city/rural intersections, front seat passengers, safety seat usage, front seat vs. back seat for children, and motorcycle/bike helmet use. In 2002, surveillance staff added observations of cell phone use while driving. Findings have been very useful for planning targeted interventions in local communities.
How do you select Lifesavers locations and hotels?
A conscientious effort is made to have the conference in different regions of the country – in relatively affordable cities – to make it convenient for participation by more traffic safety activists. In some cases, states volunteer to host the conference. In others, the Lifesavers Planning Committee solicits a state’s participation. Conferences are not held in a state unless there is state participation in the planning and implementation of the conference. Locations must have hotels and conference facilities that are large enough to accommodate all of the attendees (over 1,800 people). Once a state has been chosen, a site visit is made to look at hotels and other facilities. Hotels are selected based on rates, proximity to the conference activities, available dates and other factors.

What does the registration fee cover?
Lifesavers is a non-profit organization that does not have a single major sponsor. The costs of the conference are covered through sponsorships, registration fees and exhibit fees. One of the largest costs incurred at a conference of this size is catering. For the registration fee, attendees receive several meals, refreshment breaks, and a reception. In addition, the fee covers such other items as the cost of meeting planning and workshop materials. The bottom line is that this is a great package at reasonable cost, particularly when compared with fees for other meetings.

Who are Lifesavers attendees?
Each year, nearly half of those who attend Lifesavers are there for the first time. We attempt to provide a range of workshops to meet all of the various needs of our attendees – from the first-timers who are new to highway safety, to the seasoned professionals who have been attending for many years.

The law enforcement community comprises the largest group of attendees, followed by child passenger safety advocates and then state/local government. Other types of attendees include public safety, EMS/medical, and judges/prosecutors. We make every effort to accommodate these groups by providing a wide range of workshops and specific tracks.

Why aren’t there handouts from every speaker?
Lifesavers requests all speakers to provide handouts for their presentations. We reproduce copies of speaker handouts that are forwarded to us before the conference. Handouts provided to Lifesavers are also posted on our website on the “Workshops/Handouts” page. If speakers have not provided handouts, you may wish to contact them directly using the information that is printed in the conference pre-registration list that you received in your program materials packet.

Why aren’t workshops repeated more often?
There are not enough rooms available to repeat every workshop, and it is often difficult for speakers to make the commitment to stay for more than one session. Sessions are repeated when we anticipate that there will be strong interest in the topic.

Can we make an allowance for spouses and guests to attend some of the functions at a reasonable cost?
Catering costs in hotels and convention centers are higher than those in restaurants. The fees we charge only cover our costs.
Beginning with the 2007 Lifesavers Conference, workshop suggestions must be submitted on-line at the Lifesavers conference website, www.lifesaversconference.org. Submissions must describe the proposed workshop in sufficient detail to permit Lifesavers to judge the proposal. Submissions for workshops that describe intervention approaches or specific projects must also include a description of any evaluations documenting the impact of the approach or project. Preference will be given to approaches and projects that have been demonstrated to have a bottom line impact on the problem addressed, i.e., crashes, injuries, fatalities, restraint use, impaired driving or other measurable results related to a specific target group.

The deadline for submissions is July 31, 2006. You will be contacted by December 15, 2006 regarding your submission. Submission of a proposal or topic does not guarantee selection to the program.

Please Note: Each year Lifesavers gets far more workshop requests than it can accommodate. Every attempt is made to include in the program those subjects that have demonstrated the best potential to impact a highway safety problem in a state or community.

While your workshop idea may be used or combined with other related topics, you may or may not be asked to be a speaker.

If you believe your project has merit but its potential impact has yet to be evaluated, you may wish to submit it to the Lifesavers Poster Session. A poster session is a graphic display of a program or other activity. Details regarding the poster session is available on the Lifesavers website. Applications for the 2007 conference will be available on the website in December 2006.
Austin Convention Center Floor Plans

**Fourth Floor**
- Meeting Rooms
- 19B
- 19A
- 18CD
- 18AB
- 17B
- 12AB
- 14
- 13
- 16AB
- 15

**First Floor**
- Exhibit Hall
- 1
- 2
- 3
- 4
- 5

**Lifesavers’ Workshop Rooms**
- Fourth Floor
- First Floor

**Lifesavers’ Exhibit Hall Space**
- Fourth Floor
- First Floor