2007 Lifesavers Conference

Chicago

March 25-27, 2007
Hilton Chicago

National Conference on Highway Safety Priorities

CONFERENCE PROGRAM

25th Anniversary

Lifesavers 2007

Chicago

25th ANNIVERSARY • NATIONAL CONFERENCE ON HIGHWAY SAFETY PRIORITIES

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Contents

Shuttle Bus Information 3
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 7
- 3rd Workshop Session 10
- Sunday Opening/Welcome Reception 13
- Second City Comedy Troupe Performance 13

Monday Schedule 14
- Monday Opening Plenary 14
- 4th Workshop Session 14
- NHTSA Awards Luncheon 17
- 5th Workshop Session 17
- 6th Workshop Session 20

Tuesday Schedule 26
- 7th Workshop Session 26
- 8th Workshop Session 29
- Closing Luncheon 31

2008 Workshop Submission Information 31
Speaker Index 32
Exhibit Hours and Events 33
Exhibit Hall Map 34
Exhibitor Listing 35
Posters 39
Hilton Chicago Floor Plans 48

OFFICE OF THE GOVERNOR
CHICAGO, ILLINOIS 60601

ROD R. BLAGOJEVICH
GOVERNOR

March 25, 2007

GREETINGS

As Governor of the State of Illinois, it is my pleasure to welcome you to Chicago for the ***25th Annual Lifesavers Conference***.

Illinois is proud to host the premier national conference on highway safety issues and priorities. As a result of innovative ideas that have come from the professionals attending this conference, great strides have been made in reducing fatalities and injuries on our roadways. Illinois is experiencing one of the lowest roadway fatality years since 1924 and credit must be given to conferences such as Lifesavers that gather experts from across the nation to network with attendees in an effort to make our streets, highways and citizens safer.

With in-depth workshops and expert panel members, there is no doubt that even more progress will be made this year. Thank you all for your dedication to highway safety and for your participation in Lifesavers 2007.

On behalf of the citizens of Illinois, I extend my best wishes for a successful conference.

Sincerely,

Rod R. Blagojevich
Governor

Program At-a-Glance & Exhibit Hours

All events are held at the Hilton Chicago hotel

SATURDAY March 24	10:00am – 7:00pm	Exhibitor Set-up
	2:00pm – 7:00pm	Registration Open
SUNDAY March 25	7:00am – 5:30pm	Registration Open
	7:00am – 10:00am	Exhibitor Set-up
	9:30am – 10:30am	Opening Welcome
	10:30am – 7:15pm	Exhibit Hall Open
	10:45am – 12:15pm	1st Workshop Session
	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 – 7:15pm	Welcoming/Opening Reception in the Exhibit Hall and Poster Presentations
	6:00pm – 7:45pm	25th Anniversary T-Shirt Pick-up
	8:00pm – 9:00pm	Second City Performance
Monday March 26	7:30am – 5:30pm	Registration Open
	7:30am – 8:15am	Continental Breakfast in Exhibit Hall
	7:30am – 3:30pm	Exhibit Hall Open (closed during opening plenary and lunch)
	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
	3:30pm	Exhibitor Move out
TUESDAY March 27	7:30am – 1:00pm	Registration Open
	7:30am – 8:15am	Continental Breakfast in the Normandie Lounge
	8:30am – 10:00am	7th Workshop Session
	10:00am – 10:15am	Break
	10:15am – 11:15am	8th Workshop Session (one-hour session)
	11:30am – 12:45pm	Closing Lunch

Shuttle between the Hilton Chicago and the Palmer House

A shuttle will be running between the two hotels beginning Saturday afternoon, March 24 through Tuesday afternoon, March 27. Shuttle times will vary from day to day. The shuttle schedule will be posted at the pick up locations; 8th Street entrance at the Hilton Chicago and the Wabash Street entrance at the Palmer House. Shuttle greeters, easily identifiable by their yellow shirts, will be available at both locations to assist you. Wait time should not exceed 20 minutes during shuttle hours.

March 25

SUNDAY

7:00am – 5:30pm

Registration Open

NE Hall – Lower Level

9:30am – 10:30am

Opening Welcome

International Ballroom, 2nd Level

Illinois State Police Color Guard

Bagpipes and Drums of the Emerald Society, Chicago Police Department

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

Cheri Heramb, *Acting Commissioner*, Chicago Department of Transportation

Plenary Speakers:

Honorable Rod R. Blagojevich, *Governor*, State of Illinois

Honorable John J. Cullerton, *Illinois Senator*, 6th District

10:30am – 7:15pm

Exhibit Hall Open

SE & SW Halls, Lower Level

10:45am – 12:15pm

First Workshop Session

Child Passenger Safety

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

Sunday - 10:45am-12:15pm

Grand Ballroom - Second Level

This workshop will help technicians focus on their role as educators and also streamline key messages to use in a variety of settings: media, new parents/caregivers, pediatrician offices, etc. Attendees will leave with ideas for how to be better CPS educators and move beyond the one-on-one checkup event.

Moderator:

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

Speakers:

Pam Holt, *CPS Board Chairperson*, St. John's Hospital, Springfield, MO

Jahari Piersol, *Occupant Protection Coordinator*, Illinois Department of Transportation, Division of Traffic Safety, Springfield, IL

Michele Laberge, *Child Passenger Safety Specialist/Program Manager*, Governor's Highway Safety Program, Waterbury, VT

Kim Herrmann, *Florida Instructor*, Ft. Myers, FL

Child Passenger Safety

CPS in Other Vehicles

Sunday - 10:45am-12:15pm

NW Hall #5 - Lower Level • CEU Credits: 1.5

Safe transportation of children in buses, school vans, police vehicles and ambulances presents a challenge for schools, law enforcement, emergency medical service providers, pediatric transport teams and child passenger safety advocates. The workshop will describe everyday transportation problems from a pediatric transport and ambulance crashworthiness perspective, describe the current research, and present an occupant restraint solution for transport in an ambulance environment. IMMI will present an occupant restraint system which addresses the need to safely transport children on an ambulance cot.

Moderator/Speaker:

Angela Osterhuber, *Project Director*, PA Chapter American Academy of Pediatrics, Media, PA

Speakers:

Steve Wallen, *President and General Manager*, SafeGuard, Westfield, IN

Marilyn J. Bull, M.D., F.A.A.P., *Medical Director*, Automotive Safety Program Section, Developmental Pediatrics, Riley Hospital for Children, Indianapolis, IN

Impaired Driving

Efforts to Reduce Impaired Driving Among Hispanic and African-American Audiences

Sunday - 10:45am-12:15pm

Continental A - Lobby Level

Various groups have undertaken efforts to demographically target impaired driving messages. This workshop will highlight successful projects addressing African-American and Hispanic audiences.

Moderator:

Alejandro Garcia-Barbon, National Latino Council on Alcohol and Tobacco Prevention, Washington, DC

Speakers:

Tony Asion, *Director of Public Safety*, El Pueblo, Inc., Raleigh, NC

John Robertson, Ph.D., *Executive Director*, National Black Alcoholism & Addictions Council, Orlando, FL

Sean Hammond, *Project Coordinator*, Arizona Governor's Office of Highway Safety, Tucson, AZ

Criminal Justice

The Need to Combat Speed

Sunday - 10:45am-12:15pm

Continental B – Lobby Level

Speeding is a contributing factor in approximately one-third of all fatal crashes and is responsible for approximately 18% of total societal crash costs. Presenters will discuss enforcement and investigative techniques and offer potential system wide solutions.

Moderator/Speaker:

Donald McNamara, *Regional Administrator*, NHTSA Great Lakes, Olympia Fields, IL

Speakers:

Eddie Hedge, *Law Enforcement Liaison*, Connecticut Department of Transportation, Transportation Safety Section, Newington, CT

Major Patricia Groeber, New York State Police, Traffic Services, Albany, NY

Lowell Porter, *Director*, Washington Traffic Safety Commission, Olympia, WA

Other Highway Safety

Pedestrian Enforcement: Beyond Catching Jaywalkers

Sunday - 10:45am-12:15pm

Marquette - Third Level

Often times pedestrian law enforcement focuses on the behavior of the pedestrian rather than the motorist. This workshop will describe efforts that have been proven successful in changing drivers' behavior toward pedestrians, such as pedestrian decoy operations, and other types of enforcement efforts that support pedestrian safety efforts, such as school zone enforcement.

Moderator/Speaker:

Ron Van Houten, Ph.D., *Western Michigan University, Psychology Department*, Kalamazoo, MI

Speakers:

Michael Knodler, Ph.D., *University of Massachusetts*, Amherst, MA

Richard Blomberg, *President*, Dunlap and Associates, Inc., Stamford, CT

Criminal Justice

Interactive Series: You be the Investigator/Prosecutor; Crash Investigations

Sunday - 10:45am-12:15pm

NW Hall #1 - Lower Level

It's all about you! This is your chance to participate in a simulated crash investigation and prosecution. A speaker will present a complex crash scenario in stages. Audience members will be divided into groups and discuss how best to handle the case.

Moderator/Speaker:

Elizabeth Earleywine, *Traffic Safety Resource Prosecutor*, Office of Chief Counsel, Schaumburg, IL

Speakers:

Joel Hand, *F.A.C.T. Prosecutor*, Hamilton County Prosecutor's Office, Noblesville, IN

Tom Kimball, *Traffic Safety Resource Prosecutor*, Tennessee District Attorneys General Conference, Nashville, TN

Other Highway Safety

First There First Care: Five Steps to Saving a Life!

Sunday - 10:45am-12:15pm

NW Hall #2 - Lower Level

This hands-on training of the "First There First Care" bystander care course will give participants the information, training and confidence necessary to provide basic life-saving care at the scene of a crash. This is especially important in rural areas where it can take much longer for EMS personnel to arrive due to the distances involved. Participants will learn the five basic steps that can make a difference between life and death for a vehicle occupant or motorcycle rider involved in a crash.

Moderator/Speaker:

Thelma Kuska, *Regional Program Manager*, NHTSA, Great Lakes Region, Olympia Fields, IL

Teen Traffic Safety

What Has Your School District Done for Teens Lately?

Sunday - 10:45am-12:15pm

NW Hall #3 - Lower Level

This workshop will focus on school-based traffic safety programs, including school resource officers. Best practices will be shared for use by other community-based programs.

Moderator/Speaker:

Sue Ryan, *Director,* Office of Safety Programs, NHTSA, Washington, DC

Speakers:

Irwin A. Goldzweig, MSc, *Assistant Professor*, Department of Family & Community Medicine, *Director*, Meharry-State Farm Alliance, Meharry Medical College, Nashville, TN

Beth Horner, *Public Information Officer*, NC Governor's Highway Safety Program, Raleigh, NC

Don Bridges, *Treasurer*, National Center for Injury Prevention and Control, Reistertown, MD

Other Highway Safety

Safe Communities: A Decade of Progress and Change

Sunday - 10:45am-12:15pm

NW Hall #4 - Lower Level

This workshop will examine the remarkable history of local community-based traffic safety programs, including their evolution from simple task forces managing single-focused projects to today's Safe Communities coalitions conducting wide-ranging injury prevention programs. Speakers will explore the origins of the community approach, the challenges encountered as their coalitions evolved, as well as their successes in reaching high-risk populations using constructive traffic safety related interventions.

Moderator/Speaker:

Judy A. Hammond, *Highway Safety Specialist*, NHTSA, Regional Operations and Program Delivery, Washington, DC

Speakers:

Terry L. Witkowski, *Safety Director*, Retired, Milwaukee Safety Commission, Milwaukee, WI

Becky Byzewski, *Safe Communities/Prevention Coordinator*, Southwest Coalition of Safe Communities, Dickinson, ND

Pamela Wanning, *Director*, Mid-Hudson Health and Safety Institute, SUNY Ulster, Stone Ridge, NY

Impaired Driving

More Bang, Fewer Bucks - Part 1: Doing Enforcement on a Budget

Sunday - 10:45am-12:15pm

Waldorf - Third Level

We expect more and more from law enforcement agencies, but generally, funding remains at 1970s levels. This workshop will highlight strategies for doing impaired driving enforcement without breaking the bank, including both grant and non-grant solutions. Part I and II feature different solutions, but you need not view one to view the other.

Moderator:

Chief Thomas W. Finn, Boulder City Police Department, Boulder City, NV

Speakers:

Carl Freeman, *Investigator*, South Bay DUI Force, Gardena, CA

Captain Andrew Hall, Fresno Police Department, Fresno, CA

Sheriff Ted Mink, Jefferson County Sheriff's Office, Golden, CO

Adult Occupant Protection • Criminal Justice

Keeping Officers Motivated to Enforce Safety Belt Laws

Sunday - 10:45am-12:15pm

Continental C - Lobby Level

We keep hearing about "Law Enforcement Burnout" when it comes to enforcing adult belt laws. Learn how three secondary enforcement states maintain high levels of interest in Click It or Ticket and other enforcement campaigns.

Moderator/Speaker:

Assistant Chief of Police Steve Casstevens, *Director–Illinois Traffic Safety Challenge*, Hoffman Estates Police Department, Hoffman Estates, IL

Speakers:

Steven Cardarella, *Contractor and Regional Law Enforcement Liaison*, Wisconsin Department of Transportation and NHTSA's Great Lakes Region, Madison, WI

Roland S. Jones, *WV LifeSavers State Coordinator*, West Virginia Governor's Highway Safety Program, Beckley, WV

Assistant Commissioner Arthur Anderson, California Highway Patrol, Sacramento, CA

12:15pm – 1:30pm

Complimentary Box Lunch

SE & SW Halls, Lower Level

Complimentary boxed lunches will be provided in the exhibit hall. Pick up your box lunch and chat with exhibitors. One lunch per attendee please. See exhibit hall floor plan on page 34 for food stations.

2:00pm – 3:30pm

2nd Workshop Session

Child Passenger Safety

Has LATCH Solved Your Installation Problems?

Sunday - 2:00pm-3:30pm • CEU Credits: 1.5

Grand Ballroom - Second Level

This roundtable will include experts from the vehicle and child restraint industries as well as NHTSA and CHOP. The audience will be able to ask various questions regarding the future of LATCH and other technologies.

Moderator:

Lorrie Walker, *Training Manager and Technical Advisor*, Safe Kids Worldwide, Washington, DC

Speakers:

Artie Martin, *Child Safety, TIE*, General Motors, Warren, MI

Stephen R. Kratzke, *Associate Administrator for Rulemaking*, NHTSA, Washington, DC

Lawrence E. Decina, *Senior Associate*, TransAnalytics LLC, Kulpsville, PA

Kristy Arbogast, Ph.D., *Associate Director of Field Engineering,* Children's Hospital of Philadelphia, Center for Injury Research and Prevention, Philadelphia, PA

John Riedl, *President*, Compass, Kettering, OH

Child Passenger Safety

How to Run "Diverse" Programs When You Don't Speak Multiple Languages

Sunday - 2:00pm-3:30pm

NW Hall #5 - Lower Level

What does "diversity" truly mean for your CPS program? Simply having non-English educational materials available to families does not mean your program is meeting diverse needs. In order to serve families to the best of our ability, we must also be able to communicate with them effectively. Both cultural differences and language barriers must be understood, then overcome. This workshop is designed for those who have limited experience and/or resources to successfully educate non-native English speakers.

Moderator:

Alexis Kagiliery-Lee, *Operations Manager - East Coast*, Safe Kids Worldwide, Washington, DC

Speakers:

Ted Apy-Tuhiso, Safe Kids Champaign County, Champaign, IL

Molly Martin, M.D., MAPP, Rush University Medical Center, Departments of Medicine and Pediatrics, Chicago, IL

Please turn off your cell phones during sessions

Other Highway Safety

International Perspectives in Highway Safety: Good Practices from Around the World

Sunday - 2:00pm-3:30pm

Continental A - Lobby Level

A number of Western countries have implemented highway safety programs that have been successful in reducing fatalities. This workshop will highlight some of those most successful efforts. It will also provide an overview of the first Global Road Safety Week scheduled for April 2007 and how traffic safety is becoming a public health priority for international development organizations.

Moderator/Speaker:

Maria Vegega, Ph.D., *Chief*, Behavioral Research Division, NHTSA, Office of Behavioral Safety Research, Washington, DC

Speakers:

Brian Jonah, *Director*, Road Safety Programs, Transport Canada, Ottawa, CN

Roger Johansson, *Chief Strategist*, Traffic Safety, Swedish Road Administration, International Secretariat, Borlange, Sweden

Impaired Driving

Impaired Driving Victim Impact Panel

Sunday - 2:00pm-3:30pm

Continental C - Lobby Level

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*, Mothers Against Drunk Driving, Irving, TX

Speakers:

Diane Herrmann, *Victim Advocate,* MADD Illinois, Chicago, IL

Valerie Collins

Debbie Rakestraw, *Chairperson*, MADD Illinois, Naperville, IL

Teen Traffic Safety

What Works and What's in the Works for Underage Drinking

Sunday - 2:00pm-3:30pm

NW Hall #1 - Lower Level

This workshop will provide updates on activities at the national, state and local level to address underage drinking and alcohol-related drinking, and will include a focus on enforcement.

Moderator/Speaker:

Diane Riibe, *Executive Director*, Project Extra Mile, Omaha, NE

Speakers:

Shawn Walker, *President*, Deputy Director, NLLEA, VA Dept of Alcoholic Beverage Control, Richmond, VA

James Bryant, *Senior Youth Program Specialist*, MADD National, Irving, TX

Criminal Justice

Impaired Driving Technologies: A Criminal Justice Perspective

Sunday - 2:00pm-3:30pm

NW Hall #2 - Lower Level

In the past decade, technologies, including electronic reporting, ignition interlocks, electronic monitoring, and transdermal alcohol testing, have been developed to enhance enforcement, sanctioning and rehabilitation. Panelists will discuss how the effective use of these tools can make our streets and highways safer.

Moderator:

Robyn Robertson, *President and CEO*, Traffic Injury Research Foundation, Ottawa, Ontario, CN

Speakers:

Deputy Chief Zach DalPra, Maricopa County Adult Probation, Phoenix, AZ

Hon. Karl Grube, *NHTSA Judicial Outreach Liaison*, Pinellas County, St. Petersburg, FL

Bryan Roberts, *LEADRS Program Manager*, Texas Municipal Police Association, Austin, TX

David Wallace, *Traffic Safety Resource Prosecutor*, Prosecuting Attorneys Association of Michigan, Lansing, MI

Impaired Driving

"Drunk Driving. Over the Limit. Under Arrest" - The New Impaired Driving Campaign

Sunday - 2:00pm-3:30pm

Continental B - Lobby Level

NHTSA launched a new impaired driving campaign in 2006 called "Over the Limit. Under Arrest." Come learn how this slogan was created, how it is being used, and some strategies for maximizing your publicity during crackdown periods.

Moderator/Speaker:

Susan Gorcowski, *Associate Administrator for Communications and Consumer Information*, NHTSA, Washington, DC

Speakers:

Nathan Bowie, Office of Communications, MN Department of Public Safety, St. Paul, MN

Alice Mathews, *Senior Vice President/Account Group Supervisor*, The Tombras Group, Knoxville, TN

Jamie Ainsworth, *Planner and Public Information Officer*, Louisiana Highway Safety Commission, Baton Rouge, LA

Criminal Justice

Officer and Scene Safety Issues: More Than Watching Your Back

Sunday - 2:00pm-3:30pm

NW Hall #3 - Lower Level

Every year, more law enforcement officers are killed by cars than guns. Learn how to better protect yourself and ensure safety by properly placing your equipment, letting drivers know when to "move over" at a traffic incident, conducting pursuits and stops and securing crash scenes. See the International Association of Chiefs of Police's (IACP) latest video.

Moderator:

Deputy Commissioner Joe Farrow, California Highway Patrol, Sacramento, CA

Speakers:

Captain Brigette Charles, *Ohio State Patrol*, Columbus, OH

Sergeant Ed Ferguson, Broken Arrow Police Department, Broken Arrow, OK

David Long, Robbinsdale, MN

Other Highway Safety

What Can be Done to Reduce Impaired Motorcycle Riding?

Sunday - 2:00pm-3:30pm

Marquette - Third Level

A higher percentage of motorcycle operators involved in fatal crashes have a BAC of .08 or higher than operators of any other type of motor vehicle. This workshop will present evidenced based programs to reduce the incidence of impaired riding.

Moderator/Speaker:

William Cosby, *Motorcycle Safety Program Manager*, NHTSA, Washington, DC

Speakers:

Major Daniel Lonsdorf, Wisconsin Department of Transportation, Bureau of Transportation Safety, Madison, WI

T. Chadwick Burns, *Manager*, Georgia Department of Driver Services, Motorcycle Safety Program, Forest Park, GA

Criminal Justice • Impaired Driving

DUI Treatment Courts: Hope for the Future

Sunday - 2:00pm-3:30pm

Waldorf - Third Level

Criminal justice professionals have spent decades arguing about the best way to reach repeat offenders. Among the many potential solutions, one stands out: post-adjudication DUI treatment courts. Learn how the courts can effectively strike an appropriate balance between punishment and rehabilitation and reduce recidivism.

Moderator/Speaker:

Stephen Talpins, *Vice President*, Industry Relations, Alcohol Monitoring Systems, Inc., Highlands Ranch, CO

Speakers:

West Huddleston, *CEO*, National Association of Drug Court Professionals, Alexandria, VA

Hon. Harvey J. Hoffman, *Judge*, 56th District Court, Charlotte, MI

A blue ribbon on a badge indicates a first-time attendee

Adult Occupant Protection

Buckling Up Commercial Vehicle Drivers

Sunday - 2:00pm-3:30pm

PDR #2 - Third Level

Speakers will describe three state programs designed to increase safety belt use by CMV drivers. "Tool kits," media and other education approaches, enforcement strategies and evaluation designs will all be discussed.

Moderator/Speaker:

Janet Kumer, *FMCSA Safety Belt Program Manager*, Federal Motor Carrier Safety Administration, Washington, DC

Speakers:

Glenn Carriker, *Director*, Missouri Safety Center, University of Central Missouri, Warrensburg, MO

Captain Steve Binkley, Tennessee Highway Patrol, Nashville, TN

Lieutenant Thomas Underhill, Commercial Enforcement Unit, Rhode Island State Police, Nort Scituate, RI

Impaired Driving

Creating Change through State Impaired Driving Task Forces

Sunday - 2:00pm-3:30pm

NW Hall #4 - Lower Level

Three states that have used state-level task forces to address their impaired driving problem will describe what worked, what didn't work, lessons learned and best practices.

Moderator:

Jim Fell, *Director*, Traffic Safety and Enforcement Programs, Pacific Institute for Research and Evaluation, Calverton, MD

Speakers:

Leonard Jacob, Institute of Police Technology and Management, Jacksonville, FL

Liza Aguila-Lemaster, *Impaired Driving Prevention Coordinator*, Maryland Highway Safety Office, Hanover, MD

Lorrie Pozarik, *Executive Director*, Injury Prevention Resources, Lander, WY

3:30pm – 4:00pm

Complimentary Refreshment Break in Exhibit Hall

SE & SW Halls, Lower Level

4:00pm – 5:30pm

3rd Workshop Session

Child Passenger Safety

Product Updates – Part 1

Sunday - 4:00pm-5:30pm

Grand Ballroom - Second Level • CEU Credits: 1.5

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

Moderator:

Beth Warren, *Coordinator*, Occupant Safety Programs, Texas Dept. of Public Safety, Austin, TX

Speakers:

Eric Dahle, Evenflo

Ira Rubien, Graco

Rebekah Baranowski, Safeguard

Edward Whitaker, Combi

Loree Larson, Pro-Rider

Representative from Sunshine Kids

Child Passenger Safety

Special Health Care Needs in CPS

Sunday - 4:00pm-5:30pm

NW Hall #5- Lower Level

Currently, there are a lot of questions regarding the special needs program and the Automotive Safety Program at Riley Hospital/Indiana University. This session will review not only the purpose and function of the Kohl's Center for Safe Transportation of Children, but also provide resources that the Center offers across the country. Additional topics will include changes to the Special Needs Training Program and offer a look at special needs programs across the country by highlighting partners and resources. Since many hospital-based techs are having issues with loaning their seats and getting them back, the workshop will also cover special needs loaner programs across the country.

Moderator:

Shayne Merritt, *Director*, Automotive Safety Program, Riley Hospital for Children, Indiana University School of Medicine, Indianapolis, IN

Speakers:

Marilyn J. Bull, M.D., F.A.A.P., *Medical Director*, Automotive Safety Program Section, Developmental Pediatrics, Riley Hospital for Children, Indianapolis, IN

Judith Talty, Automotive Safety Program, Riley Hospital for Children, Indiana University School of Medicine, Indianapolis, IN

Jodi Forbes, *Occupational Therapist*, Riley Hospital for Children, Indiana University School of Medicine, Indianapolis, IN

Other Highway Safety

Creative Funding Solutions for Traffic Safety Programs

Sunday - 4:00pm-5:30pm

Continental A - Lobby Level

Most community-based safety programs seek to develop revenue streams from a variety of sources. This is often the key to sustaining a long-term program. This workshop will look at developing a strong foundation for writing grant proposals, and at programs that have had success in obtaining grants through public and private sector organizations.

Moderator/Speaker:

Cheryl Wittke, *Executive Director,* Safe Communities (Madison and Dane County, WI), Madison, WI

Speakers:

Susan Connor, Ph.D., *Research Manager*, Rainbow Babies & Children's Hospital, Injury Prevention Program, Cleveland, OH

Penny Wells, *Executive Director*, SADD National, Marlborough, MA

Impaired Driving

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

Sunday - 4:00pm-5:30pm

Continental B - Lobby Level

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. Presenters will discuss programs and strategies developed to address these target audiences.

Moderator/Speaker:

Robyn Robertson, *President and CEO*, Traffic Injury Research Foundation, Ottawa, Ontario, CN

Speakers:

Hon. Michael Fields, Harris County Criminal Court Law, Houston, TX

Spencer Moore, *Deputy Director*, Planning & Programs, Georgia Governor's Office of Highway Safety, Atlanta, GA

Criminal Justice

Meeting the Challenge: Highlights of the Law Enforcement Challenge

Sunday - 4:00pm-5:30pm

Continental C - Lobby Level

This workshop will provide an overview of the Law Enforcement Challenge sponsored by the International Association of Chiefs of Police (IACP), National Sheriffs' Association and NHTSA. The panel consists of 2005 Challenge winners from three different agency types: State Police/Highway Patrol, Local Police and County Sheriff's Office. The panelists will describe their programs and explain their strategies and how their efforts helped achieve departmental missions and goals.

Moderator/Speaker:

George M. Ferris, *Regional Program Manager*, NHTSA, Great Lakes Region, Olympia Fields, IL

Speakers:

Deputy Commissioner Joe Farrow, California Highway Patrol, Sacramento, CA

Assistant Chief of Police Steve Casstevens, *Director - Illinois Traffic Safety Challenge*, Hoffman Estates Police Department, Hoffman Estates, IL

Lieutenant Dan Townsend, Fairfax County Police Department, Annandale, VA

Teen Traffic Safety

Getting Beyond Traditional Approaches to Teen Traffic Safety

Sunday - 4:00am-5:30am

NW Hall #1 - Lower Level

A facilitated roundtable-style discussion will be held to stimulate discussions on teen driver safety, including new ideas for collaboration and interventions.

Moderator/Speaker:

Arlene Greenspan, Dr.P.H., M.P.H., *Senior Scientist*, CDC, National Center for Injury Prevention and Control, Atlanta, GA

Speakers:

Christian L. Hanna, Children's Safety Network, Michigan Public Health Institute, Okemos, MI

Maureen Mazurek, *Director*, Vehicle Safety, Monsanto, St. Louis, MO

April Vance, M.P.H., *Public Health Advisor*, CDC, National Center for Injury Prevention and Control, Altanta, GA

Communications

Building a Year-Round Communications Calendar – Extending Your Exposure Year-Round

Sunday - 4:00pm-5:30pm

NW Hall #2 - Lower Level

Once you've got a good high visibility enforcement effort, learn how bridge the gaps between enforcement periods. Using sports and other existing partners can help build exposure for your program throughout the year. 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/Speaker:

Cecilia Alsobrook, *Chief*, Plans and Programs, OK Highway Safety Office, Oklahoma City, OK

Speakers:

Jill Pepper, *Executive Director*, TEAM Coalition, Arlington, VA

Bob Dallas, *Director*, Georgia Governor's Office of Highway Safety, Atlanta, GA

Other Highway Safety

Public Health and Traffic Injury Prevention Programs – A Beneficial Partnership

Sunday - 4:00pm-5:30pm

NW Hall #3 - Lower Level

While traffic safety is typically viewed as within the purview of transportation or law enforcement agencies, state public health agencies can be valuable partners in addressing priority issues. There are many aspects of traffic safety where the priorities of transportation and public health agencies overlap, whether it's impaired driving, pedestrian safety, outreach to minority communities, or mobility among older adults, among other issues. This workshop will highlight examples of how public health initiatives are supporting traffic safety objectives.

See page 3 for hotel shuttle information

Moderator/Speaker:

Stuart Berlow, *Director*, Injury Prevention Policy, Association of State and Territorial Health Officials, Washington, DC

Speakers:

Commander Don Williams, U.S. Public Health Service, Indian Health Service, Tucson, AZ

Darrell Patterson, *State Coordinator*, Illinois Safe Kids Coalition, Illinois Dept. of Public Health, Springfield, IL

Communications

Communicating Traffic Safety to Newly-Arrived Latinos

Sunday - 4:00pm-5:30pm

NW Hall #4 - Lower Level

Hispanics are immigrating to the United States in record numbers and, as they do, are becoming a bigger part of the traffic safety problem. The majority of these newly-arrived immigrants do not speak English, and are not knowledgeable of the laws in the U.S., nor the policies and procedures of the nation's law enforcement. Panelists will discuss programs designed to reach newly-arrived, non-acculturated — from "public education" and social norming to marketing high visibility enforcement programs - in a non-threatening manner.

Moderator/Speaker:

Richard Fimbres, *Director*, Arizona Governor's Office of Highway Safety, Tucson, AZ

Speakers:

Erica Streit-Kaplan, M.P.H., M.S.W., *Technical Assistance Specialist*, Education Development Center, Inc., Newton, MA

Tony Asion, *Director of Public Safety*, El Pueblo, Inc., Raleigh, NC

Nhora Murphy, *President*, The Media Network, Silver Spring, MD

Criminal Justice

Opening the Black Box in the Courtroom

Sunday - 4:00pm-5:30pm

Waldorf - Third Level

A crash reconstructionist and prosecutor will discuss the technical aspects of vehicular homicide cases.

Moderator:

Elizabeth Earleywine, *Traffic Safety Resource Prosecutor*, Office of Chief Counsel, Schaumburg, IL

Speakers:

Chip Chidester, *Director*, NHTSA, Office of Data Acquisitions, Washington, DC

Rusty Haight, *Director*, The Collision Safety Institute, CA

Maureen McCormick, Nassau County DAs Office, NY

Impaired Driving

Screening for Alcohol Use Problems to Prevent Drunk Driving

Sunday - 4:00pm-5:30pm

Marquette - Third Level

Some studies indicate that over half of all drivers arrested for impaired driving have an underlying substance abuse problem. This workshop will focus on the nature of alcohol abuse and how to combat it through screening and brief intervention in traditional and non-traditional settings.

Moderator:

Kathryn L. Cates-Wessel, *Executive Director*, Physicians and Lawyers for National Drug Policy, Center for Alcohol and Addiction Studies, Providence, RI

Speakers:

Michael Mello, M.D., M.P.H., *Director*, Injury Prevention Center, Providence, RI

Cydne Perhats, M.P.H., *Senior Injury Prevention Program Associate*, Emergency Nurses Association, Des Plaines, IL

5:30pm – 7:15pm

Welcoming/Opening Reception in Exhibit Hall

SE & SW Halls, Lower Level

It's Lifesavers Welcome Reception CHICAGO style! At 5:30pm, after the last workshop on Sunday, head down to the Southwest and Southeast Exhibit Halls for the grand kickoff to the Lifesavers 25th Anniversary celebration! Vendors, Food, and Song (actually, no song…but there will be comedy later!)! Five identical buffet stations will be located around the perimeter of the exhibit halls, so make sure you check out their locations on the exhibit hall diagram on page 34 of this program. This will remain the same throughout the conference. Buffet tip: the food station closest to the door always has a line so keep going!

Poster Session

Don't forget to visit the Poster Session which will be located near the Lifesavers Conference Registration desk. The presenters will be at their posters from 6:00pm-7:15pm to answer any questions.

25th Anniversary T-Shirt Pick-up

6:00pm to 7:45pm: Stop by the Lifesavers Registration Desk to receive your 25th anniversary t-shirt (be sure to bring your ticket in your registration envelope), then head up to the International Ballroom and grab a seat for the Second City comedy show. Vendors, Poster Session, Food, T-shirt, Comedy Show – we think it's an offer you can't refuse!

8:00pm – 9:00pm

Second City Performance

International Ballroom, 2nd Floor

Chicago's own legendary Second City Comedy Troupe will be taking center stage Sunday night kicking off what is sure to be the best Lifesavers Conference in 25 years! Buckle up and get ready to have your funny bone tickled as you cruise down the laughter highway. Started in the 1950s by a group of University of Chicago students, Second City revolutionized both comedy and theater. Started as a playwrights group which eventually opened its own theater in Chicago, Second City is a comedy institution that has launched the careers of comedy greats John Belushi, Dan Aykroyd, Gilda Radner, Bill Murray, John Candy, Mike Myers and the list goes on and on. Their traveling troupe will be performing skits written especially for the Lifesavers Conference in addition to several of their own "Best Of" skits. After the Opening Reception, head to the Registration Area to pick up your special Lifesavers Conference T-shirt (you must present your ticket in your registration packet), then head up to the International Ballroom and grab a seat for what is sure to be a memorable ride!

March 26

MONDAY

7:30am – 5:30pm

Registration Open

NE Hall, Lower Level

7:30am – 3:30pm

Exhibit Hall Open

(closed during opening plenary and lunch)

SE & SW Halls, Lower Level

7:30am – 8:15am

Complimentary Continental Breakfast in Exhibit Hall

8:30am – 9:15am

Opening Plenary

International Ballroom, 2nd Floor

Philip W. Haseltine, *President*, Automotive Coalition for Traffic Safety, Inc.

Plenary Speaker:

Kenneth R. Ginsberg, M.D., M.S.Ed, *Social Adolescent Development Specialist*, The Children's Hospital of Philadelphia, *Associate Professor of Pediatrics*, The Children's Hospital of Philadelphia and University of Pennsylvania School of Medicine

Dr. Ginsberg is a member of the research team at Children's Hospital working with State Farm to develop, test and disseminate effective interventions for teen drivers. He has written several books and research papers, including "But I'm Almost Thirteen: An Action Plan to Raise a Responsible Adolescent" and "A Parent's Guide to Building Resilience in Children and Teens: Giving Your Child Roots and Wings" to help parents successfully guide their children through the adolescent years. Hear from the perspective of adolescent development on how parents can be more effective at helping teens make good choices around safety and driving.

9:30am – 11:00am

4th Workshop Session

Child Passenger Safety

Product Updates – Part 2

Monday - 9:30am-11:00am

Grand Ballroom - Second Level • CEU Credits: 1.5

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

Moderator:

Beth Warren, *Coordinator*, Occupant Safety Programs, Texas Dept. of Public Safety, Austin, TX

Speakers:

Joyce Kara, Britax
Anthony Meiring, Dorel
Julie Robbins, Chicco
John Riedl, Compass
Vera Fullaway, Safe Travel Systems
Representatives from EZ On
Irv Craig, Huggable Images

Child Passenger Safety

Certification for New Curriculum

Monday - 9:30am-11:00am

NW Hall #5 - Lower Level

With the new National CPS Certification curriculum, there will be changes in many processes such as recertification, instructor candidacy and class registration processes. This workshop will provide "how to" information.

Moderator/Speaker:

Carole Guzzetta, *Highway Safety Specialist*, NHTSA, Occupant Protection Division, Washington, DC

Speaker:

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

Other Highway Safety

Building Effective Community-Based Safety Organizations

Monday - 9:30am-11:00am

Continental A - Lobby Level

This workshop will provide innovative ideas from a successful Safe Communities program and other community-based traffic safety programs with proven track records of success. They will discuss how to utilize low-cost outreach efforts, and the process of forming a community partnership to develop and enhance a culturally appropriate prevention model to reach minorities.

Moderator:

Michael Witter, *Deputy Regional Administrator*, NHTSA, Olympia Fields, IL

Speakers:

Chrystal Gullett, *Community Outreach Coordinator*, Rainbow Babies & Children's Hospital, Injury Prevention Center, Cleveland, OH

Cheryl Wittke, *Executive Director*, Safe Communities (Madison and Dane County, WI), Madison, WI

Chester Jourdan, Jr., *Executive Director*, Mid-Ohio Regional Planning Commission, Columbus, OH

Communications

The Power of the Pyramid: Implementing a Strategic Communications Approach for Your Traffic Safety Programs

Monday - 9:30am-11:00am

PDR #2 - Third Level

During this highly interactive workshop, participants will select a traffic safety program relevant to their state/community, and walk through the steps in developing a successful strategic communications plan. Participants will develop an outline of the data, program, and communications needed to reach their target audience with appropriate messaging. Guidance will be provided on using the approach to develop a year-long plan incorporating all traffic safety communications into a single document.

Moderator/Speaker:

Robin Mayer, *Chief*, Office of Consumer Information, NHTSA/DOT, Washington, DC

Speaker:

Lori Cogan, *Senior Vice President*, Integrated Marketing, The Tombras Group, Knoxville, TN

Impaired Driving

The Mouse That Roars: Strategies for Combating Impaired Driving for Small Law Enforcement Agencies

Monday - 9:30am-11:00am

Continental C - Lobby Level

Success stories from state patrols and big cities are well known, but most of the law enforcement agencies in this country have smaller jurisdictions and even smaller manpower. This workshop will feature law enforcement strategies and techniques that can effectively be carried out by smaller agencies.

Moderator:

Heidi Coleman, *Chief*, Impaired Driving Division, NHTSA, Washington, DC

Speakers:

Sergeant John Lowman, Hudson Police Department, Hudson, OH

Sergeant John Jungers, Carol Stream Police Department, Carol Stream, IL

Chief David Kurz, Durham New Hampshire Police Department, Durham, NH

Adult Occupant Protection

New Vehicle Safety Systems, Active and Passive

Monday - 9:30am-11:00am

Continental B - Lobby Level • CEU Credits: 1.5

Passenger vehicle safety technologies continue to evolve at a rapid pace. One key example, electronic stability control (ESC), was unheard of a few years ago but has the potential to save 5,300 to 10,300 lives each year. Now, millions of new vehicles are equipped with ESC and all new vehicles will have ESC within a few years, thanks to a new NHTSA regulation. Find out about this and other new safety features that are in the motor vehicle product pipeline.

Moderator/Speaker:

Rob Strassburger, *Vice President of Safety,* Alliance of Automobile Manufacturers, Washington, DC

Speakers:

David Champion, *Senior Director*, Auto Test Center, Consumers Union, Colchester, CT

Stephen R. Kratzke, *Associate Administrator for Rulemaking*, NHTSA, Washington, DC

Christopher Tinto, *Vice President*, Technical and Regulatory Affairs, Toyota Motor North America, Washington, DC

Criminal Justice

Surviving the Courtroom

Monday - 9:30am-11:00am

NW Hall #1 - Lower Level

Panelists will provide an interactive, multi-media presentation on courtroom testimony and survival for law enforcement officers, making use of live and video vignettes, demonstrating identified issues and suggested responses.

Moderator:

Joanne Michaels, *Senior Attorney*, National Traffic Law Center, National District Attorneys Association, Alexandria, VA

Speakers:

Bianca Bentzin, *Assistant City Prosecutor*, Phoenix City Prosecutor's Office, Phoenix, AZ

Mark Neil, *NHTSA-NAPC Prosecutor Fellow/WV TSRP*, West Virginia Prosecuting Attorneys Institute, South Charleston, WV

Other Highway Safety

Employer-Based and Military Traffic Safety Programs

Monday - 9:30am-11:00am

NW Hall #2 - Lower Level

Employers have a vested interest in promoting traffic safety. Those who implement roadway safety management systems see significant decreases in their crash rates in a relatively short period of time. Learn how one Highway Safety Office works with employers in its state to promote local traffic safety initiatives and how a private sector firm has implemented its program. The military also recognizes the toll traffic crashes have on their personnel, and they have instituted traffic safety programs to address that. These efforts could be modified and utilized for other organizations or institutions interested in developing on-the-job traffic safety programs for their employees.

Moderator:

Kathy Lusby-Treber, *Executive Director*, NETS, Vienna, VA

Speakers:

Dan Vartanian, *Corporate Outreach Coordinator*, Michigan Office of Highway Safety Planning, Lansing, MI

Senior Master Sergeant Douglas Crosbie, *Traffic Safety Superintendent*, U.S. Air Force, Kirtland Air Force Base, NM

John Phillips, *Air Force Chief of Ground Safety,* U.S. Air Force, Kirtland Air Force Base, NM

Maureen Mazurek, *Director*, Vehicle Safety, Monsanto, St. Louis, MO

Teen Traffic Safety

Community Efforts to Reduce Teen Crashes

Monday - 9:30am-11:00am

NW Hall #3 - Lower Level

This session will highlight several different community efforts geared toward reducing teen crashes.

Moderator/Speaker:

Belinda Jackson, *Regional Program Manager*, NHTSA, Atlanta, GA

Speakers:

Debby Gerhardstein, R.N., B.S.N., M.A., *ThinkFirst IL State Chapter Director*, Central DuPage Hospital, Carol Stream, IL

Joanne Banfield, R.N., B.A., *Manager Trauma Injury Prevention*, Sunnybrook Health Sciences Centre, Toronto, Ontario, CN

Lori Becker, *Founder*, Teen Sharp Driving, Littleton, CO

Communications

Getting and Sustaining Media Coverage for Your Programs

Monday - 9:30am-11:00am

NW Hall #4 - Lower Level

This workshop will explore techniques and discuss innovative ideas for generating earned media that will keep your issue in the public eye. Participants will learn how to examine their program plans with a view toward using all activities as a potential media hook, and how to use NHTSA's communications webpage and calendar to further enhance sustained communications throughout the year.

Moderator/Speaker:

John Crisp, *President and CEO*, AkinsCrisp Public Strategies, Nashville, TN

Speakers:

Andrea Summers, *Community Relations Officer*, DE Office of Highway Safety, Dover, DE

Lieutenant Mike Allison, City of Roseville Police Department, Roseville, CA

Kathryn Wesolowski, *Safe Community Coordinator*, Rainbow Babies & Children's Hospital, Cleveland, OH

Criminal Justice

Automated Enforcement - When Traditional Speed Enforcement Just Can't Work

Monday - 9:30am-11:00am

Waldorf - Third Level

This workshop will focus on automated enforcement as a supplement to traditional traffic enforcement operations. Speakers will provide an overview on uses within the United States. Speakers will share their success stories using automated enforcement in work zones and on freeways. Speakers also will discuss international experiences.

Moderator/Speaker:

Jeffrey Lindley, *Associate Administrator*, Office of Safety, Federal Highway Administration, Washington, DC

Speakers:

Anthony Kane, *Director*, Engineering and Technical Services, American Association of State Highway and Transportation Officials, Washington, DC

Priscilla Tobias, P.E., *Chief Safety Engineer*, Illinois Department of Transportation, Springfield, IL

Kathy J. Sifrit, Ph.D., *Research Psychologist*, NHTSA, Washington, DC

Adult Occupant Protection • Criminal Justice

Nighttime Enforcement Goes Statewide: How Belt Laws Can be Enforced at Night and Why it is Important

Monday - 9:30am-11:00am

Marquette - Third Level

Nighttime belt use enforcement programs have been piloted in several communities over the past several years. Now, Pennsylvania, Washington and other states are working to take the concept state wide. Learn more about this new approach to increasing seat belt use and how it can work in your community.

Moderator/Speaker:

Donald McNamara, *Regional Administrator*, NHTSA Great Lakes, Olympia Fields, IL

Speakers:

Lowell Porter, *Director*, Washington Traffic Safety Commission, Olympia, WA

Lieutenant Byron Hope, Traffic Safety Unit, Metropolitan Police Dept., Washington, DC

Edward Boothman, PA Seat Belt Law Enforcement Liaison Coordinator, Stowe, PA

11:15am – 12:45pm

NHTSA Awards Luncheon

International Ballroom, 2nd Floor

Donald McNamara, *Regional Administrator*, NHTSA Great Lakes, Olympia Fields, IL

Plenary Speaker:

Nicole Nason, *Administrator*, National Highway Traffic Safety Administration, Washington, DC

1:00pm – 2:30pm

5th Workshop Session

Child Passenger Safety

Tweens in Boosters and Belts

Monday - 1:00pm-2:30pm

Grand Ballroom - Second Level

The broad age range we call "tweens" includes children who still need to use boosters and also older children who can ride in safety belts. While educational efforts are still needed for proper booster seat use, new research indicates that older children are already aware of the benefits of safety belts. Advocates must use strategies based on available data to go beyond education to make an impact on these children. Attendees will learn tips to get older children to wear their belts, and how to keep children in boosters until they outgrow them.

Moderator:

Carole Guzzetta, *Highway Safety Specialist*, NHTSA, Occupant Protection Division, Washington, DC

Speakers:

Christene Jennings, *Director of Client Solutions*, Marketing for Change, Washington, DC

Jacquie Dukehart, M.P.H., *CPS Epidemiologist*, Safe Kids Worldwide, Washington, DC

Please wear your badge

Child Passenger Safety

Keeping Score: How to Know if Your Program Will Make a Difference

Monday - 1:00pm-2:30pm

NW Hall #5 - Lower Level

You hear it again and again that data and evaluation are key. If you aren't using data to develop or continue your CPS program, then you simply won't know if your efforts made a difference. Hear fresh ideas from speakers who regularly use data to advance the field. Learn how a projected mapping study will highlight "hot" zones where there are increased injury risks, how a state child death review team discovered a new mechanism of injury and how studying misuse of CRs for kids with special needs helps plot future program growth.

Moderator:

Thelma Kuska, *Regional Program Manager*, NHTSA, Great Lakes Region, Olympia Fields, IL

Speakers:

Suzanne Hill, *Program Director*, Advocacy and Outreach, The Children's Hospital of Philadelphia, Center for Injury Research & Prevention, Philadelphia, PA

Janet Brooks, Primary Children's Medical Center, Safe Kids Utah, Salt Lake City, UT

Judith Talty, Automotive Safety Program, Riley Hospital for Children, Indiana University School of Medicine, Indianapolis, IN

Other Highway Safety

Strategic Highway Safety Plans: A New Opportunity for Partnerships

Monday - 1:00pm-2:30pm

Continental A - Lobby Level

SAFETEA-LU represents a new era in highway safety with substantial more funding in Highway Safety Improvement Programs (HSIP) and the Strategic Highway Safety Plans (SHSP) that address the 4Es of highway safety in a state. State and local partners should have an important role in the development of the strategic and performance goals in state SHSPs that to resources where there is the highest payoff of saving lives and reducing serious injuries. This workshop will provide guidance on how partners can work with their state officials to successfully implement the plans.

Moderator:

Marlene Markison, *Associate Administrator,* NHTSA, Regional Operations and Program Delivery, Washington, DC

Speakers:

Katherine Burke Moore, *Deputy Director,* Minnesota Office of Traffic Safety, St. Paul, MN

Priscilla Tobias, P.E., *Chief Safety Engineer,* Illinois Department of Transportation, Springfield, IL

Jeffrey Lindley, *Associate Administrator,* Office of Safety, Federal Highway Administration, Washington, DC

Teen Traffic Safety

How Do We Get Parents More Involved in Keeping Their Kids Safe in Motor Vehicles?

Monday - 1:00pm-2:30pm

Continental B - Lobby Level

A growing body of research shows that parents have greater influence over their children's behavior than they realize. This is the case for toddlers, booster seat kids, tweens and teens. It is equally important in addressing beginning driver issues, underage drinking and occupant restraint use.

Moderator/Speaker:

Jean T. Shope, Ph.D., M.S.P.H., *Research Professor and Associate Director*, University of Michigan Transportation Research Institute, Ann Arbor, MI

Speakers:

Nancy Rhodes, Ph.D., *Research Social Scientist*, University of Alabama at Birmingham, Institute for Social Science Research, Tuscaloosa, AL

Flaura Winston, M.D., Ph.D., *Founder & Director*, The Center for Injury Research & Prevention, Children's Hospital of Philadelphia, Philadelphia, PA

Complete addresses for moderators and speakers are in the Pre-Registration Booklet

Criminal Justice

Interactive Series: You be the Judge; Significant Traffic Law Issues

Monday - 1:00pm-2:30pm

Continental C - Lobby Level

It's all about you! This is your chance to participate in legal discussions and decisions and learn how judges respond. Audience members will be divided into groups and given scenarios. The groups will elect spokespersons who will present the groups' opinions to a panel of nationally recognized judges who routinely handle tough motor vehicle and impaired driving issues including plea bargaining, search and seizure, evidentiary, sentencing and ethical issues. The judges will comment on the legal, evidentiary and practical aspects of implementing the suggestions.

Moderator:

Hon. Yvette N. Diamond, *NHTSA Judicial Fellow*, Maryland Office of Administrative Hearings, Hunt Valley, MD

Speakers:

Hon. Kent Lawrence, *NHTSA Judicial Fellow*, *Chief Judge of State Court of Clarke County*, Athens, GA

Hon. Karl Grube, *NHTSA Judicial Outreach Liaison*, Pinellas County, St. Petersburg, FL

Hon. Larry Sage, *NHTSA Judicial Outreach Liaison*, Sparks, NV

Impaired Driving

More Bang, Fewer Bucks - Part 2: Publicizing Enforcement on a Budget

Monday - 1:00pm-2:30pm

NW Hall #1 - Lower Level

It is well-known that education and publicity about enforcement efforts is as important as the enforcement itself; however, publicity doesn't seem to come cheap. This workshop will highlight how implementation of creative strategies and working with the national "Over the Limit. Under Arrest." crackdown can get your enforcement efforts in front of the general public without impacting your budget, using earned media. Part I and II feature different solutions, but you need not view one to view the other

Moderator:

Kathryn Henry, *Media and Marketing Specialist*, NHTSA, Office of Communications and Consumer Information, Washington, DC

Speakers:

Nicholas Ellinger, *Director of State Relations*, Mothers Against Drunk Driving, Washington, DC

Bianca Bentzin, *Assistant City Prosecutor*, Phoenix City Prosecutor's Office, Phoenix, AZ

Janet Lea, *Senior Vice President*, Sherry Matthews Marketing, Austin, TX

Criminal Justice

People's Court: DUI Mock Trial

Monday - 1:00pm-2:30pm

NW Hall #2 - Lower Level

Real prosecutors, a law enforcement officer and judge will conduct a mock trial from jury selection to closing argument.

Moderator:

Marcia Cunningham, *Director*, National Traffic Law Center, National District Attorneys Association, Alexandria, VA

Speakers:

Tom Kimball, *Traffic Safety Resource Prosecutor*, Tennessee District Attorneys General Conference, Nashville, TN

Mark Neil, *NHTSA-NAPC Prosecutor Fellow/WV TSRP*, West Virginia Prosecuting Attorneys Institute, South Charleston, WV

Impaired Driving

Fighting Drunk Driving with One Hand Tied Behind Your Back: General Deterrence Strategies without Sobriety Checkpoints

Monday - 1:00pm-2:30pm

NW Hall #3 - Lower Level

Twelve states are unable to or do not conduct sobriety checkpoints, the most effective tactic to deter the impaired driver. This workshop will focus on alternative proven law enforcement strategies to create general deterrence.

Moderator:

Donald McNamara, *Regional Administrator*, NHTSA Great Lakes, Olympia Fields, IL

Speakers:

Lowell Porter, *Director*, Washington Traffic Safety Commission, Olympia, WA

Jean Ryan, *Alcohol Coordinator*, Minnesota Department of Public Safety, St. Paul, MN

Other Highway Safety

Lifesavers at 25... What Does the Next 25 Years Hold for Traffic Safety?

Monday - 1:00pm-2:30pm

NW Hall #4 - Lower Level

Lifesavers is celebrating a major anniversary this year which provides an opportunity to look ahead to the next 25 years. This workshop will discuss projections for the future in traffic safety, including impacts of the economy, demographics, technology, global issues, and other trends. It will include a discussion of how experts forecast future trends and how these trends impact states and communities.

Moderator:

Peter Kissinger, *President and CEO*, AAA Foundation, Washington, DC

Speakers:

James H. Hedlund, Ph.D., *Principal*, Highway Safety North, Ithaca, NY

Anthony Kane, *Director*, Engineering and Technical Services, American Association of State Highway and Transportation Officials, Washington, DC

Anne T. McCartt Ph.D., *Senior Vice President, Research,* Insurance Institute for Highway Safety, Arlington, VA

Impaired Driving

Impacting DWI Adjudication from the Outside - Part 1: Education

Monday - 1:00pm-2:30pm

Waldorf - Third Level

The criminal justice system, especially as it relates to drunk driving, can be notoriously difficult to change even for those within the system. This workshop will discuss ways to educate the judiciary and prosecutors to get the best results from the system. Part I and II feature different solutions, but you need not view one to view the other.

Moderator/Speaker:

Kimberly Overton, *Traffic Safety Resource Prosecutor*, North Carolina Conference of District Attorneys, Raleigh, NC

Speakers:

Judy Allen, *Program Manager*, Alcohol and Other Drugs, Texas Department of Transportation, Traffic Safety Section, Austin, TX

William P. Georges, *Senior Vice President*, The Century Council, Washington, DC

Communications

Zeroing in on the Problem – Reaching High Risk Audiences

Monday - 1:00pm-2:30pm

Marquette - Third Level

Reaching your audience is a big part of the battle in changing behavior. Understanding your audience helps us develop programs that are meaningful, relevant and persuasive to the target audience. This session will explore the latest information on defining our target audiences for use in developing relevant programs.

Moderator:

Steve Richardson, *Senior Vice President/Account Planner*, The Tombras Group, Knoxville, TN

Speakers:

Steven Krull, *Director of Client Services*, Yankelovich, Segmentation Division, Chapel Hill, NC

Jed Lam, *Vice President*, Account Services, Aeffect, Inc, Deerfield, IL

2:30pm – 3:00pm

Complimentary Refreshment Break in Exhibit Hall

SE & SW Halls, Lower Level

3:00pm – 4:30pm

6th Workshop Session

Child Passenger Safety

What is CPS in Health Care - Clinics, Hospitals and Your Community

Monday - 3:00pm-4:30pm

Grand Ballroom - Second Level

This session will define the relation between CPS and the health care-related aspects of the community. New research and programs from a national, state and local perspective relative to CPS in health care will be highlighted.

Moderator:

Andrea Miller, *Health Educator-Injury Prevention*, Utah County Health Department, Provo, UT

Speakers:

Dannielle Sherrets, M.P.H., *Manager*, Traffic Safety Research & Analyst, AAA National, Washington, DC

Sharon Conrad, *Occupant Safety Program Coordinator*, GA Dept Human Resources, Division of Public Health, Atlanta, GA

Sharon Y. Bilbrey, *Child Passenger Safety Program Coordinator*, St. John's Hospital - Trauma Services, Springfield, MO

Impaired Driving

Doing More Than Time: Innovative DWI Sentencing Strategies

Monday - 3:00pm-4:30pm

NW Hall #5 - Lower Level

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:

Melody Luetkehans, *Program Attorney*, National Judicial College, Reno, NV

Speakers:

Hon. James Dehn, *Judge*, Minnesota Supreme Court, Cambridge, MN

Hon. Harvey J. Hoffman, *Judge*, 56th District Court, Charlotte, MI

Hon. Michael Barrasse, *Judge*, Lackawanna County Courthouse, Scranton, PA

Communications

Cutting Through the Clutter to Reach and Influence Audiences

Monday - 3:00pm-4:30pm

Continental A - Lobby Level

You know who's involved in crashes but do you know what's the best way to reach and influence them with your limited resources? You'll learn how to use readably available market research to identify the right mix to reach your local audiences. Radio? TV? Billboards? Sponsorships? Web banners? What doesn't work - why not? Find out how you can leverage bonus spots beyond mobilization/crackdown periods to sustain your influence on audiences throughout the year. The panel of marketing experts will also provide methods to gauge effectiveness to more accurately and timely evaluate and refine your communications activities.

Moderator/Speaker:

Tim Richards, *Public Relations Coordinator*, Maryland State Highway Administration, Hanover, MD

Speakers:

Guy Jacobssen, *Vice President*, The Tombras Group, Knoxville, TN

Lu Simpson, Iowa Governor's Traffic Safety Bureau, Des Moines, IA

Other Highway Safety

Data Systems for Highway Safety Programs

Monday - 3:00pm-4:30pm

Continental B - Lobby Level

Problem identification is the first step in any traffic safety program. And to do that requires knowledge of key factors. Participants will learn about specialized data systems and results of recent surveys. Topics include FARS, NEMSIS, NOPUS and more.

Moderator/Speaker:

Joseph S. Carra, *Associate Administrator for the National Center for Statistics and Analysis*, U.S. DOT/NHTSA/NCSA, Washington, DC

Speakers:

Chip Chidester, *Director,* NHTSA, Office of Data Acquisitions, Washington, DC

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

Please let us know at registration if your address has changed

Impaired Driving

Back to Basics: General Deterrence Strategies to Fight Impaired Driving

Monday - 3:00pm-4:30pm

Continental C - Lobby Level

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:

John Lacey, *Deputy Center Director*, *Senior Program Director,* Pacific Institute for Research and Evaluation, Calverton, MD

Speakers:

Captain Andrew Hall, Fresno Police Department, Fresno, CA

Sheriff John Whetsel, Oklahoma County Sheriff's Office, Oklahoma City, OK

Belinda Lorenz, *Senior Deputy*, Law Enforcement Unit, Travis County Sheriff's Office, Austin, TX

Sergeant John Butler, Tempe Police Department, Tempe, AZ

Impaired Driving

Getting Home Safely

Monday - 3:00pm-4:30pm

NW Hall #1 - Lower Level

New and innovative programs are being introduced across the country and outside the U.S. to encourage use of safe rides and designated driver programs. Speakers will feature some uncommon approaches, such as "Home James" (in use in Los Angeles and New York), and other more common approaches such as "SafeRide America" (Atlanta), and "Road Crew" (Wisconsin).

Moderator:

Lawrence E. Decina, *Senior Associate*, TransAnalytics LLC, Kulpsville, PA

Speakers:

Michael Rothschild*, Emeritus Professor,* University of Wisconsin - Madison, Madison, WI

Jeremy Davey, *CEO and Founder*, Home James USA Inc., Beverly Hills, CA

Michael Rhyne, *Executive Director*, National Council for the Prevention of Impaired Driving, Atlanta, GA

Criminal Justice

DUI Homicide Cases

Monday - 3:00pm-4:30pm

NW Hall #2 - Lower Level

A crash reconstructionist and prosecutor will discuss investigating and prosecuting DUI homicide cases, with an emphasis on impairment issues.

Moderator:

Glynn Birch, *National President*, Mothers Against Drunk Driving, Irving, TX

Speakers:

Joel Hand, *F.A.C.T. Prosecutor*, Hamilton County Prosecutor's Office, Noblesville, IN

Lieutenant George Crooks, *Commander*, Indianapolis Metropolitan Police Department, Crash Investigations and DUI Unit, Indianapolis, IN

Adult Occupant Protection

Strategies for Reaching Low Belt Use Groups: Rural Populations and Pickup Truck Occupants

Monday - 3:00pm-4:30pm

NW Hall #3 - Lower Level

This session examines the effectiveness of recent efforts to raise belt use among rural residents and pickup truck drivers. The final results of NHTSA's Great Lakes and South Central Region demonstration projects will be released and discussed in this workshop.

Moderator/Speaker:

Betty Mercer, J.D., *President*, Mercer Consulting Group LLC, East Lansing, MI

Speakers:

James L. Nichols, Ph.D., Nichols and Associates, Vienna, VA

Bob Painter, Ohio Governor's Highway Safety Office, Columbus, OH

Jay Sokolow, *Senior Vice President/Account Supervisor*, The Tombras Group, Knoxville, TN

Sallie Thoreson, Colorado Department of Public Health and Environment, Grand Junction, CO

Other Highway Safety

Addressing Motorcycle Safety in Your Community

Monday - 3:00pm-4:30pm

NW Hall #4 - Lower Level

This panel will introduce the new National Agenda for Motorcycle Safety Implementation Guide and highlight ways states and local communities and a variety of organizations have implemented NAMS recommendations. The discussion will assist state and local agencies and organizations to recognize activities that can be implemented to address their motorcycle safety problems, promote helmut use, and learn about new motorcycle safety resources.

Moderator/Speaker:

James H. Hedlund, Ph.D., *Principal*, Highway Safety North, Ithaca, NY

Speakers:

Kirk Williard, ABATE, Wisconsin Rapids, WI

Alex Cabral, *Regional Program Manager*, NHTSA Great Lakes Regional Office, Olympia Fields, IL

Teen Traffic Safety

Preventing Underage Drinking Through College & Community Efforts

Monday - 3:00pm-4:30pm

Waldorf - Third Level

This workshop will focus on reaching young people from middle school through college on underage drinking prevention programs, through collaboration and task forces within the community.

Moderator/Speaker:

Cathey Wise, *Vice President*, Programs, Mothers Against Drunk Driving, Irving, TX

Speakers:

Robyn Litke, *Safe Communities Coordinator*, Safe Communities Coalition of the Red River Valley, Fargo, ND

Sarah Martinez, *Program Specialist*, Travis County Attorney's Underage Drinking Prevention Program, Austin, TX

Jill Anne Yeagley, *Program Director*, UNM Campus Office of Substance Abuse Prevention, Albuquerque, NM

Teen Traffic Safety

GDL - What We Know Now

Monday - 3:00pm-4:30pm

Marquette - Third Level

National and international attention has recently been focused on the novice teen driver problem. This workshop will provide an opportunity for states and communities to find out what happened at the GDL Symposium held in Tucson, AZ in February 2007. Panelists will also discuss the plans by national stakeholder organizations to address the novice teen driver problem.

Moderator/Speaker:

John Ulczycki, *Director*, Transportation Safety Group, National Safety Council, Itasca, IL

Speakers:

Susan Ferguson, Ph.D., *President*, Ferguson International, LLC, McLean, VA

Justin McNaull, *Director*, State Relations, AAA, Washington, DC

Maria Vegega, Ph.D., *Chief*, Behavioral Research Division, NHTSA, Office of Behavioral Safety Research, Washington, DC

Speakers were correct at the time of printing, some substitutions may be made.

Workshops At-a-Glance

	Grand Ballroom 2nd Level	Waldorf 3rd Level	Continental A Lobby Level	Continental B Lobby Level	Continental C Lobby Level	NW Hall #1 Lower Level
SUNDAY						
Session #1 10:45am – 12:15pm	Strategically Using Your CPS Skills: Talk a Parent Through a CRS Check Without Getting Into The Vehicle? **CPS**	More Bang, Fewer Bucks–Part 1: Doing Enforcement on a Budget **ID**	Efforts to Reduce Impaired Driving Among Hispanic and African–American Audiences **ID**	The Need to Combat Speed **CJ**	Keeping Officers Motivated to Enforce Safety Belt Laws **AOP, CJ**	You be the Investigator/ Prosecutor; Crash Investigations **CJ**
Session #2 2:00pm – 3:30pm	Has LATCH Solved Your Installation Problems? **CPS**	DUI Treatment Courts: Hope for the Future **CJ, ID**	International Perspectives in Highway Safety: Good Practices from Around the World **OHS**	Drunk Driving. Over the Limit. Under Arrest–The New Impaired Driving Campaign **ID**	Impaired Driving Victim Impact Panel **ID**	What Works and What's in the Works for Underage Drinkin **Teen**
Session #3 4:00pm – 5:30pm	Product Updates–Part 1 **CPS**	Opening the Black Box in the Courtroom **CJ**	Creative Funding Solutions for Traffic Safety Programs **OHS**	Strategies for Addressing the Higher–Risk Driver: Repeat and High–BAC Offenders **ID**	Meeting the Challenge: Highlights of the Law Enforcement Challenge **CJ**	Getting Beyond Traditional Approaches to Teen Traffic Safety **Teen**
MONDAY						
Session #4 9:30am – 11:00am	Product Updates–Part 2 **CPS**	Automated Enforcement–When Traditional Speed Enforcement Just Can't Work **CJ**	Building Effective Community–Based Safety Organizations **OHS**	New Vehicle Safety Systems, Active and Passive **AOP**	The Mouse That Roars: Strategies for Combating Impaired Driving for Small Law Enforcement Agencies **ID**	Surviving the Courtroom **CJ**
Session #5 1:00pm – 2:30pm	Tweens in Boosters and Belts **CPS**	Impacting DWI Adjudication from the Outside–Part 1: Education **ID**	Strategic Highway Safety Plans: A New Opportunity for Partnerships **OHS**	How Do We Get Parents More Involved in Keeping Their Kids Safe in Motor Vehicles? **Teen**	Interactive Series: You be the Judge; Significant Traffic Law Issues **CJ**	More Bang, Fewe Bucks–Part 2: Publicizing Enforcement on a Budget **ID**
Session #6 3:00pm – 4:30pm	What is CPS in Health Care–Clinics, Hospitals and Your Community **CPS**	Preventing Underage Drinking Through College & Community Efforts **Teen**	Cutting Through the Clutter to Reach and Influence Audiences **COMM**	Data Systems for Highway Safety Programs **OHS**	Back to Basics: General Deterrence Strategies to Fight Impaired Driving **ID**	Getting Home Safely **ID**
TUESDAY						
Session #7 8:30am – 10:00am	Preventing CPS Burnout **CPS**	Promising Practices from High Alcohol Fatality Rate States **ID**	Drug Impaired Driving **CJ**	The Senior Boom: What Are the Implications for Traffic Safety? **OHS**	Impacting DWI Adjudication from the Outside–Part 2: Information Gathering **ID**	Getting to School Safely **OHS**
Session #8 10:15am – 11:15am	Ask the CPS Board **CPS**	Ideas from Successful Booster Programs **CPS**	Don't Make Back Seat Safety Take a Back Seat **AOP**	Teen Panel: What Do Youth Have to Say and How Are They Saying It? **Teen**		An Important Link in Traffic Safety Programs: Commercial Vehicles **OHS**

AOP Adult Occupant Protection Track √I **CPS** Child Passenger Safety Track √I **CJ** Criminal Justice Track √I **COMM**

	NW Hall #2 Lower Level	NW Hall #3 Lower Level	NW Hall #4 Lower Level	NW Hall #5 Lower Level	Marquette 3rd Level	PDR #2 3rd Level
	First There First Care: Five Steps to Saving a Life! **OHS**	What Has Your School District Done for Teens Lately? **Teen**	Safe Communities: A Decade of Progress and Change **OHS**	CPS in Other Vehicles **CPS**	Pedestrian Enforcement: Beyond Catching Jaywalkers **OHS**	
g	Impaired Driving Technologies: A Criminal Justice Perspective **CJ**	Officer and Scene Safety Issues: More Than Watching Your Back **CJ**	Creating Change through State Impaired Driving Task Forces **ID**	How to Run "Diverse" Programs When You Don't Speak Multiple Languages **CPS**	What Can be Done to Reduce Impaired Motorcycle Riding **OHS**	Buckling Up Commercial Vehicle Drivers **AOP**
	Building a Year–Round Communications Calendar-Extending Your Exposure Year-Round **COMM**	Public Health and Traffic Injury Prevention Programs–A Beneficial Partnership **OHS**	Communicating Traffic Safety to Newly-Arrived Latinos **COMM**	Special Health Care Needs in CPS **CPS**	Screening for Alcohol Use Problems to Prevent Drunk Driving **ID**	
	Employer–Based and Military Traffic Safety Programs **OHS**	Community Efforts to Reduce Teen Crashes **Teen**	Getting and Sustaining Media Coverage for Your Programs **COMM**	Certification for New Curriculum **CPS**	Nighttime Enforcement Goes Statewide: How Belt Laws Can be Enforced at Night and Why it is Important **AOP, CJ**	The Power of the Pyramid: Implementing a Strategic Comm. Approach for Your Traffic Safety Programs **COMM**
r	People's Court: DUI Mock Trial **CJ**	Fighting Drunk Driving with One Hand Tied Behind Your Back: General Deterrence Strategies **ID**	Lifesavers at 25... What Does the Next 25 Years Hold for Traffic Safety? **OHS**	Keeping Score: How to Know if Your Program Will Make a Difference **CPS**	Zeroing in on the Problem–Reaching High Risk Audiences **COMM**	
	DUI Homicide Cases **CJ**	Reaching Low Belt Use Groups: Rural Populations and Pickup Truck Occupants **AOP**	Addressing Motorcycle Safety in Your Community **OHS**	Doing More Than Time: Innovative DWI Sentencing Strategies **ID**	GDL–What We Know Now **Teen**	
	Prioritizing Traffic Safety **CJ**	Increasing Safety Belt Use Among Teenagers **Teen**	Using Best Practices to Increase Restraint Use and Reduce Impaired Driving in Native American Communities **AOP, ID**	Impaired Driving Technologies: Research and Practice **CJ, ID**		
	New Laws, New Approaches on Drunk Driving **ID**	What the Data are Telling us About the Unbelted Population; It's Not Yet Time to Declare Victory **AOP**	Contemporary Issues in Drivers Licensing **CJ**	Keeping Law Enforcement Involved in CPS **CPS**		

Communications √I **ID** **Impaired Driving Track** √I **OHS** **Other Highway Safety Track** √I **TEEN** **Teen Traffic Safety Track**

March 27

TUESDAY

7:30am – 1:00pm

Registration Open

NE Hall, Lower Level

7:30am – 8:15am

Complimentary Continental Breakfast

Normandie Lounge, 2nd Floor

8:30am – 10:00am

7th Workshop Session

Child Passenger Safety

Preventing CPS Burnout

Tuesday - 8:30am-10:00am

Grand Ballroom - Second Level

This workshop will provide methods and strategies to help state and local CPS program coordinators keep their CPS technicians involved and happy. Successful activities for teaching the CPS certification course, hosting a state CPS conference, and incentives to keep technicians involved and certified will be presented.

Moderator:

Commander Paul Rizzo, Schaumburg Police Department, Schaumburg, IL

Speakers:

Rhonda Parker, *Training Coordinator*, Utah Highway Safety Office, Salt Lake City, UT

Michele Mount, *Membership Chairperson,* AAA - New Jersey Automobile Club, Florham Park, NJ

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

Criminal Justice • Impaired Driving

Impaired Driving Technologies: Research and Practice

Tuesday - 8:30am-10:00am

NW Hall #5 - Lower Level

In the past decade, technologies, including ignition interlocks, electronic monitoring, and transdermal alcohol testing, have been developed to enhance enforcement, sanctioning and rehabilitation. This workshop will provide participants with a comprehensive overview of how these technologies work, what the research says about their effectiveness, the most efficient ways to implement them from a program perspective and what we can expect for the future. Presenters will talk about how large scale application can eliminate impaired driving.

Moderator:

Chuck Hurley, *CEO*, Mothers Against Drunk Driving, Irving, TX

Speakers:

Ward Vanlaar, *Research Associate*, Traffic Injury Research Foundation, Ottawa, Ontario, CN

Susan Ferguson, Ph.D., *President*, Ferguson International, LLC, McLean, VA

Rob Strassburger, *Vice President of Safety*, Alliance of Automobile Manufacturers, Washington, DC

Other Highway Safety

The Senior Boom: What Are the Implications for Traffic Safety?

Tuesday - 8:30am-10:00am

Continental B - Lobby Level

Most people know that the Baby Boom generation is starting to retire, and that they have higher traffic fatality rates. Are traffic safety programs prepared to address this new wave of older road users? This workshop will focus on aging drivers, motorcycle riders, and pedestrians. Speakers will discuss best practices for reaching the older population on traffic safety issues, the role of law enforcement in working with seniors; and traffic safety resources.

Moderator:

Joanne Schwartzberg, M.D., *Director*, Department of Aging and Community Health, American Medical Association, Chicago, IL

Speakers:

Patrick Judge, *Executive Director,* International Association of Directors of Law Enforcement Standards and Training, Ft. Myers, FL

Elin Schold-Davis, American Occupational Therapy Association, Bethesda, MD

Hon. Edward J. Schoenbaum, *Administrative Law Judge, Chair,* The Voice of Experience, Springfield, IL

Lauren Marchetti, *Director*, National Center for SRTS, UNC Highway Safety Research Center, Chapel Hill, NC

Impaired Driving

Impacting DWI Adjudication from the Outside - Part 2: Information Gathering

Tuesday - 8:30am-10:00am

Continental C - Lobby Level

The criminal justice system, especially as it relates to drunk driving, can be notoriously difficult to change even for those within the system. This workshop will discuss ways to determine the effectiveness of the system and gather data to support system improvements. Part I and II feature different solutions, but you need not view one to view the other.

Moderator:

Isaac Avery, *Prosecutor Liaison under contract,* NHTSA Southeast Regional Office, Raleigh, NC

Speakers:

Angela Downes, J.D., *Court Monitoring Program Manager*, Mothers Against Drunk Driving, Irving, TX

Richard G. McCowen, Ph.D., *Principal Investigator*, Research Assistant Professor, The University of Memphis, Department of Psychology, Memphis, TN

Carol Cotton, Ph.D., MEd, University of Georgia, Dept. of Health Promotion and Behavior, College of Public Health, Athens, GA

Other Highway Safety

Getting to School Safely

Tuesday - 8:30am-10:00am

NW Hall #1 - Lower Level

Are three-point belts on the horizon for school buses? How can we enhance safety for children who are walking and bicycling to school? This workshop will present the results of a pilot study in North Carolina on the real-world experience of three-point belts on school buses - the challenges and the benefits. Would three-point belts on buses take school bus safety to a new level or would the cost be so high that they would end up having a negative effect on safety? Beyond the school bus, the workshop will also highlight safe practices such as how to organize a walking school bus, and Safe Routes to School programs.

Moderator/Speaker:

Nancy Pullen-Seufert, M.P.H., *Program Manager*, National Center for Safe Routes to School, University of North Carolina Highway Safety Research Center, Chapel Hill, NC

Speakers:

Derek Graham, *Section Chief*, Transportation Services, N.C. Department of Public Instruction, Raleigh, NC

Melody Geraci, *Director of the Safe Routes to School Program*, Chicagoland Bike Federation, Chicago, IL

Criminal Justice

Prioritizing Traffic Safety

Tuesday - 8:30am-10:00am

NW Hall #2 - Lower Level

Traffic enforcement IS law enforcement. Further, the vast majority of law enforcement/citizen encounters occur during traffic stops. Presenters will discuss strategies to prioritize traffic safety as a core value for law enforcement, focusing on impaired driving, occupant protection and speeding, and how this emphasis can promote overall public safety.

Moderator:

Brian Ursino, *Assistant Chief*, Washington State Patrol, Field Operations Bureau, Olympia, WA

Speakers:

Sheriff John Whetsel, Oklahoma County Sheriff's Office, Oklahoma City, OK

Alex Weiss, Ph.D., *Director*, Northwestern University Center for Public Safety, Evanston, IL

Major Patricia Groeber, New York State Police, Traffic Services, Albany, NY

Teen Traffic Safety

Increasing Safety Belt Use Among Teenagers

Tuesday - 8:30am-10:00am

NW Hall #3 - Lower Level

This workshop will include several speakers from the 2006 Symposium on teen safety belt use, to present the findings and recommendations summarized in the National Agenda for Increasing Safety Belt Use among Teenagers - prepared by the Automotive Coalition for Traffic Safety). Discussion will include implications and action steps for states and communities.

Moderator/Speaker:

Anne McCartt, Ph.D., *Senior Vice President,* Research, Insurance Institute for Highway Safety, Arlington, VA

Speakers:

Troy Costales, *Governor's Highway Safety Representative*, Oregon Department of Transportation, Salem, OR

Philip W. Haseltine, *President,* Automotive Coalition for Traffic Safety, Inc., Washington, DC

Adult Occupant Protection
Impaired Driving

Using Best Practices to Increase Restraint Use and Reduce Impaired Driving in Native American Communities

Tuesday - 8:30am-10:00am

NW Hall #4 - Lower Level

Despite significant improvements over the past 20 years, the motor vehicle death rate for Native Americans is still almost two times greater than the U.S. national rate. CDC has been funding four tribes to design, implement and evaluate evidence-based strategies to reduce alcohol-impaired driving and increase restraint use. Speakers will describe these projects and their bottom line impact.

Moderator/Speaker:

L.J. David Wallace, M.S.E.H., CDC, National Center for Injury Prevention and Control, Atlanta, GA

Speakers:

Christine Reede, *Project Coordinator*, *Motor Vehicle Injury Prevention Coordinator*, San Carlos Apache Police Department, San Carlos, AZ

Abby Burnette, *Project Coordinator*, White Mountain Apache Police Department, Whiteriver, AZ

Priscilla Lopez, *Project Coordinator*, Tohono O'odham Nation Department of Health, Sells, AZ

Nicole Thunder, *Project Coordinator*, Ho-Chunk Nation Division of Health, Black River Falls, WI

Impaired Driving

Promising Practices from High Alcohol Fatality Rate States

Tuesday - 8:30am-10:00am

Waldorf - Third Level

This past year, several states were identified as having high rates of alcohol-related fatalities per vehicle miles traveled. Come learn from three of these states that are improving their records.

Moderator:

Heidi Coleman, *Chief*, Impaired Driving Division, NHTSA, Washington, DC

Speakers:

Michael R. Sandoval, *Director,* New Mexico Department of Transportation, Traffic Safety Bureau, Santa Fe, NM

Jose Delgado, *Executive Director*, Puerto Rico Traffic Safety Commission, San Juan, PR

Dan Mulleneaux, *Arizona DRE Coordinator*, Governor's Office of Highway Safety, Phoenix, AZ

Criminal Justice

Drug Impaired Driving

Tuesday - 8:30am-10:00am

Continental A - Lobby Level

Drug impaired driving cases are much more complex than alcohol impaired driving cases. Hear about how our nation's top experts handle the issues and challenges.

Moderator:

Chuck Hayes, *Regional DRE Coordinator*, International Association of Chiefs of Police, Salem, OR

Speakers:

Sergeant Don Marose, Minnesota State Patrol, St. Paul, MN

Joanne Michaels, *Senior Attorney*, National Traffic Law Center, National District Attorneys Association, Alexandria, VA

Amy Cochems, Wisconsin State Laboratory of Hygiene, Madison, WI

10:00am – 10:15am

Break

10:15am –11:15am

8th Workshop Session (one-hour session)

Child Passenger Safety

Ask the CPS Board

Tuesday - 10:15am-11:15am

Grand Ballroom - Second Level

2007 is a big year of change for the CPS community! This roundtable provides an opportunity for CPS advocates to speak directly with members of their CPS Board about curriculum, re-certification and membership.

Moderator/Speaker:

Pam Holt, *CPS Board Chairperson*, St. John's Hospital, Springfield, MO

Speakers:

Michele Mount, *Membership Chairperson*, AAA - New Jersey Automobile Club, Florham Park, NJ

Carole Guzzetta, *Highway Safety Specialist*, NHTSA, Occupant Protection Division, Washington, DC

Lorrie Walker, *Training Manager and Technical Advisor*, Safe Kids Worldwide, Washington, DC

Child Passenger Safety

Keeping Law Enforcement Involved in CPS

Tuesday - 10:15am-11:15am

NW Hall #5 - Lower Level

This workshop will share ways to encourage law enforcement agencies and individual officers to take a serious, thoughtful look at the issue of CPS and work to raise usage. Examples of low-cost, easy-to-replicate PI&E efforts and ways to engage LE agencies will be shared. CHOP will discuss the results of two surveys. One in which parents rate LE officers as a primary source for accurate CPS information and another in which officers (CPS techs) described their needs and preferences for educational materials.

Moderator/Speaker:

Bob Wall, *Virginia Law Enforcement Liaison*, Virginia Association of Chiefs of Police, Middletown, VA

Speakers:

Kathryn Wesolowski, *Safe Community Coordinator*, Rainbow Babies & Children's Hospital, Cleveland, OH

Tracey A. Hewitt, M.S., C.H.E.S., *Coordinator,* Outreach and Advocacy, The Children's Hospital of Philadelphia, Center for Injury Research & Prevention, Philadelphia, PA

Adult Occupant Protection

Don't Make Back Seat Safety Take a Back Seat

Tuesday - 10:15am-11:15am

Continental A - Lobby Level

This session will examine the reasons for the high proportion of unrestrained fatalities among back seat occupants and will consider strategies for increasing the number of rear-seat occupants who buckle up on every trip.

Moderator:

Bill Walsh, *Consultant*, McLean, VA

Speakers:

Judith Lee Stone, *President*, Advocates for Highway and Auto Safety, Washington, DC

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

Kristy Arbogast, Ph.D., *Associate Director of Field Engineering,* Children's Hospital of Philadelphia, Center for Injury Research and Prevention, Philadelphia, PA

Teen Traffic Safety

Teen Panel: What Do Youth Have to Say and How Are They Saying It?

Tuesday - 10:15am-11:15am

Continental B - Lobby Level

This will be a panel of youth leading their own "Town Hall" type meeting for youth attendees at Lifesavers and adults who work with teen projects and programs. What tools are they using, how are they evaluating them, and what methods of communication messages are working youth-to-youth? A facilitator will lead the discussion, asking questions of a teen panel.

Moderator/Speaker:

Valerie Mendralla, M.P.H., C.H.E.S., *Youth Coordinator*, National Organizations for Youth Safety (NOYS), Loveland, OH

Teen Panelists:

Tommy Bradshaw

J'Shon Lee

Michael Register

Other Highway Safety

An Important Link in Traffic Safety Programs: Commercial Vehicles

Tuesday - 10:15am-11:15am

NW Hall #1 - Lower Level

Crashes involving large trucks account for more than 5,000 fatalities every year. This workshop will highlight successful commercial vehicle safety programs that should be part of any highway safety program, including data systems to identify high crash locations to target enforcement efforts, results of a high-visibility pilot project to reduce conflicts between vehicles and large trucks, and successful share the road efforts.

Moderator:

Ian Grossman, *Director*, Office of Communications, FMCSA, Washington, DC

Speakers:

Michael Knodler, Ph.D., University of Massachusetts, Amherst, MA

Tom Wise, *Hazardous Material Compliance Officer Section Supervisor*, Illinois Department of Transportation, Springfield, IL

Lowell Porter, *Director*, Washington Traffic Safety Commission, Olympia, WA

Impaired Driving

New Laws, New Approaches on Drunk Driving

Tuesday - 10:15am-11:15am

NW Hall #2 - Lower Level

In the past few years, a few states have taken novel legislative approaches to combating impaired driving. This workshop will highlight three of these approaches and show the results that have been achieved so far.

Moderator:

Kathryn Heineman, *State Policy Specialist*, Mothers Against Drunk Driving, Washington, DC

Speakers:

Chief Michael R. Sandoval, *Director,* New Mexico Department of Transportation, Traffic Safety Bureau, Santa Fe, NM

Paul Bachand, *South Dakots's Traffic Resource Prosecutor*, Pierre, SD

Trooper Doug Coughlin, Highway Patrol Headquarters, Pierre, SD

Adult Occupant Protection

What the Data are Telling us About the Unbelted Population; It's Not Yet Time to Declare Victory

Tuesday - 10:15am-11:15am

NW Hall #3 - Lower Level

Observed daytime safety belt use is 82% (2005 NOPUS). Surveys in Connecticut and New Mexico show nighttime use to be substantially lower. FARS data show restraint use by fatally injured vehicle occupants to be less than 50% overall and less than 30% in midnight and 3:00 am crashes. What do we know about those who still don't buckle up, how many of them are there, and what does it all mean to highway safety program managers?

Moderator/Speaker:

James H. Hedlund, Ph.D., *Principal*, Highway Safety North, Ithaca, NY

Speakers:

Troy Costales, *Governor's Highway Safety Representative*, Oregon Department of Transportation, Salem, OR

Joseph S. Carra, *Associate Administrator for the National Center for Statistics & Analysis,* U.S. DOT/NHTSA/NCSA, Washington, DC

Criminal Justice

Contemporary Issues in Drivers Licensing

Tuesday - 10:15am-11:15am

NW Hall #4 - Lower Level

This workshop will evaluate three specific issues in driver's licensing: The increasing complexities surrounding suspended and revoked drivers, particularly those suspended for non-driving offenses; impacts on driver's licensing implicated in the Real ID Act; and a briefing on an operational pilot demonstration of digital watermarking technologies utilized in driver's licenses in Nebraska.

Moderator/Speaker:

Philip Weiser, *Regional Administrator*, NHTSA New England Region, Cambridge, MA

Speakers:

Selden Fritschner, *Vice President*, Law Enforcement, American Association of Motor Vehicle Administrators, Arlington, VA

David Pennetta, *Senior Program Manager*, Digimarc Corporation, Fort Wayne, IN

Child Passenger Safety

Ideas from Successful Booster Programs

Tuesday - 10:15am-11:15am

Waldorf - Third Level

There are few safety belt/booster seat programs designed to be used with school age children. Hear from successful field programs about how to reach school age children of booster seat size.

Moderator/Speaker:

Lindsey Myers, M.P.H., El Paso Dept. of Health and Environment, Colorado Springs, CO

Speakers:

Bonnie Hargreaves, Utah County Health Department, Provo, UT

Kelli Jankens, *Coordinator*, Injury Prevention Programs, Field Neurosciences Institute, Saginaw, MI

11:30am – 12:45pm

Closing Luncheon

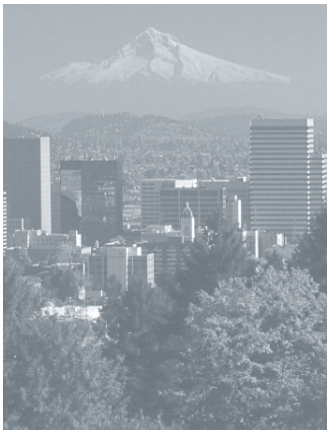
Michael R. Stout, *Director*, Division of Traffic Safety, Illinois Department of Transportation, Springfield, IL

Troy E. Costales, *Governor's Highway Safety Representative*, Oregon Department of Transportation, Transportation Safety Division, Salem, OR

"It's Not Easy Being Green," but it is easy getting to Portland! Join us for lunch at Tuesday's closing luncheon when the Windy City blows Lifesavers into the nation's greenest city, Portland, Oregon, for 2008! Called the "City of Roses," Portland boasts amazing rose gardens, one of the nation's largest city parks, an incredible recycling program, and over 50 public buildings that meet the United States Green Building Council standards. Be sure to stop by Portland, Oregon's booth in the exhibit hall for more information on this amazing city!

Lifesavers 2008 • Workshop Submissions

April 13-15, 2008 – Oregon Convention Center – Portland, Oregon



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.

All 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, 2007. You will be contacted by December 15, 2007 regarding your submission. Submission of a proposal or topic does not guarantee selection to the program.

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 2008 conference will be available on the website in December 2007.

Speaker Index

Aguila-Lemaster, Liza 10
Ainsworth, Jamie 9
Allen, Judy 20
Allison, Mike 16
Alsobrook, Cecilia 12
Anderson, Arthur 7
Apy-Tuhiso, Ted 7
Arbogast, Kristy 7, 29
Asion, Tony 5, 12
Avery, Isaac 27
Bachand, Paul 30
Banfield, Joanne 16
Baranowski, Rebekah 10
Barrasse, Michael 21
Becker, Lori 16
Bentzin, Bianca 16, 19
Berlow, Stuart 12
Bilbrey, Sharon 21
Binkley, Steve 10
Birch, Glynn 8, 22
Blagojevich, Rod 4
Blomberg, Richard 5
Boothman, Edward 17
Bowie, Nathan 9
Bradshaw, Tommy 29
Bridges, Don 6
Brooks, Janet 18
Bryant, James 8
Bull, Marilyn 4, 11
Burke Moore, Katherine 18
Burnette, Abby 28
Burns, T. Chadwick 9
Butler, John 22
Byzewski, Becky 6
Cabral, Alex 23
Cardarella, Steven 7
Carra, Joseph 21, 30
Carriker, Glenn 10
Casstevens, Steve 7, 11
Cates-Wessel, Kathryn 13
Champion, David 15
Charles, Brigette 9
Chausmer, Kerry 4, 14
Chidester, Chip 13, 21
Cochems, Amy 28
Cogan, Lori 15
Coleman, Heidi 15, 28
Collins, Valerie 8
Connor, Susan 11
Conrad, Sharon 21
Cosby, William 9
Costales, Troy 28, 30, 31
Cotton, Carol 27
Coughlin, Doug 30
Craig, Irv 14
Crisp, John 16
Crooks, George 22
Crosbie, Douglas 16
Cullerton, John 4
Cunningham, Marcia 19
Dahle, Eric 10
Dallas, Bob 12
DalPra, Zach 8
Davey, Jeremy 22
Decina, Lawrence 7, 22
Dehn, James 21
Delgado, Jose 28
Diamond, Yvette 19
Downes, Angela 27
Dukehart, Jacquie 17
Earleywine, Elizabeth 5, 12
Ellinger, Nicholas 19
Farrow, Joe 9, 11
Fell, Jim 10
Ferguson, Ed 9
Ferguson, Susan 23, 26
Ferris, George 11
Fields, Michael 11
Fimbres, Richard 12
Finn, Thomas 6
Forbes, Jodi 11
Freeman, Carl 6
Fritschner, Selden 30
Fullaway, Vera 14
Garcia-Barbon, Alejandro 5
Georges, William 20
Geraci, Melody 27
Gerhardstein, Debby 16
Ginsberg, Kenneth 14
Goldzweig, Irwin 6
Gorcowski, Susan 9
Graham, Derek 27
Greenspan, Arlene 11
Groeber, Patricia 5, 27
Grossman, Ian 30
Grube, Carl 8, 19
Gullett, Chrystal 15
Guzzetta, Carole 14, 17, 29
Haight, Rusty 13
Hall, Andrew 6, 22
Hall, Louann 21, 29
Hammond, Judy 6
Hammond, Sean 5
Hand, Joel 5, 22
Hanna, Christian 11
Hargreaves, Bonnie 31
Haseltine, Philip 14, 28
Hayes, Chuck 28
Hedge, Eddie 5
Hedlund, James 20, 23, 30
Heineman, Kathryn 30
Henry, Kathryn 19
Heramb, Cheri 4
Herrmann, Diane 8
Herrmann, Kim 4
Hewitt, Tracey 29
Hill, Suzanne 18
Hoffman, Harvey 9, 21
Holt, Pam 4, 29
Hope, Byron 17
Horner, Beth 6
Huddleston, West 9
Hurley, Chuck 26
Jackson, Belinda 16
Jacob, Leonard 10
Jacobssen, Guy 21
Jankens, Kelli 31
Jennings, Christene 17
Johansson, Roger 8
Jonah, Brian 8
Jones, Roland 7
Jourdan, Jr., Chester 15
Judge, Patrick 27
Jungers, John 15
Kagiliery-Lee, Alexis 7
Kane, Anthony 17, 20
Kara, Joyce 14
Kimball, Tom 5, 19
Kissinger, Peter 20
Knodler, Michael 5, 30
Kratzke, Stephen 7, 15
Krull, Steven 20
Kumer, Janet 10
Kurz, David 15
Kuska, Thelma 6, 18
Laberge, Michele 4
Lacey, John 22
Lam, Jed 20
Larson, Loree 10
Lawrence, Kent 19
Lea, Janet 19
Lee, J'Shon 29
Lindley, Jeffrey 17, 18
Litke, Robyn 23
Long, David 9
Lonsdorf, Daniel 9
Lopez, Priscilla 28
Lorenz, Belinda 22
Lowman, John 15
Luetkehans, Melody 21
Lusby-Treber, Kathy 16
Marchetti, Lauren 27
Markison, Marlene 18
Marose, Don 28
Martin, Artie 7
Martin, Molly 7
Martinez, Sarah 23
Mathews, Alice 9
Mayer, Robin 15
Mazurek, Maureen 11, 16
McCartt, Anne 20, 28
McCormick, Maureen 13
McCowen, Richard 27
McNamara, Donald 5, 17, 19
McNaull, Justin 23
Meiring, Anthony 14
Mello, Michael 13
Mendralla, Valerie 29
Mercer, Betty 22
Merritt, Shayne 10
Michaels, Joanne 16, 28
Miller, Andrea 20
Mink, Ted 6
Moore, Spencer 11
Mount, Michele 26, 29
Mulleneaux, Dan 28
Murphy, Nhora 12
Myers, Lindsey 31
Nason, Nicole 17
Neil, Mark 16, 19
Nichols, James 22
Osterhuber, Angela 4
Overton, Kimberly 20
Painter, Bob 22
Parker, Rhonda 26
Patterson, Darrell 12
Pennetta, David 30
Pepper, Jill 12
Perhats, Cydne 13
Phillips, John 16
Piersol, Jahari 4
Porter, Lowell 5, 17, 19, 30
Pozarik, Lorrie 10
Pullen-Seufert, Nancy 27
Rakestraw, Debbie 8
Reede, Christine 28
Register, Michael 29
Rhodes, Nancy 18
Rhyne, Michael 22
Richards, Tim 21
Richardson, Steve 20
Riedl, John 7, 14
Riibe, Diane 8
Rizzo, Paul 26
Robbins, Julie 14
Roberts, Bryan 8
Robertson, John 5
Robertson, Robyn 8, 11
Rothschild, Michael 22
Rubien, Ira 10
Ryan, Jean 19
Ryan, Sue 6
Sage, Larry 19
Sandoval, Michael 28, 30
Schoenbaum, Edward 27
Schold-Davis, Elin 27
Schwartzberg, Joanne 27
Sherrets, Dannielle 21
Shope, Jean 18
Sifrit, Kathy 17
Simpson, Lu 21
Sokolow, Jay 22
Stone, Judith Lee 29
Stout, Michael 4, 31
Strassburger, Rob 15, 26
Streit-Kaplan, Erica 12
Summers, Andrea 16
Talpins, Stephen 9
Talty, Judith 11, 18
Thoreson, Sallie 22
Thunder, Nicole 28
Tinto, Christopher 15
Tobias, Priscilla 17, 18
Townsend, Dan 11
Ulczycki, John 23
Underhill, Thomas 10
Ursino, Brian 27
Van Houten, Ron 5
Vance, April 11
Vanlaar, Ward 26
Vartanian, Dan 16
Vegega, Maria 8, 23
Walker, Lorrie 7, 29
Walker, Shawn 8
Wall, Bob 29
Wallace, David 8
Wallace, L.J. David 28
Wallen, Steve 4
Walsh, Bill 29
Wanning, Pamela 6
Warren, Beth 10, 14
Weiser, Philip 30
Weiss, Alex 27
Wells, Penny 11
Wesolowski, Kathryn 16, 29
Whetsel, John 22, 27
Whitaker, Edward 10
Williams, Don 12
Williard, Kirk 23
Winston, Flaura 18
Wise, Cathey 23
Wise, Tom 30
Witkowski, Terry 6
Witter, Michael 15
Wittke, Cheryl 11, 15
Yeagley, Jill Anne 23

Exhibit Hours and Events

SATURDAY March 24	10:00am – 7:00pm	Exhibitor Set up
SUNDAY March 25	7:00am – 10:00am	Exhibitor Set up
	10:30am – 7:15pm	Exhibit Hall Open
	12:15pm – 1:30pm	Box Lunch Provided in Exhibit Hall
	3:30pm – 4:00pm	Complimentary Refreshment Break in Exhibit Hall
	5:30pm – 7:15pm	Welcoming/Opening Reception in Exhibit Hall and Poster Presentations
MONDAY March 26	7:30am – 8:15am	Continental Breakfast in Exhibit Hall
	7:30am – 3:30pm	Exhibit Hall Open (closed during opening plenary and lunch)
	2:30pm – 3:00pm	Complimentary Refreshment Break in Exhibit Hall
	3:30pm	Exhibitor Move out

Complimentary Internet Access

While attending Lifesavers, stay in touch with work and family by using one of five complimentary Internet kiosks. The kiosks are located in the registration area, in the NE exhibit hall area, and are available during registration hours on Sunday, Monday, and Tuesday. Attendees are asked to please limit their usage to five minutes when others are waiting.

Posters

See page 39 for a complete listing of posters. Authors will be available to discuss their work on Sunday evening from 6:00pm-7:15pm. General viewing will be on Sunday from 9:00am-7:15pm and on Monday from 7:30am-5:30pm.

Mark your calendars for these upcoming meetings:

April 13-15, 2008 • Oregon Convention Center - Portland, OR

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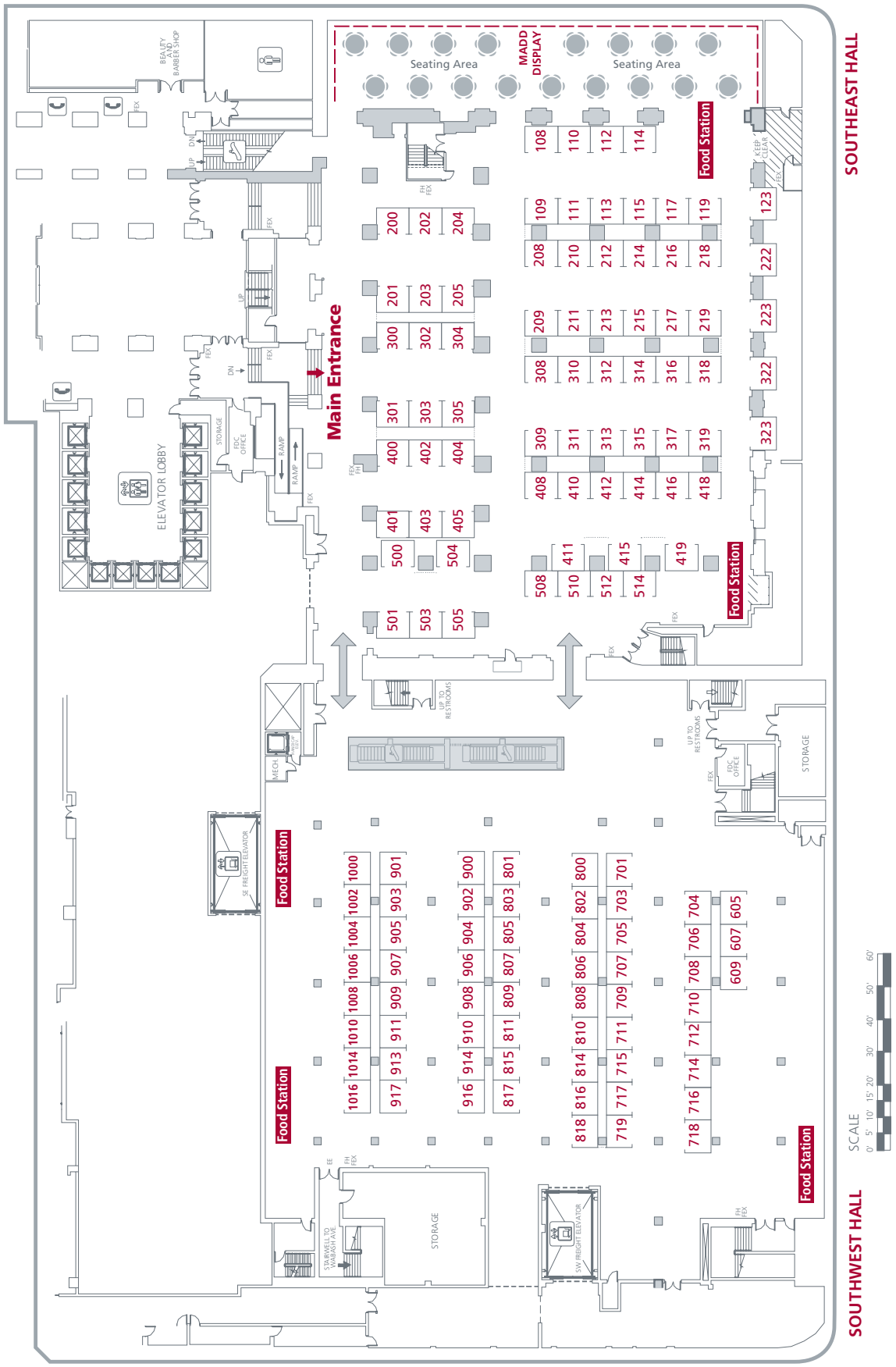

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Volkswagen of America, Inc.
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Posters

Located in the Registration Area (NE Exhibit Hall, Lower Level), authors will be available to discuss their work on Sunday evening from 6:00pm to 7:15pm.

General viewing will be on Sunday from 9:00am-7:15pm and on Monday from 7:30am-5:30pm.

Poster Number 1

Work Related Motor Vehicle Crashes among Electric Utility Workers

Authors: Tiffani Fordyce, Michael Kelsh, Gabor Mezei – Exponent Failure Analysis Associates

Electric utility service vehicles and the workers who operate them comprise a distinct subgroup that is significantly different from other vehicles and workers involved in work-related vehicle crashes. Types of vehicles operated by electric utility workers typically include bucket trucks, digger/derrick trucks, washer trucks, pole and material trucks and trailers, and other vehicles used in line construction and maintenance. These vehicles are generally operated over low mileage, local routes, and for short periods of time. The drivers are not "drivers" by profession, but are often technical employees who operate a vehicle to get from one job site to another, often using their vehicle as a mobile tool or as a work platform to perform their duties. For these workers, driving their utility service vehicle is a necessary incidental of their job function. This poster summarizes the results of a preliminary analysis undertaken to more accurately define and describe work-related motor vehicle crashes and crash trends among electric utility workers. Factors considered include worker characteristics, crash conditions, operator actions, location, and type of vehicle involved.

Please visit the MADD Victim Photo Boards in the Exhibit Hall

Poster Number 2

Motorcycle Lane Spliting

Author: Tiffani Fordyce, Wendy VanSelow – Exponent Failure Analysis Associates

Though anecdotal evidence suggests it is a dangerous practice, evidence regarding motorcycle lane splitting as a safety issue has not been well established in the professional safety literature. Lane splitting laws vary between states, and within states laws tend to be complex, allowing lane splitting only in selected circumstances. This poster summarizes the results of analyses using state and national motor vehicle crash databases; a selection of states where lane splitting is legal and illegal were chosen for comparison. In these analyses, we looked at various factors present in multiple vehicle motorcycle crashes which could be related to lane splitting. We found that a higher percentage of motorcycle crashes involve changing lanes, passing, and overtaking in states where lane splitting is legal. Though not conclusive, our results suggest motorcycle lane splitting may be a safety issue that needs to be examined in more detail.

Poster Number 3

Age 4 to 9? It's Booster Seat Time! Safe Kids Week 2004 Program Evaluation

Authors: Dr. Colin Macarthur, Ali Moses-McKeag, Nicole Beben, Dorrie Fissel, Dr. Andrew Howard – Safe Kids Canada

The Safe Kids Week Campaign was effective in improving child passenger safety in Canadian children between ages 4 and 9. Parents exposed to campaign messages were more likely to use the correct type of restraint and were also more likely to identify at least one proper criterion for safe seat belt use for children compared to the pretest and unexposed parent groups. Increased public education and advocacy efforts may have led to the result of increased support of booster seat legislation post campaign.

Poster Number 4

Strategies for Pedestrian Safety

Authors: Shawna DiFilippo, Linda Ward – Safe Kids Canada

As a knowledge broker, Safe Kids Canada developed a comprehensive program to help communities address pedestrian injuries in their communities. Through an extensive literature review and an environmental scan, a Guide and companion presentation offering a template for implementing local pedestrian safety projects was created. The project stresses the need to undertake safety issues holistically through a combined approach of education, environment, and enforcement. Communities are now receiving the resource and beginning to create programs.

Poster Number 5

Increase in Driver Injury Risk Due to Unrestrained Rear Seat Passengers

Authors: James Mayrose, Alan Blatt, David Roberts, Michael Kilgallon, Bob Galganski, Dietrich Jehle – CUBRC

This research examines how the presence of an unrestrained rear-seat passenger seated directly behind an airbag and/or belt-restrained driver affects the driver's risk of injury. Empirical data used in the study was obtained from four crash tests that simulated a frontal (head-on) impact between two vehicles. The test data showed that when an unrestrained rear passenger was present, the driver incurred a high likelihood of severe head and chest injuries. No such injuries were inferred when a restrained rear seat passenger was present. It was concluded that unrestrained rear-seat passengers place themselves, as well as their driver at great risk of serious injury when involved in a head-on crash.

Poster Number 6

The Use of Geocoded FARS Data and Ortholmagery to Identify Fatal Motorcycle Crash Locations

Authors: Kevin Majka, Alan Blatt, Marie Flanigan, Saverio Pugliese – CUBRC

This map explores two relatively new resources in transportation safety research, geocoded FARS data and roadway ortholmagery, to examine the geospatial characteristics of fatal motorcycle crashes in the United States. The objective of this study is to investigate the geospatial patterns of fatal motorcycle crashes to determine if newly available analysis tools can be used to gain additional insight in crash causation and potential crash mitigation strategies. Specifically illustrated here are locations involving single vehicles (motorcycles) that collided with guard rails on curved roadways with 55 miles an hour posted speed limits and resulting in fatalities.

Poster Number 7

Cubs Click It for Safety: A School-Based Intervention for early Tweens

Authors: Beverly Miller, Hope Mullins, Virginia Lancaster, Mary Porter, Joyelle Mitchell, Mary E. Aitken, MD, MPH – University of Arkansas for Medical Sciences and Arkansas Children's Hospital

Problem: Cubs Click It for Safety builds on "Click It or Ticket" educational campaigns to promote seat belt use and rear seating for children coming out of booster seat use. Daily visual and auditory reminders are delivered by peers over the school's closed circuit television system and visuals are displayed in prominent entrance and exit areas. Education on restraint use is woven throughout the school year in family events. A student Cubs Club assists staff in developing the content and delivery of messages. Pre-and post-intervention measurements are conducted by self-reporting surveys from students and parents and observational surveys conducted by a trained student research team working under staff supervision.

Poster Number 8

Pilot of a Community Education Campaign on All Terrain Vehicle Safety

Authors: Hope Mullins; Beverly Miller; John Nixon; Mary E. Aitken, MD, MPH; James Graham, MD – University of Arkansas for Medical Sciences and Arkansas Children's Hospital

All terrain vehicle (ATV) injury is a growing problem for children. An intensive educational campaign was conducted in the rural county in Arkansas with the highest injury rates in the state. Materials and media tailored for local interest promoted four key safety messages to reduce the risk of serious injury or death due to an ATV crash. Partners in the project included ATV and insurance industry and a multi-disciplinary hospital team. Members of a local health-related coalition served as technical advisor and assisted in the project's activities. Pre-and post-evaluation of the controlled study included self-reported use and safety habit surveys conducted through public schools and observational surveys conducted by trained volunteers.

Poster Number 9

Effects of Alcohol on the Adolescent Brain

Authors: Lora Weaver, Vernon Dolberry – Northeast Alabama Traffic Safety Office

The program explores the effects of alcohol on the adolescent brain in a factual, non-judgmental, easy to understand fashion that is designed to reach middle school and high school youths before they start driving. The fun-filled PowerPoint presentation is geared toward giving the students the straight facts and encouraging them to make the right decisions for themselves through a lot of dialogue and interaction between the presenter and the students. The presentation is based largely on the book, "Just Say Know" and uses photos and caricatures of one of the greatest minds of the 20th century, Albert Einstein.

Poster Number 10

Teaching Teens to Drive: A Class for Parents of New Drivers

Author: Celeste Schoenthaler – Mesa County Health Department

"Teaching Your Teen to Drive" is a class for parents and caregivers of new drivers. The class is one hour in length and includes information on: risks of teen driving, understanding the Graduated Drivers License law, tips on teaching teens to drive, and setting realistic expectations with teenagers. The class is taught by the Injury Prevention Health Educator at the Health Department, the Grand Junction Police Department, and an agent from the auto insurance industry.

Poster Number 11

"Saving The Next Generation"

Author: Amy Cozad – Kiowa Tribe of Oklahoma

Information for this campaign originated from research on state and national information (CDC-NHTSH-WISQARS-OHSO-National Highway Offices & Resources) on estimate according to recent surveys locally and by CDC Oklahoma death rates for Native Americans in MVA are at 90 persons or more a year. A stretch of treacherous road in our rural community takes 5 to 7 lives a year. Native Americans tend to relate to a media that is more personable. A common ground is always eye-catching.

Poster Number 12

Alternative Transportation Education

Authors: Philip Miller, Robin Butler, Lyndy Moore – Seminole County Community Traffic Safety Team

The Seminole County CTST Fatality Reduction Subcommittee learned from analyzing crash reports that those killed as bicyclists and/or pedestrians were more likely to have multiple infractions, suspension or revocation to their DL. A partnership with local agencies was developed to offer a course educating individuals with suspended or revoked DL's of alternative travel modes. This course is mandated by County judges.

Poster Number 13

Lights, Camera, Bicycling Action

Author: Dean Schott – League of Illinois Bicyclists

Learn how the League of Illinois Bicyclists produced a motorist-bicyclist safety video from conception and grant application to completion and distribution. The seven minute video, narrated by former pro bicyclist Robbie Ventura describes the danger zones that motorists should be alert to when encountering bicyclists. The video has been distributed free of charge to 2,000 Illinois high school driver education programs, private driving schools, police and sheriff's departments and shared with hundreds of individuals and groups across the country.

Poster Number 14

Evaluation of the 2006 "Click It or Ticket" Campaign in Illinois

Author: Mehdi Nassirpour – Illinois Department of Transportation

This paper evaluates the 2006 Illinois "Click it or Ticket" campaign (a nationally recognized high visibility and massive effort to detect violators of safety belt laws) using pre and post observational and public opinion surveys during April and June 2006. Results of both observational and public opinion surveys show a significant increase in the safety belt usage rate and public awareness of the campaign slogan. Other findings of observational surveys and telephone surveys as well as media and enforcement activities and their policy implications were discussed.

Poster Number 15

Teen Driving: The Importance of Families in Life Skill Development

Authors: Katherine Heck, Carla Sousa, Dave Snell – Teens Making Decisions Research Project Group, University of California Cooperative Extension

The research team surveyed 1,939 high school seniors around California on driver education, driver training, and driver behaviors. This analysis looked at the importance of parents in the driver education process. Nearly half (47%) of the students said their parents were the most helpful resource for them when learning to drive. In multivariate analysis, specific family rules were protective against crashes and against driving after alcohol or drug use.

Poster Number 16

The Madrina-Padrino Traffic Safety Project: Partnering for Prevention in the Hispanic Community

Author: Lizette Villameal – South Texas Injury Prevention & Research Center at the University of Texas Health Science Center at San Antonio

Through a project funded by the Texas Department of Transportation, the South Texas Injury Prevention and Research Center supports and expands the Madrina-Padrino Traffic Safety Project. The Madrina-Padrino Safety project is considered one of the few minority programs that combine the three priority program areas identified by NHTSA. The project incorporates characteristics delineated by culture-specific beliefs, customs, values, and traditions found within the Hispanic community while at the same time conveying the importance of adopting bicultural elements and strategies that promote and increase traffic safety among our most vulnerable of populations: adult males, newly arrived immigrants, and children. This poster will discuss the process of a community partnership to develop and enhance a culturally appropriate prevention model that incorporates symbols, concepts, and institutional delivery systems (family, religious symbolism, and community-based organizations) in order to raise awareness and enhance knowledge and understanding among the Hispanic community about traffic safety laws and norms in Texas regarding drinking and driving, child passenger safety, and safety belt use.

Poster Number 17

Neighborhood Pride and The Bicycle Safety Festival: A Multi-Faceted Approach to Injury Prevention/Education

Authors: Nichole Hodges, MPH,CHES; Kathy Cookman, BS, CSTR, CAISS – Injury Free Coalition for Kids of Columbs & Central Ohio

Since 2004, Columbus' Neighborhood Pride Bicycle Safety Festival has allowed Central Ohio ThinkFirst and the Injury Free Coalition For Kids of Columbus to provide injury prevention education, in the form of "ThinkFirst for Kids" and bicycle helmets to over 4,200 children in urban Columbus communities.

Poster Number 18

High School Focus Groups on Seat Belt Use, 2006

Authors: Beth Siddens, Tina Whitlow – Barren River District Health Department

This poster will present findings from 11 focus group interviews conducted in area high schools to learn more about teen seat belt behaviors and attitudes. Our observational surveillance indicates that teen and young adult drivers are the age group least likely to be buckled up on the road. Focus group interviews gave us valuable information for planning intervention activities across our eight county service area. We learned more about why teens buckle up, and why not, who influences this decision, and how to begin changing social norms. See the PowerPoint version on our website at www.barrenriverhealth.org.

Poster Number 19

RCL Project: An Initiative to Improve Traffic Safety in Georgia's Rural Communities

Authors: Carol P. Cotton, PhD; Allison Grimes, BS, OTR/L; Erin Kirkbride, BA, MA; Brook Snoddy, MPH; Stuart Fors, EdD; Wayd Walker, JD, Med – The University of Georgia, College of Public Health, Traffic Safety Research and Evaluation Group

The Regional Community Liaison (RCL) project is a three-year pilot project intended to address the issues of traffic safety data collection, maintenance and analysis at the local level statewide in Georgia. The goal of this project is to place RCLs throughout the state where they will act as a resource for local traffic safety professionals, assist in data collection and research and support funded traffic safety projects on the community. A standardized assessment was used to guide data collection in various regions around the state, ultimately leading to the assignment of a "Community Readiness" score for each region. Results show that each region is in a different state of readiness to change. These findings will be used to create individualized plans to address community concerns and to build on community strengths.

Poster Number 20

Advanced Street Name Sign Program

Authors: Thomas Washburn, PE, Pinnellas County; David Fechter, AICP, HNTB Corporation; Sergio Quevedo, PE, HNTB Corporation – HNTB Corporation

The Florida Department of Transportation (FDOT) Elder Road User Program countermeasures provide for better guidance along roadways, more legible signs and increased advance warning of upcoming traffic and roadway conditions. The Pineallas County Public Works Transportation Division identified McMullen-Booth Road (CR 611), a major north-south corridor with a significant crash history, for advanced street name signs at 19 signalized intersections, as a pilot program. Working with HNTB, Pinellas County will design and install the advanced street name signs, proven important in providing more decision time to the driver than overhead street name signs alone. Impact on traffic safety, including intersection crash analysis, will be analyzed both before and after installation.

Poster Number 21

Institutionalization of Evaluation in Georgia Highway Safety Programs

Authors: Carol Cotton, PhD; Kelli Magee BSFCS; Stu Fors, EdD; James Barlament, MA – The University of Georgia, College of Public Health, Traffic Safety Research and Evaluation Group

The objective of this poster is to demonstrate the effectiveness of traffic safety programs made possible by grants from the Georgia Governor's Office of Highway Safety (GOHS). It describes the three-year evaluation efforts of the Traffic Safety Research and Evaluation Group (TSREG) in assessing and documenting program outcomes for GOHS grantees. TSREG facilitates grantee success by closely monitoring program implementation through evaluability assessments, reviewing monthly program activity, and performing midpoint and final analyses of GOHS grantee data. This information is utilized by GOHS in each funding cycle. In FY 2005, GOHS at least partially met 66.7% of its goals through the collective effort of all of its grantees' programs, an increase of 24.2% from FY 2004.

Poster Number 22

Special Needs Resource Center

Author: Patrick Collier – Children's Hospital of Illinois

This is an informational poster outlining the use of Children's Hospital of Illinois Special Needs Program. It details how the program works as well as instructions for involvement.

Poster Number 23

Be a Buckle Buddy! 1-888-800-2642

Author: Chris Franciskovich – Children's Hospital of Illinois

The Be A Buckle Buddy! Line is a statewide toll-free number in Illinois that allows drivers to anonymously report unbuckled children. Reported drivers will receive a letter and information regarding child passenger safety laws. The hotline is a unique opportunity for several community organizations to pool resources to save lives.

Poster Number 24

Ten Minutes to Increasing Child Passenger Safety Law Enforcement

Authors: Jim Savage, Amy Teddy, Sue Matzick – Denver Metro Safe Kids

Learn how providing a 10-minute presentation and CPS law reference guides for traffic officers lead to an increase in CPS enforcement by Denver metro law enforcement agencies.

Poster Number 25

Tribal Enforcement-Based Injury Prevention

Authors: Joseph LaFramboise, Holly Billie – Indian Health Service

By effectively utilizing partnerships and combining the three Es: Environment, Enforcement, and Education, the Northern Ute Tribe of Utah succeeded in increasing adult and child restraint use and decreasing DUI-related crashes in two years.

Poster Number 26

Protecting Moms and the Fetus: A New Priority for Child Passenger Safety

Authors: Harold Weiss, Erin Sauber-Schatz – University of Pittsburgh Center for Injury Research and Control

About 3% of all live births in the United States are exposed in-utero to a police-reported crash. This means that at least 100,000 children each year are exposed to a motor-vehicle crash in the United States. Injuries due to motor vehicles are the number one cause of maternal death during pregnancy, hospitalized trauma during pregnancy and traumatic fetal injury mortality. Because the fetus takes on the risks of the mother and is susceptible to injuries and treatments that the mother receives, their injury and death rates may be much higher than children for many types of injury. Viewed as an injury problem, trauma during pregnancy becomes a leading cause of childhood injury. Maternal trauma should be addressed by passenger safety advocates because it is a leading cause of child injury and the long term impacts are just barely understood.

Poster Number 27

Minnesota Rural County Road Safety Audits

Author: Karen Sprattler – SRF Consulting Group

In 2005, 70% of Minnesota traffic fatalities occurred on rural roadways. In 2006, eleven primarily rural Minnesota counties were awarded state/federal funding to perform road safety audits (RSA) to improve the safety of these roadway systems. Road safety audits are an emerging safety strategy designed to involve all four E's: engineering, enforcement, education and emergency medical services in the analysis of and development of solutions to problem crash locations.

A blue ribbon on a badge indicates a first-time attendee

Poster Number 28

Using Best Practices to Increase Occupant Restraint Use in Ho-Chunk Communities

Authors: Nicole Thunder; Robert Letourneau, MPH – Ho-Chunk Nation & University of North Carolina

This presentation describes Ho-Chunk Nation's continuing efforts, using CDC funding provided to American Indian/Alaska Native Tribes. Formative evaluation activities including tribal member and law enforcement surveys to assess attitudes, knowledge, skills, and behaviors/practices regarding MV-safety have been conducted. To plan intervention activities to increase the use of seatbelts and child passenger safety seats among Ho-Chunk Tribal Members. Baseline seatbelt and child passenger safety seat use rates have also been identified and have shown an increase from year one to year two of the project. 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 ongoing community-wide education and awareness activities.

Poster Number 29

The Journey to Reduce Motor Vehicle Crash Injuries on the San Carlos Apache Reservation

Authors: Christine Reede, Alejandro Benally, Angela Johnson, Stephen Piontkowshi, Gordon Tsatoke, Lawrence Berger – San Carlos Tribal Police Department

The San Carlos Apache Motor Vehicle Injury Prevention Program, operated by the tribal police department and funded by CDC, sought to reduce injuries from MVCs using proven strategies: sobriety checkpoints, passing and enforcing a 0.08 BAC law and a new occupant protection law, and program marketing. After one year of operation DUI arrests increased 25% and crashes decreased 18%. Factors for success include community leadership, Tribal Council support, and extensive partnerships with local, state, federal and national entities.

Poster Number 30

Alcohol Impaired Driving Project

Author: Kathy Kendrick, MPH, CHES – County of Orange Health Care Agency, Alcohol and Drug Education and Prevention Team

The Alcohol Impaired Driving Project describes the steps in developing a grassroots community-based task force to reduce alcohol impaired driving problems in the community. The poster will provide a road map that includes assessing community readiness, developing a task force, implementing interventions and evaluating the impact of the project on the participants of the task force and the community. The participant will learn to: A. Describe the process of a community resource inventory; B. Establish, promote and maintain a localized community based task force; C. Develop a logic model for a localized community based impaired driving project; and D. Utilize evaluation tools to measure the impact of a task force intervention.

Poster Number 31

Excess Risk of Casualty Crashes Among Teen Drivers: Crash Types and Individual Characteristics

Authors: C. Raymond Bingham, Jean T. Shope – University of Michigan Transportation Research Institute

Michigan State Police crash records were used to compare casualty crash rates of the statewide Michigan populations of teen (ages 16-19 years) and adult drivers (ages 45-65 years) who crashed in 1989-1996 (1.4 million cases combined). Rate ratios comparing teens to adults from these statewide populations were calculated based on crash occurrence per 100,000 person miles driven. Excess risk was defined as a rate ratio for a specific crash type that significantly exceeded the rate ratio for all crashes involving teen drivers. Teens were at excess risk of casualty crashes occurring on the weekend (r.r.=2.90), during a maneuver (i.e., turning, backing, passing) (r.r.=3.19), when a passenger was present (r.r.=3.52), resulting from failure to yield (r.r.=4.0-8), occurring at night (r.r.-4.21) and involving a road departure (r.r.=7.65) or speeding (r.r.=11.18). The results of this research have implications for policy, legislation, and driver education. This study is funded by the National Institute on Alcohol Abuse and Alcoholism and the Centers for Disease Control and Prevention.

Poster Number 32

Utah's Drowsy Driver Campaign

Author: W. Scott Jones – Utah Department of Transportation

Utah has tried several ways to reduce run-off-the-road crashes caused by fatigued and drowsy driving. One of our most visible campaigns is a series of roadside signs intended to heighten driver awareness of this issue. We will show pictures of our highway signs and present statistics of crashes before and after installation of the signs. Drowsy driving campaign posters from other initiatives will also be on display.

Poster Number 33

Rethinking Injury: A Cognitive Developmental Approach to Creating Strategies

Authors: Christina Balioussis, Juan Pascual-Leone, Janice Johnson – York University

In this paper, Pascual-Leone's developmental theory of mental capacity in children serves as a model for applied injury prevention initiatives. Theory-guided task analysis is used to estimate the ages at which children may engage in various road activities safely. These claims are supported through existing literature.

Visit the exhibit hall for complimentary refreshment breaks

Poster Number 34

The College and University Drinking and Driving Prevention Awards Program: An Effort to Reduce Drinking and Driving on Campus

Authors: Steven Bloch, PhD; Barbara Ryan – Auto Club of Southern California, Center for College Health & Safety

Drinking and driving among college students remains a large and intractable problem. While researchers estimate that 1,717 college students die annually in alcohol-related incidents, nearly 80% were killed in drinking and driving crashes. In 1997, AAA affiliates and the national Higher Education Center/Center for College Health and Safety devised the Prevention Awards Program to promote development of innovative model drinking and driving programs, as well as alcohol prevention programs that can lead to reduced DUI/DWI. Over the past 10 years the program has operated in up to nine states and provided 41 college programs with awards and cash prizes. This poster will provide information about the types of programs that have been developed and instituted on campus, their effectiveness and limitations, and ways these programs could have been improved.

Poster Number 35

Blitz Poster Campaign – Marketing Safety for Students

Author: Keith Sims - Safe Campuses Now

This exhibit spotlights specific programmatic initiatives for students at the University of Georgia and Clarke Central High School, two of at least 32 schools in the northeast Georgia region that employ active Safe Campuses Now strategies to reach students with important safety messages. Approaching public health social marketing in a non-typical way, based on direct input from high school and college students, SCN created the Blitz Poster Campaign to increase awareness of various highway safety issues and create behavioral change in viewers. In a recent survey of high school juniors and seniors, about half responded that they had ridden in a car with drunk driver. After viewing Blitz posters about the dangers of riding with an impaired driver, 82% of the students indicated that they would not take this action again.

Poster Number 36

Mobile Versus Permanent Passenger Safety Stations

Authors: Magalie Thomas; Julia Belkowitz, MD; Gayane Stepanian, MA; Lyse Deus; Steve Dearwater, MS; Susan Uhlhorn, PhD; Maria Calvo; Leslie Jauregui, MS; Judy Schaechter, MD – Injury Free Coalition for Kids of Miami

A study was conducted to explore the impact of an intercultural mobile passenger safety program as compared to an intercultural permanent station in reaching families; and understand community practices in child passenger safety in a large rural-urban, culturally and linguistically diverse community.

Poster Number 37

The Over-40 Motorcyclist: A Comparison Between the "Returning Rider" and the "Enthusiast"

Author: Sherry Williams – Motorcycle Safety Foundation

This poster presentation looks at the characteristics of motorcycle riders in the 40 and over age group. This age group represents the largest segment of motorcycle owners and the fastest growing segment of fatal injuries on motorcycles in recent years. One subgroup of this over-40 group, "Returning Riders," may hold some promise for understanding this rise in fatalities. The Motorcycle Safety Foundation (in conjunction with Irwin Broh & Associates) conducted a survey in 2006 with a random sample of over 1,000 motorcycle owners in the U.S. using the National Family Opinion panel. Results from the survey are presented with emphasis on the characteristics of a "Returning Rider" (the rider experienced a significant time period without riding a motorcycle and then returned to the activity) compared to those of an "Enthusiast" or "Continuing Rider" (the rider has been riding consistently over the years).

Poster Number 38

Making It Click: Hospital and Community Together

Authors: Susan Laurence; Rebeccah Brown, MD; Crystal Ricketts, PhD – Cincinnati Children's Hospital Medical Center

This poster presentation demonstrates how a hospital can incorporate an in-house education program for physicians, nurses, and other staff. It also outlines a CRS distribution program for low income children and a loaner program for children that have special health care needs. The poster will highlight engaging the community in child passenger safety by partnering with community physicians, daycares, churches, social service agencies, Childbirth Education associations, and local businesses. It also describes our Fitting Station Program that has over 40 locations.

Poster Number 39

Safety Town...A fun, interactive way to teach children how to be safe.

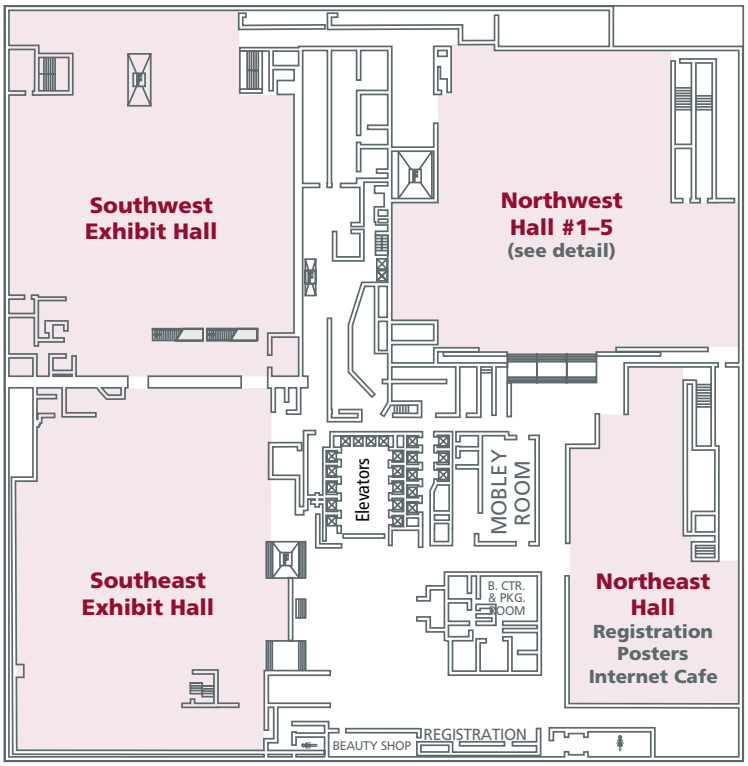
Author: Donna Grather, RN, BSN, CEN, PHRN – Lehigh Valley Hospital and Health Network

Safety Town is an interactive, child-sized town with safety messages scattered throughout. The town was constructed with the vision of having children begin at home and travel through a normal day in their lives; school, park and neighborhood while discussing what dangers they may encounter along the way.

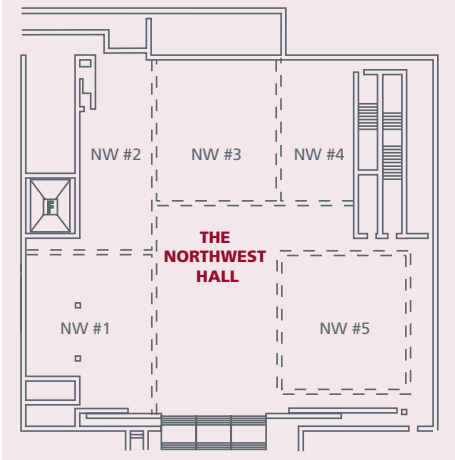
Please turn your cell phones off during sessions.

Hilton Chicago Floor Plans

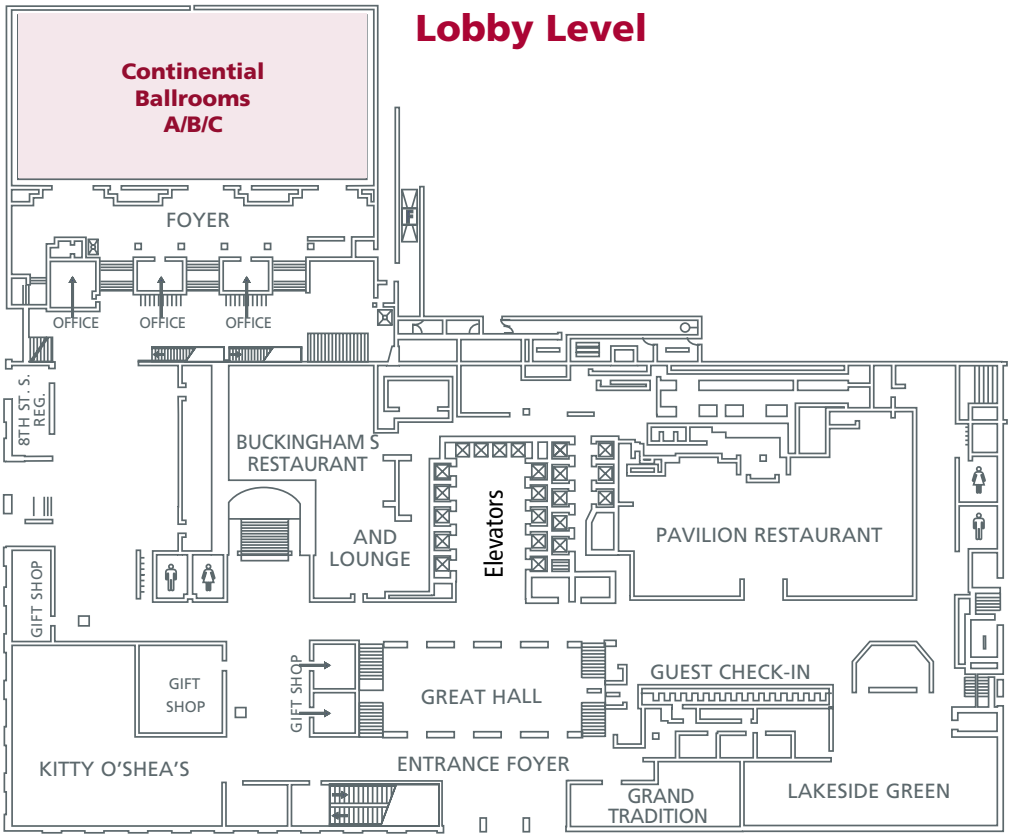
Lower Level



Northwest Hall Detail



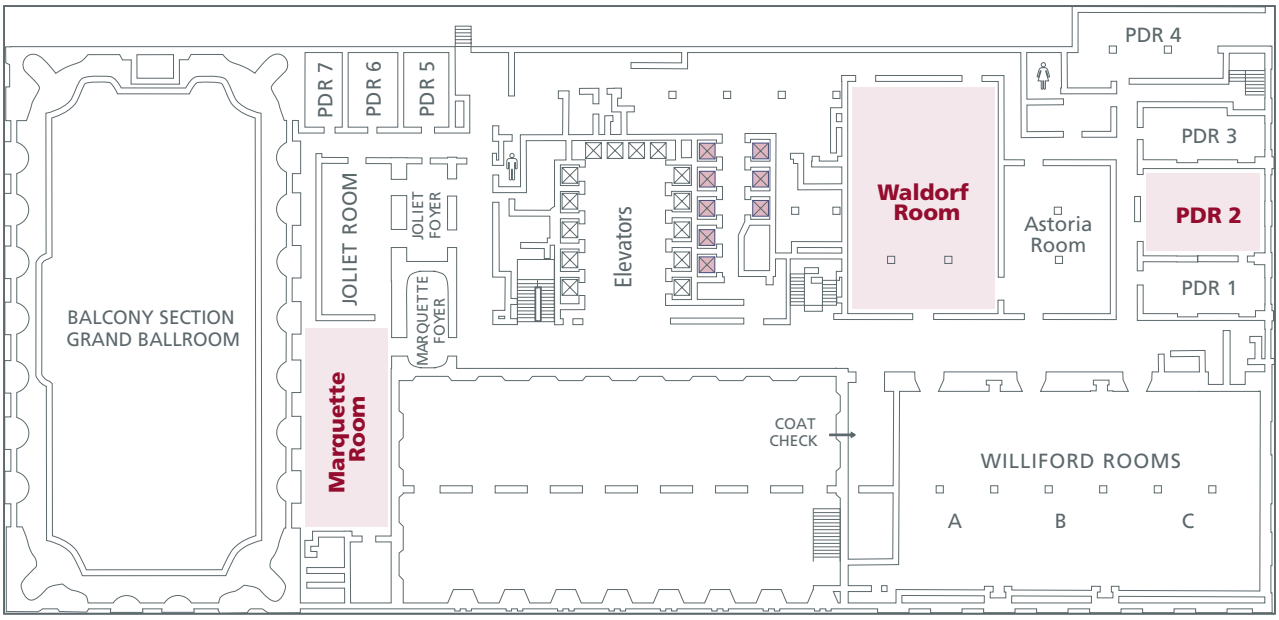
Lobby Level



Second Level

Access to the International Ballroom is via the escalator on the Lobby Level, near Continental Ballrooms.

Third Level



Chicago 2007 LIFESAVERS

ROAD SAFETY
IS NO ACCIDENT

Global Road Safety Week

April 23 – 29, 2007

Global Road Safety Week (GRSW) is an international collaborative effort designed to promote road traffic safety on the world stage. Hundreds of initiatives will take place around the world.

Why Create GRSW?

- Traffic fatalities are a growing problem worldwide. More than 1 million people are killed in traffic crashes each year. Moreover, the World Health Organization (WHO) projects that traffic fatalities will become the third leading cause of death and disability in the world by 2020.
- For more information on GRSW, go to: **www.who.int/roadsafety/en/**.
- The National Highway Traffic Safety Administration has developed template media materials for groups interested in linking their upcoming safety events to GRSW: **www.nhtsa.dot.gov**.