



LIFESAVERS CONFERENCE 2014

Nashville, Tennessee
April 26-29, 2014

LAW ENFORCEMENT LIAISONS

- × We **sell** Highway Safety
- × Identify Problem Areas
- × Organize Enforcement Activities
- × Organize Cooperative Efforts among LE



SELLING HIGHWAY SAFETY

- × Impaired Driving
- × Seatbelt Usage
- × Distracted Driving
- × Speed Enforcement
- × Motorcycle Safety
- × Pedestrian Safety
- × Child Passenger Safety

LEL'S MUST BE ACTIVE

- ✘ Networking with Law Enforcement
- ✘ Training LE personnel in Highway Safety Programs.
- ✘ Actively participating in HVE Events
- ✘ Organize and Participate in Press Events
- ✘ Facilitate POST Reporting Activity (Results)



NETWORKING LE AND ADVOCATES

- ✘ Regularly Scheduled meetings with LE
 - + Monthly Basis
- ✘ Regionally works best within states
 - + Can be coupled with Enforcement Event
 - + Can be coupled with Press Event
- ✘ Meal is served
 - + Quest Speaker with Highway Safety Message
- ✘ Identify Problem Areas and Enforcement Needs

LEL'S ACTIVE IN TRAINING COMPONENT

- ✘ All LEL's should have General Department Instructor Certification
- ✘ Close relationship with SFST, ARIDE and DRE State Coordinators.
- ✘ Radar Instructors
- ✘ Child Passenger Safety Coordinator
- ✘ Motorcycle Safety Coordinator

LEL'S CHAMPION LE CHALLENGE

- ✘ Coordinate State and National LE Challenge
 - + Puts Highway Safety in Forefront within agencies.



PRESS EVENTS

- ✘ Each Enforcement event should include a media element
 - + Press Event with host agency
 - + Ride-a-long during activity
- ✘ POST Event disclosing results

SOBRIETY CHECKPOINTS

- ✘ Pre-Selected Safe Locations
- ✘ Supporting Data
- ✘ 2 Week Media Notice
- ✘ Briefing Prior to Checkpoint
- ✘ Command and Control
- ✘ DRE's at Location
- ✘ POST Reporting



SPECIAL EVENTS

- ✘ Cumberland Crunch
 - + Cumberland Region LEL
 - + North to South State Line within Region
 - + Multiple Press Events in each community within
- ✘ Reporting out after 24 Saturation
- ✘ Multiple Checkpoints



HANDS ACROSS THE BORDER

- ✘ Joint Press Event with all Joining State
- ✘ Enforcement Activity in Respective States
- ✘ Kentucky, Mississippi, Alabama, Georgia, N. Carolina, Virginia, Arkansas and Missouri



BUILDING RELATIONSHIPS

- × LEL's should become a resource for Law Enforcement
- × Agency Visits
- × Point out Problems – Provide Solutions
- × Walk you Talk

CONTACT INFORMATION

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| <p><u>QUESTIONS</u></p> <p>???</p> |
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