Poster Dash
Here's your chance to interact directly with individuals who are doing cutting edge research, developing and implementing innovative practices, and exploring emerging issues that have the potential to save lives on our roadways. Learn what inspired them; it could be just what you need to help jump start that new initiative or program in your state or community. After the session, be sure to check out the poster display during the Opening Reception in the exhibit hall to continue the discussion and learn more.

We Know the Problem But How Do We Fix It? Overcoming Wrong-way Crashes
Wrong-way crashes account for only about 3% of crashes on high speed divided highways, but due to the fact that most are head-on events the result is more often death or serious injury to the vehicle occupants. While alcohol impaired drivers are more likely to be involved in these crashes, older drivers are over-represented as well. Learn about proven countermeasures being deployed to prevent these often horrific collisions including roadway design and signage, law enforcement intervention processes, and in-vehicle driver assist technologies to prevent impaired driving and notify drivers when traveling in the wrong direction.

Many Names, One Goal: Toward Zero Deaths
Many states and cities have adopted Toward Zero Deaths or Vision Zero goals that are supported by a framework of evidence-based engineering, enforcement, education and EMS strategies proven to reduce traffic crashes and save lives. But as U.S. traffic deaths climb, is zero truly achievable? Learn what is being done to advance the National Toward Zero Deaths initiative, get an inside look at North Carolina's efforts to plan and implement a Vision Zero program and how safety focused investigations are essential to reducing the yearly toll of roadway deaths and injuries.

A Critical Impasse: Overnight Delivery Demands Soar, Aging Infrastructure Crumbles, Roadway Fatalities Rise, What's the Solution?
President Trump's call for a renewed investment in our infrastructure is welcome news, particularly to the nation's truck drivers. The trucking industry, which we as consumers depend upon to deliver goods and services to our local stores, is impacted by crumbling roads and bridges, capacity issues, and safety concerns that are reaching a point of crisis. As we move into the autonomous transportation age, understanding these issues and the barriers to the future are essential. If we can't manage infrastructure maintenance and repair now, how will we make the advances necessary for our autonomous future and growing freight needs? A short excerpt from the compelling film "Be Prepared to Stop," will help set the stage for an interactive panel discussion that you don't want to miss.

Who You Gonna Call? Emergency Medical Services, That's Who
Traffic incidents are the leading cause of on the job fatalities for emergency medical service (EMS) workers. As technology advances to improve roadway safety, learn how to use the latest systems to ensure better outcomes for both EMS workers and roadway crash victims, discuss trending issues including care of the pediatric patient, and explore how the updated EMS agenda will help to transition EMS for the future and help to reach the goal of zero fatalities.

What Happens When the Driver Is a Robot? Autonomous Vehicles, Human Behavior & Safety
As we anticipate the future safety benefits of autonomous vehicles, the interim years from now to complete public deployment will present many challenges such as interactions between partially autonomous, fully autonomous and manually driven vehicles, the technology overcoming human behaviors that don't necessary follow logic, unintended interactions with the safety technology such as can occur when law enforcement work the crash scene of an autonomous vehicle, and the actions that states must take to prepare for the age of driverless vehicles. Explore these issues and more with a panel of experts who are carefully monitoring this daily changing landscape.

A Public Health Perspective on Preventing Motor Vehicle Crash Deaths
The Centers for Disease Control and Prevention (CDC) have declared motor vehicle crashes a winnable public health battle. But in 2013, the CDC reported that the U.S. crash death rate was more than twice that of other high-income countries. With U.S. traffic fatalities and injuries on the rise, what can we learn from public health professionals who are working around the world to end this preventable form of death? Join with advocates and public health leaders to discuss the issues, gain a global perspective and learn about effective prevention measures that are applicable in your own community.

Toward Zero Deaths: Beyond Campaign Slogans to Action on the Ground
A future with zero crash deaths, is only achievable if we enact and enforce strong traffic safety laws, make infrastructure improvements, invest in safety technology, and change the social norm so that safety is everyone's priority. As states push ahead with measures that exacerbate the growing number of traffic fatalities, such as speed limit increases and marijuana legalization, leveraging the best data and all available safety tools and resources is critical. Learn what is needed to ensure TZD is implemented, which tools generate the best return when it comes to preventing crashes and changing behavior, and how one state is effectively mobilizing to get to zero.

Community-Based Transportation Safety Initiatives from Cradle to Grave
They say it takes a village to raise a child, but can the same be said for changing the social norm so safety is priority one? Learn how one community's roadway tragedy motivated safety professionals and citizens to work collaboratively to improve safety for all roadway users. Coalition leaders and law enforcement representatives will share what they did and learned to address the traffic safety problems in their community. You'll be armed with templates, timelines, budgets, policies, and procedures that you can use to implement a similar movement in your own community.