



National Conference on Highway Safety Priorities

LIFESAVERS

CONFERENCE PROGRAM

Charlotte, North Carolina • March 26-28, 2017

EDUCATION | TRAINING | NETWORKING | EXHIBITS

This Program Belongs to:



www.lifesaversconference.org

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MARK YOUR CALENDAR FOR THESE FUTURE LIFESAVERS CONFERENCES:

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San Antonio, TX

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April 25 - 27
Long Beach, CA

Long Beach Convention Center

2022

March 13-15
Chicago, IL

Hyatt Regency Hotel



Thank you...

to the following organizations and their staff members (wearing a Lifesavers lapel pin) that guide the conference planning process:

- ★ AAA
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- ★ SADD, Inc.
- ★ Safe Kids Worldwide
- ★ Safe States Alliance
- ★ The Children's Hospital of Philadelphia

FYI CPS CEUs

There is an opportunity to earn 7.5 hours of CPS technical continuing education units (CEUs) at this year's conference.

A passport will be provided at the conference. The passport is kept by the technician so s/he can provide it if selected for a CEU audit at time of recertification. Attendees must stay for the entire workshop and have their passport stamped on the way out (not more than 10 minutes remaining).

"Passports" are available in the two Child Restraint Manufacturers Latest Technology workshops held on Sunday. Technicians keep their passport so they can provide it if selected for a CEU audit at time of recertification.

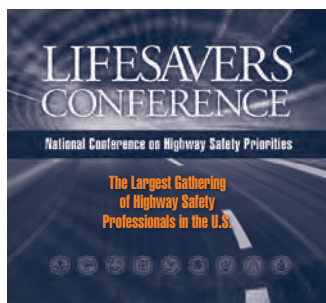
Replacement passports will not be available.

An additional CEU is earned by visiting selected exhibitors in the Exhibit Hall to have the passport stamped.

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For iPhone and Android devices, visit your App Store or Google Play on your device and search for "Lifesavers Conferences." If you downloaded our app last year, remove it and download the new 2017 app.

Mobile App Help Desk

Visit the help desk located at registration for any questions you have on using the app.

Rate the Speakers

Rate the speakers in each workshop session using the Lifesavers mobile app.

Or just scan the QR Code:





Roy Cooper, Governor
State of North Carolina

February 1, 2017

On behalf of the State of North Carolina, I want to welcome you to the 2017 Lifesavers National Conference on Highway Safety Priorities.

Reducing the number of fatalities and injuries on our state's roadways is a goal we share. I know the information you and your fellow professionals will gain from this conference's workshops, seminars, and expert panelists will further that goal both here and across the country.

During your visit, I encourage you to take advantage of the Queen City's historical, cultural, and culinary resources. Charlotte strives to keep every visitor entertained with a wide array of attractions, including the Mint Museum, the Harvey B. Gantt Center, the Charlotte Museum of History, and the NASCAR Hall of Fame.

Thank you for all you do to keep our roadways and our residents safe. Best wishes for an informative and successful conference.

Sincerely,

A handwritten signature in black ink, appearing to read "Roy Cooper".

Roy Cooper

Location: The State Capitol Building, Raleigh, N. C.
Mailing Address: 20301 Mail Service Center, Raleigh, N. C. 27699-0301

2017 Traffic Safety Scholars Program: Help Us Engage With the Next Generation of Traffic Safety Professionals



Do you know an undergraduate or graduate student who may be interested in learning about or pursuing a career in traffic safety? The 2018 Traffic Safety Scholars Program will award scholarships of up to \$1,000 to undergraduate and graduate students to help defray the cost of attending the Lifesavers Conference April 26-28 in San Antonio, Texas. Students will not only learn about highway safety issues from leading experts, but also network with the largest gathering of highway safety professionals anywhere in the country.

To be eligible for a scholarship, a student must be enrolled on a full- or part-time basis at an accredited college or university during the 2017-18 academic year in any field of study. Applications are judged on the basis of completeness and an essay addressing a traffic safety topic. Priority will be given to students who submit poster presentations to the Lifesavers Conference discussing highway safety research initiatives.

Help us get the word out about the Traffic Safety Scholars Program by sharing this information with your college and university contacts. Direct them to the Lifesavers website at www.lifesaversconference.org where they can learn more about the program and access the link to the 2018 scholarship application this fall.

PROGRAM AT A GLANCE & EXHIBIT HOURS

TIME	EVENT	LOCATION
Saturday, March 25		
11:00am – 6:00pm	Registration Open	Concourse A
12:00pm – 6:00pm	Exhibit and Poster Setup	Exhibit Hall B
5:30pm – 6:30pm	Traffic Safety Scholars Orientation/Reception	Rm 217A
Preconference Workshops (<i>pre-registration required</i>):		
9:00am – 1:00pm	Large Truck & Bus Enforcement Training (LT&BET) “Train the Trainer” Course	Rm 213B/C
1:00pm – 3:30pm	Crash Course Road Trip	Rm 217A
1:00pm – 5:00pm	BIA-Indian Highway Safety FY2018 Grants Writing Training	Rm 213A
2:00pm – 4:00pm	Safe Systems and the U.S. Road Assessment Program (usRAP)	Rm 213D
Additional Event:		
10:00am – 3:00pm	LEL Networking Meeting (invitation only)	Rm 217BC
Sunday, March 26		
7:30am – 5:30pm	Registration Open	Concourse A
7:30am – 12:00pm	Exhibit and Poster Setup	Exhibit Hall B
8:30am – 10:15am	Opening Plenary	Crown Ballroom
10:30am – 12:00pm	1st Workshop Session	
12:00pm – 6:00pm	Exhibit Hall Open	Exhibit Hall B
12:00pm – 1:30pm	Lunch & Networking	Exhibit Hall B
1:30pm – 3:00pm	2nd Workshop Session	
3:00pm – 3:30pm	Complimentary Refreshments & Networking	Exhibit Hall B
3:45pm – 4:45pm	3rd Workshop Session (one-hour session)	
5:00pm – 6:00pm	Welcome Reception and Poster Presentations	Exhibit Hall B
Additional Events:		
6:00pm – 8:30pm	DAX User Group	Rm 208A
6:15pm-8:30pm	True Stories Behind the Headlines - TO THE MOON AND BACK	Rm 211/212
Monday, March 27		
7:30am – 5:00pm	Registration Open	Concourse A
8:00am – 4:30pm	Exhibit Hall Open (closed during Awards Luncheon)	Exhibit Hall B
8:00am – 8:45am	Continental Breakfast in Exhibit Hall	Exhibit Hall B
9:00am – 10:30am	4th Workshop Session	
10:30am – 10:45am	Break	
10:45am – 12:15pm	5th Workshop Session	
12:30pm – 2:00pm	Public Service Awards Luncheon	Crown Ballroom
2:15pm – 3:45pm	6th Workshop Session	
3:45pm – 4:15pm	Traffic Safety Scholars Debriefing	Rm 217A
3:45pm – 4:30pm	Complimentary Refreshments and Networking	Exhibit Hall B
4:30pm	Exhibitor Move out	
4:45pm – 6:45pm	NASCAR Hall of Fame Museum Event	NASCAR Museum
Additional Event:		
6:30pm – 8:00pm	Aging Road Users Safety Networking Meeting	Rm 208A
Tuesday, March 28		
8:30am – 1:00pm	Registration Open	Concourse A
9:00am – 10:30am	7th Workshop Session	
10:30am – 10:45am	Break	
10:45am – 12:15pm	8th Workshop Session	
12:15pm – 1:30pm	Closing Plenary Luncheon	Crown Ballroom



Charlotte Convention Center complimentary WiFi is available in all public space, meeting rooms and ballrooms. To access WiFi in the Exhibit hall, connect to “Lifesavers Exhibits.” When exiting the Exhibit Hall, you will need to reconnect to the convention center WiFi.

Disclaimer: Attending, sponsoring, speaking or exhibiting at the Lifesavers Conference on Highway Safety Priorities does not imply endorsement by Lifesavers Conference, Inc., its Board of Directors, or the Lifesavers Planning Committee.

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Look for **Lifesavers Planning Committee** members wearing a Lifesavers lapel pin. The list of committee members is on page 1.



LIFESAVERS 2017 PROGRAM

Saturday, March 25

Registration Open

11:00am - 6:00pm • Concourse A

Exhibit and Poster Setup

12:00pm - 6:00pm • Exhibit Hall B

Preconference Workshops

These meetings are being held in conjunction with the conference. *Pre-registration is required; there is no on-site registration.*

Friday, March 24

Safe Travel for All Children: Transporting Children with Special Healthcare Needs

8:00am - 5:00pm Children and Family Services Building
601 E 5th St, Charlotte, NC

Large Truck & Bus Enforcement Training (LT&BET) "Train the Trainer" Course

9:00am - 1:00pm Rm 213B/C

Crash Course Road Trip (2 CEUs offered)

1:00pm - 3:30pm Rm 217A

Saturday, March 25

Safe Travel for All Children: Transporting Children with Special Healthcare Needs

8:00am - 5:00pm Children and Family Services Building
601 E 5th St, Charlotte, NC

BIA-Indian Highway Safety FY2018 Grants Writing Training

1:00pm - 5:00pm Rm 213A

Safe Systems and the U.S. Road Assessment Program (usRAP)

2:00pm - 4:00pm Rm 213D

Additional Events

LEL Networking Meeting (invitation only)

Saturday, 10:00am - 3:00pm Rm 217BC

True Stories Behind the Headlines - TO THE MOON AND BACK

Sunday, 6:15pm - 8:30pm Rm 211/212

DAX User Group

Sunday, 6:00pm - 8:30pm Rm 208A

Aging Road Users Safety Networking Meeting

Monday, 6:30pm-8:00pm Rm 208A

Sunday, March 26

Registration Open

7:30am - 5:30pm • Concourse A

Exhibit and Poster Setup

7:30am - 12:00pm • Exhibit Hall B



Wear Your Name Badge

Your name badge will be required to enter the exhibit hall.

OPENING PLENARY

8:30am - 10:15am • Crown Ballroom



A Tribute to Those We've Lost

Master of Ceremonies

Stephanie Shaw, Safety Advocate, National Transportation Safety Board, Washington, DC

Presentation of Colors/National Anthem

NC State Highway Patrol Troop H Honor Guard
Brunswick County Sheriff's Office Quartet

Welcome to North Carolina

Don Nail, Director, Governor's Highway Safety Program, NC Department of Transportation, Raleigh, NC

James H. Trogdon, III, Transportation Secretary, NC Department of Transportation, Raleigh, NC

Mission Moment

Richard Leotta, Olney, MD

Reversing the Numbers, an Expert Panel Discussion

Moderator: **Dr. David Harkey**, Director, University of North Carolina, Highway Safety Research Center, Chapel Hill, NC

Panelists:

Angela Brown, Program Manager, Tennessee Child Passenger Safety Center, Meharry Medical College, Nashville, TN

Brian Latouf, Executive Director of Global Safety Field Investigations, General Motors, Warren, MI

Richard Retting, National Practice Leader for Safety & Research, Sam Schwartz Engineering, Arlington, VA

Colonial Tracy Trott, Tennessee Highway Patrol, Nashville, TN

Jana Simpler, Chairman, Governors Highway Safety Association and Director, Delaware Office of Highway Safety, Dover, DE

Sunday, March 26

10:30AM - 12:00PM

1ST WORKSHOP SESSION

 Pedestrian/Bicycle Safety  Criminal Justice/Law Enforcement

Saving Lives & Engaging the Public through Pedestrian Enforcement

Sunday • 10:30am - 12:00pm

208A West

Pedestrian deaths in the U.S. surged 10% in 2015, making enforcement of pedestrian safety laws more critical than ever. Not only will regular enforcement prevent crashes and the resulting injuries and fatalities, but it also presents an opportunity for community engagement. Identifying the appropriate locations for focused and highly visible enforcement of unsafe behaviors coupled with public education is a proven strategy for changing behavior, but what's known about how to maximize the impact of this strategy when it comes to pedestrian safety? Learn about local pedestrian safety enforcement and education programs that are improving driver and pedestrian crossing behaviors and what it takes to replicate the results and engage the public in effective and rewarding ways in your own community.

Moderator:

Don Nail, Director, Governor's Highway Safety Program, NC Department of Transportation, Raleigh, NC

Speakers:

Nancy Pullen-Seufert, MPH, Sr. Research Associate, UNC Highway Safety Research Center, Chapel Hill, NC

Sgt. Brian Massengill, Durham Police Department, Durham, NC

Laura Sandt, PhD, Sr. Research Associate, UNC Highway Safety Research Center, Chapel Hill, NC

 All Tracks

Many Names, One Goal: Toward Zero Deaths

Sunday • 10:30am - 12:00pm

208B West

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 about the role of highway safety plans, safety citizenship and safety focused investigations to get us on the Road to Zero.

Moderator:

Jane Terry, Director of Government Affairs, National Safety Council, Washington, DC

Speakers:

Kari Finley, PhD, Sr. Research Scientist, MT State University, Cody, WY

Donald Karol, National Resource Specialist, National Transportation Safety Board, Washington, DC

Thomas Gianni, Chief, MD Highway Safety Office, Glen Burnie, MD

 Older Drivers  Criminal Justice/Law Enforcement

Transportation & Aging: What Community Stakeholders Need to Know

Sunday • 10:30am - 12:00pm

209/210 West

Issues of safe transportation for older adults are multifaceted, and multiple perspectives must be sought if significant progress is to be made in the next decade as baby-boomers continue to age. Law enforcement, health care and senior services providers, and family members each play a major role in how long we can continue to drive safely. Understanding these roles is the first step to fulfilling them. Delve into the driver preparedness, enforcement, counseling, documentation, driving cessation, as well as stakeholder training content that benefits each group.

Moderator:

Kassie Campbell, RN, BSN, Nurse Clinician, Injury Prevention/Trauma Outreach Coordinator, University of MO Health Care, Columbia, MO

Speakers:

Jon Antin, PhD, CHFP, Director, Center for Vulnerable Road User Safety, VA Tech Transportation Institute, Blacksburg, VA

Joseph Colella, CPSTI, Program Consultant, Traffic Safety Projects, Beaufort, SC

 All Tracks

Driver Assistance Technologies: What Are They & Will They Help Me Be a Safer Driver?

Sunday • 10:30am - 12:00pm

211/212 East

Advanced technologies used to be accessible only to those who could afford luxury cars, but that's not the case anymore. As more passenger cars are equipped with driver assistance technologies, understanding what they are and how they work is essential. Learn about new consumer education programs that take the mystery out of technology (regardless of the vehicle), what automakers are doing to make systems intuitive and easy to use, and whether purchasing a car with advanced technologies makes economic sense.

Moderator:

Jessica Jermakian, DSc, Sr. Research Engineer, Insurance Institute for Highway Safety, Arlington, VA

Speakers:

Alex Epstein, MPPM/MBA, Sr. Director, Digital Strategy & Content, National Safety Council, Itasca, IL

David Kidd, PhD, Sr. Research Scientist, Insurance Institute for Highway Safety, Arlington, VA

John Capp, Director, Global Vehicle Safety, Global Vehicle Engineering, General Motors, Warren, MI

Corey Harper, Research Assistant, Carnegie Mellon University, Pittsburgh, PA

 All Tracks

Social Media Part 1: Getting Started

Sunday • 10:30am - 12:00pm

213A East

Need help demystifying the world of social media? Learn what platforms are available and who uses them, how various accounts work, what people mean when they say "tweet" and "hashtag," tips for managing your accounts on a weekly basis, tricks for posting messages from your mobile device, advice for creating social media policies that protect your organization, and where to focus your limited resources so you get the best return on investment.

Moderator:

Lucia Sanchez, Social Media Manager, NHTSA, Washington, DC

Speakers:

Stephen Mann, Social Media Coordinator, NC DOT, Raleigh, NC

Patrick Wells, Sr. Social Media Manager, The Tombras Group, Knoxville, TN

Lt. Bill Miller, Public Information Officer, TN Highway Patrol, Nashville, TN

 Motorcycle Safety  Criminal Justice/Law Enforcement  Communications

Using New Research to Understand & Address Motorcyclist Behavior, Attitudes & Crashes

Sunday • 10:30am - 12:00pm

213BC East

It's been nearly four decades since the Hurt Study revealed factors associated with motorcyclist crashes, but two recent studies are shedding new light on the discussion. Learn what has and hasn't changed. Discover factors associated with crashes, plus how the results of a naturalistic study of motorcycle riders can lead to the development or improvement of countermeasures to reduce fatalities. Wondering how to engage motorcyclists in your state? Find out what they're thinking by examining survey results of North Carolina riders that describe their riding experience and reveal their perspectives on helmets, helmet laws and protective gear.

Moderator:

Robert Foss, PhD, Director, Center for the Study of Young Drivers, UNC at Chapel Hill, Chapel Hill, NC

Speakers:

Vicki Williams, MS, CPE, Human Factors Engineer, VA Tech Transportation Institute, Blacksburg, VA

Bevan Kirley, Research Associate, UNC Highway Safety Research Center, Chapel Hill, NC

Carol Tan, PhD, Team Leader, Safety Data & Analysis, FHWA, McLean, VA

Teen Traffic Safety Criminal Justice/Law Enforcement Communications

Leveraging the Youth Voice to Promote Teen Traffic Safety

Sunday • 10:30am – 12:00pm **213D East**

Want to make inroads in traffic safety? Try enlisting teens to help. Learn how youth are using their voice to increase their peers' traffic safety knowledge and advocate for safer travel for all road users. You will see youth leadership in action and connect with national youth organizations that are in your community.

Moderator:

Kirtana Choragudi, National Student of the Year, SADD, Marlborough, MA

Speakers:

Sean Clarke, Advisor, NOYS, Casa Grande, AZ

Alex Lehman, Student, Chaparral High School DECA, Parker, CO

Jelani Holloway, Chapter Member, FCCLA, Charlotte, NC

Akecia Robinson, Chapter Member, FCCLA, Charlotte, NC

Criminal Justice/Law Enforcement Impaired Driving Teen Traffic Safety

Looking Past the Obvious: Staying Ahead of Changing Drug Trends

Sunday • 10:30am – 12:00pm **217A East**

Standard drug trends are evolving at a rapid pace. These trends include: drug lacing, overdoses and potency to drug based events, stash compartments, bumper stickers, consumption methods, designer identifiers and products (like clothing), and even partnerships within the drug culture. Do you know what to look for? Don't miss this opportunity to learn from the "Tall Cop" who will help you navigate this quickly evolving landscape so you're a step ahead when it comes to identifying and addressing drugs in your community.

Moderator:

Jennifer Knudsen, Esq., Traffic Safety Resource Prosecutor, CO District Attorneys' Council, Denver, CO

Speaker:

Officer Jermaine Galloway, Tall Cop Says Stop, Boise, ID

Impaired Driving Criminal Justice/Law Enforcement

Understanding & Overcoming Impaired Driving Challenges Facing Law Enforcement

Sunday • 10:30am – 12:00pm **217BC East**

Law enforcement's job is harder than ever with drunk and drugged driving presenting unique challenges you may not be aware of. A DUI arrest, for example, is time-intensive, resulting in a great deal of paperwork, and involves technical police work. Drugged driving has its own issues, including the challenge of determining impairment at roadside and the need for specialized officer training. Explore these and other challenges to gain a better understanding of the difficulties facing law enforcement and strategies to overcome them.

Moderator:

Ron Replegle, Colonel (Ret.), MO State Highway Patrol; National Law Enforcement Initiatives Manager, MADD, Irving, TX

Speakers:

Trooper Donald Pridgen, DRE, SFST/DWI Instructor, General Instructor, Troop B DWI Task Force, NC State Highway Patrol, Wilmington, NC

Officer Jonathan Cerdan, Charlotte-Mecklenburg Police Department, Belmont, NC

Sgt. Chris Bradford, DRE/SFST/Criminal Justice General Instructor, DWI Enforcement Unit, Raleigh Police Department, Raleigh, NC

Doug Edwards, J.D., Assistant District Attorney, Buncombe County District Attorney's Office, Asheville, NC

Occupant Protection for Children

CPS & Vehicle Manufacturers Latest Technology: Part 1

Sunday • 10:30am – 12:00pm **217D East**

This dynamic session provides you the opportunity to hear from a variety of child restraint manufacturers, large and small, as they showcase the newest car seats, changes to established products and the latest injury prevention technology. Also, learn about the newest vehicle technology from automotive manufacturer(s) and how it works to keep occupants safe. Visit each of their exhibit booths during the conference and you'll earn 1.5 CEUs.

Moderator:

Carole Guzzetta, Highway Safety Specialist, NHTSA, Washington, DC

Speakers:

Courtney Barry, CPSTI, Child Passenger Safety Advocate, Chicco USA, Lancaster, PA

Bruno Digennero, Safety & Compliance Programs Manager, Volvo Cars, USA LLC, Rockleigh, NJ

Sarah Haverstick, CPSTI, Safety Advocate, Goodbaby International, Miamisburg, OH

Carol Helminski, Marketing, Car Seats & Communications, Graco Children's Products, A Newell Brands Company, Bonita Springs, FL

Allana Pinkerton, CPSI, Global Safety Advocate, Diono, LLC, Sumner, WA

Sarah Tilton, CPSTI, Child Passenger Safety Advocacy Manager, Britax Child Safety, Inc., Fort Mill, SC

Bob Wall, CPSTI, Global Advocate, Nuna Baby Essentials, Washington, DC

Distracted Driving

Capitalizing on New Research to Bolster Your Distracted Driving Efforts

Sunday • 10:30am – 12:00pm **218/219 East**

The nation's leading experts will share their latest research findings and discuss the ongoing challenges of investigating inattentive drivers. Learn how you can use these results to bolster your public outreach, education and/or advocacy initiatives so you move the needle in the right direction when it comes to preventing distracted driving crashes.

Moderator:

Jessica Cicchino, Vice President, Research, Insurance Institute for Highway Safety, Arlington, VA

Speakers:

Charlie Klauer, PhD, Lead, Teen Risk & Injury Prevention Group, VA Tech Transportation Institute, Blacksburg, VA

Jacob Nelson, MPH, MPP, Director, Traffic Safety Advocacy & Research, AAA National, Washington, DC

J. Stephen Higgins, PhD, Research Psychologist, NHTSA, Washington, DC

Kristie Johnson, PhD, Research Psychologist, Behavioral Research Division, NHTSA, Washington, DC



On Monday, March 27, during the Public Service Awards Luncheon, we will honor people and organizations who exemplify the highest standards of achievement in the field of traffic safety. The honorees are outstanding representatives of thousands who tirelessly give of their time, talents and energy to make travel safer.



12:00pm - 1:30pm
Exhibit Hall B



Lunch

Come to the exhibit hall, grab lunch and visit over 100 exhibitors to learn about the newest offerings in highway safety!
Be sure to check the Winner's Board, located near the exhibit hall entrance, before the hall closes at 4:30pm on Monday to see if you won one of the many exhibitor drawings!

1:30PM - 3:00PM

2ND WORKSHOP SESSION

Pedestrian/Bicycle Safety Communications

It Takes a Community to Make Walking & Biking Safe

Sunday • 1:30pm - 3:00pm **208A West**

Biking and walking are back in style! After a half-century where communities sought to attract investment by being more accommodating to cars, many communities now see an economic future in providing safe and attractive places to walk and bike. These efforts are leveraging branded initiatives such as Bicycle Friendly Community, WalkJPs, Walkscore, and the Mayors' Challenge for Safer People, Safer Streets to galvanize inter-disciplinary approaches to safety and economic development. Learn how traffic safety has become a core issue for economic development in many communities and the impact that dynamic is having on safe walking and biking.

Moderator:

Shelli Stephens-Stidham, MPA, Director, Injury Prevention Center of Greater Dallas, Dallas, TX

Speakers:

- Seth LaJeunesse, CAGS, MCRP**, Research Associate, UNC Highway Safety Research Center, Chapel Hill, NC
- Laura Cerutti**, Project Manager, TransOptions, Cedar Knolls, NJ
- Kelly Mezzapelle, AICP**, Planner, City of Myrtle Beach, Myrtle Beach, SC
- Rolf Eisinger**, Bicycle & Pedestrian Coordinator, Louisville Metro Government, Louisville, KY

Other Highway Safety Priorities Criminal Justice/Law Enforcement Communications

Toward Zero Deaths: Beyond Campaign Slogans to Action on the Ground

Sunday • 1:30pm - 3:00pm **208B West**

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 Toward Zero Deaths is implemented, which tools generate the best return when it comes to preventing crashes and changing behavior, and how one state is effectively using its data to get to zero.

Moderator:

Pam Shadel Fischer, MLPA, CPST, Principal, Pam Fischer Consulting, Hackettstown, NJ

Speakers:

- Jessica Cicchino**, Vice President, Research, Insurance Institute for Highway Safety, Arlington, VA
- Richard Retting, M.S., FITE**, National Practice Leader for Safety & Research, Sam Schwartz Consulting, Arlington, VA
- Burke Foley**, Research Associate, Geospatial Analytics & Decision Management Group (GADA), Institute for Transportation Research & Education (ITRE), NC State University, Raleigh, NC

Older Drivers Criminal Justice/Law Enforcement

Safe at Every Age: Driving Longer Safely

Sunday • 1:30pm - 3:00pm **209/210 West**

We are living longer and staying more active than past generations. Since driving is the primary form of transportation for most older Americans and conditions that can impair safe driving as we age become more common, programs that help to assess, educate and accommodate older drivers are more important than ever before. Explore the research, programs, and tools that can keep older drivers safe on the road by equipping stakeholders in older driver transportation with the needed resources.

Moderator:

Anita Lorz Villagrana, Manager, Community Affairs & Traffic Safety, Automobile Club of Southern California, Costa Mesa, CA

Speakers:

- Kassie Campbell, RN, BSN**, Nurse Clinician, Injury Prevention/Trauma Outreach Coordinator, University of MO Health Care, Columbia, MO
- Rhonda Shah**, Manager, Traffic Safety Advocacy & Community Impact, AAA Public Affairs, Heathrow, FL

Adult Occupant Protection/Vehicle Technology Communications

Criminal Justice/Law Enforcement Teen Traffic Safety

New Tactics for Compelling Hardliners to Buckle Up

Sunday • 1:30pm - 3:00pm **211/212 East**

Belt use in all seating positions, all the time, is a shared goal, but many people still aren't buckling up in the back seat. Learn about the latest research on seat belt use in the rear seat including what the data tell us about the extent of the problem, attitudes and awareness about the importance of belt use regardless of seating position, and why adopting rear seat belt laws is beneficial.

Moderator:

Raj Subramanian, Division Chief, Mathematical Analysis Division, National Center for Statistics & Analysis, NHTSA, Washington, DC

Speakers:

- Alec Slatky**, Policy & Regulatory Affairs Liaison, AAA Northeast, Garden City, NY
- Jessica Jermakian, DSc**, Sr. Research Engineer, Insurance Institute for Highway Safety, Arlington, VA
- Holly Billie, MPH**, Injury Prevention Specialist, Centers for Disease Control & Prevention, Atlanta, GA

All Tracks

Social Media Part 2: Taking Your Program to the Next Level

Sunday • 1:30pm - 3:00pm **213A East**

If you and your organization have figured out the basics of Facebook and Twitter and are ready to "up" your social media game, join in this social media deep dive! Learn how to use videos and where to find free online tools to edit and polish them; how to broadcast events using Facebook Live; strategies and tips for making Twitter chats more effective; how to use Snapchat filters and why they're important; and strategies for reaching out to and leveraging social media influencers.

Moderator:

Amadie Hart, Communications Consultant, Governors Highway Safety Association, Washington, DC

Speakers:

- Dorene Ocamb, Esq., Sr.** Director of Integrated Marketing, MADD, Irving, TX
- Eric Bruner**, Director, External Communications, Michelin North America, Greenville, SC
- Sam Cole, MPA**, Communications Manager, Traffic Safety, CO DOT, Denver, CO

Tweet with us! Lifesavers Planning Committee members will be tweeting throughout the conference. Join in the conversation by using the hashtag #Lifesavers2017



 Motorcycle Safety  Criminal Justice/Law Enforcement

Motor Officers: Bridging the Gap between Enthusiasts & Enforcers

Sunday • 1:30pm – 3:00pm

213BC

Motorcycle officers bring a unique perspective to riding. They're highly trained, widely respected by motorcycle enthusiasts, and effective ambassadors for motorcycle safety. Training programs conducted by certified motorcycle officers are popular and offer a different approach to rider training. Learn about programs in California and North Carolina where motor officers share techniques and perspectives to improve riders' skills. Discover how a Colorado program gets inside the rider's head by addressing the psychology of riding. Of course, these motor officers are enforcers, too. Explore promising practices for safely and effectively conducting motorcycle traffic stops, rider outreach, and strategies and techniques for reducing unsafe riding behaviors with the goal of ensuring the safety of both the officer and the motorcyclist.

Moderator:

David Ennis, Highway Safety Specialist, NHTSA, Washington, DC

Speakers:

Lt. Ti Goetz, Traffic Bureau Commander, Hawthorne Police Department, Hawthorne, CA

Officer Ed Nolte, Aurora Police Department/Motorcycle Enforcement Team, Aurora, CO

Lt. Edward Schreier, Worcester County Sheriff's Office Motor Unit Commander, Worcester County Sheriff's Office, Snow Hill, MD

Sgt. Billy Zerby, Regional Bike Safe NC Coordinator, New Bern Police Department, New Bern, NC

 Teen Traffic Safety  Criminal Justice/Law Enforcement

 Impaired Driving  Communications

The Night Is Dark & Full of Terrors: Teens & Nighttime Driving Risks

Sunday • 1:30pm – 3:00pm

213D East

More than half of teen crashes occur after dark. Why is nighttime so dangerous for novice drivers? Hear the latest research on nighttime risk factors for novice teen drivers, including drowsiness, impairment, and low-visibility conditions, as well as exposure to other potentially drowsy/impaired drivers. Learn about state nighttime driving restrictions, including how they could be improved, and successful approaches to address teen impaired driving crashes.

Moderator:

Ruth Shults, PhD, MPH, Sr. Epidemiologist, National Center for Injury Prevention & Control, CDC, Atlanta, GA

Speakers:

Michael George, PhD, Program Manager/State AET Liaison, Pacific Institute for Research & Evaluation, Chapin, SC

Michelle Nienhuis, MPH, Manager, Prevention Services, SC Department of Alcohol & Other Drug Abuse Services, Columbia, SC

Ryan Smith, PhD, Sr. Research Associate, VA Tech Transportation Institute, Blacksburg, VA

Robert Foss, PhD, Director, Center for the Study of Young Drivers, UNC at Chapel Hill, Chapel Hill, NC

 Criminal Justice/Law Enforcement  Impaired Driving

DUI Silver Bullets That Really Work to Win Cases!

Sunday • 1:30pm – 3:00pm

217A East

Just like the vampire hunters of legend and lore, today's DUI hunters need "silver bullets" to do battle with defense attorneys. Learn how to conduct innovative roadside interviews using question strings coupled with proper timing, how follow-up investigation can be used to build a winning case through more complete evidence gathering, and impactful courtroom techniques that will better equip you for victory at trial.

Moderator:

Jared Olson, JD, Traffic Safety Resource Prosecutor, ID Prosecuting Attorneys Association, Meridian, ID

Speaker:

Jim Camp, JD, (DA, ADAG, TSRP Ret), Owner, Dynamic Messages LLC, Nashville, TN

 Impaired Driving  Criminal Justice/Law Enforcement

Ignition Interlocks: A Proven Technology for Stopping Drunk Drivers

Sunday • 1:30pm – 3:00pm

217BC East

Ten years ago, lawmakers were reluctant to require ignition interlock devices for drunk drivers. Today, approximately 30 states and D.C. require all convicted drunk drivers to install an interlock. Review the latest research, which explains why this technology is so effective, and discover best practices that can be used in your state.

Moderator:

David Kelly, Executive Director, Coalition of Ignition Interlock Manufacturers, Springfield, VA

Speakers:

JT Griffin, Chief Government Affairs Officer, MADD, Washington, DC

Douglas Wiebe, PhD, Associate Professor of Epidemiology, Department of Biostatistics & Epidemiology, University of PA, Philadelphia, PA

Angela Coleman, Executive Director, Commission on VA Alcohol Safety Action Program, Richmond, VA

 Occupant Protection for Children

CPS & Vehicle Manufacturers Latest Technology: Part 2

Sunday • 1:30pm – 3:00pm

217D East

This dynamic session provides you the opportunity to hear from a variety of child restraint manufacturers, large and small, as they showcase the newest car seats, changes to established products and the latest injury prevention technology. Also, learn about the newest vehicle technology from automotive manufacturer(s) and how it works to keep occupants safe. Visit each of their exhibit booths during the conference and you'll earn 1.5 CEUs.

Moderator:

Carole Guzzetta, Highway Safety Specialist, NHTSA, Washington, DC

Speakers:

Barbara Baines, Kiddy USA, Peachtree City, GA

Daniel Dias, CPSTI, Brand Ambassador & Trade Show Manager, Dorel Juvenile, Foxboro, MA

Julie Kleinert, CPST, GM Technical Fellow - Child Safety, General Motors, Warren, MI

Bradley Mattarocci, General Manager, Baby Trend, Ontario, Canada

Mara McFadden, Director of Product Management, 4moms, Pittsburgh, PA

Shayne Merritt, President, Merritt Manufacturing, Inc., New Whiteland, IN

Mark Silberstein, President & CMO, mifold, Raanana, Israel

 Distracted Driving  Criminal Justice/Law Enforcement

Emergency Responders & Distracted Driving: Challenges & Solutions

Sunday • 1:30pm – 3:00pm

218/219 East

Emergency responders face unique safety risks with electronic distractions. Emergency responders nationwide are leveraging department policy, training, and even technology to help mitigate these distractions. Hear about best practices from emergency response departments across the country.

Moderator/Speaker:

Dylan Mullins, SADD, Marlborough, MA

Speakers:

Officer Ted Crowley, GHSP DWI Task Force, Charlotte-Mecklenburg Police Department, Charlotte, NC

Antonio Pattillo, Operations Manager, MEDIC911, Charlotte, NC

3:00pm – 3:30pm

Exhibit Hall B

Complimentary Refreshments and Networking



3:45PM - 4:45PM

3RD WORKSHOP SESSION

- Distracted Driving
- Teen Traffic Safety
- Criminal Justice/Law Enforcement
- Pedestrian/Bicycle Safety
- Communications

Taking Action to End Distraction

Sunday • 3:45pm - 4:45pm **208A West**

Fatalities in distraction-affected crashes increased 8.8% in 2015, according to NHTSA. Now that we've got your attention, what can you do? Join in a discussion of innovative legislative, policy and programing initiatives used by businesses, municipalities, and states to curb distracted driving. You'll take away ideas that you can immediately deploy to combat distracted driving in your community.

Moderator/Speaker:

Janet Brooking, Executive Director, DRIVE SMART, Richmond, VA

Speakers:

Michael Fergus, Program Manager, Programs, International Association of Chiefs of Police, Alexandria, VA

Michael McGurk, Lead, External Communications, Transurban, Tysons, VA

- Criminal Justice/Law Enforcement
- Impaired Driving

The Secret to Developing an Effective Sobriety Court

Sunday • 3:45pm - 4:45pm **208B West**

Imagine achieving a 94% success rate when it comes to adjudicating drunk and drugged driving cases. Just five years after it was established, the Denver Sobriety Court has done just that. Learn how they engaged with key stakeholders who often have conflicting methodologies and ethical constraints. In addition, this workshop will explore appropriate and effective sanctions such as a graduated sentencing matrix, as well as the difficult issue of developing incentives that work. Since the Court deals with medical and recreational marijuana, you can expect a lively discussion about the pitfalls of the movement and develop a deeper understanding of a problem.

Moderator:

Tom Kimball, Director, National Traffic Law Center, National District Attorneys Association, Arlington, VA

Speaker:

Hon. Brian Campbell, Denver County Court, Denver, CO

- All Tracks

Poster Dash

Sunday • 3:45pm - 4:45pm **209/210 West**

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.

Moderator:

Stephanie Shaw, Safety Advocate, National Transportation Safety Board, Washington, DC

- Impaired Driving
- Criminal Justice/Law Enforcement

Implementation & Use of E-Warrant Systems in Impaired Driving Cases

Sunday • 3:45pm - 4:45pm **211/212 East**

As a result of the June 2016 U.S. Supreme Court ruling on Birchfield v North Dakota, warrantless blood testing of suspected impaired drivers is no longer permissible. Learn how states are working to efficiently secure warrants when blood testing is necessary and how to set up these systems.

Moderator:

Erin Holmes, MA, Director of Traffic Safety, Foundation for Advancing Alcohol Responsibility, Arlington, VA

Speakers:

Adam Vanek, National General Counsel, MADD, Irving, TX

Ward Vanlaar, PhD, Chief Operating Officer, Traffic Injury Research Foundation, Ottawa, ON

Hon. Diane Bull, County Criminal Court at Law No. 11, Houston, TX

Det. Brett Campbell, Drug Recognition Expert, Phoenix Police Department, Phoenix, AZ

- Impaired Driving
- Criminal Justice/Law Enforcement
- Communications

New Approaches for Combatting Impaired Driving

Sunday • 3:45pm - 4:45pm **213A East**

Yes, there are new and innovative ways to stop impaired driving. Learn how law enforcement officials in North Carolina are using in-dash cameras to combat DUI. Explore how rideshare services like Lyft and Uber are providing a new transportation alternative for a safe ride home during peak DUI periods. And get a sneak peak at a new tablet application developed in New York that is improving the efficiency of DRE testing and documenting and analyzing test results.

Moderator:

Meg Miller, Regional Program Manager, NHTSA, Baltimore, MD

Speaker:

Joey Koher, DECP State Coordinator, Huntington Police Department, Huntington, WV

Nadia Anderson, Manager, Public Policy, Road & Traffic Safety, Uber, San Francisco, CA

- Other Highway Safety Priorities
- Criminal Justice/Law Enforcement

A Critical Impasse: Overnight Delivery Demands Soar, Aging Infrastructure Crumbles, Roadway Fatalities Rise, What's the Solution?

Sunday • 3:45pm - 4:45pm **213BC East**

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.

Moderator:

Tara Gill, Director of State Programs, Advocates for Highway & Auto Safety, Washington, DC

Speakers:

Jack Van Steenburg, MPA, Chief Safety Officer & Assistant Administrator, FMCSA, Washington, DC

Lane Kidd, Managing Director, The Trucking Alliance, Washington, DC

Jennifer Tierney, Truck Safety Advocate, Truck Safety Coalition, Arlington, VA

- Teen Traffic Safety
- Communications
- Teen Traffic Safety

Tools & Tactics to Help Novice Drivers with Special Challenges

Sunday • 3:45pm - 4:45pm **213D East**

There is an increasing number of people with high-functioning neuro-diverse conditions, such as Autism Spectrum Disorder (ASD) and Attention Deficit Hyperactivity Disorder (ADHD), who transition from adolescence to adulthood each year. Figuring out how to maximize safe mobility is key to their independence and quality of life. So why should traffic safety professionals care about this? You'll delve into new research on licensure and crash rates among this population and understand why these youth need to be on your radar. You'll also learn how drivers with these conditions cognitively process their environment differently and how to use this information to modify driver training and other efforts to help them be safe drivers. Tools and apps developed to support this special population will also be discussed.



Moderator:

Anne Dickerson, PhD, OTR/L, SCDCM, FAOTA, Professor, East Carolina University, Greenville, NC

Speakers:

Allison Curry, PhD, MPH, Sr. Scientist & Director of Epidemiology & Biostatistics, Center for Injury Research & Prevention, The Children's Hospital of Philadelphia, Philadelphia, PA

Miriam Monahan, OTD, OTR/L, CDRS, Occupational Therapist, Driver Rehabilitation Institute, Santa Rosa, CA

 Criminal Justice/Law Enforcement

Leveraging the Latest Research to Prevent Line of Duty Deaths

Sunday • 3:45pm – 4:45pm

217A East

What is your law enforcement agency doing to ensure officers have the training they need to be both effective and safe on the job? Dig into new research from the Federal Law Enforcement Training Center (FLETC) that identifies lessons learned for modifying and supplementing training activities and methodologies that can better prepare officers and agents safely to do their jobs. Learn about the benefits of conducting an analysis of your department's deaths and/or injuries to identify areas where training could help prevent tragedies.

Moderator:

Melissa Shear, Esq., Traffic Safety Resource Prosecutor, Assistant Attorney General, Office of the Attorney General for the District of Columbia, Washington, DC

Speaker:

Mike Robbs, Supervisory Law Enforcement Instructor, Federal Law Enforcement Training Center, Orlando, FL

 All Tracks

Advancing Technology to Mitigate Drunk Driving

Sunday • 3:45pm – 4:45pm

217BC East

Advanced vehicle-integrated technology is demonstrating potential to mitigate the incidence of drunk driving. Technology research is being pursued by the automotive industry, the federal government and other technology providers. Learn about the progress being made by these efforts and hear more about the challenges yet to be conquered to develop this first-of-its-kind technology with the potential to significantly reduce drunk driving.

Moderator:

Lori Rice, Deputy Director for Programs, VA DMV, Richmond, VA

Speakers:

Bud Zaouk, PhD., President, KEA Technologies, Inc, Marlborough, MA

Jake McCook, Account Supervisor, GMMB, Washington, DC

 Occupant Protection for Children  Teen Traffic Safety

Expanding Technician Skills: Special Needs Transport In-service for OT/PT & Hospital Personnel

Sunday • 3:45pm – 4:45pm

217D East

Do occupational and physical therapists and hospital personnel in your area have the technical skills required to safely discharge children with special transportation needs? Be among the first in the nation to attend this LIVE, train-the-trainer webinar and receive a specialized tool kit to help you deliver this training in your state and/or community. Completion of Special Needs training is NOT required to participate in this session. (1 CEU)

Moderator:

Lisa Grisham, CPSTI, Special Needs certified, Safe Kids Cobb County, Coordinator, Safe Kids Cobb County/WellStar Health System & Cobb Public Health, Marietta, GA

Speaker:

Marilyn Bull, MD, Morris Green Professor of Pediatrics, Riley Hospital for Children, Indianapolis, IN

 Occupant Protection for Children  Teen Traffic Safety

What's Happening with Seat Belts on School Buses? What's New with Transporting Children with Special Health Care Needs on School Buses?

Sunday • 3:45pm – 4:45pm

218/219 East

School buses are the safest way to transport children due in large part to compartmentalization. Many child passenger safety advocates believe that 3-point lap and shoulder belts can make school buses even safer and several states and school districts are now purchasing new buses equipped with lap and shoulder belts. When school started last August, 11 school systems in North Carolina participated in a project implementing the use of 3-point lap and shoulder belts in school buses. Be the first to hear what was learned after six months of implementation. You'll also review the most current AAP guidance for the protection of child passengers with special transportation requirements, including the use of wheelchairs, on school buses. (1 CEU)

Moderator:

Bill Hall, MA, CPSTI, Manager, Occupant Protection Program, UNC Highway Safety Research Center, Chapel Hill, NC

Speakers:

Joseph O'Neil, MD, MPH, FAAP, Clinical Associate Professor, Injury Free Coalition for Kids of Indianapolis, IN University, Indianapolis, IN

Bob Peters, CDPT, Transportation Consultant, NC Department of Public Instruction, Raleigh, NC

 All Tracks

Walking Tour of Charlotte

Sunday • 3:45pm – 4:45pm

Tired of being indoors and want to get out and enjoy the beautiful city of Charlotte? Here's your chance. The Queen City is home to one of the finest greenway systems in the nation with more than 37 miles of paths for walking, running or biking. Bring your walking shoes and join us on a guided walking tour of the city. Our tour guide will highlight some of Charlotte's pedestrian and bicycle crash hotspots and what has been done or is in the works to make them safe for all roadway users.

Location: Meet at the "Walking Tour of Charlotte" sign in the Lifesavers Registration area, Concourse A, Convention Center.

5:00pm – 6:00pm

Exhibit Hall B



Welcome Reception and Poster Presentations

Visit over 100 exhibitors and see what's new in the world of traffic safety. Get inspired by viewing the posters and chatting with your peers as they share their latest research and programs. Enjoy the reception while you catch up with old acquaintances and network with others working in your field.

There are several buffet stations located in the exhibit hall; check out the locations on the exhibit hall map on the back cover. This will remain the same throughout the conference. Buffet tip: the food station closest to the door always has a line, so keep going!

See the list of exhibitors on page 30.

Poster Presentations

Don't forget to visit the poster displays located in the exhibit hall. The presenters will be at their posters throughout the reception to answer your questions.

Poster descriptions can be found on page 25.

Monday, March 27

7:30am – 5:00pm

Concourse A

Registration Open

8:00am – 8:45am

Exhibit Hall B

Complimentary Continental Breakfast



Grab some coffee and a continental breakfast before heading to the workshops! Exhibitors will be there to meet and greet you.

9:00AM – 10:30AM

4TH WORKSHOP SESSION

Occupant Protection for Children

CPS Fellowship! Bringing Diverse Partners to the Table

Monday • 9:00am – 10:30am **208A West**

Expand who's coming to your planning table! Do you want to develop and engage strong and lasting community partnerships with new and diverse partners? Work with families and new community leaders to implement dynamic programs that have a phenomenal impact? Then join us! You'll learn how to take the first, and then next, steps to use training and activities to benefit both staff and families as they develop broader working relationships. So don't miss out on a wealth of information that will assist you in taking your partnerships to the next level and sustaining the efforts! (Community Education Credit)

Moderator:

Angela Brown, MBA, CPSTI, Program Manager, Meharry Medical College, TN Child Passenger Safety Center, Nashville, TN

Speakers:

Norma Bowman, CPSTI, Program Manager, Navajo Department of Highway Safety, Window Rock, AZ

Lt. Riley Grinnell, BS, CPST, Environmental Health Officer, US Public Health Service/ Indian Health Services, Murfreesboro, TN

Krystal Heinzen, JD, Management Specialist, Western KY University Research Foundation Training & Technical Assistance Services, Bowling Green, KY

Older Drivers Impaired Driving Criminal Justice/Law Enforcement

The New Driving Impairment: Understanding & Compensating for the Conditions That Affect Aging Drivers

Monday • 9:00am – 10:30am **208B West**

America's love affair with the automobile has given us enormous personal mobility and independence. Today's drivers have strong expectations that they will continue to enjoy the freedom and convenience of driving well into old age. But older drivers' desire to drive isn't always supported by the ability to do so safely. Functional impairments and medical conditions associated with aging can seriously impair an individual's performance behind the wheel. Learn how advocates and experts describe these conditions, their frequency, the dangers, and what can be done to minimize and compensate for the cognitive, physical, visual, and medication impairments that are increasingly common as we age.

Moderator:

Elin Davis, OTR/L, CDRS, Coordinator, Older Driver Initiative, American Occupational Therapy Association, Edina, MN

Speakers:

Nanette Schieke, MPA, Chief, Driver Safety Division, MD DOT/ Motor Vehicle Administration, Glen Burnie, MD

Hon. Brian MacKenzie, JD, CFO, Justice Speakers Institute, Northville, MI

Rose Boyd, Program Manager, TN Highway Safety Office, Nashville, TN

Pedestrian/Bicycle Safety Criminal Justice/Law Enforcement

Bicycle Safety Laws: The View From Behind the Handlebars

Monday • 9:00am – 10:30am **209/210 West**

Law enforcement officers are familiar with motor vehicle laws, but their frame of reference is typically motorist-centric. The view from a bicycle is different: a bicyclist is not surrounded by the sturdy metal structure of a car, and a road user's rights and duties are different from the bike seat. Learn how law enforcement officials are protecting bicyclists by enforcing these important transportation laws.

Moderator:

Det. Arnold Anderson, Community Traffic Safety Coordinator, Leader, Essex County College Public Safety Academy, Cedar Grove, NJ

Speakers:

Cyndi Steiner, Executive Director, NJ Bike & Walk Coalition, Upper Montclair, NJ

Les Leatham, Bicycle Education Coordinator, NJ Bike & Walk Coalition, Upper Montclair, NJ

All Tracks

Automated Vehicles & Their Impact on Occupant Protection

Monday • 9:00am – 10:30am **211/212 East**

Experts will reveal how automated vehicles can transform transportation safety and discuss the likely impact on your state's occupant protection efforts.

Moderator:

Kristin Kingsley, Director of Safety, Alliance of Automobile Manufacturers, Washington, DC

Speakers:

Jim Hedlund, PhD, Principal, Highway Safety North, Ithaca, NY

Ed Bradley, Program Manager, Product Regulatory Affairs, Safety, Toyota, Washington, DC

Brian Ursino, MBA, Director of Law Enforcement, AAMVA, Seattle, WA

All Tracks

A Public Health Perspective on Preventing Motor Vehicle Crash Deaths

Monday • 9:00am – 10:30am **213A East**

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.

Moderator:

Natalie Draisin, Manager, North American Office & United Nations Representative, FIA Foundation, Arlington, VA

Speakers:

Gaya Myers, Public Health Analyst, Centers for Disease Control & Prevention, Atlanta, GA

Indira Gurubhagavatula, MD, MPH, Associate Professor of Medicine, Division of Sleep Medicine, Perelman School of Medicine, University of PA Medical Center, Philadelphia, PA

Alejandro Baddilla, Graduate Student/Research Coordinator, University of Miami Miller School of Medicine, Miami, FL

Patricia Byers, MD, FACS, Professor of Surgery, Chief of Surgical Nutrition, University of Miami Hospital, Miami, FL

 Occupant Protection for Children

How to Use Checklist Forms to Positively Impact Your Bottom Line

Monday • 9:00am – 10:30am

213BC East

Checklist forms are vital to the work we do as child passenger safety technicians. They ensure that we don't miss a step and help us capture important information. But what do we do with them after the seat check is completed? File and forget about them or mine the data to help improve our programs? Delve into the findings of a NHTSA audit of 80,000 Safe Kids checklist forms that examined installation accuracy. Review what was learned when the National Safety Council collaborated with Safe Kids to determine whether car seat check events impact caregiver skills, confidence and knowledge retention. Learn how a CPS Coordinator used electronic checklist data to build sustainability and capacity. (Community Education Credit)

Moderator:

Thelma Kuska, BSN, RN, CEN, FAEN, 2014-2016 Member, National Child Passenger Safety Board, Palos Heights, IL

Speakers:

Lorrie Lynn, Director, Grants & Evaluation, National Safety Council, Itasca, IL

Capt. Randy Chhabra, CPSI, Paramedic, Austin-Travis County EMS, Austin, TX

Nicole Booker, MPH, Public Health Fellow, ASPPH, Washington, DC

 Teen Traffic Safety  Communications

Light the Fire: How to Reach & Engage Parents of Novice Drivers

Monday • 9:00am – 10:30am

213D East

Parents play a critical role in the safety of novice teen drivers, but we're challenged on how to spark their interest and keep those fires stoked. It's essential to find ways to engage and motivate parents during the learning-to-drive process. Learn about the latest efforts by states to increase parental involvement, the effects of parent "orientation sessions," and how to best motivate parents to be good supervisors and mentors for their new teen drivers.

Moderator:

Arthur Goodwin, Sr. Research Associate, UNC Highway Safety Research Center, Chapel Hill, NC

Speakers:

Kathy Bernstein, Director, Teen Driving Program, National Safety Council, Itasca, IL

John Lundell, MA, Research Associate, University of IA Injury Prevention Research Center, Coralville, IA

William Van Tassel, PhD, Manager, Driver Training Programs, AAA National Office, Heathrow, FL



Visit Exhibit Hall B
for complimentary refreshment breaks.

 Criminal Justice/Law Enforcement  Impaired Driving

Marijuana: Legal History, Neuroscience, Toxicology & Demystifying the DRE

Monday • 9:00am – 10:30am

217A East

Recreational marijuana use is now legal in numerous states. Will yours be next? Learn, in laymen's terms, about the legal evolution of marijuana including its composition (toxicology) and current status as a Schedule 1 drug; and how it's metabolized into the body and affects the brain. Whether you're a drug recognition expert (DRE), probation officer, judge, treatment provider, prosecutor or advocate, you'll gain a better understanding of the drug and its legalities. You'll also explore the internationally recognized DRE program and have the opportunity to work a DRE evaluation to better understand how and why the program works.

Moderator:

Ken Stecker, Traffic Safety Resource Prosecutor, Prosecuting Attorneys Association of MI, Lansing, MI

Speakers:

Judge Mary Celeste (Ret.), Educator, Expert Witness & Consultant, Denver, CO

Lt. Eric Sweden, DRE Instructor, Paramedic, Raleigh Police Department, Raleigh, NC

 All Tracks

Experiencing the Life-changing Effect of a Victim Impact Panel, Part 1

Monday • 9:00am – 10:30am

217BC East

The purpose of a Victim Impact Panel (VIP) program is to share the long-term effects of traffic deaths and injuries, create empathy and understanding of the tragedy, make an impression that will change another's thinking and behavior, and prevent future crashes. Panels give victims the opportunity to share their stories in a meaningful and healing way. At a VIP, victim advocates and survivors speak briefly about the crash in which they were injured and/or that claimed the life or seriously injured a loved one and share how it has changed their lives. During this first half of a two-part workshop, you'll see how a VIP works and hear first-hand about the devastating effects of unsafe roadway behaviors on others.

Moderator:

Colleen Sheehy-Church, National President, MADD, Irving, TX

Speakers:

Melissa Wandall, President, National Coalition for Safer Roads, Bradenton, FL

Craig Marek, Victim Impact Speaker, MADD (Volunteer), Matthews, NC

 Communications  Criminal Justice/Law Enforcement

Overcoming Misconceptions & Preconceptions about Law Enforcement with the Public & Juries

Monday • 9:00am – 10:30am

217D East

Current events have increased tensions between communities and law enforcement putting officers at a disadvantage on the road and in the courtroom. Engage in a discussion about what you can do to rebuild and strengthen relationships between police officers and the people they are sworn to protect as well as address anti-police bias on juries and in trial proceedings. You'll explore communications strategies and campaigns that have helped law enforcement re-engage with local communities and deepen their ties, as well as strategies for overcoming negative preconceptions when presenting trial testimony. Explore jury selection questions and techniques that uncover and address anti-police bias and methods for humanizing law enforcement in the eyes of the jury.

Moderator:

Sam Cole, MPA, Communications Manager, Traffic Safety, CO DOT, Denver, CO

Speakers:

Officer John Dixon, Hawthorne Police Department, Hawthorne, CA

Sgt. Scott Kleinfeldt, MSM, Community Outreach, City of Madison Police Department, Madison, WI

Lt. Lori Beth Chalecki, City of Madison Police Department, Madison, WI

Quentin Williams, JD, Founder & CEO, Dedication To Community, Raleigh, NC

Joanne Thomka, NAGTRI Program Counsel, National Association of Attorneys General, Washington, DC



Distracted Driving Criminal Justice/Law Enforcement

Teen Traffic Safety Communications

Leveraging Research & Evaluation to Develop Effective Distracted Driving Campaigns

Monday • 9:00am – 10:30am **218/219 East**

If you use messaging and educational campaigns to reduce distracted driving are they based on research? Do you evaluate impact? If not, how do you know your initiative is doing good rather than harm? Learn about the importance of appropriate evaluation and how to use innovative methods to identify specific anti-distracted driving behaviors and gauge whether your campaign is prompting their adoption. You'll also review research that addresses how fear appeals (e.g., reenactments, body bags, crashed cars) can be improved to maximize their efficacy and how the inclusion of specific components maximizes the benefits of this hotly debated messaging strategy.

Moderator:

Joel Feldman, Esq., MS, President, End Distracted Driving (EndDD.org), Springfield, PA

Speakers:

Bryan Porter, PhD, Associate Dean, Graduate School; Professor of Psychology, Old Dominion University, Norfolk, VA

William Horrey, PhD, Principal Research Scientist, Liberty Mutual Research Institute for Safety, Hopkinton, MA

Scott Roberts, PhD, Director of Instructional Excellence & Innovation - Teaching & Learning Transformation Center; Faculty member, Department of Psychology, University of MD, College Park, MD

10:30am – 10:45am
Break

10:45AM – 12:15PM

5TH WORKSHOP SESSION

Pedestrian/Bicycle Safety Communications

Let's Share! Changing Roadway User Behavior through Engineering

Monday • 10:45am – 12:15pm **208A West**

Communities support walking and biking as transportation modes that can help increase physical activity, reduce transportation costs and make neighborhoods safer and friendlier. Learning how to share the road is one of the most important public safety responsibilities for motorists, bicyclists, and pedestrians. Roadway user behavior is often influenced through education and enforcement, but what about engineering? Explore how incorporating innovative engineering into roadway projects that allow all users to share the road safely and comfortably can be used to educate and influence safe driving, walking and biking behaviors.

Moderator:

Brent Jennings, PE, Principal, Jennings Consulting, LLC, Eagle, ID

Speakers:

G. Wade Walker, PE, Hon. ASLA, Vice President, Alta Planning + Design, Davidson, NC

Bill Schultheiss, PE, Vice President/Principal Engineer, Toole Design Group, Silver Spring, MD

Older Drivers Communications Adult Occupant Protection/Vehicle Technology

Putting Assistive Technology to Work for Older Drivers

Monday • 10:45am – 12:15pm **208B West**

Active safety systems are increasingly being added to cars, warning drivers of impending danger and in some cases, taking action to avert it. Helping seniors leverage these new technologies so they remain mobile longer is critical since older adults who stop driving are two times more likely to suffer from depression and five times more likely to enter a long-term care facility compared to those who continue to drive. Fortunately,

the technology that makes cars safer for everyone is arriving just in time to benefit aging motorists. Explore what resources are available to help older drivers understand and benefit from this new assistive technology and select vehicles that are best suited to their age and abilities.

Moderator:

Nanette Schieke, MPA, Chief, Driver Safety Division, MD DOT/Motor Vehicle Administration, Glen Burnie, MD

Speakers:

Elin Davis, OTR/L, CDRS, Coordinator, Older Driver Initiative, American Occupational Therapy Association, Edina, MN

Jodi Olshevski, Executive Director & Gerontologist, The Hartford Center for Mature Market Excellence, Hartford, CT

Kyle Rakow, Vice President & National Director, AARP Driver Safety, Washington, DC

Teen Traffic Safety Communications

Fine-Tuning Your Message to Get Action on Young Driver Safety Policies

Monday • 10:45am – 12:15pm **209/210 West**

While all states have a graduated driver licensing (GDL) system for novice teen drivers, not all GDL systems are equal. Most states can reduce their teen driver crash rates by improving specific GDL provisions such as those that restrict nighttime driving and require longer learner periods. Learn how to frame these issues for legislators, and how to develop a grass-roots, coalition-led effort to promote change. Hear from a coalition that used this approach to strengthen their state's GDL law.

Moderator:

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

Speakers:

Robert Foss, PhD, Director, Center for the Study of Young Drivers, UNC at Chapel Hill, Chapel Hill, NC

David Napp, MPH, Consultant, Practical Applications of Public Health, Durham, NC

All Tracks

Leveraging Partnerships to Expand Impact & Reach

Monday • 10:45am – 12:15pm **211/212 East**

Partnerships are key to extending reach and making a big impact with limited resources, but where should you start? Learn how to leverage relationships with multiple partners, as well as how to overcome obstacles in building partnerships and the challenges associated with working within and with state and federal government. Explore the role of partnerships in successfully amplifying your message through social media.

Moderator:

Jonathan Adkins, Executive Director, Governors Highway Safety Association, Washington, DC

Speakers:

Marilyn Morris, CPST, Child Advocacy/Communications Specialist III, Primary Children's Hospital, Salt Lake City, UT

Rudynah Capone, Safety Initiatives Manager, LA Center for Transportation Safety at LA Transportation Research Center, LSU, Baton Rouge, LA

Jonathan Bandy, Manager, Public Affairs, NC Governor's Highway Safety Program, Raleigh, NC

Jennifer Heilman, Account Director, Stratacomm, Washington, DC

All Tracks

What Happens When the Driver Is a Robot? Autonomous Vehicles, Human Behavior & Safety

Monday • 10:45am – 12:15pm **213A East**

As we anticipate the future safety benefits of autonomous vehicles, the interim years from now to full 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 necessarily 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 experts who are carefully monitoring this daily changing landscape.

Moderator:

Shaun Kildare, PhD, Director of Research, Advocates for Highway & Auto Safety, Washington, DC

Speakers:

Brian Ursino, MBA, Director of Law Enforcement, AAMVA, Seattle, WA

Michael Clamann, PhD, CHFP, Sr. Research Scientist, Duke University, Durham, NC

Chris Mullen, Director, Strategic Resources, Technology Research, State Farm, Bloomington, IL

 Motorcycle Safety  Communications

Effectively Communicating Motorcycle Safety Messages

Monday • 10:45am – 12:15pm **213BC East**

Still using the same message to reduce motorist/motorcycle crashes and not seeing any results? Understanding what non-riding motorists know and don't know about motorcycling is important when crafting messages that will resonate with them and prompt action. We've reached "across the pond" so you can learn just that from the results of a UK study focusing on car drivers' skills and attitudes related to motorcycle safety. Don't have the resources to create your own campaign? The FAST Act requires NHTSA to revise its "Share the Road" messaging. Learn how to use these free materials, and about supporting documentation that will assist you with problem identification and the specific risky motorcyclist behaviors that are addressed in the new messaging. Seeking a way to promote helmet use? Learn how Florida is using innovative communication tactics to educate motorcyclists.

Moderator:

Lorrie Laing, Principal/Safety Practice Manager, Cambridge Systematics, Columbus, OH

Speakers:

David Crundall, PhD, Professor, Nottingham Trent University, Nottingham, England

Chanyoung Lee, PhD, AICP, PTP, Program Director, University of South FL, Center for Urban Transportation Research, Tampa, FL

Jeremy Gunderson, Highway Safety Specialist, NHTSA, Washington, DC

 Distracted Driving  Teen Traffic Safety

Teens & Situational Awareness: Training Drivers to Recognize the Dangers of Distraction

Monday • 10:45am – 12:15pm **213D East**

Experienced drivers have better situational awareness than their inexperienced counterparts. What's situational awareness? It's a critical driving skill that enables you to notice important elements in your driving environment, understand what those elements mean, and predict what will happen in the near future. New research indicates that training programs designed to improve a novice driver's ability to recognize road hazards, a vital component of situation awareness, are not only effective in increasing the likelihood that trainees identify risk, but are also linked with a reduction in actual road crashes. Learn about this exciting new training tool that holds tremendous promise for reducing the incidence of distracted driving and other risky behaviors.

Moderator:

David Kidd, PhD, Sr. Research Scientist, Insurance Institute for Highway Safety, Arlington, VA

Speakers:

Dennis Thomas, PhD, Vice President, Dunlap & Associates, Inc., Cary, NC

William Horrey, PhD, Principal Research Scientist, Liberty Mutual Research Institute for Safety, Hopkinton, MA

Kelly Browning, PhD, Executive Director, Impact Teen Drivers, Sacramento, CA

Charlie Klauer, PhD, Lead, Teen Risk & Injury Prevention Group, VA Tech Transportation Institute, Blacksburg, VA

 Criminal Justice/Law Enforcement

Understanding & Safely Dealing with the Sovereign Citizen Movement

Monday • 10:45am – 12:15pm **217A East**

As the world becomes more polarized, it's essential for officers to be aware of and know how to deal with extremists such as the sovereign citizens. This loosely organized right-wing group is known for alternating its tactics when action is taken against them, both frustrating and endangering officers. Learn the signs, symbols, verbiage, and tactics sovereign citizens use when encountering law enforcement on the street, in the courtroom, and when off duty and how to deal with them so safety is not jeopardized.

Moderator:

Sarah Garner, Traffic Safety Resource Prosecutor, NC Conference of District Attorneys, Whiteville, NC

Speaker:

Benjamin Byrne, CFE, President, Astute Synthesis, Cary, NC

 All Tracks

How to Effectively Partner with Victim & Survivor Advocates, Victim Impact Panel Part 2

Monday • 10:45am – 12:15pm **217BC East**

Enlisting traffic crash survivors and families of crash victims to serve as spokespersons can be a powerful weapon in the fight against impaired or distracted driving or other unsafe behaviors. Victim and survivor advocates want to prevent the tragedy from happening to other families, and they offer a compelling case for stronger laws and other actions. In the second half of this Victim Impact Panel workshop, learn how to work with survivor and victim advocates to help them tell their story in a way that helps others understand the extent of the problem and actions they can take to protect themselves and their loved ones.

Moderator:

Melissa Wandall, President, National Coalition for Safer Roads, Bradenton, FL

Speakers:

Cindy Lindquist Yadav, Victim Services Specialist, MADD, Mooresville, NC

Katherine van den Bogert, Program Manager, Survivor Advocates & Volunteers, National Safety Council, Itasca, IL

 Occupant Protection for Children

Thank You for Calling Tech Support, We Can Help You Sustain Your Technician Pool

Monday • 10:45am – 12:15pm **217D East**

In 1980, long before certification, SafetyBeltSafe U.S.A. introduced their educator workshop to provide critical CPS information to interested individuals. Since then, more than 7,000 community advocates have completed the training with many going on to become nationally certified technicians and instructors. In North Carolina, a mostly rural state, retaining technicians has always been a challenge, but they developed a way to keep technicians certified and working. Learn their tricks of the trade, which includes using pre- and post-surveys and other tactics to sustain their technician base. Leave with ideas to refresh and/or build your CPS program and protect your investment. (Community Education Credit)

Moderator:

Amber Kroeker, MPH, CPST, Child Injury Prevention Program Coordinator, Randall Children's Hospital, Portland, OR

Speakers:

Allan Buchanan, CPSTI, Injury Prevention Specialist, NC Dept. of Insurance, Office of State Fire Marshal, Henderson, NC

Heidi Heflin, MN, RN, CPSTI, Special Needs, School Transport, Program Consultant, SafetyBeltSafe U.S.A., Redondo Beach, CA

Beverly Miller, MEd, Associate Director, Injury Prevention Center, University of AR for Medical Science, AR Children's Hospital, Little Rock, AR

WORKSHOPS AT A GLANCE

	208A West	208B West	209/210 West	211/212 East	213A East	213BC East
SUNDAY						
Session 1 10:30 am – 12 noon	PBS Saving Lives & Engaging the Public through Pedestrian Enforcement	OHS Many Names, One Goal: Toward Zero Deaths	OD Transportation & Aging: What Community Stakeholders Need to Know	AOP/VT Driver Assistance Technologies: What Are They & Will They Help Me Be a Safer Driver?	COM Social Media Part 1: Getting Started	MS Using New Research to Understand & Address Motorcyclists' Attitudes, Behaviors & Crashes
Session 2 1:30 pm – 3:00 pm	PBS It Takes a Community to Make Walking & Biking Safe	OHS Toward Zero Deaths: Beyond Campaign Slogans to Action on the Ground	OD Safe At Every Age: Driving Longer Safely	AOP/VT New Tactics for Compelling Hardliners to Buckle Up	COM Social Media Part 2: Taking Your Program to the Next Level	MS Motor Officers: Bridging the Gap between Enthusiasts & Enforcers
1 hour session Session 3 3:45 pm – 4:45 pm	OPC CPS Fellowship! Bringing Diverse Partners to the Table	OD The New Driving Impairment: Conditions That Affect Aging Drivers	PBS Bike Safety Laws: The View From Behind the Handlebars	AOP/VT Automated Vehicles & Their Impact on Occupant Protection	OHS A Public Health Perspective on Preventing Motor Vehicle Crash Deaths	OPC How to Use Checklist Forms to Positively Impact Your Bottom Line
MONDAY						
Session 4 9:00 am – 10:30 am	DD Taking Action to End Distraction	CJ/LE The Secret to Developing an Effective Sobriety Court	OHS Poster Dash	ID Implementation & Use of E-Warrant Systems in Impaired Driving Cases	ID New Approaches for Combatting Impaired Driving	OHS A Critical Impasse: Overnight Deliveries, Aging Infrastructure, Roadway Fatalities
Session 5 10:45 am – 12:15 pm	PBS Let's Share! Changing Roadway User Behavior through Engineering	OD Putting Assistive Technology to Work for Older Drivers	TN Fine Tuning Your Message to Get Action on Young Driver Safety Policies	COM Leveraging Partnerships to Expand Impact & Reach	OHS What Happens When the Driver Is a Robot? Autonomous Vehicles, Human Behavior & Safety	MS Effectively Communicating Motorcycle Safety Messages
Session 6 2:15 pm – 3:45 pm	PBS Planning for Change: Initiatives & Campaigns to Improve Ped/Bike Safety	ID Tools for Addressing Repeat DUI Offenders	OPC Planting Seeds: How to Cultivate Empathy When Working with Families in Poverty	AOP/VT Driver Assistance Technologies: What Are They & Will They Help Me Be a Safer Driver? (Repeat)	OHS We Know the Problem But How Do We Fix It? Overcoming Wrong Way Crashes	
TUESDAY						
Session 7 9:00 am – 10:30 am		DD Employer & Municipal Policies & Practices That Work	COM Marketing on a Shoestring: Resources That Won't Break the Bank	AOP/VT Best Practices to Bolster Seat Belt Education & Enforcement	OHS Community-Based Transportation Safety Initiatives from Cradle to Grave	
Session 8 10:45 am – 12:15 pm	PBS Forward to the Future: Technologies for Safer Walking & Biking	OPC Cops & Car Seats: Protecting & Serving the Smallest Passengers	TN Brag, Borrow or Steal: Community Partnerships That Work	AOP/VT Proven Strategies for Targeting High Risk Populations	OHS Who You Gonna Call? Emergency Medical Services, That's Who	

213D East	217A East	217BC East	217D East	218/219 East	Off Site
TN Leveraging the Youth Voice to Promote Teen Traffic Safety	CJ/LE Looking Past the Obvious: Staying Ahead of Changing Drug Trends	ID Understanding & Overcoming ID Challenges Facing Law Enforcement	OPC CPS & Vehicle Manufacturers Latest Technology: Part 1 (CEU 1.5)	DD Capitalizing on New Research to Bolster Your Distracted Driving Efforts	
TN The Night Is Dark & Full of Terrors: Teens & Nighttime Driving Risks	CJ/LE DUI Silver Bullets That Really Work to Win Cases!	ID Ignition Interlocks: A Proven Technology for Stopping Drunk Drivers	OPC CPS & Vehicle Manufacturers Latest Technology: Part 2 (CEU 1.5)	DD Emergency Responders & Distracted Driving: Challenges & Solutions	
TN Light the Fire: How to Reach & Engage Parents of Novice Drivers	CJ/LE Marijuana: Legal History, Neuroscience, Toxicology, & Demystifying the DRE	ID Victim Impact Panel (Part 1): Experience the Life-Changing Effect of a VIP	COM Overcoming Misconceptions & Pre-conceptions about Law Enforcement	DD Leveraging Research & Evaluation to Develop Effective DD Campaigns	
TN Tools & Tactics to Help Novice Drivers with Special Challenges	CJ/LE Leveraging the Latest Research to Prevent Line of Duty Deaths	ID Advancing Technology to Mitigate Drunk Driving	OPC Tech Skills: Special Needs Transport In-service for OT/PT & Hospital Staff (CEU 1)	OPC What's Happening with Seat Belts on School Buses? (CEU 1)	(PBS) Walking Tour of Charlotte
DD Teens & Situational Awareness: Training Drivers to Recognize the Dangers of Distraction	CJ/LE Understanding & Safely Dealing with the Sovereign Citizen Movement	ID Victim Impact Panel (Part 2): How to Partner with Victims & Survivor Advocates	OPC Thank You for Calling Tech Support, We Can Help You Sustain Your Technician Pool	DD Friends Don't Let Friends Drive Distracted: Turning Passengers into Advocates	
TN Out of Bounds: Older Novice Drivers' Crash Risk & Solutions	CJ/LE Higher, Higher: The 101 on Concentrates, Waxes & Drug Based Vapes	ID Leveraging the Latest Research to Combat Drugged Driving	COM Tips & Tactics for Engaging Millennials & "Generation Z"	DD Using Training to Increase Officer Buy-in & Enforcement of DD Laws	
TN Now Trending: A Fresh Look at Driver Ed		ID Oral Fluid Testing: A Game Changer for Detecting Drug-Impaired Drivers?	OPC Unacceptable Is Unacceptable, New Tech Advancements to Keep Kids Safe	CJ/LE Impact of Bodyworn Cameras in Traffic Safety	(OPC) Britax Tour CEU 1.5 8:30am - 10:00am
COM Building Innovative Safety Campaigns That Capture Attention		ID What Happens When You Drive Impaired by Alcohol or Other Drugs?	OPC No Left Turns: On the Road to Booster Seat Education	CJ/LE Partners in Justice: Prosecutors, Law Enforcement & Results Oriented Testimony	(OPC) Britax Tour CEU 1.5 2:15pm - 3:45pm

TRACK CODES

AOP/VT

Adult Occupant Protection/Vehicle Technology

COM
Communications

CJ/LE
Criminal Justice/Law Enforcement

DD
Distracted Driving

ID
Impaired Driving

MS
Motorcycle Safety

OD
Older Drivers

OHS
Other Highway Safety Priorities

OPC
Occupant Protection for Children

PBS
Pedestrian/Bicycle Safety

TN
Teen Traffic Safety



Look for the 2017 Traffic Safety Scholars here in Charlotte who have an orange ribbon on their Lifesavers badge.



Distracted Driving Teen Traffic Safety Communication

Friends Don't Let Friends Drive Distracted: Turning Passengers into Advocates for Distraction-Free Driving

Monday • 10:45am – 12:15pm **218/219 East**

Most people won't get in a car with a drunk driver, but the same, unfortunately, can't be said for distracted driving. What can we learn from the success of campaigns like "Friends Don't Let Friends Drive Drunk" and how can we apply it to distracted driving? Many of us, especially children and teens, are passengers more often than drivers. Explore promising bystander intervention programs you can bring back to your community to empower children and teens to speak up when it comes to distracted driving and prevent them from being victims of a preventable crash.

Moderator:

Kelly Nantel, VP, Communications & Advocacy, National Safety Council, Itasca, IL

Speakers:

Joel Feldman, Esq., MS, President, End Distracted Driving (EndDD.org), Springfield, PA

Alyssa Royce, Vice President of Conference, National Student Leadership Council, SADD, Edison, NJ

Jay Winsten, PhD, Associate Dean for Health Communication, Harvard T.H. Chan School of Public Health, Boston, MA

Impaired Driving Criminal Justice/Law Enforcement

Tools for Addressing Repeat DUI Offenders

Monday • 2:15pm – 3:45pm **208B West**

The 24/7 program has created a buzz in the safety community as a potential solution for combatting repeat impaired driving offenses, while some communities are using DUI courts to deal with repeat offenders. Learn how the 24/7 program works, including how it targets repeat offenders and the implementation challenges, and hear the latest research from the frontlines. You'll also explore how DUI courts identify the risks and needs of repeat offenders and then monitor them to ensure adherence with court orders through the installation of ignition interlocks, alcohol monitoring, treatment, regular reporting to the court or probation department, or other means.

Moderator:

Anne McCart, PhD, Insurance Institute for Highway Safety (Ret.), Ballston Spa, NY

Speakers:

Beau Kilmer, PhD, Co-Director, RAND Drug Policy Research Center, Santa Monica, CA

James Fell, MS, Principal Research Scientist, National Opinion Research Center (NORC) at the University of Chicago, Bethesda, MD

Hon. Richard Vlavianos, Superior Court of CA, County of San Joaquin, Stockton, CA

12:30pm – 2:00pm
Crown Ballroom

Public Service Awards Luncheon

Join the National Highway Traffic Safety Administration as it honors those who through their dedication and passion for traffic safety are saving lives on our roadways every day. Safety professionals from across the nation will be honored.

Master of Ceremonies
Harris Blackwood, Vice Chairman, Governors Highway Safety Association and Director, Georgia Governor's Office of Highway Safety, Atlanta, GA

Remarks and Award Presentation
Jack Danielson, Acting Administrator, NHTSA, Washington, DC

Award Citations
Chris Murphy, Regional Administrator, NHTSA, Sacramento, CA

2:15PM – 3:45PM

6TH WORKSHOP SESSION

Pedestrian/Bicycle Safety Criminal Justice/Law Enforcement Communication

Planning for Change: Initiatives & Campaigns to Improve Pedestrian & Bicycle Safety

Monday • 2:15pm – 3:45pm **208A West**

To be effective, educational campaigns designed to enhance pedestrian and bicycle safety have to be both evidence-based and engaging. Join local police and city representatives, state DOT, and national leaders to learn about creative, collaborative and effective campaigns that are increasing pedestrian and bicyclist safety.

Moderator:

Kristin Rosenthal, MEd, MCHES, CPSTI, Program Manager, Road Safety, Safe Kids Worldwide, Washington, DC

Speakers:

Scott Correll, AICP, CNUA, Transportation Planner II, City of Charlotte, Charlotte, NC

Ed Johnson, RLA, ASLA, Acting Director, Division of Bicycle & Pedestrian Transportation, NC DOT, Raleigh, NC

Officer Eric Snyder, Community Resource Officer, Ames Police Department, Ames, IA

All Tracks

Planting Seeds: How to Cultivate Empathy When Working with Families in Poverty

Monday • 2:15pm – 3:45pm **209/210 West**

In the U.S., 48% of the population or one in every two people are designated as poor or low income, and one in five children are living under the poverty line. You can bet these families are showing up at your community events and checkups. This interactive workshop will explore how the current state of poverty in our country impacts occupant protection. Learn how to leverage the six habits of highly empathetic people to work effectively with families living in poverty. You'll also be guided through mini poverty simulation scenarios and activities designed to help you understand what it's like to be poor and knowing you have safety decisions to make for your children and yourself.

Moderator:

Brandi Ballinger, Public Education Coordinator, Cowlitz 2 Fire & Rescue/Safe Kids Lower Columbia, Kelso, WA

Speakers:

Suzanne LeDoyen, BS, CPSTI, Health Educator, Child Passenger Safety Program Coordinator, Wake County Human Services, Raleigh, NC

Tammy Franks, MA, Child Passenger Safety Coordinator, Randall Children's Hospital at Legacy Emanuel, Portland, OR

Gina Willis, CPST, ARC Instructor, Case Manager, Wake Co. Human Services, Raleigh, NC

Wendy Williams, Social Worker, Wake County Human Services, Raleigh, NC

All Tracks

Driver Assistance Technologies: What Are They & Will They Help Me Be a Safer Driver? (REPEAT)

Monday • 2:15pm – 3:45pm **211/212 East**

Advanced technologies used to be accessible only to those who could afford luxury cars, but that's not the case anymore. As more passenger cars are equipped with driver assistance technologies, understanding what they are and how they work is essential. Learn about new consumer education programs that take the mystery out of technology (regardless of the vehicle), what automakers are doing to make systems intuitive and easy to use, and whether purchasing a car with advanced technologies makes economic sense.



Moderator:

Jessica Jermakian, DSc, Sr. Research Engineer, Insurance Institute for Highway Safety, Arlington, VA

Speakers:

Alex Epstein, MPPM/MBA, Sr. Director, Digital Strategy & Content, National Safety Council, Itasca, IL

David Kidd, PhD, Sr. Research Scientist, Insurance Institute for Highway Safety, Arlington, VA

John Capp, Director, Global Vehicle Safety, Global Vehicle Engineering, General Motors, Warren, MI

Corey Harper, Research Assistant, Carnegie Mellon University, Pittsburgh, PA

Other Highway Safety Priorities Impaired Driving Criminal Justice/Law Enforcement

Older Drivers Adult Occupant Protection/Vehicle Technology

We Know the Problem But How Do We Fix It? Overcoming Wrong-way Crashes

Monday • 2:15pm – 3:45pm **213A East**

Wrong-way crashes account for only about 3% of crashes on high speed divided highways, but since most are head-on events the result is 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 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.

Moderator:

Jennifer Morrison, Sr. Highway Safety Investigator, National Transportation Safety Board, Washington, DC

Speakers:

Major Kevin Anderson, MD Transportation Authority Police, Baltimore, MD

John Gianotti, PE, Transportation Engineer, TX DOT, San Antonio, TX

Willy Sorenson, PE, Traffic & Safety Engineer, IA DOT, Ames, IA

Capt. Terry Thurman, Incident Management, Harris County Constable's Office, Deputy Administrator of HCTRA Incident Management, Houston, TX

Teen Traffic Safety Criminal Justice/Law Enforcement

Out of Bounds: Older Novice Drivers' Crash Risk & Solutions

Monday • 2:15pm – 3:45pm **213D East**

An estimated one in three teens are not licensed by age 18 which means they're outside the protective bounds of most state graduated driver licensing (GDL) and driver education requirements, despite still having a high crash risk. Examine the latest research on older novice drivers; explore what a GDL program designed for older novice drivers might look like to positively impact crash and injury prevention; and discuss what laws and programs states are exploring or have implemented to protect older teens.

Moderator:

Karen Morton, Program Director, Driver Licensing, American Association of Motor Vehicle Administrators, Arlington, VA

Speakers:

Allison Curry, PhD, MPH, Sr. Scientist & Director of Epidemiology & Biostatistics, Center for Injury Research & Prevention, The Children's Hospital of Philadelphia, Philadelphia, PA

Peter Moe, Director, Driver Safety Division, MD DOT - MVA, Glen Burnie, MD

Steve Barrow, Co-Chair & Program Director, CA Unintentional Injury Prevention Strategic Plan Project, Antelope, CA

Criminal Justice/Law Enforcement Impaired Driving Teen Traffic Safety

Higher, Higher, Higher: The 101 on Concentrates, Waxes & Drug Based Vapes

Monday • 2:15pm – 3:45pm **217A East**

How much do you really know about marijuana wax, oil and concentrates, or drug based vape pens? Delve into the current extraction processes, including butane hash oil (BHO) and the many pop culture items associated with it, discover how vape pens are being used for drug use and abuse, and learn how to identify the red flags that reveal this vape is far from innocent.

Moderator:

Tyson Skeen, Traffic Safety Resource Prosecutor, UT Prosecution Council, Salt Lake City, UT

Speaker:

Officer Jermaine Galloway, Tall Cop Says Stop, Boise, ID

Impaired Driving Criminal Justice/Law Enforcement

Leveraging the Latest Research to Combat Drugged Driving

Monday • 2:15pm – 3:45pm **217BC East**

Drugged driving has become a hot topic in impaired driving over the past few years, yet much is unknown about the extent and nature of the problem. What can we learn from the latest research and are there proven countermeasures for dealing with this complex subject? Join in a discussion of the findings of the Washington Roadside Survey on Drugs and Alcohol and examine the legalization of recreational marijuana and its impact on traffic safety with leading researchers and safety officials on the frontlines.

Moderator:

Brian Ursino, MBA, Director of Law Enforcement, AAMVA, Seattle, WA

Speakers:

Jessica Cicchino, Vice President, Research, Insurance Institute for Highway Safety, Arlington, VA

Jacob Nelson, MPH, MPP, Director, Traffic Safety Advocacy & Research, AAA National, Washington, DC

Jim Hedlund, PhD, Principal, Highway Safety North, Ithaca, NY

All Tracks

Tips & Tactics for Engaging Millennials & "Generation Z"

Monday • 2:15pm – 3:45pm **217D East**

The next era of demographic change is upon us and you must be prepared to engage with them! Millennials are today's young adults, settling down and starting families, while the first wave of an emerging age group, often called "Generation Z," is now old enough to take control of the car keys. What are their similarities? Differences? How do you reach them, and what type of messaging is effective?

Moderator:

Susan McMeen, Director, Consumer Information, NHTSA, Washington, DC

Speakers:

David Jacobs, SrVP/Lead Digital Strategist, The Tombras Group, Knoxville, TN

Bailey Bindle, VP of Communications, National Student Leadership Council, SADD, Brownville, NE

Casey Taylor, Program Development Coordinator, VA State Police/Youth of VA Speak Out (YOVASO), Salam, VA



Community Education Credit

This year five OPC workshops will offer community education credit that counts toward recertification. Participating in at least one community event (education) is required for recertification for both technicians and instructors. Recertifying technicians can earn community education credit by attending a one hour (minimum) educational session(s), live or online.



Distracted Driving Criminal Justice/Law Enforcement

Using Training to Increase Officer Buy-in & Enforcement of Distracted Driving Laws

Monday • 2:15pm – 3:45pm **218/219 East**

Enforcing distracted driving laws is challenging, but not impossible particularly when officers are presented with a new perspective on the importance of enforcement and how to do it. Learn about some tried and true training designed to create enforcement buy-in, and explore new law enforcement training resources from NHTSA that emphasize the importance of and tactics for enforcing state bans.

Moderator:

Nicole Booker, MPH, Public Health Fellow, ASPPH, Washington, DC

Speakers:

Lance McWhorter, MLPA, Highway Safety Specialist/Course Manager/Instructor, Transportation Safety Institute/OST-R, Oklahoma City, OK

Shannon Trice, Regional Program Manager, NHTSA, White Plains, NY

Mary Rayment, Highway Safety Specialist/Course Manager/Instructor, Transportation Safety Institute/OST-R, Oklahoma City, OK

3:45pm – 4:30pm
Exhibit Hall B



Complimentary Refreshments and Networking

4:30pm
Exhibitor Move out

4:45pm – 6:45pm
NASCAR Hall of Fame Museum Event



Admission is free for registered Lifesavers attendees! Visit the exhibits in the Great Hall, relive the driver's experience in the racing simulators, get a behind-the-scenes look at how a NASCAR team prepares for race day, view the cars on Glory Road, and more.

To redeem your ticket, bring the NASCAR stub of your name badge to the Museum entrance. The Museum is connected to the Convention Center; entrance is across from the Crown Ballroom. If you are coming from your hotel, the main entrance to the Museum is on 400 Martin Luther King Boulevard.

Tuesday, March 28

8:30am – 1:00pm **Concourse A**
Registration Open

9:00AM – 10:30AM

7TH WORKSHOP SESSION

Distracted Driving Communications

Employer & Municipal Policies & Practices That Work

Tuesday • 9:00am – 10:30am **208B West**

Motor vehicle crashes both on and off the job cost employers billions of dollars annually. What are public and private sector employers and community organizations doing to reduce distraction crashes and how can you help? Adopting, implementing and monitoring policies and procedures to curb distractions among employees, fleets and residents on the road is critical. Learn about innovative approaches that are transferable and can be applied in your community and by your organization.

Moderator:

Deborah Trombley, MPH, Sr. Program Manager, Transportation Initiatives, National Safety Council, Itasca, IL

Speakers:

Eddy Tijerina, Supervisor, Training & Development, OK Safety Council, Tulsa, OK

Tommy Pollard, CTP, CDS, CDT, Corporate Director of Fleet Safety, Purdue Farms, Greenville, SC

Ellen Walston, MSW, ACSW, LCSW, Injury Prevention Program Coordinator, Eastern Carolina Injury Prevention Program, Greenville, NC

All Tracks

Marketing on a Shoestring: Resources That Won't Break the Bank

Tuesday • 9:00am – 10:30am **209/210 West**

A new spin on this ever-popular session provides you the opportunity to hear from and talk with an array of organizations, companies and agencies that have created free and low-cost traffic safety marketing and education materials and collateral that you can use to make the roadways in your community and state safer. Be sure to bring your conference bag, there will be samples! Previous participants have included the Ad Council, RADD, NHTSA, Safe Kids Worldwide, and the National Safety Council.

Moderator:

Susan McMeen, Director, Consumer Information, NHTSA, Washington, DC

Adult Occupant Protection/Vehicle Technology Criminal Justice/Law Enforcement

Communications

Best Practices to Bolster Seat Belt Education & Enforcement

Tuesday • 9:00am – 10:30am **211/212 East**

Law enforcement and advocates are working diligently at the local level to promote the lifesaving value of proper restraint. Are they having an impact? Explore successful and innovative policing and outreach initiatives and tactics that are prompting people to listen and act.

Moderator:

Richard Miller, Sr. Traffic Safety Consultant, M. Davis & Company, Inc., Broomfield, CO

Speakers:

Sgt. Dave Sloan, Charlotte-Mecklenburg Police Department, Charlotte, NC

Sgt. Kevin Wallace, Guilford County DWI Task Force, Guilford County Sheriffs Office, Greensboro, NC

Carol Alonge, Communications & Development Coordinator, North Central Highway Safety Network, Pottsville, PA

Please wear your badge.





Community-Based Transportation Safety Initiatives from Cradle to Grave

Tuesday • 9:00am – 10:30am

213A East

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.

Moderator:

Leah Walton, Safety Advocate, National Transportation Safety Board, Washington, DC

Speakers:

- Amy Nichols**, Interim Executive Director, DRIVE SMART, Littleton, CO
- Benita Miller**, Office of Transportation Safety, CO DOT, Denver, CO
- Patti and Frank Ondrish**, Brandon & Paul Foundation, Denver, CO
- Annette Aldridge**, Board Member, DRIVE SMART, Colorado Springs, CO
- Sgt. Joy Grissom**, CO State Patrol; Board Member, DRIVE SMART, Golden, CO
- Cheryl Ladd**, Founder, DRIVE SMART, Colorado Springs, CO



Now Trending: A Fresh Look at Driver Ed

Tuesday • 9:00am – 10:30am

213D East

Recent studies showing that teens who complete driver education are less likely to crash and receive a ticket have sparked a renewed interest in training. Explore current trends in driver education including lesson plans that teach teens how to interact with law enforcement and use new vehicle safety technologies and how agencies are integrating driver education and graduated driver license (GDL) systems and working to keep in step with recently-revised National Driver Education Standards.

Moderator:

Justin McNaul, Vice President, Government Affairs, eDriving, Vienna, VA

Speakers:

- Brett Robinson**, Vice President, Highway Safety Services, LLC, Indiana, PA
- Nina Saint, MS**, Executive Director, Driver Education & Training Administrators; The Foundation for Safe Driving, Katy, TX
- Dennis Thomas, PhD**, Vice President, Dunlap & Associates, Inc., Cary, NC
- Michelle Atwell**, Highway Safety Specialist, Enforcement & Justice Services, NHTSA, Washington, DC



Oral Fluid Testing: A Game Changer for Detecting Drug-Impaired Drivers?

Tuesday • 9:00am – 10:30am

217BC East

Oral fluid test results are being used in other countries to convict drug-impaired drivers, but until recently they weren't admissible as evidence in DUI trials in the U.S. However, the precedent-setting use of oral swab evidence to convict a man of DUI in Kern County, California, could popularize the technology in the U.S. Learn how oral fluid testing is being used in a number of states and how it fits into impaired driving enforcement for roadside testing and evidentiary purposes. You'll have the opportunity to explore how this promising technology can help law enforcement officials detect drivers who are impaired by drugs or a combination of drugs and alcohol.

Moderator:

Chris Murphy, Regional Administrator, NHTSA, Sacramento, CA

Speakers:

- Christine Moore, PhD**, VP, Toxicology Analytical Services, Immunalysis Corporation, Pomona, CA
- Trooper Carson Nuss**, KS Highway Patrol, Wichita, KS
- Spl/F/Lt. Jim Flegel**, Traffic Safety Specialist, MI State Police, Dimondale, MI



Unattended Is Unacceptable, New Technological Advancements to Keep Kids Safe

Tuesday • 9:00am – 10:30am

217D East

Since 1998, 701 children unattended in hot cars have died from heatstroke. Currently, 20 states have laws against leaving children unattended in vehicles and many organizations disseminate information reminding parents and caregivers of the danger. But is that enough? Learn how vehicle and car seat manufacturers are using technology to alert parents that their child is in the back seat. (Community Education Credit)

Moderator:

Amy Artuso, MPH, CPSTI, Sr. Program Manager, Occupant Protection, National Safety Council, Riverview, FL

Speakers:

- Julie Kleinert, CPST**, GM Technical Fellow - Child Safety, General Motors, Warren, MI
- Sarah Haverstick, CPSTI**, Safety Advocate, Goodbaby International, Miamisburg, OH



Impact of Bodyworn Cameras in Traffic Safety

Tuesday • 9:00am – 10:30am

218/219 East

Delve into the core issues surrounding bodyworn cameras including equipment, deployment and purchasing concerns, recording policies, retention schedules, redaction and privacy requirements, and evidence management for law enforcement and prosecutors. You'll have the opportunity to discuss challenges and concerns about bodyworn cameras and their effect on modern day policing and prosecution.

Moderator:

Scot Mattox, Esq., Traffic Safety Resource Prosecutor, ME Bureau of Highway Safety, Augusta, ME

Speaker:

Brent Berkley, JD, Director, Axon Prosecutor, TASER International, Annandale, VA



Take a Sneak Peek Behind the Scenes at Britax!

Tuesday, March 28

Morning session:

8:30am – 10:00am

Afternoon session:

2:15pm – 3:45pm

Location: Britax Child Safety, Inc., 4140 Pleasant Road Fort Mill, SC

Have you ever wanted to see a car seat certification sled test or learn how car seat components are tested for quality and durability? Would you like to see first hand how car seats are assembled? Here's your chance! If you're a currently certified technician, Britax invites you to tour their plant in nearby Fort Mill, SC on Monday morning or after the closing luncheon on Tuesday afternoon. There's no fee, but you must provide your own transportation to and from the factory. **(1.5 CEUs)**

Registration is closed

Coordinator:

Sarah Tilton, CPSTI, Child Passenger Safety Advocacy Manager, Britax Child Safety, Inc., Fort Mill, SC



10:30am - 10:45am

Break

10:45AM - 12:15PM

8TH WORKSHOP SESSION

 Pedestrian/Bicycle Safety

Forward to the Future: Technologies for Safer Walking & Biking

Tuesday • 10:45am - 12:15pm

208A West

Cutting edge technological advances such as smart helmets, walking and biking apps, and autonomous vehicles will change the safety landscape for walking and biking. In lightning round fashion, engage with and learn from technology mavens who will discuss the research, benefits and concerns behind these technologies to help you enhance your own innovative safety efforts.

Moderator:

Kate Hartman, Chief, Research, Evaluation & Program Management, ITS Joint Program Office, US DOT, Washington, DC

Speakers:

Michael Jenkins, PhD, Sr. Scientist, Charles River Analytics, Cambridge, MA

Justin Owens, PhD, Sr. Research Associate, VA Tech Transportation Institute, Blacksburg, VA

Ian Kolesinskas, Community Planner, Volpe National Transportation Systems Center, Cambridge, MA

 Occupant Protection for Children  Criminal Justice/Law Enforcement

Cops & Car Seats: Protecting & Serving the Smallest Passengers

Tuesday • 10:45am - 12:15pm

208B West

Maximize effort to minimize injury. Collaboration between law enforcement and child passenger safety (CPS) advocates is the most effective way to maximize our efforts when it comes to CPS awareness, education and enforcement. Join in a discussion on educating patrol officers that are not CPS certified, learn how to engage officers in enforcement efforts, and examine what states that have enacted "rear facing until 2" laws are doing to educate law enforcement and ensure the mandate is enforced. You'll take away tools and information to enhance the safety of children in your community. (Community Education Credit)

Moderator:

Sgt. Kevin Wallace, Guilford County DWI Task Force, Guilford County Sheriffs Office, Greensboro, NC

Speakers:

Mark Alonge, Founder/CEO, North Central Highway Safety Network, Inc., Pottsville, PA

Gina Duchossois, CPSTI, Injury Prevention Manager, The Children's Hospital of Philadelphia, Philadelphia, PA

Allan Buchanan, CPSTI, Injury Prevention Specialist, NC Dept. of Insurance/Office of State Fire Marshal, Henderson, NC

 Teen Traffic Safety  Criminal Justice/Law Enforcement  Communications

Brag, Borrow or Steal: Community Partnerships That Work

Tuesday • 10:45am - 12:15pm

209/210 West

Here is your chance to learn from the best who have developed effective community-based partnerships that are reducing teen driver crashes! Yes, you'll not only learn what they did, but how they did it in a rapid fire session that is sure to get your creative juices flowing. Using a roundtable approach to foster conversation and sharing, you'll hear about a variety of programs that you're welcome to borrow or steal.

Moderator:

Sandy Spavone, Executive Director, Family, Career & Community Leaders of America (FCCLA), Reston, VA

Speakers:

Janice Williams, MEd, Director/Injury Center, Carolinas Medical Center, Charlotte, NC

Norraine Wingfield, BA, CPSTI, Director of Traffic Safety, DCCCA/KS Traffic Safety Resource Office, Topeka, KS

Purnima Unni, MPH, CHES, Pediatric Trauma Injury Prevention Program Manager, Monroe Carell Jr. Children's Hospital at Vanderbilt, Nashville, TN

Kelly Browning, PhD, Executive Director, Impact Teen Drivers, Sacramento, CA

Trooper Scott Moreau, M.Ed., CPST, Public Information Officer, LA State Police, Alexandria, LA

Mackenzie Hernandez, Director, MO Safe & Sober, Springfield, MO

Natalie Draisin, Manager, North American Office & United Nations Representative, FIA Foundation, Arlington, VA

 Adult Occupant Protection/Vehicle Technology  Communications

Proven Strategies for Targeting High Risk Populations

Tuesday • 10:45am - 12:15pm

211/212 East

"We are more alike my friends than we are unlike," wrote poet and activist Maya Angelou. But is that the case when it comes to educating minority groups about seat belt use? Explore two culturally diverse programs that are bolstering belt use among Hispanics and American Indians.

Moderator:

Sam Cole, MPA, Communications Manager, Traffic Safety, CO DOT, Denver, CO

Speakers:

Amy Winkler, CPSTI, Occupant Protection Program Specialist, UT Dept of Public Safety, Highway Safety Office, Salt Lake City, UT

Sheila Cozzie, Cultural Liaison, MT DOT, Helena, MT

 Other Highway Safety Priorities

Who You Gonna Call? Emergency Medical Services, That's Who

Tuesday • 10:45am - 12:15pm

213A East

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 these first responders for the future and help to reach the zero fatalities goal.

Moderator:

Tom Mitchell, Paramedic, Chief, NC Office of EMS, Raleigh, NC

Speakers:

Theresa Litteral, MSc, GISP, Statewide Multidisciplinary Safety Team Facilitator, IA State University Institute of Transportation, IA LTAP, Ames, IA

Cyndy Wright-Johnson, RN, EMS for Children Program Director, MD Institute of Emergency Medical Services System, Baltimore, MD

David Bryson, BA, EMT, EMS Specialist, Office of EMS, NHTSA, Washington, DC

 All Tracks

Building Innovative Safety Campaigns that Capture Attention

Tuesday • 10:45am - 12:15pm

213D East

The most successful campaigns capture the public's interest, a tall order in our increasingly information saturated world. But it's possible and you can benefit from the work of others. Learn about research on effective messaging and how it is being put to use, discover new methods and strategies to reach target audiences, and explore innovative traffic safety campaigns that go beyond the public service announcement to effectively engage and educate the public.

Moderator:

Patrick Hoye, Bureau Chief, Governor's Traffic Safety Bureau, Department of Public Safety, Des Moines, IA

Speakers:

Richard Kuhn, Owner/Director, RK Venture, Albuquerque, NM

Frank Guerra, Founder/CEO, GDC Marketing & Ideation, San Antonio, TX

Lawrence Decina, BS, MS, Sr. Associate, TransAnalytics LLC, Quakertown, PA



What Happens When You Drive Impaired by Alcohol or Other Drugs?

Tuesday • 10:45am – 12:15pm

217BC East

Ever wonder what happens when a police officer pulls over a driver suspected of being under the influence of alcohol and/or drugs? Experience the process starting with the roadside stop, followed by evaluation of impairment and the arrest by a police officer, evidence-gathering and identifying witnesses by the prosecution, and taking the case to trial if needed. You'll also learn about the adjudication process and the roles of probation and parole. You'll walk away with a better understanding of the resources and expertise invested in removing impaired drivers from the road.

Moderator:

Hon. Earl Penrod, JD, MJS, Judge/Judicial Fellow, American Bar Association, Oakland City, IN

Speakers:

Mark Stodola, Probation Fellow, American Probation & Parole Association, Phoenix, AZ

Melissa Shear, Esq., Traffic Safety Resource Prosecutor, Assistant Attorney General, Office of the Attorney General for the District of Columbia, Washington, DC

Sgt. Ann Fowler, DWI Task Force, Asheville Police Department, Asheville, NC



No Left Turns: On the Road to Booster Seat Education

Tuesday • 10:45am – 12:15pm

217D East

HOLD UP! WAIT A MINUTE! NO MORE 4'9"! The game has changed! Explore the height standard and how it applies to proper fit in relation to vehicle size and type. Get your critical thinking wheels turning to discover why parents make the choices they do when transitioning their children to booster seats. Learn how to leverage support from state offices, school districts, and local community organizations to promote booster seat messaging within schools to get and keep kids in booster seats.

Moderator:

Angela Brown, MBA, CPSTI, Program Manager, Meharry Medical College, TN Child Passenger Safety Center, Nashville, TN

Speakers:

Jill Braselton, RN, CPSTI, Lead Outreach Specialist - ThinkFirst Injury Prevention, Northwestern Medicine Central DuPage Hospital, Winfield, IL

Amber Kroeker, MPH, CPST, Child Injury Prevention Program Coordinator, Randall Children's Hospital, Portland, OR

Amber Morse, MD, Assistant Professor, Pediatric Emergency Medicine, University of AR for Medical Sciences, AR Children's Hospital, Little Rock, AR



Partners In Justice: Prosecutors, Law Enforcement & Results Oriented Testimony

Tuesday • 10:45am – 12:15pm

218/219 East

What's the secret to effectively prosecuting DUI cases? Collaboration and clarity! Learn the importance of formulating strong partnerships with prosecutors, police officers and forensic experts from seasoned Traffic Safety Resource Prosecutors who have trained thousands of law enforcement officials and resolved just as many traffic safety, impaired driving and vehicular homicide cases. You will gain a better understanding of how to properly present testimony so that jurors can relate to and understand it when deliberating DUI cases.

Moderator:

Jennifer Cifaldi, JD, Traffic Safety Resource Prosecutor, IL DOT/University of IL Springfield, Quincy, IL

Speakers:

Sarah Garner, Traffic Safety Resource Prosecutor, NC Conference of District Attorneys, Whiteville, NC

Kimberly Overton, JD, Chief Resource Prosecutor, NC Conference of District Attorneys, Raleigh, NC

12:15pm – 1:30pm

Crown Ballroom



Closing Plenary Luncheon

Join with the Lifesavers Conference Planning Committee and your colleagues as we discuss what each of us can do to reverse the numbers. We'll also give a well-deserved thank you to our host city and state, and say hello to our 2018 hosts from Texas.

Master of Ceremonies

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

Leveraging Lifesavers

Pam Shadel Fischer, MLPA, CPST, Principal, Pam Fischer Consulting, Hackettstown, NJ

A Charlotte Farewell

Don Nail, Director, Governor's Highway Safety Program, NC Department of Transportation, Raleigh, NC

Lifesavers 2018: Join us in San Antonio, Texas!

Terry Pence, Director, Traffic Safety, Texas Department of Transportation, Austin, TX



We want your feedback! Once you return home, you'll receive an email from Lifesavers asking you to evaluate the 2017 conference. Your opinion is important to us, so please complete the evaluation. We will use your input to plan future conferences. If you provide your name and email address on your evaluation, we'll send you a link to access the 2017 conference attendee list.



Speaker handouts received before the conference are posted on the "Workshops" page of the conference website (www.lifesaversconference.org) and the mobile app.



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- Complete addresses for moderators and speakers are on the Preconference Attendee List, emailed to you prior to the conference.
- Speakers were accurate at time of printing; substitutions may have been made.

POSTERS

Located in Exhibit Hall B, authors will be available to discuss their work Sunday evening from 5:00 to 6:00pm.

General viewing will be on Sunday from 12:00 to 5:00pm and Monday from 8:00am to 4:30pm.

Poster 1: Pedestrians Are Walking Safely, A Targeted Historically Black College or University Safety Initiative

Author: Allison Powell, Morgan State University School of Community Health & Policy Public Health Program

The Morgan State University (MSU) P.A.W.S (Pedestrians Are Walking Safely) initiative was developed during the spring of 2016 as the focus of a Masters in Public Health student internship through the School of Community Health and Policy. Sponsored by the Maryland State Highway Administration (SHA), P.A.W.S. supports the goal of creating pedestrian safety initiatives on college campuses in response to high rates of pedestrian-motor vehicle crashes. The initiative created a partnership between and led to the development of an advisory board with the MSU School of Community Health & Policy, Office of Students Activities and the Department of Police and Public Safety, Maryland Department of Transportation, and SHA. Prior to strategic program planning, students were surveyed to assess their knowledge, attitudes and behaviors of neighboring universities' pedestrian safety programs. This data was used to develop, implement and evaluate an innovative, tailored program that provides an effective, evidence-based framework for other colleges and universities.

Poster 2: Tribal Safety Circuit Rider Program

Authors: Tabatha Harris, Southern Plains Tribal Technical Assistance Program (TTAP); Arden Boxer, North Plains Tribal Technical Assistance Program; and Carrie Brown, Western Tribal Transportation Training & Technical Assistance Program

The poster provides an overview of the Tribal Safety Circuit Rider (TSCR) program that was created by the Federal Highway Administration and the Centers for Disease Control and Prevention. The TSCR Program is designed to provide technical assistance and training to Tribal transportation, traffic safety or injury prevention programs residing in three TTAP Centers across the nation: Southern Plains Tribal Technical Assistance Program at Oklahoma State University in Stillwater, OK; Western Tribal Technical Assistance Program housed in the National Indian Justice Center in Santa Rosa, CA; and the Northern Plains Tribal Technical Assistance Program at the United Tribes Technical College in Bismarck, ND. TSCR program's focus areas are: child passenger safety, seat belt usage, and impaired driving. The TSCR program may also address other traffic safety needs outside of the three focus areas as identified by the tribes. The poster also highlights the TSCR program's training and technical assistance hours for the first two years of the program. Each TSCR program provides a success story regarding a tribe within their area and how the TSCR assisted the tribe. The poster also highlights resources that are used by the TSCR program and promoted across the TTAPs.

Poster 3: A New App to Address the Feasibility & Accessibility of Driver Education in Georgia

Authors: Courtney Ruiz & Keller Sheppard, Georgia Governor's Office of Highway Safety (GOHS); and Emma Harrington, Shepherd Center

Georgia teens that want to obtain their class D intermediate license before age 17 must complete a Department of Drivers Services (DDS) approved driver education program. Due to a lack of funding, only 90 schools offer an approved course to students. Of Georgia's 159 counties, 69 have no reasonable access to a driver education program. Without access to a school sponsored program, oftentimes the only available option is a private school where costs can exceed \$600. Quality driver education programs, positive parental involvement and on the road training have been shown to reduce morbidity and mortality for teens, thereby making issues of access a significant safety hurdle for the state of Georgia. To address access and feasibility, GOHS and Shepherd Center have begun developing a mobile app that will be free to download both statewide and nationally. The app is geared towards parents of new drivers and provides guidance for teaching their teens how to drive. The app tracks the number of hours teens spend behind the wheel to ensure that all of Georgia's teens have access to training and their parents have the knowledge needed to keep them safe.

Poster 4: Alcohol/Drug Use & Impaired Driving Among Adults Aged 21 Years & Older in the US, 2015

Authors: Amy Jewett, Alexis Peterson and Erin Sauber-Schatz, Centers for Disease Control and Prevention

Driving under the influence of alcohol or drugs can cause motor vehicle crashes, injuries and death. However, data collection and reporting limitations make estimates of drug impaired driving difficult. The purposes of this study were to estimate the self-reported prevalence of

and factors associated with substance use and impaired driving after alcohol, marijuana, and prescription opioid use among adults aged 21 years and older in the U.S. Self-reported data from 3,383 people in the 2015 Fall Consumer Styles survey were analyzed. Respondents were asked about alcohol, marijuana and prescription opioid use and impaired driving related to the substance used within the last 30 days. Prevalence estimates were calculated. Bivariate and multivariable regression analyses were used to identify factors associated with alcohol/drug use and impaired driving. Alcohol use in the past 30 days was reported by 50% (n=1686) of respondents; of these 5% (n=81) reported alcohol impaired driving. Five percent (n=186) reported marijuana use; of these 31% (n=58) reported driving while marijuana impaired. Nine percent (n=298) reported prescription opioid use in the last 30 days; of these 3% (n=10) reported driving while "high" or experiencing side effects of prescription opioid pain relievers.

Poster 5: An Investigation of Skew Angle & Other Factors Influencing Crash Frequency at High Speed Rural Intersections

Authors: Niloo Parvin, Ellen Nightingale, Cortney Seiberlich & Peter Savolainen, Iowa State University; and Michael Pawlovich, Iowa Department of Transportation

Intersections experience a disproportionate share of traffic crashes, injuries and fatalities due to the increased number of conflicting traffic movements at these locations. These issues are particularly pronounced at rural locations where speeds are generally higher and most intersections are either stop- or yield-controlled. Ideally, intersecting roadways should be oriented at as close to a 90-degree angle as possible. However, intersection design can diverge from this preferred configuration, resulting in a skewed intersection which have been found to cause safety and operational issues for road users. In order to determine the effect of intersection skewness on crash frequency, crash prediction models were estimated for rural stop-controlled intersections on high-speed, two-lane highways throughout Iowa. Separate analyses were conducted for three- and four-leg intersections. In both cases, crash frequency was estimated as a function of annual average annual daily traffic, skew angle and other salient geometric characteristics. The results consistently showed crash frequency to increase with skew angle. A 10-degree deviation from 90 degrees would result in 3% more crashes at three-leg intersections and 4% more crashes at four-leg intersections. In addition, crashes were also affected by the volume of heavy vehicles, whether the approaches were paved or unpaved and intersection lighting was present.

Poster 6: Approaches to Traffic Crash Severity Modeling

Author: Amirfarrokh Iranitalab, University of Nebraska-Lincoln

Performance of traffic crash severity statistical models rely significantly on the adaptability of the assumptions of the modeling methods to the nature of crash data. Following a literature review, multicollinearity in crash data and poor prediction accuracy rates of usual severity models were identified as two of the current issues of these models. Two statistical methods were proposed to deal with multicollinearity in crash data and were tested on a sample crash dataset with satisfying results. Four different statistical and machine learning methods were implemented to the same crash data to evaluate their prediction accuracy. The results revealed pros and cons for each of these methods.

Poster 7: Indicators of Assessing Vehicle Safety Status Under Platoon Conditions at Freeway

Author: Jianan Zhou, University of Nebraska-Lincoln

There are issues on a level freeway segment (Interstate 80) in Nebraska, including 1) high truck percentage (higher than 25%) and 2) difference in speed profiles between passenger cars and trucks, resulting in approximately 85% of vehicles observed traveling in platoons. Because the degree of freedom to maneuver for drivers is constrained by other in-platoon vehicles, the vehicles in platoons may face unsafe situations. The objective is to develop indicators to assess the safety status of vehicles under platoon conditions at a level freeway segment. The empirical data are collected from 13 sites on I-80 in western Nebraska and include individual vehicle speed, vehicle class, taken-up space, headways, space gaps and platoon types, etc. A methodology for platoon identification based on headway is proposed. Then, a K-means cluster analysis is implemented based on basic data. The safety characteristics for vehicles in each cluster group are described, and then the indicators for assessing vehicle safety status are determined based on cluster results. The recommended indicators include vehicle speed, length, taken-up space, the speed difference, headway and gap between leading and following vehicles on the same and adjacent lane, and the platoon types that vehicles impeded in.

Poster 8: Bicycle Safety Education Project: Driving Change in Grand Rapids

Authors: Jill Holden, Gud Marketing; Suzanne Schulz, City of Grand Rapids, MI; and Michael Smith, Michigan Department of Transportation Office of Economic Development

The City of Grand Rapids, Michigan, has a fatal bike crash ratio that is more than 50% of the state average (ranked second in Michigan). Recognizing the need to address this critical issue, the City developed a multi-faceted initiative to create a foundation for a long-term safety program. The comprehensive, research-based approach included crash data examination, research on communication best practices, survey research to understand audience perceptions and behavior, and focus groups to test messaging. From this research, a public education campaign was created to promote awareness of new city ordinances, and to help "drive change" in the community – building a culture of respect between all drivers on the road. The ultimate goal of this initiative is to save lives and change minds. After a summer-long communications effort, a post-campaign survey showed a significant impact on measures of understanding, perceptions and behavior change. Notably Grand Rapids showed double-digit growth in understanding of specific rules of the road, as well as growth in key campaign success measures of perceptions of respectful riding behavior, campaign awareness, and message recall. Most importantly, Grand Rapids experienced an 81% decrease in fatal/serious-injury crashes – the lowest record number since 2007.

Poster 9: Some Impacts of Enforcement & Community-Based Outreach & Education Programs on Nighttime Seat Belt Use

Authors: Kwaku Boakye, University of Tennessee, Knoxville; and Shashi Nambisan, Alabama Transportation Institute, The University of Alabama

The vehicle occupant fatality rate at night is about three times higher than the daytime rate. Failure to use seat belts at night is cited as one of the primary reasons for the high nighttime fatality rate. Research continues to demonstrate that the use of seat belts is an effective mechanism for reducing the severity of injuries in motor-vehicle crashes. Despite the proven benefits of seat belts, some high risk populations still neglect to use these protective devices. In 2015, 48% of passenger vehicle occupants in U.S. lost their lives because they were unrestrained. The objective of this study is to evaluate the impacts of enforcement and community-based outreach and education programs on nighttime seat belt usage. Findings from this study show that enforcement and education programs have immediate positive impacts on vehicle occupants' nighttime seat belt use, however, such impacts decay with time if the intervention programs are not sustained.

Poster 10: Truck Parking Facilities & Ramp Parking: Role of Supply, Demand & Ramp Characteristics

Authors: Alexandra Boggs, Christopher Cherry, Nicolo Franceschetti, Ziwen Ling & Shashi Nambisan, University of Tennessee

Faced with increasing commercial motor vehicle (CMV) traffic and static revenue, public agencies can't contend with providing adequate public parking for CMVs leading to overcapacity at facilities and ramp parking. This study analyzes Tennessee's primary freeways to assess truck facilities in addition to inventorying the usage of ramps shoulders for overnight parking during the peak weekday hours. The authors used CMV drivers' perspectives on the parking problem through a survey along with examining ramp characteristics and ramp parking to identify factors that influence illegal ramp parking. The results illustrate that among the 94 truck facilities, 73 locations had a utilization rate of 75% or greater with an average of 89.9%. A total of 854 rural ramp attributes as well as the parking of 295 CMVs along 134 ramps were examined. Diamond interchanges, wider shoulder, absence of no parking on shoulder signs, smaller width and fewer lanes near the intersection, and longer ramps were significant factors of parked CMVs. The consensus, based on responses to a survey, is that there is a parking shortage especially between 7 pm and 4 am, which is the reason for parking along traveling corridor ramps. Building more parking facilities or improving real-time driver parking information should be considered.

Poster 11: Buckle up Tonight to see Tomorrow: An integrated Marketing Campaign in East Tennessee

Authors: Tammy Enix, Christine Waxstein & Jerry Everett, The University of Tennessee

The University of Tennessee, Knoxville's Center for Transportation Research, through a grant from the Centers for Disease Control (CDC), is researching the impact of both traditional and innovative ways of promoting seat belt use at night using three primary components: marketing, outreach and law enforcement initiatives. This poster focuses on two of these components: marketing and outreach. Through the first two years of the project, more than \$225,000 has

been invested in media campaigns. Over 6,500 people have been touched through more than 30 community outreach events. The target demographic for the project is 18-35-year-olds living in Blount, Knox, Loudon, Roane, and Sevier Counties, Tennessee. Our project team has utilized targeted advertisements on billboards, social media sites, radio, movie theaters, and online sites to broadcast the campaign message "Buckle Up Tonight to See Tomorrow." Additionally, this slogan is used on numerous branded giveaway items for outreach and community events. An interactive simulator, the Seat Belt Convincer, is also used at these events to allow a rider to safely experience the force generated during a 5-7 mph crash.

Poster 12: Changes in Tennessee Pedestrian Crashes

Authors: J. Patrick Dolan & Jonathon Roach, Tennessee Department of Safety & Homeland Security

Given the demographic changes occurring across the country over the past several years, especially in urban areas, this research analyzed the characteristics of pedestrian involved crashes in Tennessee and how they may have changed or remained similar over time. The authors chose a few of the characteristics with the most significant changes and examined the components of these changes in more detail.

Poster 13: Using Predictive Analytics For Data Driven Approaches to CMV Enforcement

Authors: J. Patrick Dolan & Dollena McHenry, Tennessee Department of Safety & Homeland Security

The Tennessee Highway Patrol (THP) uses machine learning algorithms to build predictive models that forecast the likelihood of large truck and bus crashes. Based on these models, THP allocates manpower resources to conduct targeted enforcement at the times and places where the risk of large truck crashes is highest.

Poster 14: Coalition Collaboration: Finding a Way to Leverage Resources Between Local Organizations

Author: Christi Koenig Brisky, Texans Standing Tall

NHTSA's 2015 State of Texas Impaired Driving Program Assessment identified a lack of knowledge concerning collaboration between community coalitions and the traffic safety community. This poster details how Texans Standing Tall (TST) is assessing coalition activities and creating a database to connect coalitions and traffic safety organizations working within the same regions. TST's methodology for analyzing coalition activity and how TST plans to share the assessment results is discussed. In addition to highlighting how the project aids in data collection and analysis, the poster also covers how the project strengthens capacity by engaging a more diverse group of stakeholders, who cooperate to implement evidence-based strategies to reduce underage and risky alcohol use and improve traffic safety, both locally and statewide.

Poster 15: Practicing Primary Prevention: Earlier Screening & Brief Intervention (SBI) to Prevent Alcohol-Related Harms Among College Students

Author: Lucianne Nelson, Texans Standing Tall

Texans Standing Tall is translating research on Screening and Brief Intervention (SBI) for risky alcohol use into practice as a primary prevention tool on college campuses. SBI for alcohol use is an evidence-based intervention to reduce risky drinking behaviors and related consequences and is recommended as a National Institute of Alcohol Abuse and Alcoholism Tier 1 Strategy and a National Highway Traffic Safety Administration 2 5-Star Strategy. This SBI project is innovative in that it is implemented as a preventive measure prior to an alcohol-related injury or violation. The poster presents an overview of how Texans Standing Tall partners with colleges and universities to administer the SBI project on 4-year and 2-year public and private campuses, as well as provides common outcomes from our SBI program.

Poster 16: Creating a Tool to Evaluate Model Minimum Uniform Crash Criteria Compatibility of State Crash Reports

Authors: Neal Paschal & Andrew Graettinger, The University of Alabama

States collect crash information on their crash reports, but each state has a unique crash report form independent of other states. The National Highway Traffic Safety Administration and the Governors Highway Safety Association partnered to create Model Minimum Uniform Crash Criteria (MMUCC) to provide a checklist of information states should collect on crash reports to ensure standardization of data between states. Currently, states have to map their crash reports to MMUCC standards by hand to check their compliance. By creating a web-based tool for states to upload their crash report data dictionaries, the tool will determine a MMUCC

compliance rating with only moderate user input. The tool highlights all missing attributes and produces a report listing what attributes are missing and would increase the compliance rating if included. After initial mapping is done, the user has the option of selecting attributes from the crash report they know map, but were not selected by the tool (EX: the report says "dim lighting" instead of the MMUCC "low lighting"). This user selected information is stored in a repository for future use; the tool will select those user-selected attributes the next time they show up in a crash report.

Poster 17: Transferring Historic Alabama Crash Records to an Enterprise GIS System

Author: Qifan Nie, The University of Alabama

In order to conform to the Federal Highway Administration (FHWA) standards for Highway Performance Monitoring (HPMS), the Alabama Department of Transportation created an Enterprise GIS system (eGIS) which includes a routable roadway network. Historic crash data are recorded with two linear referencing methods (LRM): route milepost on state routes and link-node on local roads. Geographic Information Systems have been used to develop a methodology to transfer the existing link-node LRM data to the eGIS framework. Historical crash data provide important information regarding the trend of crashes over time at a particular location. Historic crash data inventoried in the link-node system can be mapped using the new eGIS data in order to account for crash data that occurred before the adoption of eGIS. An additional benefit of using new eGIS data is the potential to dramatically improve the accuracy of locating events for routes which historically have not been maintained by the state. Also, using historical crash data can facilitate crash mapping and crash analysis. Safety planners and police officers can use mapping to pinpoint locations where crashes occur most frequently and target resources and efforts to mitigate the problem.

Poster 18: Developing a Child Passenger Safety Technician Management Plan for the Hopi Reservation

Authors: Gregory Sehongva, The Hopi Tribe; and George Carroll & Jon Peabody, Indian Health Service/Office of Environmental Health & Engineering

The availability of local Child Passenger Safety (CPS) technicians is an important resource for a rural reservation since CPS technicians are required for any CPS-related activities such as conducting seat checks and installations and car seat clinics. Unfortunately, maintaining an active status for CPS technicians on the Hopi Reservation has been a challenge, which has resulted in difficulty coordinating CPS events. The purpose of this project was to develop a management system for the Hopi Reservation CPS technicians that ensures a consistent group of currently certified CPS technicians are available for all CPS-related activities. Three specific strategies were used to achieve this goal: develop a tracking system for all CPS technicians that included current certification status, renewal date, and status of meeting recertification requirements; supporting one or two local CPS technicians to obtain CPS Instructor status; and scheduling sufficient local continuing education/recertification training courses and car seat check events to allow all CPS technicians to meet recertification requirements locally.

Poster 19: Differences in Calibration of Skills in Distracted Driving Situations

Author: Ashleigh Tran, University of Kansas

Despite the known dangers of distracted driving, it's still common to see motorists texting while driving. Two possible explanations for this behavior are that drivers value the information in the message and/or they do not have an accurate understanding of their driving. Twenty participants responded to a questionnaire that quantified their propensity to delay a text-messaging task. The delay discounting measure utilized four different scenarios: either in clear weather or in a winter storm with a text message from their significant other presented either on the handheld phone screen or over the vehicle voice system. Participants completed six drives in a simulator that included two levels of ambient traffic and three levels of distraction (control, cognitive n-back, and texting). During the drives, participants were prompted to rate their driving performance. Measures of cognitive workload, driving performance and task performance were collected. Based on previous literature, degraded driving performance is expected in the distracted conditions as well as degraded performance in the peripheral detection task due to increased workload compared to the control condition. Further, subjective ratings of driving performance are expected to be inflated for most participants, but more so for those who value the message more.

Poster 20: Driving Simulators: More than a Video Game!

Authors: William McQuilken & Judith Schultz, Lehigh Valley Health Network

This study aimed to investigate teenager, young adult and adult knowledge of distracted and impaired driving through the use of educational driving simulators that were customized to instruct participants on the dangers of distracted or impaired driving utilizing consequence videos. The simulators were taken to high schools, colleges/universities, and businesses over

a 4-year period where it was hypothesized that they would play a significant role in raising knowledge about the dangers and penalties of these risky driving behaviors and also help to increase seat belt usage. Electronic pre- and post-surveys allowed us to gather data on distracted and impaired driving, both as the driver and as a passenger. Pre- to post-survey seat belt usage percentage increased. The data brought to light that real-life consequences appear to raise awareness of dangerous driving behaviors.

Poster 21: STOP: Statewide Traffic-Related Themes to Operationalize Policy Changes Regarding Highway Safety

Authors: Shashank Mehrotra & Shannon Roberts, University of Massachusetts Amherst

The purpose of this paper is to investigate the key themes associated with crashes/near crashes. The themes relate to the year-on-year fatality rates and are linked to driver behavior from the FARS data source. The NHTSA crash report gives the emerging themes related to the crashes. The emergent themes are found using machine learning algorithms (LDA) to define the dominant themes. They are then correlated with the leading causes of crashes and driving behavior to provide better insights into the root causes of the issues. Key themes associated with each state/region are documented along with the crash statistics to provide a unified view of the crashes which can help understand the symptoms. The long-term goal of this research is to establish a framework which automates the categorization of the issues and helps build a repository of key issues that can help affect policy changes that lead to zero highway crashes.

Poster 22: Improve Sight Distance at Signalized Ramp Terminals of Partial Cloverleaf Interchanges to Deter Wrong-Way Entries

Authors: Jin Wang & Huaguo Zhou, Auburn University; and Yunan Zhang, Beijing Jiaotong University

Providing drivers with open sight distance on entrance ramps can help prevent wrong-way entries at interchange terminals. For partial cloverleaf (parclo) interchange terminals with close-spaced two-way ramps, appropriate intersection balance and median barrier lengths can provide motorists with a better view of entrance ramps and a better turning radius. A current best intersection balance practice by the Washington State Department of Transportation (WSDOT) is to locate the stop line at no more than 60% of the way through the intersection. However, this has not been proven for safety benefits. To fill this void, this paper provides a comprehensive evaluation of the impact of stop line positioning based on wrong-way crash data analysis. Effects of different lengths of the median barriers used to separate two-way ramps on left-turn drivers' sight distance were also investigated by analyzing drivers' perspectives of roadway information with a three-dimensional (3D) simulation and analytical methodology. Conclusively, the current best practice was proven effective in deterring wrong-way driving, and general guidelines for appropriate median barrier lengths on two-way ramps were developed.

Poster 23: Monitoring Driver Distraction in Connected Vehicle Environment

Authors: Md Atiquzzaman & Huaguo Zhou, Auburn University; and Yan Qi & Ryan Fries, Southern Illinois University Edwardsville

With rapid advancement in cell phone and in-vehicle technologies along with driver's inclination to multitask, the number of crashes due to distracted driving is a growing safety concern on our road network. Some previous studies attempted to detect distracted driving behavior in real-time to mitigate its adverse consequences. However, these studies mainly focused on detecting either visual or cognitive distraction only, while most of the real-life distracting tasks involve driver's visual, cognitive and physical workload, simultaneously. Additionally, previous studies frequently used eye, head or face tracking data, though current vehicles are not equipped with technologies to acquire such data. None of the previous studies attempted to develop distracted driver detection algorithms that can be implemented to traffic monitoring operations. To address these issues, this driving simulator study focused on developing algorithms for detecting driver distraction, using only vehicle dynamics data, that can possibly be implemented to monitor distracted drivers in a connected vehicle environment. Successful implementation of such an algorithm may result in considerable reduction in distracted driving crashes and make our roadways safer.

Poster 24: Is Your Social Media Social Enough? Exploring Motorcycle Safety Campaigns on Facebook

Authors: Kaitlyn French, Chanyoung Lee, PhD, & Siwon Jang, PhD, Center for Urban Transportation Research

Many traffic safety agencies are interested in finding the most effective and efficient means to reach the public with road safety messages. While traditional media outlets, such as television, radio and billboards are still used, social media's rapid growth has unlocked new opportunities for the traffic safety community to promote road safety. Social media uses a website platform for information sharing and communication within a social network. Facebook is the largest and most active social media platform, which 79% of Americans use and 76% of users access daily. When 2,229 motorcyclists were surveyed about their social media use, over half (52.44%) of riders reported using Facebook "several times a day," and 22.79% reported using Facebook "about once a day." This study summarized the lessons learned from using social media (Facebook) to improve motorcycle safety in Florida. High traffic posts were reviewed to search for common themes and responses between posts based on a standardized set of characteristics. Limitations and future recommendations for social media-based campaigns are also discussed.

Poster 25: Motorist-Cyclist Crash Data Needs in U.S. Communities

Authors: Krista Nordback, University of North Carolina Highway Safety Research Center; Geoff Gibson & Sirisha Kothuri, Portland State University; and Nick Ferenchak & Wesley Marshall, University of Colorado Denver

Over the past decade, understanding traffic safety using a data-driven approach is becoming standard practice for motor vehicle collisions, but lack of data has prevented similar data-driven safety decisions for non-motorized road users. This presentation summarizes the issues encountered with motorist-bicycle crash data with respect to data availability, standardization and quality across eight communities: Arlington, Virginia; Bellingham, Washington; Boulder and Denver, Colorado; Minneapolis and St. Paul, Minnesota; Philadelphia, Pennsylvania; Portland, Oregon; and San Diego, California. Findings reveal that while time variables such as hour, month and day of crash were consistently coded across locations, vast differences existed between critical variables such as crash type and crash severity among the eight study communities. This presentation provides suggestions to standardize non-fatal cyclist crash data in order to spotlight the data needs and bring much needed attention towards improving bicycle safety-related data collection in the U.S.

Poster 26: Naturalistic Driving Analytics: How Do Sleeping Behaviors Affect Teen & Adult Driving Outcomes?

Author: Lauren D'Arinzo, Franklin and Marshall College

Despite the fact that persons 16-20 years of age made up 5.7% of licensed drivers in 2014, 9% of fatal victims from motor vehicle crashes in the same year were teenagers. An analysis of behavioral disparities between teenagers and adults can help identify unsafe driving behaviors and shed light on what about teenage driving leads to adverse outcomes. The Strategic Highway Research Program 2 (SHRP2) driving database offers a chance to explore driving patterns on a scope and scale not normally studied in small naturalistic studies. A subset of the SHRP2 dataset was obtained to quantify driving and sleepiness risk using self-reported measures of driving histories in conjunction with the Epworth Sleepiness Scale (ESS). A logistic regression was performed to predict driving risk using age, sleepiness and other covariates. Among teenagers who were considered high risk on ESS, 15.7% were risky drivers; among adults who were considered high risk on ESS, 18.2% were risky drivers. The data failed to show a significant difference in the distribution of adverse outcomes across sleepiness groups; however, these terms are maintained in the final model because their slopes were significantly different from zero. Future plans include multiple imputation of missing responses and linkage to other SHRP2 datasets.

Poster 27: Safe After School Play: An Evidence-Based Injury Prevention Curriculum

Authors: Claire Cioni, Melody Schaeffer, Nicole Kozma, Jill Schnurbusch & Peggy Bailot, St. Louis Children's Hospital

The Centers for Disease Control and Prevention report the leading cause of death for those between the ages of 0 and 19 is unintentional injury. Most school-aged pedestrian fatalities occur in the hours after school, between 3:00 and 8:00 pm. It is important for school-aged children to be knowledgeable on safe play during the after-school hours. As a pediatric level 1 trauma center, St. Louis Children's Hospital provides an evidence based interactive cityscape safety program, called Safety Street, to elementary school children. During the one hour program, children are educated on numerous safety themes in an environment that mimics their own

community, such as sidewalks and street crossing, bicycles, playgrounds, stray animals, and sports. The program is evaluated using a pre- and post-test single group design measuring knowledge gained while attending the program. Students show statistically significant results for all questions regarding after-school play safety. This indicates that Safety Street is effective at improving after-school play safety knowledge among school-aged children. This program will help prevent unintentional injuries among children during the after school hours.

Poster 28: Using the Data You Have: How a Pediatric Hospital Implemented an Injury Prevention Intervention Based on Multiple ZIP Code Analysis Initiatives

Authors: Melody Schaeffer, Claire Cioni, Nicole Kozma & Jill Schnurbusch, St. Louis Children's Hospital

According to Healthy People 2020, injuries, including those incurred from motor vehicle crashes, are the leading cause of death for Americans ages 1 to 44, and a leading cause of disability for all ages. St. Louis Children's Hospital conducted a Community Health Needs Assessment (CHNA) and identified public safety as a top need. One method of data collection for the CHNA included an electronic parent health concerns survey that included questions on motor vehicle crashes. The Child Health Advocacy and Outreach Department provides an evidence-based interactive cityscape safety program for children in school communities when school is in session. One component of this intervention includes motor vehicle safety tips for children. Intervention sites are selected based on two ZIP code analyses: emergency room use in pediatrics populations and parents indicating motor vehicle crashes were a top concern on the parent survey. Utilizing both data sets can ensure appropriate areas are targeted for the intervention. Since there are multiple emergency rooms in the St. Louis metropolitan area, it is important to identify a target population representing zip codes that utilized the emergency room and from the parent survey sample.

Poster 29: Drug DUI Impact in Georgia: 2010-2015

Author: Stuart Barnes, University of Georgia

Driving under the influence is a national epidemic and alcohol is not the only contributor. The purpose of this research is to investigate the drug epidemic in Georgia in relation to both traffic crashes and fatalities. The variables that are examined include drug type; location of occurrence within the state; time of occurrence; and age and gender of the DUI offender over a 5-year time frame between January 1, 2010 and December 31, 2015. Additionally, the most prevalent drug(s) are addressed in detail.

Poster 30: Social Media Impact of Traffic Safety Research & Evaluation Group (TSREG) on Health Promotion & Behavior

Author: Stuart Barnes, University of Georgia

Part of promotion is exposure. If no one sees promotional material created, then it can't possibly have as much of an impact. If someone sees information they are interested in, they can share it directly with others by the button of a push or by passing a smart device to someone else to look at. Social media has changed the game for advertising. The field of public health can also use social media as a medium of communication. The Facebook page for TSREG at the University of Georgia is comprehensive in the material covered. It includes policy changes, how to's, notable positive police actions, safety concerns, traffic issues, infographics, and topic specific material. The page follows the Georgia Governor's Office of Highway Safety, NHTSA and other notable government organizations and, reposts and promotes their materials. The site is a source for reliable information on this subject area. The posts selected for the poster are "College Station Road Bicycle Improvements, Athens-Clarke County, GA," "Improper Lane Change Infographic," "Three Feet: It's the Law," and "Pets in Cars." Each was published in 2016 on Facebook.

Poster 31: 2016 Georgia Fatalities: What Does the Preliminary Data Tell Us?

Authors: Carol Cotton & Darrell Robinson, University of Georgia

In 2015, fatal collisions in Georgia increased 22% from 2014. This increase marked the highest number of fatal collisions in the state in almost 10 years and mirrored national trends. Unfortunately, increases in fatal collisions continued into 2016 with preliminary numbers indicating an approximate 10% increase from 2015. This troubling rise in fatalities presents a need for a closer analysis to help traffic safety professionals: locate where these collisions are occurring, identify road users most affected by these collisions, understand related factors contributing to these crashes. A thorough understanding is necessary in order to propose potential solutions in an effort to reverse these undesirable trends.

Poster 32: Failure to Yield Among Georgia Elderly Drivers

Authors: Carol Cotton & Darrell Robinson, University of Georgia

Past research has shown that the proportion of traffic fatalities involving individuals aged 65 years and older is often higher than their representation in the general population. For instance, Georgians aged 65 and older were estimated to represent 11.9% of the state's total population in 2015. However, this age group accounted for 17.5% of all fatal collisions in the state that same year. When analyzing crash data, the most frequently cited contributing factor related to elderly collisions was "failure to yield." Between 2011-2015, approximately 34% of elderly (65+) fatal collisions were attributed to failure to yield, higher than any other age group. With the number of elderly drivers increasing over time, greater focus is needed to assess related factors and possible solutions to protect this population of road users.

Poster 33: Putting The Brakes on Speed-Related Crashes in Georgia

Author: Darrell Robinson, University of Georgia

The total number of speed-related fatalities as well as the proportion of overall fatalities accounted for by speeding decreased in the U.S. between 2011 and 2015. While Georgia's rate of speed-related fatalities has been consistently lower than the national rates, the occurrence of these fatal collisions increased in Georgia over the same time period. This poster examines crash data to assess the prevalence of and contributing factors related to the increase in these collisions in Georgia. Strategies currently being implemented in the state to reduce speeding and speed-related collisions are compared against NHTSA recommended countermeasures to identify additional steps that may be taken.

Poster 34: Social Media, Road Rage & Distracted Driving: Does Social Media Affect Traffic Safety?

Authors: Toby Board & Jonathan Sorensen, East Carolina University

This study explores the effect on traffic safety of social media use while driving. In this context, social media use includes social discourse and reporting of traffic hazards, such as road rage. Instagram social media post data (n= 130, 000), collected by the Auto Insurance Center, was analyzed over a 3 to 5-year period. The data were geotagged to enable locational analysis that focused principally on road rage and distracted driving risks. While the analyses reveal higher risk states (i.e., Hawaii) and time periods (i.e., August), together the phenomena present a national traffic hazard risk. These findings show that social media use while driving increased dramatically over the period. Likewise, it contributed to driver distraction, thereby posing a greater traffic hazard risk. Further, the findings suggest that there is a need for greater government restriction of social media use while driving, and expanded driver education about the risks of social media-related distracted driving.

Poster 35: The Block is Hot! A Spatial Analysis of the Demographics & Socio-Economic Characteristics of Motorcycle Crash Locations in Florida

Author: Deja Jackson, University of Florida

This ongoing study explores the influence of socioeconomic factors and demographics on motorcycle crashes in the State of Florida. Spatial and statistical analyses will be conducted using the geocoded locations from 2008-2014 Florida crash data for motorcycle crashes that resulted in an injury and/or fatality. For analysis purposes, the unit of measure is at the census block level as this is the smallest unit of measure that retains the demographic and socioeconomic properties of a given area within a census tract. The results of the spatial and statistical analyses are expected to show clusters of both hot and cold motorcycle crash locations and the demographic and socio-economic characteristics of the residential areas in which these crashes occur. These contributions are expected to show potential areas of prioritization for transportation safety planning in Florida.

Poster 36: Factors Affecting the Severity of Injuries Sustained in Collisions with Roadside Objects

Author: Ashirwad Barnwal, Iowa State University of Science & Technology

According to the AASHTO Roadside Design Guide, fixed roadside objects have always been a matter of concern as run-off-the-road crashes with such objects have resulted in approximately 20% of all traffic fatalities since 1979. Over the past several decades, roadway design and, particularly, roadside design have helped to reduce the propensity for run-off-the-road crashes and to mitigate the outcomes when motorists do depart the traveled way. However, roadside

design still warrants further improvement. This study examines the effect of object and driver characteristics and other pertinent factors on the degree of injury severity sustained by occupants in single-vehicle fixed object collisions along interstate highways in Iowa. Ordered regression models were estimated to discern how the distribution of crash-involved injuries varies across different scenarios. The results indicate that crashes involving bridge piers and concrete barriers are more severe than other fixed objects. Moreover, drunk driving and driver fatigue also increase the degree of injury sustained by crash-involved occupants.

Poster 37: Evaluation of Systemic Safety Methodologies on Low-Volume Rural Paved Roadways

Author: Georges Bou-Saab, Iowa State University

Safety on rural U.S. roadways became a major concern in 2012. More than 50% of fatal crashes occurred on secondary rural roadways, taking into consideration that 19% of the total population lived in those rural areas. A reduction in these events is necessary, but their widespread nature requires the application of a project identification and prioritization methodology that is different than the traditional reactive "hot spot" approach. Proactive systemic safety improvement methodologies and tools are recommended since they use crash data and roadway characteristics to approximate risk and identify/prioritize potential safety improvement locations. In this research, the weighting of the factors used in one or more of these methodologies were systematically evaluated with the development of a tool selection matrix. Three different sensitivity analysis experimental approaches were conducted to assess whether a modification in the method of assigning weights to risk factors would have a significant influence on the ranking. The results of this research should be helpful to state and local transportation safety personnel as they apply the systemic safety tools/methodologies currently available.

Poster 38: Alcohol Beverage Control & Highway Safety Partnership – Mission: Underage Drinking Prevention

Authors: Beau Evans, WV Governor's Highway Safety Program and Charlotte Blankenship, WV Alcohol Beverage Control Administration

The West Virginia Alcohol Beverage Control Administration and local West Virginia Governor's Highway Safety Coordinators are teaming up to combat the issues related to underage drinking at on and off premise locations and issues related to driving under the influence. Grant funding from NABCA and NHTSA have come together to be utilized by both organizations to reduce underage drinking rates, increase responsible beverage service trainings, reduce crashes related to underage impaired drivers, and the continuance of data collection to track targeted, rural sections within the state needing extra enforcement and public education. Support from local prevention coalitions have been shown to provide much needed support for the movement. Without a collaborative team effort from all parties this issue would spiral out of control.

Poster 39: Predicting Likelihood of Hit-and-Run Crashes Using Real-time Loop Detector Data and Hierarchical Bayesian Binary Logit Model with Random Effects

Authors: Meiquan Xie, Wen Cheng, Gurdiljot Gill, Roya Falahati & Xudong Jia, Cal Poly Pomona; and Simon Choi, Southern California Association of Governments

Fairly extensive research studies have been dedicated to identifying the influential factors of hit-and-run (HR) crashes. Most of them utilized the typical Maximum Likelihood Estimation Binary Logit models, and none of them have employed the real-time traffic data. To fill this gap, the study focused on predicting the likelihood of HR crashes, as well the general ones, based on the hierarchical Bayesian models with random effects within a sequential Logit structure. Two-year crash and real-time loop detector data were collected from one freeway segment in Southern California. The results indicated similar significant contributing factors to general crashes as in the previous research. As for the HR crashes, the factors of upstream vehicle speed, roadway segment length, and weekend were found to be positively correlated with the HR crash risk. K-fold cross validation technique resulting in ROC (Receiver Operating Characteristic) curves exhibited the satisfactory prediction accuracy of the developed models in the study. Overall, the research suggested that the real-time traffic data seems to be a promising area of interest for understanding the conditions of HR crashes.

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EXHIBIT HOURS AND EVENTS

Saturday, March 25

12:00pm–6:00pm Exhibit and Poster Setup

Sunday, March 26

7:30am–12:00pm Exhibit and Poster Setup

12:00pm–6:00pm **Exhibit Hall Open**

12:00pm–1:30pm Lunch

3:00pm–3:45pm Complimentary Refreshments and Networking

5:00pm–6:00pm **Welcome Reception and Poster Presentations**

Monday, March 27

8:00am–4:30pm **Exhibit Hall Open**
(closed during Awards Luncheon)

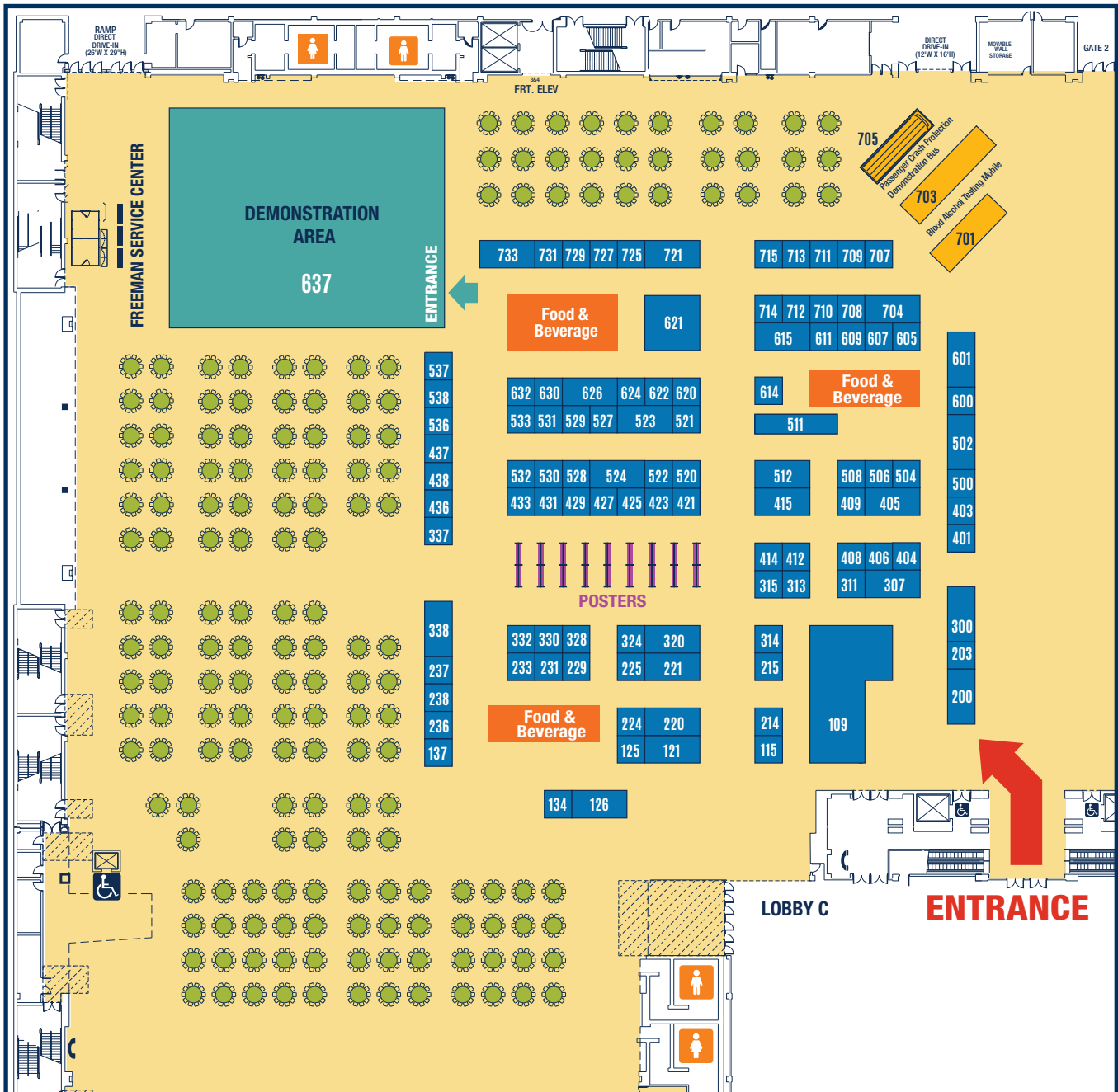
8:00am–8:45am Continental Breakfast

3:45pm–4:30pm Complimentary Refreshments and Networking

4:30pm Exhibitor Move out



An additional CEU is earned by visiting selected exhibitors in the Exhibit Hall to have the passport stamped.



CHARLOTTE CONVENTION CENTER FLOOR PLAN

