

# **LIFESAVERS/6**



**Boston**  **Massachusetts**

**NATIONAL CONFERENCE ON ALCOHOL COUNTERMEASURES  
AND OCCUPANT PROTECTION**

**MARCH 17-19, 1988**

**LIFESAVERS/6 AGENDA  
BOSTON MA  
MARCH 17-19, 1988**

**WEDNESDAY**

**MARCH 16, 1988:**

1:00 - 6:00pm      **REGISTRATION** - Hynes Convention Center Hall B

5:00 - 5:30pm      **MODERATORS MEETING** - Hynes 106

5:30 - 7:00pm      **WELCOME ICEBREAKER RECEPTION**  
Exhibition Hall B, Hynes Convention Center

**THURSDAY**

**MARCH 17, 1988:**

7:30 - 4:00pm      **REGISTRATION** - Hynes Exhibition Hall B

7:30 - 8:30am      **COFFEE/DANISH** Hynes Exhibition Hall B

8:45 - 9:45am      **OPENING WELCOME** - Sheraton Grand Ballroom, Plaza Level  
Presiding: Terry D. Schiavone, Director  
Massachusetts Highway Safety Bureau

Keynote: Marilyn Price Spivak  
Executive Director & Founder  
National Head Injury Foundation

10:00 - 11:30am      **FIRST SET OF WORKSHOPS**, Choose 1: See program pages 1-7  
Sheraton Conference Level, 3rd Floor  
Hynes Convention Center Plaza Level, 1st Floor

12:00- 1:30pm      **LUNCHEON** - Sheraton Grand Ballroom, Plaza Level  
Presiding: Thomas Hanna, President  
Motor Vehicle Manufacturers Association

Remarks: Honorable James H. Burnley IV, Secretary  
United States Department of Transportation

2:00 - 3:00pm      **GENERAL SESSION** - Sheraton Grand Ballroom, Plaza Level

**ALCOHOL COUNTERMEASURES AND THE MEDIA: WHO CREATES TRENDS  
AND WHO REPORTS THEM?**

Moderator: Susan Morris, President  
Morris & Company  
Chevy Chase, MD

Panelists: Tracey Lyons      Margaret Gerteis, PhD  
Correspondent      Deputy Director  
Gannett News Service      Center for Health  
Television      Communication  
Washington D.C.      Harvard School of  
Public Health  
Boston MA

**THURSDAY**

**MARCH 17, 1988 continued**

3:15 - 4:45pm **SECOND SET OF WORKSHOPS**, Choose 1: See program pages 8-14  
Sheraton Conference Level, 3rd Floor  
Hynes Convention Center, Plaza Level, 1st Floor

4:45 - 6:00pm **EXHIBITS OPEN** - Hynes Exhibition Hall B

**EVENING FREE TO ENJOY BOSTON!**

**FRIDAY**

**MARCH 18, 1988:**

7:30 - 10:00am **REGISTRATION** - Hynes Exhibition Hall B

7:30 - 8:30am **COFFEE/DANISH**, Hynes Exhibition Hall B

7:30 - 8:30am **EARLY BIRD SESSIONS**: Consult separate guide for schedule  
Sheraton Conference Level, 3rd Floor  
Hynes Convention Center, Plaza Level

8:45 - 9:45am **GENERAL SESSION** - Sheraton Grand Ballroom, Plaza Level

**JUMPING THE HURDLE TO HIGH USAGE: LEADERSHIP STRATEGIES  
FOR HIGHER SAFETY BELT AND CORRECT CHILD RESTRAINT USAGE  
-- AT LEAST 70% BY THE YEAR 1990.**

**Moderator:** Chuck Hurley  
Vice President, Public Policy  
National Safety Council  
Washington D.C.

<b>Panelists:</b> Jack Walsh	Kathleen Teague
Superintendent	Executive Director
Ohio Highway Patrol	Florida Coalition
Columbus, OH	for Auto Safety
	Tallahassee FL
Mel Smith	
Chairman	
National Association of Governor's Highway	
Safety Representatives	
Springfield, IL	

10:00 - 11:30am **THIRD SET OF WORKSHOPS**, Choose 1: See program pages 15-21  
Sheraton Conference Level, 3rd Floor  
Hynes Convention Center, Plaza Level

12:00 - 1:30pm **LUNCHEON** - Sheraton Grand Ballroom, Plaza Level  
**Presiding:** T.C. Gilchrest, President  
National Safety Council

**Remarks:** Robert C. Stempel, President  
General Motors Corporation

**FRIDAY  
MARCH 18, 1988 continued**

- 1:45 - 3:15pm **FOURTH SET OF WORKSHOPS**, Choose 1: See program pages 22-28  
Sheraton Conference Level, 3rd Floor  
Hynes Convention Center, Plaza Level, 1st Floor
- 3:30 - 6:30pm **EXHIBITS OPEN** - Hynes Exhibition Hall B
- 3:30 - 5:00pm **FILM FESTIVAL**: Consult separate guide for schedule  
Sheraton Conference Level, 3rd Floor  
Hynes Convention Center, Plaza Level, 1st Floor
- 3:30 - 4:30pm **POSTER SESSION AUTHORS AVAILABLE**, Hynes Hall B
- 3:30 - 4:30pm **NATIONAL PASSENGER SAFETY ASSOCIATION ANNUAL MEETING**  
Hynes 103
- 3:30 - 5:00pm **REMOVE INTOXICATED DRIVERS MEETING** Hynes 107
- 7:00pm **BANQUET** - Sheraton Grand Ballroom, Plaza Level  
Presiding: Mel Smith, Chairman  
Nat'l Assoc. of Governor's Highway Safety Reps
- Remarks: Honorable James J. Howard  
Chairman, House Public Works and Transportation  
United States House of Representative

**SATURDAY  
MARCH 19, 1988**

- 7:30 - 8:30am **COFFEE/DANISH** - Hynes Exhibition Hall B
- 7:30 - 8:30am **EARLY BIRD SESSIONS** - Consult separate guide for schedule  
Sheraton Conference Level, 3rd Floor  
Hynes Convention Center, Plaza Level
- 8:45 - 10:15am **FIFTH SET OF WORKSHOPS**, Choose 1: See program pages 29-35  
Sheraton Conference Center, 3rd Floor  
Hynes Convention Center, Plaza Level
- 10:30 - 12:00 **SIXTH SET OF WORKSHOPS**, Choose 1: See program pages 36-42  
Sheraton Conference Center, 3rd Floor  
Hynes Convention Center, Plaza Level
- 12:15 - 2:00pm **CLOSING LUNCHEON** - Sheraton Grand Ballroom  
Presiding: George Reagle, Associate Administrator  
National Highway Traffic Safety Administration
- Remarks: Doris Aiken, Founder & President  
Remove Intoxicated Drivers
- NHTSA: Presented by Jeffrey Miller, Deputy Administrator  
Awards National Highway Traffic Safety Administration

Note to new occupant protection program managers: To facilitate your selection of workshops, a group of sessions on occupant protection have been identified with an \* throughout the Occupant Protection portions of the program. These sessions have been designed to provide an overview and introduction to the issues a new program manager should know.

WORKSHOP AGENDA

Thursday, March 17, 1988  
10:00-11:30am

Achieving 70% Usage by 1990: Enacting and Expanding Occupant Protection Legislation. Focus on current state legislative initiatives and trends in safety belt and child restraint use.

HYNES 108

Rpt: Thurs  
3:15-4:45  
HYNES 108

Moderator: Charles Spilman  
President  
Traffic Safety Now, Inc.  
300 New Center Building  
Detroit MI 48202  
313/872-0796

Panelists: Peter O'Rourke  
Director  
Ofc of Transportation Safety  
7000 Franklin Blvd. Suite 330  
Sacramento, CA 95823  
916/445-0527

Sandra Flicker  
Executive Director  
Oregon Traffic Safety Now  
Coalition  
255 13th St. NE  
Salem OR 97301  
503/370-8222

Essie Tellstone  
Exec. Director  
Vermont SEAT Coalition  
431 Pine St. #212  
Burlington VT 05401  
802/862-3494

\*Achieving 70% Usage by 1990: Part 1 How to Plan and Carry-Out a Corporate Seat Belt Program: Basic information and guidelines for program managers on implementing worksite/corporate workshops and programs. Topics such as how to get started, and how to sell to the uninterested company executive will be discussed.

HYNES 107

PART 2  
Sat.  
8:45-10:15  
SHERATON  
FAIRFAX A

Moderator: Lorraine Novak  
Safety Belt Project Director  
Center for Highway Safety  
215 Transportation Safety Building  
Harrisburg, PA 17120  
717/787-6853

Panelists: Kathleen Teague  
Executive Director  
FL. Coalition for Auto Safety  
P.O. Box 3927  
Tallahassee, FL 32305  
904/386-5044

Diane Mattioli  
Account Executive  
Mintz and Hoke, Inc.  
30 Tower Lane  
Avon, CT 06001  
203/678-0473

Ron Burk  
Executive Director  
Ohio Highway Safety Coalition  
240 South Parsons Ave.  
Columbus, OH 43205  
614/466-3250

Thursday, March 17, 1988 10:00-11:30

\*Occupant Protection Special Groups: Meeting the Needs of Rural and Low Socio-Economic Populations. Presentations on different delivery systems will be followed by small group discussions on specific populations and mechanisms for reaching them.

SHERATON  
BERKELEY AB

rpt: Fri.  
10:00-11:30  
SHERATON  
BERKELEY AB

Moderator: Nancy Bauder  
President, Kansans for Highway Safety  
Rt.#4, Box 241A  
Leavonworth, KS 66048  
913/615-5591

Panelists: Margaret Herzog  
Coordinator  
S.E. District Hlth Dept.  
Pocatello, ID 82201  
208/233-9080  
  
Jim Rodriquez  
Gov. Representative  
Oklahoma Highway Sfty Ofc.  
Oklahoma Dept. of Trans.  
200 NE 21st St. D-1  
Oklahoma City, OK 73105  
405/521-3314

Joanne Gravell  
Project Coordinator  
Family Day Care Hlth Project  
Mass. Dept. of Public Health  
484 Main St., Suite 300  
Worcester, MA 01608  
617/757-5631  
  
Talma Cato  
Assistant Director  
MI. Coalition for Safety Belt Use  
5685 Highland St.  
Pontiac, MI 48054  
313/674-4661

Child Passenger Safety: Technical Issues. With 40% of the 1989 model year automobile fleet equipped with automatic crash protection, the question of compatibility with child passenger safety seats gains importance. This session will focus on that issue as well as provide an update on misuse concerns and new technology.

HYNES 103

rpt: Sat.  
8:45-10:15am  
HYNES 108

Moderator: David Roberts  
Project Engineer  
Vehicle Sciences & Biomechanics Div.  
Calspan, Inc.  
P.O. Box 400  
Buffalo, NY 14225  
716/632-7500

Panelists: Annemarie Shelness  
Executive Director  
Physicians for Automotive Safety  
19 Church St.  
New Milford, CT 06776  
203/355-0323

Bob Craig  
Quality Assurance Manager  
Cosco  
2525 State St.  
Columbus, In 47201  
812/372-0141

Jerome Koziatek  
President  
Jerome Koziatek & Assoc.  
190 West Boston Rd.  
Hinckley, OH 44233  
216/659-4961

Howard S. Willson  
Chairperson, SAE  
Children's Restraint Systems  
Task Force  
Chrysler Corp.  
P.O. Box 1118 CIMS 418-06-02  
Detroit, MI 48288  
313/956-6037

Thursday, March 17, 1988 10:00-11:30

Traffic Injury in America: The magnitude of the traffic injury problem overlaps state and local traffic safety and health department jurisdictions and authorities. An overview of the problem, strategies and programs to integrate traffic safety and public health at the national, state and local levels.

HYNES 101

Moderator: David Sleet  
Prof. of Hlth Sciences &  
Adjunct Prof. of Public Health  
San Diego State University  
San Diego, CA 92182  
619/456-9031

Panelists: Paul Jones  
Gov.'s Highway Sfty Bureau  
North Carolina  
215 E. Lane St.  
Raleigh, N.C. 27601  
919/733-3083

Gail Cooper  
Chief, EMS  
County of San Diego  
6255 Mission Gorge Rd.  
San Diego, CA 92120  
619/285-6429

Gary Gurian  
Director of Health  
Allentown Health Bureau  
435 Hamilton St.  
Allentown, PA 18102  
215/437-7759

Susan Standfast, MD  
Director of Injury Control Program  
NY State Health Department  
Room 621, Corning Tower  
Empire State Plaza  
Albany NY 12237  
518/473-1143

Traffic Safety Issues in the Legislative Process:

HYNES 109

Raising the awareness of those who control the political agendas. Is highway safety any different than other issues?

Moderator: Judith Lee Stone  
Executive Director for Federal Affairs  
National Safety Council  
1050 17th St. N.W. #770  
Washington D.C. 20036  
202/293-2270

Panelists: Honorable Salvator Albano  
Chairman  
Senate Public Safety Comm.  
Room 423 State House  
Boston, MA 02133  
617/722-1578

Honorable Wayne R. Andersen  
Circuit Court of Cook County  
321 N. LaSalle St.  
Chicago IL 60610  
312/882-3530

Greg Dahlberg  
Staff Assistant  
House Transportation  
Appropriations Subcommittee  
U.S. House of Representatives  
Washington D.C. 20515  
202/225-2141

Honorable Karen Mills  
Vice-Chair, Health Comm.  
Member, Educ. Public Instit. and  
Transportation Comm.  
Arizona House of Representatives  
Phoenix, AZ 85007  
602/255-3376



Thursday, March 17, 1988 10:00-11:30

What's Coming Down the Pike in the Research Arena--Quick Updates.  
Recent, ongoing and forthcoming NHTSA research in behavioral  
aspects of traffic safety. Will be followed by an open  
discussion of research needs.

SHERATON  
FAIRFAX A

rpt: Thurs.  
3:15-4:45  
SHERATON  
FAIRFAX A

Moderators: James Hedlund  
Director, Driver and Pedestrian Research, NRD-40  
NHTSA  
400 7th St. S.W.  
Washington, D.C. 20590  
202/366-9591

Jesse Blatt  
Chief, Driver & Pedestrian Systems Research Division, NRD-41  
NHTSA  
400 7th St. S.W.  
Washington D.C. 20590  
202/366-5588

Motorcycle Safety: A Big Payoff. An overview of the relation-  
ship to occupant protection, alcohol countermeasures, and  
traffic records. Discussion of the need to integrate this  
component into an ongoing traffic safety effort.

SHERATON  
CLARENDON AB

Moderator: Tom McGovern  
Massachusetts Ofc. of Highway Safety  
100 Cambridge St., Room 2104  
Boston, MA 02202  
617/727-6956

Panelists: Peter Fassnacht  
Vice President,  
Safety Programs  
Motorcycle Safety Foundation  
National Resource Center  
P.O. Box 5044  
Costa Mesa, CA 92628-5044  
714/241-9922

Ronald E. Engle  
Acting Chief  
Safety Countermeasures Div.  
NHTSA, NTS-23  
400 7th St. S.W.  
Washington D.C. 20590  
202/366-2717

Susan Metcalf  
Motorcycle Safety Coordinator  
Virginia Dept. of Motor Vehicles  
P.O. Box 27412  
Richmond, VA 23269  
804/257-1930

Thursday, March 17, 1988 10:00-11:30

Speed Enforcement-General Deterrence & Truck Safety Issues.  
This workshop will cover some of the unique approaches to  
improving compliance with speed limits. Two states speed  
enforcement programs will be highlighted, and special projects  
on truck safety and the use of unmanned (drone) radar detectors  
will be discussed.

SHERATON  
HAMPTON AB

Moderator: J. Michael Sheehan, Jr.  
Chief, Police Traffic Services  
NHTSA  
400 7th S.W.  
Washington D.C. 20590  
202/366-4913

Panelist: Maj. James Fitzgerald  
New York State Police  
Albany NY 12226  
518/457-3258  
  
Lt. Steve Davis  
California Highway Patrol  
Detailed to NHTSA  
400 7th St. S.W.  
Washington D.C. 20590  
202/366-4913

Dick Howard  
Program Manager  
Highway Safety Division  
Department of Public Safety  
4501 South 2700 West  
Salt Lake City, UT 84109  
801/965-4410

Thomas E. Klimek  
Highway Engineer  
Federal Highway Administration  
400 7th St. S.W.  
Washington D.C. 20595  
202/366-2212

Corporate Initiatives in DWI Programs: A Critical Element.  
Individual corporate interests will be shared to identify ways  
in which organization interests and resources can be integrated  
toward community goals.

SHERATON  
FAIRFAX B

Moderator: Ralph Jackson  
Advocacy Programs Director  
Allstate Insurance  
Allstate Plaza  
Northbrook, IL 60062  
312/402-5089

Panelists: Rosemary Cahill  
Audio Visual Services Manager  
Kemper Group  
Long Grove IL 60049  
312/540-2552  
  
Debbie Morgan  
Mack Trucks, Inc.  
Box M  
Allentown PA 18105  
215/439-3592

Rosemary Parker  
7-Eleven Stores  
Mgr. Govt./Public Affairs  
Capital Division 2599  
5300 Shawnee Rd.  
Alexandria, VA 22312  
703/642-0711

Thursday, March 17, 1988 10:00-11:30

Getting Teens to talk out on alcohol and drunk driving.  
This workshop will be composed of teens from the Massachusetts  
area who will present their perspective on alcohol impaired  
driving among their peers and talk about what they think works.

HYNES 102

Moderator: John Schaffer  
Minnesota Safety Council  
555 Wabasha St. #104  
St. Paul, MN 55102  
612/291-0150

Student Coordinator: Randy Roche  
Upton Grange #12552  
Mowry St.  
Mendon, MA 017  
617/478-1912  
401/333-7267

Server Training and Intervention: When Enough is Enough.  
The legal liability and social responsibility, components of  
of a successful program, and industry perspective on  
mandatory server training requirements.

SHERATON  
GARDNER AB

Moderator: Robert Denniston  
National Institute of  
Alcohol Abuse & Alcoholism  
5600 Fishers Lane  
Rockville, MD 20857  
301/443-0373

Panelists: Carol Charette  
President,  
T.I.M.E.-BADD  
P.O. Box 5  
Hudson, NH 03051  
603/889-7651  
  
E. Tracy Nardone  
E.T. Nardone Alcohol  
and Drug Company  
P.O. Box 1263  
Brookline, MA 02146  
617/782-7658

Ronald S. Beitman  
Attorney  
Kistin, Babitsky, Latimer and  
Beitman  
P.O. Box 90  
Falmouth MA 02541  
617/540-1606

Robt. Salz  
Study Director  
Prevention Research Ctr.  
2532 Durant St. 3200  
Berkeley, CA 94704  
415/586-1111

Thursday, March 17, 1988 10:00-11:30

Victim Participation in the Criminal Justice System:

A national overview of victim rights, state constitutional amendments for victims and DWI victim panels as sentencing option for first offenders.

HTNES 104

rpt: Sat.  
8:45-10:15  
SHERATON  
FAIRFAX B

Moderator: Al Wells  
Field Services Director  
MADD National Office  
669 Airport Freeway  
Hurst, TX 76053  
817/268-6233

Panelists: Karen McLaughlin  
National Organization  
for Victims Assistance  
30 Winter St.  
Boston, MA 02108  
617/727-5200

Becky Brown  
Chairperson  
National Legislation Committee  
MADD  
7518 Cessna Dr.  
New Port Richey, FL 33553  
813/863-2095

Wayne Smith  
DUI Coordinator  
Clackamas County Sheriff's  
Dept.  
2223 Caen Rd.  
Oregon City, OR. 97045  
503/655-8218

Roadside Sobriety Checkpoints: Plans for the Future.

In light of the state controversy surrounding this selective enforcement strategy, the panel will discuss its feasibility and utility in DWI prevention and control.

HTNES 110

rpt: Fri.  
10:00-11:30  
HTNES 103

Moderator: Adrian Lund, PhD.  
Director, Human & Environmental Factors Research  
Insurance Institute for Highway Safety  
Watergate 600  
Washington D.C. 20037  
202/333-0770

Panelists: Capt. David Baker  
Traffic Enforcement Branch  
Metropolitan Police Dept.  
501 New York Ave N.W.  
Washington D.C. 20001  
202/727-4450

Brian T. Tucker  
Associate Attorney General  
State of New Hampshire  
State House Annex  
Concord NH 03301  
603/271-3671

Ronald E. Niver  
Supervising Deputy Attorney General  
State of California  
350 McAllister St. Room 6000  
San Francisco, CA 94102  
415/557-2653

Thursday, March 17, 1988 3:15-4:45

Achieving 70% Usage by 1990: Enacting and Expanding Occupant Protection Legislation. Focus on current state legislative initiatives and trends in safety belt and child restraint use.

HYNES 108

Rpt: Thurs  
10:00-11:30  
HYNES 108

Moderator: Charles Spilman  
President  
Traffic Safety Now, Inc.  
300 New Center Building  
Detroit MI 48202  
313/872-0796

Panelists: Peter O'Rourke  
Director  
Ofc of Transportation Safety  
7000 Franklin Blvd. Suite 330  
Sacramento, CA 95823  
916/445-0527

Sandra Flicker  
Executive Director  
Oregon Traffic Safety Now  
Coalition  
255 13th St. NE  
Salem OR 97301  
503/370-8222

Essie Tellstone  
Exec. Director  
Vermont SEAT Coalition  
431 Pine St. #212  
Burlington VT 05401  
802/862-3494

\*Achieving 70% Usage by 1990: Part 1 Enforcement Issues and Your Program: What should new program managers and others interested in starting programs know about enforcement and adult law implementation. What can you expect to achieve with enforcement? How do police managers manage? Officer training, attitudes and motivation. Combined Enforcement and Education Programs.

HYNES 103

PART 2:  
Sat.  
8:45-10:15  
HYNES 103

Moderator: Betty Theis  
Executive Director  
Louisiana Highway Safety Comm.  
P.O. Box 66336  
Baton Rouge, LA 70896  
504/925-6349

Panelists: Sgt. Paul Semanek  
New York State Police Academy  
State Campus Bldg. 24  
Albany, NY 12226  
518/457-7254

Lt. Col. C.M. Robinson  
Virginia State Police  
P.O. Box 27472  
Richmond, VA 23261  
804/674-2014

B.J. Campbell, PhD.  
Director  
Univ. of North Carolina  
Highway Safety Research Ctr.  
Chapel Hill, NC 27514  
919/962-2202

Adrian K. Lund, PhD.  
Director  
Human and Environmental Factors  
Research  
Insurance Instit. for Highway Safety  
Watergate 600  
Washington D.C. 20037  
202/333-0770

Judy Berman  
Chief, Community Education  
MI Ofc. of Highway Safety Planning  
300 S. Washington Square #300  
Lansing MI. 48913  
517/334-7896

Thursday, March 17, 1988 3:15-4:45

Special Needs Transportation: From Premature Infants  
to Wheelchair-Bound Adults.

SHERATON  
CLARENDON AB

Moderator: Marilyn J. Bull M.D.

Director  
Automotive Safety for Children Program  
Riley Hospital for Children  
702 Barnhill Dr. S-139  
Indianapolis, IN 46223  
317/274-4846

Panelists: Lawrence Schneider, PhD.  
Research Scientist  
Univ. of Michigan  
Transport. Research Instit.  
2901 Baxter Rd.  
Ann Arbor, MI 48109  
313/936-1103

Paul Schrieber, MD.  
Chairman, Accident Prevention Comm.  
Mass. Academy of Pediatrics  
1 Pearl St.  
Brockton MA 02401  
617/586-3600

Connie Murray  
President  
E-Z On Products of FL, Inc.  
500 Commerce Way West  
Jupiter FL. 33458  
800/323-6598

Stephanie Tombrello LCSW  
Exec. Director  
Los Angeles Area Child Passenger  
Safety Association  
123 W. Manchester  
Inglewood, CA 90301  
213/673-2666

Getting Teens to Buckle Up: Their Views. This workshop  
will be composed of teens from the Massachusetts area  
who will present their perspective on safety belt use  
and non-use among their peers. Discussion of programs  
that they believe work.

HTNES 102

Facilitator: John Shaffer  
Minnesota Safety Council  
555 Wabasha St. #104  
St. Paul, MN 55102  
612/291-0150

Student Coordinator: Randy Roche  
Upton Grange #125  
52 Mowry St.  
Mendon, MA 01756  
617/478-1912  
401/333-7267

Thursday, March 17, 1988 3:15-4:45

Automatic Crash Protection: Update on FMVSS208 and it's future impact. Now that FMVSS208 is on the way to full implementation, what does the future hold.

HYNES 104

Moderator: Phil Haseltine  
Executive Director  
ACTS  
c/o Motor Vehicle Manufacturers Assn.  
1620 I. St. N.W. #1000  
Washington D.C. 20006  
202/775-2732

Panelists: Brian O'Neill  
President  
Insurance Institute for  
Highway Safety  
Watergate 600  
Washington D.C. 20037  
202/333-0770

Honorable Diane Steed  
Administrator  
NHTSA  
400 7th St. S.W.  
Washington D.C. 20590  
202/366-1836

Representative of the automobile industry  
T.B.A.

Community Traffic Safety Programs are recognized by federal and state agencies as an effective process in combating motor vehicle-related injury and death. What are community traffic safety programs? What are the advantages and disadvantages, and the barriers impeding their success.

HYNES 101

rpt: Sat.  
8:45-10:15  
HYNES 101

Moderator: Bruce Madsen  
Executive Director  
Traffic Improvement Assn. of  
Oakland County  
2510 S. Telegraph Rd.  
Bloomfield Hills, MI 48103  
313/334-4971

Panelists: Terrance D. Schiavone  
Director  
Governor's Highway Safety Bureau  
100 Cambridge St. Room 2104  
Boston, MA 02202  
617/727-5074

Lupe Alonzo  
Comm. Services Officer  
Sunnyvale Public Safety  
700 All America Way  
Sunnyvale, CA 94088  
408/730-7197

Phyllis Dardenne  
Comprehensive Comm. Based  
Program Coordinator  
Va. Dept. of Motor Vehicles  
2300 West Broad St.  
Richmond, VA 23220  
804/257-1137

Tom Barclay  
Highway Safety Coordinator  
Mobile County Sheriff's Dept.  
P.O. Box 113  
Mobile, AL 36601  
205/690-8656

Thursday, March 17, 1988 3:15-4:45

Everything You Always Wanted to Know About EMS and Trauma.  
In 1986, 46,056 people died in car crashes. Did they die  
because they were drinking and driving, or because they were  
not wearing a safety belt, or because there was not an integrated  
emergency medical and trauma care system in place. What really  
killed those people?

SHERATON  
GARDNER AB

Moderator: Susan Ryan  
Office of Enforcement and Emergency Services  
EMS Division  
NHTSA  
400 7th St. S.W.  
Washington D.C. 20590  
202/366-4299

Panelists: Gail Cooper  
Chief, EMS  
San Diego County  
Dept. of Health Services  
6255 Mission Gorge Rd.  
San Diego, CA 92120  
619/285-6429

Alasdair Conn, MD  
Director of Emergency Services  
Massachusetts General Hospital  
Fruit St.  
Boston, MA 02114  
617/599-3384

What's Coming Down the Pike in the Research Arena--Quick Updates.  
Recent, ongoing and forthcoming NHTSA research in behavioral  
aspects of traffic safety. Will be followed by an open  
discussion of research needs.

SHERATON  
FAIRFAX A

rpt: Thurs.  
10:00-11:30  
SHERATON  
FAIRFAX A

Moderators: James Hedlund  
Director, Driver and Pedestrian Research, NRD-40  
NHTSA  
400 7th St. S.W.  
Washington, D.C. 20590  
202/366-9591

Jesse Blatt  
Chief, Driver & Pedestrian Systems Research Division, NRD-41  
NHTSA  
400 7th St. S.W.  
Washington D.C. 20590  
202/366-5588



Thursday, March 17, 1988 3:15-4:45

Preliminary Results of the Impact of the 65mph Speed Limit:  
Discussion of methods used to evaluate the effects of the  
speed limit change on traffic safety. Time frames for future  
results will also be presented.

**SHERATON  
FAIRFAX B**

Moderator: Michael M. Finkelstein  
Associate Administrator for  
Research & Development  
NHTSA  
400 7th St. S.W.  
Washington D.C. 20590  
202/366-1537

Panelists: Robert U. Anderson  
Director  
Div. Government Research  
University of New Mexico  
Albuquerque, MN 87131  
505/277-3305

William Denihan  
Ohio Department of Highway Safety  
P.O. Box 7167  
Columbus, OH 43266-0563  
614/466-2550

Dan Needham  
Program Specialist  
Division of Public Safety  
P.O. Box 1406  
Jefferson City, MO 65102  
314/751-4161

Va. Dept. of Motor Vehicles  
c/o John Hanna  
Deputy Commissioner for Trans.  
Safety  
P.O. Box 27412  
Richmond, VA 23269  
804/257-6624

Changing Societal Norms within the Community: A look  
at Safe Servicing Practices, Alternative Transportation,  
Designated Driver Programs and other Interventions.

**SHERATON  
HAMPTON AB**

Moderator: Pat Ramirez  
California MADD  
311 Main St., Suite C  
Roseville, CA 95678  
916/781-3860

Panelists: Wayne Harding  
SSRE  
4 Austin Park  
Cambridge, MA 02139  
617/273-4206

Barry Caudill, PhD.  
Integrated Research Services  
The North Bank  
66 Club Rd., Suite 370  
Eugene, OR 97401  
503/683-9218

Tom Argo  
Executive Director  
International Good Samaritan's  
Box 7007  
Lake Tahoe, NV 89449  
702/588-8575

David Sleet  
Prof. of Health Science &  
Adjunct Prof. of Public Health  
San Diego State University  
San Diego, CA 92182  
619/456-9031

Thursday, March 17, 1988 3:15-4:45

TEAM - A powerful approach to more responsible use and serving of alcohol in public assembly facilities. A private/public sector initiative that addresses people when they travel to, attend, and leave sporting events in public assembly facilities.

HYNES 110

Moderator: William E. Scott  
Director  
Office of Alcohol & State  
Programs  
NHTSA  
400 7th St. S.W., Room 5130  
Washington D.C. 20590  
202/366-9188

Panelists: Terry Palmer  
Texas Dept. of Highway  
and Public Transportation  
11th & Brazos St.  
Austin, TX 78701  
512/465-6370

Nancy Lacy  
Vice President, Special Seating  
Capital Centre  
1 Harry S Truman Dr.  
Landover, MD 20785  
301/350-3400

Eugene Klompus  
Director, Corporate Relations  
Allstate Insurance Company  
Allstate Plaza  
Northbrook, IL 60062  
312/291-5849

Sue Morris  
S.W. Morris & Co.  
4701 Willard Ave. Suite 105  
Chevy Chase, MD 20815  
301/656-3100

Enforcing the Minimum Drinking Age 21 and ABC Laws:  
Methods utilized by the public and private sectors, as well  
as the youth perspective in circumventing the system.

HYNES 109

rpt: Sat.  
10:30-12:00  
HYNES 109

Moderator: Jim Ryan  
Alcohol Program Coordinator  
NHTSA Region I  
Transportation Systems Center  
Kendall Square - Code 903  
Cambridge, MA 02142  
617/494-3427

Panelists: George McCarthy  
Chairman  
Alcohol Beverage Commission  
100 Cambridge St.  
Boston, MA 02202  
617/727-3040

Det. Peggy Quigg  
Jefferson City Police Dept.  
John G. Christy Municipal Bldg.  
320 E. McCarty St.  
Jefferson City, MO 65101  
314/634-6300

Rosemary Parker  
Southland Corporation  
5300 Shawnee Rd.  
Alexandria, VA 22312  
703/642-0711

John Rossi  
1561 Concord St.  
Framingham, MA 01701  
617/877-6654

Thursday, March 17, 1988 3:15-4:45

Prosecution/Adjudication: How to Work the System. New Trends  
in successfully prosecuting, adjudicating, and appropriately  
sanctioning the DWI offender to minimize the perception of  
"revolving door justice".

SHERATON  
BERKELEY AB

rpt: Sat.  
10:30-12:00  
BERKELEY AB

Moderator: Honorable Anthony J. Heckmeyer  
Presiding Circuit Judge  
33rd Judicial Circuit  
P.O. Box 256  
Benton, MO 63736  
314/545-3141

Panelists: Honorable Wayne R. Andersen  
Circuit Court of Cook County  
321 N. LaSalle St.  
Chicago IL 60610  
312/822-3530

Ray Larson  
Commonwealth's Attorney  
275 West Main St. Suite 300  
Lexington, KY 40507  
606/252-3571

Kay Chopard  
Staff Attorney  
Prosecuting Attorneys  
Training Council  
Hoover Bldg. 2nd Floor  
Des Moines, IA 50319  
515/281-5428

Prevention and Deterrence: Achieving a Balance. A look at  
several states and how they are striving to achieve such a  
balance. A discussion of why each approach is necessary -  
and the effect each achieves.

HYNES 107

rpt: Sat.  
10:30-12:00  
HYNES 107

Moderator: Curt Winston  
Administrator  
NHTSA, Region X  
3140 Jackson Federal Bldg.  
Seattle, WA 98174  
206/842-0535

Panelists: Paul Jones  
Director  
Gov. Highway Safety  
Program  
215 East Lane St.  
Raleigh, NC 27601  
919/733-3083

Michael Hoadley, PhD.  
Div. of Hlth, Phys. Ed & Recreation  
202 Dakota Dome  
University of South Dakota  
Vermillion, SD 57069  
605/677-5336

Paul Snodgrass  
NHTSA Region IX  
211 Main St.  
San Francisco, CA 94015  
415/677-5336

Sam Walker  
Public Education Coordinator  
Illinois Dept. of Public Health  
Division of EMS & Highway Safety  
525 W. Jefferson  
Springfield, IL 62761

Friday, March 18, 1988: 10:00-11:30

\*Achieving 70% Usage by 1990: Innovative Community Based Public Information and Education Programs. Expanding Coalitions. Both states with and without laws need strong community coalitions to achieve and maintain high safety belt and child safety seat use rates. This session will highlight programs that have been effective in building good public information and education outreach.

HYNES 101

rpt: Sat.  
10:30-12:00  
HYNES 101

Moderator: Mary Beth Berkoff  
Daniel J. Edelman Public Relations Inc.  
211 E. Ontario St.  
Chicago, IL 60611  
312/280-7000

Panelists: Robin Markowitz  
Director, NY Coalition  
for Safety Belt Use  
18-10 Whitestone Expresswy  
Whitestone, NY 11352  
718/746-6003

Susan W. Rani  
Occupant Restraint Coordinator  
Illinois Dept. of Transportation  
2300 S. Dirksen Pkwy  
Springfield, IL 62764  
217/782-5865

Heidi McCrory  
Director of Public Affairs  
Nat'l Head Injury Foundation  
333 Turnpike Rd.  
Southboro, MA 01772  
617/485-9950

Michael Whyte  
Exec. Director  
Conn. Safety Belt Coalition  
900 Asylum Ave.  
Hartford, CT 06105  
203/724-5945

Selling Occupant Protection as a Health and Wellness Issue Using Health Data Perspectives. Helping policy makers and the public understand the benefits of occupant protection laws and programs is easier when health and wellness data is used. This session will feature new information and angles on using health data to better articulate your case and refine your program.

HYNES 102

rpt: FRI.  
1:45-3:15  
HYNES 102

Moderator: John Graham, PhD.  
Asst. Prof. of Policy & Decision Sciences  
Harvard School of Public Health  
Dept. of Health Policy & Mgmt.  
677 Huntington Ave.  
Boston, MA 02115  
617/732-1090

Panelists: Paul Jones  
Director  
Governor's Highway Safety  
Program  
215 East Lane St.  
Raleigh NC 27601  
919/733-3083

Jerome I. Barancik, ScD.  
Group Leader, Injury Prevention &  
Analysis Group  
Brookhaven National Laboratory  
Bldg. 475  
Upton, NY 11973  
516/282-2016

Friday, March 18, 1988 10:00-11:30

\*Occupant Protection Special Groups: Meeting the Needs of Rural and Low Socio-Economic Populations. Presentations on different delivery systems will be followed by small group discussions on specific populations and mechanisms for reaching them.

SHERATON  
BERKELEY AB

rpt: Thur.  
10:00-11:30  
SHERATON  
BERKELEY AB

Moderator: Nancy Bauder  
President, Kansans for Highway Safety  
Rt. #4, Box 241A  
Leavenworth, KS 66048  
913/615-5591

Panelists: Margaret Herzog  
Coordinator  
S.E. District Hlth Dept.  
Pocatello, ID 82201  
208/233-9080  
  
Jim Rodriquez  
Gov. Representative  
Oklahoma Highway Sfty Ofc.  
Oklahoma Dept. of Trans.  
200 NE 21st St. D-1  
Oklahoma City, OK 73105  
405/521-3314

Joanne Gravell  
Project Coordinator  
Family Day Care Hlth Project  
Mass. Dept. of Public Health  
484 Main St., Suite 300  
Worcester, MA 01608  
617/757-5631  
  
Talma Cato  
Assistant Director  
MI. Coalition for Safety Belt Use  
5685 Highland St.  
Pontiac, MI 48054  
313/674-4661

\*Enforcement of Child Passenger Protection Laws, the Key to Increased Usage. To maintain child safety seat use at high rates and increase usage even higher, it is essential to remain dedicated to enforcement of the laws. This session will explore issues associated with child safety seat enforcement and feature information on programs to increase use. The reinforcing benefits of child safety seat law enforcement and safety belt law enforcement will be discussed.

HYNES 109

rpt: Sat.  
10:30-12:00  
HYNES 102

Moderator: Bill Hall  
Research Associate  
University of North Carolina  
Highway Safety Research Center  
CB#3430 CTP  
Chapel Hill, NC 27599-3430  
919/962-8721

Panelists: Honorable Dominic Ceremele  
Philadelphia Traffic Court  
800 North Broad St. 6th Floor  
Philadelphia, PA 19130  
215/686-4234

Chris Hughes PhD.  
Division Chief, NTS-11  
NHTSA Ofc of Occupant Protection  
400 7th St. S.W.  
Washington D.C. 20590  
202/366-2712

Safety Office Al Torrisi  
Methuen Police Department  
90 Hampshire St.  
Methuen, MA 01844  
617/794-3245

Friday, March 18, 1988 10:00-11:30

Working 8 to 12, What a Way to Make an Impact.  
Highway Safety Issues for the 8-12yr old and the personality  
dynamics that make them most receptive to learning.

SHERATON  
FAIRFAX B

rpt: Fri.  
1:45-3:15  
SHERATON  
FAIRFAX B

Moderator: Judy Berman  
Chief, Community Education  
MI Ofc. of Highway Safety Planning  
300 South Washington Square  
Lansing, MI 48913  
517/334-7900

Panelists: John Dorsey, MD. General Motors Medical Comm. for Automotive Safety 31815 Southfield Rd. Birmingham, MI 48009 313/644-1221	Deborah Richards Health Educator Harbourview Injury Prevention and Research Center 325 Ninth Ave. Seattle WA 98104 206/223-3158
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Marketing Your Program: How to Sell Your Highway Safety  
Program like McDonald's Sells their Hamburgers

HYNES 110  
rpt: Sat.

Moderators: Sue Morris  
Sue Korenbaum  
Morris & Co.  
4701 Willard Ave. #105  
Chevy Chase, MD 20815  
301/656-3100

10:30-12:00  
HYNES 103

Funding Your Program: Long Term Alternatives for Financial  
Support (e.g. legislative approaches) and how to get support  
through use of grants (e.g. foundation support).

SHERATON  
HAMPTON AB

rpt: Sat.  
10:30-12:00  
SHERATON  
HAMPTON AB

Moderator: Sheridan Rhodes  
Deputy Director, Technical Services  
Michigan Office of Highway Safety Planning  
300 S. Washington Square, Suite 300  
Lansing, MI 48913  
517/334-7892

Panelists: Karla Holmes Emergency Med. Svcs Office Utah Dept. of Health P.O. Box 16660 Salt Lake City, UT 84116 801/538-6435	Terry Schiavone Governor's Highway Safety Representative 100 Cambridge St., Room 2104 Boston, MA 02202 617/727-5074
---	--

Kent Milton  
California Highway Patrol  
Office of Public Affairs  
P.O. Box 942898  
Sacramento, CA 94298-0001

Friday, March 18, 1988 10:00-11:30

Update on Legislative Trends Regarding the National Minimum Speed Limit. Issues include federal and state concerns both from states which have raised the speed limit to 65mph and from those which have retained the 55mph speed limit. Also included will be the requirements for speed compliance and sanctions.

HYNES 107

Moderator: J. Michael Sheehan, Jr.  
Chief, Police Traffic Services  
NHTSA  
400 7th St. S.W.  
Washington D.C. 20590  
202/366-4295

Panelists: William G. Rourke  
Exec. Director, Traffic  
Safety Committee  
Albany, NY 12228  
518/474-5777

James Smith  
Commissioner  
California Highway Patrol  
P.O. Box 898  
Sacramento, CA 95804  
916/445-5751

Caryll Reinhart  
House Public Works and  
Transportation Committee  
2165 Rayburn House Office Bldg.  
Washington D.C. 20515  
202/225-4472

Peter Cobb  
Exec. Assistant  
for Public Safety  
301 W. Preston St.  
Baltimore, MD 21201

Elderly Transportation Issues: How to establish comprehensive community based traffic safety programs which adequately deal with the elderly alcohol impaired driver, pedestrian, occupant and bicyclist.

SHERATON  
CLARENDON AB

rpt: FRI.  
1:45-3:15  
SHERATON  
CLARENDON AB

Moderator: Dan Burden  
State Bicycle/Pedestrian Coordinator  
Dept. of Transportation  
605 Suwanee St.  
Tallahassee, FL 32399-0450  
904/488-4640

Panelists: Fred Ranck  
Pedestrian Safety Coord.  
National Safety Council  
444 N. Michigan Ave.  
Chicago IL 60611  
312/527-4800

Jerry Barrett  
Mgr. Community Programs  
Traffic Safety Services  
Amer. Automobile Assn.  
8111 Gatehouse Rd.  
Falls Church, VA 22047  
703/AAA-6246

Stephen R. Stiles,  
Program Specialist  
Traffic & Driver Safety  
Amer. Assoc. of Retired Persons  
1909 K. St. N.W.  
Washington D.C. 20049  
202/662-4863

Richard Retting  
Chief, Safety Division  
New York Dept. of Transportation  
28-11 Queens Plaza North  
Long Island, NY 11101  
718/830-7635

Friday, March 18, 1988 10:00-11:30

DWI in Other Countries: Countermeasure programs in use to combat the drinking and driving problem. How these programs might be used in the U.S. will be discussed.

HYNES 104

rpt: Fri.  
1:45-3:15  
HYNES 104

Moderator: Barry Sweedler  
Director, Bureau of Safety Programs  
National Transportation Safety Board  
Washington D.C. 20594  
202/382-6560

Panelists: Lasse Hantula  
Secretary General &  
Road Safety Mgr.  
Traffic Safety Committee  
of Insurance Companies  
(VALT)  
Bulevardi 28  
SF-00120  
Helsinki, Finland  
358-0-192 51

Dr. C.L.A. Heijster, Head  
Ofc. of Human Factors and  
Vehicle Safety  
Road Safety Directorate  
Ministry of Transport & Public Works  
Kanaalweg 3  
The Hague, The Netherlands  
31-70514271

(Third panelist to be named, not available at press time)

What Role Does Alcohol Advertising/Marketing Play in Encouraging Underage Youth to Drink?

SHERATON  
GARDNER AB

Moderator: William E. Scott  
Director, Ofc of Alcohol  
& State Programs  
NHTSA  
400 7th St. S.W.  
Washington D.C. 20590  
202/366-2715

rpt: Sat.  
8:45-10:15  
SHERATON  
GARDNER AB

Panelist: Jean Kilbourne  
Member, Board of Directors  
Nat'l Council on Alcoholism  
66 Temple St.  
West Newton, MA 02165  
617/244-5679



Friday, March 18, 1988 10:00-11:30

Youthful Impaired Driving: How to stop it. This panel will address skills, education, encouragement, and alternatives young people need to prevent impaired driving.

SHERATON  
FAIRFAX A

Moderator/: Debbie Jarvis  
Panelist OSSOM  
Department of Health, OSU  
Corvallis, OR 97331  
503/754-2387

rpt: Fri.  
1:45-3:15  
SHERATON  
FAIRFAX A

Panelists: Robert Anastas  
S.A.D.D.  
P.O. Box 800  
Marlboro, MA 91752  
617/481-3568

Barbara Foley  
Emergency Nurses C.A.R.E  
P.O. Box 4571  
Westborough, MA 01581  
617/366-7591

R. Thomas Avery  
R.E.A.C.H.  
14325 Oakwood Place, N.E.  
Albuquerque, NM 87123  
505/296-6796

Ira Feiger  
Center for Adolescent Development  
P.O. Box 345  
Helena, MT 59624  
406/442-2733

Roadside Sobriety Checkpoints: Plans for the Future.  
In light of the state controversy surrounding this selective enforcement strategy, the panel will discuss its feasibility and utility in DWI prevention and control.

HYNES 103

rpt: Thur.  
10:00-11:30  
HYNES 110

Moderator: Adrian Lund, PhD.  
Director, Human & Environmental Factors Research  
Insurance Institute for Highway Safety  
Watergate 600  
Washington D.C. 20037  
202/333-0770

Panelists: Capt. David Baker  
Traffic Enforcement Branch  
Metropolitan Police Dept.  
501 New York Ave N.W.  
Washington D.C. 20001  
202/727-4450

Brian T. Tucker  
Associate Attorney General  
State of New Hampshire  
State House Annex  
Concord NH 03301  
603/271-3671

Ronald E. Niver  
Supervising Deputy Attorney General  
State of California  
350 McAllister St. Room 6000  
San Francisco, CA 94102  
415/557-2653

Friday, March 18, 1988 10:00-11:30

Evaluation and Treatment: Rehabilitation or Recidivism ?  
Focus on the need for quick and accurate screening of DWI  
offenders, the increasing percentage of problem drinkers  
among the first offender population, and the need for  
innovative approaches in treating DWI offenders especially  
incarcerated offenders. Techniques of screening and referral  
to treatment will be described.

HYNES 108

Moderator: Donald Cochrane  
Commissioner of Probation  
1 Ashburton Place  
Boston, MA 02202  
617/727-5300

Panelists: Michael Forcier  
Asst. Director of Research  
Department of Corrections  
100 Cambridge St.  
Boston, MA 02202  
617/727-4474

Bruce Orenstein  
Prince George's County  
Dept. of Corrections  
13400 Dille Dr.  
Upper Marlboro, MD 20772  
301/952-7050

Jonathan Randall  
Ofc. of Chief Administrative  
Justice  
The Trial Court, Room 300  
New Court House  
Boston, MA 02108  
617/725-8781

Stephan Powers  
Alcohol Program Unit  
NY State Division of Probation  
& Correctional Alternatives  
60 South Pearl St.  
Albany, NY 12207  
518/473-1174

Friday, March 18, 1988 1:45-3:15

Achieving 70% Usage by 1990: Impact of Belt Laws: Adoption of state laws is the first step towards increased belt use and reduction of injuries and fatalities. The public and legislators are looking to see what results the belt laws produce. This session will examine early trends in the impacts of those laws and discuss issues associated with documenting the effects.

HYNES  
101

rpt: Sat.  
10:30-12:00  
SHERATON  
FAIRFAX A

Moderator: Alex C. Wagenaar, PhD.  
Injury Analysis & Prevention Group  
University of Michigan  
Transportation Research Institute  
2901 Baxter Rd.  
Ann Arbor, MI 48109-2150  
313/763-2466

Panelists: B.J. Campbell  
Director  
Univ. Of North Carolina  
Highway Safety Research Ctr.  
3430 Chapel Hill, NC 27599  
919/962-2202

James Hedlund PhD.  
Director  
Driver & Pedestrian Research  
NRD-40  
NHTSA  
400 7th St. S.W.  
Washington D.C. 20590  
202/366-5349

Brian O'Neill  
President  
Insurance Institute for Highway Safety  
Watergate 600  
Washington D.C. 20037  
202/333-0770

Selling Occupant Protection as a Health and Wellness Issue Using Health Data Perspectives. Helping policy makers and the public understand the benefits of occupant protection laws and programs is easier when health and wellness data is used. This session will feature new information and angles on using health data to better articulate your case and refine your program.

HYNES 102

rpt: FRI.  
10:00-11:30  
HYNES 102

Moderator: John Graham, PhD.  
Asst. Prof. of Policy & Decision Sciences  
Harvard School of Public Health  
Dept. of Health Policy & Mgmt.  
677 Huntington Ave.  
Boston, MA 02115  
617/732-1090

Panelists: Paul Jones  
Director  
Governor's Highway Safety  
Program  
215 East Lane St.  
Raleigh NC 27601  
919/733-3083

Jerome I. Barancik, ScD.  
Group Leader, Injury Prevention &  
Analysis Group  
Brookhaven National Laboratory  
Bldg. 475  
Upton, NY 11973  
516/282-2016

Friday, March 18, 1988 1:45-3:15

Automatic Crash Protection: 40% of the 1989 model year automobile fleet will be equipped with passive restraints. What kinds of systems are out there, what have been the results to-date of these systems, and what do program managers need to do to help sell the public.

HYNES 103

Moderator: Robert McFadden  
Sr. Policy Analyst  
Motor Vehicle Manufacturers Association  
1620 I. St N.W.  
Washington D.C. 20  
202/775-2718

Panelists: Gene Klompus  
Director, Corp. Relations  
Allstate Insurance Company  
Allstate Plaza  
Northbrook IL  
312/291-5849

Michael Finkelstein  
Associate Administrator  
Research and Development  
NHTSA NRD-01  
400 7th St. S.W.  
Washington D.C. 20590  
202/366-1537

John M. Leinonen  
Safety Regulations & Planning  
Environ. & Safety Engineering  
Ford Motor Co. 2nd floor  
The American Rd.  
Dearborn, MI 48121  
313/322-0528

George Reagle  
Assoc. Admin., Traffic Sfty Programs  
NHTSA  
400 7th St. S.W.  
Washington D.C. 20590  
202/366-1755

\*Getting Kids 0-6 Buckled Up. What makes programs work. Discussion of successful models used to educate and raise awareness among children, parents, educators, and other community members.

HYNES 109

rpt: Sat.  
8:45-10:15  
HYNES 109

Moderator: Nancy Carrey-Beaver  
Director  
Mass. Passenger Safety Program  
Mass. Dept. of Public Health  
150 Tremont St. 3rd Floor  
Boston, MA 02111  
617/727-1246

Panelists: Kay Burtnett  
Health Promotion Coordinator  
East Tenn. Reg. Health Ofc.  
P.O. Box 59019  
Knoxville, TN 37950-9019  
615/546-9221

Stephanie Tombrello, LCSW  
Exec. Director  
Los Angeles Area Child Passenger  
Safety Association  
123 W. Manchester  
Inglewood, CA 90301  
213/673-2666

Beverly Orr  
Program Mgr for Public  
Service Activities  
Univ. of North Carolina  
Highway Safety Research Ctr.  
CB#3430-CTP  
Chapel Hill, NC 27599  
919/962-2202

Essie Tellstone  
Exec. Director, Vermont SEAT  
Consult, Child Passenger Safety  
to Vermont Dept. of Health  
431 Pine St.  
Burlington, VT 05401  
802/862-3494

Friday, March 18, 1988 1:45-3:15

Working 8 to 12, What a Way to Make an Impact.  
Highway Safety Issues for the 8-12yr old and the personality  
dynamics that make them most receptive to learning.

SHERATON  
FAIRFAX B

Moderator: Judy Berman  
Chief, Community Education  
MI Ofc. of Highway Safety Planning  
300 South Washington Square  
Lansing, MI 48913  
517/334-7900

rpt: Fri.  
10:00-11:30  
SHERATON  
FAIRFAX B

Panelists: John Dorsey, MD.  
General Motors Medical Comm.  
for Automotive Safety  
31815 Southfield Rd.  
Birmingham, MI 48009  
313/644-1221

Deborah Richards  
Health Educator  
Harbourview Injury Prevention  
and Research Center  
325 Ninth Ave.  
Seattle WA 98104  
206/223-3158

Reaching Hard to Reach Populations: Do's and Don'ts.  
Translation of theory into practical application in the design  
and implementation of programs for reaching Blacks, Hispanics,  
and American Indians. From their own experiences and research,  
panelists will address consideration in working with these groups  
and provide insights on the additional needs of low income  
individuals, youth and rural residents from these populations.

SHERATON  
BERKELEY AB

rpt: Sat.  
8:45-10:15  
SHERATON  
BERKELEY AB

Moderator: Rose Mary Romano  
Office of Cancer Communications  
National Cancer Institute  
Bldg. 31 Room 4B41  
Bethesda, MD 20892  
301/496-6792

Panelists: Raul Betancourt, PhD.  
Psychology Department  
Calif. State University  
Shaw and Fresno Aves.  
Fresno, CA 93740  
209/487-2691, 2788

Ernie Stanley  
V.P. of State Chapter  
Nat'l Black Alcoholism Council  
11 Service Dr.  
Wellesley, MA 02181  
617/237-7778

Patricia D. Mail, MPH.  
Chief  
AIDS Service Branch  
Ofc. of Special Projects  
Health Resources Services Admin.  
U.S. Public Health Service  
5600 Fishers Lane, Parklawn Bldg. 9-13  
Rockville, MD 20857  
301/443-6745

Friday, March 18, 1988 1:45-3:15

Using Data to Set Program Priorities: Traffic Safety Programs are becoming increasingly sophisticated as approaches from several different disciplines are used to pinpoint problems and plan strategies. This session will highlight innovations for improving problem identification and translating the data into program solutions. It will stress practical suggestions and discussions for obtaining and using data most effectively.

SHERATON  
HAMPTON AB

rpt: Sat.  
10:30-12:00  
SHERATON  
FAIRFAX B

Moderator: Robert U. Anderson  
Director, Div. of Govt. Research  
University of New Mexico  
Institute of Applied Research Services  
Albuquerque NM 87131  
505/277-3305

Panelists: Sandra Johnson  
Director, EMS Data/Research Unit  
Maine Health Information Center  
81 Winthrop St.  
Augusta ME 04330  
207/623-2555

Jesse Blatt  
Division Chief  
NHTSA Ofc. of Driver/Passenger  
Research Division  
400 7th St. S.W. NRD-41  
Washington D.C. 20590  
202/366-5588

Fredrick Streff  
Assistant Research Scientist  
Univ. of Michigan  
Transportation Research Institute  
2901 Baxter Rd.  
Ann Arbor, MI 48109-2150  
313/763-2466

Elderly Transportation Issues: How to establish comprehensive community based traffic safety programs which adequately deal with the elderly alcohol impaired driver, pedestrian, occupant and bicyclist.

SHERATON  
CLARENDON AB

rpt: Fri.  
10:00-11:30  
CLARENDON AB

Moderator: Dan Burden  
State Bicycle/Pedestrian Coordinator  
Dept. of Transportation  
605 Suwanee St.  
Tallahassee, FL 32399-0450  
904/488-4640

Panelists: Fred Ranck  
Pedestrian Safety Coord.  
National Safety Council  
444 N. Michigan Ave.  
Chicago IL 60611  
312/527-4800

Stephen R. Stiles,  
Program Specialist  
Traffic & Driver Safety  
Amer. Assoc. of Retired Persons  
1909 K. St. N.W.  
Washington D.C. 20049  
202/662-4863

Jerry Barrett  
Mgr. Community Programs  
Traffic Safety Services  
Amer. Automobile Assn.  
8111 Gatehouse Rd.  
Falls Church, VA 22047  
703/AAA-6246

Richard Retting  
Chief, Safety Division  
New York Dept. of Transportation  
28-11 Queens Plaza North  
Long Island, NY 11101  
718/830-7635

Friday, March 18, 1988 1:45-3:15

DWI in Other Countries: Countermeasure programs in use to combat the drinking and driving problem. How these programs might be used in the U.S. will be discussed.

HYNES 104

rpt: Fri.  
10:00-11:30  
HYNES 104

Moderator: Barry Sweedler  
Director, Bureau of Safety Programs  
National Transportation Safety Board  
Washington D.C. 20594  
202/382-6560

Panelists: Lasse Hantula  
Secretary General &  
Road Safety Mgr.  
Traffic Safety Committee  
of Insurance Companies  
(VALT)  
Bulevardi 28  
SF-00120  
Helsinki, Finland  
358-0-192 51

Dr. C.L.A. Heijster, Head  
Ofc. of Human Factors and  
Vehicle Safety  
Road Safety Directorate  
Ministry of Transport & Public Works  
Kanaalweg 3  
The Hague, The Netherlands  
31-70514271

(Third panelist to be named, not available at press time)

Driver License Actions and How to Make Them More Effective.  
The nuts and bolts of various administratively imposed licensing actions will be covered including revocation, impoundment and forfeiture, and at home detention.

HYNES 107

rpt: Sat.  
8:45-10:15  
HYNES 107

Moderator: James Latchaw  
Traffic Safety Consultant  
& former NHTSA employee  
14201 Gaines Ave  
Rockville, MD 20853  
301/871-7067

Panelists: David Hugel  
Legal Counsel  
Amer. Assn of M.V. Admin.  
4200 Wilson Blvd. Suite 600  
Arlington, VA 22203  
703/522-4200

Major James Fitzgerald  
Director of Traffic  
Div. of State Police  
State Campus Bldg. #22  
Albany NY 12226  
518/457-5857, 314/751-7424

Prof. Stephan Simon  
Asst. Prof. of Clinical Ed.  
Dir. Crim Justic System Task Force  
Univ. of Minnesota Law School  
229 19th Ave. South  
Minneapolis, MN 55455  
612/625-5515

Diane Heimericks, Mgr.  
Drivers License Bureau  
Missouri Div. of M.V.  
and Driver Licensing  
Harry S Truman Ofc. Bldg  
301 W. High St.  
Jefferson City, MO 65101  
314/751-7424

Honorable Karen R. Mills  
Vice-Chair, Health Committee  
Member, Education, Public Instit.  
and Transportation Committees  
Arizona House of Representatives  
Phoenix, AZ 85007  
602/255-3376

Friday, March 19, 1988 1:45-3:15

Driving Drugs Off the Road: Extending the Los Angeles Police Department's Drug Recognition program. An overview of the LAPD/NHTSA training program for drug recognition technicians and a review of progress to date in developing similar programs in other parts of the country.

SHERATON  
GARDNER AB

rpt: Sat.  
10:30-12:00  
SHERATON  
CLARENDON AB

Moderator: Commander Jerry Bova  
Dept. Traffic Coordinator  
Los Angeles Police Dept.  
150 North Los Angeles St.  
Los Angeles, CA 90012  
213/485-7878

Panelists: Holly Beckner  
Los Angeles City Attorney  
14410 Sylvan St., Suite 106  
Van Nuys, CA 91401  
818/989-8881

Lt.Col Larry Thompson  
Arizona Highway Patrol  
2310 North 20th Ave.  
P.O. Box 6638  
Phoenix, AZ 85005  
602/223-2000

William E. Scott  
Director, Office of Alcohol  
and State Programs  
400 Seventh St. S.W.  
Washington D.C. 20590  
202/366-9588

Youthful Impaired Driving: How To Stop It. This panel will address skills, education, encouragement, and alternatives young people need to prevent impaired driving.

SHERATON  
FAIRFAX A

rpt: Fri.  
10:00-11:30  
SHERATON  
FAIRFAX A

Moderator/: Debbie Jarvis

Panelist OSSOM  
Department of Health, OSU  
Corvallis, OR 97331  
503/754-2387

Panelists: Robert Anastas  
S.A.D.D.  
P.O. Box 800  
Marlboro, MA 91752  
617/481-3568

Barbara Foley  
Emergency Nurses C.A.R.E  
P.O. Box 4571  
Westborough, MA 01581  
617/366-7591

R. Thomas Avery  
R.E.A.C.H.  
14325 Oakwood Place, N.E.  
Albuquerque, NM 87123  
505/296-6796

Ira Feiger  
Center for Adolescent Development  
P.O. Box 345  
Helena, MT 59624  
406/442-2733



Friday, March 19, 1988 1:45-3:15

Jail, Community Service and Other Sanctions. The present role of traditional sanctions such as jail, community service, and innovative approaches to making sanctions more meaningful to the offenders and to the community will be discussed. A systems perspective will be given since DWI offenders make up the vast majority of community service assignments and contribute significantly to jail overcrowding and other negative impacts.

HYNES 108

rpt: Sat.  
10:30-12:00  
HYNES 108

Moderator: Gil W. Bellamy  
Governor's Representative  
Oregon Traffic Safety Commission  
State Library Bldg.-4th Floor  
Salem, OR 97310  
503/378-3669

Panelists: Lindsay M. Hayes  
National Center on Institutions and Alternatives  
635 Slaters Lane, Suite G-100  
Alexandria, VA 22314  
703/684-0373

Kermit Humphreys  
Correctional Program Spec.  
National Institute on Corrections  
320 1st St. N.W.  
Washington D.C. 20534  
202/724-7995

Bruce Orenstein  
Prince George's County  
Dept. of Corrections  
13400 Dille Dr.  
Upper Marlboro, MD 20772  
301/952-7050

Honorable Joseph Ferrigno  
P.O. Box 30  
Boston, MA 02128  
617/569-6213, 0456

DWI Legislative Trends Assessment of progress made in DWI-related legislation both nationally and on a selected state basis. Continuing legislative needs will be discussed from the perspective of both citizen activists and highway safety professionals. The difficult process of, and effective techniques for, translating recommended legislation into law will be emphasized.

HYNES 110

Moderator: Nate Walker  
Director & Governor's Representative for Highway Safety  
Missouri Division of Highway Safety  
P.O. Box 1406  
Jefferson City, MO 65102-1406  
314/751-4161

Panelists: Robert H. Reeder  
Executive Director  
Nat'l Comm. of Uniform  
Traffic Laws & Ordinances  
405 Church St., P.O. Box 1409  
Evanston, IL 60204  
312/491-5280  
  
The Honorable Edith Prague  
Asst. Majority Leader  
Conn. House of Representatives  
Rt 87  
Columbia, CT 06237  
203/240-8561

Beckie Brown  
Chmn, NADD Nat'l Legislation Comm.  
7518 Cessna Dr.  
New Port Richey, FL 34654  
813/863-2095, 847-6724  
  
William Hayes  
New Jersey Highway Safety Office  
CN-048  
Trenton, NJ 08625  
609/588-3773

Saturday, March 20, 1988 8:45-10:15

Achieving 70% Usage by 1990: Part 2 How to Plan and Carryout  
A Corporate Occupant Protection Program. Develop and  
implement in-house worksite employee programs from a corporate  
perspective. What are the cost-benefits, staff time  
requirements, and financial requirements?

SHERATON  
FAIRFAX A

PART 1:  
Thurs.  
10:00-11:30  
HYNES 107

Moderator: Lorraine Novak  
Safety Belt Project Director  
Center for Highway Safety, 215 Trans. Bldg.  
Harrisburg, PA 17120  
717/787-6853

Panelists: Jerry Scannell	Corp. Richard Morris
Corporate Safety Director	PA State Police
Johnson and Johnson	Bureau Patrol
Johnson and Johnson Plaza	1800 Elmerton Ave. 3rd Fl.
New Brunswick, NJ 08933-7061	Harrisburg, PA 17110
201/524-6230	717/783-5517

Irv Etter  
Vice President, Safety & Health  
National Safety Council  
444 N. Michigan Ave.  
Chicago IL 60611  
312/527-4800

Achieving 70% Usage by 1990: Part 2 Enforcement Issues and  
Your Program: For those involved in policy and long range  
program development. Issues faced by state/community level  
level managers, planners & decision makers. Police workforce  
mgmt, relationship between use rates/enforcement, police use  
policies, enforcement/educ. programs, and police attitudes,  
training and motivation at all levels of the force.

HYNES 103

PART 1:  
Thurs.  
3:15-4:45  
HYNES 103

Moderator: Betty Theis  
Exec. Dir., Louisiana Highway Safety Comm.  
P.O. Box 66336  
Baton Rouge, LA 70896  
504/925-6349

Panelists: Sgt. Paul Semanek	Brian O'Neill
New York State Police Academy	President
State Campus Bldg. 24	Insurance Institute for
Albany, NY 12226	Highway Safety
518/457-7254	Watergate 600
	Washington D.C. 20037
	202/333-0770
Lt. Col. C.M. Robinson	Judy Berman
Virginia State Police	Chief, Community Education
P.O. Box 27472	Mich. Ofc. of Highway Sfty Planning
Richmond, VA 23261	300 S. Washington Squ. #300
804/674-2014	Lansing MI 48913
B.J. Campbell	517/334-7896
Dir. Highway Sfty Research	
Ctr. Univ. of North Carolina	
Chapel Hill N.C. 27514	
919/962-2202	

Saturday, March 19, 1988 8:45-10:15

\*Getting Kids 0-6 Buckled Up. What makes programs work.  
Discussion of successful models used to educate and raise  
awareness among children, parents, educators, and other  
community members.

HYNES 109

rpt: Fri.  
1:45-3:15  
HYNES 109

Moderator: Nancy Carrey-Beaver  
Director, Mass Passenger Safety Program  
Mass. Dept. of Public Health  
150 Tremont St. 3rd Floor  
Boston, MA 02111  
617/727-1246

Panelists: Kay Burtnekt  
Health Promotion Coordinator  
East Tenn. Reg. Health Ofc.  
P.O. Box 59019  
Knoxville, TN 37950-9019  
615/546-9221

Stephanie Tombrello, LCSW  
Exec. Director  
Los Angeles Area Child Passenger  
Safety Association  
123 W. Manchester  
Inglewood, CA 90301  
213/673-2666

Beverly Orr  
Program Mgr for Public  
Service Activities  
Univ. of North Carolina  
Highway Safety Research Ctr.  
CB#3430-CTP  
Chapel Hill, NC 27599  
919/962-2202

Essie Tellstone  
Exec. Director, Vermont SEAT  
Consult. Child Passenger Safety  
VT. Dept. of Health  
431 Pine St.  
Burlington VT 05401  
802/862-3494

Child Passenger Safety: Technical Issues. With 40% of the  
1989 model year automobile fleet equipped with automatic crash  
protection, the question of compatibility with child passenger  
safety seats gains importance. This session will focus on that  
issue as well as provide an update on misuse concerns and new  
technology.

HYNES 108

rpt: Thurs.  
10:00-11:30  
HYNES 103

Moderator: David Roberts  
Project Engineer, Vehicle Sciences & Biomechanics Div.  
Calspan, Inc.  
P.O. Box 400  
Buffalo, NY 14225  
716/632-7500

Panelists: Annemarie Shelness  
Executive Director  
Physicians for Automotive Safety  
19 Church St.  
New Milford, CT 06776  
203/355-0323

Bob Craig  
Quality Assurance Manager  
Cosco  
2525 State St.  
Columbus, In 47201  
812/372-0141

Jerome Koziatek  
President  
Jerome Koziatek & Assoc.  
190 W. Boston Rd.  
Hinckley, OH 44233  
216/659-4961

Howard S. Willson  
Chairperson, SAE Children's  
Restraint Systems Task Force  
Chrysler Corp.  
P.O. Box 1118 CIMS 418-06-02  
Detroit, MI 48288  
313/956-6037

Saturday, March 19, 1988 8:45-10:15

Special Groups: Teens and Young Adults are among the most difficult groups to educate and motivate about the importance of safety belts, child safety seats and automatic crash protection. Innovative approaches developed for teens and young adults at the state and local levels will be highlighted.

HYNES  
110

Rpt: Sat.  
10:30-12:00  
HYNES 110

Moderator: William Denihan  
Director, Dept. of Highway Safety  
P.O. Box 7167  
Columbus, OH 43205  
614/466-2550

Panelists: Clark Swenson  
Utah County/City Health Dept.  
589 South State  
Provo, UT 84601  
801/375-8100

Toney Linberry  
"Buckle Up for Toney"  
Rt/ 1 Box 248-A  
Manakin-Sabot, VA 23103  
804/254-0567

Jana Hietko  
Kalamazoo High School  
Seat Belt Task Force  
9623 Sterling  
Richland, MI 49083  
616/629-4608

Larry Deutchman  
Director, Comm. for Safety  
Belt Awareness  
Entertainment Industries Council,  
Inc.  
4444 Riverside Dr. Suite 204  
Burbank, CA 91505  
818/841-9933

Caryle Bennett  
Executive Director  
Nat'l Capital Coal. for Safety Belt Use, Inc.  
1010 Vermont Ave. N.W.  
Washington D.C. 20005  
202/638-1001

Community Traffic Safety Programs are recognized by federal and state agencies as an effective process in combating motor vehicle related injury and death. What are community traffic safety programs? What are the advantages and disadvantages, and the barriers impeding their success.

HYNES 101

rpt: Thurs.  
3:15-4:45  
HYNES 101

Moderator: Bruce Madsen  
Executive Director,  
Traffic Improvement Assn. of Oakland County  
2510 S. Telegraph Rd.  
Bloomfield Hills, MI 48103  
313/334-4971

Panelists: Terrance D. Schiavone  
Director  
Governor's Highway Safety Bureau  
100 Cambridge St. Room 2104  
Boston, MA 02202  
617/727-5074

Lupe Alonzo  
Comm. Services Officer  
Sunnyvale Public Safety  
700 All America Way  
Sunnyvale, CA 94088  
408/730-7197

Phyllis Dardenne  
Compre. Comm. Based  
Program Coordinator  
Va. Dept. of Motor Vehicles  
2300 West Broad St.  
Richmond, VA 23220  
804/257-1137

Tom Barclay  
Highway Safety Coordinator  
Mobile County Sheriff's Dept.  
P.O. Box 113  
Mobile, AL 36601  
205/690-8656

Saturday, March 19, 1988 8:45-10:15

Reaching Hard to Reach Populations: Do's and Don'ts.

Translation of theory into practical application in the design and implementation of programs for reaching Blacks, Hispanics, and American Indians. From their own experiences and research, panelists will address consideration in working with these groups and provide insights on the additional needs of low income individuals, youth and rural residents from these populations.

SHERATON  
BERKELEY AB

rpt: Fri.  
1:45-3:15  
SHERATON  
BERKELEY AB

Moderator: Rose Mary Romano  
Office of Cancer Communications  
National Cancer Institute  
Bldg. 31 Room 4B41  
Bethesda, MD 20892  
301/496-6792

Panelists: Raul Betancourt, PhD.  
Psychology Department  
Calif. State University  
Shaw and Fresno Aves.  
Fresno, CA 93740  
209/487-2691, 2788

Ernie Stanley  
V.P. of State Chapter  
Nat'l Black Alcoholism Council  
11 Service Dr.  
Wellesley, MA 02181  
617/237-7778

Patricia D. Mail, MPH.  
Chief, AIDS Service Branch  
Ofc. of Special Projects/ Health Resources Services Admin.  
U.S. Public Health Service  
5600 Fishers Lane, Parklawn Bldg. 9-13  
Rockville, MD 20857  
301/443-6745

Accidents versus Preventable Injuries: Risk Taking Behaviors.  
Program strategies for modifying the attitudes and behaviors of the public toward occupant protection and drinking and driving.

HYNES 104

rpt: Sat.  
10:30-12:00  
HYNES 104

Moderator: Sandra Bond Lillicropp  
Exec. Director, American Trauma Society  
P.O. Box 13526  
Baltimore, MD 21203  
301/328-6304

Panelists: John Graham, PhD.  
Assistant Professor,  
Policy & Decision Sciences  
Dept. of Hlth Policy & Mgmt.  
Harvard School of Public Hlth.  
667 Huntington Ave.  
Boston, MA 02115  
617/732-1090

Herta Berbach Feeley  
Exec. Director  
Nat'l Campaign for Children's Safety  
Children's Hospital, Nat'l Med. Ctr.  
111 Michigan Ave. N.W.  
Washington D.C. 20010  
202/939-4925

Janet G. Goodson  
Exec. Dir. CA Division  
American Trauma Society  
336 Claremont Blvd. #3  
San Francisco, CA 94127  
415/759-7328

Nels Sanddal  
Execu. Director  
Critical Illness & Traum Foundation  
P.O. Box 414  
102 W. Centennial  
Boulder MT. 59632  
406/225-4225

Saturday, March 19, 1988 8:45-10:15

Victim Participation in the Criminal Justice System:

A national overview of victim rights, state constitutional amendments for victims and DWI victim panels as sentencing option for first offenders.

SHERATON  
FAIRFAX B

rpt: Thur  
10:00-11:30  
HYNES 104

Moderator: Al Wells  
Field Services Director  
MADD  
669 Airport Freeway  
Hurst, TX 76053  
817/268-6233

Panelists: Karen McLaughlin  
National Organization  
for Victims Assistance  
30 Winter St.  
Boston, MA 02108  
617/727-5200

Becky Brown  
Chairperson  
National Legislation Committee  
MADD  
7518 Cessna Dr.  
New Port Richey, FL 33553  
813/863-2095

Wayne Smith  
DUI Coordinator  
Clackamas County Sheriff's Dept.  
2223 Caen Rd.  
Oregon City, OR. 97045  
503/655-8218

Impaired Driving Issues: An Open Forum. Current and future issues affecting alcohol programs. Opportunity for workshop participants to raise and discuss issues impacting on alcohol programs. The panel, with audience questions and input, will provide structure for discussion.

SHERATON  
HAMPTON AB

Moderator: James Nichols, PhD.  
Chief, Alcohol Programs Division  
NHTSA -NTS 20  
400 7th St. S.W.  
Washington D.C. 20590  
202/366-2688

Panelists: William T. Hayes  
Deputy Director  
N.J. Highway Safety Office  
RD-1, Box 362  
Anthony Rd.  
Glengardner, NJ 08826  
609/588-3750

JoAnne Sanzeri  
San Francisco Mayor's DUI Project  
Room 156 City Hall  
San Francisco, CA 94102  
415/558-4171

Honorable Edith Prague  
Asst. Majority Leader  
Connecticut House of  
Representatives  
Rt. 67  
Columbia, CT 06237  
203/240-8561

Donald J. McNamara  
NHTSA-Region V  
18209 Dixie Highway  
Homewood, IL 60430  
312/370-9163

Saturday, March 19, 1988 8:45-10:15

What Role Does Alcohol Advertising/Marketing Play in  
Encouraging Underage Youth to Drink?

SHERATON  
GARDNER AB

Moderator: William E. Scott  
Director, Ofc of Alcohol  
& State Programs  
NHTSA  
400 7th St. S.W.  
Washington D.C. 20590  
202/366-2715

rpt: Fri.  
10:00-11:30  
SHERATON  
GARDNER AB

Panelist: Jean Kilbourne  
Member, Board of Directors  
Nat'l Council on Alcoholism  
66 Temple St.  
West Newton, MA 02165  
617/244-5679

Driver License Actions and How to Make Them More Effective.  
The nuts and bolts of various administratively imposed licensing  
actions will be covered including revocation, impoundment and  
forfeiture, and at home detention.

HYNES 107

rpt: Fri.  
1:45-3:15  
HYNES 107

Moderator: James Latchaw  
Traffic Safety Consultant  
& former NHTSA employee  
14201 Gaines Ave  
Rockville, MD 20853  
301/871-7067

Panelists: Diane Heimericks, Mgr.  
Drivers License Bureau  
Missouri Div. of M.V.  
and Driver Licensing  
Harry S Truman Ofc. Bldg  
301 W. High St.  
Jefferson City, MO 65101  
314/751-7424

Major James Fitzgerald  
Director of Traffic  
Division of State Police  
State Campus Building, #22  
Albany NY 12226  
518/457-5857, 314/751-7424

David Hugel  
Legal Counsel  
American Assn of Motor Vehicle Admin  
4200 Wilson Blvd. Suite 600  
Arlington, VA 22203  
703/522-4200

Hon. Karen R. Mills  
Vice-Chair, Health Committee  
Member, Education, Public Inscit.,  
and Transportation Committees  
Arizona House of Representatives  
Phoenix, AZ 85007  
602/255-3376

Prof. Stephan Simon  
Assit. Prof. of Clinical Education  
Dir. Criminal Justice System Task Force on DWI  
Univ. of Minnesota Law School  
229 19th Ave. South  
Minneapolis, MN 55455  
612/625-5515

Saturday, March 19, 1988 8:45-10:15

Detering the Youthful Drinking Driver--Can It be Done?

HYNES 102

Panelists will present deterrence strategies focusing on the underage driver including discussion of the role of the juvenile court system.

Moderator: Albert L. Godfrey Sr.  
Maine Highway Safety Comm.  
P.O. Box 91  
Winthrop, Maine 04364  
207/377-2214

Panelist: Honorable Philip Trompeter  
Roanoke Juvenile Court  
P.O. Box 986  
Roanoke, VA 24005  
703/981-2389  
  
John Lacey  
Highway Safety Research Ctr.  
Univ. of North Carolina  
CB#3430  
Chapel Hill, NC 27599-3430  
919/962-8720

Wes Smith  
Asst. to the Superintendent  
Greater Albany Public School  
District  
718 Seventh Ave. SW  
Albany, OR 97321  
503/967-4515

Innovative Technological Advances in DWI. Panel will focus on use of innovative techniques for sanctioning DWI offenders. Technology considered will include in-vehicle alcohol test devices (interlocks); house arrest at-home-detention systems (electronic bracelets/anklets); passive alcohol sensors for probation, work releases, and other applications; combined mobile testing, booking, transport and release (to responsible party) operations; and other technology applications.

SHERATON  
CLARENDON AB

Moderator: Clifford Riccio  
Director, Nassau County Traffic Safety Board  
400 County Seat Dr.  
Mineola, NY 11501  
516//535-5032

Panelists: Bruce Orenstein  
Prince George's County Dept.  
of Corrections  
13400 Dille Drive  
Upper Marlboro, MD 20772  
301/952-7050

Wayne Harding, PhD.  
SSRE  
4 Austin Park  
Cambridge, MA 02139  
617/273-4206

Comm. Jerry Bova  
L.A. Police Department  
150 North Los Angeles St.  
Los Angeles, CA 90012  
213/485-4573

Robert Voas, PhD.  
ERIM  
1501 Wilson Blvd. Suite 1105  
Arlington, VA 22209  
703/528-5250



Saturday, March 19, 1988 10:30-12:00

Achieving 70% Usage by 1990: Impact of Belt Laws: Adoption of state laws is the first step towards increased belt use and reduction of injuries and fatalities. The public and legislators are looking to see what results the belt laws produce. This session will examine early trends in the impacts of those laws and discuss issues associated with documenting the effects.

SHERATON  
FAIRFAX A

rpt: Fri.  
1:45-3:15  
HYNES 101

Moderator: Alex C. Wagenaar, PhD.  
Injury Analysis & Prevention Group  
University of Michigan  
Transportation Research Institute  
2901 Baxter Rd.  
Ann Arbor, MI 48109-2150  
313/763-2466

Panelists: B.J. Campbell  
Director  
Univ. Of North Carolina  
Highway Safety Research Ctr.  
3430 Chapel Hill, NC 27599  
919/962-2202

James Hedlund PhD.  
Director  
Driver & Pedestrian Research  
NRD-40  
NHTSA  
400 7th St. S.W.  
Washington D.C. 20590  
202/366-5349

Brian O'Neill  
President  
Insurance Institute for Highway Safety  
Watergate 600  
Washington D.C. 20037  
202/333-0770

\*Achieving 70% Usage by 1990: Innovative Community Based Public Information and Education Programs. Expanding Coalitions. Both states with and without laws need strong community coalitions to achieve and maintain high safety belt and child safety seat use rates. This session will highlight programs that have been effective in building good public information and education outreach.

HYNES 101

rpt: Fri.  
10:00-11:30  
HYNES 101

Moderator: Mary Beth Berkoff  
Daniel J. Edelman Public Relations Inc.  
211 E. Ontario St.  
Chicago, IL 60611  
312/280-7000

Panelists: Robin Markowitz  
Director, NY Coalition  
for Safety Belt Use  
18-10 Whitestone Expresswy  
Whitestone, NY 11352  
718/746-6003

Susan W. Rani  
Occupant Restraint Coordinator  
Illinois Dept. of Transportation  
2300 S. Dirksen Pkwy  
Springfield, IL 62764  
217/782-5865

Heidi McCrory  
Director of Public Affairs  
Nat'l Head Injury Foundation  
333 Turnpike Rd.  
Southboro, MA 01772  
617/485-9950

Michael Whyte  
Exec. Director  
Conn. Safety Belt Coalition  
900 Asylum Ave.  
Hartford, CT 06105  
203/724-5945

Saturday, March 19, 1988 10:30-12:00

\*Enforcement of Child Passenger Protection Laws, the Key to Increased Usage. To maintain child safety seat use at high rates and increase usage even higher, it is essential to remain dedicated to enforcement of the laws. This session will explore issues associated with child safety seat enforcement and feature information on programs to increase use. The reinforcing benefits of child safety seat law enforcement and safety belt law enforcement will be discussed.

HYNES 102

rpt: Fri.  
10:00-11:30  
HYNES 109

Moderator: Bill Hall  
Research Associate  
Univ. of No. Carolina, Highway Safety Research Ctr.  
CB#3430 CTP  
Chapel Hill, NC 27599-3430  
919/962-8721

Panelists: Honorable Dominic Ceremele  
Philadelphia Traffic Court  
800 North Broad St. 6th Floor  
Philadelphia, PA 19130  
215/686-4234

Chris Hughes PhD.  
Division Chief, NTS-11  
NHTSA Ofc of Occupant Protection  
400 7th St. S.W.  
Washington D.C. 20590  
202/366-2712

Safety Office Al Torrisi  
Methuen Police Department  
90 Hampshire St.  
Methuen, MA 01844  
617/794-3245

Special Groups: Teens and Young Adults are among the most difficult groups to educate and motivate about the importance of safety belts, child safety seats and automatic crash protection. Innovative programs developed for teens and young adults at the state and local level will be highlighted.

HYNES  
110

Rpt: Sat.  
8:45-10:15  
HYNES 110

Moderator: William Denihan  
Director, Dept. of Highway Safety  
P.O. Box 7167  
Columbus, OH 43205  
614/466-2550

Panelists: Clark Swenson  
Utah County/City Health Dept.  
589 South State  
Provo, UT 84601  
801/375-8100

Toney Linberry  
"Buckle Up for Toney"  
Rt/ 1 Box 248-A  
Manakin-Sabot, VA 23103  
804/254-0567

Jana Hletko  
Kalamazoo High School  
Seat Belt Task Force  
9623 Sterling  
Richland, MI 49083  
616/629-4608

Larry Deutchman  
Director, Comm. for Safety  
Belt Awareness  
Entertainment Industries Council,  
Inc.  
4444 Riverside Dr. Suite 204  
Burbank, CA 91505  
818/841-9933

Carlyle Bennett  
Executive Director  
Nat'l Capital Coal. for Safety Belt Use, Inc.  
1010 Vermont Ave. N.W.  
Washington D.C. 20005  
202/638-1001

Saturday, March 19, 1988 10:30-12:00

Marketing Your Program: How to Sell Your Highway Safety  
Program like McDonald's Sells their Hamburgers

HYNES 103

Moderators: Sue Morris  
Sue Korenbaum  
Morris & Co.  
4701 Willard Ave. #105  
Chevy Chase, MD 20815  
301/656-3100

rpt: Fri.  
10:00-11:30  
HYNES 110

Using Data to Set Program Priorities: Traffic Safety Programs  
are becoming increasingly sophisticated as approaches from  
several different disciplines are used to pinpoint problems  
and plan strategies. This session will highlight innovations  
for improving problem identification and translating the data  
into program solutions. It will stress practical suggestions  
and discussions for obtaining and using data most effectively.

SHERATON  
FAIRFAX B

rpt: Fri.  
1:45-3:15  
SHERATON  
HAMPTON AB

Moderator: Robert U. Anderson  
Director, Div. of Govt. Research  
University of New Mexico  
Institute of Applied Research Services  
Albuquerque NM 87131  
505/277-3305

Panelists: Sandra Johnson  
Director, EMS Data/Research Unit  
Maine Health Information Center  
81 Winthrop St.  
Augusta ME 04330  
207/623-2555

Jesse Blatt  
Division Chief  
NHTSA Ofc. of Driver/Passenger  
Research Division  
400 7th St. S.W. NRD-41  
Washington D.C. 20590  
202/366-5588

Fredrick Streff  
Assistant Research Scientist  
Univ. of Michigan  
Transportation Research Institute  
2901 Baxter Rd.  
Ann Arbor, MI 48109-2150  
313/763-2466

Saturday, March 19, 1988 10:30-12:00

Funding Your Program: Long Term Alternatives for Financial Support (e.g. legislative approaches) and how to get support through use of grants (e.g. foundation support).

SHERATON  
HAMPTON AB

rpt: Fri.  
10:00-11:30  
SHERATON  
HAMPTON AB

Moderator: Sheridan Rhodes  
Deputy Director, Technical Services  
Michigan Office of Highway Safety Planning  
300 S. Washington Square, Suite 300  
Lansing, MI 48913  
517/334-7892

Panelists: Karla Holmes  
Emergency Med. Svcs Office  
Utah Dept. of Health  
P.O. Box 16660  
Salt Lake City, UT 84116  
801/538-6435

Terry Schiavone  
Governor's Highway Safety  
Representative  
100 Cambridge St., Room 2104  
Boston, MA 02202  
617/727-5074

Kent Milton  
California Highway Patrol  
Office of Public Affairs  
P.O. Box 942898  
Sacramento, CA 94298-0001

Accidents versus Preventable Injuries: Risk Taking Behaviors. Program strategies for modifying the attitudes and behaviors of the public toward occupant protection and drinking and driving.

HYNES 104

rpt: Sat.  
8:45-10:15  
HYNES 104

Moderator: Sandra Bond Lillicropp  
Executive Director  
American Trauma Society  
P.O. Box 13526  
Baltimore, MD 21203  
301/328-6304

Panelists: John Graham, PhD.  
Assistant Professor,  
Policy & Decision Sciences  
Dept. of Hlth Policy & Mgmt.  
Harvard School of Public Hlth.  
677 Huntington Ave.  
Boston, MA 02115  
617/732-1090

Herta Berbach Feeley  
Exec. Director  
Nat'l Campaign for Children's  
Safety  
Children's Hospital, Nat'l Medical  
Center  
111 Michigan Ave. N.W.  
Washington D.C. 20010  
202/939-4925

Janet G. Goodson  
Executive Director  
California Division  
American Trauma Society  
336 Claremount Blvd. #3  
San Francisco, CA 94127  
415/759-7328

Nels Sanddal  
Executive Director  
Critical Illness & Trauma Foundation  
P.O. Box 414  
102 W. Centennial  
Boulder, MT 59632  
406/225-4225

Saturday, March 19, 1988 10:30-12:00

Prevention and Deterrence: Achieving a Balance. A look at several States and how they are striving to achieve such a balance. A discussion of why each approach is necessary - and the effect each achieves.

HYNES 107

rpt: Thur  
3:15-4:45  
HYNES 107

Moderator: Curt Winston  
Administrator  
NHTSA, Region X  
3140 Jackson Federal Bldg.  
Seattle, WA 98174  
206/842-0535

Panelists: Paul Jones  
Director  
Gov. Highway Safety  
Program  
215 East Lane St.  
Raleigh, NC 27601  
919/733-3083

Michael Hoadley, PhD.  
Div. of Hlth, Phys. Ed & Recreation  
202 Dakota Dome  
University of South Dakota  
Vermillion, SD 57069  
605/677-5336

Paul Snodgrass  
NHTSA Region IX  
211 Main St.  
San Francisco, CA 94015  
415/677-5336

Sam Walker  
Public Education Coordinator  
Illinois Dept. of Public Health  
Division of EMS & Highway Safety  
525 W. Jefferson  
Springfield, IL 62761

Citizen Advocacy Panel: Discussion of the innovative approaches being used by grassroots, citizen activists organizations to build community support and get media attention in the fight against drinking and driving.

SHERATON  
GARDNER AB

Moderator: James L. Nichols, Chief  
Alcohol Programs Division  
NHTSA Ofc of Alcohol and State  
Programs  
400 7th St. S.W.  
Washington D.C. 20590  
202/366-2688

Panelists: Mickey Sadoff  
Vice President, MADD  
669 Airport Freeway, Suite 310  
Hurst, TX 76053  
817/268-6233

Doris Aiken  
President, RID  
P.O. Box 520  
Schenectady, NY 12301  
518/372-0034

June Taylor  
Exec. Director  
Southwest Ohio MADD  
P.O. Box 194  
Ross, OH 45061  
513/421-MADD

Fran Helmstadter  
President  
PARKIT/RID-NY State  
305 Ithaca Rd.  
Ithaca, NY 14850  
607/255-3815

Saturday, March 19, 1988 10:30-12:00

Driving Drugs Off the Road: Extending the Los Angeles Police Department's Drug Recognition program. An overview of the LAPD/NHTSA training program for drug recognition technicians and a review of progress to date in developing similar programs in other parts of the country.

SHERATON  
CLARENDON AB

rpt: Fri.  
1:45-3:15  
SHERATON  
GARDNER AB

Moderator: Commander Jerry Bova  
Dept. Traffic Coordinator  
Los Angeles Police Dept.  
150 North Los Angeles St.  
Los Angeles, CA 90012  
213/485-7878

Panelists: Holly Beckner  
Los Angeles City Attorney  
14410 Sylvan St., Suite 106  
Van Nuys, CA 91401  
818/989-8881  
  
William E. Scott  
Director, Office of Alcohol  
and State Programs  
400 Seventh St. S.W.  
Washington D.C. 20590  
202/366-9588

Lt.Col Larry Thompson  
Arizona Highway Patrol  
2310 North 20th Ave.  
P.O. Box 6638  
Phoenix, AZ 85005  
602/223-2000

Enforcing the Minimum Drinking Age 21 and ABC Laws:  
Methods utilized by the public and private sectors, as well  
as the youth perspective in circumventing the system.

HYNES 109

rpt: Thurs  
3:15-4:45  
HYNES 109

Moderator: Jim Ryan  
Alcohol Program Coordinator  
NHTSA Region I  
Transportation Systems Center  
Kendall Square - Code 903  
Cambridge, MA 02142  
617/494-3427

Panelists: George McCarthy  
Chairman  
Alcohol Beverage Commission  
100 Cambridge St.  
Boston, MA 02202  
617/727-3040

Det. Peggy Quigg  
Jefferson City Police Dept.  
John G. Christy Municipal Bldg.  
320 E. McCarty St.  
Jefferson City, MO 65101  
314/634-6300

Rosemary Parker  
Southland Corporation  
5300 Shawnee Rd.  
Alexandria, VA 22312  
703/642-0711

John Rossi  
1561 Concord St.  
Framingham, MA 01701  
617/877-6654

Saturday, March 19, 1988 10:30-12:00

Prosecution/Adjudication: How to Work the System. New Trends in successfully prosecuting, adjudicating, and appropriately sanctioning the DWI offender to minimize the perception of "revolving door justice".

SHERATON  
BERKELEY AB

rpt: Thur  
3:15-4:45  
BERKELEY AB

Moderator: Honorable Anthony J. Heckmeyer  
Presiding Circuit Judge  
33rd Judicial Circuit  
P.O. Box 256  
Benton, MO 63736  
314/545-3141

Panelists: Honorable Wayne R. Andersen      Ray Larson  
Circuit Court of Cook County      Commonwealth's Attorney  
321 N. LaSalle St.      275 West Main St. Suite 300  
Chicago IL 60610      Lexington, KY 40507  
312/822-3530      606/252-3571

Kay Chopard  
Staff Attorney  
Prosecuting Attorneys  
Training Council  
Hoover Bldg. 2nd Floor  
Des Moines, IA 50319  
515/281-5428

Jail, Community Service and Other Sanctions. The present role of traditional sanctions such as jail, community service, and innovative approaches to making sanctions more meaningful to the offenders and to the community will be discussed. A systems perspective will be given since DWI offenders make up the vast majority of community service assignments and contribute significantly to jail overcrowding and other negative impacts.

HYNES 108

rpt: Fri.  
1:45-3:15  
HYNES 108

Moderator: Gil W. Bellamy  
Governor's Representative  
Oregon Traffic Safety Commission  
State Library Bldg.-4th Floor  
Salem, OR 97310  
503/378-3669

Panelists: Lindsay M. Hayes      Kermit Humphreys  
National Center on Institu-      Correctional Program Spec.  
tions and Alternatives      National Institute on Corrections  
635 Slaters Lane, Suite G-100      320 1st St. N.W.  
Alexandria, VA 22314      Washington D.C. 20534  
703/684-0373      202/724-7995

Bruce Orenstein  
Prince George's County  
Dept. of Corrections  
13400 Dille Dr.  
Upper Marlboro, MD 20772  
301/952-7050

Honorable Joseph Ferrigno  
P.O. Box 30  
Boston, MA 02128  
617/569-6213, 0456

-43-

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