

LIFESAVERS/8

National Conference on Highway Safety Priorities

San Diego, California

April 29 - May 2, 1990

**The Following Organizations Have Graciously Contributed Resources
Toward The Success Of Lifesavers/8.**

Advocates For Highway And Auto Safety

Alliance Of American Insurers

Allstate Insurance Company

American Coalition For Traffic Safety

American Insurance Association

American Medical Association

American Trucking Associations, Inc.

Automobile Importers of America

Buckle-Up California

California Office Of Traffic Safety

Chevron U.S.A., Inc.

GEICO

Highway Users Federation

Insurance Information Institute

Kemper National Insurance Companies

Morton International Automotive Safety Products

Motor Vehicle Manufactures Association

National Association of Governors' Highway Safety Representatives

National Association Of Independent Insurers

National Automobile Dealers Association

National Highway Traffic Safety Administration

National Safety Council

State Farm Insurance Companies

Transamerica Insurance Company

USAA

Volvo Cars of North America

AGENDA

WELCOME TO SAN DIEGO !

SUNDAY, APRIL 29, 1990

- 1:00PM - 5:30PM REGISTRATION - Mission Ballroom Foyer
- 5:00PM - 5:30PM MODERATORS MEETING - De Anza Room
- 5:30PM - 7:00PM OPENING RECEPTION & EXHIBITS - Mission Ballroom

MONDAY, APRIL 30, 1990

- 7:30AM - 4:30PM REGISTRATION - Mission Ballroom Foyer
- 7:30AM - 8:30AM CONTINENTAL BREAKFAST - Exhibit Hall, Mission Ballroom
- 8:45AM - 9:45AM OPENING SESSION - Atlas Ballroom
- Presiding: Peter K. O'Rourke, Chairman
National Association of Governors' Highway
Safety Representatives
- Introduction: Adele Derby, Associate Administrator
National Highway Traffic Safety Administration
- Welcome: Honorable Maureen O'Conner,
Mayor of San Diego
- Remarks: Maurice J. Hannigan, Commissioner
California Highway Patrol
- 10:00AM - 11:30AM FIRST SET OF WORKSHOPS
- 11:45AM - 1:15PM LUNCHEON - Atlas Ballroom
- Presiding: Allstate Insurance Company
- Remarks: Representative John J. Cullerton,
State of Illinois, House of Representatives
- 1:30PM - 3:00PM SECOND SET OF WORKSHOPS
- 3:15PM - 4:45PM THIRD SET OF WORKSHOPS

MONDAY, APRIL 30, 1990 (cont.)

4:45PM - 6:00PM MINI FILM FESTIVAL*

EXHIBITS OPEN - Mission Ballroom

Evening free to enjoy San Diego

*Optional Social Event - San Diego Bay Dinner
Cruise (Not part of registration)*

****Listing in Registration Packet***

TUESDAY, MAY 1, 1990

7:30AM - 4:30PM REGISTRATION - Mission Ballroom Foyer

7:30AM - 8:30AM CONTINENTAL BREAKFAST - Exhibit Hall, Mission Ballroom

8:30AM - 10:00AM FOURTH SET OF WORKSHOPS

10:15AM - 11:45AM TOPICAL TABLES - Atlas Ballroom Foyer

EXHIBITS OPEN - Mission Ballroom

12:00 N - 1:30PM AWARDS LUNCHEON - Atlas Ballroom
Presiding: Paul B. Jones, Vice Chairman
National Association of Governors' Highway
Safety Representatives

Remarks: Jerry Ralph Curry, Administrator
National Highway Traffic Safety Administration

1:45PM - 3:15PM FIFTH SET OF WORKSHOPS

3:30PM - 5:00PM POSTER SESSIONS - Exhibit Hall, Mission Ballroom

3:30PM - 5:00PM ORGANIZATION MEETINGS*

Evening free to enjoy San Diego

****Listing in Registration Packet***

WEDNESDAY, MAY 2, 1990

7:30AM - 8:15AM CONTINENTAL BREAKFAST- Exhibit Hall, Mission Ballroom

7:30AM - 11:00AM REGISTRATION - Mission Ballroom Foyer

8:30AM - 10:00AM SIXTH SET OF WORKSHOPS

10:15AM - 11:45AM SEVENTH SET OF WORKSHOPS

12:00N - 1:30PM CLOSING LUNCHEON - Atlas Ballroom

Presiding: Mickey Sadoff, President
Mothers Against Drunk Driving

Remarks: Thomas J. Donohue
President and CEO,
American Trucking Associations

**LIFESAVERS/8 WORKSHOP TABLE - ALPHABETICALLY BY WORKSHOP TITLE
FOR MONDAY, APRIL 30, 1990 - 10:00 AM to 11:30 AM**

Workshop Title	Location	Target Audience	Repeat Date
Automatic Crash Protection Status Report	Garden Room North	**	Not Repeated
"Combined Enforcement" Strategies That Make a Difference	Sierra Room	**	5/1 - 1:45 PM
Community Participation: Working With Coalitions Task Forces & Advisory Committees	Padre Room	*	5/1 - 8:30 AM
Emergency Medical Services In Rural Areas	Adobe/El Camino Rooms	**	Not Repeated
Improving Older Driver Safety	De Anza/Mesa Rooms	***	Not Repeated
Role of Nurses in Highway Safety	Council Room	*	Not Repeated
State Strategies for Reducing Alcohol Impaired Driving	Hampton Court	**	5/2 - 8:30 AM
"Talking Traffic" Involving Media in Your Traffic Safety Programs	Forum Room	***	5/2 - 8:30 AM
The Drug Evaluation and Classification Program	Windsor Court	***	5/2 - 10:15 AM
Traffic Crash Investigation Problems Involving Occupant Protection Devices	Garden Room South	***	5/1 - 8:30 AM
Victim Panels	Sheffield Court	**	5/2 - 8:30 AM
Young Adults - New Directions in the National Scene	Friars Room	**	5/1 - 1:45 PM

DETAILED DESCRIPTION OF EACH WORKSHOP FOLLOWS

- * = Beginner
- ** = General Audience
- *** = Advanced

AUTOMATIC CRASH PROTECTION STATUS REPORT

GARDEN ROOM NORTH

10:00 - 11:30 a.m. **

Now that federal requirements for automatic crash protection are in full force, (i.e., all new cars must be equipped with automatic belts or an air bag), government officials, safety program managers and the motoring public are going to want to know more about the new technology and how well it is working. Participants will hear the latest on industry and consumer response to the new technology and its performance in the field.

Moderator: Mark Lee Edwards
National Center for Statistics & Analysis
NHTSA/NRD-31
400 7th Street, SW
Washington, D.C. 20590
(202) 366-5349

Speakers: Franc Laux
Manager, Crashworthiness
Automotive Safety Engineering
General Motors, Technical Center
30400 Mound Road
Warren, MI 48090
(313)947-1734

Robert H. Munson
Director, Automotive Safety Office
Ford Motor Company
330 Town Center Drive, Suite 400
Dearborn, MI 48126
(313) 845-4320

Howard S. Willson
Safety Planning Engineer, Chrysler Motors
CIMS 418-06-02, P.O. Box 1118
Detroit, MI 48288
(313) 965-6037

"COMBINED ENFORCEMENT" STRATEGIES THAT MAKE A DIFFERENCE.

SIERRA ROOM

10:00 - 11:30 a.m. **

Enforcement strategies: a) Targeting traffic violations & making an impact on crime. b) Multi-police agency enforcement, including size and weight. c) Multi-police agency commitment of routine patrol to specific traffic violations.

Moderator: Sgt. Michael S. Farnsworth, Sergeant
Colorado State Patrol (Currently assigned to NHTSA for 1 year)
U.S. Dept. of Transportation, National Highway Traffic Safety
Administration, Police Traffic Services Division
400 7th Street SW
Washington, D.C. 20590
(202) 366-5016

Speakers: Major Dennis C. Bueno
Field Operations
Ohio State Patrol
660 E. Main Street
Columbus, Ohio 43266-0562
(614) 644-7277

Ron H. Sostkowski
Director, Division of State & Provincial Police,
International Association of Chiefs of Police
1110 N. Glebe Road
Arlington, Virginia, 22201
(703) 243-0684

Major John M. Douglass
Operations Division
Overland Park Police Dept.
8500 Antioch
Overland Park, Kansas 66212
(913) 381-5252

**COMMUNITY PARTICIPATION: WORKING WITH COALITIONS,
TASK FORCES & ADVISORY COMMITTEES**

PADRE ROOM

10:00 - 11:30 a.m. *

A discussion of how to work effectively with coalitions, task forces and advisory committees to ensure active participation.

Moderator: Larry Cohen, M.S.W.
Director, Prevention Program
Contra Costa County
Health Services Department
75 Santa Barbara Road
Pleasant Hill, CA 94523
(415) 646-6511

Speakers: Richard S. Staples
Chief,
Jackson Police Department
234 Institute Street
Jackson, TN 38301
(901) 423-3800

Sharon Wright
Assoc. Prof., 4-H Youth Development Education
Minnesota Extension Service
University of Minnesota
340 Coffey Hall, 1420 Eckles Ave.
St. Paul, MN 55108
(612) 625-7246

Paul L. Jewell
District III Health Educator
Dona Ana County Public Health Office
715 E. Idaho Street
Las Cruces, NM 88001
(505) 524-6000

EMERGENCY MEDICAL SERVICES IN RURAL AREAS

ADOBE/ EL CAMINO ROOMS

10:00 - 11:30 a.m. **

Discussion of EMS and highway safety problems unique to rural areas and communities and application of the lessons learned in the urban setting.

Moderator: Barak Wolff
Chief-Primary Care & EMS Bureau
Public Health Division
1190 St. Francis Drive
Santa Fe, NM 87503
(505) 827-2509

Speakers: Bob W. Bailey
Chief, Office of EMS
701 Barbour Dr.
Raleigh, NC 27603
(919) 733-2285

Mike Shumaker
Health Program Specialist
EMS - Dept. of Public Health
P.O. Box 1700
Jackson, MS 39215-1700
(601) 987-3880

Dave Samuels
Corporate Director - EMS
Samaritan Health Service
1441 N. 12th Street
Phoenix, AZ 85006
(602) 495-4286

IMPROVING OLDER DRIVER SAFETY

DE ANZA/ MESA ROOMS

10:00 - 11:30 a.m. ***

The workshop will present the current status of activities to improve vehicles and highways for older drivers and older drivers themselves.

Moderator: Dr. Jesse Blatt
Division Director, Driver Passenger Research Division
NHTSA - NRD-41
400 7th St. SW
Washington, DC 20590
(202) 366-5588

Speakers: Pat Waller, Director
University of Michigan
Transportation Research Institute
2901 Baxter Road
Ann Arbor, MI 48109-2150
(313) 936-1046

Anthony Yanik
Liaison Engineer
General Motors
GM Tech Center
30400 Mound Road
Warren, MI 48090-9015
(313) 947-1766

Harold Lunenfeld, HTO-34
Engineering Psychologist
US Department of Transportation
Federal Highway Administration
400 7th St. SW
Washington DC 20590

ROLE OF NURSES IN HIGHWAY SAFETY

COUNCIL ROOM

10:00 - 11:30 a.m. *

This workshop will describe various ways in which nurses are educating the public about traffic safety.

Moderator: Barbara Foley
R.N. (ENCARE)
c/o Wm. Foley
2211 Poppy Avenue
Long Beach, CA 90805
(213) 422-8311

Speakers: Patricia Brigham, R.N.
Associate Director
Massachusetts Nurses Assn.
340 Turnpike Street
Canton, MA 02021
(617) 821-4625

Pattie Heath, R.N.
Baptist Hospital
1000 W. Moreno St.
Pensacola, FL 32522-7500
(904) 434-4693

Starr Treurniet, R.N., CEN
N.C. Emergency Nurses "CARE"
P.O. Box AS
Falkland, NC 27827
(919) 551-5235

STATE STRATEGIES FOR REDUCING ALCOHOL IMPAIRED DRIVING.

HAMPTON COURT
10:00 - 11:30 a.m. **

This workshop is designed to compare the differing strategies States have taken to deal with this impaired driving problem. States which either have low levels of impaired driving or which have achieved significant reduction since 1982 will describe their approaches.

Moderator: Jim Hedlund
Director, OASP
NHTSA, NTS-20
400 7th Street, SW
Washington, DC 20590
(202) 366-2715

Speakers: James Arena
Director,
Division of Highway Traffic Safety
5 Quakerbridge Plaza CN048
Trenton, NJ 08625
(609) 588-3750

Philip Weiser
Administrator,
Highway Safety Program
Division of Highway Safety
4201 E. Arkansas Avenue
Denver, CO 80222
(303) 757-9438

Steve Simon
Director, Minnesota Criminal Justice
DWI Task Force
190 Law Center
229 19th Avenue, SO
Minneapolis, MN 55455
(612) 625-5515

"TALKING TRAFFIC" **INVOLVING MEDIA IN YOUR TRAFFIC SAFETY PROGRAMS**

FORUM ROOM
10:00 - 11:30 a.m. ***

How to involve the media and stimulate them into actively supporting and working with police traffic safety programs.

Moderator: William P. Georges
Sergeant Albany New York Police Department
(Assigned to NHTSA for 1 year)
U.S. Dept. of Transportation, National Highway Traffic Safety
Administration, Police Traffic Services Division
400 7th Street SW
Washington, D.C. 20590
(202) 366-6464

Speakers: Chuck Jackson
Public Information Officer
Maryland State Police
Headquarters
Pikesville, MD 21208
(301) 653-4239

Katie Reilly Coordinator,
SLOW...please!!!
Manley Street
Marblehead, MA 01945
(617) 631-7520

Ms. Kathy Wolgemuth
Public Information Officer
Alaska State Police
5700 East Tudor Road
Anchorage, Alaska 99507
(907) 269-5413

THE DRUG EVALUATION AND CLASSIFICATION PROGRAM

WINDSOR COURT

10:00 - 11:30 a.m.

Implementation of a Drug Evaluation and Classification Program will be addressed, with a focus on program progress to date; funding sources to support program implementation and expansion; and inter-agency coordination.

Moderator: James Wright
Highway Safety Specialist
National Highway Traffic Safety Administration
400-7th Street, SW
Washington, D.C. 20590
(202) 366-2724

Speakers: Lt. Jack Grant*
Arizona Highway Patrol
2310 N. 20th Avenue
Phoenix, AZ 85009

Ann Reed
DRE Program Coordinator
IN Department of Transportation
Room 801, State Office Bldg.
Indianapolis, IN 46204
(317) 233-3107

Jody Forman
Program Manager
Bureau of Justice Assistance
U.S. Department of Justice
633 Indiana Avenue, N.W.
Washington, D.C. 20531
(202) 724-7934

Lt. Grant is on a 2-year assignment to
NHTSA in Washington, D.C.
His local D.C. address is:
NHTSA (NTS-40)
400 Seventh Street, S.W.
Washington, DC 20590
(202) 366-2749

TRAFFIC CRASH INVESTIGATION PROBLEMS INVOLVING OCCUPANT PROTECTION DEVICES

GARDEN ROOM SOUTH

10:00 - 11:30 a.m. ***

The workshop will identify the need for policies, procedures, training and other resources to improve the accuracy and quality of data relevant to the use, misuse or non-use of occupant protection devices among victims of traffic crashes.

Moderator: Ms. Katie Lynch
Occupant Protection Program Coordinator
Washington Traffic Safety Commission
1000 S. Cherry St. (PD-11)
Olympia, Washington 98504
(206) 586-3865

Speakers: Mr. William Hall
Highway Safety Research Ctr.
University of North Carolina
134 1/2 E. Franklin St. CB-3430
Chapel Hill, NC 27599-3430
(919) 962-2202

Ms. Jan Goldsmith
Occupant Protection Coordinator
Governor's Traffic Safety Bureau
307 E. 7th
Des Moines, IA 50319
(515) 281-3907

Sgt. Deborah Townsend
Albany Police Department
P.O. Box 447
Albany, GA 31703-4801
(912) 431-2935 or 431-2100

VICTIM PANELS

SHEFFIELD COURT
10:00 - 11:30 a.m. ***

A workshop designed to describe innovative programs which bring offenders and victims together in face-to-face situations.

Moderator: Sharon Sikora
Vice President for Victims Issues
Mothers Against Drunk Driving (MADD)
669 Airport Freeway
Suite 310
Hurst, TX 76053
(817) 268-6233
(contact Ann Russell for information, etc.)

Speakers: Judge Allen Coon
Circuit Court Judge
Josephine County Courthouse
Room 225
Grants Pass, OR 97526
(503) 474-5181

Robin Paster, Coordinator
Snohomish County
Community Traffic Safety Task Force
2722 Colby, Suite 104
Everett, WA 98201
(206) 388-7200

Sharon Lalor
Coordinator- Remove Intoxicated Drivers (RID)
Greene County, RID
Box 236, South Main Street
New Baltimore, NY 12124
(518) 756-9653

YOUNG ADULTS - NEW DIRECTIONS IN THE NATIONAL SCENE

FRIARS ROOM
10:00 - 11:30 a.m. **

New developments in national organizations and national trends as they relate to highway safety and the young adult population.

Moderator: Dr. Ricahrd Coberg
Director
Educational Alternatives
P.O. Box 6362
Norman, OK 73070
(405) 360-4353

Speakers: Robert Anastas
Executive Director
Students Against Driving Drunk
P.O. Box 800
Marlboro, MA 01752
(508) 481-3568

Gil Bellamy
Governor's Representative
Oregon Traffic Safety Commission
State Library Building - 4th Fl.
Salem, OR 97310
(503) 378-3670

Bob Kociolek
Health Specialist
The National PTA
700 N. Rush St.
Chicago, IL 60611-2571
(312) 787-0977

**LIFESAVERS/8 WORKSHOP TABLE - ALPHABETICALLY BY WORKSHOP TITLE
FOR MONDAY, APRIL 30, 1990 - 1:30 PM to 3:00 PM**

Workshop Title	Location	Target Audience	Repeat Date
Alcohol Incentive Grants for Drunk Driving Programs (Section 408 & 410)	Windsor Court	***	Not Repeated
70% Belt Use by 1992 - State and National Challenges and Initiatives	Garden Room South	**	5/2 - 8:30 AM
Community Traffic Safety Programs in Rural America	Friars Room	**	5/1 - 1:45 PM
How to Sell Funding of Traffic Safety Programs to the Legislature	Sierra Room	***	5/2 - 8:30 AM
Innovative Approaches to Reaching K-12 Youth	Garden Room North	**	5/2 - 8:30 AM
Innovative Programming in Occupant Protection	Sheffield Court	**	5/2 - 10:15 AM
Military Promotion of Motor Vehicle Safety On and Off the Installation	De Anza/Mesa Rooms	*	Not Repeated
Motorcycle Safety: How to Pass a Helmet Use Law and be Included in CTSP'S	Forum Room	*	5/2 - 10:15 AM
Pedestrian and Bicycle Law Enforcement	Council Room	*	5/2- 10:15 AM
Sharing the Road: Little Cars and Big Trucks	Adobe/El Camino Rooms	*	Not Repeated
Targeting Programs to Minority and High Risk Groups	Padre Room	***	5/1 - 8:30 AM
Young Drivers - Can We Reduce Their Risk?	Hampton Court	*	Not Repeated

DETAILED DESCRIPTION OF EACH WORKSHOP FOLLOWS

- * = Beginner
- ** = General Audience
- *** = Advanced

ALCOHOL INCENTIVE GRANTS FOR DRUNK DRIVING PROGRAMS
(SECTION 408 & 410)

WINDSOR COURT
1:30 - 3:00 p.m. ***

Sources of funding application procedures program development and implementation and evaluation of alcohol incentive grant program. Also, possible future developments in incentive grant programs.

Moderator: Ms. Georgia Jupinko
Regional Administrator, NHTSA
819 Taylor Street, Room 8A38
Fort Worth, TX 76102-6177
(817) 472-5514

Speakers: Gil Bellamy
Governor's Representative,
Oregon Traffic Safety Commission
State Library Building - 4th Floor
Salem, OR 97310
(503) 378-3670

Michael D. Baldwin
Regional Program Manager
NHTSA Region 10
3140 Jackson Federal Building
915 Second Ave.
Seattle, WA 98174
(206) 442-5934

70% BELT USE BY 1992-
STATE AND NATIONAL CHALLENGES AND INITIATIVES

GARDEN ROOM SOUTH
1:30: - 3:00 p.m. **

A presentation of two state wide 70 by '90 Task Force efforts and findings from the National Occupant Protection Conference and National Law Enforcement Summit for state and national program challenges to achieve President Bush's 70 percent national safety belt use goal by 1992.

Moderator: Alfred Crancer
State Program Manager,
NHTSA Region IX
211 Main Street, Suite 1000
San Francisco, CA 94105
(415) 744-3089

Speakers: Capt. Steve Ellis
Commander of Santa Cruz Area
California Highway Patrol
10395 Soquel Drive
Aptos, CA 95003
(408) 662-0511

JoeAnn O'Hara
Highway Safety Specialist
Office of Enforcement and
Emergency Services
NHTSA, NTS-40
(202) 366-4913

S. Rowan Woolfolk
Governor's Highway Safety Rep.
Division of Traffic Safety
IL Dept. of Transportation
2300 S. Dirksen Parkway, Room 319
Springfield, IL 62764
(217) 782-4972

Honorable Barry Sheerman
House of Commons
London SW1A OAA
Great Britain

COMMUNITY TRAFFIC SAFETY PROGRAMS IN RURAL AMERICA

FRIARS ROOM

1:30 - 3:00 p.m.

Participants address strategies for organizing community based programs in rural settings.

Moderator: Kathy Bailey, RN, MSN
Trauma Program Manager,
Pitt County Memorial Hospital
Greenville, NC 27835-6028
(919) 551-5706

Speakers: Sharee Galnore
Coordinator,
Cape Girardeau County CTSP
P.O. Box 366
Cape Girardeau, MO 63702-0366
(314) 335-3377

Leslie Hartford
Project Coordinator,
Fargo DUI Task Force
P.O. Box 150
Fargo, ND 58107
(701) 241-1341

Barbara Caron Fazio
Comm. Safety Belt Program Coordinator
North Central District Health Dept.
1221 F Street
Lewiston, ID 83501
(208) 746-0171

HOW TO SELL FUNDING OF TRAFFIC SAFETY PROGRAMS TO THE LEGISLATURE

SIERRA ROOM

1:30 - 3:00 p.m.

Discuss political realities, problems, and approaches in convincing legislature to fund alcohol and other traffic safety initiatives.

Moderator: Donald J. McNamara
Deputy Regional Administrator
NHTSA, Region V
18209 Dixie Highway, Suite A
Homewood, IL 60430
(708) 799-6347

Speakers: Susan D. McHenry
Director, Division of EMS
State Dept. of Health
1538 E. Parkham Rd.
Richmond, VA 23228
(804) 371-3500

Anne Mervenne
Administrative Assistant
Senator Doug Cruce
State Capitol
Lansing, MI 48913
(577) 373-2523

Mel Morgan, Director
Idaho Office of Highway Safety
P.O. Box 7129
Boise, ID 83707
(208) 334-8101

INNOVATIVE APPROACHES TO REACHING K-12 YOUTH

GARDEN ROOM NORTH

1:30 - 3:00 p.m. **

Attempting to reach children and youth with a creative message about using safety belts and not using alcohol and other drugs is challenging. This session will present several innovative approaches that are working.

Moderator: Robert Nicholson
Deputy Associate Administrator
Traffic Safety Programs
400 - 7th Street S.W., NTS - 02
Washington, DC 20590
(202) 366-2675

Speakers: Mary Justice
Director, Safer New Mexico Now
P.O. Box 9534
Santa Fe, NM 87504
(505) 984-2898

Judy Doll,
Coordinator,
Automotive Safety for Children Program
Riley Hospital, PS-139
702 Barnhill Drive
Indianapolis, IN 46223
(317) 274-2977

Beverly Graham
Substance Abuse Coordinator
Horry County School District
1605 Horry Street
Conway, SC 29526
(803) 248-2206

INNOVATIVE PROGRAMMING IN OCCUPANT PROTECTION

SHEFFIELD COURT

1:30 - 3:00 p.m. **

How do you get 300 people to a child passenger safety conference? How effective are local safety belt use ordinances? How can local programs promote automatic protection?

Moderator: Rita Weiss
Highway Safety Specialist,
Office of Occupant Protection, NTS-13
National Highway Traffic Safety Administration
400 Seventh Street, S.W.
Washington, DC 20590
(202) 366-2705

Speakers: Deborah Baer
President, Maryland CPSA
1310 Church Hill Drive
Pikesville, MD 21208
(301) 653-1979

Susan Lancaster
Public Information & Education Program Mgr.,
Traffic Safety Section
Arkansas State Highway and Trans.
P.O. Box 2261
Little Rock, AK 72203
(501) 455-1406

Howard Wilson
Chrysler Motors
CIMS 418-06-02
Detroit, MI 48288-1118
(313) 956-6037

**MILITARY PROMOTION OF MOTOR VEHICLE SAFETY,
ON AND OFF THE INSTALLATION.**

DE ANZA/ MESA ROOMS
1:30 - 3:00 p.m. *

While mission-safety remains a priority issue for military commands, the majority of all non-combat injuries and fatalities involve privately owned vehicles. This workshop will discuss projects and activities the military undertakes to reduce these losses.

Moderator: Brigadier General James M. Johnston, III
Director, Aerospace Safety
Air Force Inspection and Safety Center
Norton AFB, CA 92409-7001
(714) 382-2407

Speakers: Steven L. Gibson
Deputy, Director, Operations
Naval Safety Center
Norfolk, VA 23511-5796
(804) 444-2590

Lt. Col. C.M. (Robbie) Robinson
Director of Field Operations
Virginia Department of State Police
Box 27472
Richmond, VA 23261-7472
(804) 674-2014

George Baker
Safety Officer,
Headquarters, 1st Aviation Brig.
Department of the Army
Ft. Rucker, AL 36362-5000
(205) 255-3000

**MOTORCYCLE SAFETY:
HOW TO PASS A HELMET USE LAW AND BE INCLUDED IN CTSP'S**

FORUM ROOM
1:30 - 3:00 p.m. *

Strategies used to gain passage of state motorcycle helmet use laws. WHY and HOW to include motorcycle safety in your community traffic safety program.

Moderator: Judy Stone
Executive Director, Advocates for Highway and Auto Safety
400 North Capitol St. Suite 330
Hall of the States
Washington, DC 20001
(202) 624-8578

Speakers: Lorrie Laing
Chairperson, Nat. Assoc. of State
Motorcycle Safety Administrators
Ohio Dept. of Highway Safety
240 Parsons Ave.
Columbus, OH 43266-0563
(614) 466-6855

Mary Price
President,
Californians for Safe Motorcycling
5727 Sutter Ave. #14
Carmichael, CA 95608
(916) 973-0909

Dean DeSoto
Chairman, Gov. Clements Motorcycle Operator
Training and Safety Advisory Committee
4203 Woodcock Suite 208
San Antonio, TX 78228
(512) 735-2287

PEDESTRIAN AND BICYCLE LAW ENFORCEMENT

COUNCIL ROOM

1:30 - 3:00 p.m. *

The roles police agencies can play in improving pedestrian and bicycle safety.

Moderator: Dan Burden
Coordinator, Pedestrian and Bicycle Programs
Florida Department of Transportation
605 Suwannee Street, M.S. 19
Tallahassee, FL 32399-0450
(904) 488-4640

Speakers: Forrest Wilkins
Officer,
Los Angeles Police Dept.
4125 South Crenshaw Boulevard
Los Angeles, CA 90008
(213) 485-7742

Raymond D. Cotton
Captain,
Maryland State Police
1401 Bel Air Road
Bel Air, MD 21014
(301) 879-2101

Lt. Larry Ball
Commander,
Community Urban County Division of Police
150 East Main Street
Lexington, KY 40507
(606) 258-3636

SHARING THE ROAD: LITTLE CARS AND BIG TRUCKS

ADOBE/ EL CAMINO ROOMS

1:30 - 3:00 p.m. *

Discussion of strategies and resources available for traffic safety programs about cars and trucks co-existing on congested highways.

Moderator: Lieutenant Colonel Larry N. Thompson
Assistant Director for the Highway Patrol Bureau
Arizona Department of Public Safety
P.O. Box 6638
Phoenix, AZ 85005
(602) 223-2354

Speakers: Chuck Jackson
Public Information Officer,
Maryland State Police
Headquarters
Pikesville, MD 21208
(301) 653-4239

Alfred R. Tindall
Highway Safety Specialist,
State of New Jersey
Division of Highway Safety
CN 048
Trenton, NJ 08625
(609) 588-3750

Lt. Don Uelmen (CHP)/NHTSA
CVEPP Coordinator,
U.S. Dept. of Transportation
400 7th Street S.W.
Washington, DC 20590
(202) 366-4293

TARGETING PROGRAMS TO MINORITY AND HIGH RISK GROUPS

PADRE ROOM

1:30 - 3:00 p.m.

As traffic safety programs do not reach all audiences in the same manner, it is becoming increasingly necessary to target programs to specific groups. This panel will present recent efforts to develop programs directed towards specific audiences. The process by which these programs were developed will also be discussed.

Moderator: Robin Markowitz
Executive Director,
New York Coalition for Safety Belt Use
18-10 Whitestone Expressway
Whitestone, NY 11357
(718) 746-6003

Speakers: Richard Blomberg
President,
Dunlap and Associates
17 Washington Street
Norwalk, CT 06854
(203) 866-8464

Paul Nathanson
Director, Institute of Public Law
School of Law, 1117 Stanford Street, N.E.
University of New Mexico
Albuquerque, NM 87131.
(505) 277-5006

Mr. Joseph Moraza
Director, Planning Division
Puerto Rico Traffic Safety Comm.
P.O. Box 41289
Minillas Station
Santurce, P.R. 00940
(809) 727-0122

YOUNG DRIVERS - CAN WE REDUCE THEIR RISK?

HAMPTON COURT

1:30 - 3:00 p.m.

Existing state youth licensing programs, evaluation results, and the pros and cons of a proposed youth licensing program will be discussed.

Moderator: Pat Waller
Director, University of Michigan
Transportation Research Institute
2901 Baxter Road
Ann Arbor, MI 48109-2150
(313) 936-1046

Speakers: Ray Peck
Director, Research & Development
Dept. of Motor Vehicles
2415 First Avenue
Sacramento, CA 95818
(916) 732-7433

Jim McKnight
President,
Public Services Research
8201 Corporate Drive
Landover, MD 20785
(301) 731-9691

Pete Nunnenkamp
Manager, Driver Safety Section
Motor Vehicle Division
1905 Lana Avenue, N.E.
Salem, OR 97314
(503) 378-6927

Mike Calvin
Director of Driver Services,
American Association of Motor
Vehicle Administrators
4200 Wilson Blvd., Suite 600
Arlington, CA 22203
(703) 522-4200

**LIFESAVERS/8 WORKSHOP TABLE - ALPHABETICALLY BY WORKSHOP TITLE
FOR MONDAY, APRIL 30, 1990 - 3:15 PM to 4:45 PM**

Workshop Title	Location	Target Audience	Repeat Date
Administrative Licence Suspension for DWI	Hampton Court	*	Not Repeated
Alcohol Interlock Devices	Windsor Court	***	Not Repeated
Alcohol Open Forum	Sheffield Court	***	Not Repeated
Child Safety Seat Recalls: The Story Behind The Media Reports	Garden Room North	**	Not Repeated
Community Pedestrian and Bicycle Safety Programs	De Anza/Mesa Rooms	*	5/2 - 8:30 AM
Cost of Injury in the U.S.	Friars Room	**	Not Repeated
Data Input/Output - Use for Highway Safety Management	Adobe/El Camino Rooms	**	Not Repeated
EMS: Technical Assistance Program for States	Council Room	**	5/1 - 8:30 AM
Forum on Youth Traffic Safety Initiatives	Sierra Room	**	5/2 - 10:15 AM
Marketing and Public Relations: Social Marketing	Forum Room	**	5/2 - 10:15 AM
Measuring Success: Evaluation of Community Traffic Safety Programs	Padre Room	**	5/2 - 10:15 AM
Statewide Surveys of Safety Belt Use - Who Needs "Em?	Garden Room South	**	5/1 - 1:45 PM

DETAILED DESCRIPTION OF EACH WORKSHOP FOLLOWS

- * = Beginner
- ** = General Audience
- *** = Advanced

ADMINISTRATIVE LICENSE SUSPENSION FOR DWI

HAMPTON COURT

3:15 - 4:45 p.m. *

Panel members will discuss: How interest groups can work towards passage of such laws; how they are viewed by legislators; and, how a state implemented its law.

Moderator: Wayne Teglia
Director, Department of Motor Vehicles and Public Safety
555 Wright Way
Carson City, NV 89711
(702) 885-5375

Speakers : David French
MADD
2505 N Street #1
Sacramento, Ca 95816
(916) 781-3828

Hon. William Lockyer or
Patricia Wynne (legislative. aide)
State Capitol, Room 232
Sacramento, CA 95814
(916) 445-5957

ALCOHOL INTERLOCK DEVICES

WINDSOR COURT

3:15 - 4:45 p.m. ***

Panel members will discuss California's experience with their interlock program, including evaluation results. NHTSA's proposed model certification and test procedures will also be discussed..

Moderator: Darryl Young
Legislative Aide to Assemblyman Sam Farr
State Capitol,
Sacramento, CA 95814
(916) 445-8496

Speakers: Joel Phillips
President EMT Group
3090 Fite Circle, Suite 201
Sacramento, CA 95827
(916) 363-9415

Don Collier, Ph. D.
Chairman of the Board Guardian Interlock
Suite 1008
307 N. Michigan Ave.
Chicago, IL 60601
(312) 726-9109

ALCOHOL OPEN FORUM

SHEFFIELD COURT

3:15 - 4:45 p.m. ***

This open forum involves no speeches or presentations. It provides an opportunity for attendees to ask questions of panel of experts in any area of alcohol or drug impaired driving

Moderator: Jim Hedlund
Director, OASP
NHTSA, NTS-20
400 7th Street, S.W.
Washington, DC 20590
(202) 366-2715

Speakers: Panelist (there are no speakers)
John Moulden
Special Assistant to Chairman
National Transportation Safety Board
800 Independence Ave. N.W.
Washington, D.C. 20594
(202) 382-6502

James Nichols, Ph.D.
Deputy Director
OASP, NTS-20
NHTSA
400 7th Street, S.W.
Washington, D.C. 20590
(202) 366-2716

Joan White Quinlan
Chief, Policy and External Review Unit
Office Of Substance Abuse Prevention
Parklawn Building,
5600 Fishers Lane
Rockville, MD 20852
(301) 443-0373

Jon Lacey
Principal Scientists
Mid-America Research Institute
1106 Roosevelt Dr.
Chapel Hill, NC
(919) 967-8789

CHILD SAFETY SEAT RECALLS: THE STORY BEHIND THE MEDIA REPORTS.

GARDEN ROOM NO

3:15 - 4:45 p.m. **

Representatives from the NHTSA discuss the Agency's child safety enforcement program and the allegations made to Center for Auto Safety concerning child seat investigations and recalls.

Moderator: Jeff Michael
Child Passenger Safety Specialist
NHTSA, NTS-11
400 Seventh Street S.W.
Washington, DC 20590
(202) 366-2755

Speaker: Robert Hellmuth
Director,
Office of Vehicle Safety Compliance
NHTSA, NEF-30
400 Seventh Street S.W.
Washington D.C. 20590
(202) 366-2832

COMMUNITY PEDESTRIAN AND BICYCLE SAFETY PROGRAMS

DE ANZA/ MESA ROOMS

3:15 - 4:45 p.m. *

Strategies for planning and implementing comprehensive community pedestrian and bicycle safety programs.

Moderator: Linda Tracey
Program Director,
Bicycle Federation of America
1818 R Street, N.W.
Washington, D.C. 20009
(202) 332-6986

Speakers: Officer Rick Bastin
Commander Community Services
Lexington Fayette Urban City
Division of Police
150 East Main Street
Lexington, KY 40507
(606) 258-3636

Ann M. Ringland MPH
N.C. Dept. of Environment, Health and
Natural Resources
Division of Maternal and Child Health
P.O. Box 27687
Raleigh, NC 27611-7687
(919) 733-3816

Dan Burden
Coordinator, Pedestrian and Bicycle Programs
FL Department of Transportation
605 Suwanee Street, MS 19
Tallahassee, FL 32399-0450
(904) 488-4640

COST OF INJURY IN THE U.S.

FRIARS ROOM

3:15 - 4:45 p.m. **

The panel will discuss the results of a report to congress on the cost to the nation of injury's from all causes. Included in the study are costs, incidence of injury by age and sex, the public program impact of injury cost, results of prevention strategies and several case studies describing the devastating impacts on individuals and families.

Moderator: Barbera M. Faigin
Economist,
National Highway Traffic Safety Administration
Office of Plans and Policy
NPP-21, Room 5208
Washington D.C. 20590
(202) 366-2584

Speakers: Elizabeth McLoughlin
Director,
The Injury Prevention Research Center
San Francisco General Hospital
Building One, Room 306
San Francisco, CA 94110
(415) 821-8209

DATA INPUT/OUTPUT-USE FOR HIGHWAY SAFETY MANAGEMENT

ADOBE/EL CAMINO ROOMS

3:15 - 4:45 p.m. **

Results from NHTSA data use conference. Latest technology in hardware/software for data input/output.

Moderator: Vince Burgess
Administrator,
Transportation Safety Administration
P.O. Box 27412
Richmond, VA 23269
(804) 367-8150

Speakers: Mark Edwards
National Center for Statistics & Analysis
NHTSA/NRD-31
400 7th Street, S.W.
Washington, DC 20590
(202) 366-5349

Tom Savell
President,
Dynamic Analysis Testing Associates (DATA)
2231 Farady Ave., Suite 103
Carlsbad, CA 92008
(619) 931-9511

Bob Breitenbach
Director, Transportation Safety
Training Center - Virginia
Commonwealth University,
Richmond, VA 23284-2017
(804) 367 6235

EMS: TECHNICAL ASSISTANCE PROGRAM FOR STATES

COUNCIL ROOM

3:15 - 4:45 p.m. **

Discussion of NHTSA's Technical Assistance Program which offers states and communities a tool to use in assessing the effectiveness of their EMS program.

Moderator: Susan Ryan
Program Analyst,
NHTSA EMS Division
400 7th ST. SW
Washington DC 20590
(202) 366- 4299

Speakers: Thomas A. Boerner
Director of Traffic Safety,
Department of Public Safety
Transportation Building
St. Paul, MN 55155
(612) 296-3804

Susan McHenry
Director,
Division of EMS
State Department of Health
1538 E. Parham Road
Richmond, VA 23228
(804) 371-3500

Dave Samuels
Corporate Director - EMS
Samaritan Health Service
1441 N. 12th St.
Phoenix, AZ 85006
(602) 495-4286

FORUM ON YOUTH TRAFFIC SAFETY INITIATIVES

SIERRA ROOM

3:15 - 4:45 p.m.

Report on recommendations resulting from last summer's forum held at Georgetown University. Forum participants will discuss action items for state and local consideration and inter-state networking opportunities.

Moderator: John Harvey
Driver and Safety Education Consultant,
Vermont State Department of Education
State Office Building
120 State St.
Montpelier, VT 05602
(802) 828-3126

Speakers: Renee Nibler Thompson
Youth Program Director,
Washington Traffic Safety Commission
1000 S. Cherry St.
PD-11
Olympia, WA 98504
(206) 586-3871

Kathy Sewell
Director,
Center for Adolescent Development
P.O. Box 7370
Bismark, ND 58502-7370
(701) 258-9945

Michele Meadows
Youth Coordinator,
Office of Traffic Safety
Business, Transportation and
Housing Agency
7000 Franklin Blvd., Suite 330
Sacramento, CA 95823
(916) 445-0527

MARKETING AND PUBLIC RELATIONS: SOCIAL MARKETING

FORUM ROOM

3:15 - 4:45 p.m.

How to sell your traffic safety program to the community. Future need for public education and public relations.

Moderator: Leo Skinner
Chief, Public Information Office
Ohio Department of Highway Safety
240 Parsons Avenue
Columbus, Ohio 43266-0563
(614) 466-4344

Speakers: Robert L. Deen
Managing Partner,
Deen & Black Public Relations
2212 K Street
Sacramento, CA 95816
(916) 444-8014

Charles Atkin
Professor, Department of Communication
Michigan State University
562 Communication Arts Bldg.
East Lansing, MI 48824
(517) 353-3259

Michael Averbuch
V-P, Administration
Charlotte Memorial Hospital
and Medical Center
P.O. Box 32861
Charlotte NC 28232
(704) 355-2141

**MEASURING SUCCESS:
EVALUATION OF COMMUNITY TRAFFIC SAFETY PROGRAMS**

**PADRE ROOM
3:15 - 4:45 p.m.**

Discussion will cover evaluation strategies and methods to determine program "success".

Moderator: James C. Ryan, Esquire
Deputy Regional Administrator
NHTSA/Region 1
55 Broadway
Cambridge, MA 02142
(617) 494-2681

Speakers: Ralph Hingson, Sc.D.
Professor and chief
Boston University
School Of Public Health
85 East Newton St.
Boston, MA 02118-2389
(617) 638 -5160

Steve Lind
Deputy Director
Washington Traffic Safety Commission
1000 South Cherry St.
Olympia, WA 95804
(206) 753-6197

Sandra Usher, Administrator
Office of the Governor's Highway Safety Representative
P.O. Box 7167
240 Parsons Avenue
Columbus, OH 43266-0563
(614) 466-0433

STATEWIDE SURVEYS OF SAFETY BELT USE---WHO NEEDS 'EM?

**GARDEN ROOM SOUTH
3:15 - 4:45 p.m.**

**

The range of safety belts use rates reported by the states is fairly large, from 40 to 70 percent. Some of this spread probably stems from differences in the procedures used by the states to observe belt use and to compile observational data. The lack of comparable data from state to state is perhaps of minor importance now, but if a bill pending in Congress establishes a link between use rates and eligibility for incentive grant funds, then standardized statewide surveys would be needed to ensure fair and equitable distribution of the funds.

Moderator: Jesse Blatt, Ph.D.
Chief, Driver/Passenger Research Division
NHTSA/U.S. DOT, Room 6242
400 Seventh Street, SW
Washington, DC 20590
(202) 366-5588

Speakers: Jean Lauver
Professional Staff Member
Senate Committee on
Environment and Public Works
Washington DC 20510
(202) 224-7863

Lawrence McKenzie
President
Applied Technology Research Corporation
727 Spain St.
Baton Rouge, LA 70802
(504) 383-4692

Tappan Datta, Ph.D., P.E.
Professor,
Department of Civil Engineering
Wayne State University
2152 Engineering Building
Detroit, MI 48202
(313) 569-0300

**LIFESAVERS 8 WORKSHOP TABLE - ALPHABETICALLY BY WORKSHOP TITLE
FOR TUESDAY, MAY 1, 1990 - 8:30 AM to 10:00 AM**

Workshop Title	Location	Target Audience	Repeat Date
Auto Dealer Occupant Protection Education Programs	Garden Room North	**	5/2 - 10:15 AM
Child Passenger Safety: Where Do We Go From Here?	Sheffield Court	**	5/2 - 8:30 AM
College Prevention Programs And Trends	Adobe/El Camino Rooms	**	Not Repeated
Community Participation: Working with Coalitions, Task Forces and Advisory Committees	Friars Room	*	4/30 - 10:00 AM
Deterrence vs. Individual Reform: How Administrative and Judicial Systems can Work Together	Windsor Court	***	5/2 - 10:15 AM
DWI Strategies for the 90's	Sierra Room	*	5/2 - 8:30 AM
EMS: Technical Assistance Programs for States	Padre Room	**	4/30 - 3:15 PM
Facility Alcohol Management and It's Relationship to Highway Safety	Hampton Court	*	Not Repeated
Innovative Self-Sustaining Efforts For State and Local Programs	Forum Room	**	5/1 - 1:45 PM
Public Health & Traffic Safety: What is Public Health Doing?	Council Room	*	Not Repeated
Targeting Programs to Minority and High Risk Groups	De Anza/Mesa Rooms	***	4:30 - 1:30 PM
Traffic Crash Investigation Problems Involving Occupant Protection Devices	Garden Room South	***	4/30 - 10:00 AM

DETAILED DESCRIPTION OF EACH WORKSHOP FOLLOWS

- * = Beginner
- ** = General Audience
- *** = Advanced

AUTO DEALER OCCUPANT PROTECTION EDUCATION PROGRAMS

GARDEN ROOM NORTH

8:30 - 10:00 a.m. **

A discussion of various approaches to promoting auto dealer occupant protection education programs. Several program leaders present their strategies and experiences.

Moderator: Addie Crayton
Texas Safety Association
P.O. Box 9345
Austin, TX 78766
(512) 343-6525

Speakers: Beverlee Anderson
Executive Director,
Tennessee Safety Belt Coalition
1900 N. Winston Rd., Suite 200
Knoxville, TN 37919
(615) 693-4502

Elaine Kizewski
Project Director,
Wisconsin Transportation Safety Programs
P.O. Box 733 - 3273 Church St.
Stevens Point, WI 54481
(715) 344-7191

Bill Haeger
Sales Promotion Director,
Cadillac Motor Car Division
2860 Clark Ave.
Detroit, MI 48232
(313) 554-6987

CHILD PASSENGER SAFETY: WHERE DO WE GO FROM HERE?

SHEFFIELD COURT

8:30 - 10:00 a.m. **

Three of the founders of the nation's child passenger safety movement discuss where we are and where we need to go with child passenger safety programs.

Moderator: Jeff Michael (NHTSA)
Child Passenger Safety Specialist,
NHTSA
400 Seventh St. S.W.
Washington, DC 20590
(202) 366-2755

Speakers: Annemarie Shelness
Child Passenger Safety Advocate
19 Church St., P.O. Box 326
New Milford, CT 06776
(203) 355-0323

Deborah Richards
Child Passenger Safety Consultant
2559 N.E. 83rd St.
Seattle, WA 98115
(206) 524-7235

Stephanie Tombrello
Executive Director, Los Angeles Area
SafetyBeltSafe U.S.A.
123 West Manchester Blvd.
Inglewood, CA 90301
(213) 673-2666

COLLEGE PREVENTION PROGRAMS AND TRENDS

ADOBE/EL CAMINO ROOMS

8:30 - 10:00 a.m. **

This workshop will discuss alcohol, other drug and traffic safety efforts on college and university campuses, including innovative projects, creative ideas, and the nature of the problem being addressed by college administrators.

Moderator: Tom Griffin, Director
Health Promotion Resources
Minnesota Institute of Public Health
509 University Ave.
St. Paul, MN 55103
(612) 224-5121

Speakers: Romell Cooks
NHTSA-Region IV
1720 Peachtree Rd. N.W.
Atlanta, GA 30309
(404) 347-4537

Eli Rodriguez
Texas Safety Association
P.O. Box 9345
Austin, TX 78766
(512) 343-6525

Lila Curry
Program Coordinator,
Alcohol and Other Drug Resource Center
Morgan State University
Counseling Center
Nillen and Cold Spring Lane
Baltimore, MD 21239
(301) 444-3043

COMMUNITY PARTICIPATION: WORKING WITH COALITIONS, TASK FORCES AND ADVISORY COMMITTEES.

FRIARS ROOM

8:30 - 10:00 a.m. *

A discussion of how to work effectively with coalitions, task forces and advisory committees to ensure active participation.

Moderator: Larry Cohen, M.S.W.
Director, Prevention Program
Contra Costa County
Health Services Department
75 Santa Barbara Road
Pleasant Hill, CA 94523
(415) 646-6511

Speakers: Richard S. Staples
Chief,
Jackson Police Department
234 Institute Street
Jackson, TN 38301
(901) 423-3800

Sharon Wright
Associate Professor., 4-H Youth Development Education
Minnesota Extension Service
University of Minnesota
340 Coffey Hall, 1420 Eckles Ave.
St. Paul, MN 55108
(612) 625-7246

Paul L. Jewell
District III Health Educator,
Dona Ana County Public Health Office
715 E. Idaho Street
Las Cruces, NM 88001

**DETERRENCE VS. INDIVIDUAL REFORM: HOW ADMINISTRATIVE
AND JUDICIAL SYSTEMS CAN WORK TOGETHER**

WINDSOR COURT
8:30 - 10:00 a.m. ***

This workshop will explore how the two objectives of creating general deterrence and reforming DWI offenders who are caught can best be achieved by judicial and administrative systems which work together.

Moderator: James Nichols, Ph.D.
Deputy Director, Office of Alcohol and State Programs
NHTSA, NTS-20
400 7th Street, S.W., Room 5130
Washington, DC 29590
(202) 366-2716

Speakers: H. Laurence Ross
Professor of Sociology
University of New Mexico
Albuquerque, NM 87131
(505) 277-2501

Steve Simon
Director, Minnesota Criminal Justice
DWI Task Force
190 Law Center
229 19th Avenue, So.
Minneapolis, MN 55455
(612) 625-5515

Judge Linda Chezem
Court of Appeals of Indiana
1188 Merchants Plaza, South Tower
Indianapolis, IN 46204
(317) 232-6907

DWI STRATEGIES FOR THE 90'S

SIERRA ROOM
8:30 - 10:00 a.m. *

Discussion of effective and progressive DWI strategies and programs which have proven to be successful and show promise for greater deterrence in the future.

Moderator: Larry D. Larkin
Sgt. - Indiana State Police
NHTSA - OEE/PTS Division
400 7th Street SW
Washington, DC 20590
(202) 366-6463

Speakers: Denis Foley, Ph.D.
Director,
Albany County Stop DWI
112 State Street
Albany, NY 12210
(518) 447-7707

Lt. Colonel Larry Delaney
Deputy Superintendent, Field Operations
Field Operations, Indiana State Police
100 North Senate Avenue, Room 301
Indianapolis, IN 46204
(317) 232-8235

Colonel J.H. Lanier
Director,
South Carolina Highway Patrol
P.O. Box 191
Columbia, SC 29202
(803) 737-1083

EMS: TECHNICAL ASSISTANCE PROGRAM FOR STATES

PARDE ROOM
8:30 - 10:00 a.m. **

Discussion of NHTSA's Technical Assistance Program which offers states and communities a tool to use in assessing the effectiveness of their EMS program.

Moderator: Susan Ryan
Program Analyst,
NHTSA EMS Division
400 7th ST. SW
Washington DC 20590
(202) 366- 4299

Speakers: Thomas A. Boerner
Director of Traffic Safety,
Department of Public Safety
Transportation Building
St. Paul, MN 55155
(612) 296-3804

Susan McHenry
Director,
Division of EMS
State Department of Health
1538 E. Parham Road
Richmond, VA 23228
(804) 371-3500

Dave Samuels
Corporate Director - EMS
Samaritan Health Service
1441 N. 12th Street
Phoenix, AZ 85006
(602) 495-4286

FACILITY ALCOHOL MANAGEMENT AND ITS RELATIONSHIP TO HIGHWAY SAFETY

HAMPTON COURT
8:30 - 10:00 a.m. *

To inform the highway safety committee as to how facility alcohol management contributes to highway safety and to generate support and suggestions relative to facility alcohol management from the highway safety community.

Moderator: Roger Kurrus
National Highway Traffic Safety Administration
400 Seventh St., S.W.
Washington, DC 20590
(202) 366-2750

Speakers: Doug Duennes
Director of Stadium Baseball Club
San Diego Padres Baseball Club
P.O. Box 2000
San Diego, CA 92120-0020
(619) 283-7294

Cynthia Emmets
Home TEAM Los Angeles
The Public Health Foundation of Los Angeles County
13200 Crossroads Parkway North, Suite 135
City of Industry, CA 91746
(213) 699-7320 or (213) 826-0609

**INNOVATIVE SELF-SUSTAINING EFFORTS
FOR STATE AND LOCAL PROGRAMS.**

**FORUM ROOM
8:30 - 10:00 a.m. ****

The workshop will provide an opportunity for participants to discuss alternative funding mechanisms for Alcohol Traffic Safety Programs including public and private partnerships.

Moderator: Michael D. Baldwin
Regional Program Manager
NHTSA Region X
3140 Jackson Federal Building
915 Second Ave.
Seattle, WA 98174
(206) 442-5934

Speakers: T. L. Fitzgerald (UASAP)
Director, VA A/S Action Program
760 J. Clyde Morris Blvd.
Newport News, VA 22601
(804) 595-3301

Wayne Harper, Director
Center for Highway Safety Programs
1 Marketway W., 2nd Floor, Suite 205
York, PA 17401
(717) 771-9711 or (800) 955-7233

Alvan Knot
City Attorney, City of Lansing
124 W. Michigan
Lansing, MI 48933
(517) 483-4320

Joan Harris
Program Manager
Alameda County Municipal Courts
600 Washington St. Suite 4060
Oakland, CA 94607
(415) 268-7490

**PUBLIC HEALTH & TRAFFIC SAFETY:
WHAT IS PUBLIC HEALTH DOING?**

**COUNCIL ROOM
8:30 - 10:00 a.m. ***

This workshop will describe injury prevention efforts within the Public Health Service, e.g. Health Objectives for the year 2000; CDC's Injury Control Program; Follow up of the Surgeon General's Workshop and Injury Control Efforts being targeted to children and adolescents.

Moderator: Robert Denniston
Director, Division of Communication Program
Office for Substance Abuse Prevention
Alcohol Drug Abuse & Mental Health Administration
U.S. Department of Health & Human Services
5600 Fishers Lane, Rockville, MD 20857
(301) 443-0373

Speakers: James Belloni
Chief, Program Development &
Implementation Branch,
Division of Injury Epidemiology
& Control Centers for Disease Control
Atlanta, GA 30333
(404) 488-4662

Bryon P. Bailey
California Area Injury Prevention Specialist
Indian Health Service
299 Fulton Ave.
Sacramento, Ca 95821

James A. Harrell
Deputy Director,
Prevention and Health Promotion
333 C Street, S.W.
Washington, DC 20201
(202) 245-7611

TARGETING PROGRAMS TO MINORITY AND HIGH RISK GROUPS

DE ANZA/ MESA ROOMS

8:30 - 10:00 a.m. ***

As traffic safety programs do not reach all audiences in the same manner, it is becoming increasingly necessary to target programs to specific groups. This panel will present recent efforts to develop programs directed towards specific audiences. The process by which these programs were developed will also be discussed.

Moderator: Ms. Robin Markowitz
Executive Director,
New York Coalition for Safety Belt Use
18-10 Whitestone Expressway
Whitestone, NY 11357
(718) 746-6003

Speakers: Richard Blomberg
President,
Dunlap and Associates
17 Washington Street
Norwalk, CT 06854
(203) 866-8464

Paul Nathanson
Director,
Institute of Public Law
School of Law
1117 Stanford Street, N.E.
University of New Mexico
Albuquerque, NM 87131
(505) 277-5006

Joseph Moraza
Director, Planning Division
Puerto Rico Traffic Safety Comm.
P.O. Box 41289
Minillas Station
Sanjurjo, PR 00940
(809) 727-0122

TRAFFIC CRASH INVESTIGATION PROBLEMS INVOLVING OCCUPANT PROTECTION DEVICES

GARDEN ROOM SOUTH

8:30 - 10:00 a.m. ***

The workshop will identify the need for policies, procedures, training and other resources to improve the accuracy and quality of data relevant to the use, misuse or non-use of occupant protection devices among victims of traffic crashes.

Moderator: Ms. Katie Lynch
Occupant Protection Program Coordinator,
Washington Traffic Safety Commission
1000 S. Cherry St. (PD-11)
Olympia, Washington 98504
(206) 586-3865

Speakers: William Hall
Highway Safety Research Center
University of North Carolina
134 1/2 E. Franklin St. CB-3430
Chapel Hill, NC 27599-3430
(919) 962-2202

Ms. Jan Goldsmith
Occupant Protection Coordinator,
Governor's Traffic Safety Bureau
307 E. 7th
Des Moines, IA 50319
(515) 281-3907

Sgt. Deborah Townsend
Albany Police Department
P.O. Box 447
Albany, BA 31703-4801
(912) 431-2935 or 2100

**LIFESAVERS/8 WORKSHOP TABLE - ALPHABETICALLY BY WORKSHOP TITLE
FOR TUESDAY, MAY 1, 1990 - 1:45 PM to 3:15 PM**

Workshop Title	Location	Target Audience	Repeat Date
"Combined Enforcement" Strategies That Make a Difference	Forum Room	**	4/30 - 10:00 AM
Community Traffic Safety Programs in Rural America	Padre Room	**	4/30 - 1:30 PM
DWI Law Update	Hampton Court	*	Not Repeated
Employers and the Community: Working Together to Save Lives	De Anza/Mesa Rooms	**	Not Repeated
Enforcement of All Posted Speed Limits: Media and Community Involvement	Friars Room	**	Not Repeated
Follow-up to Surgeon General's Workshop on Drunk Driving	Garden Room South	*	Not Repeated
High Risk Populations: Latest Developments	Adobe/El Camino Rooms	***	5/2 - 10:15 AM
Increasing Effectiveness and Efficiency of Speed Enforcement Through Use of New Technologies	Garden Room North	**	5/2 - 10:15 AM
Innovative Sanctions for DUI Offenders	Sheffield Court	***	Not Repeated
Innovative Self-Sustaining Efforts for State and Local Programs	Sierra Room	**	5/1 - 8:30 AM
Statewide Surveys of Safety Belt Use -- Who Need "Em?	Windsor Court	**	4/30 - 3:15 PM
Young Adults - New Directions in the National Scene	Council Room	**	4/30 - 10:00 AM

DETAILED DESCRIPTION OF EACH WORKSHOP FOLLOWS

- * = Beginner
- ** = General Audience
- *** = Advanced

"COMBINED ENFORCEMENT"
STRATEGIES THAT MAKE A DIFFERENCE

FORUM ROOM
1:45 - 3:15 p.m. **

Enforcement strategies: a) Targeting traffic violations and making an impact on crime. b) Multi-police agency enforcement', including size and weight. c) Multi-police agency commitment of routine patrol to specific traffic violations.

Modeartor: Sgt. Michael S. Farnsworth
 Sergeant
 Colorado State Patrol (Current assigned to NHTSA for 1 year)
 U.S. Dept. of Transportation, National Highway Traffic Safety
 Administration, Police Traffic Services Division
 400 7th St. SW
 Washington, D.C. 20590
 (202) 366-5016

Speakers: Major Dennis C. Beuno
 Field Operations
 Ohio State Patrol
 660 E. Main St.
 Columbus, Ohio 43266-0562
 (614) 644-7277

 Mr. Ron H. Sostwoski
 Director, Div. of State & Provincial
 Police, International Association of Chiefs of Police
 1110 N. Glebe Road
 Arlington, Virginia, 22201
 (703) 243-0684

 Major John M. Douglass
 Operations Division
 Overland Park Police Dept.
 8500 Antioch
 Overland Park, Kansas 66212
 (913) 381-5252

COMMUNITY TRAFFIC SAFETY PROGRAMS IN RURAL AMERICA

PADRE ROOM
1:45 - 3:15 p.m. **

Participants address strategies for organizing community based programs in rural settings

Moderator: Kathy Bailey, RN, MSN
 Trauma Program Manager,
 Pitt County Memorial Hospital
 Greenville, NC 27835-6028
 (919) 551-5706

Speakers: Sharee Galnore
 Coordinator,
 Cape Girardeau County CTSP
 P.O. Box 366
 Cape Girardeau, MO 63702-0366
 (314) 335-3377

 Leslie Hartford
 Project Coordinator,
 Fargo DUI Task Force
 P.O. Box 150
 Fargo, ND 58107
 (701) 241-1341

 Barbara Caron Fazio
 Coordinator, Comm. Safety Belt Program
 North Central District Health Dept.
 1221 F St.
 Lewiston, ID 83501

DWI LAW UPDATE

HAMPTON COURT
1:45 - 3:15 p.m. *

This workshop panel will consider new and innovative laws that have recently been enacted to deter and improve the enforcement of DWI activities. For example, the enactment of administrative per se laws, vehicle impoundment or forfeiture laws and laws providing for special sanctions against young persons (generally those under 21 years of age) who are convicted of a DWI offense.

Moderator: Ms. Georgia S. Jupinko
Regional Administrator, NHTSA Region VI
819 Taylor St., Room 8A38
Fort Worth, TX 76102-6177
(817) 334-3653 or FTS-334-4300

Speakers: Wayne Teglia
Director, Nev. Dept. of Motor Vehicles
555 Wright Wy.
Carson City, Nevada 89722-0999
(702) 885-5375

Mr. David Johnston
Director, Ind. Div. of Traffic Safety
801 State Office Bldg., Room 801
Indianapolis, Indiana 46204
(317) 232-1299

Hon. James D. Rogers (tentative)
Judge,
Hennepin County District Court
Fourth Judicial District
Government Center
Minneapolis, MN 55487
(612) 348-2896

Lt. Noel Roy
Florida Highway Patrol
P.O. Box 350220
1011 N.W. 111 Ave.
Miami, FL 33172
(305) 470-2255

EMPLOYERS AND THE COMMUNITY: WORKING TOGETHER TO SAVE LIVES

DE ANZA/MESA ROOMS
1:45 - 3:15 p.m. **

Educate attendees on methods for combining community traffic safety with corporate safety and wellness programs

Moderator: Powell Harrison
State Program Manager,
NHTSA Region IX
211 Main St., Suite 1000
San Francisco, CA 94105
(415) 744-3089 (comm) (484)-3089 (FTS)

Speakers: Cynthia Lyle
National Programs Specialist
USSA
USAA Bldg.
San Antonio, TX 78288
(512) 498-0990

Chuck Johanns
Vice President - Corporate Relations
Kemper Group
Long Grove, IL 60049
(708) 540-2513

**ENFORCEMENT OF ALL POSTED SPEED LIMITS:
MEDIA AND COMMUNITY INVOLVEMENT.**

**FRIARS ROOM
1:45 - 3:15 p.m. ****

With a renewed emphasis on the enforcement of ALL posted speed limits, media and public support is critical to the success of this initiative. How one community, Marlborough, Mass. is garnering media attention and public support for speed enforcement, and what enforcement is doing on the issue from the viewpoint of one State and one local police agency.

Moderator: Mr. James C. Ryan
Region I, Deputy Regional Administrator
NHTSA, Region I
Transportation Systems Center, Kendall Square - Code 903
Cambridge Mass. 02142
(617) 494-3427 or FTS 837-3427

Speakers: Major Robert M. Kirby
Chief Safety Education Officer,
Florida Highway Patrol
Neil Kirkman Bldg. B 466
Tallahassee, FL 32399-0553
(904) 488-5370

Sgt. Chris L. Earnhardt
Traffic Division Supervisor,
Salisbury Police Department
P.O. Box 421
Salisbury, NC 28145-0421
(704) 638-5333

Ms. Alison Hartt
Program Coordinator,
Marlborough Saving Lives
255 Main St.
Marlborough, Mass. 01752
(508) 460-3764

**FOLLOW-UP TO SURGEON GENERAL'S WORKSHOP
ON DRUNK DRIVING**

**GARDEN ROOM SOUTH
1:45 - 3:15 p.m. ***

This workshop will provide participants with an opportunity to discuss issues relating to follow-up activities from the Surgeon General's workshop and the National Coalition to Prevent Impaired Driving. Participants will have ample opportunity to discuss the link being made between public health and traffic safety in the drinking and driving area.

Moderator: James Hedlund
Director, OASP
NHTSA - NTS-20
400 - 7th St. SW
Washington DC 20590
(202) 366-2175

Speakers: Joan White Quinlan
Chief, Policy and External Review Unit
Office of Substance Abuse Prevention
Parklawn Bldg.
5600 Fishers Ln.
Rockville, MD 20852
(301) 443-0373

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

Peter O'Rourke
Director, Office of Traffic Safety
7000 Franklin Blvd.
Suite 330
Sacramento, Ca 95823
(916) 445-0527

George Hacker
Staff Director, National Coalition to Prevention
Prevent Impaired Driving
1730 Rhode Island Ave., N.W., Suite 600
Washington, D.C. 20036
(202) 659-8475

HIGH RISK POPULATIONS: LATEST DEVELOPMENTS

ADOBE/ EL CAMINO ROOMS
1:45 - 3:15 p.m. ***

Not all persons face the same risk of being involved in an accident. This workshop will address the characteristics of those groups whose risk of crash involvement is greater than average.

Moderator: Mark Lee Edwards
Chief, Mathematical Analysis Division
National Center for Statistics & Analysis
NHTSA/NRD-31
400 7th St., SW
Washington, D.C. 20590
(202) 366-5349

Speakers: Mark Lee Edwards
(See above)

David Skinner
Research Economist
Transportation Systems Center
Cambridge, MA 02142
(617) 837-2257

Sam Yaksich
AAA Foundation for Traffic Safety
1730 M Street N.W. Suite 401
Washington, DC 20036
(202) 775-1456

INCREASING EFFECTIVENESS AND EFFICIENCY OF SPEED ENFORCEMENT THROUGH USE OF NEW TECHNOLOGIES

GARDEN ROOM NORTH
1:45 - 3:15 P.M. **

Discussion on two "photo-radar" projects: An on going project in the City of Paradise Valley, Arizona, and a pilot project to test "photo-radar" on a multiplaned, heavily traveled roadway (Capitol Beltway).

Moderator: Lt. Colonel C. M. Robinson
Commander of Field operations
Virginia State Police
P.O. Box 27472
Richmond, VA 23261

Speakers: Lt. Colonel C. M. Robinson
(See Above)

Robert R. Blackburn
Midwest Research Institute
425 Volker Blvd.
Kansas City, Missouri 64110
(816) 753-7600 EXT. 304

Chief Donald D. Lozier
Chief of Police,
Paradise Valley Police Dep.
6401 E. Lincoln Dr.
Paradise Valley, AZ 85253
(602) 948-7418

INNOVATIVE SANCTIONS FOR DUI OFFENDERS

SHEFFIELD COURT
1:45 - 3:15 p.m. ***

A discussion and exploration of new or alternative types of sanctions for DUI offenders. A review of successes and possible pitfalls will also be presented.

Moderator: The Honorable Judge Linda Chezem
Judge of the Court of Appeals of Indiana
1188 Merchants Plaza So. Tower
Indianapolis, IN 46204
(317) 232-6907

Speaker: Hon. Judge Judge Michael Getty
Circuit Court of Cook County
2600 California Ave.
Room 604
Chicago, IL 60608
(312) 890-3184

Steve Goldsmith
Marion County Prosecuting Attorney
City - County Building
200 E. Washington St.
Indianapolis, IN 46204
(317) 236-3522

Prof. Steve Simon
Minnesota Criminal Justice
DWI Task Force
190 Law Center
229 19th Ave., South
Minneapolis, MN 55455
(612) 625-5515

INNOVATIVE SELF-SUSTAINING EFFORTS FOR STATE AND LOCAL PROGRAMS.

SIERRA ROOM
1:45 - 3:15 p.m. **

The workshop will provide an opportunity for participants to discuss alternative funding mechanisms for Alcohol Traffic Safety Programs including public and private partnerships.

Moderator: Michael D. Baldwin
Regional Program Manager
NHTSA, Region X
3140 Jackson Federal Building
915 2nd Ave.
Seattle, WA 98174
(206) 442-5934

Speakers: T. L. Fitzgerald (UASAP)
Director, VA A/S Action Program
760 J. Clyde Morris Blvd.
Newport News, VA 22601
(804) 595-3301

Alvan Knot
City Attorney, City of Lansing
124 W. Michigan
Lansing, MI 48933
(517) 483-4320

Wayne Harper, Director
Center for Highway Safety Programs
York County Court House
28 East Market Street
York, PA 17401
(717) 771-9711

Joan Harris
Program Manager
Alameda County Municipal Courts
600 Washington St. Suite 4060
Oakland, CA 94607
(415) 268-7490

STATEWIDE SURVEYS OF SAFETY BELT USE--WHO NEEDS 'EM'?

WINDSOR COURT

1:45 - 3:15 p.m. **

The range of safety belts use rates reported by the states is fairly large, from 40 to 70 percent. Some of this spread probably stems from differences in the procedures used by the states to observe belt use and to compile the observational data. The lack of comparable data from state to state is perhaps of minor importance now, but if a bill pending in Congress establishes a link between use rates and eligibility for incentive grant funds, then standardized statewide surveys would be needed to ensure fair and equitable distribution of the funds.

Moderator: Jesse Blatt, Ph.D.
Chief, Driver/Passenger Research Division
NHTSA/U.S. DOT, Room 6242
400 Seventh Street, SW
Washington, DC 20590
(202) 366-5588

Speakers: Jean Lauver
Professional Staff Member
Senate Committee on Environment
and Public Works
Washington D.C. 20510
(202) 224-7863

Lawrence McKenzie, President
Applied Technology Research Corporation
727 Spain St.
Baton Rouge, LA 70802
(504) 383-4622

Tappan Datta, Ph.D., P.E.
Prof. Dept. of Civil Engineering
Wayne State University
2152 Engineering Bldg.
Detroit MI 48202
(313) 569-0300

YOUNG ADULTS - NEW DIRECTIONS IN THE NATIONAL SCENE

COUNCIL ROOM

1:45 - 3:15 p.m. **

New developments in national organizations and national trends as they relate to highway safety and the young adult population.

Moderator: Dr. Richard Coberg
Director,
Educational Alternatives
P.O. Box 6362
Norman, OK 73070
(802) 828-3126

Speakers: Robert Anastas
Executive Director
Students Against Driving Drunk
P.O. Box 800
Marlboro, MA 01752
(508) 481-3568

Gil Bellamy
Governor's Representative,
Oregon Traffic Safety Commission
State Library Building - 4th Floor
Salem, OR 97310
(503) 378-3670

Bob Kociolek
Health Specialist,
The National PTA
700 N. Rush St.
Chicago, IL 60611-2571
(312) 787-0977

**LIFESAVERS/8 WORKSHOP TABLE - ALPHABETICALLY BY WORKSHOP TITLE
FOR WEDNESDAY, MAY 2, 1990 - 8:30 AM to 10:00 AM**

<u>Workshop Title</u>	<u>Location</u>	<u>Target Audience</u>	<u>Repeat Date</u>
Advertising and Cause Related Marketing: The Good, The Bad, The Ugly	Padre Room	***	Not Repeated
Advocacy: Challenges for the 1990's	Windsor Court	***	Not Repeated
70% Belt Use by 1992 - State and National Challenges and Initiatives	Garden Room North	**	4/30 - 1:30 PM
Child Passenger Safety: Where Do We Go From Here?	Sheffield Court	**	5/1 - 8:30 AM
Community Pedestrian and Bicycle Safety Programs	De Anza/Mesa Rooms	**	4/30 - 3:15 PM
Development of Trauma Systems: a State and Community Guide	Adobe/El Camino Rooms	*	Not Repeated
DWI Strategies for the 90's	Forum Room	*	5/1 - 8:30 AM
How to Sell Funding of Traffic Safety Programs To the Legislature	Friars Room	*	4/30 - 1:30 PM
Innovative Approaches to Reaching K-12 Youth	Council Room	**	4/30 - 1:30 PM
State Strategies for Reducing Alcohol Impaired Driving	Hampton Court	**	4/30 - 10:00 AM
"Talking Traffic": Involving Media in Your Traffic Safety Programs	Sierra Room	***	4/30 - 10:00 AM
Victim Panels	Garden Room South	**	4/30 - 10:00 AM

DETAILED DESCRIPTION OF EACH WORKSHOP FOLLOWS

- * = Beginner
- ** = General Audience
- *** = Advanced

ADVERTISING AND CAUSE RELATED MARKETING:
THE GOOD, THE BAD, THE UGLY.

PADRE ROOM
8:30 - 10:00 a.m. ***

Discussion of the impact advertising and marketing has on Highway Safety

Moderator: Brian O'Neill
President,
Insurance Institute for Highway Safety
1005 North Glebe Road, Suite 800
Arlington, VA 22201
(703) 247-1500

Speakers: William Haeger
Director, Sales Promotion
Cadillac Motor Car Division
2860 Clark
Detroit, MI 48232
(313) 554-6987

Dr. Alex Wagenaar
Research Fellow,
Marin Institute for Prevention
of Alcohol and other Drug Problems
1040 B Street, #300
San Rafael, CA 94901
(415) 456-5692

Mary Beth Berkoff
Client Services Manager
Burson - Marsteller
1 East Wacker
Chicago, IL 60601
(312) 329-9292

ADVOCACY: CHALLENGES FOR THE 1990'S

WINDSOR COURT
8:30 - 10:00 a.m. ***

A workshop designed to allow activist groups the opportunity to describe what objectives they feel must be met in the 1990's and programs they plan to promote.

Moderator: James Nichols, Ph.D.
Deputy Director,
Office of Alcohol and State Programs
400 7th Street, S.W., Room 5130
Washington, DC 29590
(202) 366-2716

Speakers: Doris Aiken
Founder & President
Remove Intoxicated Drivers (RID)
P.O. Box 520
Schenectady, Ny 12301
(518) 372-9624

Sandy Golden
Director,
Campaign Against Drunk Driving
21 Quice Mill Court
North Potomac, MD 20818
(301) 977- 3506

John McCarthy, Ph. D.
Professor of Sociology,
Catholic University of America
Washington, DC 20064
(202) 635-5999

70% BELT USE BY 1992 -
STATE AND NATIONAL CHALLENGES AND INITIATIVES

GARDEN ROOM NORTH
8:30 - 10:00 a.m. **

A presentation of two statewide 70 by '90 Task Force efforts and findings from the National Occupant Protection Conference and national law Enforcement Summit for state and national program challenges to achieve President Bush's 70 percent national safety belt use goal by 1992.

Moderator: Robert Nicholson
Deputy Associate Administrator
Traffic Safety Programs
400 - 7th Street, S.W., NTS -02
Washington, DC 20590
(202) 366-2675

Speakers: Capt. Steve Ellis
Commander of Santa Cruz Area
California Highway Patrol
10395 Soquel Drive
Aptos, Ca 95003
(408) 662-0511

JoeAnn O'Hara
Highway Safety Specialist,
Office of Enforcement and
Emergency Services
NHTSA, NTS-40
(202) 366-4913

S. Rowan Woolfolk
Governor's Highway Safety Rep.
Division of Traffic Safety
IL Dept. of Transportation
2300 S. Dirksen Parkway, Room 319
Springfield, IL 62764
(217) 782-4972

Honorable Barry Sheerman
House of Commons
London SW1A 0AA
Great Britain

CHILD PASSENGER SAFETY: WHERE DO WE GO FROM HERE?

SHEFFIELD COURT
8:30 - 10:00 a.m. **

Three of the founders of the nation's child passenger safety movement discuss where we are and where we need to go with child passenger safety programs.

Moderator: Jeff Michael (NHTSA)
Child Passenger Safety Specialist,
NHTSA
400 Seventh St. S.W.
Washington, DC 20590
(202) 366-2755

Speakers: Annemarie Shelness
Child Passenger Safety Advocate
19 Church St., P.O. Box 326
New Milford, CT 06776
(203) 355-0323

Deborah Richards
Child Passenger Safety Consultant
2559 N.E. 83rd St.
Seattle, WA 98115
(206) 524-7235

Stephanie Tombrello
Executive Director, Los Angeles Area
SafetyBeltSafe U.S.A.
123 West Manchester Blvd.
Inglewood, CA 90301
(213) 673-2666

COMMUNITY PEDESTRIAN AND BICYCLE SAFETY PROGRAMS

DE ANZA/ MESA ROOMS
8:30 - 10:00 a.m. **

Strategies for planning and implementing comprehensive community pedestrian and bicycle safety programs.

Moderator: Linda Tracey
Program Director,
Bicycle Federation of America
1818 R Street, N.W.
Washington, D.C. 20009
(202) 332-6986

Speakers: Officer Rick Bastin
Commander Community Services
Lexington Fayette Urban City
Division of Police
150 East Main Street
Lexington, KY 40507
(606) 258-3636

Ann M. Ringland MPH
N.C. Dept. of Environment, Health and
Natural Resources
Division of Maternal and Child Health
P.O. Box 27687
Raleigh, NC 27611-7687
(919) 733-3816

Dan Burden
Coordinator, Pedestrian and Bicycle Programs
FL Department of Transportation
605 Suwanee Street, MS 19
Tallahassee, FL 32399-0450
(904) 488-4640

DEVELOPMENT OF TRAUMA SYSTEMS: A STATE AND COMMUNITY GUIDE

ADOBE/EL CAMINO ROOMS
8:30 - 10:00 a.m. *

Discussion of the coalition building process needed to plan and develop trauma systems along with obstacles that can occur in the process. Also presented will be resources for trauma system development at state and local levels.

Moderator: Susan Ryan
Program Analyst,
NHTSA - EMS Division
400 7th Street
Washington, DC 20590
(202) 366-4299

Speakers: Gail Cooper
Chief - EMS
Department of Health
6255 Mission Gorge Rd.
San Diego, CA 92121
(609) 285-6429

Wade N. Spruill, Jr.
Director - EMS
Department of Health
P.O. Box 1700
Jackson, MS 39215-1700
(601) 987-3880

DWI STRATEGIES FOR THE 90'S

FORUM ROOM

8:30 - 10:00 a.m. *

Discussion of effective and progressive DWI strategies and programs which have proven to be successful and show promise for greater deterrence in the future.

Moderator: Larry D. Larkin
Sgt. - Indiana State Police
NHTSA - OEES/PTS Division
400 7th Street SW
Washington, DC 20590
(202) 366-6463

Speakers: Denis Foley, Ph.D.
Director,
Albany County Stop DWI
112 State Street
Albany, NY 12210
(518) 447-7707

Lt. Colonel Larry Delaney
Deputy Superintendent,
Field Operations, Indiana State Police
100 North Senate Avenue, Room 301
Indianapolis, IN 46204
(317) 232-8235

Colonel J.H. Lanier
Director,
South Carolina Highway Patrol
P.O. Box 191
Columbia, SC 29202
(803) 737-1083

HOW TO SELL FUNDING OF TRAFFIC SAFETY PROGRAMS TO THE LEGISLATURE

FRIARS ROOM

8:30 - 10:00 a.m. **

Discuss political realities problems and approaches in convincing legislature to fund alcohol and other traffic safety initiatives.

Moderator: Donald J. McNamara
Deputy Regional Administrator
NHTSA, Region V
18209 Dixie Highway, Suite A
Homewood, IL 60430
(708) 799-6347

Speakers: Susan D. McHenry
Director, Division of EMS
State Dept. of Health
1538 E. Parkham Rd.
Richmond, VA 23228
(804) 371-3500

Anne Mervene
Administrative Assistant,
Senator Doug Cruce
State Capitol
Lansing MI 48913
(577) 373-2523

Mel Morgan
Director,
Idaho Office of Highway Safety
P.O. Box 7129
Boise, ID 83707
(208) 334-8101

INNOVATIVE APPROACHES TO REACHING K-12 YOUTH

COUNCIL ROOM
8:30 - 10:00 a.m. **

Attempting to reach children and youth with a creative message about using safety belts and not using alcohol and other drugs is challenging. This session will present several innovative approaches that are working.

Moderator: John Harvey
 Driver and Education Consultant,
 Vermont State Dept. of Education
 State Office Building
 120 State St.
 Montpelier, VT 05602
 (802) 828-3126

Speakers: Mary Justice
 Director, Safer New Mexico Now
 P.O. Box 9534
 Sante Fe, NM 87504
 (505) 984-2898

Judy Doll
Coordinator,
Automotive Safety for Children Program
Riley Hospital, PS-139
702 Barnhill Dr.
Indianapolis, IN 46223
(317) 274-2977

Beverly Graham
Substance Abuse Coordinator,
Horry County School District
1605 Horry St.
Conway, SC 29526
(803) 248-2206

STATE STRATEGIES FOR REDUCING ALCOHOL IMPAIRED DRIVING

HAMPTON COURT
8:30 - 10:00 a.m. **

This workshop is designed to compare the differing strategies states have taken to deal with this impaired driving problem. States which either have low levels of impaired driving or which have achieved significant reduction since 1982 will describe their approaches.

Moderator: Jim Hedlund
 Director, OASP
 NHTSA, NTS-20
 400 7th Street, SW
 Washington, DC 20590
 (202) 366-2715

Speakers: James Arena
 Director,
 Division of Highway Traffic Safety
 5 Quakerbridge Plaza CN048
 Trenton, NJ 08625
 (609) 588-3750

Philip Weiser
Administrator,
Highway Safety Program
Division of Highway Safety
4201 E. Arkansas Avenue
Denver, CO
(303) 757-9438

Steve Simon
Director,
Minnesota Criminal Justice DWI Task Force
190 Law Center
229 19th Avenue, SO
Minneapolis, MN 55455
(612) 625-5515

"TALKING TRAFFIC"
INVOLVING MEDIA IN YOUR TRAFFIC SAFETY PROGRAMS

SIERRA ROOM
8:30 - 10:00 a.m. ***

How to involve the media and stimulate them into actively supporting and working with police traffic safety programs.

Moderator: William P. Georges, Sergeant
Albany New York Police Department (assigned to NHTSA for 1 year)
U.S. Dept. of Transportation, NHTSA
Police Traffic Services Division
400 7th St. SW
Washington, DC 20590
(202) 366-6464

Speakers: Chuck Jackson
Public Information Officer
Maryland State Police
Headquarters
Pikesville, MD 21208
(301) 653-4239

Katie Reilly, Coordinator,
SLOW....please !!!
Manley St.
Marblehead, MA 01945
(617) 631-7520

Ms. Kathy Wolgemuth
Public Information Officer
Alaska State Police
5700 E. Tudor Rd.
Anchorage, Alaska 99507
(907) 269-5413

VICTIM PANELS

GARDEN ROOM SOUTH
8:30 - 10: 00 a.m. **

A workshop designed to describe innovative programs with offenders and victims together in face-to-face situations.

Moderator: Sharon Sikora
V.P. for Victims Issues
Mothers Against Drunk Driving
699 Airport Freeway, Suite 310
Hurst, TX 76053
(817) 268-6233

Speakers: Judge Allen Coon
Circuit Court Judge
Josephine County Courthouse
Room 225
Grants Pass, OR
(503) 474-5181

Robin Paster
Snohomish County
Community Traffic Safety Task Force
2722 Colby, Suite 104
Everett, WA 98201
(206) 338-7200

Sharon Lalor
Coordinator, Remove Intoxicated Drivers
Green County, RID
P.O. Box 236, S. Main St.
New Baltimore, New York 12124
(518) 756-9653

**LIFESAVERS'8 WORKSHOP TABLE - ALPHABETICALLY BY WORKSHOP TITLE
FOR WEDNESDAY, MAY 2, 1990 - 10:15 AM to 11:45 AM**

Workshop Title	Location	Target Audience	Repeat Date
Auto Dealer Occupant Protection Education Programs	Hampton Court	**	5/1 - 8:30 AM
Deterrence vs. Individual Reform: How Administrative and Judicial Systems can Work Together	Garden Room South	***	5/1 - 8:30 AM
Forum on Youth Traffic Safety Initiatives	Council Room	**	4/30 - 3:15 PM
High Risk Populations: Latest Developments	Adobe/El Camino Rooms	***	5/1 - 1:45 PM
Increasing Effectiveness and Efficiency of Speed Enforcement Through Use of New Technologies	Sierra Room	**	5/1 - 1:45 PM
Innovative Programming in Occupant Protection	Windsor Court	**	4/30 - 1:30 PM
Marketing and Public Relations: Social Marketing	De Anza/Mesa Rooms	**	4/30 - 3:15 PM
Measuring Success: Evaluation of Community Traffic Safety Programs	Friars Room	***	4/30 - 3:15 PM
Motorcycle Safety: How to Pass a Helmet Use Law and be Included in CTSP's	Sheffield Court	*	4/30 - 1:30 PM
Pedestrian and Bicycle Law Enforcement	Forum Room	*	4/30 - 1:30 PM
Public Health and Traffic Safety: Efforts within the States & Local Health Departments	Padre Room	*	Not Repeated
The Drug Evaluation and Classification Program	Garden Room North	***	4/30 - 10:00 AM

DETAILED DESCRIPTION OF EACH WORKSHOP FOLLOWS

- * = Beginner
- ** = General Audience
- *** = Advanced

AUTO DEALER OCCUPANT PROTECTION EDUCATION PROGRAMS

HAMPTON COURT

10:15 - 11:45 a.m. **

A discussion of various approaches to promoting auto dealer occupant protection education programs. Several program leaders present their strategies and experiences.

Moderator: Addie Crayton
Texas Safety Association
P.O. Box 9345
Austin, TX 78766
(512) 343-6525

Speakers: Beverlee Anderson
Executive Director,
Tennessee Safety Belt Coalition
1900 N. Winston Rd., Suite 200
Knoxville, TN 37919
(615) 693-4502

Elaine Kizewski
Project Director,
Wisconsin Transportation Safety Programs
P.O. Box 733 - 3273 Church St.
Stevens Point, WI 54481
(715) 344-7191

Bill Haeger
Sales Promotion Director,
Cadillac Motor Car Division
2860 Clark Ave.
Detroit, MI 48232
(313) 554-6987

DETERRENCE VS. INDIVIDUAL REFORM: HOW ADMINISTRATIVE AND JUDICIAL SYSTEMS CAN WORK TOGETHER

GARDEN ROOM SOUTH

10:15 - 11:45 a.m. ***

This workshop will explore how the two objectives of creating general deterrence and reforming DWI offenders who are caught can best be achieved by judicial and administrative systems which work together.

Moderator: James Nichols, Ph.D.
Deputy Director, Office of Alcohol and State Programs
NHTSA, NTS-20
400 7th Street, S.W., Room 5130
Washington, DC 29590
(202) 366-2716

Speakers: H. Laurence Ross
Professor of Sociology
University of New Mexico
Albuquerque, NM 87131
(505) 277-2501

Steve Simon
Director, Minnesota Criminal Justice
DWI Task Force
190 Law Center
229 19th Avenue, So.
Minneapolis, MN 55455
(612) 625-5515

Judge Linda Chezern
Court of Appeals of Indiana
1188 Merchants Plaza, South Tower
Indianapolis, IN 46204
(317) 232-6907

FORUM ON YOUTH TRAFFIC SAFETY INITIATIVES

COUNCIL ROOM
10:15 - 11:45 a.m. **

Report on recommendations resulting from last summer's Forum held at Georgetown University. Forum participants will discuss action items for state and local consideration and inter-State networking opportunities.

Moderator: John Harvey
Driver and Safety Education Consultant
Vermont State Department of Education
State Office Building
120 State St.
Montpelier, VT 05602
(802) 828-3126

Speakers: Renee Nibler Thompson
Youth Program Director
Washington Traffic Safety Commission
1000 S. Cherry St., PD-11
Olympia, WA 98504
(206) 586-3871

Kathy Sewell
Director, Center for
Adolescent Development
P.O. Box 7370
Bismark, ND 58502- 7370
(701) 258-9945

Michele Meadows
Youth Coordinator
Office Of Traffic Safety
Business, Transportation and Housing Agency
7000 Franklin Blvd., Suite 330
Sacramento, CA 95823
(916) 445-0527

HIGH RISK POPULATIONS: LATEST DEVELOPMENTS

ADOBE/ EL CAMINO ROOMS
10:15 - 11:45 a.m. ***

Not all persons face the same risk of being involved in an accident. This workshop will address the characteristics of those groups whose risk of crash involvement is greater than average.

Moderator: Mark Lee Edwards
Chief, Mathematical Analysis Division
National Center for Statistics & Analysis
NHTSA/NRD-31
400 7th St., SW
Washington, D.C. 20590
(202) 366-5349

Speakers: Mark Lee Edwards
(See above)

David Skinner
Research Economist
Transportation Systems Center
Cambridge, MA 02142
(617) 837-2257

Sam Yaksich
AAA Foundation for Traffic Safety
1730 M Street, N.W. Suite 401
Washington, DC 20036
(202) 775-01456

**INCREASING EFFECTIVENESS AND EFFICIENCY OF
SPEED ENFORCEMENT THROUGH USE OF NEW TECHNOLOGIES.**

**SIERRA ROOM
10:15 - 11:45 a.m. ****

Discussion on two "photo- radar" projects: An on going project in the City of Paradise Valley, Arizona, and a pilot project to test " photo-radar" on a multiplaned, heavily traveled roadway (Capitol Beltway).

Moderator: Lt. Colonel C. M. Robinson
Commander of Field Operations
Virginia State Police
P.O. Box 27472
Richmond, VA 23261

Speakers: Lt. Colonel C. M. Robinson
(See Above)

Mr. Robert R. Blackburn
Midwest Research Institute
425 Volker Blvd.
Kansas City, Missouri 64110
(816) 753-7600 EXT. 304

Chief Donald D. Lozier
Chief of Police
Paradise Valley Police Department
6401 E. Lincoln Dr.
Paradise Valley, AZ 85253
(602) 948-7418

INNOVATIVE PROGRAMMING IN OCCUPANT PROTECTION

**WINDSOR COURT
10:15 - 11:45 a.m. ****

How do you get 300 people to a child passenger safety conference ? How effective are local safety belt use ordinances?
How can local programs promote automatic protection?

Moderator: Rita Weiss
Highway Safety Specialist,
Office of Occupant Protection, NTS-13
National Highway Traffic Safety Administration
400 Seventh Street, S.W.
Washington, DC 20590
(202) 366-2705

Speakers: Deborah Baer
President, Maryland CPSA
1310 Church Hill Drive
Pikesville, MD 21208
(301) 653-1979

Susan Lancaster
Public Information & Education Program Manager
Traffic Safety Section
Arkansas State Highway and Transportation
P.O. Box 2261
Little Rock, AK 72203
(501) 455-1406

Howard Wilson
Chrysler Motors
CIMS 418-06-02
Detroit, MI 48288-1118
(313) 956-6037

MARKETING AND PUBLIC RELATIONS: SOCIAL MARKETING**DE ANZA/MESA ROOMS****10:15 - 11:45 a.m. ****

How to sell your traffic safety program to the community. Future need for public education and public relations.

Moderator: Leo Skinner
Chief,
Public Information Office
Ohio Department of Highway Safety
240 Parsons Avenue
Columbus, OH 43266-0563
(614) 466-4344

Speakers: Robert L. Deen
Managing Partner,
Deen & Black Public Relations
2212 K Street
Sacramento, CA 95816
(916) 444-8014

Charles Atkin
Professor,
Department of Communication
Michigan State University
562 Communication Arts Bldg.
East Lansing, MI 48824
(517) 353-3259

Michael Averbuch
V-P Administration
Charlotte Memorial Hospital & Medical Center
P.O. Box 32861
Charlotte, NC 28232
(704) 355-2141

**MEASURING SUCCESS:
EVALUATION OF COMMUNITY TRAFFIC SAFETY PROGRAMS****FRIARS ROOM****10:15 - 11:45 a.m. *****

Discussion will cover evaluation strategies and methods to determine program "success".

Moderator: James C. Ryan, Esquire
Deputy Regional Administrator
NHTSA/Region 1
55 Broadway
Cambridge, MA 02142
(617) 494-2681

Speakers: Ralph Hingson, Sc.D.
Professor and Chief
Boston University
School of Public Health
85 East Newton Street
Boston, MA 02118-2389
(617) 638-5160

Steve Lind.
Deputy Director
Washington Traffic Safety Commission
1000 South Cherry Street
Olympia, WA 98504
(206) 753-6197

Sandra Usher, Administrator
Office of the Governor's
Highway Safety Representative
P.O. Box 7167
240 Parsons Avenue
Columbus, OH 43266-0563
(614) 466-0433

**MOTORCYCLE SAFETY: HOW TO PASS A HELMET USE LAW
AND BE INCLUDED IN CTSP's**

**SHEFFIELD COURT
10:15 - 11:45 a.m. ***

Strategies used to gain passage of state motorcycle helmet use laws. WHY and HOW to include motorcycle safety in your Community Traffic Safety Program.

Moderator: Judy Stone, Executive Director
Advocates for Highway and Auto Safety
400 N. Capitol St., Suite 330
Hall of the Sates
Washington, DC 20001
(202) 624-8578

Speakers: Lorrie Laing, Chairperson,
Nat. Assoc. of State Motorcycle Safety Adm.
Ohio Department of Highway Safety
240 Parsons Ave.
Columbus, OH 43266-0563
(614) 446-6855

Mary Price, President,
Californians for Safe Motorcycling
5727 Sutter Ave. #14
Carmichael, CA 95608
(916) 973-0909

Dean DeSoto, Chairman,
Gov. Clements Motorcycle Operator Training and Safety Advisory Committee
4203 WoodCock Suite 208
San Antonio, TX 78228
(512) 735-2287

PEDESTRIAN AND BICYCLE LAW ENFORCEMENT

**FORUM ROOM
10:15 - 11:45 a.m. ***

The roles police agencies can play in improving pedestrian and bicycle safety.

Moderator: Dan Burden
Coordinator, Pedestrian and Bicycle Programs
Florida Department of Transportation
605 Suwanee St., M.S. 19
Tallahassee, FL 32399-0405
(904) 448-4640

Speakers: Forrest Wilkins
Officer,
Los Angeles Police Department
4125 S. Crenshaw Blvd.
Los Angeles, Ca 90008
(213) 485-7742

Raymond D. Cotton
Captain,
Maryland State Police
1401 Bel Air Rd.
Bel Air, MD 21014
(301) 879-2101

Lt. Larry Ball
Commander, Community Urban County
Division of Police
150 E. Main St.
Lexington, KY 40507
(606) 258-3636

PUBLIC HEALTH AND TRAFFIC SAFETY:
EFFORTS WITHIN THE STATES AND LOCAL HEALTH DEPARTMENTS.

PADRE ROOM
10:15 - 11:45 a.m. **

Strategies for implementing traffic safety and promotion activities at the state and local Health Departments.

Moderator: Powell Harrison
State Program Manager,
Region IX, National Highway Traffic Safety Admin.
211 Main St., Suite 1000
San Francisco, CA 94105
(415) 974-9840 (FTS 454-9840)

Speakers: Fred Williams
Program Administrator for Injury Control
Dept. Health and Rehabilitation
1317 Winewood Blvd. (PDHIM)
Tallahassee, FL 32399-0700
(904) 487-1911

Dr. Jan Jurs
Consultant,
Wood County Health Dept.
54 West Wooster St.
Bowling Green, OH 43402
(419) 352-8402

Donna Dossey
Program Manager,
Injury Prevention Program
Health & Environment Program
1190 St. Francis Dr. (Room S 1076)
Santa Fe, NM 87503
(505) 827-2382

THE DRUG EVALUATION AND CLASSIFICATION PROGRAM

GARDEN ROOM NORTH
10:15 - 11:45 a.m. ***

Implementation of a Drug Evaluation and Classification Program will be addressed, with a focus on program progress to date; funding sources to support program implementation and expansion; and inter-agency coordination.

Moderator: James Wright
Highway Safety Specialist
National Highway Traf. Saf. Adm.
400-7th Street, SW
Washington, D.C. 20590
(202) 366-2724

Speakers: Lt. Jack Grant*
Arizona Highway Patrol
2310 N. 20th Avenue
Phoenix, AZ 85009

Ann Reed
DRE Program Coordinator
IN Department of Transportation
Room 801, State Office Bldg.
Indianapolis, IN 46204
(317) 233-3107

Jody Forman
Program Manager
Bureau of Justice Assistance
U.S. Department of Justice
633 Indiana Avenue, N.W.
Washington, D.C. 20531
(202) 724-7934

* Lt. Grant is on a 2-year assignment to
NHTSA in Washington, D.C.
His local address is:
NHTSA (NTS-40)
400 Seventh Street, S.W.
Washington, DC 20590
(202) 366-2749

NOTES: