

**National Conference on
Highway Safety Priorities**

**Lifesavers 17
Conference Program**

March 21-23, 1999

**The Westin Seattle Hotel
Seattle, Washington**



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PROGRAM AT A GLANCE

Saturday, March 20

4:00 p.m. - 7:00 p.m.

Registration Open/Message Center

Sunday, March 21

7:00 a.m. - 5:30 p.m.

Registration Open/Message Center

12:00 noon - 2:00 p.m.

Lifesavers Opening Brunch and Exhibit Hall
Grand Opening

12:00 noon - 6:30 p.m.

Exhibit Area Open

2:00 p.m. - 3:30 p.m.

1st Workshop Session

3:30 p.m. - 4:00 p.m.

Break in Exhibit Area

4:00 p.m. - 5:30 p.m.

2nd Workshop Session

5:30 p.m. - 6:30 p.m.

Refreshments in Exhibit Area

Monday, March 22

7:00 a.m. - 5:00 p.m.

Registration Open/Message Center

7:30 a.m. - 8:30 a.m.

Continental Breakfast in Exhibit Area

8:45 a.m. - 9:45 a.m.

Opening Plenary

10:00 a.m. - 3:30 a.m.

Exhibit Area Open
(exhibit area closed during lunch)

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

3rd Workshop Session

11:45 a.m. - 1:15 p.m.

Luncheon Plenary

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

4th Workshop Session

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

Break in Exhibit Area

3:30 p.m. - 5:00 p.m.

5th Workshop

Tuesday, March 23

7:00 a.m. - 5:00 p.m.

Registration Open/Message Center

7:30 a.m. - 8:30 a.m.

Continental Breakfast in Exhibit Area

8:30 a.m. - 10:45 a.m.

Exhibit Area Open

8:45 a.m. - 10:15 a.m.

6th Workshop Session

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

Break in the Exhibit Area

10:45 p.m. - 12:15 p.m.

7th Workshop Session

12:30 p.m. - 1:45 p.m.

NHTSA Awards Luncheon

2:00 p.m. - 3:30 p.m.

8th Workshop Session

3:45 p.m. - 5:15 p.m.

9th Workshop Session

6:30 p.m. - 8:30 p.m.

Closing Plenary Reception



WELCOME TO LIFESAVERS 17



GARY LOCKE
Governor

STATE OF WASHINGTON

OFFICE OF THE GOVERNOR

P.O. Box 40002 • Olympia, Washington 98504-0002 • (360) 753-6780 • TTY/TDD (360) 753-6466

GREETINGS FROM THE GOVERNOR

March 1999

As governor of the state of Washington and Chair of the Washington Traffic Safety Commission, it is my pleasure to welcome you to the 1999 National Lifesavers Conference.

On behalf of the citizens of the state of Washington, I want to thank each and every one of you for the work you do to keep our nation's roadways safe. Your combined efforts are making a difference and saving lives. We are all indebted to you.

As host agency of this conference, the representatives of the Washington Traffic Safety Commission will be available throughout the conference to help make your visit an educational and pleasant experience.

Good luck on a successful conference.

Sincerely,

Gary Locke
Governor



NATIONAL CONFERENCE ON HIGHWAY SAFETY PRIORITIES



City of Seattle

Paul Schell, Mayor

Office of the Mayor

March 21, 1999

Greetings!

On behalf of all citizens of Seattle, it is my distinct pleasure to welcome the participants of the Lifesavers 17 - 1999 National Conference on Highway Safety Priorities.

Traffic safety is important to our community, and we are honored to host a conference which includes such a dedicated group of professionals who work with the challenges of traffic safety every day. I commend your continued leadership and commitment to the challenge of saving lives and preventing injuries on our nation's highways. I know that your conference will be a valuable learning and networking experience.

While you are visiting the beautiful Emerald City, I am certain that you will receive a wonderful Northwest greeting from the people of Seattle. I hope you'll take time to enjoy our unmatched scenic beauty, and explore the many cultural and educational opportunities available!

I hope you have a successful and productive conference. Again, welcome.

Very truly yours,

A handwritten signature in dark ink that reads "Paul Schell".

Paul Schell



600 Fourth Avenue, 12th Floor, Seattle, WA 98104-1873

Tel: (206) 684-4000, TDD: (206) 684-8811, Fax: (206) 684-5360, E-mail: mayors.office@ci.seattle.wa.us

An equal employment opportunity, affirmative action employer. Accommodations for people with disabilities provided upon request.

SUNDAY



SUNDAY

12:00 noon - 2:00 pm

Exhibit Area

Foyer, Grand Ballroom I

Grand Crescent, Fifth Avenue

Opening Brunch
Exhibit Grand Opening

Welcome to Lifesavers 17!

Join us for great food and
the Grand Opening of the Exhibits.

A complete list of exhibitors and map
appears on pages 36-39.

2:00 p.m. - 3:30 p.m.
Adams

Programs to Run Through a Local Safe Community: BUA, Alcohol, Ped/Bike, Community Policing

Safe Communities is an umbrella that can bring together many traffic safety injury prevention programs. Community practitioners will discuss how to integrate occupant protection, DUI, pedestrian and bike safety, and community policing programs into Safe Communities.

Moderator: Felicity De Bacco
*Coordinator, Lancaster County
Safe Community Project*
40 East King Street, Second Floor,
Lancaster, PA 17603
717-299-8016
Fax: 717-390-7729

Chief Harry Crum
Law Enforcement Liaison
NHTSA Region VI
819 Taylor Street, Room 8A38
Fort Worth, TX 76102
817-978-3653
Fax: 817-978-8339

Ruth Esteban, Program Specialist
*Safe Teen Empowerment
Project in Salinas
Preventing Alcohol-Related
Trauma in Salinas*
21 West Laurel Street, Suite 73
Salinas, CA 93906
831-442-7762
Fax: 831-442-7766

Arthur Ross, Pedestrian/Bicycle Coordinator
Department of Transportation
215 Martin Luther King Jr. Blvd.
Madison, WI 53701
608-266-6225

2:00 p.m. - 3:30 p.m.
Cascade Ballroom I

Aggressive Driving: Law Enforcement's Perspective

Aggressive driving has become one of the nation's top three highway threats along with drunken driving and failure to use seat belts. This workshop will highlight problems associated with aggressive driving and how some states and cities are providing solutions.

Moderator: Chuck Peltier, Chief
Traffic Law Enforcement Division
NHTSA, NTS-13
400 Seventh Street, SW
Washington, DC 20590
202-366-4295 Fax: 202-366-7721
e-mail: cpeltier@nhtsa.dot.gov

Sergeant Bud Dulaney, Special Operations
Prince William County Police Department
15949 Cardinal Drive
Woodbridge, VA 22191
703-792-7283 Fax: 703-792-7269
e-mail: bdulaney@pwcgov.org

Lieutenant Judy Hamaker
Utah Highway Patrol
Traffic Law Enforcement Division
NHTSA, NTS-13
400 Seventh Street, SW
Washington, DC 20590
202-366-2749 Fax: 202-366-7721
e-mail: jhamaker@nhtsa.dot.gov

Nancy Humphrey
Transportation Research Board
National Academy of Sciences
/National Research Council
2101 Constitution Avenue, NW
Washington, D.C. 20418
202-334-2948 Fax: 202-334-2527
e-mail: nhumphre@nas.edu

Richard A. Retting
Senior Transportation Engineer
Insurance Institute for Highway Safety
1005 North Glebe Road
Arlington, VA 22201
703 247-1500 Fax: 703 247-1588

Major James Walker
Ohio State Highway Patrol
1970 W. Broad Street
Columbus, OH 43223
614-466-2990 Fax 614-752-3040
email: jwalker@dps.state.oh.us

Terry L. Witkowski, Safety Director
Milwaukee Police Department
6680 North Teutonia Avenue
Milwaukee, WI 53209
414-935-7994 Fax: 414-935-7924

SUNDAY

2:00 p.m. - 3:30 p.m.
Cascade Ballroom 2

Drowsy Driving High Risk Populations

While drowsy driving is something which can affect any driver on any given day, there are a number of high-risk groups that have been identified through research. These include young people, shift workers, commercial drivers, people with undiagnosed sleep disorders, etc. Learn how sleep deprivation affects drivers and others in your community or state.

Moderator: Darrel Droblich, *National Director*

Drive Alert ... Arrive Alive
 National Sleep Foundation
 729 Fifteenth Street, NW, Fourth Floor
 Washington, DC 20005
 202-347-3471 Ext. 202 Fax: 202-347-3472
 e-mail: natsleep@erols.com

David Davila, M.D. *Medical Director*
 Sleep Disorders Center
 Baptist Medical Center
 9601 Interstate 630, Exit 7
 Little Rock, AR 72205-7299
 501-202-1305 Ext. 1870
 Fax: 510-202-1874
 e-mail: dgdavila@alpha-net.net

Gary Decker, *PI & E Coordinator*
 Department of Motor Vehicles
 The DMV Safety Group
 Empire State Plaza
 Albany, NY 12228
 518-474-3135 Fax: 518-473-0041
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 gary.decker@DMVMS.mailnet.state.ny.us

Anne McCartt, Ph.D. *Deputy Director*
 Institute for Traffic Safety Management
 and Research
 80 Wolf Road, Suite 607
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Margaret Sweeney, Ph.D.
Office of Research & Engineering
 Safety Studies Division, (RE-10)
 National Transportation Safety Board
 490 L'Enfant Plaza East, SW
 Washington, DC 20594
 202-314-6517 Fax: 202-314-6598
 e-mail: sweenem@ntsb.gov

2:00 p.m. - 3:30 p.m.
Elliott Bay

Creative & Alternative Sentencing of DWI Offenders

This workshop will provide new ideas and approaches to sentencing the impaired driver.

Moderator: Sheriff John Whetsel
 Oklahoma County
 201 North Shartel
 Oklahoma City, OK 73102
 405-278-1000
 Fax: 405-713-1908
 e-mail: JOHWHE@oklahomacounty.org

Jack Irwin, *Field Representative*
 Correctional Options Services
 Washington Association of Sheriffs
 and Police Chiefs
 PO Box 826
 Olympia, WA 98507
 360-586-3221
 Fax: 360-586-7030
 e-mail: jackirwin@thurston.com

John Lacey, *Principal Research Scientist*
 Mid-America Research Institute
 PO Box 3329
 Shepherdstown, WV 25443
 304-876-1501

Judge Ted Poe
 228th Criminal District Court
 301 San Jacinto
 Houston, Texas 77002
 713-755-8202

2:00 p.m. - 3:30 p.m.
Orcas

A Comprehensive Approach to Motorcycle Safety: Planning for the Future

A comprehensive motorcycle safety program works to prevent crashes, reduce injuries, and provide rapid emergency medical service responses. Rider education and licensing efforts are critical components in preventing crashes, while helmet use and helmet use laws are effective in reducing head injuries and resulting fatalities in the event that a crash has occurred. This workshop will discuss the latest technology in motorcycle rider education, operator licensing and motorcycle helmet issues. It will also provide the participants a status report on the development of the National Agenda for Motorcycle Safety, an effort currently underway to develop a comprehensive strategic vision for motorcycle safety.

Moderator: Fred Rivara, M.D., M.P.H.
Director HIPRC

George Atkins Professor of Pediatrics
 University of Washington School of Medicine
Adjunct Professor of Epidemiology,
 University of Washington School of Public Health and
 Community Medicine
 Harborview Injury Prevention and Research Center
 325 9th Avenue, Box 359960
 Seattle, WA 98104-2499
 206-521-1520 Fax: 206-521-1562
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Steve Garets
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 Corvallis, OR 97331
 541-737-3845 Fax: 541-737-4300
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Jim Hedlund
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 110 Homestead Road
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Sean Maher
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 13515 Yarmouth Dr
 Pickerington, OH 43147
 614-856-1900 Fax: 614-856-1920
 e-mail: smaher@ama-cycle.org

Corrine Peek Asa, Ph.D.
 Southern California Injury Prevention Center
 UCLA School of Public Health
 10833 Le Conte Ave.
 Los Angeles, CA 90095-1772
 310 206 4115 Fax: 310-794-7989

SUNDAY

2:00 p.m. - 3:30 p.m.
Whidbey

Part I: Overcoming Obstacles to Data Access and Collection

This workshop will focus on the resources and strategies needed to support a data driven approach to identify problems, set priorities, and measure results. Participants will generate a personal handbook of reference information to help them identify which types of crashes cause the most serious injuries and which populations and locations are involved. Copies of NHTSA's newly published *Data-Smart Manual: Use and Analysis of Data for Local Highway and Traffic Safety Programs* will be distributed to the participants.

Moderator: Sandy Johnson
Consultant, National Center for Statistics and Analysis
NHTSA, NTS-30
400 7th St. SW
Washington, DC 20590
202-366-5364
Fax: 202-366-7078
e-mail: sjohnson@nhtsa.dot.gov

Carol Vira
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17106 Thatcher Court
Olney, MD 20832
301-365-1147
Fax: 301-365-5324
e-mail: cmvira@aol.com

2:00 p.m. - 3:30 p.m.
St. Helen's

How Good is Your Occupant Protection Program? The Role of Program Assessments

Presenters will discuss the purpose and process of a state occupant protection assessment. States will discuss how their occupant protection assessments were used as tools for planning and for making decisions about how to best use available resources to meet their occupant protection goals.

Moderator: Tricia Roberts, Director
Office of Highway Safety
PO Box 1321
Dover, DE 19903-1321
302-739-3295
Fax: 302-739-5995
e-mail: troberts@state.de.us

K. Craig Allred, Director
Highway Safety Office
Department of Public Safety
5263 South, 300 West, Suite 202
Salt Lake City, UT 84107
801-293-2481
Fax: 801-293-2498

Barbara Beckett
Maryland Committee for Safety Belt Use, Inc.
Maryland Office of Traffic & Safety
7491 Connelley Drive
Hanover, MD 21076
410-787-5893

Lorraine Novak
NHTSA Region III
10 South Howard Street, Suite 4000
Baltimore, MD 21201
410-962-0077 Ext. 3033
e-mail: lnovak@nhtsa.dot.gov

Jana Simpler
Delaware Office of Highway Safety
P.O. Box 1321
Dover, DE 19903
302-739-3295

2:00 p.m. - 3:30 p.m.
Vashon 1 and 2

Influencing the Child Traffic Safety Legislative Process: You Can Make a Difference

Brush up on your understanding of the Federal and state child traffic safety process and how you can effectively advocate for your cause. Topics will include the Federal and state governments' role in child traffic safety, upgrading child occupant protection laws, bike helmet use laws, impaired driving laws, student activist training, and tips on how to influence the process.

Moderator: Alan Korn, J.D.
Director of Public Policy
National SAFE KIDS Campaign
1301 Pennsylvania Avenue, NW
Washington, DC 20004
202-662-4463
Fax: 202-393-2072
e-mail: akorn@safekids.org

Senator John Cullerton
Illinois State Senate
417 State House
Springfield, IL 62706
809-734-9700
Fax: 809-734-8720

David Kelly
Air Bag and Seat Belt Safety Campaign
1025 Connecticut Avenue, NW, Suite 1200
Washington, D.C. 20036
202-293-2270 Ext. 492
Fax: 202-822-1399

Karolyn Nunnallee, President
Mothers Against Drunk Drivers (MADD)
511 E. John Carpenter Freeway, Suite 700
Irving, TX 75062
214-744-MADD
e-mail: nunnallee@madd.org

SUNDAY

2:00 p.m. - 3:30 p.m.

Grand Ballroom 3

Buckle Up America Campaign: Implementing Enforcement Mobilizations at the National, State and Local Levels

Three nationwide mobilizations of more than 5000 law enforcement agencies have taken place over the past 18 months and more are scheduled — May 24-31 and November 22-28, 1999. These Operation ABC Mobilizations are based on coordinated waves of stepped up enforcement in all 50 states combined with intense media coverage to alert the public that drivers with unbuckled children are being stopped and ticketed. Are these mobilizations contributing to increased seat belt use? How can state and local enforcement agencies work in concert with the national effort? What are essential and effective enforcement and media strategies?

Moderator: Janet Dewey, Executive Director
Air Bag & Seat Belt Safety Campaign
National Safety Council
1025 Connecticut Avenue NW, Suite 1200
Washington, DC 20036
202-293-2270, Ext. 492 Fax: 202-822-1399
e-mail: projplan@aol.com

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Kansas City Police Department
1125 Locust Street
Kansas City, MO 64106
816-482-8166 Fax: 816 482-8179

Susan Maloney, Program Director
Highway Safety
Department of Transportation
2800 Berlin Turnpike
Newington, CT 06131-7546
860-594-2363 Fax: 860-594-2374

David Mitchell, Partner
Greer, Margolis, Mitchell, Burns & Associates
1010 Wisconsin Ave., NW
Washington, DC 20007
202-338-8700 Fax: 202-338-2334
e-mail: jeff.valliere@gmmb.com

James Nichols, Ph.D., Director
Office of Research and Traffic Records
NHTSA, NTS-30
400 7th Street, SW
Washington, DC 20590
202-366-9591 Fax: 202-366-7096
e-mail: jnichols@nhtsa.dot.gov

3:30 p.m. - 4:00 p.m.

Break in Exhibit Area

4:00 p.m.-5:30 p.m.

Adams

How To Get Judges Involved In Traffic Safety: Encouraging Ethical Judicial Activism

Learn about the ethical considerations involved in judges speaking and writing about traffic safety issues and proposed traffic legislation. Discover what information judges need to feel motivated and ethically confident about expressing themselves about traffic safety issues.

Moderator: Judge Karl B. Grube
150 5th Street North
St. Petersburg, FL 33701
727-582-7880
Fax: 727-582-7209
e-mail: kgrube@co.pinellas.fl.us

Judge Michael Hurtado
Seattle Municipal Court
600 3rd Avenue
Public Safety Building
Seattle, WA 98104
206- 684-8709
Fax: 206-615-0766

Judge Thomas Warren
Chelan County District Court
PO Box 2182
Wenatchee, WA 98807-2182
509-664-5491
e-mail: warmatc@aol.com

4:00 p.m. - 5:30 p.m.

Cascade Ballroom I

Youth Programs: Some Promising Approaches

What seems to be working out there? This workshop will present some successful approaches in dealing with our most thorny youth traffic safety problems.

Moderator: Dr. Frances Brisbane
School of Social Welfare
State University of New York
Stony Brook, NY 11794-8231
516- 444-2139

Carolyn Cornelison, Ph.D.
Director of Special Projects
BACCHUS and GAMMA
Peer Education Network
Tallahassee Community College
444 Appleyard Drive
Tallahassee, FL 32304
850-488-4020
Fax: 850-414-1968
e-mail: bacchus@nettally.com

Jana Hogan
Assistant Programs Director
MADD National
511 East John Carpenter Freeway, Suite 700
Irving, TX 75062
214-744-MADD

Jodi Niehoff, Project Coordinator
"Take A Stand" Campaign
3312 Clinton Parkway
Lawrence, KS 66047
785-841-2880
Fax: 785-841-3642
e-mail: jodin@midusa.net

Judge Glen Spearman
Corrective Behavior Institute
San Diego Court System
6151 Fairmount Avenue, Suite 113
San Diego, CA 92120
619-528-9001
Fax: 619-694-3906

SUNDAY

4:00 p.m. - 5:30 p.m.

Cascade Ballroom 2

Drowsy Driving High Risk Populations

While drowsy driving is something which can affect any driver on any given day, there are a number of high-risk groups that have been identified through research. These include young people, shift workers, commercial drivers, people with undiagnosed sleep disorders, etc. Learn how sleep deprivation affects drivers and others in your community or state.

Moderator: Darrel Droblich

National Director

Drive Alert ... Arrive Alive

National Sleep Foundation

729 Fifteenth Street, NW, Fourth Floor

Washington, DC 20005

202-347-3471 Ext. 202 Fax: 202-347-3472

e-mail: natsleep@erols.com

David Davila, M.D. Medical Director

Sleep Disorders Center

Baptist Medical Center

9601 Interstate 630, Exit 7

Little Rock, AR 72205-7299

501-202-1305 Ext. 1870 Fax: 510-202-1874

e-mail: dgdavila@alpha-net.net

Gary Decker, PI & E Coordinator

Department of Motor Vehicles

The DMV Safety Group

Empire State Plaza

Albany, NY 12228

518-474-3135 Fax: 518-473-0041

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gary.decker@DMVMS.mailnet.state.ny.us

Anne McCartt, Ph.D. Deputy Director

Institute for Traffic Safety Management and Research

80 Wolf Road, Suite 607

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518-453-0291 Fax 518-453-0298

e-mail: mccartt@cnsibm.albany.edu

Margaret Sweeney, Ph.D.

Office of Research & Engineering

Safety Studies Division, (RE-10)

National Transportation Safety Board

490 L'Enfant Plaza East, SW

Washington, DC 20594

202-314-6517 Fax: 202-314-6598

e-mail: sweenem@ntsb.gov

4:00 p.m. - 5:30 p.m.

St. Helen's

Transporting Pre-School and Special Needs Children in School Buses

This workshop will present the results of NHTSA's crash testing of 3-year-old dummies in a school bus environment. Analysis of the test results and the issuance of guidelines on how to safely transport pre-school age children on school buses will be discussed. The challenges of fitting and properly securing a child safety seat (for a pre-school or special needs passenger) in a school bus will be addressed and demonstrated. Come prepared to experience first hand the complexities of securing a child safety seat on a school bus seat.

Moderator: Michael Martin, Executive Director

National Association for Pupil Transportation

4 Tower Plaza Executive Park

Albany, NY 12203-0647

1-800-989-NAPT

Fax: 518-437-1983

e-mail: martin@napt.org

Nancy Cleeves

Preschool Transportation Project Coordinator

Washington State Safety Restraint Coalition

536 Seahawk St, SE

Olympia, WA 98503

360-791-0727

Fax: 360-493-8122

Kentin Gearhart

Community Education Department

Riley Hospital for Children

575 West Drive, Room 008

Indianapolis, IN 46202-5272

317-278-0506

Fax: 317-278-3221

e-mail: kgearhar@iupui.edu

Diane E. Wigle

NHTSA

400 Seventh St., SW

Washington, DC 20590

202-366-4301

Fax: 202-366-7721

e-mail: dwigle@nhtsa.dot.gov

4:00 p.m. - 5:30 p.m.

Whidbey

Part II: Making Sense of Data at the Community Level

This workshop will focus on a data driven approach for documenting what highway safety interventions work. Using the problems identified in *Part I: Overcoming Obstacles to Data Collection and Analysis*, the participants will learn about standardized rates, the problem of small numbers, the components of injury severity, and outcome measurement. Copies of NHTSA's newly published *Data-Smart Manual: Use and Analysis of Data for Local Highway and Traffic Safety Programs* will be used by the participants as reference during the discussions.

Moderator: Carol Vira

Rainbow Technology, Inc.

17106 Thatcher Court

Olney, MD 20832

301-365-1147

Fax: 301-365-5324

e-mail: cmvira@aol.com

Sandy Johnson, Consultant

National Center for Statistics and Analysis

NHTSA

400 7th St. SW

Washington, DC 20590

202-366-5364

Fax: 202-366-7078

e-mail: sjohnson@nhtsa.dot.gov

SUNDAY

4:00 p.m. - 5:30 p.m.

Elliott Bay

Child Passenger Safety Law Enforcement

Learn how effective enforcement efforts, including law enforcement training and developing partnerships with other enforcement agencies make the difference in saving children's lives.

Moderator: Mary Justice, *President*

Safer New Mexico Now

PO Box 4968

Santa Fe, NM 87502

505-984-2898

Fax: 505-982-7429

e-mail: snmn@nm.net

Lieutenant Steve Casstevens

Hoffman Estates Police Department

1200 North Gannon Drive

Hoffman Estates, IL 60194

847-882-1818

John Cummings, *Deputy Sheriff*

Snohomish County

14000 - 179th Avenue, SE

Monroe, WA 98272

425-388-3242

Fax: 360-794-7188

4:00 p.m. - 5:30 p.m.

Vashon 1 and 2

Where Are the Bucks? — Gaining Funding for Your Safe Community Program

A discussion on how to secure resources for your Safe Community program. Specific examples will be provided by local Safe Communities practitioners.

Moderator: Martha Stowe

Greater Dallas Injury Prevention Center

6300 Harry Hines, Suite 300

Dallas, TX 75235

214-590-4461

Fax: 214-590-4469

e-mail: mstowe@parknet.pmh.org

Susan Hardman, *Director*

Bureau of Injury Prevention

State Department of Health

Empire State Plaza

Corning Tower, Room 557

Albany, NY 12237

518-473-1143

Fax: 518-474-3067

Stephen McCloskey

Injury Prevention Program Manager

Duval County Health Department

900 University Boulevard, North,

Suite 205

Jacksonville, FL 32211

904-630-3344 Ext. 2308

Fax: 904-745-3014

4:00 p.m.-5:30 p.m.

Grand Ballroom 3

Buckle Up America Campaign: Implementing Enforcement Mobilizations at the National, State and Local Levels

Three nationwide mobilizations of more than 5000 law enforcement agencies have taken place over the past 18 months and more are scheduled — May 24-31 and November 22-28, 1999. These Operation ABC Mobilizations are based on coordinated waves of stepped up enforcement in all 50 states combined with intense media coverage to alert the public that drivers with unbuckled children are being stopped and ticketed. Are these mobilizations contributing to increased seat belt use? How can state and local enforcement agencies work in concert with the national effort? What are essential and effective enforcement and media strategies?

Moderator: Janet Dewey, *Executive Director*

Air Bag & Seat Belt Safety Campaign

National Safety Council

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1125 Locust Street

Kansas City, MO 64106

816-482-8166 Fax: 816 482-8179

Susan Maloney, *Program Director*

Highway Safety

Department of Transportation

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Newington, CT 06131-7546

860-594-2363 Fax: 860-594-2374

David Mitchell, *Partner*

Greer, Margolis, Mitchell, Burns & Associates

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James Nichols, Ph.D., *Director*

Office of Research and Traffic Records

NHTSA

400 7th Street, SW

Washington, DC 20590

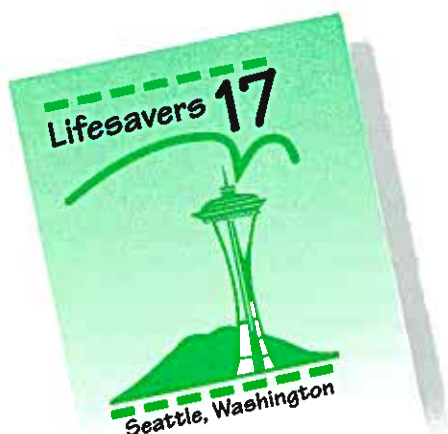
202-366-9591 Fax: 202-366-7096

e-mail: jnichols@nhtsa.dot.gov

5:30 p.m. - 6:30 p.m.

Refreshments in Exhibit Area

MONDAY



MONDAY

7:30 am - 8:30 am

**Exhibit Area Grand Ballroom I
5th Avenue, Grand Crescent**

Complimentary Continental Breakfast
in the Exhibit Area

8:45 a.m. - 9:45 a.m.

Grand Ballrooms 2 & 3

Opening Plenary Session

John Moffat - Master of Ceremonies
*Director, Washington Traffic
Safety Commission*

**The Washington State Patrol
Color Guard**

The Honorable Brad Owen
*Lieutenant Governor
State of Washington*

Fred Rivara, M.D., M.P.H.
*Director,
Harborview Injury Prevention
and Research Center, Seattle*

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

Adams

Safety in TEA-21

TEA-21 has provided significant new resources for Safety in the areas of occupant protection, impaired driving, data improvement, pedestrian and bicycle safety, and roadway improvements. How does this impact you and your programs? Learn how the grant dollars are being allocated and what new initiatives the states are funding. Come and share your views with those who are giving and those who are receiving.

Adele Derby

*Associate Administrator for State and
Community Services*
National Highway Traffic Safety
Administration
400 7th Street, SW
Washington, DC 20590
202-366-3232
e-mail: aderby@nhtsa.dot.gov

Leon J. Witman, Jr.

Director, Western Resource Center
Federal Highway Administration
201 Mission Street, Suite 2100
San Francisco, CA 94105
415-744-2639

Joe Parker, Director

Governor's Highway Safety Program
215 East Lane Street
Raleigh, NC 27601
919-733-3083

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

Meet in Olympic

Before & After Seattle: A Walking Interactive Pedestrian Story

Tired of being cooped up in indoor session after session? Then bring your walking shoes and join Seattle Pedestrian and Bicycle Coordinator, Peter Lagerwey, for a personalized walking tour of the pedestrian success story that Seattle has become. Participants will "hit the road" with the Walkability Checklist and see engineering-based improvements, explore how locations were modified to make them more accessible for the disabled, review how educational and enforcement strategies can change behavior, and experience all that can happen when the community, government, and law enforcement work together. **Note:** Van transportation to the starting location will be necessary, so this session is limited to the first 13 people.

Tour Guide: Peter Lagerwey

Pedestrian and Bicycle Program Coordinator
Seattle Transportation Department
708 Municipal Building
600 Fourth Avenue
Seattle, WA 98104-1879
Phone: 206-684-5108
Fax: 206-470-6967
e-mail: pete.lagerwey@ci.seattle.wa.us

MONDAY

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

Elliott Bay

BUA Endorsements for Enforcement: Non-traditional Organizations Get the Job Done

Easy gains in belt use have already been made. Future gains in belt use will depend on how well organizations come together at the local level. This workshop presents programs and activities local organizations can conduct as partners in the Buckle Up America Campaign.

Moderator: Barbara Sauers
National Outreach Division
NHTSA
400 7th Street, SW
Washington, DC 20590
202-366-2683
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Jerry Bolles, Fleet Safety Manager
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e-mail: air2jdb.is.ups.com

Caran Curry, Chief Administrative Officer
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Fax: 901-545-3937
e-mail: curry-c.scmjctr@co.shelby.tn.us

Drew Hunter, Executive Director
BACCHUS and GAMMA
Peer Education Network
PO Box 100430
Denver, CO 80250
303-871-3068
Fax: 303-871-0907
e-mail: dhunter@du.edu

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

Cascade Ballroom 1A

Strategies for Increasing Seat Belt Use: What Works?

Reaching the national seat belt use goals of 85% by 2000 and 90% by 2005 will require a dedicated and sustained effort by everyone in transportation safety. This workshop provides participants with various strategies used for increasing seat belt use. This interactive session includes working strategies such as (1) mobilizations; (2) individual state successes; and (3) use of Federal funds (Sections 402, 403, 405, and 157).

Moderator: James Nichols, Ph.D., Director
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NHTSA
400 7th Street, SW
Washington, DC 20590
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Fax: 202-366-7096
e-mail: jnichols@nhtsa.dot.gov

Betty Mercer, Executive Director
Office of Highway Safety Planning
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Fax: 517-333-5756

Colonel Sid Miles, Commissioner
Georgia Department of Public Safety
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Colonel David B. Mitchell, Superintendent
Maryland State Police
1201 Reistertown Road
Pikesville, MD 21208
410-486-3101
Fax: 410-653-9651

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

Cascade Ballroom 1B

Youth Programs: Some Promising Approaches

What seems to be working out there? This workshop will present some successful approaches in dealing with our most thorny youth traffic safety problems.

Moderator: Dr. Frances Brisbane
School of Social Welfare
State University of New York
Stony Brook, NY 11794-8231
516- 444-2139

Carolyn Cornelison, Ph.D.
Director of Special Projects
BACCHUS and GAMMA
Peer Education Network
Tallahassee Community College
444 Appleyard Drive
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850-488-4020
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Jana Hogan
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Jodi Niehoff, Project Coordinator
"Take A Stand" Campaign
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Judge Glen Spearman
Corrective Behavior Institute
San Diego Court System
6151 Fairmount Avenue, Suite 113
San Diego, CA 92120
619-528-9001
Fax: 619-694-3906

MONDAY

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

Cascade Ballroom 1C

No Need To Reinvent the Wheel: What Works in NHTSA Safe Communities Demonstration Project

Highlights on "lessons learned" from NHTSA's on-going Safe Communities demo projects and a discussion on what has worked and not worked.

Moderator: Herb Garrison, M.D.
Pitt County Memorial Hospital, Inc.
2100 Stantonsburg Road
Greenville, NC 27835-6028
919-816-8668
Fax: 919-816-7890

Anita Berg, Director
Quality Improvement
Healthspan
16 Grand Avenue
St. Paul, MN 55102
612-228-8407
Fax: 612-228-8484

Catherine Kinney, Ph.D.
Kinney Associates
3255 Bluett Avenue
Ann Arbor, MI 48105
734-913-0702
Fax: 734-769-0937
e-mail: cbk@umich.edu

Ron Perkins, Executive Director
Anchorage Safe Communities
PO Box 210736
Anchorage, AL 99521
907-929-3941
Fax: 907-929-3940

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

Cascade Ballroom 2

Child Passenger Safety Training and Certification Update

Learn about what is new with the Standardized Child Passenger Safety Training and Certification program and how states and organizations are implementing it.

Moderator: Carole Guzzetta
Director, National Safety Belt Coalition
1025 Connecticut Ave NW, Suite 1200
Washington, DC 20036-5405
202-296-6263
Fax: 202-293-0032
guzzetta@nsc.org

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Utah Office of Highway Safety
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Steve Anderson
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Fax: 210-498-7049

Kathy Kruger, Executive Director
Safety Restraint Coalition
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Lori Miller
Occupant Protection Division
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Bill Wen, Manager
Driver Training & Professional Development
AAA
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Heathrow, FL 32746-7960
407-444-7960 Fax: 407-444-7956

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

St. Helen's

Tracking "Partners in Progress"

How are we doing in reaching the national impaired driving goal? This workshop will highlight the national Partners in Progress Impaired Driving initiatives and how it can help your state or community in lowering alcohol-related fatalities.

Moderator: Susan Ryan, Chief
Impaired Driving Division
NHTSA, NTS-11
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e-mail: sryan@nhtsa.dot.gov

Allen Jensen, Research Associate
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Landover, MD 20785
301-731-9891

Mickey Nall, Senior Vice President
Ogilvy Public Relations
1901 L. Street, NW, Suite 300
Washington, DC 20036
202-452-9536
Fax: 202-331-3003

Robert Shearouse, Director, Public Policy
MADD National
511 East John Carpenter Freeway, Suite 700
Irving, TX 75062
214-744-6233, Ext. 282

MONDAY

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

Whidbey

Data Uniformity: What Does It Mean For Your Highway Safety Program?

Model Minimum Uniform Crash Criteria (MMUCC) have been developed to encourage voluntary standardization of crash data elements and definitions by states. This workshop will provide an overview of the need for and benefits of collecting these data for local highway safety programs. Participants will receive copies of the MMUCC brochure and manual listing the data elements.

Moderator: Bob Thompson

Iowa Governor's Traffic Safety Bureau
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Fax: 515-281-6190
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Dennis Utter

National Center for Statistics and Analysis
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Fax: 202-366-7078
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Please wear your badge at all food functions.

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

Vashon I and 2

Managing Speed: New Guidance for Safety Managers - Part I

Since the elimination of the national maximum speed limit in 1995, the responsibility for setting speed limits has been returned to states and communities. This panel discusses the most current methodologies in both setting and enforcing speed limits on all types of roads.

Part I: (10:00 a.m.-11:30 a.m.) Review of the Transportation Research Board (TRB) Report on Setting and Enforcing Speed Limits and how the issue affects public health.

Part II (1:30 p.m.-3:00 p.m.) How can law enforcement deal with the changes in speed limits?

Moderator: Judith L. Stone, President
Advocates for Highway and Auto Safety
750 First Street, NE, Suite 901
Washington, DC 20002
202-408-1711 Fax: 202-408-1699
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National Academy of Sciences - National Research Council
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Richard A. Retting
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David Wallace, Injury Prevention Specialist
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Center for Disease Control and Injury Prevention
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John D. Wintersteen, Chief
Paradise Valley Police Department
6433 East Lincoln Drive
Paradise Valley, AZ 85253-4399
602-948-7418 Fax: 602-998-0877

11:45 am - 1:15pm

Grand Ballrooms 2 & 3 Luncheon

Karolyn Nunnallee -
Master of Ceremonies
President,
Mothers Against Drunk Driving

Ricardo Martinez, M.D.
Administrator,
National Highway Traffic Safety Administration

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

Meet in Olympic Before & After Seattle: A Walking Interactive Pedestrian Story

Tired of being cooped up in indoor session after session? Then bring your walking shoes and join Seattle Pedestrian and Bicycle Coordinator, Peter Lagerwey, for a personalized walking tour of the pedestrian success story that Seattle has become. Participants will "hit the road" with the Walkability Checklist and see engineering-based improvements, explore how locations were modified to make them more accessible for the disabled, review how educational and enforcement strategies can change behavior, and experience all that can happen when the community, government, and law enforcement work together.

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Tour Guide: Peter Lagerwey
Pedestrian and Bicycle Program Coordinator
Seattle Transportation Department
708 Municipal Building
600 Fourth Avenue
Seattle, WA 98104-1879
Phone: 206-684-5108
Fax: 206-470-6967
e-mail: pete.lagerwey@ci.seattle.wa.us

MONDAY

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

Elliott Bay

Re-invigorating Impaired Driving Enforcement

How to draw attention and build support for impaired driving enforcement. Hear about intervention strategies that focus on making a difference at the community level.

Moderator: Tom Shehan

Law Enforcement Training

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NHTSA Officer Leadership Program, NTS-11

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Sergeant Vic Donoho

Tennessee Highway Patrol

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253-565-1198

Fax: 253-564-2538

e-mail: wayne.barb@mindspring.com

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

Cascade Ballroom 1A

Strategies for Increasing Seat Belt Use: What Works?

Reaching the national seat belt use goals of 85% by 2000 and 90% by 2005 will require a dedicated and sustained effort by everyone in transportation safety. This workshop provides participants with various strategies used for increasing seat belt use. This interactive session includes working strategies such as (1) mobilizations; (2) individual state successes; and (3) use of Federal funds (Sections 402, 403, 405, and 157).

Moderator: James Nichols, Ph.D., Director

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Office of Highway Safety Planning

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Fax: 517-333-5756

Colonel Sid Miles, Commissioner

Georgia Department of Public Safety

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e-mail: markie@dps.state.ga.us

Colonel David B. Mitchell, Superintendent

Maryland State Police

1201 Reistertown Road

Pikesville, MD 21208

410-486-3101

Fax: 410-653-9651

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

Cascade Ballroom 1B

Creative Approaches to Traffic Safety Enforcement

Are you tired of doing the same traffic safety programs? The presenters will explain some of the creative approaches they have used to rejuvenate their traffic safety programs.

Moderator: Sergeant David Hadley

Multnomah County Sheriff's Office

12240 N.E. Glisan Street

Portland, OR 97230

503-255-3600

Fax: 503-253-2663

Officer Jay Gilhooly

Albuquerque Police Department

400 Roma Avenue NW

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Lieutenant John Miner

Redmond Police Department

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Fax: 425-556-2540

Captain Tom Robbins

Washington State Patrol

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509-663-9725

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John V. Moulden, President

National Organization for

Traffic Intersection Safety

411 Apple Grove Road

Silver Spring, MD 20904

301-681-8989

Fax: 301-681-8988

e-mail: moulden@aol.com

MONDAY

1:30 p.m. - 3:00 p.m.
Cascade Ballroom 1C

How Do You Grow Your Local Safety Program to Become a Safe Community?

A discussion on how to broaden the focus of local traffic safety programs and sell the Safe Communities concept to public and private sector partners.

Moderator: Jeff Goldhagen, M.D.
Duval County Health Department
515 West Sixth Street
Jacksonville, FL 32206
904-630-3220
Fax: 904-359-2666

Sarah Futrell, Project Director
Injury Prevention
Kern County Safe Coalition and Health Department
1700 Flower Street
Bakersfield, CA 93305
805-868-0378
Fax: 805-868-0263

Deborah Hogan, Executive Director
Deschutes County Safe Communities
PO Box 108
Bend Oregon 97701
541-317-3050
Fax: 541-389-2245

1:30 p.m. - 3:00 p.m.
Cascade Ballroom 2

Primary Seat Belt Laws: How Important Are They? How Do We Get Them?

Strong occupant protection legislation is a crucial component to increasing seat belt usage. Secondary laws have been effective in helping America reach its current level of seat belt use, but primary laws — which allow officers to stop and cite motorists for just that offense — are proving to be more effective. Learn how they really are and what is needed to increase the chances of enactment of a primary law in your state.

Moderator: Timothy Hoyt
Vice President for Safety
Nationwide Insurance Enterprises
One Nationwide Plaza, 1-36-27
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614-249-7111 Ext. 98113 Fax: 614-677-4183
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Air Bag & Seat Belt Safety Campaign
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JoAnn K. Wells, Senior Research Analyst
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703-247-1500
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1:30 p.m. - 3:00 p.m.
St. Helen's

Hospital Discharge and Special Education Issues

Learn about successful programs for discharging infants and special needs children from the hospital and the challenges that are still out there.

Moderator: Lorrie Walker
Program Coordinator
Traffic Injury Prevention Project
Rosemont Business Campus
Building 2, suite 307
919 Conestoga Road
Rosemont, PA 19010
610-520-9124
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Phyllis Agran, M.D., M.P.H., Director
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Fax: 949-824-3388

Kentin Gearhart
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575 West Drive, Room 008
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317-278-0506
Fax: 317-278-3221
e-mail: kgearhar@iupui.edu

MONDAY

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

Whidbey

After the Crash: High Tech Emergency Access

Learn what developing technologies that will save lives and reduce injury consequences by providing faster and better access to emergency care following a serious crash. Faster access to EMS can mean the difference between life or death, particularly in rural single vehicle crashes where victims may be undiscovered for minutes, hours, or days. Automatic collision notification systems have been developed that allow vehicles to instantly and automatically send an emergency call following a serious crash. Medical and engineering experts will discuss the potential of these and other new technologies, a current demonstration of their feasibility, and efforts to facilitate their widespread adoption.

Moderator: Richard Hunt, M.D.
Chair, Emergency Medicine Department
State University of New York Health Science Center at Syracuse
750 East Adams St.
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Alan Blatt
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Fax: 716 631-4152
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1:30 p.m. - 3:00 p.m.

Vashon 1 and 2

Managing Speed: New Guidance for Safety Managers - Part II

Since the elimination of the national maximum speed limit in 1995, the responsibility for setting speed limits has been returned to states and communities. This panel discusses the most current methodologies in both setting and enforcing speed limits on all types of roads.

Part II How can law enforcement deal with the changes in speed limits?

Moderator: Judith L. Stone, President
Advocates for Highway and Auto Safety
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Senior Transportation Engineer
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David Wallace, Injury Prevention Specialist
National Center for Injury Prevention and Control
Center for Disease Control and Injury Prevention
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e-mail: dxw1@cdc.gov

John D. Wintersteen, Chief
Paradise Valley Police Department
6433 East Lincoln Drive
Paradise Valley, AZ 85253-4399
602-948-7418 Fax: 602-998-0877

3:00 pm - 3:30pm

Break in the Exhibit Areas

3:30 p.m. - 5:00 p.m.

Elliott Bay

Re-invigorating Impaired Driving Enforcement

How to draw attention and build support for impaired driving enforcement. Hear about intervention strategies that focus on making a difference at the community level.

Moderator: Tom Shehan
Law Enforcement Training
301 Tarrow, TEEX
College Station, TX 77840-7896
1-800-423-8433
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Captain John Diehl
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Sergeant Vic Donoho
Tennessee Highway Patrol
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e-mail: wayne.barb@mindspring.com

MONDAY

3:30 p.m. - 5:00 p.m.

Vashon I and 2

3rd floor

Evidence-based Recommendations For Child Passenger Safety

Learn about research that has been completed and about research programs currently being implemented as a means to learn more about the injuries associated with the use and misuse of child restraints.

Moderator: Esha Bhatia, M.A.

Co-Director, TraumaLink

Children's Hospital of Philadelphia

Abramson Pediatric Research Center, Suite 706

34th Street and Civic Center Boulevard

Philadelphia, PA 19104

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Angela Mickalide, Ph.D., Program Director

National Safe Kids Campaign

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Margaret M. Sweeney, Ph.D.

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Safety Studies Division

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Elaine Weinstein

Acting Director for Special Projects

Office of Safety Recommendations and

Accomplishments

National Transportation Safety Board

490 L'Enfant Plaza, SW

Washington, DC 20594

202-314-6511

Fax: 202-314-6599

e-mail: weinste@ntsb.gov

3:30 p.m. - 5:00 p.m.

Cascade 1B

Marketing Safe Communities to Hospitals, Businesses, Schools and Media

A discussion on how and why to market the Safe Communities initiative to local hospitals, business leaders and media.

Moderator: Barbara Alberson, M.P.H., Chief

State and Local Injury Control Section

California Department of Health Services

601 North 7th Street, MS 271

Sacramento, CA 94234-7320

916-327-0515

Fax: 916-323-3682

Mark Edwards, Ph.D.

Managing Director for Traffic Safety

AAA

1000 AAA Drive Box 176

Heathrow, FL 32746

407-444-7909

Fax: 407-444-7956

e-mail: medwards@national.aaa.com

Nate Miley, Council Member City of Oakland

Chair of the Oakland Pedestrian Safety Project

One Frank Ogawa Plaza, 2nd Floor

Oakland, CA 94612

510-238 - 7049

Fax: 510-238-6129

Mark Strait, Grants Manager

Idaho Office of Highway Safety

PO Box 7129

Boise, Idaho 83707

208-334-8102

Fax: 208-334-4430

3:30 p.m. - 5:00 p.m.

St. Helen's

Building Better Bicycle Safety With the Next Generation

This interactive workshop will focus on young people from around the country and their efforts to encourage bicycling and make their communities more bike-friendly. Both youth and adults working with youth will draw on their experiences and provide a much needed connection between youth level communication and that of adult bicycle safety advocates. The workshop will cover bicycle skills building, safe cycling, and innovative techniques for reaching diverse populations of youth bicyclists. The goal of the session is to provide a highly-informative learning environment for participants based on the actual experiences of youth members from generationally diverse populations.

Moderator: Pat Hines, Executive Director

Safe Moves

15500 Erwin Street

Van Nuys, CA 91411

818-908-5341

Fax: 818- 908-5337

Jossie Diel (age 12)

Peter Veale (age 14)

c/o Safe Moves

15500 Erwin Street

Van Nuys, CA 91411

818-908-5341

Fax: 818-908-5337

Charles Hammond, President

Youth Bicycle Education Network

31 East 52nd Street

Indianapolis, IN 46205

317-253-3632

e-mail: chammond@iupui.edu

Robert Leipold,

Associate Developmental Director

Earth Force Organization

1908 Mount Vernon Avenue, Second Floor

Alexandria, VA 22301

703-519-6861

Fax: 703-299-9485

Monday's Program is continued on page 22

LIFESAVERS 17 WORKSHOPS AT A GLANCE

	Adams	Olympic	Elliott Bay	Cascade Ballroom 1	Cascade Ballroom 1A	Cascade Ballroom 1B
Sunday 2:00 p.m. -3:30 p.m.	Programs to Run Through a Local Safe Community: BUA, Alcohol, Ped/Bike, Community Policing		Creative & Alternative Sentencing of DWI Offenders	Aggressive Driving: Law Enforcement's Perspective		
Sunday 4:00 p.m. -5:30 p.m.	How To Get Judges Involved in Traffic Safety: Encouraging Ethical Judicial Activism		Child Passenger Safety Law Enforcement	Youth Programs: Some Promising Approaches		
Monday 10:00 a.m. -11:30 a.m.	Safety in TEA-21	Before & After Seattle: A Walking Interactive Pedestrian Story	BUA Endorsements for Enforcement: Non-Traditional Partners Get the Job Done		Strategies for Increasing Seat Belt Use: What Works?	Youth Program Some Promising Approaches
Monday 1:30 p.m. -3:00 p.m. 1:45		Before & After Seattle: A Walking Interactive Pedestrian Story	Re-Invigorating Impaired Driving Enforcement *		Strategies for Increasing Seat Belt Use: What Works?	Creative Approaches to Traffic Safety Enforcement
Monday 3:30 p.m. -5:00 p.m.			Re-Invigorating Impaired Driving Enforcement			Marketing Safe Communities to Hospitals, Businesses, Schools & the Media
Tuesday 8:45 a.m. -10:15 a.m.	* New Developments in Vehicle Safety	Meet to Depart for Harborview Injury Prevention Research Center Field Trip	Beyond Posters, Bumper Stickers & Brochures: Earned Media		Results of National Surveys: Implications for Highway Safety Programs	Prescription for Safe Communities: A Hospital's Approach
Tuesday 10:45 a.m. -12:15 p.m.	The "Forgotten": Pedestrian: A Look at Innovative Approaches to General Pedestrian Safety	Harborview DOUBLE SESSION 8:45-12:00	Aggressive Driving: Law Enforcement's Perspective		Public Perception & Public Behavior: What Do National Surveys Tell Us About Occupant Protection?	Infant Through Age 4 Issues *
Tuesday 2:00 p.m. -3:30 p.m.			Binge Drinking: A Challenge of College Age Populations		Public Perception & Public Behavior: What Do National Surveys Tell Us About Occupant Protection?	Crunching the Numbers to Support Safe Communities Initiative
Tuesday 3:45 p.m. -5:15 p.m.			Sanctions for Repeat DWI Offenders: What Research Shows		Impaired Driving: A Victim Perspective	

Cascade Ballroom 1C

Cascade Ballroom 2

St. Helen's

Orcas

Whidbey

Vashon 1 and 2

Grand Ballroom 2

Grand Ballroom 3

Drowsy Driving
High Risk
Populations

How Good is Your
Occupant
Protection Program?
The Role of
Program
Assessments

A Comprehensive
Approach to
Motorcycle Safety:
Planning for the
Future

Data Part I: Over-
coming Obstacles to
Data Access and
Collection

Influencing the
Child Traffic Safety
Legislative Process:
You Can Make a
Difference

Buckle Up America
Campaign: Imple-
menting Enforce-
ment Mobilizations
at the National, State
& Local Levels

Drowsy Driving
High Risk
Populations

Transporting Pre-
School & Special
Needs Children in
School Buses

Data Part II:
Making Sense of
Data at the
Community Level

Where Are the
Bucks? Gaining
Funding for Your
Safe Community
Program

Buckle Up America
Campaign: Imple-
menting Enforce-
ment Mobilizations
at the National,
State & Local Levels

Child Passenger
Safety Training &
Certification
Update

Tracking "Partners
in Progress"

Data Uniformity:
What Does It
Mean for Your
Highway Safety
Program?

Managing Speed:
New Guidance for
Safety Managers
Part I

Primary Seat Belt
Laws: How
Important Are
They? How Do
We Get Them?

Hospital Discharge
and Special Educa-
tion Issues

After the Crash:
High Tech Emer-
gency Access

Managing Speed:
New Guidance for
Safety Managers
Part II

A Continuing
Challenge - The
Hard Core Drunk
Driver

Building Better
Bicycle Safety
With the Next
Generation

Evidence-based
Recommendations
for Child Passenger
Safety

Teen's Eye View of
Graduated Driver
Licensing

Current Research
on Aspects of
Speed & Aggressive
Driving

Ask the Child
Passenger Safety
Injury Experts

Diversity/Owner-
ship/Success:
Enrolling Diverse
Populations in Suc-
cessful Traffic
Safety Programs

What's New in
Underage Drinking
Initiatives?

A Continuing
Challenge - The
Hard Core Drunk
Driver

Local Innovative
Occupant Protec-
tion Enforcement
& Public Informa-
tion Programs

Partnerships for
Safe Communities ,
Military, National
Organizations,
Federal Agencies &
Law Enforcement

What's New in
Underage Drinking
Initiatives

Running a Safety
Seat Clinic

Innovative Technol-
ogy Applications
for Traffic Safety
Enforcement

Rural Partners for
Enforcing Occupant
Protection Laws

Creative Approaches
to Traffic Safety
Enforcement

Graduated Driver
Licensing: Blue-
print for the Future

Safely Transporting
Kids Ages 4 to 16

Beyond Posters,
Bumper Stickers
& Brochures:
Earned Media

MONDAY

3:30 p.m. - 5:00 p.m.

Grand Ballroom 2

Teen's Eye View of Graduated Driver Licensing

Six thousand teenagers were killed last year and over 600,000 are injured annually in car crashes. States are adopting a Graduated Driver Licensing (GDL) system to combat the deadly trend. How do teens feel about GDL and what are they doing to stop their classmates from dying in a crash?

Moderator: Allan Williams, Ph.D.

Senior Vice President, Research
Insurance Institute for Highway Safety
1005 N. Glebe Road
Arlington, VA 22201-4751
703-247-1560
e-mail: awilliams@highwaysafety.org

Erin Donovan-Hull, Deputy Director

Street Law Inc.
918 16th St. NW
Washington, DC 20006
202-293-0088 Ext. 244

John Harvey

Regional Traffic Safety Education Coordinator
Educational Service District 101
Superintendent of Public Instruction's Office
1025 West Indiana Ave
Spokane, WA 99205
509-456-6313

3:30 p.m. - 5:00 p.m.

Grand Ballroom 3

Current Research on Aspects of Aggressive Driving

Aggressive driving and speeding continue to be major problems. Recent research focuses on driver attitudes and behavior, identifying times and places where road rage incidents are more likely to occur, regional prevalence of aggressive driving styles, and effective enforcement strategies to curb aggressive driving.

Moderator: Stephanie Faul

AAA Foundation for Traffic Safety
1440 New York Avenue, NW
Washington, D.C. 20005
202-638-5944
Fax: 202-638-5943
e-mail: steph@aaafts.org

Richard Compton, Ph.D.

Office of Research and Traffic Records
NHTSA, NTS-30
400 7th Street, SW
Washington, DC 20590
202-366-2699
e-mail: rcompton@nhtsa.dot.gov

Anne McCartt, Ph.D., Deputy Director

Institute for Traffic Safety Management and Research
80 Wolf Road, Suite 607
Albany, NY 12205-2604
518-453-0291
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Lieutenant Judy Hamaker

Utah Highway Patrol
Traffic Law Enforcement Division
NHTSA
400 Seventh Street, SW
Washington, DC 20590
202-366-2749
Fax: 202-366-7721
e-mail: jhamaker@nhtsa.dot.gov

3:30 p.m. - 5:00 p.m.

Cascade Ballroom 2

A Continuing Challenge - The Hard Core Drunk Driver

Repeat offenders and other hard core drunk drivers continue to drink, drive, crash, injure, and kill. Come to this workshop to learn effective methods for changing their behavior. It will present national strategies from several organizations and will feature two judges who have made a difference in their courtrooms

Moderator: Jim Hedlund

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Ithaca, NY 14850-6216
607-273-5645
Fax: 607-277-1426
e-mail: jhedlund@sprynet.com

Judge Elizabeth R. Finn

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400 North 7th Street
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602-261-8611
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Rose A. McMurray, Associate Administrator

Traffic Safety Programs
NHTSA
400 7th Street, SW
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202-366-1755
Fax: 202-366-7149
e-mail: rmcmurray@nhtsa.dot.gov

Judge William F. Todd, Jr.

State Court of Rockdale County, Suite 310
Rockdale County Court House
Conyers, GA 30207
770-929-4020
Fax: 770-918-6695
e-mail: williamtodd@mindspring.com

TUESDAY

8:45 a.m. - 10:15 a.m.

Adams

New Developments in Vehicle Safety

Learn about the latest developments in enhancing the crash worthiness of vehicles and the future of crash avoidance systems. Hear how advances in safety, like those that will address improving crash response, are being implemented. Come to explore the challenges and opportunities that will be presented by emerging technologies and their interface with human factors.

Moderator: Philip R. Recht

Deputy Administrator
National Highway Traffic Safety
Administration
400 7th St., SW
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202-366-2775
Fax: 202-366-2106

Bill Boehly

Automotive Occupant Restraints Council
1158-B Swinks Mill Road
McLean, VA 22102
703-448-0084
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David W. Clark, Senior Research Engineer

Ford Motor Company
Fairlane Plaza South, Suite 500
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Dearborn, MI 48126
313-594-1156
Fax: 313-594-0723
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Robert C. Lange

Director, Automotive Safety
General Motors Technical Center
30200 Mound Road, 480-111-N65
Warren, MI 48090

8:45 a.m. - 12:00 a.m.

DOUBLE SESSION (includes travel)

**Meet in Olympic or
at posted bus location**

Harborview Injury Prevention and Research Center Field Trip

Note: This workshop is a double session and is limited to 30 pre-registered participants. Check the Registration Desk for details.

Hear about the latest in motor vehicle injury research and tour the Harborview Injury Prevention and Research Center and Harborview Medical Center — the only Level I Trauma Center for Washington, Idaho, Montana and Alaska, and one of the foremost injury research centers in the country. See the new state-of-the-art emergency department which saw 66,000 patients last year and the biomechanics laboratory.

Moderator: Fred Rivara, M.D., M.P.H.

Director HIPRC

George Atkins Professor of Pediatrics
University of Washington School of Medicine
Adjunct Professor of Epidemiology,
University of Washington School of Public
Health and Community Medicine
Harborview Injury Prevention
and Research Center
325 9th Avenue, Box 359960
Seattle, WA 98104-2499
206-521-1520
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Evan Simpson

Director of Public Affairs
Harborview Injury Prevention
and Research Center
325 Ninth Avenue, Box 359960
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206-521-1526
Fax: 206-521-1562

**Please wear your badge at all
food functions.**



TUESDAY

7:30 a.m. - 8:30 a.m.

Exhibit Area

Foyer, Grand Ballroom I

5th Avenue,

Grand Crescent

**Complimentary Continental
Breakfast in the Exhibit Area**

TUESDAY

8:45 a.m. - 10:15 a.m.

Elliott Bay

Beyond Posters, Bumper Stickers and Brochures: Earned Media

As the competition for limited public service time heats up, program managers need to find new and effective methods to effectively and efficiently communicate their program messages. Posters, bumper stickers and brochures are usually not the most effective way to promote programs. An earned media campaign generates effective media coverage through the strategic use of events and press releases. Learn how two national firms are helping the traffic safety community use earned media strategies to leverage their limited public education resources.

Moderator: Susan Gorcowski, Director
Office of Communications & Outreach
NHTSA
400 7th St., SW
Washington, DC 20590
202-366-2683
Fax: 202-366-6916
e-mail: sgorcowski@nhtsa.dot.gov

David Mitchell, Partner
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1010 Wisconsin Ave, NW, Suite 800
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Mickey Nall, Senior Vice President
Ogilvy Public Relations
1901 L. Street, NW, Suite 300
Washington, DC 20036
202-452-9536
Fax: 202-331-3003

8:45 a.m. - 10:15 a.m.

Cascade Ballroom 1A

Results of National Surveys: Implications for Highway Safety Programs

This workshop will focus on recent national surveys conducted by NHTSA and other safety organizations on drugged and drunk driving, occupant protection, speeding and aggressive driving, older drivers, air bags, emergency medical services and pedestrian and bicycle safety. Speakers will discuss the survey results and what those results mean for state and community programs.

Moderator: Philip M. Salzberg, Ph.D.
Research Director
Washington Traffic Safety Commission
1000 S. Cherry St. PO Box 0944
Olympia WA 98504
360-586-3873 Fax: 360 586-6489
e-mail PSALZBERG@WTSC.WA.GOV

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Research and Evaluation Division
Traffic Safety Programs
NHTSA
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202-366-5592 Fax: 202-366-7096
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8:45 a.m. - 10:15 a.m.

Cascade Ballroom 1B

Prescription for a Safe Communities Program: A Hospital's Approach

Examples will be showcased of local hospitals' prescriptions to implementing Safe Communities. There will be a discussion on changing behavior of crash victims and capitalizing on the opportunities available during the hospital stay.

Moderator: Joseph Sabato, Jr., M.D.
Chief, Emergency Department
Parkland-Columbia Medical Center
One Parkland Drive
Derry, NH 03038
Phone: 603-421-2225
Fax: 603-421-2223

M. Denise Dowd, M.D., M.P.H.
Division of Emergency Medicine
Children's Mercy Hospital
2401 Gillham Road
Kansas City, MO 64108
816-234-3450
Fax: 816-234-3039
e-mail: ddowd@cmh.edu

Joanne Fairchild, Project Director
Trauma Nurses Talk Tough
Legacy Emanuel Hospital
2801 North Gantenbein Avenue
Portland, OR 97227
503-413-4239

Carol E. Steans, M.A.
Certified Child Passenger Safety Technician/Instructor Trainer
Injury Prevention Coordinator
William Lehman Injury Research Center
PO Box 016960 (D-55)
Miami, FL 33101
305-585-1190 Ext. 2769
Fax: 305-324-6256

TUESDAY

8:45 a.m. - 10:15 a.m.

Cascade Ballroom 1C

Three Flags Workshop: An International Law Enforcement Occupant Protection Traffic Safety Program

Learn how to motivate and enroll law enforcement officers in successful enforcement, education, and media programs that promote occupant protection, impaired driving, speed, and other traffic safety programs.

Moderator: Katie Lynch

Washington Traffic Safety Commission
100 South Cherry Street
PO Box 40944
Olympia, WA 98504
360-586-3865 Fax: 360- 586-6489
e-mail: klynch@wtsc.wa.gov

Sheriff Rick Bart

Snohomish County
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e-mail: Rick.Bart@co.snohomish.wa.us

Sergeant David Greenhalgh

ICBC, Licensing Investigations
2631 Douglas Street
Victoria, British Columbia V8T 5A3
Canada

Carla Levinsky

Oregon Department of Transportation
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Bob Nordland

Royal Canadian Mounted Police
14355 57th Avenue
Surrey, British Columbia D3X 1A9
Canada

Captain Helmut Steele, District Commander

Washington State Patrol, District 7
2700 - 116th Street, NE
Marysville, WA 98271-9425
360-658-2588 Fax: 360- 438-7129
e-mail: hsteele@wsp.wa.gov

8:45 a.m. - 10:15 a.m.

Cascade Ballroom 2

Ask the Child Passenger Safety Industry Experts

This session will be devoted to industry experts who will answer your questions about child restraint compatibility, design and installation.

Moderator: Joseph Colella

Executive Director, DANA Foundation
PO Box 1050
Germantown, MD 20875
301-540-7295
Fax: 301-601-9228

Ron Asbach, Senior Product Engineer

Fisher-Price, Inc.
636 Girard Avenue
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Paul Butler

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Dave Campbell

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Carol Dingley

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Leanne Huxtable

General Manager
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Jupiter, FL 33458
561-747-6920

Artie Martin, Staff Project Engineer

NAO Safety & Restraints Center
General Motors Corporation
Engineering Building MC S3-S29
Warren, MI 48090-9010
810-986-5638

Russell Snyder, Child Restraint Engineer

Kolcraft of North Carolina
10832 NC Highway 211
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910-944-9345 Ext. 225
Fax: 910-944-3490

Howard Willson

Vehicle Safety Specialist
Daimler Chrysler Corporation
CIMS 482-00-83
800 Chrysler Drive
Auburn Hill, MI 48326-2757
734-764-4722

TUESDAY

8:45 a.m. - 10:15 a.m.

St. Helen's

Diversity / Ownership / Success: Enrolling Diverse Populations in Successful Traffic Safety Programs

Learn about a variety of innovative ways to engage cultural and ethnic populations in the ownership and promotion of successful traffic safety programs.

Moderator: Officer LeRoy Littlebull
Yakama Nations Tribal Police
PO Box 151
Toppenish, WA 98948
509-865-2933 Fax: 509-865-1937
e-mail: lilbul@aol.com

Chief Rory Gilliland
*President, Northwest Association of Tribal
Enforcement Officers*
Squaxin Police Department
S.E. 70 Squaxin Lane
Shelton, WA 98584
360-786-2191 Fax: 360-426-8753

Starla Green
Warm Springs
351 S.E. Uglow
Dallas, OR 97338
503-831-3739 Fax: 503-831-3739

Sharon John
Indian Health Services
401 Buster Road
Toppenish, WA 99948
509-865-2102

Juan Montemayor
Washington State Patrol
101 Laguna Drive
Moses Lake, WA 98837
509-765-6175 Fax: 360-493-2796

Kevin Overbay
Washington State Patrol
2822 Euclid Street
Wenatchee, WA 98801
509-663-9721 Fax: 509-438-7128

8:45 a.m. - 10:15 a.m.

Vashon 1 and 2

What's New in Underage Drinking Initiatives?

This workshop will highlight the significant new national programs focused on underage drinking prevention.

Moderator: Kenneth D. Stark, Director
Department of Social and Health Services
Division of Alcohol and Substance Abuse
PO Box 45330
Olympia, WA 98504-5330
360-438-8200
Fax: 360-438-8078
e-mail: starkkd@dshs.wa.gov

Trina Leonard
Leonard & Associates
15713 Cherry Blossom Lane
North Potomac, MD 20870
301-948-4879

Dick Nuse
Washington Traffic Safety Commission.
1000 South Cherry Street
Olympia, WA 98504-0944
360-664-8426

Kyra White
SADD National Student of the Year
922 East 4th Street, Suite 139
Tucson, AZ 85719
520-695-1299

TUESDAY

**Exhibit Area -
Foyer, Grand Ballroom I
5th Avenue,
Grand Crescent**

**10:15 a.m. - 10:45 a.m.
Morning Break**

10:45 a.m. - 12:15 p.m.

Adams

The "Forgotten" Pedestrian: A Look at Innovative Approaches to General Pedestrian Safety

Pedestrian safety workshops often focus on either children or older adults, as both groups are considered vulnerable to injury. This workshop will highlight some new approaches for increasing pedestrian safety in communities, including pedestrian safety for the disabled. Such approaches include enforcement of "yield to pedestrian" laws involving the judiciary in pedestrian safety, and strategies for improving street safety when engineering is not an option.

Moderator: Julie Matlick,
Pedestrian Planning Specialist
Washington State Department of
Transportation
310 Maple Park Drive
Olympia, WA 98504
360-705-7505
Fax: 360-705-6870
e-mail: matlicj@wsdot.wa.gov
See our pedestrian site at —
<http://www.wsdot.wa.gov/hldr/>

Julie Kirschbaum, Project Coordinator
Beneficial Designs
5858 Empire Grade
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Fax: 831-423-8450

Lieutenant John Miner
Redmond Police Department
City of Redmond
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Joy Riddell, Pedestrian, Safety Coordinator
Florida Atlantic University, College of Nursing
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e-mail: jriddell@fau.edu

TUESDAY

10:45 a.m. - 12:15 p.m.

Elliott Bay

Aggressive Driving: Law Enforcement's Perspective

Aggressive driving has become one of the nation's top three highway threats along with drunken driving and failure to use seat belts. This workshop will highlight problems associated with aggressive driving and how some states and cities are providing solutions.

Moderator: Chuck Peltier, Chief
Traffic Law Enforcement Division
NHTSA
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Sergeant Bud Dulaney, Special Operations
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15949 Cardinal Drive
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Lieutenant Judy Hamaker, Utah Highway Patrol
Traffic Law Enforcement Division
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400 Seventh Street, SW
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Nancy Humphrey
Transportation Research Board
National Academy of Sciences/National Research Council
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Richard A. Retting
Senior Transportation Engineer
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1005 North Glebe Road
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703 247-1500 Fax: 703 247-1588

Major James Walker
Ohio State Highway Patrol
1970 W. Broad Street
Columbus, OH 43223
614-466-2990 Fax 614-752-3040
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Terry L. Witkowski, Safety Director
Milwaukee Police Department
6680 North Teutonia Avenue
Milwaukee, WI 53209
414-935-7994 Fax: 414-935-7924

10:45 a.m. - 12:15 p.m.

Cascade Ballroom 1A

Public Perception and Public Behavior: What Do National Surveys Tell Us About Occupant Protection?

Recent research shows that when a driver is unbuckled, the children in that vehicle are buckled only 30% of the time. Conversely, when the driver is buckled, the children are buckled 94% of the time. In order to further reduce deaths and mitigate injuries, public perception and behavior must be understood. Hear about the research results and learn how to effectively position safety belt messages to achieve higher usage rates.

Moderator: David Mitchell
Partner Greer, Margolis, Mitchell,
Burns & Associates
1010 Wisconsin Ave., NW, Suite 800
Washington, DC 20007
202-338-8700
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Janet Dewey, Executive Director
Air Bag & Seat Belt Safety Campaign
National Safety Council
1025 Connecticut Avenue, NW
Suite 1200
Washington, DC 20036
202-293-2270
Fax: 202-822-1399

10:45 a.m. - 12:15 p.m.

X Cascade Ballroom 1B

Infant Through Age 4 Issues

Learn about the technological solutions to child safety seat compatibility problems.

Moderator: Deborah Stewart
Editor, *Safe Ride News*
5223 NE 187th
Lake Forest Park, WA 98155
206-364-5696
Fax: 206-364-5992
e-mail: dstewart@twbc.com

Lisa Sullivan
Vehicle Research and Test Center
NHTSA
PO Box 37
East Liberty, OH 43319
937-666-4511
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Elaine Weinstein
Acting Director for Special Projects
Office of Safety Recommendations
and Accomplishments
National Transportation Safety Board
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800 Chrysler Drive
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fax: 248-576-7321
e-mail: hsw1@daimlerchrysler.com

TUESDAY

10:45 a.m. - 12:15 p.m.

Cascade Ballroom 1C

Diversity / Ownership / Success: Enrolling Diverse Populations in Successful Traffic Safety Programs

Learn about a variety of innovative ways to engage cultural and ethnic populations in the ownership and promotion of successful traffic safety programs.

Moderator: Officer LeRoy Littlebull

Yakama Nations Tribal Police

PO Box 151

Toppenish, WA 98948

509-865-2933 Fax: 509-865-1937

e-mail: lilbulbs@aol.com

Chief Rory Gilliland

President, Northwest Association of Tribal

Enforcement Officers

Squaxin Police Department

S.E. 70 Squaxin Lane

Shelton, WA 98584

360-786-2191 Fax: 360-426-8753

Starla Green

Warm Springs

351 S.E. Uglov

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503-831-3739 Fax: 503-831-3739

Sharon John

Indian Health Services

401 Buster Road

Toppenish, WA 99948

509-865-2102

Juan Montemayor

Washington State Patrol

101 Laguna Drive

Moses Lake, WA 98837

509-765-6175 Fax: 360-493-2796

Kevin Overbay

Washington State Patrol

2822 Euclid Street

Wenatchee, WA 98801

509-663-9721 Fax: 509-438-7128

10:45 a.m. - 12:15 p.m.

Cascade Ballroom 2

A Continuing Challenge - The Hard Core Drunk Driver

Repeat offenders and other hard core drunk drivers continue to drink, drive, crash, injure, and kill. Come to this workshop to learn effective methods for changing their behavior. It will present national strategies from several organizations and will feature two judges who have made a difference in their courtrooms

Moderator: Jim Hedlund

Highway Safety North

110 Homestead Road

Ithaca, NY 14850-6216

607-273-5645

Fax: 607-277-1426

e-mail: jhedlund@sprynet.com

Judge Elizabeth R. Finn

Phoenix Municipal Court, Courtroom 27

400 North 7th Street

Phoenix, AZ 85006

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e-mail: efinn@ci.phoenix.az.us

Rose A. McMurray, Associate Administrator

Traffic Safety Programs

NHTSA

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Judge William F. Todd, Jr.

State Court of Rockdale County, Suite 310

Rockdale County Court House

Conyers, GA 30207

770-929-4020

Fax: 770-918-6695

e-mail: williamtodd@mindspring.com

10:45 a.m. - 12:15 p.m.

St. Helen's

Local Innovative Occupant Protection Enforcement & Public Information Programs

Presenters will discuss their successful innovative enforcement and information programs and will discuss what is needed at the local level to build more programs to support the state and national efforts of the Buckle Up America Campaign.

Moderator: Lieutenant Stewart Meyer

Oklahoma Department of Public Safety

PO Box 11415

Oklahoma City, OK 73136-0415

405-224-6098

Fax: 405-425-7039

e-mail: smeyer@dps.state.ok.us

Sergeant Brent Davis

Missouri Highway Patrol

1510 East Elm Street

Jefferson City, MO 65101.

573-751-3313

Fax: 573-526-6383.

E-mail: MSHPPIED@mail.state.mo.us

Trooper Ron Davis

Oklahoma Department of Public Safety

PO Box 11415

Oklahoma City, OK 73136

405-224-6098

Fax: 405-425-7039

Sgt. John A. Lupo

New York State Police

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MPO Robert T. Wall

Fairfax County Police Department

3911 Woodburn Road

Annandale, VA 22003

703-280-0567

Fax: 703-280-0624

TUESDAY

10:45 a.m. - 12:15 p.m.

Whidbey

Partnerships for Safe Communities: Military, National Organizations, Federal Agencies and Law Enforcement

Examples will be provided on how to expand your Safe Communities partnership base to include the military, affiliates of national organizations, Federal agencies and law enforcement.

Moderator: Fred Humphrey

Executive Director, Shore Safety Program
Naval Safety Center
375 A. Street
Norfolk, VA 23511
757-444-3520 Ext. 7167
Fax: 757-444-6044

Chief Deputy Lance Belka

Summit County Sheriff's Office
53 University Avenue
Akron, OH 44308
330-643-2112
Fax: 330-434-2701

Greg Harshaw, Special Assistant

Federal Railroad Administration
1120 Vermont Ave., NW
Washington, D.C. 20590
202-493-6016
Fax: 202-493-6009

Michael Meit, Program Manager

NACCHO
1100 17th St., NW, 2nd floor
Washington, DC 20036
202-783-5550 Ext 202
Fax: 202-783-1583

10:45 a.m. - 12:15 p.m.

Vashon 1 and 2

What's New in Underage Drinking Initiatives?

This workshop will highlight the significant new national programs focused on underage drinking prevention.

Moderator: Kenneth D. Stark, Director

Department of Social and Health Services
Division of Alcohol and Substance Abuse
PO Box 45330
Olympia, WA 98504-5330
360-438-8200
Fax: 360-438-8078
e-mail: starkkd@dshs.wa.gov

Trina Leonard

Leonard & Associates
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North Potomac, MD 20870
301-948-4879

Dick Nuse

Washington Traffic Safety Commission.
1000 South Cherry Street
Olympia, WA 98504-0944
360-664-8426

Kyra White

SADD National Student of the Year
922 East 4th Street, Suite 139
Tucson, AZ 85719
520-695-1299

2:00 p.m. - 3:30 p.m.

Vashon 1 and 2

Rural Partners for Enforcing Occupant Protection Laws

The National Rural Health Association (NRHA) takes a leadership role in promoting local grassroots support for Occupant Protection Enforcement Campaigns. National and local NRHA representatives will discuss program development, implementation, and evaluation of Phase I and Phase II of the *Partners for Rural Traffic Safety Project*, as well as plans for Phase III — marketing the program nationwide.

Moderator: Ann Mitchell

Highway Safety Specialist
NHTSA, NTS-22
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509-725-7041 Fax: 509-725-4467

Sherrill Hansen

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509-725-1061 Fax: 509-725-2110

Diane Martin

Lincoln County Public Health Coalition
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Robert Quick

National Rural Health Association
One West Armor Blvd., Suite 203
Kansas City, MO 64111
816-756-3140 Fax: 816-756-3144
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Don Reed, Deputy Sheriff

Lincoln County Sheriff's Department
PO Box 367
Davenport, WA 99122
509-725-9261 Fax: 509-725-3533

Jim Stinson, Traffic Safety Teacher

Davenport School District
800 Sixth Street
Davenport, WA 99122
509-725-4021 Fax: 509-725-4003

TUESDAY MARCH 23

12:30 pm-1:45pm: Luncheon

Grand Ballrooms 2 & 3 NHTSA Awards Luncheon

Philip R. Recht - Master of Ceremonies

Deputy Administrator, National Highway Traffic Safety Administration

Mortimer L. Downey

Deputy Secretary, Department of Transportation

Presentation of Awards: Ricardo Martinez, M.D.

Administrator, National Highway Traffic Safety Administration

TUESDAY

2:00 p.m. - 3:30 p.m.

Elliott Bay

Binge Drinking: A Challenge of College Age Populations

What really is the drinking norm on college campuses? Hear various perspectives on this hot campus issue and learn what can be done to prevent alcohol-related tragedies by students.

Moderator: Suzanne Manning

Assistant to the Vice President for Student Affairs
University of Washington
1410 N. E. Campus Parkway, Box 355831
Seattle, WA 98195
206-685-9605
Fax: 206-543-2965
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Housing and Food, Lander Hall, Box 355610
206-543-6709
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University of Washington
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206-685-9005
Fax: 206-685-9006
email: ifc@u.washington.edu

2:00 p.m. - 3:30 p.m.

Cascade Ballroom 1A

Public Perception and Public Behavior: What Do National Surveys Tell Us About Occupant Protection?

Recent research shows that when a driver is unbuckled, the children in that vehicle are buckled only 30% of the time. Conversely, when the driver is buckled, the children are buckled 94% of the time. In order to further reduce deaths and mitigate injuries, public perception and behavior must be understood. Hear about the research results and learn how to effectively position safety belt messages to achieve higher usage rates.

Moderator: David Mitchell, Partner
Greer, Margolis, Mitchell, Burns & Associates
1010 Wisconsin Ave., NW, Suite 800
Washington, DC 20007
202-338-8700
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e-mail: jeff.valliere@gmmb.com

John Boyle, Senior Vice-President
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Janet Dewey, Executive Director
Air Bag & Seat Belt Safety Campaign
National Safety Council
1025 Connecticut Avenue, NW
Suite 1200
Washington, DC 20036
202-293-2270
Fax: 202-822-1399

2:00 p.m. - 3:30 p.m.

Cascade Ballroom 1B

Crunching the Numbers to Support Your Safe Community Initiative

A discussion on how to tap into jury data at the local level and how to articulate the importance of looking at injuries and how to "drive your programs with the data."

Moderator: Larry Cook, Statistician
University of Utah CODES
410 Chipeta Way, Suite 222
Salt Lake City, UT 84108
801-585-9760
e-mail: larry.cook@hsc.utah.edu

Keith Hansen
Injury Prevention and Control Coordinator
State of Nebraska Department of Health
301 Centennial Mall South
Lincoln, NE 68509-5007
402-471-2101
Fax: 402-471-6446

Eric Hawkins
Muscle Shoals 2000
103 Student Drive
Muscle Shoals, AL 35662
205-389-0500
Fax: 205-389-0599

TUESDAY

2:00 p.m. - 3:30 p.m.
Cascade Ballroom 1C

Bartender, Drinker and Driver — And One For the Road?

The moment of contact between the server and the drinker is one of the most significant opportunities for the prevention of service of alcohol beverages to underage and intoxicated persons. This workshop will describe why it is important to involve the licensed beverage industry and regulatory agencies in community coalitions. A key focus will be on the development of a Hospitality Resource Panel to create safe communities and healthy businesses.

Moderator: James E. Peters, President
Responsible Hospitality Institute
4113 Scotts Valley Drive, Suite 206
Scotts Valley, CA 95066
831-438-1404 Fax: 831-438-3306
E-mail: Jim@HospitalityWeb.org
Website: www.HospitalityWeb.org

Gary W. Gilbert, Director of Enforcement
Washington State Liquor Control Board
1025 East Union Avenue
Olympia, WA 98504-3076
360-586-3052 Fax: 360-664-050
e-mail: gwg@liq.wa.gov

Ian and Patty Relay, Owners
World Famous Up & Up Tavern
1234 North State Street
Bellingham, WA 98225
360-733-9739
e-mail: PRelay5500@aol.com

Steve Zolezzi, Executive Vice President
Food and Beverage Association of San Diego
County
2515 Camino Del Rio South, Suite 220
San Diego, CA 92108
619-298-1890 Fax: 619-298-1770
e-mail: FBASD@Adnc.com

2:00 p.m. - 3:30 p.m.
Cascade Ballroom 2

Running a Safety Seat Clinic

Learn about how to coordinate a successful safety seat clinic and how to develop a coalition to expand safety seat clinic efforts community wide.

Moderator: Karen DiCapua
Program Manager
National SAFE KIDS Campaign
1301 Pennsylvania Avenue, NW, Suite 1000
Washington, DC 20004-1707
202-662-0600
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MPO Robert T. Wall
Fairfax County Police Department
3911 Woodburn Road
Annandale, VA 22003
703-280-0567
Fax: 703-280-0624

2:00 p.m. - 3:30 p.m.
St. Helen's

Innovative Technology Applications for Traffic Law Enforcement

Law enforcement agencies are learning the advantages of utilizing new labor-saving technologies. Panelists will demonstrate automated crash and citation systems, including wireless transmission to state traffic data bases, and will showcase new operational technologies for traffic law enforcement focusing on speed enforcement, aggressive driving and red light running.

Moderator: George M. Ferris
NHTSA Region V
19900 Governors Drive
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e-mail: david.smith@fhwa.dot.gov

TUESDAY

3:45 p.m. - 5:15 p.m.

Elliott Bay

Sanctions for Repeat DWI Offenders: What Research Shows

John Barleycorn has just been convicted of his second DWI. What sanctions can stop his drinking and driving? Join this moot courtroom as expert witnesses present relevant research on confinement, probation, license and vehicle actions, and treatment — what works, what doesn't, and why — to craft sanctions that satisfy the judge, prosecutor, and defense attorney.

Judge: **Jim Hedlund**
Highway Safety North
110 Homestead Road
Ithaca, NY 14850-6216
607-273-5645
e-mail: jhedlund@sprynet.com

Prosecutor: **Caran Curry**
Chief Administrative Officer
District Attorney General's Office
201 Poplar, Suite 301
Memphis, TN 38111
901-545-5955 Fax: 901-545-3937
e-mail: curry-c.scmjctr@co.shelby.tn.us

James C. Fell, Chief
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Traffic Safety Programs NHTSA
400 Seventh Street, NW
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Cliff Helander, Research Manager
California Department of Motor Vehicles
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Sacramento, CA 95818
916-657-7039 Fax: 916-657-8589

John Lacey, Principal Research Scientist
Mid-America Research Institute
PO Box 3329
Shepherdstown, WV 25443
304-876-1501

Defense Attorney: **Robert Shearouse**
Director of Public Policy
MADD National
511 East John Carpenter Freeway, Suite 700
Irving, TX 75062
214-744-MADD

Carl A. Soderstrom, M.D.
R. Adams Cowley Shock Trauma Center
22 South Greene Street
Baltimore, MD 21201
410-328-5537 Fax: 410-328-6017
e-mail: csoderstrom@trauma.ab.umd.edu

3:45 p.m. - 5:15 p.m.

Cascade Ballroom 1A

Impaired Driving: A Victim Perspective

This workshop will be presented as a Victim Impact Panel and will also discuss the role of Victim Impact Panels in state and local initiatives.

Moderator: **Karolyn Nunnallee**
President
MADD National
511 East John Carpenter Freeway,
Suite 700
Irving, TX 75062
214-744-MADD
e-mail: nunnallee@madd.org

Brenda Altman, Board Member
MADD National
5232 Dresden Lane
Roanoke, VA 24012
540-977-1130

Wendy Hamilton, Vice President
Victims' Issues
MADD National
10205 Trinity Church Road
Charlotte Hall, MD 20622
301-392-3718

3:45 p.m. - 5:15 p.m.

Cascade Ballroom 1C

How Will I Know the Program Made A Difference?

Remember Evaluation!

A hands-on demonstration on how, why and when to use performance measures and goal setting in your Safe Community.

Moderator: **Dr. Lindsay I. Griffin, III**
Research Scientist, Texas
Transportation Institute
Safety Division
Texas A & M University
College Station, TX 77843-3235
409-845-6375
Fax: 409-845-6178
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Bill Hall, Principal Investigator
Highway Safety Research Center
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Chapel Hill
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730 Airport Road
Chapel Hill, NC 27599-3430
919-962-8721

Frederick Streff, Research Scientist
University of Michigan
Transportation Research Institute
2901 Baxter Road
Ann Arbor, MI 48109
734-763-2466
Fax: 734-936-1081

TUESDAY

3:45 p.m. - 5:15 p.m.
Cascade Ballroom 2

Creative Approaches to Traffic Safety Enforcement

Are you tired of doing the same traffic safety programs? The presenters will explain some of the creative approaches they have used to rejuvenate their traffic safety programs.

Moderator: Sergeant David Hadley
Multnomah County Sheriff's Office
12240 N.E. Glisan Street
Portland, OR 97230
503 255-3600
Fax: 503-253-2663

Officer Jay Gilhooly
Albuquerque Police Department
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e-mail: JG1971JD@aol.com

Lieutenant John Miner
Redmond Police Department
City of Redmond
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Captain Tom Robbins
Washington State Patrol
2822 Euclid Ave
Wenatchee, WA 98801-5916
509-663-9725
Fax: 509-438-7128

John V. Moulden, President
National Organization for
Traffic Intersection Safety
411 Apple Grove Road
Silver Spring, MD 20904
301-681-8989
Fax: 301-681-8988
e-mail: moulden@aol.com

3:45 p.m. - 5:15 p.m.
St. Helen's

Graduated Driver Licensing: Blueprint for the Future

A discussion of best practices for implementing Graduated Driver Licensing based on the current status and requirements of GDL in the States and of research and evaluations completed in America and abroad.

Moderator: Chuck Hurley
Executive Director of Public Affairs
National Safety Council
1025 Connecticut Ave., NW, Suite 1200
Washington, DC 20036
202-293-2270
Fax: 202-293-0032
e-mail: hurleyc@nsc.org

Moderator: Allan Williams, Ph.D.
Senior Vice President, Research
Insurance Institute for Highway Safety
1005 N. Glebe Road.
Arlington, VA 22201-4751
703-247-1560
e-mail: awilliams@highwaysafety.org

James Nichols, Ph.D., Director
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NHTSA, NTS-30
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Washington, DC 20590
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e-mail: jnichols@nhtsa.dot.gov

3:45 p.m. - 5:15 p.m.
Vashon 1 and 2

Safely Transporting Kids Ages 4 to 16

This session will talk about the need to increase booster seat programs and other occupant protection programs addressing this age group as well as highlight some existing safety programs.

Moderator: Philip W. Haseltine, President
American Coalition for Traffic Safety, Inc.
1110 N. Glebe Road, Suite 1020
Arlington, VA 22201
703-243-7501
Fax: 703-243-2806
e-mail: phaseltn@actsinc.org

Phyllis Agran, M.D., M.P.H., Director
Pediatric Injury Prevention Research Group
University of California, Irvine
3255 Berkeley Place
Irvine, CA 92697-5800
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Esha Bhatia, M.A., Co-Director
Trauma Link
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TUESDAY

3:45 p.m. - 5:15 p.m.

Grand Ballroom 2

Beyond Posters, Bumper Stickers and Brochures: Earned Media

As the competition for limited public service time heats up, program managers need to find new and effective methods to effectively and efficiently communicate their program messages. Posters, bumper stickers and brochures are usually not the most effective way to promote programs. An earned media campaign generates effective media coverage through the strategic use of events and press releases. Learn how two national firms are helping the traffic safety community use earned media strategies to leverage their limited public education resources.

Moderator: Susan Gorcowski, *Director*
Office of Communications & Outreach
NHTSA
400 7th St., SW
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202-366-2683
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e-mail: sgorcowski@nhtsa.dot.gov

David Mitchell, *Partner*
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Mickey Nall, *Senior Vice President*
Ogilvy Public Relations
1901 L. Street, NW, Suite 300
Washington, DC 20036
202-452-9536
Fax: 202-331-3003

6:30 p.m.-8:30 p.m.

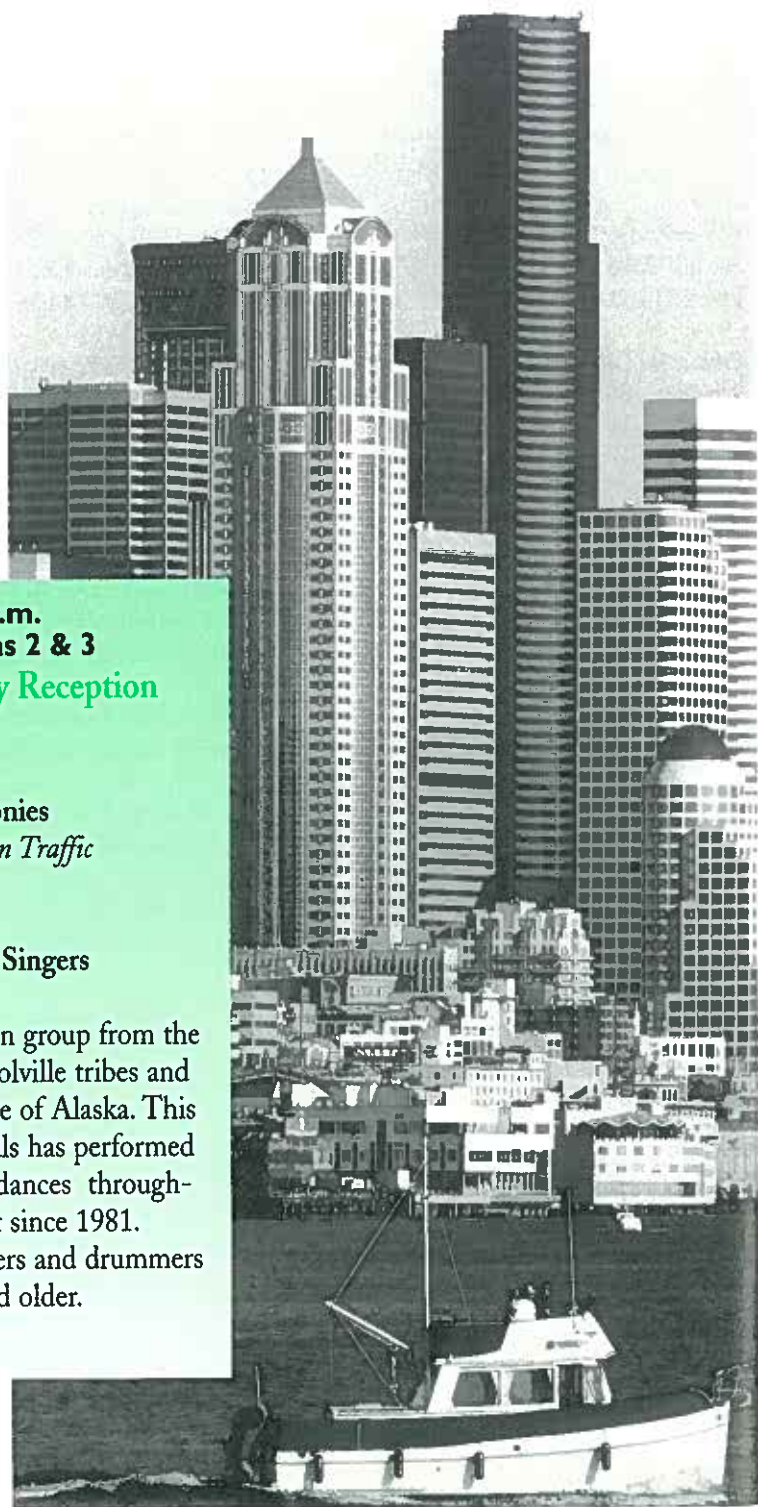
Grand Ballrooms 2 & 3

Closing Plenary Reception

John Moffat
Master of Ceremonies
*Director Washington Traffic
Safety Commission*

The Skagit Valley Singers and Dancers

A Native American group from the Swinomish and Colville tribes and the Eskimo Village of Alaska. This group of individuals has performed Native American dances throughout the Northwest since 1981. Featured are dancers and drummers 15 years of age and older.



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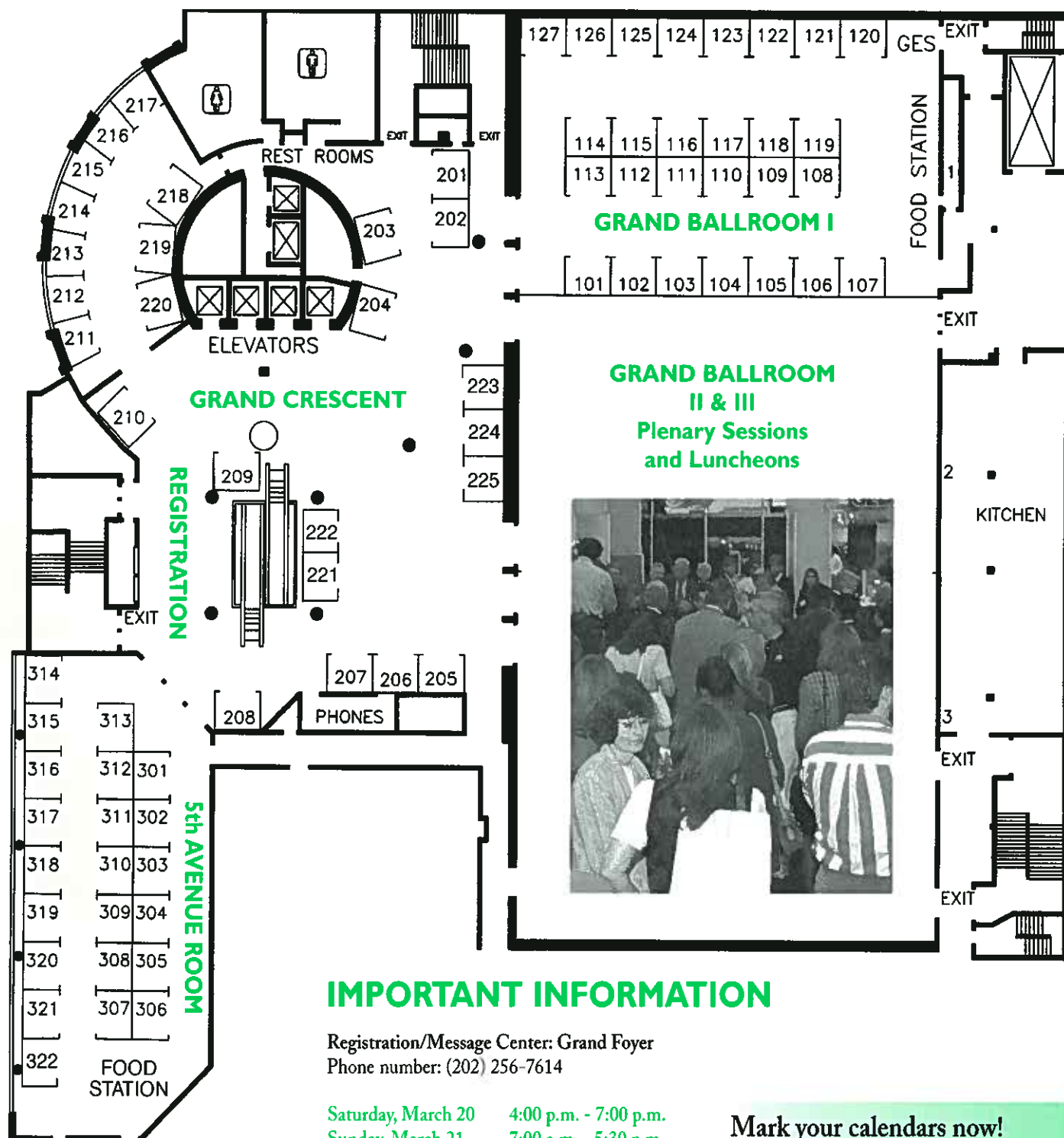
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Monday, March 22 7:00 a.m. - 5:00 p.m.
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