

**Lifesavers 2000**

**National Conference on Highway Safety Priorities**

**PROGRAM**



Exhibitors—see page 31

**Lifesavers2000**

NATIONAL CONFERENCE ON HIGHWAY SAFETY PRIORITIES



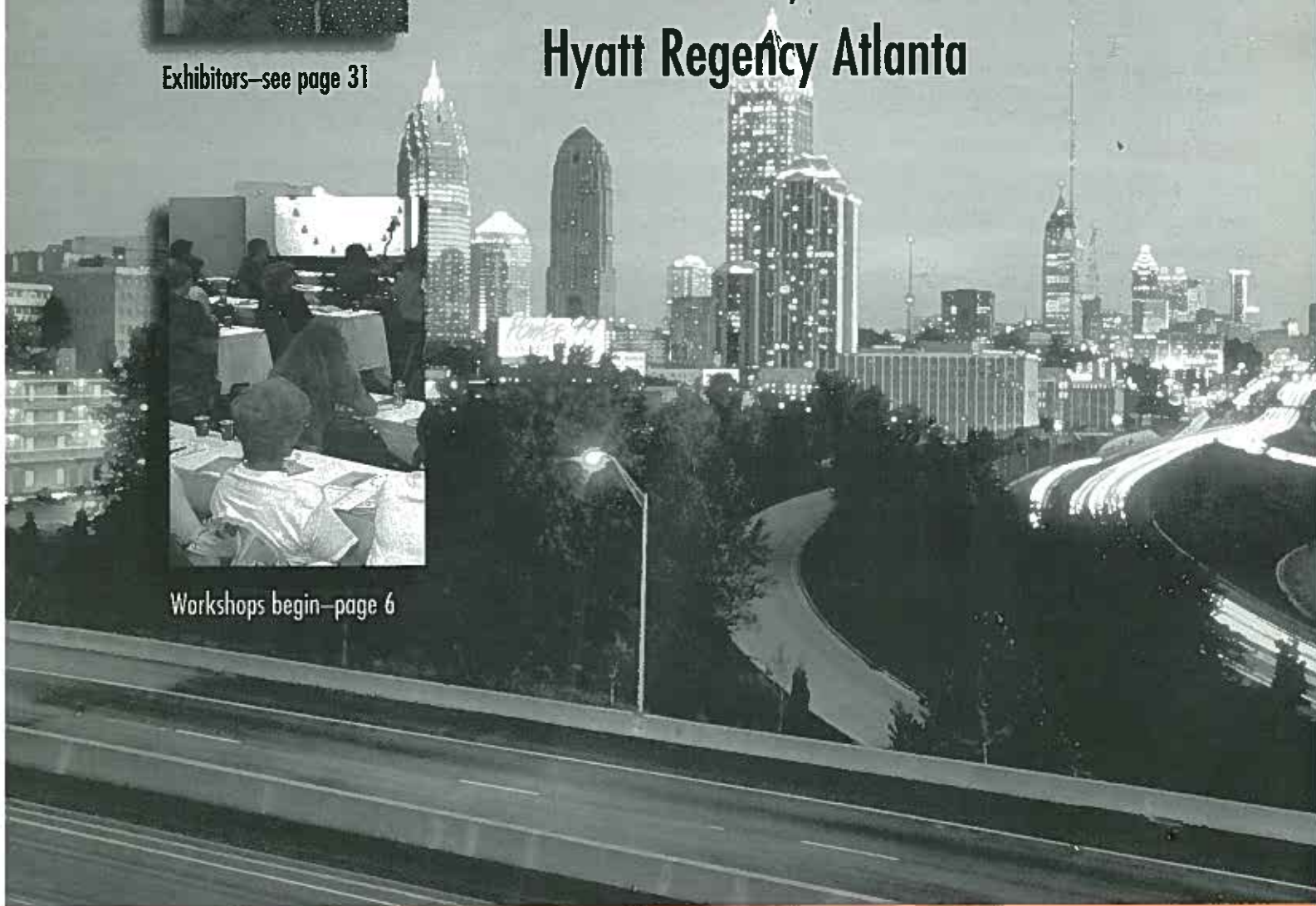
**Atlanta, Georgia**

**March 12-14, 2000**

**Hyatt Regency Atlanta**



Workshops begin—page 6



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**The following organizations have graciously contributed resources toward the success of Lifesavers 2000**

### Sponsors

AAA Foundation for Traffic Safety  
 Advocates for Highway and Auto Safety  
 Automotive Coalition for Traffic Safety, Inc.  
 DaimlerChrysler Corporation  
 Drive Safer America  
 Ford Motor Company  
 General Motors Corporation  
 Kemper Insurance Companies  
 Mothers Against Drunk Driving  
 National Association of Governors' Highway Safety Representatives  
 National Highway Traffic Safety Administration  
 National Safety Council  
 National SAFE KIDS Campaign  
 Nationwide Mutual Insurance Company  
 State Farm Mutual Automobile Insurance Company

### Local Sponsors:

Georgia Governor's Office of Highway Safety  
 Wayne Reece - Reece & Associates  
 SAFE KIDS of Georgia  
 UPS of Atlanta

## Lifesavers Program At-A-Glance

### Saturday, March 11

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

Registration Open/Message Center

### Sunday, March 12

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

Registration Open/Message Center

12:00 noon - 1:30 p.m.

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

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

2nd Workshop Session

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

Opening Reception in the Exhibit Area

### Monday, March 13

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

Registration Open/Message Center

7:00 a.m. - 8:00 a.m.

Continental Breakfast in Exhibit Area

8:15 a.m. - 9:45 a.m.

Opening Plenary

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

Exhibit Area Open

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

3rd Workshop Session

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

Luncheon Plenary (*exhibits closed at lunch*)

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

4th Workshop Session

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

Break

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

5th Workshop Session

### Tuesday, March 14

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. - 12:30 p.m.

Exhibit Area Open

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

6th Workshop Session

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

Break

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

7th Workshop Session

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

NHTSA Awards Luncheon  
(*exhibits closed at lunch*)

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

8th Workshop Session

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

9th Workshop Session

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

Closing Reception



STATE OF GEORGIA  
OFFICE OF THE GOVERNOR  
ATLANTA 30334-0900

Roy E. Barnes  
GOVERNOR

March 12, 2000



GREETINGS:

It is a pleasure to extend warmest regards and best wishes on the occasion of **Lifesavers 18 – the National Conference on Highway Safety Priorities** sponsored by the Governor's Office of Highway Safety.

We are pleased to welcome 1,500 attendees from around the country and Georgia to our capital. Atlanta is a beautiful city providing many attractions, including fine dining, historic sites, and various recreational facilities. We hope you have the opportunity to enjoy some of them while you are here.

This year's three-day conference provides a forum for both the private and public sector to deliver common sense solutions and answers to critical highway safety issues, including impaired driving, child passenger safety, occupant protection, safe communities, law enforcement, and motorcycle and pedestrian safety.

I wish you continued progress in achieving the goals of your conference. I am confident that the knowledge and information exchanged will be valuable tools as you return to your respective communities. Best wishes for a productive and enjoyable event.

Sincerely,

A handwritten signature in black ink that reads "Roy E. Barnes".

Roy E. Barnes

REB/pam

**Lifesavers2000**  
NATIONAL CONFERENCE ON HIGHWAY SAFETY PRIORITIES







## Governor's Office of Highway Safety

One Park Tower • 34 Peachtree Street • Suite 1600 • Atlanta, Georgia • 30303  
TEL (404) 656-6996 • FAX (404) 651-9107

Roy E. Barnes  
GOVERNOR

Yvonne L. McBride  
DIRECTOR

March 13, 2000

### Greetings:

As Director of the Georgia Governor's Office of Highway Safety and the co-host of Lifesavers 18, I am delighted to welcome you to this year's conference. I am confident that your stay will be an enriching and enjoyable experience.

During the next three days, you will find that you are surrounded by some of the country's most notable experts in highway safety. It is my hope that we will learn from each other's experiences and forge ahead with new ideas, innovative approaches and renewed energy.

I applaud the Lifesavers Planning Committee Members for their commitment and dedication to planning premier national highway safety conferences each year. Because of this commitment, thousands of highway safety advocates have taken new ideas back to their states and implemented effective programs that have reduced the tragic toll of deaths and injuries on our nation's roadways.

The Georgia Governor's Office of Highway Safety is honored to co-host Lifesavers 18. The Georgia Host Committee, my staff and I look forward to sharing our City, State and highway safety programs with you.

Sincerely,

*Yvonne L. McBride*

Yvonne L. McBride  
Director



**Lifesavers2000**  
NATIONAL CONFERENCE ON HIGHWAY SAFETY PRIORITIES





# CITY OF ATLANTA

55 TRINITY AVENUE, S.W.  
ATLANTA, GEORGIA 30335-0300  
(404) 330-6100

BILL CAMPBELL  
MAYOR



March 13, 2000

## Greetings:

As Mayor of Atlanta, it gives me great pleasure to welcome the *Eighteenth Annual Lifesavers Conference*. The value of your work cannot be overstated. We are honored that you chose our city to host this event.

With its Southern charm and pleasant climate, Atlanta continues to be a great place to visit. Thanks to steady economic growth, new developments from the 1996 Centennial Olympic Games and urban revitalization, Atlanta is more beautiful and vibrant than ever before. While here, we hope that you will visit the world renowned Martin Luther King, Jr. Historic District, the Jimmy Carter Presidential Library and Museum, CNN Center, and the World of Coca-Cola.

On behalf of the citizens of Atlanta, I hope that you have a most successful conference.

Sincerely,

Bill Campbell

**Lifesavers2000**  
NATIONAL CONFERENCE ON HIGHWAY SAFETY PRIORITIES



# Program

## Sunday

12:00 noon -

1:30pm

## Exhibit Grand

## Opening

## Grand Hall

## Welcome to

## Lifesavers!

A complete list of exhibitors appears in the back of the program.

Lunch on your own.  
Concessions will be for sale in the exhibit hall.

Music by FAZ III

## The letters before the workshop designate track:

### A

**Ad Hoc** (safety counter measures, pedestrian bicycle safety, school bus safety, professional development, motorcycle safety, etc.)

### C

## Child Passenger Safety

### D

## Data and Research

### I

## Impaired Driving

### L

## Law Enforcement

### O

## Occupant Protection

### S

## Safe Communities

### O-2

## Seat Belt Use Among African Americans

Sunday, March 12

2:00pm - 3:30pm

Courtland

Description: Recent studies and surveys can help in designing belt use programs for African Americans. Find out what these studies showed.

### Moderator:

Romell W. Cooks  
NHTSA Region VII  
901 Locust, Ste 466  
Kansas City, MO 64106  
Phone: (816) 329-3900  
Fax: (816) 329-3910  
E-mail:  
rcooks@nhtsa.dot.gov

Herman Ellis, M.D.,  
M.P.H.  
Meharry Medical College  
School of Medicine  
1005 D.B. Todd Blvd,  
PO Box 53A  
Nashville, TN 37208  
Phone: (615) 327-6069  
Fax: (615) 327-6717

Lt Col Charles Andrews  
Alabama State Police  
PO Box 1511  
Montgomery, AL 36102  
Phone: (334) 242-4703  
Fax: (334) 353-1400  
Email:  
candrews@dps.state.al.us

### L-1

## Building Trust in Diverse Communities for Traffic Law Enforcement

Sunday, March 12

2:00pm - 3:30pm

International Bldg, South

Description: Panelists will discuss various law enforcement led strategies for raising awareness about traffic safety issues in diverse communities. Specific challenges include overcoming racial profiling and maintaining strong enforcement.

### Moderator:

Chuck Peltier  
NHTSA  
400 7th St SW NTS-13  
Washington, DC 20590-0001  
Phone: (202) 366-4295  
Fax: (202) 366-7721  
E-mail: cpeltier@nhtsa.dot.gov

### Panelists:

Beverly Alford  
Community Oriented Policing Services  
Training and Technical Assistance Div.  
1100 Vermont Ave, NW  
Washington, DC 20530  
Phone: (202) 633-1353  
Fax: (202) 633-1354  
E-mail: beverly.alford@usdoj.gov

Chief Larry Austin  
Florida Highway Patrol  
2900 Apalachee Parkway  
Neil Kirkman Building # B457  
Tallahassee, FL 32399  
Phone: (850) 488-6673  
Fax: (850) 922-9052  
E-mail: austin.larry@hsmv.state.fl.us

Harry Corbitt  
New York State Police  
Building 22, State Campus  
Albany, NY 12226-0001  
Phone: (518) 457-6721  
Fax: (518) 485-7505  
E-mail: jmcMahon@troopers.state.ny.us

### S-1

## What's In a Name? - Safe Communities, Livable Communities, Sustainable Communities, Healthy Communities

Sunday, March 12

2:00pm - 3:30pm

Hanover C/D/E

Description: How can we work together to make a difference? What is the potential for partnering with other community-based programs that target economic development, improved housing and health care?

### Moderator:

Judith Kurland  
US Department of Health and Human Services  
JFK Federal Bldg Rm 2100  
Boston, MA 02203  
Phone: (617) 565-1500  
Fax: (617) 565-1491  
E-mail: jkurland@os.dhhs.gov

### Presenters:

Paul Zykofsky  
Center for Livable Communities  
1414 K St Ste 250  
Sacramento, CA 95814  
Phone: (916) 448-1198  
Fax: (916) 448-8246  
E-mail: Pzykofsky@lcc.org

Scott Berns, M.D., M.P.H.  
Providence Safe Communities Partnership  
Hasbro Children's Hospital  
593 Eddy Street, Davol 141  
Providence, RI 02903  
Phone: (401) 444-6684  
Fax: (401) 444-2249  
E-mail: sberns@lifespan.org

Mary Ann Fenley  
National Center for Injury Prevention & Control  
Centers for Disease Control & Prevention  
4770 Buford Highway, NE  
MS K-02  
Atlanta, GA 30341-3724  
Phone: (770) 488-4696  
Fax: (770) 488-4422  
E-mail: maf8@cdc.gov

Presenters were accurate at time of printing.



### I-3 **Jump Start Your Impaired Driving Program-A Formula for Getting to 11,000 by 2005**

**Sunday, March 12**  
**2:00pm – 3:30pm**  
*Regency V*

**Description:** In 1995, the Nation set a bold goal of no more than 11,000 alcohol-related traffic deaths by the year 2005. Only five years away, and a lot remains to be done in order to achieve this laudable goal. This workshop will discuss some of the successful strategies for reaching this goal, and will include: the new *You Drink & Drive. You Lose.* national campaign; tough programs for repeat offenders; and the five-state enforcement demonstrations. A discussion will take place about each state doing their part and setting state goals.

**Moderator:**  
Craig Allred  
NAGHSR Chair  
Highway Safety Office  
Department of Public Safety  
5263 S 300 West, Ste 202  
Salt Lake City, UT 84107  
Phone: (801) 293-2481  
Fax: (801) 293-2498

**Panel Members:**  
Mickey Nall  
Ogilvy Public Relations  
1901 L St NW, Ste 300  
Washington, DC 20036  
Phone: (202) 452-9536  
Fax: (202) 331-3003  
E-mail: mickey.nall@dc.ogilvypr.com

Randall Smith  
Governor's Highway Safety Programs  
James Polk State Office Bldg  
505 Deaderick St, Ste 600  
Nashville, TN 37243  
Phone: (615) 741-2589  
Fax: (615) 741-9673  
E-mail: randallsmith@mail.state.tn.us

Brandy Anderson  
Director of State Legislative  
Affairs of Acting, Director of Public  
Policy, MADD  
1001 G St. N.W., Suite 400 East  
Washington, D.C. 20001  
Phone: (202) 638-3733  
Fax: (202) 638-3516  
E-mail: anderson@madd.org

### A-1 **Motorcycle Safety: The Future is Now – Partnerships, Opportunities and Challenges**

**Sunday, March 12**  
**2:00pm – 3:30pm**  
*Dunwoody*

**Description:** There are many opportunities and challenges to increasing motorcycle safety. Some opportunities include creating new partnerships with Safe Communities; developing innovative methods for delivering rider education; and implementing intelligent transportation systems. The challenges are not new, but in fact, have confronted motorcycling for quite some time. Impaired riding and protective gear use, including helmet use laws, continue to challenge the community. This workshop will discuss some of these opportunities and challenges as well as the National Agenda for Motorcycle Safety, a comprehensive strategic vision for future motorcycle safety activities.

**Moderator:**  
Tim Buche  
Motorcycle Safety Foundation  
2 Jenner St, Ste 150  
Irvine, CA 92618-3806  
Phone: (949) 727-3227  
Fax: (949) 727-4217  
E-mail: tbuche@msf-usa.org

**Panelists:**  
Lorrie Laing  
Office of Highway Safety  
1970 W Broad St  
Columbus, OH 43223  
Phone: (614) 466-3250  
Fax: (614) 728-8330  
E-mail: llaing@dps.state.oh.us

Sean Maher  
American Motorcyclist Association  
13515 Yarmouth Drive  
Pickerington, OH 43147  
Phone: (614) 856-1910  
Fax: (614) 856-1920  
E-mail: smaher@ama-cycle.org

Bruce Jones, M.D., M.P.H.  
Division of Unintentional Injury  
National Center for Injury Prevention  
and Control  
4770 Buford Highway NE MS K-63  
Atlanta, GA 30341-3724  
Phone: (770) 488-4652  
Fax: (770) 488-1317  
E-mail: bdj2@cdc.gov

### L-3 **Saving Lives at a Faster Pace – Putting the Pieces of the Speed Management Puzzle Together**

**Sunday, March 12**  
**2:00pm – 3:30pm**  
*Hanover FG*

**Description:** Discussion on how traffic safety is being impacted by higher speed limits and the future role of speed management and enforcement involving the 3Es: Engineering, Enforcement & Education. Outline TRB # 254 Report vision and implementation plan.

**Moderator:**  
Adrian Lund, Ph.D.  
Insurance Institute for  
Highway Safety  
1005 N Glebe Rd #800  
Arlington, VA 22201-4751  
Phone: (703) 247-1500  
Fax: (703) 247-1587  
E-mail: alund@iihs.org

**Panelists:**  
Dr. William C Taylor  
Michigan State University  
College of Engineering  
3566 Engineering Building  
East Lansing, MI  
48824-1226  
Phone: (517) 353-7161  
Fax: (517) 432-1827

Judge Peter Evans  
Palm Beach Court House  
FL 4  
West Palm Beach, FL 33401  
Phone: (561) 355-1500  
Fax: (561) 355-1516  
E-mail:  
pevans@co.palm-beach.fl.us

### A-9 **Drowsy Driving: Wake Up and Get Some Sleep!**

**Sunday, March 12**  
**2:00pm – 3:30pm**  
*Hanover A/B*

**Description:** In a recent University of North Carolina Highway Safety Research Center study, drivers in sleep and fatigue crashes were more likely to report difficulties falling or staying asleep and were more likely to rate the overall quality of their sleep as "poor" or "fair". A new national public information and education program will be unveiled during this workshop that provides information to employers on how to help shift workers to be more alert on the job and get better quality sleep at home.

**Moderator:**  
Sue Gorcowski  
NHTSA Office of  
Communications and  
Outreach  
400 7<sup>th</sup> St SW NTS-20  
Washington, DC 20590  
Phone: (202) 366-2683  
Fax: (202) 366-6916  
E-mail:  
sgorcowski@nhtsa.dot.gov

**Panelists:**  
Jane Stutts, Ph.D.  
University of North Carolina  
Highway Safety Research  
Center  
730 Airport Road, Ste 300  
Chapel Hill, NC 27599  
Phone: (919) 962-8717  
Fax: (919) 962-8710  
E-mail:  
stutts@clair.hsrc.unc.edu

Lynn Butler  
Equals Three  
7910 Woodmont Ave  
Ste 200  
Bethesda, MD 20814  
Phone: (301) 656-3100  
Fax: (301) 652-5264  
E-mail:  
lnbutler@equals3.com

## D-2 The Case Against Drugged Driving

Sunday, March 12  
2:00pm – 3:30pm  
Regency VI

**Description:** Although drugged driving has remained constant at about 15% of impaired driving incidences, our knowledge about drugged driving has increased substantially. This workshop will focus on new research on the interaction of drugs and alcohol and on the impact of other widely used drugs.

**Moderator:**  
Ralph Jones  
Mid-America Research Institute  
611 Main Street  
Winchester, MA 01890  
Phone: (781) 756-0056  
Fax: (781) 756-0408  
E-mail: rjones@mid-amer.com

**Speakers:**  
Richard Compton, Ph.D.  
NHTSA Office of Research  
and Traffic Records  
400 Seventh Street, SW NTS-30  
Washington, DC 20590  
Phone: (202) 366-2699  
Fax: (202) 366-7096  
E-mail: rcompton@nhtsa.dot.gov

Candace J. Wilkinson, Ph.D.  
Southern California Research Institute  
11914 W. Washington Blvd.  
Los Angeles, CA 90066  
Phone: (310) 390-8481  
Fax: (310) 398-6651  
E-mail: scri2cjw@aol.com

Rebekah K. Hersch, Ph.D.  
ISA Associates  
201 North Union Street, Suite 330  
Alexandria, VA 22314  
Phone: (703) 739-0880  
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E-mail: rhersch@isagroup.com

James O'Hanlon, Ph.D.  
University of California  
at Santa Barbara  
4761 Calle Camarada  
Santa Barbara, CA 93110  
Phone: (805) 681-9921  
Fax: (805) 692-5545  
E-mail: ohanlon@psych.ucsb.edu

## C-1 The Child Passenger Advocates Role in Influencing Child Occupant Protection Laws: Activism 101

Sunday, March 12  
2:00pm – 3:30pm  
Regency VII

**Description:** The session will help clear up some of the mystery behind lobbying or advocating on behalf of children. Tips on how to effectively influence the legislative or regulatory process.

**Moderator:**  
Tanya Chin Ross  
National SAFE KIDS Campaign  
1301 Pennsylvania Ave NW  
Ste 1000  
Washington, DC 20004  
Phone: (202) 662-0600  
Fax: (202) 393-2072  
E-mail: tross@safekids.org

**Speakers:**  
Wayne Reece  
Reece & Associates  
245 Peachtree Center Ave  
Ste 2150  
Atlanta, GA 30303-1224  
Phone: (404) 586-2100  
Fax: (404) 586-2150  
E-mail: wreece@atl.mindspring.com

Shelley Martin  
Insurance Institute for Highway Safety  
1005 N Glebe Road  
Ste 800  
Arlington, VA 22201  
Phone: (703) 247-1524  
Fax: (703) 247-1586  
E-mail: smartin@iihs.org

Honorable William Bronrott  
Delegate, Maryland Assembly  
4415 Rosedale Ave  
Bethesda, MD 20814-4752  
Phone: (301) 652-6016  
Fax: (301) 656-0441

3:30pm - 4:00pm Break

## O-3 Enforcing Seat Belt Laws - What's Happening in 2000?

Sunday, March 12  
4:00pm – 5:30am  
International Ballroom South

**Description:** Find out what is happening at the national level to get the most out of state and local enforcement efforts.

**Moderator:**  
Janet Dewey  
Air Bag & Seat Belt Safety Campaign  
1025 Connecticut Ave NW  
Ste 1200  
Washington, DC 20036-5415  
Phone: (202) 293-2270  
Fax: (202) 822-1399  
E-mail: deweyj@nsc.org

**Speakers:**  
Captain Jack Van Steenburg  
New York State Police  
Traffic Services Bldg 22  
1220 Washington Ave  
Albany, NY 12226  
Phone: (518) 457-3258  
Fax: (518) 457-9620  
E-mail: jvanstee@troopers.state.ny.us

Ricky Rich  
Georgia Governor's Office of Highway Safety  
34 Peachtree Street NW  
Ste 1600  
Atlanta, GA 30303-2337  
Phone: (404) 656-6996  
Fax: (404) 651-9107  
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Allan Williams, Ph.D.  
Insurance Institute for Highway Safety  
1005 N Glebe Road # 800  
Arlington, VA 22201-5718  
Phone: (703) 247-1500  
Fax: (703) 247-1587  
E-mail: awilliams@iihs.org

## L-9 Strategies for Increasing Staff Resources for Law Enforcement Agencies

Sunday, March 12  
4:00pm – 5:30pm  
Regency V

**Description:** A discussion of activities and strategies that highway safety advocates can become involved in to help produce increased traffic law enforcement staffing resources.

**Moderator:**  
Maury Hannigan  
Five Star Productions  
4880 San Juan Ave, Ste 210  
Fair Oaks, CA 95628  
Phone: (916) 967-0561  
Fax: (916) 965-3428  
E-mail: five star group@aol.com

**Panelists:**  
Earl Sweeney  
New Hampshire Police Standards and Training Council  
17 Fan Road  
Concord, NH 03301-7413  
Phone: (603) 271-2133  
Fax: (603) 271-1785  
E-mail: pstc@juno.com

Col. Gary Adams  
Oklahoma Highway Patrol  
PO Box 11415  
3600 N Martin Luther King Ave  
Oklahoma City, OK 73136  
Phone: (405) 425-2003  
Fax: (405) 425-2337  
E-mail: gadams@dps.state.ok.us

Chief William Berger  
N Miami Beach Police Department  
16901 NE 19th Ave  
N Miami Beach, FL 33162  
Phone: (305) 948-2999  
Fax: (305) 787-6047  
E-mail: williamberger@ci.north-miami-beach.fl.us

If you have an address correction or change, please visit us at registration.



- A-10**  
**Yo, brother – ponte el cinturón de seguridad ... Using Culture to Build a Sound Outreach**  
**Sunday, March 12**  
**4:00pm – 5:30pm**  
*Hanover AB*  
*(Repeats Monday 3:30–5:00pm)*
- Description:** African Americans and Hispanics continue to be over-represented in traffic crashes. Working with organizations representing people of color ensures that culturally appropriate messages and programs are accepted by communities of color. This workshop will detail two successful new programs – Brother, Keep it Together and Corazón de mi vida – to demonstrate the importance of developing culturally appropriate public information and education programs.
- Moderator:**  
 Robin Mayer  
 NHTSA National Outreach Division  
 400 7<sup>th</sup> St SW NTS-22  
 Washington, DC 20590-0001  
 Phone: (202) 366-2568  
 Fax: (202) 366-6916  
 E-mail: rmayer@nhtsa.dot.gov
- Speaker:**  
 Rosalie Mendez  
 National Latino Children's Institute  
 1412 W Sixth Street  
 Austin, TX 78703  
 Phone: (512) 472-9971  
 Fax: (512) 472-5845  
 E-mail: nlci@nlci.org
- Sylvia Cordy  
 Cordy & Company  
 2 Wisconsin Circle Ste 700  
 Chevy Chase, MD 20815  
 Phone: (301) 280-5904  
 Fax: (301) 280-5945  
 E-mail: Scordy@aol.com
- S-2**  
**Expanding Your Safe Community Partnerships**  
**Sunday, March 12**  
**4:00pm – 5:30pm**  
*Hanover CDE*
- Description:** Expand your Safe Community Partnerships to include: (a) Community Policing (showcase programs that have effectively linked with the law enforcement community); (b) the role of roadway engineers and smart growth planning tools; (c) elected officials and community leaders (getting political permission/support); and (d) the media.
- Moderator:**  
 Mitchell Smith  
 Kentucky State Police Highway Safety Branch  
 919 Versailles Road  
 Frankfort, KY 40601  
 Phone: (502) 695-6356  
 Fax: (502) 573-1634  
 E-mail: Msmith667@aol.com
- Presenters:**  
 Mayor Susan J.M. Bauman  
 210 Martin Luther King Jr. Blvd.  
 Madison, WI 53709  
 Phone: (608) 266-4611  
 Fax: (608) 267-8671  
 E-mail: Sbauman@ci.madison.wi.us
- Ron Perkins, M.P.H.  
 Alaska Injury Prevention Center  
 PO Box 210736  
 Anchorage, AK 99521  
 Phone: (907) 929-3941  
 Fax: (907) 929-3940  
 E-mail: asc1@Alaska.net
- Jere Hart  
 City of Lubbock  
 PO Box 2000  
 Lubbock, TX 79457  
 Phone: (806) 775-2130  
 Fax: (806) 747-7657  
 E-mail: jhart@mail.ci.Lubbock.tx.us
- D-1**  
**Ethnicity and Alcohol - Emerging Issues**  
**Sunday, March 12**  
**4:00pm – 5:30pm**  
*Hanover FG*
- Description:** This session will focus on the involvement of minorities in impaired driving. An analysis of current FARS data and other current research will be presented, followed by responses from representatives of minority organizations.
- Moderator:**  
 Eugene Peterson  
 NHTSA Office of Research and Traffic Records  
 400 7<sup>th</sup> Street SW, Washington, DC 20590  
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- Dennis Renville  
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- Mr. Kenneth L. Terao, B.S., M.A.  
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- A-2**  
**The School Bus: New Efforts to Increase Safety**  
**Sunday, March 12**  
**4:00pm – 5:30pm**  
*Dunwoody*
- Description:** Where do school bus related fatalities occur? How do we stop them from happening? Come and find out how passengers of the safest vehicle on the road can be provided a safer ride. Presentations will focus on a community based program implemented to reduce the incidence of motorists illegally passing school buses stopped to load/unload children, and the issue of school bus occupant protection. The National Highway Traffic Safety Administration's (NHTSA) on-going school bus occupant protection research project and crash testing will be discussed, along with the newest report on school bus occupant safety from the National Transportation Safety Board (NTSB).
- Moderator:**  
 Sam McCullough  
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- Panel:**  
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- Barbara Czech  
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 E-mail: czechb@ntsb.gov
- Linda McCray  
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A-8

### **Creative Approaches for Law Enforcement to Promote Bicycle Safety** **Sunday, March 12 4:00pm – 5:30pm**

Courtland

(Repeats Monday 1:30–3:00pm Courtland)

**Description:** What role does law enforcement play in bicycle safety? This workshop will discuss some innovative ways of reaching the cycling community through various law enforcement efforts. Presenters will highlight new bicycle program initiatives that have used law enforcement officers to enforce bicycle helmet laws and ordinances and to educate by directing offenders to programs focused on safe cycling. College campus programs, along with the development of a new train-the-trainer manual on bicycle safety designed specifically for law enforcement personnel, will also be discussed.

#### **Moderator:**

Leigh Matusick  
 Florida Department of Highway Safety  
 719 South Woodland Blvd., MS 3-564  
 Deland, FL 32720  
 Phone: (904) 943-5600  
 Fax: (904) 736-5059  
 E-mail: leigh.matusick@dot.state.fl.us

#### **Presenters:**

Valodi Foster  
 California Department of Health Services  
 State and Local Injury Control Section  
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 Sacramento, CA 94234-7320  
 Phone: (916) 324-3286  
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*Topic: Bicycle Diversion Program*

John Heeney

National Peer Helpers Association  
 4922 State Line Road  
 Westwood Hills, KS 66205-1964  
 Phone: (913) 362-0794  
 Fax: (913) 362-0735  
 E-mail: jheeney@peerhelping.org  
*Topic: Have You Tried Peer Pressure?*

Steve Davidson

Georgia Division of Public Health  
 Office of Injury Prevention  
 2600 Skyland Drive, NE, Suite 10  
 Atlanta, GA 30319  
 Phone: (404) 679-0542  
 Fax: (404) 679-4976  
 E-mail: sxd044E@dhr.state.ga.us  
*Topic: Enforcement Methods Used to Encourage Safe Cycling*

C-2

### **Children Left Unattended in or Around Vehicles, Trunk Entrapments and Heat-Related Deaths** **Sunday, March 12 4:00pm – 5:30pm**

Regency VI

**Description:** Review the issues of trunk and passenger compartment entrapment, vehicles unintentionally set in motion, abductions, etc. and the risk factors for these problems. Also review NHTSA's response to the Expert Panel on Trunk Entrapment.

#### **Moderator:**

Mandy Taft  
 National SAFE KIDS Campaign  
 1301 Pennsylvania Ave NW,  
 Ste 1000  
 Washington, DC 20004-1709  
 Phone: (202) 662-0630  
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#### **Speakers:**

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 ACTS, Inc.  
 1110 N Glebe Road, Ste 1020  
 Arlington, VA 22201  
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 E-mail: phaseltine@actsinc.org

Janette Fennell  
 Trunk Releases Urgently  
 Needed Coalition  
 KIDS 'N CARS  
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I-2

### **What's New in Underage Drinking Prevention Programs?**

**Sunday, March 12 4:00pm – 5:30pm** Regency VII

**Description:** There's always something new happening when it comes to youth impaired driving programs. Here are some of the programs and assistance that may fit your needs — Rapid Response to the underage drinking problem; Youth Visitation program; SADD 2000 x 2000; MADD Regional Youth Summits; and Town/Gown programs.

#### **Moderator:**

Jim Wright  
 NHTSA Traffic Safety Programs  
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#### **Panelists:**

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Kyra White  
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**5:30pm-7:00pm**  
**Lif savers Opening Reception**  
**Grand Hall**

**Come visit the exhibits and enjoy the food and fun!**

**Monday**

**7:00 am - 8:00 am**  
**Complimentary**  
**Continental Breakfast**  
 Exhibit Area (Grand Hall)

**8:15 am-9:45 am**  
**Opening Plenary Session**  
 Centennial Ballroom I-III

Yvonne L. McBride,  
 Director  
 Georgia Governor's  
 Office of Highway Safety  
 Mistress of Ceremonies

Color Guard  
 Georgia Army National  
 Guard

The Honorable William  
 "Bill" Campbell, Mayor  
 of the City of Atlanta

The Honorable Rodney  
 E. Slater, Secretary,  
 United States  
 Department of  
 Transportation

James Hall, Chairman  
 National Transportation  
 Safety Board

Stephen B. Thacker,  
 M.D., Msc Acting  
 Director, National  
 Center for Injury  
 Prevention and Control,  
 Centers for Disease  
 Control (CDC).

**A-15**

**Meet the People Who Train  
 and License Motorcyclists in  
 Your State**

**Monday, March 13**  
**10:00am - 11:30am** Courtland

**Description:** What is it like to learn how to ride a motorcycle? What skills are taught and how are they taught? How do I get my motorcycle license? What is involved in the skills test? How does motorcycle licensing fit into a state's highway safety plan? This workshop provides first hand knowledge of the types of activities taught in a rider education course and motorcycle operator licensing examination. Workshop participants will observe several exercises that students practice in a motorcycle rider education course; the skills that most states test to obtain a motorcycle endorsement (Motorcycle Operator Skill Test). Participants will also learn about efforts by states to increase the number of properly licensed motorcyclists.

**Moderator:**  
 Chad Burns  
 Georgia Highway Patrol  
 Motorcycle Safety Program  
 5036 Highway 85  
 Forest Park, GA 30297  
 Phone: (800) 245-4410  
 Fax: (404) 669-2986  
 E-mail:  
 motorcyclesafety@dps.state.ga.us

**Speakers:**  
 Mike Wright  
 Gold Wing Road Riders Association  
 21423 N Eleventh Avenue  
 Phoenix, AZ 85027  
 Fax: (602) 581-3844  
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Carl Spurgeon  
 Motorcycle Safety Foundation  
 2 Jenner Street, Ste 150  
 Irvine, CA 92618-3806  
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Lorrie Laing  
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 1970 W Broad Street  
 Columbus, OH 43223  
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**S-3**

**Roundtable Discussion on  
 Safe Community Data Issues**

**Monday, March 13**  
**10:00am - 11:30am** Regency V

**Description:** The role of data in shaping, transforming and driving Safe Communities. What state and local level data sources are working? What kind of information is available from non-highway safety sources? What kind of access issues exist? What can data managers do to improve quality and accessibility of data (web sites, CD Roms, data templates); use of surveys and focus groups to do problem ID; ideas for marketing data to the community.

**Moderator:**  
 Mary Russell, Ed.D.  
 Florida Atlantic University  
 College of Nursing  
 777 Glades Road  
 Boca Raton, Florida 33431-0991  
 Phone: (561) 297-2328  
 Fax: (561) 297-0072  
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**Presenter:**  
 Carol Philips Cotton, Ph.D.  
 The University of Georgia  
 School of Health  
 and Human Performance  
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 and Human Services  
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**O-1**

**Showcase of States  
 with Innovative Belt  
 Programs**

**Monday, March 13**  
**10:00am - 11:30am**  
 Hanover CDE

**Description:** Three states with high safety belt use discuss differing approaches toward achieving higher usage levels.

**Moderator:**  
 Adele Derby  
 NHTSA  
 400 7<sup>th</sup> St SW Rm 5238  
 Washington, DC 20590-0001  
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**Speakers:**  
 Susan C. Maloney  
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 Commission  
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**Please wear your  
 badge at all times.**



**D-3**  
**Older Drivers: Balancing  
 Safety and Mobility**  
**Part 1: Research on the  
 Safety and Mobility of Older  
 Persons**

**Monday, March 13**  
**10:00am – 11:30am**  
*Hanover FIG*

**Description:** As the numbers of older people increase, so will their transportation needs. Because most of the trips taken by older people are in personally owned vehicles, it is important to identify what problems older drivers have. This session will detail the safety issues and mobility needs of the current older population, with some estimates of what may happen when members of the Baby Boom generation become older drivers.

**Moderator:**

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**Speakers:**

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**D-10**  
**Using State Data for  
 Highway Safety  
 Decision Making**

**Monday, March 13**  
**10:00am – 11:30am**  
*Dunwoody*

**Description:** This session will focus on identifying the types of data that are relevant for the different types of decision making relative to legislative actions, justification for funds or improving the management of highway safety. Fact sheets will be presented that demonstrate how FARS, MMUCC, CODES and other data sources can be used to obtain the most effective information to focus the message. Participants will be divided into groups to practice using state data to develop their own fact sheets.

**Instructors:**

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**L-5**  
**Aggressive Driving  
 Behaviors Cause a Return  
 to Basic Traffic Enforcement**

**Monday, March 13**  
**10:00am – 11:30am**  
*International Bllrm South*  
 (Repeats Monday  
 3:30–5:00pm Regency VII)

**Description:** As law enforcement agencies mount aggressive driving programs to make the streets safer and more civilized or a “take back the streets” effort, we are hearing that targeting the moving violations commonly associated with aggressive driving behaviors is really a back to the basics philosophy of traffic law enforcement. Hear examples of how this is working in three locations, including a NHTSA-sponsored demonstration project in Milwaukee, Wisconsin.

**Moderator:**

Terry Witkowski  
 Milwaukee Safety Commission  
 Milwaukee Police Department  
 6680 N Teutonia Ave #151  
 Milwaukee, WI 53209-3117  
 Phone: (414) 935-7991  
 Fax: (414) 935-3561

**Panelists:**

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 Milwaukee County Sheriff  
 Department  
 821 W State Street  
 Milwaukee, WI 53233  
 Phone: (414) 454-4081  
 Fax: (414) 454-4083

**I-1**  
**Youth Impaired  
 Driving Enforcement -  
 Now That You've Got  
 Them, Where Do You  
 Put Them?**

**Monday, March 13**  
**10:00am – 11:30am**  
*Regency VI*

**Description:** Police are frequently tied up for hours waiting for parents to claim their children after a DUI offense. This workshop will discuss the problems associated with temporarily detaining youthful offenders and strategies for initiating juvenile holdover programs. In addition, the workshop will highlight successful programs such as Teen/Youth Court and Youthful Visitation that provide opportunities for prevention, accountability and consequences pre- and post-adjudication.

**Moderator:**

Karen Dunlap  
 American Probation and  
 Parole Association  
 PO Box 11910  
 Lexington, KY 40578-1910  
 Phone: (606) 244-8215  
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**Panelists:**

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 San Diego Superior Court  
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 San Diego, CA 92120  
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 Fax: (619) 528-3270

**Will Smith**

Laurens County Teen Court  
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**Presenters were accurate  
 at time of printing.**

## A-13 Implementing Effective Media Strategies (Part 1)

**Monday, March 13**  
**10:00am – 11:30am**  
*Regency VII*

Description: Public support is critical to the success of all highway safety programs. This workshop will help states and communities understand how to develop focused traffic safety campaigns that will help programs break through information overload and media clutter and get the public's attention.

**Moderator:**  
Peggy Conlon  
The Ad Council  
261 Madison Avenue  
New York, NY 10016  
Fax: (212) 922-1676  
E-mail:  
Pconlon@adcouncil.org

**Panelists:**  
Janet Goss  
Greer, Margolis, Mitchell, Burns  
& Associates, Inc  
1010 Wisconsin Ave, NW  
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1055 Winslow Way East  
Bainbridge Island, WA 98110  
Phone: (206) 780-8042

**Monday, 11:45am-1:15pm, Luncheon**  
Centennial Ballroom I-III

**Master of Ceremonies**  
Chuck Hurley, Executive Director, Highway Safety Group  
National Safety Council

**Yvonne L. McBride, Director**  
Georgia Governor's Office of Highway Safety

**The Honorable Roy E. Barnes**  
Governor of the State of Georgia

**Keynote**  
Millie Webb, National President, Mothers Against Drunk Driving

## A-8 Creative Approaches for Law Enforcement to Promote Bicycle Safety

**Monday, March 13 1:30pm – 3:00pm** *Courtland*

Description: What role does law enforcement play in bicycle safety? This workshop will discuss some innovative ways of reaching the cycling community through various law enforcement efforts. Presenters will highlight new bicycle program initiatives that have used law enforcement officers to enforce bicycle helmet laws and ordinances and to educate by directing offenders to programs focused on safe cycling. College campus programs, along with the development of a new train-the-trainer manual on bicycle safety designed specifically for law enforcement personnel, will also be discussed.

**Moderator:**  
Leigh Matusick  
Florida Department of Highway Safety  
719 South Woodland Blvd., MS 3-564, Deland, FL 32720  
Phone: (904) 943-5600, Fax: (904) 736-5059  
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**Presenters:**  
Valodi Foster  
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State and Local Injury Control Section  
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Sacramento, CA 94234-7320  
Phone: (916) 324-3286, Fax: (916) 323-3682  
E-mail: vfoster@dhs.ca.gov  
*Topic: Bicycle Diversion Program*

John Heeney  
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4922 State Line Road, Westwood Hills, KS 66205-1964  
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E-mail: jheeney@peerhelping.org  
*Topic: Have You Tried Peer Pressure?*

Steve Davidson  
Georgia Division of Public Health  
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Atlanta, GA 30319  
Phone: (404) 679-0542, Fax: (404) 679-4976  
E-mail: sxd044E@dhr.state.ga.us  
*Topic: Enforcement Methods Used to Encourage Safe Cycling*

## O-4 Strengthening Seat Belt Laws

**Monday, March 13**  
**1:30pm – 3:00pm**  
*Hanover A/B*

Description: 52% of the U.S. population is now covered by primary enforcement belt use laws. Find out about recent successes and what's happening in legislatures this year.

**Moderator:**  
Betty Mercer  
Michigan Department of State  
Police  
Michigan Office of Highway Safety  
Planning  
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Lansing, MI 48909-8133  
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**Speakers:**  
J. Barry Coughlin  
State, Local and Community Affairs  
Ford Motor Company  
The American Road, Room 950  
Dearborn, MI 48121

Phil Haseltine  
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1110 N Glebe Road Ste 1020  
Arlington, VA 22201  
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**L-4**  
**New Technology Applications for Traffic Enforcement**  
**Monday, March 13**  
**1:30pm – 3:00pm**  
**Dunwoody**

**Description:** Presentation on operational technologies designed to improve enforcement effectiveness

**Moderator:**  
 Matt Snyder  
 International Association of Chiefs of Police  
 515 N Washington St  
 Alexandria, VA 22314  
 Phone: (703) 836-6767  
 Fax: (703) 836-4543  
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Roosevelt Rogers  
*Distance Between Car Measuring Technology*  
 Laser Technology, Inc  
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David Smith  
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 Federal Highway Administration  
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George Ake  
*Capital Wireless Integrated Network*  
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**S-4**  
**Expanding Your Safe Community to Reach Diverse Cultures and Populations**  
**Monday, March 13**  
**1:30pm – 3:00pm**  
**Regency V**

**Description:** How does the Safe Community concept work with racial, ethnic and economically distressed populations? High risk groups? Target audiences? Rural Communities?

**Moderator:**  
 Dawn Cano  
 Injury Prevention Center of Greater Dallas  
 PO Box 36067  
 Dallas, Texas 75235  
 Phone: (214) 590-4455  
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**Presenters:**  
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 Illinois Hispanic Safe Communities  
 Midwest Latino Health Research, Training and Policy Center (MC 625)  
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**I-5**  
**Laws That Work for Youth**  
**Monday, March 13**  
**1:30pm – 3:00pm**  
**Hanover CDE**

**Description:** The workshop will discuss the problems associated with enforcing the zero tolerance and graduated licensing laws and provide examples of success stories. This workshop will also present successful strategies at the community level involving youth impaired driving enforcement and showcase the new *You Drink & Drive. You Lose.* campaign.

**Moderator:**  
 Jack Grant  
 International Association of Chiefs of Police  
 515 North Washington Street  
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 Fax: (703) 836-4543

**Panelists:**  
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Sheriff Margo Frasier  
 Travis County Sheriff's Office  
 1010 Lavaca Street  
 PO Box 1748  
 Austin, TX 78767  
 Phone: (512) 473-9770  
 Fax: (512) 473-9722

Sergeant Chuck Miller  
 Phoenix Police Department  
 North Resource Bureau  
 302 E Union Hills Drive  
 Phoenix, AZ 85024  
 Phone: (602) 534-0815  
 Fax: (602) 256-4189

**D-4**  
**Older Drivers: Balancing Safety and Mobility**  
**Part 2: A Model for Older Driver Safety and Mobility**  
**Monday, March 13**  
**1:30pm – 3:00pm**  
**Hanover FIG**

**Description:** This session will highlight a Maryland program that assesses the skills and ability of older drivers in Department of Motor Vehicle, social service and medical settings. The results of this program will help define better ways to assess drivers, and will help keep older people driving safely longer.

**Moderator/Speaker:**  
 Bob Raleigh, M.D.  
 Maryland Motor Vehicle Administration  
 Medical Advisory Board  
 6601 Ritchie Highway, NE  
 Glen Burnie, MD 21062  
 Phone: (410) 768-7375  
 Fax: (410) 424-3604  
 E-mail: rraleigh@mdot.state.md.us

**Speakers:**  
 Phyllis Madachy  
 Howard County Office on Aging  
 6751 Columbia Gateway Drive  
 Columbia, MD 21046  
 Phone: (410) 313-6410  
 Fax: (410) 313-6424  
 E-mail: pmadachy@co.ho.md.us

Kim White  
 Maryland State Highway Administration  
 7491 Connelley Drive  
 Hanover, MD 21076  
 Phone: (410) 787-4014  
 Fax: (410) 787-5823



### C-3 Child Safety Seat Installation: Fitting Stations and Other Innovative Programs

**Monday, March 13  
1:30pm – 3:00pm**

*International Bllrm South*

**Description:** This session will showcase the innovative programs being planned or implemented in response to recommendations for fitting stations. (Fit for a Kid, other dealerships programs).

#### **Moderator:**

Elaine Weinstein  
National Transportation  
Safety Board  
Office of Safety Recommendations  
and Accomplishments  
490 L'Enfant Plaza E SW SR-2A  
Washington, DC 20594-0001  
Phone: (202) 314-6607  
Fax: (202) 314-6178  
E-mail: weinste@ntsb.gov  
*Update on NTSB's Recommendation  
on Fitting Stations*

#### **Speakers:**

Shelia Gruber McLean  
Daimler-Chrysler Corporation  
1000 Chrysler Drive  
CIMS 485-06-85  
Auburn Hills, MI 48326-2766  
Phone: (248) 512-2986  
Fax: (248) 512-0700  
E-mail: sgm9@daimlerchrysler.com  
*Dealer Based Programs*

Karen DiCapua  
National SAFE KIDS Campaign  
Child Passenger Safety  
1301 Pennsylvania Ave, Ste 1000  
Washington, DC 20004  
Phone: (202) 662-0600  
Fax: (202) 393-2072  
E-mail: kdicapua@safekids.org  
*Mobile Programs*

Diane Cherry, R.N.  
Safe Communities  
305 Stone Creek Place  
Paducah, Kentucky 42003  
Phone: (270) 898-7845  
Fax: (270) 898-7845  
E-mail: dcherry@apex.net  
*Community Programs*

### A-3 Incorporating Evaluation Into Child Traffic Safety Programs

**Monday, March 13  
1:30pm – 3:00pm**

*Baker*

**Description:** While many traffic safety program planners understand that evaluation is an important component of any successful program, many of these planners don't know how to incorporate this element into their programs. This session will discuss and identify the different types of evaluation, explain when and why they are used, and illustrate techniques that planners can use to include the correct kind of evaluation in their traffic safety programs. The session will specifically discuss evaluation strategies for pedestrian safety and child safety seat education programs.

#### **Moderator:**

Nancy J. Thompson, Ph.D.  
M.P.H.  
Rollins School of Public Health  
Emory University  
1518 Clifton Road, N.E.  
Atlanta, GA 30322  
Phone: (404) 727-3074  
Fax: (404) 727-1369  
E-mail: nthomps@sph.emory.edu

#### **Panelists:**

Bill Wilkinson  
National Center for Bicycling &  
Walking  
1506- 21<sup>st</sup> Street, NW Suite 200  
Washington, DC 20036  
Phone: (202) 463-6622  
Fax: (202) 463-6625  
E-mail: BIKEFED@aol.com

Kathryn Wesolowski  
Rainbow Babies  
& Children's Hospital  
11100 Euclid Avenue WRN B53  
Cleveland, OH 44106-6039  
Phone: (216) 844-7830  
Fax: (216) 844-7841  
E-mail:  
Kathy.wesolowski@uhhs.com

### L-6 Getting Serious with Aggressive Drivers: The Role of Enforcement, Prosecution and Judiciary

**Monday, March 13  
1:30pm – 3:00pm**

*Regency VI  
(Repeats Tuesday  
8:45–10:15am Regency VI)*

#### **Description:**

A workshop that explains in depth the challenges of identifying, charging and sanctioning the aggressive driver from the local perspective.

#### **Moderator:**

William Head  
Head, Thomas, Webb  
& Willis  
750 Hammond Drive  
Building 5  
Atlanta, GA 30328  
Phone: (404) 250-1113  
Fax: (404) 250-1494  
E-mail: WCHHead@absolute-  
ly-not-guilty.com

#### **Panelists:**

Judge Steve Smith  
361<sup>st</sup> District Court  
300 East 26<sup>th</sup> St, Ste 305  
Bryan, TX 77803  
Phone: (409) 361-4380  
Fax: (409) 361-4385  
E-mail:  
ssmith@co.brazos.tx.us

Michael Barrasse  
Lackawanna County  
Courthouse  
200 North Washington Ave  
Scranton, PA 18503  
Phone: (570) 963-6452  
Fax: (570) 963-6831

Major Stephen Leary  
Massachusetts State Police  
612 Main St.  
Holden, MA 01520  
Phone: (508) 829-8310  
Fax: (508) 829-8310

### A-14 Selling Traffic Safety to the Media (Media Strategies Part 2)

**Monday, March 13  
1:30pm – 3:00pm**

*Regency VII  
(Repeats Tuesday 2:00–3:00pm  
Regency VII)*

**Description:** In this second media session, the focus is on strategies for engaging the media. How do you pitch your story? What media outlet should you target? What's an editorial board? How effective are they in reaching your audience? Tips and strategies on pitching your story and arranging editorial board meetings with newspapers will be discussed. Workshop participants will have an opportunity to role-play pitching their story to members of the Atlanta press. Workshop participants and members of the local press will critique the role-plays, discussing strengths and pointing out areas for improvement.

#### **Moderator:**

Vince Burgess  
Virginia Department of Motor  
Vehicles  
Traffic Safety Administration  
2300 West Broad Street  
Richmond, VA 23220  
Phone: (804) 367-1670  
Fax: (804) 367-6631  
E-mail: dmvmvb@dmv.state.va.us

#### **Panelist:**

Pam Beer  
PMB Communications  
1114 N. Illinois St.  
Arlington, VA 22205-2437  
Phone: (703) 237-5532  
Fax: (703) 237-8831  
E-mail: pmbeer@worldnet.att.net

#### **Mickey Nall**

Ogilvy Public Relations  
1901 L Street, NW  
Washington, DC 20036  
Phone: (202) 452-9536  
Fax: (202) 331-3003  
E-mail: mickey.nall@dc.ogilvypr.com

**3:00pm-3:30pm**  
**Break**

#### **A-7**

### **Making Travel Easy and Safe for People with Disabilities**

**Monday, March 13 3:30pm – 5:00pm**  
*Grand Hall – Exhibit Area*

**Description:** This workshop will provide participants the opportunity to learn about and use adaptive devices in motor vehicles. It will explain the types of modifications made to motor vehicles to adapt them for use by disabled drivers. How to get a vehicle modified and how to find a reputable company to do it will also be discussed. In addition, the workshop will provide discussion on the new ANSI/RENSA WC-19 wheelchair standard which establishes the first standard for the manufacture of wheelchairs used as seats in motor vehicles. Adaptive vehicles and wheelchairs will be used as teaching aides in this workshop to provide participants hands-on experience with the products.

#### **Moderator:**

Paul Ulrich  
General Motors NAO, Paragon Project  
R&D Center / MC 480-106-A26  
30500 Mound Road, Warren, MI 48090  
Phone: (810) 986-9037  
Fax: (810) 986-0412  
E-mail: paullulrich@gmr.com

#### **Panelists:**

Becky Plank  
National Mobility Equipment Dealers Assn (NMEDA)  
909 E Skagway Ave, Tampa, FL 33604  
Phone: (800) 833-0427  
Fax: (813) 931-4683  
E-mail: nmeda@aol.com

Gina Bertocci, Ph.D., P.E.  
University of Pittsburgh  
Dept of Rehabilitation Science  
Forbes Tower, Ste 5044, Pittsburgh, PA 15260  
Phone: (412) 647-1288

Karen Monaco  
Monaco's Therapy on Wheels /ADED  
2914 Professional Parkway Ste 150  
Augusta, GA 30907  
Phone: (706) 650-5501  
Fax: (706) 228-1754  
E-mail: monacotow@aol.com

Rhonda Dinello  
NHTSA  
400 7<sup>th</sup> St SW NPS-31, Washington, DC 20590  
Phone: (202) 366-0291  
Fax: (202) 493-2290  
E-mail: rdinello@nhtsa.dot.gov

#### **A-12**

### **Please Choose Me! Tips for Writing Successful Grant Proposals**

**Monday, March 13**  
**3:30pm – 5:00pm**

*Baker*

(Repeats Tuesday 8:45–10:15am, Baker)

**Description:** Grant writing is an important part of any job in the highway safety system. This workshop will provide helpful strategies and tips that will increase your chances of receiving Federal monies beyond 402 as well as other state resources. Learn the secrets to writing better Federal and state traffic safety grant proposals. What does NHTSA really want to see when a Request for Proposals is published? What are states looking for in grant applications? How can you develop submissions that are shorter, more relevant, and on target?

#### **Moderator:**

Ann Mitchell  
NHTSA National Outreach Division  
400 7<sup>th</sup> St., SW, NTS-22  
Washington, DC 20590  
Phone: (202) 366-2690  
Fax: (202) 366-6916  
E-mail: amitchell@nhtsa.dot.gov

#### **Speakers:**

Terecia Wilson  
South Carolina Department of Transportation  
PO Box 191  
Columbia, SC 29202-0191  
Phone: (803) 737-1161  
Fax: (803) 737-9938  
E-mail: wilsontw@dot.state.sc.us

Linda Boor  
NHTSA  
400 7<sup>th</sup> St. SW, NAD-30  
Washington, DC 20590  
Phone: (202) 366-0607  
Fax: (202) 366-9555  
E-mail: lboor@nhtsa.dot.gov

Gary Butler  
NHTSA, Region IV  
Atlanta Federal Center  
61 Forsyth St., SW, Suite 17T30  
Atlanta, GA 30303  
Phone: (404) 562-3739  
Fax: (404) 562-3763  
E-mail: gbutler@nhtsa.dot.gov

#### **I-4**

### **Reducing Impaired Driving Among the Hard-to-Reach College-age Population**

**Monday, March 13**  
**3:30pm – 5:00pm**

*Hanover CDE*

**Description:** Correction of misperceptions of drinking norms has proven to have a demonstrable effect on reducing college student binge drinking. These corrections have been accomplished via the implementation of the social norms model. The potential implications for utilizing this model to reduce impaired driving are significant. In addition, the workshop will highlight the results of a study at the University of North Carolina, where for the first time in history, researchers have obtained breath measurements from college students as they returned home at night and the use of this data to change student perceptions about binge drinking.

#### **Moderator:**

Lauren Marchetti  
University of North Carolina  
Highway Safety Research Center  
730 Airport Road - CB 3430  
Chapel Hill, NC 27599-3430  
Phone: (919) 962-7412  
Fax: (919) 962-8710  
E-mail:  
Lauren\_marchetti@unc.edu

#### **Panelists:**

Koreen Johannessen  
University of Arizona, Campus Health Service  
Health Promotion & Preventive Services  
Tucson, AZ 85711  
Phone: (520) 621-4251

Doris Aiken  
Remove Intoxicated Drivers (RID)  
PO Box 520  
Schenectady, NY 12301  
Phone: (518) 393-4357  
Fax: (518) 370-4917  
E-mail: www.rid-usa.org

**A-16****"Who's  
Skill  
Me"**

Monday, March 13  
3:30pm - 5:00pm

International Bldg South  
(Repeats Tuesday  
2:00-3:30pm Hanover FG)

**Description:** In many communities, the public expects its law enforcement agency to respond to growing traffic safety concerns. In this workshop, panelists will describe how this challenge has been met by marrying its Safe Communities program into the department's overall community policing effort.

**Moderator and Panelist:**

Mitchell Smith  
Kentucky Association of Chiefs of Police  
667 Bellcastle Road  
Lexington, KY 40505  
Phone: (606) 299-7048  
Fax: (502) 573-1634

**Panelists:**

Chief Deputy David Bailey  
Summit County Sheriff's Office  
53 University Avenue  
Akron, OH 44308  
Phone: (330) 643-2117  
Fax: (330) 379-3694

Sergeant Carl Kinnison  
Cape Girardeau Police Department  
40 South Sprigg Street  
Cape Girardeau, MO 63703  
Phone: (573) 335-6621  
Fax: (573) 335-8571

**S-5****Accessing Community Dollars - Innovative Approaches to Funding Your Safe Community**

Monday, March 13

3:30pm - 5:00pm

Regency V

**Description:** A discussion of nontraditional funding (HUD, HHS, DOJ), foundations, fund-raising, earmarking fines, local funding, corporate underwriting, regionalizing to pool resources, etc.

**Moderator:**

Amy Rosenthal, M.P.A.  
Providence Safe Communities Partnership  
PO Box 2497  
Providence, RI 02906  
Phone: (401) 444-2685  
Fax: (401) 444-2249  
E-Mail: ARosenthal@lifespanspan.org

**Presenters:**

Wayne Harper  
Center for Traffic Safety  
York County Government  
One W. Market Way Ste 203  
York, PA 17401  
Phone: (717) 771-9711  
Fax: (717) 771-9866

Larry Kendall  
City of Huntington  
Safe Traffic Operations Program  
P.O. Box 1659  
Huntington, WV 25717  
Phone: (304) 696-5570  
Fax: (304) 696-5583  
E-mail: buckleup@ezwv.com

Jennifer Drozdowski  
Alberta Centre for Injury Control & Research  
University of Alberta - Faculty of Medicine and Dentistry  
C/O 3 Wildwood Crescent West  
Lethbridge, Alberta T1K 6E1 CANADA  
Phone: (403) 381-3921  
Fax: (403) 381-4487  
E-mail: jdrozdown@telusplanet.net

**A-10****Yo, brother - ponte el cinturón de seguridad ... Using Culture to Build a Sound Outreach**

Monday, March 13

3:30pm - 5:00pm

Courtland

**Description:** African Americans and Hispanics continue to be over-represented in traffic crashes. Working with organizations representing people of color ensures that culturally appropriate messages and programs are accepted by communities of color. This workshop will detail two successful new programs - Brother, Keep it Together and Corazón de mi vida - to demonstrate the importance of developing culturally appropriate public information and education programs.

**Moderator:**

Robin Mayer  
NHTSA National Outreach Division  
400 7th St SW NTS-22  
Washington, DC 20590-0001  
Phone: (202) 366-2568  
Fax: (202) 366-6916  
E-mail: rmayer@nhtsa.dot.gov

**Speaker:**

Rosalie Mendez  
National Latino Children's Institute  
1412 W Sixth Street  
Austin, TX 78703  
Phone: (512) 472-9971  
Fax: (512) 472-5845  
E-mail: nlci@nlci.org

Sylvia Cordy  
Cordy & Company  
2 Wisconsin Circle Ste 700  
Chevy Chase, MD 20815  
Phone: (301) 280-5904  
Fax: (301) 280-5945  
E-mail: Scordy@aol.com

**A-5****Putting Pedestrians on the Radar Screen: The Role of Advocacy Groups**

Monday, March 13

3:30pm - 5:00pm

Dunwoody

**Description:** As passenger cars improve in the protection of occupants, pedestrian safety looms as an issue that has not been aggressively addressed. To put pedestrians on the radar screen, communities first need to engage the public. In this session, you will learn how pedestrian advocacy groups, enforcement officers, and city and regional planners have made pedestrian safety and access an issue and a passion in their communities.

**Moderator:**

Troy Ayers  
NHTSA  
61 Forsyth Street, S.W., Suite 17T30  
Atlanta, Georgia 30303  
Phone: (404) 562-3739  
Fax: (404) 562-3763  
E-mail: tayers@nhtsa.dot.gov

**Panelists:**

Sally Flocks  
PEDS  
1447 Peachtree St Ste 801  
Atlanta, GA 30309  
Phone: (404) 873-5667  
Fax: (404) 873-6978  
E-mail: info@peds.org

John Moffat  
Governor's Highway Safety Representative  
1000 S. Cherry Street  
P.O. Box 40944  
Olympia, WA 98504-0944  
Phone: (360) 753-4018  
Fax: (360) 586-6489  
E-mail: jmoffat@wtsc.wa.gov

Please wear your  
badge at all times.



	Grand Hall	Baker	Courtland	Dunwoody	Hanover AB	Hanover CDE
<b>Sunday March 12</b>						
12:00 — 1:30	<b>Exhibit Grand Opening</b>					
2:00 — 3:30			<b>O-2</b> Seat Belt Use Among African Americans	<b>A-1</b> Motorcycle Safety: The Future is Now - Partnerships, Opportunities and Challenges	<b>A-9</b> Drowsy Driving: Wake Up and Get Some Sleep!	<b>S-1</b> What's in a Name? Safe Communities, Livable Communities, Sustainable Communities, Healthy Communities
4:00 — 5:30			<b>A-8</b> Creative Approaches for Law Enforcement to Promote Bicycle Safety	<b>A-2</b> The School Bus: New Efforts to Increase Safety	<b>A-10</b> Yo, brother — ponte el cinturón de seguridad ... Using Culture to Build A Sound Outreach	<b>S-2</b> Expanding Your Safe Community Partnerships
<b>Monday March 13</b>						
10:00 — 11:30			<b>A-15</b> Meet the People Who Train and License Motorcyclists in Your State	<b>D-10</b> Using State Data for Highway Safety Decision Making		<b>O-1</b> Showcase of States with Innovative Belt Programs
1:30 — 3:00		<b>A-3</b> Incorporating Evaluation Into child Traffic Safety Programs	<b>REPEAT A-8</b>	<b>L-4</b> New Technology Applications for Traffic Enforcement	<b>O-4</b> Strengthening Seat Belt Laws	<b>I-5</b> Laws That Work for Youth
3:30 — 5:00	<b>A-7</b> Making Travel Easy and Safe for People with Disabilities	<b>A-12</b> Please Choose Me ! Tips for Writing Successful Grant Proposals	<b>REPEAT A-10</b>	<b>A-5</b> Putting Pedestrians on the Radar Screen: The Role of Advocacy Groups	<b>REPEAT L-5</b>	<b>I-4</b> Reducing Impaired Driving Among the Hard to Reach College-age Population
<b>Tuesday March 14</b>						
8:45 - 10:15		<b>REPEAT A-12</b>	<b>A-6</b> Resources and Tools for Pedestrian and Bicycle Safety Professionals			<b>I-6</b> A Victims Perspective on Impaired Driving
10:45 - 12:15		<b>A-11</b> The Teenage Driver and the Graduated Licensing System	<b>D-7</b> Working Smart with Data - Part 1: Understanding the Data Smart Manual	<b>A-4</b> Strategies to Make Atlanta More Walkable		<b>I-7</b> BAC Reporting - Should Law Enforcement Ask? Should Hospitals Answer?
2:00 - 3:30		<b>O-6</b> Seat Belt Use in Rural America	<b>D-8</b> Working Smart with Data - Part 2: Accessing and Analyzing State Data	<b>REPEAT A-4</b>		<b>C-7</b> Car Seat Manufacturers: Show and Tell
3:45 - 5:15				<b>REPEAT L-2</b>		<b>I-9</b> Traffic Safety and Enforcement Technologies: Part 2 - Detecting and Sanctioning Impaired Drivers

**International  
Ballroom South**
**Hanover FG**
**Regency V**
**Regency VI**
**Regency VII**

**L-1** Building Trust in Diverse Communities for Traffic Law Enforcement

**L-3** Saving Lives at a Faster Pace - Putting the Pieces of the Speed Management Puzzle Together

**I-3** Jump Start Your Impaired Driving Program - A Formula for Getting to 11,000 by 2005

**D-2** The Case Against Drugged Driving

**C-1** The Child Passenger Advocates Role in Influencing Child Occupant Protection Laws: Activism 101

**O-3** Enforcing Seat Belat Laws - What's Happening in 2000?

**D-1** Ethnicity and Alcohol - Emerging Issues

**L-9** Strategies for Increasing Staff Resources for Law Enforcement Agencies

**C-2** Children Left Unattended in or Around Vehicles. Trunk Entrapments and Heat-Related Deaths

**I-2** What's new in Underage Drinking Prevention Programs?

**L-5** Agressive Driving Behaviors Cause a Return to Basic Traffic Enforcement

**D-3** Older Drivers: Balancing Safety and Mobility - Part 1: Research on the Safety and Mobility of Older Persons

**S-3** Roundtable Discussion on Safe Community Data Issues

**I-1** Youth Impaired Driving Enforcement - Now That You've Got Them, Where Do You Put Them?

**A-13** Implementing Effective Media Strategies (Part 1)

**C-3** Child Safety Seat Installation: Fitting Stations and Other Innovative Programs

**D-4** Older Drivers: Balancing Safety and Mobility - Part 2: A Model for Older Driver Safety and Mobility

**S-4** Expanding Your Safe Community to Reach Diverse Cultures and Populations

**L-6** Getting Serious with Aggressive Drivers: The Role of Enforcement, Prosecution and Judiciary

**A-14** Selling Traffic Safety to the Media (Media Strategies Part 2)

**L-8** Building Traffic Safety Into Community Policing Programs

**D-5** Recent Research on Repeat and hard Core Offender Sanctions

**S-5** Accessing Community Dollars - Innovative Approaches to funding Your Safe Community

**C-6** Child Passenger Safety Research and Demonstration Grants: What's Being Done and How Can it Benefit Your Program Planning?

**A-16** Who Wants to Be An Advocate? A Skills Building Workshop.

**O-7** Vehicle Technology Issues: Advanced Airbags, Side Airbags, Airbags used in Cars, Crash Avoidance, etc. Part 1

**D-6** Traffic Crashes & Productivity Losses: What the Research Shows

**S-6** Safe Communities in the New Millennium

**C-5** National Child Passenger Safety Surveys: How Do We Get This Information and How Can You Use It?

**REPEAT L-6**

**O-8** Vehicle Technology Issues - part 2

**L-2** Putting the Ummph in Your Impaired Driving Enforcement Program

**S-7** Hands On Safe Communities Training Workshop

**C-4** Child Passenger Training: It's Sweeping the Country

**L-7** Innovative Highway Safety Enforcement Strategies for Belts and Booze

**REPEAT L-8**

**S-8** Identifying Community Strategies that Work in Changing Behavior and Reducing Injuries

**REPEAT A-11**

**REPEAT A-14**

**D-9** Update on CDCs Research in Motor Vehicle Injury Prevention

**S-9** Selling the Safe Community Concept and Moving to Commitment

**I-8** Making the Case for .08

**C-9** Introducing Universal Child Restraint Anchorage Hardware into the Marketplace



The letters before the workshop designate track:

**A**  
**Ad Hoc**  
(safety counter measures, pedestrian bicycle safety, school bus safety, professional development, etc.)

**C**  
**Child Passenger Safety**

**D**  
**Data and Research**

**I**  
**Impaired Driving**

**L**  
**Law Enforcement**

**O**  
**Occupant Protection**

**S**  
**Safe Communities**

**C-6****Child Passenger Safety Research and Demonstration Grants: What's Being Done and How Can It Benefit Your Program Planning****Monday, March 13****3:30pm – 5:00pm***Regency VI*

**Description:** This workshop will provide attendees with information about research that is planned and in progress. The workshop will also give attendees suggestions on how to use the research results as you develop and implement your programs.

**Moderator:**

Dr. Kyran Quinlan  
Centers for Disease Control  
4770 Buford Highway NE MS-K63  
Atlanta, GA 30341-3724  
Phone: (770) 448-4652  
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**Speakers:**

Esha Bhatia  
Children's Hospital of Philadelphia  
3535 Market St.  
10th FL, # 1024 Trauma Link  
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Boston, MA 02115  
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**L-5****Aggressive Driving Behaviors Cause a Return to Basic Traffic Enforcement****Monday, March 13****3:30pm – 5:00pm***Hanover A/B*

**Description:** As law enforcement agencies mount aggressive driving programs to make the streets safer and more civilized or a "take back the streets" effort, we are hearing that targeting the moving violations commonly associated with aggressive driving behaviors is really a back to the basics philosophy of traffic law enforcement. Hear examples of how this is working in three locations, including a NHTSA sponsored demonstration project in Milwaukee, Wisconsin.

**Moderator:**

Terry Witkowski  
Milwaukee Safety Commission  
Milwaukee Police Department  
6680 N Teutonia Ave #151  
Milwaukee, WI 53209-3117  
Phone: (414) 935-7991  
Fax: (414) 935-3561

**Panelists:**

Capt Randy Tylke  
Milwaukee County Sheriff  
Department  
821 W State Street  
Milwaukee, WI 53233  
Phone: (414) 454-4081  
Fax: (414) 454-4083

**D-5****Recent Research on Repeat and Hard Core Offender Sanctions****Monday, March 13****3:30pm – 5:00pm***Hanover F/G*

**Description:** It is difficult to influence and change the behavior of hard core and repeat DWI offenders, yet these drivers are involved in a disproportionate share of motor vehicle crashes in which alcohol was a factor. There has been a recent explosion of research on the subject – research that is central to the development of appropriate federal, state and local policy for this target population. This workshop will provide an overview of some of the current research on vehicle sanctions, alternatives to jail, and assessment and treatment.

**Moderator:**

Jim Fell  
Human Performance Technology  
Star Mountain, Inc.  
3601 Eisenhower Ave,  
Alexandria, VA 22304  
Phone: (703) 960-7000  
Fax: (703) 960-7009  
E-mail: jfell@starmountain.com

**Speakers:**

Robert B. Voas, Ph.D.  
Pacific Institute for Research and Evaluation  
8201 Corporate Drive Ste 220  
Landover, MD 20785  
Phone: (301) 731-9891 x 128  
Fax: (301) 731-6649  
E-mail: voas@pire.org  
Title: "The Effectiveness of Various Vehicle Sanctions on Repeat DWI"

John Lacey  
Mid-America Research Institute  
P.O. Box 3329  
Shepherdstown, WV 25443  
Phone: (304) 876-1501  
Fax: (304) 876-1701  
E-mail: jlacey@mid-amer.com  
Title: "The Effectiveness of Alternatives to Jail on Repeat DWI"

Tom Nochajski  
Research Institute on Addictions  
1021 Main Street  
Buffalo, NY 14203-1016  
Phone: (716) 887-2500  
Fax: (716) 877-2477  
E-mail: Tnochajski@ria.org  
Title: "Assessment and Treatment of Repeat DWI Offenders"



**A-16****"Who Wants to be an Advocate?" A Skills-Building Workshop****Monday, March 13****3:30pm – 5:00pm****Regency VII**

**Description:** Learn how to be an effective advocate for highway safety issues through an interactive role-playing session on the legislative process. This session will prepare you for lobbying meetings and testifying before committees. It will also highlight the importance of grassroots organizing and community involvement. Youth from Philadelphia and Atlanta will talk about why they got involved in lobbying campaigns for graduated driver licensing and red light running photo-enforcement enabling legislation. *By the end of this session, you may not be a millionaire, but you'll feel like one.*

**Moderator:**

Cathy Babics Chase  
Advocates for Highway & Auto Safety  
750 First St., NE Ste 901  
Washington, DC 20002  
Phone: (202) 408-1711  
Fax: (202) 408-1699  
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**Speakers:**

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Ayinde Summers

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Youth Education Town  
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**TUESDAY****7:30 am – 8:30 am**

**Complimentary Continental Breakfast**  
Exhibit Area (Grand Hall)

**A-12****Please Choose Me! Tips for Writing Successful Grant Proposals****Tuesday, March 14****8:45am – 10:15am****Baker**

**Description:** Grant writing is an important part of any job in the highway safety system. This workshop will provide helpful strategies and tips that will increase your chances of receiving Federal monies beyond 402 as well as other state resources. Learn the secrets to writing better Federal and state traffic safety grant proposals. What does NHTSA really want to see when a Request for Proposals is published? What are states looking for in grant applications? How can you develop submissions that are shorter, more relevant, and on target?

**Moderator:**

Ann Mitchell  
NHTSA National Outreach Division  
400 7<sup>th</sup> St., SW, NTS-22  
Washington, DC 20590  
Phone: (202) 366-2690  
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**Speakers:**

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South Carolina Department of Transportation  
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Linda Boor

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Gary Butler

NHTSA, Region IV  
Atlanta Federal Center  
61 Forsyth St., SW, Suite 17T30  
Atlanta, GA 30303  
Phone: (404) 562-3739  
Fax: (404) 562-3763

**D-6****Traffic Crashes and Productivity Losses: What the Research Shows****Tuesday, March 14****8:45am – 10:15am****Hanover F/G**

**Description:** Unsafe driving practices on and off the job result in serious productivity losses every year. Recent research allows us to begin quantifying these costs. The panel will explore the research and discuss what companies and states are doing to utilize the research and address employer concerns about unsafe driving.

**Moderator:**

Betty Mercer  
Michigan Office of Highway Safety  
Planning  
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**Speakers:**

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Tom Walsh

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Ben Harper

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E-mail: bharper@gohs.state.ga.us

### S-6 Safe Communities in the New Millennium

Tuesday, March 14  
8:45am – 10:15am

Regency V

**Description:** What's been accomplished so far, i.e. changes in attitudes, behaviors, community support, injury reductions, health care savings, as well as positive outcomes achieved among certain target groups or at risk populations. A discussion on sustaining Your Safe Community: Lessons Learned.

**Moderator:**

Nukhet Clark  
Traffic Safety Task Force and Safe Community Program  
502 NP Avenue  
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Fax: (701) 241-8558  
E-mail: nukhet@aol.com

**Presenter:**

Mona Rook  
Greenville County Department of Community Services  
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Greenville, SC 29601  
Phone: (864) 467-5452  
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**Claudia Hedenskog**

Salem Safe Community Project  
Salem Police Department  
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**Dr. Joseph Sabato, Jr.**  
Community Alliance  
for Teen Safety

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jsabatoj@ix.Netcom.com

### I-6 A Victim's Perspective on Impaired Driving

Tuesday, March 14  
8:45am – 10:15am

Hanover CDE

**Description:** 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:**

Millie Webb  
MADD  
511 E John Carpenter  
Freeway Ste 700  
Irving, TX 75062  
Phone: (214) 744-6233  
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**Jim MaGill**

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**Nadine Milford**

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**Maureen Riccardillo-Fisher**

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10310  
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### A-6 Resources and Tools for Pedestrian and Bicycle Safety Professionals

Tuesday, March 14  
8:45am – 10:15am

Courtland

**Description:** Stop by to learn what technical resources and tools are available to those setting up local pedestrian and bicycle programs. This session will present the information on the:

1. *Pedestrian and Bicycle Information Center*, a center designed to connect communities with the information and resources they need to create safe places for walking and bicycling.
2. *Pedestrian and Bicycle Crash Analysis Tool*, a software product that allows communities to identify their pedestrian and bicycle problems, as well as potential solutions to problems.
3. *Bicycle Countermeasures Resource Guide*, a CD-ROM prepared for the bicycle safety professional responsible for developing programs at the state or community level. It provides a compilation of existing and proposed countermeasures that can be used by a variety of implementers to help solve a wide range of bicycle safety problems.

**Moderator and Presenter:**

Charlie Zegeer  
University of North Carolina Highway Safety Research Center  
730 Airport Road, Suite 300 CB-3430  
Chapel Hill, North Carolina 27599-3430  
Phone: (919) 962-7801  
Fax: (919) 962-8710  
E-mail: charlie\_zegeer@unc.edu  
Topic: *Pedestrian and Bicycle Information Center*

**Presenters:** Esther Wagner

NHTSA Office of Research and Traffic Records  
400 Seventh St SW NTS-31  
Washington, DC 20590  
Phone: (202) 366-1361, Fax: (202) 366-7096  
E-mail: esther.wagner@nhtsa.dot.gov  
Topic: *Pedestrian and Bicycle Crash Analysis Tool*

**Marvin Levy, Ph.D.**

NHTSA  
400 Seventh Street SW NTS-31  
Washington, DC 20590  
Phone: (202) 366-5597  
Fax: (202) 366-7096  
E-mail: mlevy@nhtsa.dot.gov  
Title: *Bicycle Countermeasures Resource Guide*

### C-5 National Child Passenger Safety Surveys: How Do We Get This Information and How Can You Use It?

Tuesday, March 14  
8:45am – 10:15am

Regency VI

**Description:** This workshop will provide you survey data related to national child safety seat and seat belt usage rates, public perceptions about child safety seat and booster seat use, as well as how the public perceptions of air bags has changed. Additionally, learn about how you can use this information to develop and implement your programs.

**Moderator:**

and Speaker:  
Nancy Bondy  
NHTSA  
400 7th St SW NRD-32  
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Phone: (202) 366-5353  
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**Barbara Rhea**

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brhea@nhtsa.dot.gov

**Presenters  
were accurate  
at time of  
printing.**

**L-6****Getting Serious with Aggressive Drivers: The Role of Enforcement, Prosecution and Judiciary**

**Tuesday, March 14  
8:45am – 10:15am  
Regency VII**

**Description:** A workshop that explains in depth the challenges of identifying, charging and sanctioning the aggressive driver from the local perspective.

**Moderator:**

William C. Head  
Head, Thomas Webb & Willis  
750 Hammond Drive  
Building 5  
Atlanta, GA 30328  
Phone: (404) 250-1113  
Fax: (404) 250-1494  
E-mail:  
wthead@absolutely-not-guilty.com

**Panelists:**

Judge Steve Smith  
361<sup>st</sup> District Court  
300 East 26<sup>th</sup> St  
Ste 305  
Bryan, TX 77803  
Phone: (409) 361-4380  
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Major Stephen Leary  
Massachusetts State  
Police  
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**O-7****Vehicle Technology Issues: Advanced Airbags, Side Airbags, Airbags in Used Cars, Crash Avoidance, Etc. Part 1**

**Tuesday, March 14  
8:45am – 10:15am  
International Bldg South**

**Description:** Attend this unique extended presentation to get up-to-date on vehicle technology issues. So much is happening that this session runs for two consecutive workshop time slots.

**Moderator:**

Adrian Lund, Ph.D.  
Insurance Institute for Highway Safety  
1005 N Glebe Road # 800  
Arlington, VA 22201-5718  
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**Speakers:**

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**10:15am-10:45am  
Break**

**A-11****The Teenage Driver and The Graduated Driver Licensing System**

**Tuesday, March 14, 10:45am – 12:15pm  
Baker  
(Repeats Tuesday 2:00–3:30pm  
Regency VI)**

**Description:** The teenage driving population has increased by 548,000 since 1996, however, during this time, crash involvement by teen drivers has decreased 13.5 percent. Thirty-two states have changed their driver licensing laws as they pertain to young, novice drivers; 24 enacting graduated driver licensing (GDL) laws. Could GDL be at the root of this decrease in teen crashes and exactly what components make up a successful GDL system? This session will examine GDL's teen passenger restrictions, parental involvement and ongoing research into the GDL question.

**Moderator:**

Sean McLaurin  
NHTSA  
400 7<sup>th</sup> St SW NTS-32  
Washington, DC 20590-0001  
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Fax: (202) 366-2746  
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**Speakers:**

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**D-7****Working Smart with Data – Part 1: Understanding the Data Smart Manual**

**Tuesday, March 14  
10:45am – 12:15pm  
Courtland**

**Description:** This session consists of 2 parts. Part 1 is a demonstration of NHTSA's latest data tool - the Data Smart Manual. The manual uses an "Internet-like" approach to present information about using and analyzing data for state and local highway traffic safety programs. A copy of the Data Smart Manual will be distributed and used by each participant during both sessions.

**Instructor:**

Dennis Utter  
NHTSA  
400 7<sup>th</sup> St. SW  
Room 6126  
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Phone: (202) 366-5351  
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E-mail:  
dutter@nhtsa.dot.gov



### L-7 Innovative Highway Safety Enforcement Strategies for Belts and Booze

**Tuesday, March 14**  
**10:45am – 12:15pm**  
*Regency VII*

**Description:** Conducting high visibility enforcement programs during emphasis periods have been found to be instrumental in efforts to meet highway safety goals. This workshop will showcase several programs which have effectively combined both belt and impaired driving enforcement emphasis within the same enforcement period while insuring that both programs receive priority attention.

**Moderator:**  
Richard Holden  
North Carolina State Highway Patrol  
4702 Mail Service Center  
Raleigh NC 27699-4702  
Phone: (919) 733-7952  
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E-mail: rholden@ncshp.org

**Panelists:**  
Col Robert Hightower  
Georgia Department of Public Safety  
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Fax: (360) 794-7188  
E-mail: jpcummings@bigfoot.com

### I-7 BAC Reporting - Should Law Enforcement Ask? Should Hospitals Answer?

**Tuesday, March 14**  
**10:45am – 12:15pm**  
*Hanover CDE*

**Description:** This workshop will be a facilitated "point-counter-point" discussion about the reporting of BACs to ensure that impaired drivers do not fall through the cracks by going to the hospital after a crash.

**Moderator:**  
John Moulden  
National Commission Against Drunk Driving  
1900 L Street NW, Ste 705  
Washington, DC 20036  
Phone: (202) 452-6004  
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**Panelists:**  
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IACP, Division of State and Provincial Police  
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**If you have an  
address correction or  
change, please visit  
us at registration.**

### L-2 Putting the Ummph in Your Impaired Driving Enforcement Program

**Tuesday, March 14**  
**10:45am – 12:15pm**  
*Hanover FIG*  
(Repeats Tuesday  
3:45–5:15pm, Dunwoody)

**Description:** This workshop will discuss the latest impaired driving enforcement programs, such as the *You Drink & Drive. You Lose.* Campaign, new and updated training programs, sobriety checkpoints, saturation patrols, and mobilization periods.

**Moderator:**  
Officer Tom Flahavan  
California Highway Patrol  
3500 Reed Avenue  
West Sacramento, CA 95605  
Phone: (916) 376-3258  
Fax: (916) 376-3333

**Panelists:**  
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Montgomery County Police Department  
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Rockville, MD 20850  
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Sgt. Chuck Miller  
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Tom Shehan  
Texas A&M University System  
Law Enforcement Training Division  
John B Connally Bldg  
301 Tarrow  
College Station, TX  
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Phone: (800) 423-8433  
Fax: (409) 862-2788

### C-4 Child Passenger Safety Training: It's Sweeping the Country

**Tuesday, March 14**  
**10:45am – 12:15pm**  
*Regency VI*

**Description:** At this workshop you will get an update on activities being conducted by the National Child Passenger Safety Board. Participants will learn how community groups have partnered to implement child passenger safety training, NHTSA's Standardized CPS Training program, and how to implement "region-wide" uniformity on child passenger safety training standards for short courses.

**Moderator:**  
Lori Miller  
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**Speakers:**  
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Sugarland, TX 77478  
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E-mail: tjnehls@flash.net

### S-7 Hands on Safe Communities Training Workshop

**Tuesday, March 14**  
**10:45am – 12:15pm**  
*Regency V*

**Description:** Actual hands-on planning session in which participants complete assessment checklists, discuss the spectrum of prevention, share examples of good problem ID; review community survey instruments and methods, and develop strategies for planning more inclusive, broad based countermeasures to their identified problems

**Moderator:**  
Jerry Thacker  
Shasta County Dept. of Public Health - Safe Communities  
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Redding, CA 96001  
Phone: (530) 225-5468  
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**Presenters:**  
Lorrie Pozarik, R.N., M.S.N.  
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### A-4 Strategies to Make Atlanta More Walkable Roundtable

**Tuesday, March 14**  
**10:45am – 12:15pm**  
*Dunwoody*  
(Repeats Tuesday 2:00–3:30pm)

**Description:** In July 1999, the Centers for Disease Control and Prevention identified the Atlanta area as the third most dangerous large metropolitan area for walking. Between 1994 and 1998, the area's pedestrian fatality rate increased 13 percent. To address this serious pedestrian problem, a Pedestrian Forum was held in Atlanta in October 1999. The ultimate goal of the forum was to discuss the serious number of pedestrian injuries and fatalities in the Atlanta area and develop a plan of action to save lives and increase safety for pedestrians. The forum addressed local quality of life issues and provided information describing how to build safe, livable, and sustainable communities. This session is an outgrowth of Atlanta's Pedestrian Forum and will discuss next steps and action that the city is taking to reduce pedestrian injuries and fatalities. Panelists representing the areas of planning, engineering, enforcement, and education will discuss how each of these approaches is being used to solve Atlanta's pedestrian safety problem.

**Moderator and Roundtable Member:**  
Julia Emmons  
Atlanta City Council  
55 Trinity Ave SW, Ste 2900  
Atlanta, GA 30335  
Phone: (404) 330-6302  
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**Roundtable Members:**  
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Georgia Department of Transportation  
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### O-8 Vehicle Technology Issues: Advanced Airbags, Side Airbags, Airbags in Used Cars, Crash Avoidance, Etc. Part 2

**Tuesday, March 14**  
**10:45am – 12:15pm**  
*International Bllrm South*

**Description:** Attend this unique extended presentation to get up-to-date on vehicle technology issues. So much is happening that this session runs for two consecutive workshop time slots.

**Moderator:**  
Adrian Lund, Ph.D.  
Insurance Institute for Highway Safety  
1005 N Glebe Road # 800  
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Phone: (703) 247-1500  
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E-mail: alund@highwaysafety.org

**Speaker:** Barry Felrice  
DaimlerChrysler  
Regulatory Affairs  
1401 H St NW Ste 700  
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20005-2110  
Phone: (202) 414-6730  
Fax: (202) 414-6738  
E-mail: bif@daimlerchrysler.com

Louis Camp  
Ford Motor Company  
Auto Safety & Engineering Standards  
Fairlane Plaza South  
330 Town Center Drive  
Ste 400  
Dearborn, MI 48126  
Phone: (313) 854-4320  
Fax: (313) 549-9770

Robert Lange  
General Motors Corporation  
Automotive Safety  
30200 Mound Road MC 480-111-N65  
Warren, MI 48090  
Phone: (810) 986-8764  
Fax: (810) 986-8353

L. Robert Shelton  
NHTSA  
400 7th St, SW NOA-02  
Washington, DC 20590  
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E-mail: rshelton@nhtsa.dot.gov

**12:30 pm-1:45pm**  
**NHTSA Awards Luncheon**  
**Centennial Ballroom I-III**

Rose McMurray  
 Associate Administrator  
 Traffic Safety Programs  
 National Highway Traffic  
 Safety Administration  
 Mistress of Ceremonies

**Keynote**

Rosalyn G. Millman  
 Acting Administrator  
 National Highway Traffic  
 Safety Administration

Awards Presentation  
 Adele Derby  
 Associate Administrator  
 State and Community  
 Services  
 National Highway Traffic  
 Safety Administration

**D-8**  
**Working Smart with**  
**Data - Part 2:**  
**Accessing and Analyzing**  
**State Data**

**Tuesday, March 14**  
**2:00pm - 3:30pm**  
**Courtland**

**Description:** This session consists of 2 parts. Part 2 is a group exercise. Participants will work in groups to choose a highway traffic safety problem and apply the data information presented in the manual to develop problem solving strategies. A copy of the Data Smart Manual will be distributed and used by each participant during both sessions.

**Instructor:**

Sandy Johnson  
 NHTSA  
 400 7<sup>th</sup> St. SW, Room 6126  
 Washington, DC 20590  
 Phone: (202) 366-5364  
 Fax: (202) 366-7078  
 E-mail:  
 sjohnson@nhtsa.dot.gov

**O-6**  
**Seat Belt Use in Rural**  
**America**

**Tuesday, March 14**  
**2:00pm - 3:30pm**  
**Baker**

**Description:** Low seat belt use in rural areas requires targeted approaches and specific messages. Find out how police and sheriffs are responding

**Moderator:**

Officer David Culler  
 Jefferson County Police  
 Department  
 10915 Pine View Court  
 Louisville, KY 40299  
 Phone: (502) 245-1020  
 Fax: (502) 426-1124

**Speakers:**

Sgt William Merritt  
 Vermont Highway Patrol  
 Route 2A  
 Williston, VT 05495  
 Phone: (802) 878-7111  
 Fax: (802) 878-2742

Sheriff Ross Henry  
 Heard County Sheriff's office  
 PO Box 339  
 Franklin, GA 30217  
 Phone: (706) 675-3329  
 Fax: (706) 675-1409  
 E-mail: heardso.cs.com

Sheriff Peter Meskill  
 Tompkins County  
 779 Warren Road  
 Ithaca, NY 14850  
 Phone: (607)257-1345  
 Fax: (607) 266-5436  
 E-mail:  
 pmeskill@tompkins-co.org

**L-8**  
**Building Traffic Safety**  
**into Community**  
**Policing Programs**

**Tuesday, March 14**  
**2:00pm - 3:30pm**  
**Hanover F/G**

**Description:** In many communities, the public expects its law enforcement agency to respond to growing traffic safety concerns. In this workshop, panelists will describe how this challenge has been met by marrying its Safe Communities program into the department's overall community policing effort.

**Moderator:**

and Panelist: Mitchell Smith  
 Kentucky Association of  
 Chiefs of Police  
 667 Belcastle Road  
 Lexington, KY 40505  
 Phone: (606) 299-7048  
 Fax: (502) 573-1634

**Panelists:**

Chief Deputy David Bailey  
 Summit County Sheriff's  
 Office  
 53 University Avenue  
 Akron, OH 44308  
 Phone: (330) 643-2117  
 Fax: (330) 379-3694

Sergeant Carl Kinnison  
 Cape Girardeau Police  
 Department  
 40 South Sprigg Street  
 Cape Girardeau, MO 63703  
 Phone: (573) 335-6621  
 Fax: (573) 335-8571

**C-7**  
**Car Seat Manufacturers: Show**  
**and Tell**

**Tuesday, March 14 2:00pm - 3:30pm**  
**Hanover CDE**

**Description:** This session will allow the vast majority of car seat manufacturers to present and demonstrate both their new products and their educational and instructional materials.

**Moderator:**

JoAnn Murianka  
 NHTSA  
 400 7<sup>th</sup> St SW Rm 5118  
 Washington, DC 20590-0001  
 Phone: (202) 366-5198  
 Fax: (202) 366-2766  
 E-mail: jmurianka@nhtsa.dot.gov

**Child Seat Manufacturers Representatives:**

Tom Baloga  
 Britax Child Safety, Inc  
 460-R Greenway Industrial Drive  
 Fort Mill, SC 29715  
 Phone: (803) 802-2022 x 122  
 Fax: (803) 802-2023  
 E-mail: tbaloga@britax.com

David Campbell  
 Graco Century  
 Graco Children's Products, Inc  
 9600 Valley View Road  
 Macedonia, OH 44056-2096  
 Phone: (330) 468-4393  
 Fax: (330) 468-4461  
 E-mail: dcampbell@centuryp.com

Randy Kiser  
 Evenflo Company, Inc  
 Engineering Department  
 707 Crossroads court  
 Vandalia, OH 45377  
 Phone: (937) 415-3372  
 Fax: (937) 415-3115

John Rhein  
 Product Engineering, Fisher-Price, Inc.  
 636 Girard Avenue  
 East Aurora, NY 14052  
 Phone: (716) 687-3942

Carol Dingley  
 Cosco, Inc  
 2525 State Street  
 Columbus, IN 47201  
 Phone: (812) 372-0141 x 217  
 Fax: (812) 271-0911  
 E-mail: dingley@coscoinc.com

**Presenters**  
**were accurate**  
**at time of**  
**printing.**



**A-11****The Teenage Driver and The Graduated Driver Licensing System****Tuesday, March 14****2:00pm – 3:30pm***Regency VI*

**Description:** The teenage driving population has increased by 548,000 since 1996, however, during this time crash involvement by teen drivers has decreased 13.5 percent. Thirty-two states have changed their driver licensing laws as they pertain to young novice drivers, 24 enacting graduated driver licensing (GDL) laws. Could GDL be at the root of this decrease in teen crashes and exactly what components make up a successful GDL system? This session will examine GDL's teen passenger restrictions, parental involvement and ongoing research into the GDL question.

**Moderator:**

Sean McLaurin  
NHTSA  
400 7th St SW NTS-32  
Washington, DC 20590-0001  
Phone: (202) 366-6948  
Fax: (202) 366-2746  
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**Speakers:**

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**Spencer Moore**

Georgia Governor's Office  
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**Robert Foss, Ph.D.**

University of North Carolina Highway  
Safety Research Center  
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Chapel Hill, NC 27599-3430  
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E-mail: foss@Claire.hsrc.unc.edu

**S-8****Identifying Community Strategies that Work in Changing Behavior and Reducing Injuries****Tuesday, March 14****2:00pm – 3:30pm***Regency V*

**Description:** Program implementation workshop that focuses on comprehensive strategies built around the framework of best practices in Engineering, Enforcement, Education, Economic Incentives, and Laws/Local Policy Strategies.

**Moderator:**

Cheryl Wheaton  
Blackhawk County Health  
Department  
1407 Independence Avenue (5th Floor)  
Waterloo, IA 50703  
Phone: (319) 291-2413  
Fax: (319) 291-2529  
E-Mail: cwheaton@cfu.net

Officer Nancy Peterson  
Community Relations/Crime  
Prevention  
Englewood, Department  
of Safety Services  
3615 S. Elati Street  
Englewood, CO 80110  
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Fax: (303) 783-6851  
E-mail:  
npeterson@ci.Englewood.co.us

**Jill Johnson**

Riverside County Office of  
Education  
3939 Thirteenth St  
Riverside, CA 92502  
Phone: (909) 369-5740  
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E-mail: jjohnson@rcoe.k12.ca.us

**A-4****Strategies to Make Atlanta More Walkable Roundtable****Tuesday, March 14****2:00pm – 3:30pm***Dunwoody*

**Description:** In July 1999, the Centers for Disease Control and Prevention identified the Atlanta area as the third most dangerous large metropolitan area for walking. Between 1994 and 1998, the area's pedestrian fatality rate increased 13 percent. To address this serious pedestrian problem, a Pedestrian Forum was held in Atlanta in October 1999. The ultimate goal of the forum was to discuss the serious number of pedestrian injuries and fatalities in the Atlanta area and develop a plan of action to save lives and increase safety for pedestrians. The forum addressed local quality of life issues and provided information describing how to build safe, livable, and sustainable communities. This session is an outgrowth of Atlanta's Pedestrian Forum and will discuss next steps and action that the city is taking to reduce pedestrian injuries and fatalities. Panelists representing the areas of planning, engineering, enforcement, and education will discuss how each of these approaches is being used to solve Atlanta's pedestrian safety problem.

**Moderator and Roundtable Member:**

Julia Emmons  
Atlanta City Council  
55 Trinity Ave SW, ste 2900  
Atlanta, GA 30335  
Phone: (404) 330-6302  
Fax: (404) 658-6156  
E-mail: jemmons@ci.atlanta.ga.us

**Roundtable Members:**

Frank Danchetz  
Georgia Department of Transportation  
Number 2, Capitol Square  
Atlanta, GA 30334  
Phone: (404) 656-5277  
Fax: (404) 463-7991  
E-mail: Frank.danchetz@dot.state.ga.us

**Sandra Jennings, P.E.**

Department of Public Works  
Traffic and Transportation  
55 Trinity Avenue SW Ste 4900  
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**Lt. Anthony McCommons**

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675 Ponce de Leon Avenue, NE  
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Phone: (404) 765-2808  
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**A-14****Selling Traffic Safety to the Media (Media Strategies Part 2)**

**Tuesday, March 14**  
**2:00pm – 3:30pm**  
*Regency VII*

**Description:** In this second media session, the focus is on strategies for engaging the media. How do you pitch your story? What media outlet should you target? What's an editorial board? How effective are they in reaching your audience? Tips and strategies on pitching your story and arranging editorial board meetings with newspapers will be discussed. Workshop participants will have an opportunity to role-play pitching their story to member of the Atlanta press. Workshop participants and members of the local press will critique the role-plays, discussing strengths and pointing out areas for improvement.

**Moderator:**

Vince Burgess  
 Virginia Department of Motor Vehicles  
 Traffic Safety Administration  
 2300 West Broad Street  
 Richmond, VA 23220  
 Phone: (804) 367-1670  
 Fax: (804) 367-6631  
 E-mail: dmvmvb@dmv.state.va.us

**Panelist:**

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 PMB Communications  
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 Arlington, VA 22205-2437  
 Phone: (703) 237-5532  
 Fax: (703) 237-8831  
 E-mail: pmbeer@worldnet.att.net

Mickey Nall  
 Ogilvy Public Relations  
 1901 L Street, NW  
 Washington, DC 20036  
 Phone: (202) 452-9536  
 Fax: (202) 331-3003  
 E-mail:  
 mickey.nall@dc.ogilvypr.com

**D-9****Update on CDC's Research in Motor Vehicle Injury Prevention**

**Tuesday, March 14 3:45pm – 5:15pm** *Hanover F/G*

**Description:** The Centers for Disease Control and Prevention (CDC) has been conducting motor vehicle-related injury research for many years, particularly in the area of injury risk factor surveillance, pedestrians, impaired driving, and youth. This workshop will highlight some of the more current research activities.

**Moderator:**

Bruce Jones, M.D., M.P.H.  
 Motor Vehicle Injury Prevention Team  
 National Center for Injury Prevention and Control  
 Centers for Disease Control and Prevention  
 4770 Buford Highway NE, MS K63, Atlanta, GA 30341-3724  
 Phone: (770) 488-4652, Fax: (770) 488-1317  
 E-mail: bdj2@cdc.gov

**Speakers:**

David Sleet, Ph.D.  
 Division of Unintentional Injury  
 National Center for Injury Prevention and Control  
 Centers for Disease Control and Prevention  
 4770 Buford Highway NE, MS K63  
 Atlanta, GA 30341-3724  
 Phone: (770) 488-4652, Fax: (770) 488-1317  
 E-mail: dds6@cdc.gov

Ruth Shults, Ph.D.  
 Motor Vehicle Injury Prevention Team  
 National Center for Injury Prevention and Control  
 Centers for Disease Control and Prevention  
 4770 Buford Highway NE, MS K63  
 Atlanta, GA 30341-3724  
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 E-mail: ras1@cdc.gov

Kyran Quinlan, M.D., M.P.H.  
 Motor Vehicle Injury Prevention Team  
 National Center for Injury Prevention and Control  
 Centers for Disease Control and Prevention  
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 Phone: (404) 657-2616, Fax: (404) 657-2608  
 E-mail: kiw2a@ibm.net

**I-2****Putting the Ummph in Your Impaired Driving Enforcement Program**

**Tuesday, March 14**  
**3:45pm – 5:15pm**  
*Dunwoody*

**Description:** This workshop will discuss the latest impaired driving enforcement programs, such as the *You Drink & You Drive. You Lose.* campaign, new and updated training programs, sobriety checkpoints, saturation patrols, and mobilization periods.

**Moderator:**

Officer Tom Flahavan  
 California Highway Patrol  
 3500 Reed Avenue  
 West Sacramento, CA 95818  
 Phone: (916) 376-3258  
 Fax: (916) 376-3333

**Panelists:**

Capt. Thomas Didone  
 Montgomery County Police Department  
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 Rockville, MD 20851  
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Sgt. Chuck Miller  
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Tom Shehan  
 Texas A&M University System Law Enforcement Training Division  
 John B Connally Bldg  
 301 Tarrow  
 College Station, TX  
 77840-7896  
 Phone: (800) 423-8433  
 Fax: (409) 862-2788

**S-9  
Selling the Safe  
Community Concept  
and Moving to  
Commitment**

**Tuesday, March 14  
3:45pm – 5:15pm  
Regency V**

**Description:** A workshop on how to market Safe Communities and help respond to “What’s in it for me?” or “Why should I support your program?” or “How can Safe Communities make a difference in my community?”

**Moderator:**  
Geri Parker-Paley  
Oregon Department of  
Transportation Region 3  
3500 NW Stewart Parkway  
Roseburg, Oregon 97470  
Phone: (541) 957-3657  
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**Presenters:**  
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Anita Berg  
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E-mail: aberg2@allina.com

**I-9  
Traffic Safety and  
Enforcement  
Technologies: Part 2  
- Detecting and  
Sanctioning  
Impaired Drivers**

**Tuesday, March 14  
3:45pm – 5:15pm  
Hanover CDE**

**Description:** This workshop will showcase new technologies that are on the horizon for detecting and sanctioning impaired drivers. This will include detection methods such as license card readers to detect underage and in-car videotaping and successful sanctions such as vehicle impoundment, immobilization, ignition interlocks and others.

**Moderator:**  
Jim Fell  
Human Performance  
Technology  
Star Mountain, Inc.  
3601 Eisenhower Ave  
Alexandria, VA 22304  
Phone: (703) 960-7000  
Fax: (703) 960-7009  
E-mail:  
jfell@starmountain.com

**Panelists:**  
El Rasmussen  
Franklin County  
Municipal Court  
375 S High Street  
Columbus, OH 43215-  
4593  
Phone: (614) 645-5962

Joe Sheram  
Guardian Interlock  
13A West Park Square  
Marietta, GA 30060  
Phone: (770) 499-0499  
Fax: (770) 499-0533

Chuck Rogers  
Optimus Corp.  
8601 Georgia Avenue  
Ste 700  
Silver Spring, MD 20910  
Phone: (301) 585-7075

**C-9  
Introducing Universal  
Child Restraint  
Anchorage Hardware  
into the Marketplace**

**Tuesday, March 14  
3:45pm – 5:15pm  
Regency VII**

**Description:** The revolutionary LATCH system of uniform anchors in vehicles and attachments on child restraints is appearing on products this year. This session will offer a brief technical review of tethers and lower-anchorage hardware in vehicles and on restraints. This will be followed by examples of the ways in which it is being introduced to dealerships and parents.

**Moderator:**  
Ann Ringland, M.P.H.  
North Carolina Governor’s  
Highway Safety Program  
215 E Lane St  
Raleigh, NC 27601  
Phone: (919) 733-3083  
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E-mail:  
aringland@mail.dot.state.nc.us

**Panelists:**  
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Safe Ride News  
5223 NE 187<sup>th</sup> St  
Lake Forest Park, WA 98155-  
4345  
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Ann King  
Tri-Cities SAFE Kids – St  
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Grand Island, NE 68826  
Phone: (308) 389-6584  
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E-mail: safekids@sfmtc-gi.org

**I-8  
Making The Case for .08**

**Tuesday, March 14  
3:45pm – 5:15pm  
Regency VI**

**Description:** This workshop will present an overview of recently completed research and ongoing research on .08 BAC laws and their effectiveness. The GAO report on .08 BAC and the impact on state initiatives will also be discussed.

**Moderator:**  
Jim Nichols, Ph.D.  
NHTSA, Office of Research and Traffic Records  
400 Seventh St SW, NTS-30  
Washington, DC 20590  
Phone: (202) 366-9591, Fax: (202) 366-7096  
E-mail: jnichols@nhtsa.dot.gov

**Panelists:**  
Robert Voas, Ph.D.  
Pacific Institute for Research and Evaluation  
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RC Peck & Associates  
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**5:30 p.m.-7:30 p.m.  
Closing Reception  
International Ballroom**

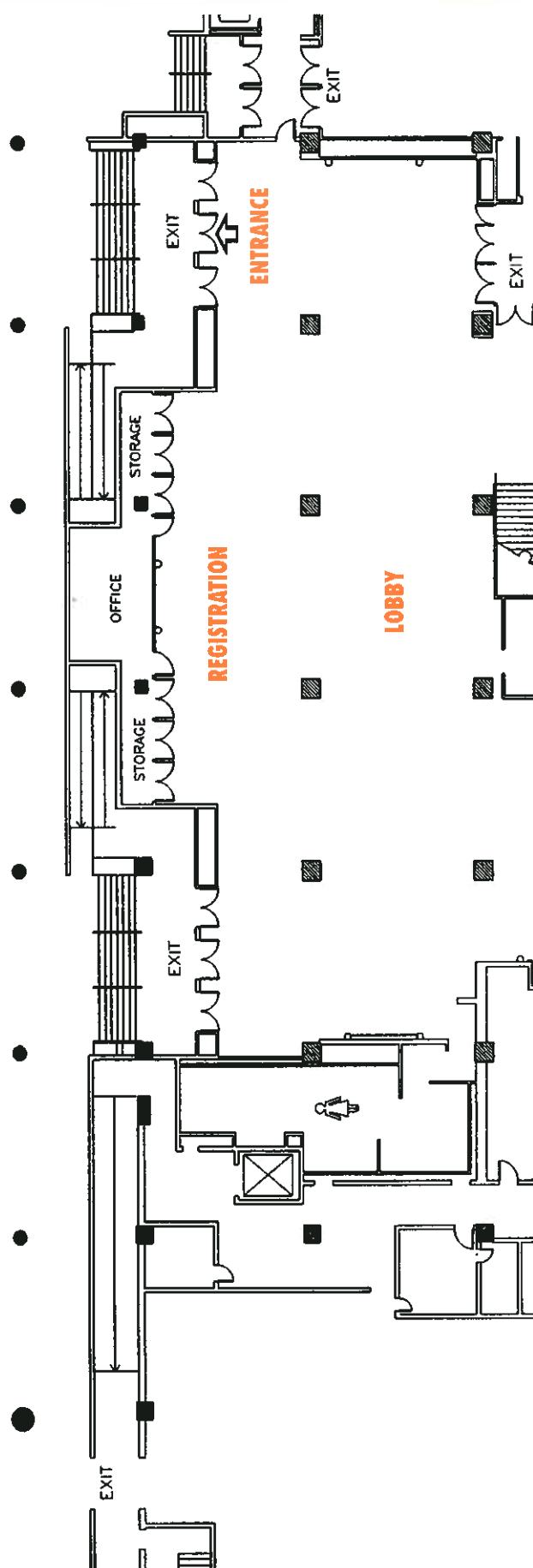
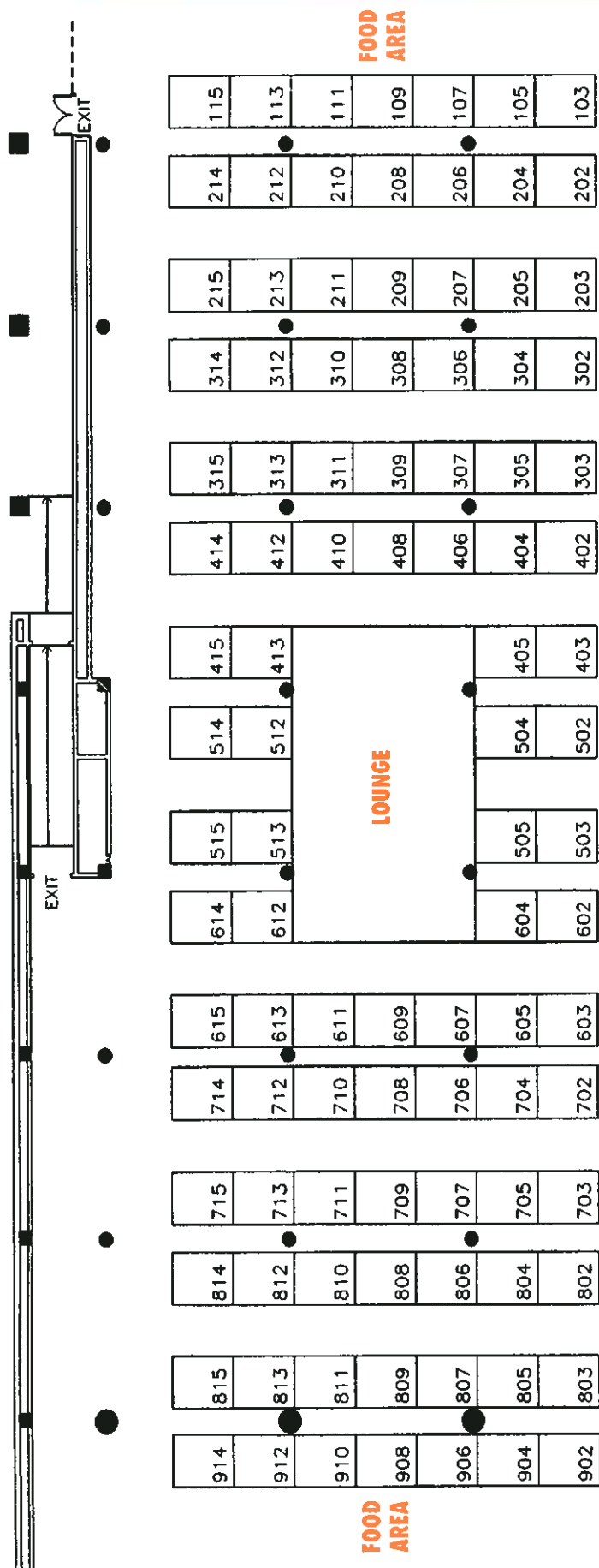
Elinora Reynolds  
Colorado Department of Transportation

Yvonne McBride, Director  
Georgia Governor’s Office of Highway Safety  
Mistress of Ceremonies



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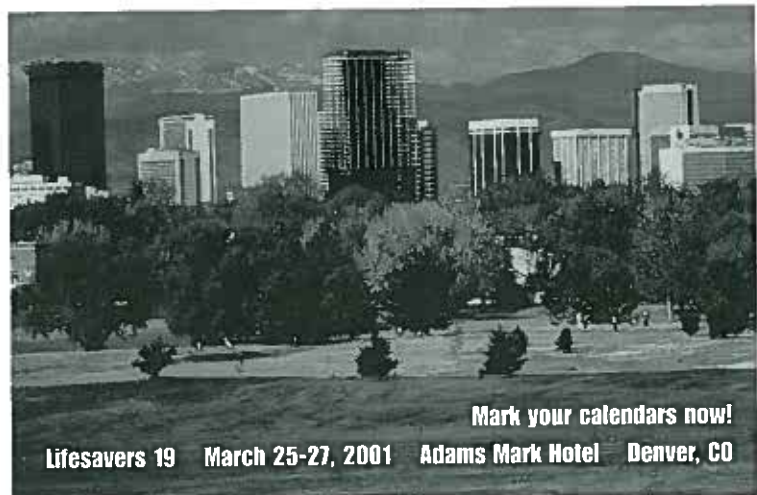
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