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

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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 Reese - Reese & 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.
12:00 noon - 1:30 p.m.
12:00 noon - 6:30 p.m.
2:00 p.m. - 3:30 p.m.
3:30 p.m. - 4:00 p.m.
4:00 p.m. - 5:30 p.m.
5:30 p.m. - 7:00 p.m.
Registration Open/Message Center
Exhibit Hall Grand Opening
Exhibit Area Open
1st Workshop Session
Break
2nd Workshop Session
Opening Reception in the Exhibit Area

Monday, March 13
7:00 a.m. - 5:00 p.m.
7:00 a.m. - 8:00 a.m.
8:15 a.m. - 9:45 a.m.
10:00 a.m. - 3:30 p.m.
10:00 a.m. - 11:30 a.m.
11:45 a.m. - 1:15 p.m.
1:30 p.m. - 3:00 p.m.
3:00 p.m. - 3:30 p.m.
3:30 p.m. - 5:00 p.m.
Registration Open/Message Center
Continental Breakfast in Exhibit Area
Opening Plenary
Exhibit Area Open
3rd Workshop Session
Luncheon Plenary (exhibits closed at lunch)
4th Workshop Session
Break
5th Workshop Session

Tuesday, March 14
7:00 a.m. - 5:00 p.m.
7:30 a.m. - 8:30 a.m.
8:30 a.m. - 12:30 p.m.
8:45 a.m. - 10:15 a.m.
10:15 a.m. - 10:45 a.m.
10:45 p.m. - 12:15 p.m.
12:30 p.m. - 1:45 p.m.
2:00 p.m. - 3:30 p.m.
3:45 p.m. - 5:15 p.m.
5:30 p.m. - 7:30 p.m.
Registration Open/Message Center
Continental Breakfast in Exhibit Area
Exhibit Area Open
6th Workshop Session
Break
7th Workshop Session
NHTSA Awards Luncheon (exhibits closed at lunch)
8th Workshop Session
9th Workshop Session
Closing Reception
STATE OF GEORGIA
OFFICE OF THE GOVERNOR
ATLANTA 30334-0900

Roy E. Barnes
Governer

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,

Roy E. Barnes

REB/pam
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
Director
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
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

0-2
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:
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1-1
Building Trust in Diverse Communities for Traffic Law Enforcement
Sunday, March 12
2:00pm – 3:30pm
International Blrnm, 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 Pelletier
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400 7th St SW NTS-13
Washington, DC 20590-0001
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5-1
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
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Presenters:
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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

Presenters were accurate at time of printing.
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:
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NAGHSR Chair
Highway Safety Office
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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:
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E-mail: bdj2@cdc.gov

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.

Moderator:
Adrian Lund, Ph.D.
Insurance Institute for Highway Safety
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Panelists:
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Judge Peter Evans
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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 instruction to employers on how to help shift workers to be more alert on the job and get better quality sleep at home.

Moderator:
Sue Corcoraki
NHTSA Office of Communications and Outreach
400 7th St SW NTS-20
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Panelists:
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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
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Speakers:
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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
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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:
Mauri Hannigan
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Panelists:
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If you have an address correction or change, please visit us at registration.
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
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A-10
Yo, brother – ponte el citarón 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
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400 7th St SW NTS-22
Washington, DC 20590-0001
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Speaker:
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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 7th Street SW, Washington, DC 20590
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Speakers:
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A-2
The School Bus: New Efforts to Increase Safety
Sunday, March 12
4:00pm – 5:30pm
Danwood

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:
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C-2
Children Left Unattended in or Around Vehicles, Trunk Entrapments and Heat-Related Deaths
Sunday, March 12
4:00pm – 5:30pm
Regency VII

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:
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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
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5:30pm-7:00pm
Lifesavers 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. 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 to increase the number of properly licensed motorcyclists.

Moderator:
Chad Burns
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Motorcycle Safety Program
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Speakers:
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Carl Spurgeon
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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 kinds of information is available from non-highway safety sources? What kinds 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:
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Florida Atlantic University
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Presenter:
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Please wear your badge at all times.

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:
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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 V)

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
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Panelists:
Capt Randy Tyline
Milwaukee County Sheriff Department
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Milwaukee, WI 53233
Phone: (414) 454-4081
Fax: (414) 454-4083

L-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 TeenYouth Court and Youthful Visitation that provide opportunities for prevention, accountability and consequences pre- and post-adjudication.

Moderator:
Karen Dunlap
American Probation and Parole Association
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Panelists:
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Will Smith
Laurens County Teen Court
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Presenters were accurate at time of printing.
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 Csonlon
The Ad Council
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Panelists:
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Biz Laseyle
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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  Courtyard

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 Matsick
Florida Department of Highway Safety
719 South Woodland Blvd., MS 3-564, Deland, FL 32720
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Presenters:
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California Department of Health Services
State and Local Injury Control Section
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Sacramento, CA 94234-7320
Phone: (916) 324-3286, Fax: (916) 323-3682
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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
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Atlanta, GA 30319
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Topic: Enforcement Methods Used to Encourage Safe Cycling
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:
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International Association of Chiefs of Police
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Alexandria, VA 22314
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Distance Between Car Measuring Technology
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George Ake
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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:
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Presenters:
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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
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Sergeant Chuck Miller
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North Resource Bureau
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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/Spokesperson:
Bob Raleigh, M.D.
Maryland Motor Vehicle Administration
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Speakers:
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C-3
Child Safety Seat Installation: Fitting Stations and Other Innovative Programs
Monday, March 13
1:30pm – 3:00pm
International Ballroom South

Description: This session will showcase the innovative programs being planned or implemented in response to recommendations for fitting stations. (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
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Phone: (202) 314-6607
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Update on NTSB’s Recommendation on Fitting Stations:

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.
Rollins School of Public Health
Emory University
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Panelists:
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I-6
Getting Serious with Aggressive Drivers: The Role of Enforcement, Prosecution and Judiciary
Monday, March 13
1:30pm – 3:00pm
Regency VI
(Repeat 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:
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Panelists:
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A-14
Selling Traffic Safety to the Media (Media Strategies Part 2)
Monday, March 13
1:30pm – 3:00pm
Regency VII
(Repeat 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 effective board? How real 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:
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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/RENCA 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
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Panelists:
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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:
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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 misconceptions 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
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Panelists:
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Health Promotion & Preventive Services
Tucson, AZ 85711
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Doris Aiken
Remove Intoxicated Drivers
(RID)
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E-mail: www.rid-usa.org
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, MPA
Provider Safe Communities Partnership
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A-10
Yo, brother – ponte el citaxon de seguridad ...
Using Culture to Build a Sound Outreach
Monday, March 13
3:30pm - 5:00pm
Courtyard

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 Corazon de mi vida – to demonstrate the importance of developing culturally appropriate public information and education programs.

Moderator:
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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:
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Panelists:
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Joan Moffat
Governor’s Highway Safety Representative
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<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Session Title</th>
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<tr>
<td>12:00 – 1:30</td>
<td>Grand Hall</td>
<td>Exhibit Grand Opening</td>
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<td>2:00 – 3:30</td>
<td>Baker</td>
<td>A-2 Seat Belt Use Among African Americans</td>
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<td>A-1 Motorcycle Safety: The Future is Now: Partnerships, Opportunities, and Challenges</td>
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<td>A-9 Drunk Driving: Wake Up and Get Some Sleep</td>
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<td>S-1 What's in a Name? Safe Communities, Livable Communities, Sustainable Communities, Healthy Communities</td>
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<td>4:00 – 5:30</td>
<td>Courtland</td>
<td>A-8 Creative Approaches for Law Enforcement to Promote Bicycle Safety</td>
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<td>A-2 The School Bus: New Efforts to Increase Safety</td>
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<td>A-10 Yo, brother — ponte el ciutad del seguridadd … Using Culture to Build A Sound Outreach</td>
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<td>S-2 Expanding Your Safe Community Partnerships</td>
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<td>10:00 – 11:30</td>
<td>Dunwoody</td>
<td>A-15 Meet the People Who Train and License Motorcyclists in Your State</td>
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<td>D-10 Using State Data for Highway Safety Decision Making</td>
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<td>O-1 Showcase of States with Innovative Belt Programs</td>
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<td>1:30 – 3:00</td>
<td>Hanover AB</td>
<td>A-3 Incorporating Evaluation Into Child Traffic Safety Programs</td>
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<td>IL-4 New Technology Applications for Traffic Enforcement</td>
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<td>O-4 Strengthening Seat Belt Laws for Youth</td>
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<td>I-5 Laws That Work for Youth</td>
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<td>3:30 – 5:00</td>
<td>Hanover CDE</td>
<td>A-7 Making Travel Easy and Safe for People with Disabilities</td>
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<td>A-12 Please Choose Me! Tips for Writing Successful Grant Proposals</td>
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<td>A-5 Putting Pedestrians on the Radar Screen: The Role of Advocacy Groups</td>
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<td>I-4 Reducing Impaired Driving Among the Hard to Reach College-Age Population</td>
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<td>8:45 – 10:15</td>
<td>Grand Hall</td>
<td>A-6 Resources and Tools for Pedestrian and Bicycle Safety Professionals</td>
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<td>10:45 – 12:15</td>
<td>Courtland</td>
<td>A-11 The Teenage Driver and the Graduated Licensing System</td>
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<td>D-7 Working Smart with Data - Part 1: Understanding the Data Smart Manual</td>
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<td>A-4 Strategies to Make Atlanta More Walkable</td>
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<td>I-7 BAC Reporting - Should Law Enforcement Ask? Should Hospitals Answer?</td>
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<td>2:00 – 3:30</td>
<td>Dunwoody</td>
<td>D-8 Working Smart with Data - Part 2: Accessing and Analyzing State Data</td>
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<td>O-6 Seat Belt Use in Rural America</td>
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<td>I-9 Traffic Safety and Enforcement Technologies: Part 2 - Detecting and Sanctioning Impaired Drivers</td>
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<td>3:45 – 5:15</td>
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<td>I-9 Traffic Safety and Enforcement Technologies: Part 2 - Detecting and Sanctioning Impaired Drivers</td>
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<td>International Ballroom South</td>
<td>Hanover FG</td>
<td>Regency V</td>
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<td>L-1 Building Trust in Diverse Communities for Traffic Law Enforcement</td>
<td>L-3 Saving Lives: Putting the Pieces of the Speed Management Puzzle Together</td>
<td>I-3 Jump Start Your Impaired Driving Program - A Formula for Getting to 11,000 by 2015</td>
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<td>O-3 Enforcing Seat Belts - What's Happening in 2000?</td>
<td>D-1 Ethnicity and Alcohol - Emerging Issues</td>
<td>L-9 Strategies for Increasing Staff Resources for Law Enforcement Agencies</td>
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<td>C-3 Child Safety Seat Installation: Fitting Stations and Other Innovative Programs</td>
<td>D-4 Older Drivers: Balancing Safety and Mobility - Part 2: A Model for Older Driver Safety and Mobility</td>
<td>S-4 Expanding Your Safe Community to Reach Diverse Cultures and Populations</td>
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<td>O-7 Vehicle Technology Issues: Advanced Airbags, Side Airbags, Airbags used in Cars, Crash Avoidance, etc. Part 1</td>
<td>D-6 Traffic Crashes &amp; Productivity Losses: What the Research Shows</td>
<td>S-6 Safe Communities in the New Millennium</td>
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<td>O-8 Vehicle Technology Issues - part 2</td>
<td>L-2 Putting the Emphasis in Your Impaired Driving Enforcement Program</td>
<td>S-7 Hands On Safe Communities Training Workshop</td>
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<td>S-8 Identifying Community Strategies that Work in Changing Behavior and Reducing Injuries</td>
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<td>D-9 Update on CDCs Research in Motor Vehicle Injury Prevention</td>
<td>S-9 Selling the Safe Community Concept and Moving to Commitment</td>
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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.

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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 Witskowski
Milwaukee Safety Commission
Milwaukee Police Department
6660 N Teutonia Ave #151
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Phone: (414) 935-7991
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Panelists:
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Milwaukee County Sheriff Department
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Milwaukee, WI 53233
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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:
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Speakers:
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Title: “The Effectiveness of Various Vehicle Sanctions on Repeat DWI”

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Title: “The Effectiveness of Alternatives to Jail on Repeat DWI”

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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:
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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:
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Linda Boor
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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:
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Speakers:
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Ben Harper
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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
Fargo, ND 58102
Phone: (701) 241-1341
Fax: (701) 241-8558
E-mail: nukhet@aol.com

1-6
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
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Jim McGill
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Nadine Milford
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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
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Presidents 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:
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Head, Thomas Webb & Willis
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Fax: (404) 250-1494
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Panelists:
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Fax: (570) 963-6831

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

O-7
Part 1
Tuesday, March 14
8:45am – 10:15am
International Blimp 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.
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A-11
The Teenage Driver and The Graduated Driver Licensing System
Tuesday, March 14, 10:45am – 12:15pm
Baker

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 GDLs teen passenger restrictions, parental involvement and ongoing research into the GDL question.

Moderator:
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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:
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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 assuring that both programs receive priority attention.

Moderator:
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Panelists:
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L-2
Potting the Ump 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 be a facilitated "point-counterpoint" 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
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Panelists:
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IACP Division of State and Provincial Police
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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:
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If you have an address correction or change, please visit us at registration.
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:
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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 Muller
Jefferson County Police Department
10915 Pine View Court
Louisville, KY 40299
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Fax: (502) 426-1124

Speakers:
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Sheriff Ross Henry
Heard County Sheriff's Office
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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 Panelists: Mitchell Smith
Kentucky Association of Chiefs of Police
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Panelists:
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Sergeant Carl Kinnison
Cape Girardeau Police Department
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Cape Girardeau, MO 63701
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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:
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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:
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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:
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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:
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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
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L-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:
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Panelists:
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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:
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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:
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Chuck Rogers
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Silver Spring, MD 20910
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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 restraints 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:
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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:
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Closing Reception
International Ballroom

Elinora Reynolds
Colorado Department of Transportation

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

5:30 p.m.-7:30 p.m.
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Saturday, March 11
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Sunday, March 12
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Monday, March 13
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