



National Conference On Highway Safety Priorities



20th Anniversary



*Wyndham Palace Hotel
Lake Buena Vista, Florida*



June 9-11, 2002

Conference Program



Sponsors

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National SAFE KIDS Campaign
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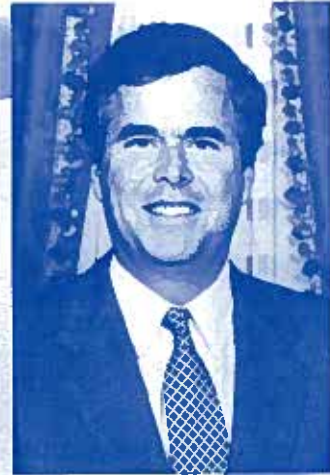


Letter from the Governor



JEB BUSH
GOVERNOR OF THE STATE OF FLORIDA

June 9, 2002



Dear Friends:

It is a pleasure to extend greetings to all attending the **Lifesavers Conference** at the Wyndham Palace Hotel. We are delighted you have chosen Orlando as the site of the Lifesavers Conference on Highway Safety Priorities.

We are proud to be part of this country's premier national highway safety meeting dedicated to reducing the tragic toll of injuries and deaths on our nation's roadways. We appreciate the opportunity to be the host state for this year's conference, as you celebrate Lifesavers' 20th anniversary.

I understand there are over 75 workshops designed to cover an array of highway safety issues of interest. Lifesavers 20 will provide a forum in which participants can share successes, develop partnerships, and network with other highway safety professionals from all across our nation.

Thank you for your dedication to highway safety and for your participation in Lifesavers 20. Working together we are making our roadways safer and saving countless lives.

Best wishes for a successful event.

Sincerely,

Jeb Bush
Jeb Bush

JB/hss

Program At-A-Glance and Exhibit Hours

Saturday, June 8

4:00 pm - 7:00 pm	Registration Open
7:00 pm - 9:00 pm	Early Exhibit Set-up

Sunday, June 9

7:00 am - 5:30 pm	Registration Open
7:00 am - 12:00 noon	Exhibitor Set-Up
12:00 noon - 7:00 pm	Lifesavers Exhibit Grand Opening
2:00 pm - 3:30 pm	1st Workshop Session
3:30 pm - 4:00 pm	Complimentary Refreshment Break in Exhibit Area
4:00 pm - 5:30 pm	2nd Workshop Session
5:30 pm - 7:00 pm	Reception in Exhibit Area
7:00 pm - 10:00 pm	MADD's fake ID Video Presentation Program

Monday, June 10

7:00 am - 5:30 pm	Registration Open
7:30 am - 3:00 pm	Exhibit Area Open <i>(Closed during opening Plenary & Lunch)</i>
7:30 am - 8:30 am	Continental Breakfast in Exhibit Area
8:30 am - 9:45 am	Opening Plenary
10:00 am - 11:30 am	3rd Workshop Session
11:45 am - 1:00 pm	Lunch <i>(Exhibit area will be closed during Lunch)</i>
1:00 pm - 1:30 pm	Dessert in the Exhibition Hall
1:30 pm - 3:00 pm	4th Workshop Session
3:30 pm - 10:00 pm	Evening at EPCOT®

Tuesday, June 11

7:00 am - 5:30 pm	Registration Open
7:30 am - 12:30 pm	Exhibit Area Open
7:30 am - 8:30 am	Continental Breakfast in Exhibit Area
8:45 am - 10:15 am	5th Workshop Session
10:15 am - 10:45 am	Complimentary Refreshment Break in Exhibit Area
10:45 am - 12:15 pm	6th Workshop Session
12:30 pm - 1:45 pm	NHTSA Awards Luncheon
2:00 pm - 5:00 pm	Exhibitor Break Down
2:00 pm - 3:30 pm	7th Workshop Session
3:45 pm - 5:15 pm	8th Workshop Session
5:30 pm - 7:30 pm	Closing Reception



Workshops

Ad Hoc Track:

- Why Does It Seem Nobody Hears Me?: The Role of Exposure In a Social Marketing Campaign
- Building Bicycle Safety-The Next Generation of Bicycle Rodeos
- Why Should Kids Walk to School?
- What Will They Think of Next? Innovative Pedestrian and Bicycle Signs, Signals and Markings
- Savvy Solutions for Dealing with Drinking on Campus
- The State of Motorcycling and Motorcycle Safety
- Creating Innovation with Limited Resources: Using Role Play to Understand How New Ideas are Adopted
- Tactics and Strategies: Law Enforcement and Pedestrian Safety
- National Strategies for Advancing Bicycle Safety: A Call to Action
- What Works With Kids? Ask Them!
- The Evolution of Driver Education: Out of the Dark Ages?
- Injury Data: What's Out There, What Can You Get
- Medical, Law Enforcement, and Legal Cooperation in Identifying and Convicting Injured Drunk Drivers
- Wireless E9-1-1: Injured Motorist On I-95, Somewhere Between Boston and Miami
- Latinos Behind the Wheel
- Planning Now for Older Driver Safety
- Taking Traffic Safety to the Legislature
- Stay Alive From Education (S.A.F.E.)
- How Do You Do That? PowerPoint to the Point



Adult Occupant Protection Track:

- Avoiding Seat Belt Burnout
- Update on Vehicle Occupant Restraint Systems
- Introduction to Occupant Protection
- Rethinking Reasons for Buckling Up
- Region IV Goes National
- Successful Local Efforts to Increase Seat Belt Use
- Beyond the Blue Ribbon Panel: Increasing Seat Belt and Child Seat Use in the African American Community (joint with CPS Track)



Impaired Driving Track:

- Through a Drunk Driving Victim's Eyes
- Slipping Through the System: How Can We Work to Improve Sentencing of DUI Offenders?
- Visible Enforcement of Impaired Driving - The Key to Driving Down the Numbers?
- Wrong Way! Drunk Driving Deaths Are Up! How Do We Reverse the Trend?
- TEA-21: Gearing Up for the Next Reauthorization
- On the Front Lines of The Alcohol Problem - Alcohol Beverage Control
- Youth Leading the Charge Against Underage Drinking and Drunk Driving
- The Higher Risk Drunk Driver: Strategies to Target the Hard-To-Reach Population
- Law Enforcement Officers Testimony at DUI Trials



Safe Communities Track:

- Data and Evaluation: Role in Safe Communities
- Sustainability
- Telling Your Story
- Plugging Safe Communities into State and National Campaigns



Workshop handouts will be available on the website after the conference at: www.lifesaversconference.org

- Developing a State Philosophy of Safe Communities
- Starting a Safe Communities Coalition from Scratch
- Social Marketing for Beginners
- Diversity
- Town Hall Meeting

Data and Research Track:

- Using Data Part I: Identifying the Best Data to Support Your Highway Safety Decisions
- Using Data Part II: Employing Data to Get Your Message Across
- Accessing National Databases for Local Highway Safety Programs
- High Risk Driving Drivers: Employing on Current Research
- Underage Drinking: Research on Problems and Countermeasures
- Motorcycle and Bicycle Helmet Use: What the Research Shows
- Ask the Experts
- What's the Latest on Distracted Driving Research?
- Aggressive Driving: Who, When, Where & What to do About It.
- Older Drivers: New Research and Developments
- Reaching Younger Drivers Before It's Too Late: What the Research Shows
- What's the Latest on Occupant Protection Research?



Child Passenger Safety:

- Child Safety Seat Show and Tell
- Protecting Yourself and Your Organization from Liability
- Open Mike for CPS Board
- Rules, Regulations and Requirements of CPS Training



- Update on National CPS Programs
- CPS Curriculum Update
- Creating CPS Inspection Stations
- What You Need to Know About Airbag Technologies and Child Passengers
- Culturally Diverse CPS Programs
- What's New with School Bus Safety? Part 1 and 2
- What's New in Child Passenger Safety Data and Research? (joint with Data & Research Track)
- Using LATCH and Tethers
- Integrating CPS into Hospitals and Understanding Special Needs Issues
- Building Coalitions and Sustaining Motivation in CPS for Law Enforcement (joint with Law Enforcement Track)
- Using Specific CPS Data and Research Combined with Advocacy to Reach Legislators (joint with Data and Research Track)

Law Enforcement Track:

- Translating Enforcement to Engineering
- Traffic Safety in the New Millennium: Strategies for Law Enforcement (Sustaining momentum after 9/11)
- Technological Advances in Traffic Enforcement and Crash Investigation
- How to get Law Enforcement and Activists to Work Together?
- Law Enforcement Information Management Resources
- Florida Law Enforcement Liaison Program
- Youth Impaired Driving Enforcement Program
- Impaired Driving Enforcement
- How to Get Smaller Law Enforcement Agencies Involved in Traffic Enforcement



sunday

Program

SUNDAY

7:00am-5:30pm

Registration Open
Hampton Court

12noon-2pm

Exhibit Hall Opening

Exhibit Area

Concessions for sale in the
exhibit hall.

12noon-7pm

Exhibit Hall Open

1st Workshop Session

2:00pm-3:30pm



IMPAIRED DRIVING TRACK

Through a Drunk Driving Victim's Eyes

Sunday, June 9th

2:00pm-3:30pm

England Room

Every drunk driving fatality and injury statistic represents a person and a family whose lives are forever changed by the tragic ripple effect of a drunk driving crash. This workshop exposes the tragedy caused by drunk driving and the aftermath of America's most frequently committed violent crime.

Moderator:

Millie Webb

National President

Mothers Against Drunk Driving
Washington, DC

Speakers:

Cindy Cashen

MADD Juneau

Juneau, AK

Brenda Hawley-Smith

Apopka, FL

Rosemarie Rose

Peshtigo, WI



LAW ENFORCEMENT TRACK

Traffic Safety in the New Millennium:

Strategies for Law Enforcement: Sustaining Momentum After 9/11

Sunday, June 9th

2:00pm-3:30pm

Ireland Room

Traditionally, a wide range of law enforcement issues continually compete with traffic safety for law enforcement's attention. This fact has become even more evident since the events of September 11th. This workshop will provide law enforcement executives, administrators and managers effective strategies and promising practices for developing and implementing a successful traffic safety program.

Speakers:

Mike Brown

Chief

California Highway Patrol

Kathy Doult

Major

Pennsylvania State Police

Bud Levin

Futurist

sunday



CHILD PASSENGER SAFETY TRACK

Building Coalitions and Sustaining Motivation in CPS for Law Enforcement

**Sunday, June 9th
2:00pm-3:30pm
Scotland Room**

Why re-invent the wheel? This workshop will explain how to build successful CPS coalitions of police, fire and volunteer organizations within your community. Also learn how to continue the motivation to remain involved in CPS activities. Find out what works and what doesn't!

Speakers:

Steve Casstevens
Assistant Chief
Hoffman Estates Police Dept.
Hoffman Estates, IL

Paul Rizzo
Lieutenant
Schaumburg Police Dept.
Schaumburg, IL

Deb Garde
Master Sergeant
Illinois State Police
Litchfield, IL

Workshop handouts will be available on the website after the conference at: www.lifesaversconference.org



CHILD PASSENGER SAFETY TRACK

Child Safety Seat Show & Tell

**Sunday, June 9th
2:00pm-3:30pm
Great Hall North**

Various manufacturers will show their new products and the safety features added to new product lines.

Moderator:

Lorrie Walker,
FAU College of Nursing
Florida Child Passenger
Safety & Resource Center
Boca Raton, FL



CHILD PASSENGER SAFETY TRACK

What's New with School Bus Safety? Part 1 of 2

**Sunday, June 9th
2:00pm-3:30pm
Great Hall Center**

This is the first of a two-part train-the-trainer workshop that will address what's new in school bus safety and the installation of safety restraints in school buses. It will also provide an overview of a new NHTSA 8-hour curriculum designed to train school bus personnel to correctly install safety restraints that will be available later this year. Certified CPS technicians or instructors must teach the curriculum. Because the unique issues regarding school buses are not taught in the 32-hour certification class, most CPS practitioners do not have the experience and knowledge needed to teach the 8-hour class. This workshop is designed to fill that gap. Part 1 will focus on the top 10 mistakes of installing safety restraints on buses.

Note: To get the most out of the workshop, conference participants should plan on attending both sessions. Also, this workshop is aimed at CPS certified technicians and instructors. Conference participants without that level of training may find it difficult to keep pace.

Speakers:

Susan Kirinich
NHTSA
Washington, DC

Kathy Strotmeyer, M.Ed.
Western Regional Coordinator
PA Traffic Injury Prevention Project
Pittsburgh, PA

Cheryl Wolf
Transportation Dept.
Lafayette School Corporation
Lafayette, IN

Susie Kolb
Florida CPS and Resource Center
Orlando, FL

sunday



ADULT OCCUPANT PROTECTION TRACK

Rethinking Reasons for Buckling Up

Sunday, June 9th

2:00pm-3:30pm

Great Hall East

We generally think of seat belts as being effective in frontal crashes. However, they are even more effective in preventing fatalities in rollovers, rear impacts and some side impact crashes. Are we missing opportunities to promote higher belt use?

Moderator:

Phil Haseltine

President

Automotive Coalition for Traffic Safety, Inc.

Arlington, VA

Speaker:

Dennis Utter

NHTSA

Washington, DC



CHILD PASSENGER SAFETY TRACK

Using Specific CPS Data and Research Combined with Advocacy to Reach Legislators

Sunday, June 9th

2:00pm-3:30pm

Great Hall West

Hear how large and small organizations can effectively work together to pass CPS legislation. This workshop will show how specific CPS research and data can be compiled and organized to help legislative efforts succeed. Furthermore, find out about available educational materials that you can make use of to pass/upgrade CPS laws in your state.

Moderator:

Cathy Chase

Director of State Affairs

Advocates for Highway and Auto Safety

Washington, DC

Speakers:

Shannon Morris

Project Coordinator

Partners for Child Passenger Safety

The Children's Hospital of

Philadelphia

Philadelphia, PA

Janette Fennell

Cofounder/Executive Director

KIDS 'N CARS

San Francisco, CA



DATA AND RESEARCH TRACK

What's The Latest On Distracted Driving Research?

Sunday, June 9th

2:00pm-3:30pm

Crown Hall

A number of new studies have been conducted on distracted driving over the past year. This workshop will provide highlights of that research.

Moderator:

James L. Nichols, Ph.D.

Director

Office of Research and Traffic

Records

NHTSA

Washington, DC

Speakers:

Thomas Dingus, Ph.D.

Director

Virginia Tech Transportation Institute

Newport News Shipbuilding/Tenneco

Professor

Blacksburg, VA

Jane C. Stutts, Ph.D.

Manager, Epidemiological Studies

University of North Carolina

Highway Safety Research Center

Chapel Hill, NC

Matt Sundeen

Senior Policy Specialist

National Conference of State

Legislatures

Denver, CO



sunday



ADULT OCCUPANT PROTECTION TRACK

Beyond the Blue Ribbon Panel: Increasing Belt and Child Seat Use in the African American Community (Joint with CPS Track)

**Sunday, June 9th
2:00pm-3:30pm
Knights Hall**

In December 2000, the Blue Ribbon Panel on Increasing Seat Belt Use Among African Americans issued its "Report to the Nation"

Moderator:

Keith Hinch
Project Manager
National Conference of
Black Mayors, Inc.
East Point, GA

Speakers:

Sylvia Cordy
Cordy and Company, Inc.
Chevy Chase, MD

Carla Williams
President

Jack & Jill of America
Pasadena, CA

**Please wear
your badge**



SAFE COMMUNITIES TRACK

Data and Evaluation: Role in Safe Communities

**Sunday, June 9th
2:00pm-3:30pm
Westminster Room**

The role of data in prioritizing efforts and evaluation in measuring the effectiveness of Safe Communities.

Moderator:

Leslie Upledger Ray, MA, MPPS
Director, San Diego County Safe Communities Coalition
Epidemiologist-Violence and Injury Prevention
County of San Diego Health and Human Services Agency
Emergency Medical Services Office
San Diego, California

Speakers:

Sue Guggemos
Traffic Safety Coordinator
Michigan Office of Highway Safety Planning
Lansing, MI

Carol P. Cotton, Ph.D.
Project Director
The University of Georgia
Ramsey Student Center
Athens, GA

Lindsay Griffin
Texas Transportation Institute
College Station, TX



DATA AND RESEARCH TRACK

Accessing National Databases for Local Highway Safety Programs

**Sunday, June 9th
2:00pm-3:30pm
Cloister Room**

National databases contain a wealth of information that can be extremely helpful to community coordinators. This workshop will explore two databases and provide tips on how to access them.

Moderator/Speaker:

Joe Carra
Director, National Center for Statistics and Analysis
NHTSA
Washington DC

Speakers:

Barry Eisemann
Information Technology Manager
NHTSA
Washington DC

Sandra Bonzo, MLIS
Deputy Director
Office of Communication Resources
National Center for Injury Prevention and Control
Centers for Disease Control and Prevention
Atlanta, GA



sunday



AD HOC TRACK

**How Do You Do That?
PowerPoint to the Point**

Sunday, June 9th

2:00pm-3:30pm

Islander Room

This fast paced, double barrel action presentation will show you what is possible with PowerPoint. It's designed for the "non-computer type" who would like to produce cool presentations and capture an audience. Common, easy-to-learn tricks like animation, transitions, graphics, sound and movie clips will be shown. Time is built in to grill the speaker. Do ask. Do tell!

Speaker:

Bob Page

*Director of Emergency Care Education
St. John's Regional Health Center
Springfield, MO*

**Moderators and speakers were
correct at time of printing**

**3:30pm-4:00pm
Refreshment Break
Exhibit Hall**

**2nd Workshop Session
4:00pm-5:30pm**



IMPAIRED DRIVING TRACK

**Youth Leading the Charge
Against Underage Drinking
and Drunk Driving**

Sunday, June 9th

4:00pm-5:30pm

England Room

Youth speak frankly on their views and experiences on critical issues affecting them with a specific focus on the underage drinking and drunk driving problem. They will share their prevention programs.

Moderator:

Jana Nelson

*Interim Director of Programs
MADD National Office
Irving, TX*

Speakers:

Leanne McGuinness
Youth In Action
Lynn, MA

Amanda Woodfield
*Youth Leader
NOYS (National Organizations for
Youth Safety)
James Madison University
Harrisonburg, VA*

Joseph Mack
*Student
Paul Quinn College*

**Mark your calendars for
Lifesavers 21: March 9-11, 2003,
Hyatt Chicago, Chicago, Illinois**

sunday



LAW ENFORCEMENT TRACK

Translating Enforcement to Engineering

Sunday, June 9th

4:00pm-5:30pm

Ireland Room

Writing more tickets is not always the solution to traffic enforcement. Sometimes tickets are the symptoms! How and when can a police officer or sheriff's deputy recommend road design changes to increase highway safety?

Moderator:

Hubert Perez
Sergeant, NYPD
NYPD Transit Bureau
Brooklyn, NY

Speakers:

Richard Pepe
NYPD

Murray Conrad
Sergeant

Albuquerque Police Department
Albuquerque, NM

Frank Julian
Federal Highway Administration
Atlanta, GA



CHILD PASSENGER SAFETY TRACK

Protecting Yourself and Your Organization from Liability

Sunday, June 9th

4:00pm-5:30pm

Scotland Room

The fear of liability has become a very real hurdle to implementing child passenger safety programs. Sometimes this "fear" is justified, other times it is not. This session will review some helpful tips to consider while planning and implementing your programs so as to minimize your and your organizations' exposure to liability. The session will also include discussion regarding "protections" provided by state and federal law.

Moderator/Speaker:

Alan Korn, J.D.
Director of Public Policy
National SAFE KIDS Campaign
Washington, DC



CHILD PASSENGER SAFETY TRACK

Child Safety Seat Show & Tell

Sunday, June 9th

4:00pm-5:30pm

Great Hall North

Various manufacturers will show their new products and the safety features added to new product lines.

Moderator:

Lorrie Walker
FAU College of Nursing
Florida Child Passenger Safety & Resource Center
Boca Raton, FL

**Has your address changed?
Let us know at registration**

**Wear your 20th Anniversary
T-Shirt to Epcot Monday evening**

sunday



CHILD PASSENGER SAFETY TRACK

What's New with School Bus Safety? Part 2 of 2

Sunday, June 9th

4:00pm-5:30pm

Great Hall Center

This is the second of a two-part train-the-trainer workshop that will address what's new in school bus safety and the installation of safety restraints on school buses. It will also provide an overview of a new NHTSA 8-hour curriculum designed to train school bus personnel to correctly install safety restraints that will be available later this year. Certified CPS technicians or instructors must teach the curriculum. Because the unique issues regarding school buses are not taught in the 32-hour certification class, most CPS practitioners do not have the experience and knowledge needed to teach the 8-hour class. This workshop is designed to fill that gap. Part 2 includes some key points in establishing a strong partnership with a school district and will provide a hands-on practice session installing safety restraints on a bus.

Note: To get the most out of the workshop, conference participants should attend both sessions. This workshop is aimed at CPS technicians and instructors. Conference participants without that level of training may find it difficult to keep pace.

Speakers:

Susan Kirinich
NHTSA
Washington, DC

Kathy Strotmeyer, M.Ed.
Western Regional Coordinator
PA Traffic Injury Prevention Project
Pittsburgh, PA

Cheryl Wolf
Transportation Dept.
Lafayette School Corporation
Lafayette, IN

Susie Kolb
Florida CPS and Resource Center
Orlando, FL



ADULT OCCUPANT PROTECTION TRACK

Successful Local Efforts to Increase Seat Belt Use

Sunday, June 9th

4:00pm-5:30pm

Great Hall East

New examples of sustained local program efforts.

Moderator:

Bob Tipton
Director,
Governor's Highway Safety Program
Charleston, WV

Speakers:

Ann Stickford
Marion County Traffic Safety
Partnership
Indianapolis, IN

Don Bickel
Lieutenant
Marion County Traffic Safety
Partnership
Indianapolis, IN

Rev. Anthony Dixon
Marion County Highway Safety
Coalition
Mauk, GA

**Please turn your
cell phone ringers
off during sessions**

**Wear your 20th Anniversary
T-Shirt to Epcot Monday evening**



sunday



AD HOC TRACK

Injury Data: What's Out There, What Can You Get?

Sunday, June 9th

4:00pm-5:30pm

Great Hall West

By developing statewide data trauma systems, states have the ability to link and study comprehensive injury data. Learn how two states are solving the problem and what information they reap from their efforts. CIREN (Crash Injury Research & Engineering Network) is a unique collaboration of medical clinicians, engineers, academia, industry, and government, pursuing in-depth studies of car crashes and injuries to improve car safety and crash victim outcomes. The 10 CIREN centers pool their data to analyze the relationship between particular kinds of crashes and specific injuries. Learn how to access some of the CIREN data on the CIREN web page, and on CD-ROM.

Moderator:

Mike Glenn, RN

State Trauma Coordinator,

Division of EMS

Ohio Department of Public Safety

Mt. Vernon OH

Speakers:

Mary Ann Spott

Associate Director

Pennsylvania Trauma Systems Foundation

Trauma Registry

Mechanicsburg, PA

Catherine McCullough

NHTSA

Washington, DC



DATA AND RESEARCH TRACK

What's The Latest On Occupant Protection Research?

Sunday, June 9th

4:00pm-5:30pm

Crown Hall

What do we know about the effectiveness of child restraints, used and misused? How do we most effectively increase seat belt use? This workshop will discuss the latest research on these issues.

Moderator/Speaker:

Susan A. Ferguson, Ph.D.

Senior Vice President, Research

Insurance Institute for

Highway Safety

Arlington, VA

Speakers:

Shannon Morris

Project Coordinator, Partners for Child

Passenger Safety

The Children's Hospital of

Philadelphia

Philadelphia, PA

James L. Nichols, Ph.D.

Director

Office of Research

and Traffic Records

NHTSA

Washington, DC

Allan F. Williams, Ph.D.

Chief Scientist

Insurance Institute for

Highway Safety

Arlington, VA



IMPAIRED DRIVING TRACK

Law Enforcement Officer Testimony at DUI Trials

Sunday, June 9th

4:00pm-5:30pm

Knight's Hall

What kinds of dilemmas do law enforcement officers face when they are testifying in DUI trials but they are also members of MADD? This workshop details the challenges law enforcement officers face in the courtroom under these circumstances and how officers can overcome those challenges.

Moderator:

Joe LoSchiano

Lieutenant

Stratford Police Department

Stratford, CT

Speakers:

Frank Winters

Chief, Clayton Police Department

Newfield, NJ

Kevin P. Meenan

Seventh Judicial District

Attorney's Office

Casper, WY

Honorable Karl Grube

Judge

Pinellas County Court

St. Petersburg, FL

sunday



SAFE COMMUNITIES TRACK

Sustainability

Sunday, June 9th

4:00pm-5:30pm

Westminster Room

Strategies for finding financial support to sustain Safe Communities efforts.

Moderator:

Dr. Joe Sabato

Director

Community Alliance for Teen Safety

Windham, NH

Speakers:

Larry Kendall

Safe Traffic Operations Program

Huntington, WV

Lorrie Pozarik

Injury Prevention Resources

Lander, WY

R. Glenn Adams

Traffic Safety Coordinator

Jackson County Sheriff's Office

Medford, OR



DATA AND RESEARCH TRACK

Higher Risk Drinking Drivers: Update on Current Research

Sunday, June 9th

4:00pm-5:30pm

Cloister Room

Higher-risk drinking drivers are a major contributor to the drunk driving problem. What can be done to affect their behavior and reverse the recent increase in drunk driving fatalities nationwide? This workshop will examine recent research on the higher-risk driver problem.

Moderator:

Robert B. Voas, Ph.D.

Senior Scientist

Pacific Institute for Research and Evaluation

Beltsville, MD

Speakers:

Herbert Simpson, Ph.D.

President

Traffic Injury Research Foundation

Ottawa, Canada

James H. Hedlund, Ph.D.

Highway Safety North

Ithaca, NY

John Lacey

Senior Scientist

Pacific Institute for Research and Evaluation

Beltsville, MD



AD HOC TRACK

National Strategies for Advancing Bicycle Safety: A Call to Action

Sunday, June 9th, 4:00pm-5:30pm

Islander Room

As a result of a June 2000 interdisciplinary bicycle safety conference, an action plan was developed to advance bicycle safety over the next three to five years. A partnership of safety and advocacy organizations developed the agenda - National Strategies for Advancing Bicycle Safety - and are actively working to implement the strategies outlined in the agenda. Come hear what diverse organizations are doing to implement this strategic, first time, bicycle safety agenda. Find out how you can add your talents and resources to make bicycling safer for all in your community.

Moderator:

Rich Olken, *Executive Director*

Bikes Belong Coalition, Brookline, MA

Speakers:

Elissa Margolin, *Executive Director*

League of American Bicyclists, Washington, DC

Richard Schieber, MD,

Division of Unintentional Injury Prevention

National Center for Injury

Prevention and Control

Centers for Disease Control and Prevention

Atlanta, GA

Marietta Bowen, *Highway Safety Specialist*

NHTSA, Washington, DC

Angela Mickalide, Ph.D., *Program Director*

National SAFE KIDS Campaign, Washington, DC

sunday - monday

5:30pm-7:00pm

**Opening Reception
Exhibit Hall**

**Visit the exhibits! Good food
and refreshments!
Disney characters!**

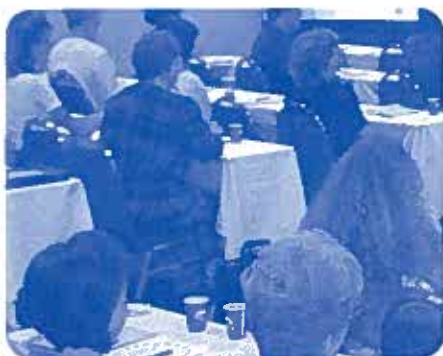
7:00pm-10:00pm

**MADD's Fake ID Video
Presentation Program**

(shown twice: at 7pm and 8pm)

Great Hall Center

Mothers Against Drunk Driving (MADD) has developed a program to help address the number one drug problem facing our children - alcohol. Alcohol kills 6.5 times more young people under the age of 21 than ALL of the other illicit drugs combined. This is why MADD has produced a 3-screen, multi-media school assembly show called Fake ID. This captivating presentation uses the latest DVD technology to catch students' attention with an exciting blend of powerful imagery and special effects all weaved together in a format that challenges students to take a hard look at the choices they are making and the consequences of making questionable decisions. Don't miss the special screening.



MONDAY

7:30am-4pm

**Registration Open
Hampton Court**

7:30am-8:30am

**Continental Breakfast
Exhibit Hall**

7:30am-3:30pm*

Exhibit Hall Open

*(*closed during the Opening Plenary
and Luncheon)*

8:30am-9:45am

**Opening Plenary Session
Empire Ballroom**

**Kissimmee Police Department
Honor Guard**

**20th Anniversary Lifesavers
Special Presentation**

**Frank Attkisson
Florida House of
Representatives, District 79**

**William Berger, President
International Association of
Chiefs of Police**

**The Honorable
Marion C. Blakey
Chairman, National
Transportation Safety Board**

3rd Workshop Session

10:00am-11:30am



IMPAIRED DRIVING TRACK

**Visible Enforcement of
Impaired Driving – The Key to
Driving Down the Numbers?**

Monday, June 10th

10:00am-11:30am

Great Hall North

Visible enforcement of drunk driving laws could be one of the most effective tools in reducing alcohol-related traffic fatalities and injuries. This workshop examines the effectiveness of ongoing law enforcement efforts, discuss research that shows what states are conducting sobriety checkpoints effectively and what states are not, and explores how the traffic safety community can work together to dramatically increase impaired driving law enforcement efforts.

Moderator

De Carlo Ciccil, *Program Analyst*
NHTSA
Washington, DC

Speakers:

Spencer Moore
Director of Planning & Programs
Georgia Demo Project
Governor's Office of Highway Safety
Atlanta, GA

Jill Lucas
Public Information Officer
North Carolina Governor's Highway
Safety Program
Raleigh, NC

Roger Doherty
Certified Law Enforcement Planner
Planning Manager/DUI Program
Coordinator
FL DOT Safety Office
Tallahassee, FL



monday



CHILD PASSENGER SAFETY TRACK

Culturally Diverse CPS Programs

Monday, June 10th
10:00am-11:30am
Great Hall Center

This workshop will include specific strategies for developing Native American, African-American and Latino CPS programs and educational materials. Discover guidelines for building successful partnerships by overcoming challenges in your communities.

Moderator/Speaker:

Torine Brooks
National SAFE KIDS Campaign
Washington, DC

Speakers:

Tracy Mitchell-Medina
Florida Child Passenger Safety and Resource Center
Boca Raton, FL

Karen Hanawalt
Florida Child Passenger Safety and Resource Center
Boca Raton, FL

Malcolm Washington
National SAFE KIDS Campaign
Washington, DC.

**Wear your 20th
Anniversary
T-Shirt to Epcot
Monday evening**



DATA AND RESEARCH TRACK

Ask The Experts

Monday, June 10th
10:00am-11:30am
Great Hall East

Leading highway safety researchers will describe ongoing research not covered elsewhere in the Conference

Moderator:

Christine Branche
Director
Division for Unintentional Injury Prevention
National Center for Injury Prevention and Control
Centers for Disease Control and Prevention
Atlanta, GA

Speakers:

Susan A. Ferguson, Ph.D.
Senior Vice President, Research Insurance Institute for Highway Safety
Arlington, VA

David F. Preusser, Ph.D.
President
Preusser Research Group
Trumbull, CT

John Lacey
Senior Scientist
Pacific Institute for Research and Evaluation
Beltsville, MD

Ruth Shults, Ph.D., M.P.H.
Epidemiologist
NCIPC/Centers for Disease Control
Atlanta, GA



AD HOC TRACK

Why Does It Seem Like Nobody Hears Me? The Role of Exposure in a Social Marketing Campaign

Monday, June 10th
10:00am-11:30am
Great Hall West

Exposure. If you think your program never gets enough of it, you're probably right. A new collection of research, co-edited by AED's William Smith, shows that many behavior change campaigns fail because they overlook this essential ingredient. In this program, the speakers will address the critical - and often elusive - element that exposure is to any social marketing campaign. They'll give examples of how even under-funded campaigns are finding breakthrough ways of getting exposure - ideas that go beyond gimmicks to win the broad and repeated exposure necessary to change attitudes and affect behavior.

Speakers:

William Smith
Executive Vice President
Academy for Educational Development
Washington DC

Co-Speaker:

Peter Mitchell
Academy for Educational Development
Washington DC



monday



AD HOC TRACK

What Works With Kids? Ask Them!

**Monday, June 10th
10:00am-11:30am
Cloister Room**

Are young drivers getting the message? They still drink and drive, have a 30 percent belt use rate, kill more of their peers than any other drivers, and were involved in over 8,000 fatal crashes last year. Are we looking at the problem from the wrong angle? Maybe our messages are not targeted to young drivers. Let's ask our young partners what works and what doesn't! Featuring young advocates who actually conduct successful counter-measure programs. Speakers will highlight and lowlight efforts to reach the young driver.

Moderator/Speaker:

Amanda Woodfield
NOYS Youth Leader
James Madison University
Harrisonburg, VA

Speakers:

Katie Bush
VA DMV
"Youth of Virginia Speak Out"
Vinton, VA

Katie Hultin
SADD Student of the Year
Hillsboro, ND

Nichole Boni
Northwest Indian College
Bellingham, WA



LAW ENFORCEMENT TRACK

Law Enforcement Information Management Resources

**Monday, June 10th
10:00am-11:30am
Knight's Hall**

An often-overlooked component of traffic safety is the use and value of information management resources. The workshop will explore the sources of information, for example, the IACP Technology Clearinghouse as well as the value of crash reports, including a presentation of a new roll call video on crash reports. Participants will also hear an update on the present and future state of ITS.

Moderator:

Matt Snyder
International Association of
Chiefs of Police
Alexandria, VA

Speakers:

Tom Robey
International Association of
Chiefs of Police
Alexandria, Virginia

Dave Mulholland
US Park Police
Bowie MD

Dave Smith
Federal Highway Administration
Office of Technology Applications
Washington, DC



ADULT OCCUPANT PROTECTION TRACK

Avoiding Seat Belt Burnout

**Monday, June 10th
10:00am-11:30am
Emerald Room**

Law enforcement resources are spread thin and we've been at this a long time. Program manager's duck out the back door when I come to them with another buckle up campaign. How can I help sustain enthusiasm?

Moderator:

Adele Derby
Associate Administrator,
Office of State and Community
Services
NHTSA
Washington, DC

Speakers:

Carla Levinski
Occupant Protection Program Manager
Oregon Department of Transportation
Transportation Safety Division
Salem, OR

Mark Shannon Hutchinson
TN Governor's Highway Safety
Office
Tennessee Law Enforcement Liaison
Athens, TN

John Pastuovic
John Pastuovic Communications, Inc.
Elmhurst, IL

monday



AD HOC TRACK

**Medical, Law Enforcement,
and Legal Cooperation in
Identifying and Convicting
Injured Drunk Drivers**

Monday, June 10th

10:00am-11:30am

Diamond/Sapphire Room

Injured impaired drivers treated in emergency departments and trauma centers usually are not arrested or convicted for their crime. This session will address how the medical, enforcement and legal communities can work together to have an impact on this problem.

Moderator:

Federico Vaca, MD, UCI Medical Center, Orange, CA

Speakers:

Carl A. Soderstrom, MD
Professor of Surgery
National Study Center for Trauma & EMS, University of Maryland School of Medicine, Baltimore, MD

L.R. "Bob" Jacob
Assistant to the Director
Institute of Police Technology & Management
University of North Florida
Jacksonville, FL

Marcia J. Cunningham, J.D.
Senior Attorney
American Prosecutors Research Institute
Alexandria, VA



SAFE COMMUNITIES TRACK

Telling Your Story

Monday, June 10th

10:00am-11:30am

Westminster Room

Focusing on the skills needed to get your Safe Communities program on your community's radar screen - who you are, what your mission is, and what techniques you need to employ to keep your programs visible and to build community support. Hands-on group exercises in drafting of program descriptions with critique and feedback

Moderator:

Etha Henry
Director of Programs
Community Foundation of Greater New Haven
New Haven, CT

Speakers:

Maria Farrah
President
Farrah Consulting Group
Boston, MA

Marc Posner
Education Development Center, Inc.
Newton, MA

Frank Marcucio, III
Program Director, Safe Communities Program of the
Lower Naugatuck Valley & EMS
Chief, Seymore Ambulance Association
Seymore, CT

Chris Miara
Education Development Center, Inc.
Newton, MA



IMPAIRED DRIVING TRACK

**TEA-21: Gearing up for the
Reauthorization**

Monday, June 10th

10:00am-11:30am

Islander Room

The multi-billion dollar transportation bill that funds America's roadways and our traffic safety efforts will be reauthorized in 2003, but efforts on Capitol Hill and among advocates are already well underway. Come find out about the traffic safety community's action plans and what important role you can play in the passage of this important legislation.

Moderator:

James H. Hedlund, Ph.D.
Highway Safety North
Ithaca, NY

Speakers:

Judie Stone, *President*
Advocates for Highway & Auto Safety
Washington, DC

Stephen E. O'Toole
Board of Directors
Member, Public Policy Committee
MADD
Washington, DC

Barbara Harsha
Executive Director
National Association of Governors' Highway Safety Representatives (NAGHSR)
Washington, DC

Bill Georges
Senior Vice President, Programs
The Century Council
Washington, DC



monday



AD HOC TRACK

**Building Bicycle Safety -
The Next Generation Of
Bicycle Rodeos**

Monday, June 10th

10:00am-11:30am

Senate-Gallery

This interactive workshop will focus on efforts to encourage bicycling through Bike Rodeos. The goal of the session is to provide an interactive hands-on informative learning environment for participants. The workshop will cover bicycle skills building, safe cycling, and innovative techniques for reaching diverse populations of youth bicyclists. This session will include a short lecture and then it's off to the parking lot! Come and see first hand how to set-up and conduct a bicycle rodeo. Helmets and bicycles will be available for both youth and adults desiring to participate in the bicycle rodeo.

Instructor:

Pat Hines

Executive Director

Safe Moves

Van Nuys CA

11:45am-1:00pm

**Monday Luncheon Plenary
Empire Ballroom**

Ed Rice

State Safety Engineer

Florida Department of

Transportation

Michael Jackson

Deputy Secretary

US Department of

Transportation

1:00pm-1:30pm

**Special Dessert
Exhibit Hall**

4th Workshop Session

1:30pm-3:00pm



**A special thank you to those
exhibitors with 20th
Anniversary balloons – they
are also sponsors!**



CHILD PASSENGER SAFETY TRACK

**Rules, Regulations &
Requirements of CPS Training**

Monday, June 10th

1:30pm-3:00pm

Great Hall North

This session is designed to provide attendees with a concise review and understanding of the requirements and recommendations pertaining to NHTSA's Standardized CPS Training/AAA Certification programs. The workshop will help participants and training class hosts prepare and conduct effective training courses within their states and help alleviate misunderstandings.

Moderators:

Carole Guzzetta

National Safety Belt Coalition

Washington, DC

Bill Wen

American Automobile Association

Heathrow, FL



IMPAIRED DRIVING TRACK

Wrong Way! Drunk Driving Deaths are Up! How Do We Reverse the Trend?

**Monday, June 10th
1:30pm-3:00pm
Great Hall Center**

Instead of nearing our goal of no more than 11,000 alcohol-related fatalities by 2005, we are heading in the opposite direction! The traffic safety community has been working to reprioritize and identify the most effective methods of driving down the numbers. Workshop participants will have the opportunity to hear about newly identified strategies and provide input into other effective solutions.

Moderator:

Carol McNamee, *Vice President*,
Public Policy, MADD
Honolulu, HI

Speakers:

Marcia J. Cunningham, J.D.
Senior Attorney
American Prosecutors Research
Institute
Alexandria, VA

Kathryn Stewart, *Partner*
Safety Policy & Analysis International
Tucson, AZ

Barry Sweedler, *President*
International Council on Alcohol,
Drugs & Traffic Safety
Tucson, AZ

Jack Van Steenburg, *Major*,
Traffic Services
New York State Police, Albany, NY



DATA AND RESEARCH TRACK

Reaching Younger Drivers Before It's Too Late: What The Research Shows

**Monday, June 10th
1:30pm-3:00pm
Great Hall East**

Every year, a new group of teenagers reaches driving age. What can be done to ensure that they become safe drivers? What approaches work and don't work? This workshop will highlight some of the latest research on young drivers.

Moderator:

James C. Fell
Director, Traffic Safety and
Enforcement Program
Pacific Institute for Research and
Evaluation
Calverton, MD

Speakers:

Allan F. Williams, Ph.D.
Chief Scientist
Insurance Institute for Highway
Safety
Arlington, VA

Bruce Simons-Morton, Ed.D., MPH
Chief, Prevention Research Branch
Division of Epidemiology, Statistics
and Prevention Research
NICHHD
North Bethesda, MD

Anne McCartt, Ph.D.
Preusser Research Group, Inc.
Trumbull, CT



AD HOC TRACK

Savvy Solutions for Dealing with Drinking on Campus

**Monday, June 10th
1:30pm-3:00pm
Great Hall West**

Underage and irresponsible drinking patterns are often serious health problems on college campuses. This session is designed to highlight programs actively working to increase awareness on college campuses that pedestrians, bicyclists, motorists and alcohol don't mix. This workshop will feature college administrators, students and law enforcement personnel who are working to implement policies and programs to increase awareness about binge drinking, create a safer transportation environment for college students and reduce associated injuries and fatalities.

Moderator:

David Anderson, *Associate Professor*
Center for the Advancement of
Public Health
Graduate School of Education
George Mason University
Fairfax, VA

Speakers:

Geoff Brown
North American - Interfraternity
Conference
Indianapolis, IN

Sue Reisling, *Chief*
University of Wisconsin - Madison
Madison, WI

Ariadne Delon Scott
Bicycle Program Coordinator
Stanford University
Stanford, CA

monday



AD HOC TRACK

Wireless E9-1-1: Injured Motorist On I-95, Somewhere Between Boston and Miami

Monday, June 10th

1:30pm-3:00pm

Cloister Room

Nearly half of all 9-1-1 calls are from wireless phones. Currently there is no way to locate the individual, unless the caller knows their own location. Wireless E-9-1-1 will resolve this. The current status of Wireless E9-1-1, grassroots initiatives, and what you can do will be covered.

Moderator:

Jay Scott

Project Director

E9-1-1 Wireless Demonstration

Project,

State University of NY Health

Science Center

Syracuse NY

Speaker:

Nathan Williams

President

National Assoc. of EMTs

Clinton, MS



LAW ENFORCEMENT TRACK

How to Get Law Enforcement and Activists to Work Together

Monday, June 10th

1:30pm-3:00pm

Knight's Hall

Developing and motivating strong partnerships between law enforcement and community, strong and successful partnerships among enforcement agencies, community organizations, youths, the judicial system and other key stakeholders have led the change to make enforcement of underage drinking laws and youth access to alcohol a national priority. Speakers in this session will provide an overview of their collaborative work, outcomes achieved and strategies for making underage drinking a priority in their community.

Moderator:

Doug Paquette

Sergeant

New York State Police

Albany, NY

Speaker:

Karen Tarney

Citizens Against Drug Impaired

Driving

Milwaukee, WI



CHILD PASSENGER SAFETY TRACK

Integrating CPS into Hospitals and Understanding Special Needs Issues

Monday, June 10th

1:30pm-3:00pm

Emerald Room

Hear from an experienced physician about getting the CPS educational component into hospitals: what does and does not work and how to overcome the challenges. The workshop will also provide information about the American Academy of Pediatrics (AAP) uniform hospital discharge policy, and how CPS advocates can utilize this information in their community hospitals. Also increase your knowledge about the special needs products that are available. A hospital-based CPS coordinator will provide insight about the day-to-day challenges and rewards of a comprehensive CPS program including parent/family education, restraint distribution, record keeping, inventory, funding, liability, staff training, outreach... and much more!

Moderator/Speaker:

Marilyn Bull, MD

Director of Automotive Safety for

Children Program

Riley Hospital for Children

American Academy of Pediatrics

Indianapolis, IN

Speaker:

Susan Yates

The Children's Hospital

Denver, CO

Complete addresses, phone, fax and emails for moderators and speakers are in the Pre-Registration Booklet

tracks at a glance



AH
Ad Hoc



AOP
Adult
Occupant
Protection



DR
Data/Research



CPS
Child
Passenger
Safety



LE
Law
Enforcement



ID
Impaired
Driving



SC
Safe
Communities

SUNDAY

2:00
3:30

Through a Drunk
Driving Victim's
Eyes
(ID)
England

Traffic Safety in
the New
Millennium
(LE)
Ireland

Building Coalitions
and Sustaining
Motivation in CPS
for Law Enforcement
(CPS & LE)
Scotland

Child Safety
Seat Show &
Tell
(CPS)
Great Hall North

What's New
With School Bus
Safety?
Part 1
(CPS)
Great Hall Ctr.

Rethinking Reasons
for Buckling Up
(AOP)
Great Hall East

4:00
5:30

Youth Leading the
Charge Against
Underage Drinking
(ID)
England

Translating
Enforcement to
Engineering
(LE)
Ireland

Protecting Yourself
& Your
Organization from
Liability
(CPS)
Scotland

Child Safety
Seat Show &
Tell
(CPS)
Great Hall North

What's New
With School Bus
Safety?
Part 2
(CPS)
Great Hall Ctr.

Successful Local
Efforts to Increase
Seat Belt Use
(AOP)
Great Hall East

MONDAY

10:00am
11:30am

Visible Enforcement of
Impaired Driving-The
Key to Driving Down
Numbers
(ID)
Great Hall North

Culturally Diverse CPS
Programs
(CPS)
Great Hall Center

Ask the Experts
(DR)
Great Hall East

The Role of
Exposure In a
Social Marketing
Campaign
(AH)
Great Hall West

What Works with Kid
Ask Them!
(AH)
Cloister

1:30pm
3:00pm

Rules, Regulations &
Requirements of CPS
Training
(CPS)
Great Hall North

Wrong Way! Drunk
Driving Deaths Are Up!
How Do We Reverse
the Trend?
(ID)
Great Hall Center

Reaching Younger
Drivers Before It's Too
Late
(DR)
Great Hall East

Savvy Solutions for
Dealing with
Drinking on
Campus
(AH)
Great Hall West

Wireless
E 9-1-1: Injured
Motorist on I-95,
Somewhere Between
Boston & Miami
(AH)
Cloister

TUESDAY

8:45am
10:15am

Update on Vehicle
Occupant Restraint
Systems
(AOP)
Great Hall North

How Can We Work
to Improve
Sentencing of DUI
Offenders?
(ID)
Great Hall Center

What's New in CPS
Data and Research?
(CPS & DR)
Great Hall East

The Evolution of Driver
Education: Out of the
Dark Ages
(AH)
Great Hall West

Technological
Advances in Traffic
Enforcement & Crash
Investigation
(LE)
Cloister

10:45am
12:15pm

Airbag Technologies and
Child Passengers
(CPS)
Great Hall North

On the Front Lines of
the Alcohol Problem-
Alcohol Beverage
Control
(ID)
Great Hall Center

Innovative Pedestrian
& Bicycle Signs,
Signals & Markings
(AH)
Great Hall East

How to Get Smaller
Law Enforcement
Agencies Involved in
Traffic Enforcement
(LE)
Great Hall West

Florida Law
Enforcement Liaison
Program
(LE)
Cloister

2:00pm
3:30pm

The State of
Motorcycling &
Motorcycle Safety
(AH)
Great Hall North

Creating Innovation
with Limited
Resources
(AH)
Great Hall Center

Region IV Goes
National
(AOP)
Great Hall East

Underage Drinking:
Research on Problems
& Countermeasures
(DR)
Great Hall West

Youth Impaired Driving
Enforcement Program
(LE)
Cloister

3:45pm
5:15pm

Open Mike for CPS Board
(CPS)
Great Hall North

Using LATCH and
Tethers
(CPS)
Great Hall East

Impaired Driving
Enforcement
(LE)
Great Hall West

Town Hall Meeting
(SC)
Cloister

tracks at a glance

ing Specific CPS
Data and Research
Advocacy to Reach
Legislators
(PS & DR)
West Hall West

What's The Latest on
Distracted Driving
Research
(DR)
Crown Hall

Increasing Belt & Child Seat
Use in the African American
Community
(AOP & CPS)
Knights Hall

Data & Evaluation: The
Role in Safe Communities
(SC)
Westminister

Accessing
National
Databases for
Local Highway
(DR)
Cloister

How Do They Do
That?
PowerPoint to the
Point
(AH)
Islander

ury Data: What's
t There, What Can
I Get
(H)
West Hall West

What's the Latest on
Occupant Protection
Research
(DR)
Crown Hall

Law Enforcement Officers
Testimony at DUI Trials
(ID)
Knights Hall

Sustainability
(SC)
Westminister

Higher Risk
Drinking Drivers:
Update on Current
Research
(DR)
Cloister

National Strategies
for Advancing
Bicycle Safety
(AH)
Islander

y Enforcement
Information
Management
Sources
(E)
West's Hall

Avoiding Seat Belt
Burnout
(AOP)
Emerald

Medical, Law Enforcement &
Legal Coop. in Identifying &
Convicting Injured Drunk Drivers
(AH)
Diamond/Sapphire

Telling Your Story
(SC)
Westminister

TEA-21 Gearing
Up for the
Re-authorization
(ID)
Islander

Building Bicycle
Safety
(AH)
Senate-Gallery

v to Get Law
Enforcement &
Visit to Work
together
(H)
West's Hall

Integrating CPS Into
Hospitals & Special
Needs Issues
(CPS)
Emerald

Tactics & Strategies: Law
Enforcement & Pedestrian Safety
(AH)
Diamond/Sapphire

Social Marketing for
Beginners
(SC)
Westminister

The Higher Risk
Drunk Drivers-
Strategies to Target
the Hard to Reach
Population
(ID)
Islander

ate on National
Program
(S)
West's Hall

Using the Data-
Part 1
(DR)
Emerald

Why Should Kids Walk
to School?
(AH)
Diamond/Sapphire

Developing a State
Philosophy of Safe
Communities
(SC)
Westminister

Taking Traffic
Safety to the
Legislature
(AH)
Scotland A

Introduction to
Occupant
Protection
(AOP)
Scotland B

Creating CPS
Inspection
Stations
(CPS)
Scotland C

rcycle &
le Helmet Use
(H)
West's Hall

Using the Data-
Part 2
(DR)
Emerald

Latinos Behind the
Wheel
(AH)
Diamond/Sapphire

Starting a Safe
Communities Coalition
from Scratch
(SC)
Westminister

Curriculum
e
(H)
West's Hall

Aggressive Driving:
Who, When, Where and
What
(DR)
Emerald

Planning Now for Older
Driver Safety
(AH)
Diamond/Sapphire

Plugging Safe
Communities into
State & National
Campaigns
(SC)
Westminister

Older Drivers: New
Research & Development
(DR)
Emerald

Stay Alive from
Education (S.A.F.E.)
(AH)
Diamond/Sapphire

Diversity
(SC)
Westminister

monday



AD HOC TRACK

Tactics and Strategies: Law Enforcement and Pedestrian Safety

Monday, June 10th, 1:30pm-3:00pm
Diamond/Sapphire Room

Pedestrians account for about 11 percent of all traffic fatalities, and in many large metropolitan areas, pedestrians comprise the majority of traffic fatalities and injuries, frequently exceeding 50 percent. But even though enforcement along with education and engineering are components of a successful pedestrian safety effort, the law enforcement aspect has been difficult to incorporate. Some departments may give pedestrian law enforcement a low priority because of other demanding issues or because pedestrian safety is not seen as a problem and enforcement of pedestrian safety laws is not popular. This workshop will provide examples of how concerned police agencies are facing the challenge of creating a demand and obtaining permission within their agencies and their communities to enforce pedestrian laws.

Moderator:

Joy Riddell, Florida Atlantic University
Ft. Lauderdale FL

Speakers:

Dr. Ron Von Houten, *Professor of Psychology*, Mount Saint Vincent University, Halifax, Nova Scotia, Canada

Officer Jeff Rose, Hillsboro, OR

Bill Bronrott, *State Delegate*, Maryland General Assembly, Representing District 16, Annapolis, MD

Officer Stacey Vilas, Madison Police Department
Madison, WI



SAFE COMMUNITIES TRACK

Social Marketing for Beginners

Monday, June 10th
1:30pm-3:00pm
Westminster Room

Introduction to Social Marketing. Selling ideas, attitudes, and behaviors by targeting audiences and messages.

Moderator:

Ann Burton
NHTSA-Region II
White Plains, NY

Speaker:

William Smith
Executive Vice President
Academy for Educational Development
Washington, DC



IMPAIRED DRIVING TRACK

The Higher Risk Drunk Driver: Strategies to Target the Hard-To-Reach Population

Monday, June 10th
1:30pm-3:00pm
Islander Room

Repeat offenders, high BAC drivers, and people who drive on suspended licenses are some of the most difficult populations to reach. This workshop identifies the problem and strategies to stop the higher-risk driver.

Moderator:

Leslie Blakey
Blakey and Associates
Washington, DC

Speakers:

James L. Nichols
Director
Office of Research and Traffic Records
NHTSA
Washington, DC

Honorable William F. Todd, Jr.
Judge
Rockdale State Court
Conyers, GA

Phil Brewer, MD, F.A.C.E.P.
Yale Emergency Medicine
New Haven, CT

3:30pm-10:00pm
Evening at EPCOT®
Disney Bus Transportation

Transportation to Epcot will depart from the Convention Level of the Wyndham Palace, outside the Main Ballroom, beginning at 3:30pm. Buses will run until 5pm. A shuttle for early returns will be available starting at 7:30pm every 30 minutes. The main departure will begin at 9:30pm and run until 10:00pm. Buses will return to the Wyndham Palace. When loading the bus, please fill the bus from the back to the front. Mears Staff will be on site to answer your questions. Please bring your Disney ticket and wear your Lifesavers' t-shirt. Dinner is on your own.

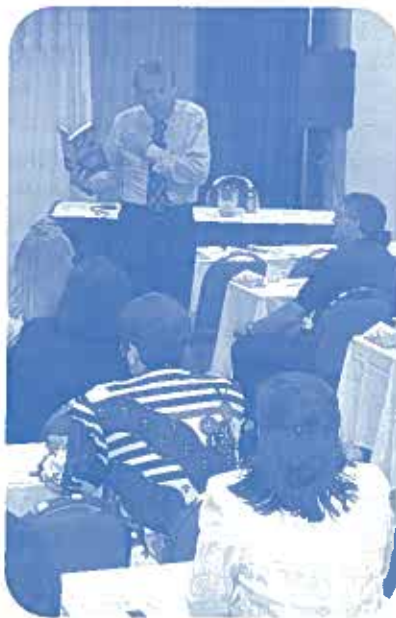
Visit the exhibits during
breaks for refreshments

TUESDAY
7:30am-5:00pm
Registration Open
Hampton Court

7:30am-12:15pm
Exhibit Hall Open

7:30am-8:30am
Continental Breakfast
Exhibit Hall

5th Workshop Session
8:45am-10:15am



ADULT OCCUPANT PROTECTION TRACK
Update on Vehicle Occupant
Restraint Systems
Tuesday, June 11th
8:45am-10:15pm
Great Hall North

Automakers present the latest information on advanced, side and rollover airbags as well as innovations in seat belt design.

Moderator:

Barry Felrice
Senior Manager, Regulatory Affairs
DaimlerChrysler
Washington, DC

Speakers:

Artie Martin
Staff Project Engineer
General Motors Corporation
Warren, MI

Christina Primavera
Engineer, Technical and Regulatory
Affairs, Safety
Toyota Motors North American, Inc.
Washington, DC

tuesday



IMPAIRED DRIVING TRACK

Slipping Through the System: How Can We Work to Improve Sentencing of DUI Offenders?

Tuesday, June 11th

8:45am-10:15am

Great Hall Center

This workshop will examine the problems encountered in the courtrooms with regard to DUI sentencing and prosecution. All too often, DUI offenders are given a "slap on the wrist." This workshop will examine how can we work with prosecutors and judges to improve the sentencing of DUI offenders, to implement effective court monitoring programs, and to improve judicial education.

Moderator/Speaker:

Marcia J. Cunningham, J.D.
Senior Attorney
American Prosecutors Research
Institute
Alexandria, VA

Speakers:

Edward J. Casias
Summit County Court
Breckenridge, CO

Honorable G. Michael Witte
Judge
Lawrenceburg, IN

Honorable Dorothy Baker
Judge
Multnomah County Courthouse
Portland, OR



CHILD PASSENGER SAFETY TRACK

What's New in Child Passenger Safety Data and Research?

Tuesday, June 11th

8:45am-10:15am

Great Hall East

The Partners for Child Passenger Safety will present new findings and discuss characteristics of trips with child occupants that result in a crash and mechanisms of injury to children in forward facing child restraints. The National SAFE KIDS Campaign will summarize the latest data on current trends in child restraint misuse patterns, booster seat usage and the challenges of collecting accurate child restraint data in the field. The Crash Injury Research & Engineering Network (CIREN) at Children's National Medical Center will summarize recent data on injury patterns associated with the most common types of child restraint misuse.

Moderator/Speaker:

Kelly Orzechowski, MPH
CIREN Project Coordinator
Children's National Medical Center
Washington, DC

Speakers:

Kerry Fernandez
National Field Organizer
National SAFE KIDS Campaign
Washington, DC

Rebecca Cornejo, MHS
Research Project Manager
Partners for Child Passenger Safety
The Children's Hospital of
Philadelphia
Philadelphia, PA



AD HOC TRACK

The Evolution of Driver Education: Out of the Dark Ages?

Tuesday, June 11th

8:45am-10:15am

Great Hall West

New cars, new technology, new road signs! Are we still teaching our novice drivers to drive the way our parents learned? With the internal and external environment so different from 10 years ago, is it possible that using methods developed 40 years ago aren't properly preparing our young novice drivers for the challenge of 'safe' driving? Where do graduated licensing, the Web and home schooling fit in? Driver education experts will discuss efforts to redefine, modernize, and deliver driver education in the 21st century.

Moderator:

A.O. "Brad" Bradshaw, Ph.D.
Executive Director
American Driver and Traffic Safety
Education Association
Highway Safety Center
Indiana University of PA
Indiana PA

Speakers:

Terry L. Kline, Ed.
Associate Professor
Traffic Safety Institute
Eastern Kentucky University
Richmond, KY

Rich Whitcomb
Manager, Driving Training
American Automobile Association
Heathrow, FL



LAW ENFORCEMENT TRACK

Technological Advances in Traffic Enforcement and Crash Investigation

Tuesday, June 11th

8:45am-10:15am

Cloister Room

Saliva testing, hand held breath analyzers, Lidar, Lazer, GPS, Onstar, Mayday, Black Box. Workshop on new technologies used for traffic safety, enforcement and management.

Speakers:

Chip Chidester
Crash Investigation Division
NHTSA
Washington, DC

Jay Scott, NREMT-P
State University of New York
Health Science Center
Syracuse, NY

Linda Masterson
President
Life Point
Ontario, CA

Roosevelt Rogers
Laser Technology Inc.
Englewood, CO

Don't forget to check the message board



CHILD PASSENGER SAFETY TRACK

Update on National CPS Programs

Tuesday, June 11th

8:45am-10:15am

Knight's Hall

Several safety organizations, car manufacturers and insurance companies have programs that address the many issues and aspects of child occupant protection. This session will review the components of several of these initiatives and, more importantly, how you can avail yourself of their resources.

Moderator:

Phil Gulak, NHTSA
Washington, DC

Speakers:

Karen DiCapua
National SAFE KIDS Campaign
Washington, DC

Kathy Morgan, AAA
Heathrow, FL

Jason Kercher, State Farm
Bloomington, IL

Suraya DaSante, DaimlerChrysler
Washington, DC

Bob Yakushi, Nissan North America
Gardena, CA

Marie Sheler Edwards, Boost America
Dearborn, MI

Janele Rose, Volkswagon



DATA AND RESEARCH TRACK

Using Data Part 1: Identifying The Best Data To Support Your Highway Safety Decisions

Tuesday, June 11th

8:45am-10:15am

Emerald Room

The purpose of this workshop is to help community coordinators find and analyze the data they need for implementing good programs. It will be conducted like a training session with small group participation.

Speakers:

Barbara Rhea
Team Leader for Sample Design, Quality Control and State Data Team
NHTSA
Washington, DC

Sandy Johnson
NHTSA Consultant
Washington, DC

Workshop handouts will be available on the website after the conference at: www.lifesaversconference.org

tuesday



AD HOC TRACK

Why Should Kids Walk to School?

Tuesday, June 11th, 8:45am-10:15am
Diamond/Sapphire Room

Remember when children used to walk and bicycle to school? By riding in automobiles, kids today don't have the independence and freedom to explore their surroundings, the opportunities to be as physically active as kids a generation ago, and the traffic skills critical for safe mobility. This workshop will cover a variety of considerations involving walking to school including the health implications of the "disappearing walk to school" as well as the "veal syndrome" of children, how land use goes hand-in-hand with health, how "Safe Routes to School" initiatives improve children's pedestrian safety skills while decreasing congestion, and how engineering and public works can help make the route to school more "walkable."

Moderator:

Lauren Marchetti, *Deputy Director*
Pedestrian and Bicycle Info. Ctr.
University of NC, Chapel Hill, NC

Speakers:

Gracie Askew, *Project Coordinator*
Safe Routes to School Clearinghouse
Oakland, CA

Mark Fenton
Program Manager
UNC Pedestrian and
Bicycle Information Center
Chapel Hill, NC

Sabri Chaun Hill, *Traffic Engineer III*
City of Phoenix, Phoenix, AZ

Mary Pat Hanley, *M.S. Program Coordinator*,
SAFE KIDS Walk This Way
National SAFE KIDS Campaign
Washington, DC



SAFE COMMUNITIES TRACK

**Developing a State
Philosophy of Safe
Communities**

Tuesday, June 11th
8:45am-10:15am
Westminster Room

At the State level (SHSO, HHS), what role are Safe Communities playing? How can they be strengthened and integrated in such a way that they become a foundation for all of your State highway safety efforts?

Moderator:

Judy A. Hammond
NHTSA
Office of State and Community
Services
Washington, DC

Speakers:

Betty Mercer
Executive Director
Office of Highway Safety
Planning
Lansing, MI

Kate Summerill
Health Education Consultant
California Safe Communities
Dept. of Health Services
Sacramento, CA

F. Christian Byrnes, Jr.
Director
Eastern Shore Regional Safe
Communities Center
Salisbury University
Salisbury, MD



AD HOC TRACK

**Taking Traffic Safety
to the Legislature**

Tuesday, June 11th
8:45am-10:15am
Scotland A Room

Last year, more than 1,200 bills were introduced in state legislatures regarding traffic safety issues. Some introduced new laws, others appropriated funds necessary to operate new programs. Whatever the purpose, it is clear that traffic safety issues are of interest to state legislators. This session will feature a variety of Speaker's including state legislators, their staff, and traffic safety advocates, all of whom have helped an issue through the legislative process—from both sides of the table. The workshop will provide an overview of the state legislative process, including tips on more effectively working with state legislators to move the traffic safety agenda, as well as a brief overview of NHSTA's web-based legislative tracking system.

Moderator:

David Kelly, *Deputy Director*
Air Bag & Seat Belt Safety
Campaign
Washington DC

Speakers:

Melissa Savage, NCSL, Denver, CO

Senator John Cullerton
Springfield, IL

Delegate Brian Moran, Richmond, VA

Karen Slay, Injury Prevention
Coalition of South Plains,
Lubbock, TX



tuesday



ADULT OCCUPANT PROTECTION TRACK

Introduction to Occupant Protection

Tuesday, June 11th

8:45am-10:15am

Scotland B Room

The basics on restraint system design, effectiveness and usage. Aimed at the first-time Lifesavers attendee who is new to highway safety.

Speaker:

Susan A. Ferguson, Ph.D.
Senior Vice President, Research
Insurance Institute for Highway
Safety
Arlington, VA

A special thank you
to those exhibitors
with 20th
Anniversary balloons – they are also
sponsors!



CHILD PASSENGER SAFETY TRACK

Creating CPS Inspection Stations

Tuesday, June 11th

8:45am-10:15am

Scotland C Room

Permanent CPS Inspection Stations are being seen as a uniquely effective way of serving the local community in CPS efforts. This session will examine the concept and history of "fitting stations" to date, what has and has not been successful, and how to build your station from the ground up to fit the specific needs of your community. Focus will be on identifying the needs of an inspection station; material, staff, training, financial and administrative issues, as well as developing strong and supportive partnerships through available local resources.

Moderator:

Elaine B. Weinstein
National Transportation Safety Board
Washington, DC

Speakers:

Wes Bender
National SAFE KIDS Campaign
Washington, DC

Bill Wen
National AAA
Heathrow, Florida

Will Taliaferro
GMMB, Inc.
Washington, DC

10:15am-10:45am
Refreshment Break
Exhibit Hall

6th Workshop Session
10:45am-12:15pm



tuesday



CHILD PASSENGER SAFETY TRACK

What You Need To Know About Airbag Technologies and Child Passengers

**Tuesday, June 11th
10:45am-12:15pm
Great Hall North**

Research shows that strong educational messaging has significantly reduced child fatalities from airbags in the past few years. Hear from industry representatives and a CPS instructor on how new and current technologies such as advanced and side airbags affect child passengers.

Moderator:

Scott Schmidt
Alliance of Automobile
Manufacturers
Washington, DC

Speakers:

David Kelly
Deputy Director
Air Bag & Seat Belt Safety Campaign
Washington, DC

Kelly Powell
Florida CPS and Resource Center
Boca Raton, FL

David Clement
Director of Engineering
XSCi
Colorado Springs, CO

**Please wear
your badge**



IMPAIRED DRIVING TRACK

On The Front Lines of the Alcohol Problem - Alcohol Beverage Control

**Tuesday, June 11th
10:45am-12:15pm
Great Hall Center**

Who enforces the laws concerning the sale of alcoholic beverages? What happens to violators? How can the system be improved? How can we forge partnerships at the state and local level between highway safety and juvenile justice? Speakers will explain the laws and the differing state systems that control alcohol sales. New information and technical assistance will be highlighted.

Moderator:

James C. Fell
*Director, Traffic Safety and
Enforcement Programs*
Pacific Institute for Research and
Evaluation
Calverton, MD

Speakers:

Bill Patterson
Senior Program Manager
Pacific Institute for Research &
Evaluation
Calverton, MD

Honorable G. Michael Witte
Judge, Dearborn Superior Court
Lawrenceburg, IN

Jim DiBernardo
Major, Community Affairs Bureau
Miami, FL



AD HOC TRACK

What Will They Think of Next? Innovative Pedestrian and Bicycle Signs, Signals and Markings

**Tuesday, June 11th
10:45am-12:15pm
Great Hall East**

Communities are experimenting with new "hardware" to increase pedestrian and bicycle safety. Come see first hand and try out the latest technology such as count down signals, bicycle boxes, high visibility signs, flashing crosswalk lights, and accessible pedestrian signals. This workshop will be a hands-on demonstration of these new technologies. Take back some new ideas to your community!

Moderator:

John Fegan
Federal Highway Administration
(HEPH)
Washington, DC

Speakers:

Billie Louise Bensen
Accessible Designs for the Blind
Berlin, MA

Charles Zegeer
Highway Safety Research Center
University of North Carolina
Chapel Hill, NC

Theo Petritsch
*State Pedestrian and Bicycle
Coordinator*
FL Department of Transportation
Tallahassee, FL

tuesday



LAW ENFORCEMENT TRACK

How to Get Smaller Law Enforcement Agencies Involved in Traffic Enforcement

Tuesday, June 11th

10:45am-12:15pm

Great Hall West

Traffic enforcement is difficult in smaller law enforcement agencies because of the limited resources, inability to compete for the Federal funds, small number of sworn officers, and the difficulty of preparing applications and reports. This workshop will explore some innovative ways that Highway Safety Offices and State Association of Chiefs of Police have partnered together to involve the smaller agencies.

Moderator:

Sandy Richardson
Highway Safety Specialist
NHTSA
Traffic Law Enforcement Division
Washington, DC

Speakers:

Ricky Rich
Deputy Director
Governor's Office of Highway Safety
Atlanta, GA

Sheldon Lineback
Executive Director
Missouri Police Chiefs Association
Jefferson City, MO

Murray "Bud" Pendleton
Chief
Waterford Police Department
Waterford, CT



LAW ENFORCEMENT TRACK

Florida Law Enforcement Liaison Program

Tuesday, June 11th

10:45am-12:15pm

Cloister Room

This workshop addresses the best practices for establishing a law enforcement liaison program statewide.

Moderator:

Russ Arend
Institute of Police Technology and Management
University of North Florida
Jacksonville, FL

Speakers:

Al Roop
LEL Program Coordinator
Institute of Police Technology and Management
University of North Florida
Jacksonville, FL

Walter C. Wobig
Lieutenant
CTST Coordinator
Kissimmee Police Department
Kissimmee, FL

Chuck Williams
Lieutenant
Florida Highway Patrol
Orlando, FL

Lorrie Walker
FAU College of Nursing
Florida Child Passenger Safety and Resource Center
Florida Atlantic University
Boca Raton, FL



DATA AND RESEARCH TRACK

Motorcycle and Bicycle Helmet Use: What The Research Shows

Tuesday, June 11th

10:45am-12:15pm

Knight's Hall

This workshop will provide an update on the current state of motorcycle safety. It will focus on the effectiveness of bicycle and motorcycle helmets and what happens when helmet laws are repealed.

Moderator:

David F. Preusser, Ph.D.
President
Preusser Research Group
Trumbull, CT

Speakers:

Linda Cosgrove, Ph.D.
Research Psychologist
Research and Traffic Records
NHTSA
Washington, DC

James Champagne
Executive Director
Louisiana Highway Safety Commission
Baton Rouge, LA

Todd Thoma, MD
Department of Emergency Medicine
Shreveport, LA

tuesday



DATA AND RESEARCH TRACK

Using The Data Part 2: Employing Data To Get Your Message Across

Tuesday, June 11th
10:45am-12:15pm
Emerald Room

The purpose of this workshop is to help community coordinators use their data to reach local and state elected officials and other key decision-makers. It will be conducted like a training session with small group participation

Speakers:

Barbara Rhea
*Team Leader for Sample Design,
Quality Control and State Data Team*
NHTSA
Washington, DC

Sandy Johnson
NHTSA Consultant
Washington, DC

Mark your calendars for
Lifesavers 21: March 9-
11, 2003, Hyatt Chicago,
Chicago, Illinois



AD HOC TRACK

Latinos Behind the Wheel

Tuesday, June 11th
10:45am-12:15pm
Diamond/Sapphire Room

This panel will provide information on programs implemented at the community level to reduce impaired driving and increase seat belt use among the Hispanic Community. A current project in which HAPCOA (Hispanic American Police Command Officers Association) and ASPIRA (a Latino youth leadership organization) have partnered for community outreach; the LCAT (Latino Council on Alcohol and Tobacco) Manejando en America impaired driving educational program for newly arrived immigrants; MADD's impaired driving program, and the NLCI (National Latino Children's Institute) child seat program will be featured.

Moderator:

Jess Quintero, *Executive Director/
Project Chairman*, Hispanic American
Police Command Officers Association
Washington, DC

Speakers:

Hilda Crespo, *Vice-President*
ASPIRA Association Inc.
Washington, DC

Jeannette Noltenius Ph.D., *Executive
Director*, Latino Council on Alcohol
and Tobacco, Washington, DC

Bibi Lobo, *Vice President*
National Latino Children's Institute
San Antonio, TX

Betty Swinners, *Diversity Coordinator*
MADD National Office, Irving, Texas



SAFE COMMUNITIES TRACK

Starting a Safe Communities Coalition from Scratch

Tuesday, June 11th
10:45am-12:15pm
Westminster Room

If you're starting a Safe Communities program from scratch, what steps must be taken to ensure its success? Learn how to mobilize your community, recruit and retain volunteers, and where to find injury prevention program information that can tell you what is effective and what is not.

Moderator:

Lisa Bullard-Cawthorne
Madison Department of Public
Health
Madison, WI

Speakers:

Karen Slay
South Plains Injury Prevention
Coalition
Lubbock, TX

Sue Jane Smith
Trauma Coordinator
Children's Hospital of Michigan
Detroit, MI

Rhonda Welborn
Volunteers in Policing /North Star
Safe Community
Fairbanks, AK



12:30pm-1:45pm
National Highway Traffic
Safety Administration's
Annual Awards Luncheon

The Honorable
Jeffrey W. Runge, MD
Administrator
National Highway Traffic
Safety Administration

7th Workshop Session
2:00pm-3:30pm



AD HOC TRACK

The State of Motorcycling and
Motorcycle Safety

Tuesday, June 11th
2:00pm-3:30pm, Great Hall North

Since reaching an historic low of 2,116 in 1997, motorcyclist fatalities have increased 35 percent to 2,862 in 2000. What is the current state of motorcycling and motorcycle safety in the United States? This workshop will discuss the trends in fatal motorcycle crashes, the new rider training curriculum, the most recent focus groups addressing impaired riding, the effects of helmet law repeal in Louisiana and Kentucky, and a successful state program that addresses the role of motorists in motorcycle safety.

Moderator:

Patricia Turner, *Senior Research Assoc., Center for Urban Transportation Research, Univ. of South FL School of Engineering Tampa FL*

Speakers:

Dennis Utter, *Chief, Mathematical Analysis Division, NHTSA Washington, DC*

Robert Dingman, *Assistant Commissioner, Transportation Safety New York State Department of Motor Vehicles, Albany, NY*

Elisabeth Piper, *Director, Corporate Communications Motorcycle Safety Foundation, Irvine, CA*

Les Becker, Ph.D., *NREMT-P Deputy Director, Safety & Health Policy Program, Pacific Institute for Research and Evaluation Calverton Office Park Calverton, MD*



AD HOC TRACK

Creating Innovation with
Limited Resources:
Using Role Play to Understand
How New Ideas Are Adopted

Tuesday, June 11th
2:00pm-3:30pm
Great Hall Center

Have you ever had an idea that you were trying to promote and encountered resistance in adoption of your idea? Researchers have discovered that the adoption of an innovation follows a fairly predictable pattern. This workshop will actively involve the audience in role-play to demonstrate the different roles members of a community play in adopting innovative strategies. The facilitator will present the audience with a highway safety problem (e.g., traffic congestion in school zones, speeding in neighborhoods), and request that members of the audience assume different roles to address the problem. This model has been successful in coming up with effective, but less resource intense, solutions to problems.

Facilitator:

Martha Roskowski
America Bikes
Washington, DC

Has your address
changed? Let us know
at registration

tuesday



ADULT OCCUPANT PROTECTION TRACK

Region IV Goes National

Tuesday, June 11th

2:00pm-3:30pm

Great Hall East

NHTSA's eight Region IV states used enforcement supplemented by paid advertising to raise region-wide belt use nine percentage points in three weeks. Find out how you can apply these concepts in your state or community.

Moderator:

Troy Ayers
NHTSA Region IV Administrator
Atlanta, GA

Speakers:

Al Roop
LEL Program Coordinator
Institute of Police Technology and Management (IPTM)
University of North Florida
Jacksonville, FL

Madalene Milano
GMMB, Inc.
Washington, DC

Ricky Rich
Deputy Director
Governor's Office of Highway Safety
Atlanta, GA



DATA AND RESEARCH TRACK

Underage Drinking: Research On Problems and Countermeasures

Tuesday, June 11th

2:00pm-3:30pm

Great Hall West

One of the major target groups in the campaign against drunk driving is youths under 21. This workshop will explore some recent research on the scope of the problem and strategies that work.

Moderator/Speaker:

Johnetta Davis
Director
Center for Enforcing Underage Drinking Law
Calverton, MD 20705-3102

Speakers:

James C. Fell
Director, Traffic Safety and Enforcement Program
Pacific Institute for Research and Evaluation
Calverton, MD

Bill Georges
Senior Vice President, Programs
The Century Council
Washington DC

Tom Colthurst
Associate Director
U.S. Department of Education
Higher Education Center for Alcohol & Other Drug Prevention
UC San Diego
La Jolla, CA



LAW ENFORCEMENT TRACK

Youth Impaired Driving Enforcement Program

Tuesday, June 11th

2:00pm-3:30pm

Cloister Room

This workshop will focus on programs that have been implemented to increase youth enforcement programs and highlights from a workshop on the issues of youth alcohol enforcement

Moderator:

Rick Larson
International Association of Chiefs of Police
Alexandria, VA

Speakers:

Tom Didone
Captain, Montgomery County Police Department
Rockville, MD

Aidan J. Moore
Chief, Bureau of Enforcement
New Hampshire Liquor Commission
Concord, NH

**Please turn your
cell phone ringers
off during sessions**

tuesday



CHILD PASSENGER SAFETY TRACK

CPS Curriculum Update

Tuesday, June 11th

2:00pm-3:30pm

Knight's Hall

The child passenger safety field is complicated and constantly changing, but few organizations have the time or resources to keep up with it. To be effective, CPS efforts need technicians and instructors who are fresh and up-to-date. This session discusses the challenges and successes of the SAFE KIDS / IACP national update and refresher program.

Moderators/Speakers:

Joe Colella
National SAFE KIDS Campaign
Washington, DC

Bob Wall
International Association of
Chiefs of Police
Annandale, VA

**A special thank you to
those exhibitors with
20th Anniversary balloons – they are also
sponsors!**



DATA AND RESEARCH TRACK

Aggressive Driving: Who, When, Where and What To Do About It

Tuesday, June 11th

2:00pm-3:30pm

Emerald Room

Aggressive driving is a hot topic in many communities, with surveys showing that the public is very concerned about the perceived increase in the number of people driving aggressively. This session will explore what we know about who drives aggressively, when and where, and what appears to work in reducing aggressive driving.

Moderator:

Richard Compton, Ph.D.
NHTSA
Washington, DC

Speakers:

Samir M. Fakhry, MD, F.A.C.S.
Chief of Trauma Services
Associate of Chief of Research & Education
INOVA Regional Trauma Center
Falls Church, VA

David Shinar, Ph.D.
Department of Industrial Engineering
and Management
Ben Gurion University of the Negev
Beer Sheva, Israel

Anne McCartt, Ph.D.
Preusser Research Group, Inc.
Trumbull, CT



AD HOC TRACK

Planning Now for Older Driver Safety

Tuesday, June 11th

2:00pm-3:30pm

Diamond/Sapphire Room

To prepare for the aging of the baby boom generation, state and local governments need to begin their planning activities now to ensure transportation safety for older Americans. Several exemplary efforts have already been initiated in states that will permit driving and mobility as late in life as possible. Some have approached this from a state regulation and rehabilitation perspective, others have addressed the issue from a local, council of governments perspective, and still others have begun efforts with area agencies on aging or senior health and aging services organizations. This panel will present how each of these organizations have identified the issues that affect older transportation safety in their states, and how they proceeded to develop solutions and action plans.

Moderator:

Susan B. Herbel, Ph.D.
Heathrow, FL

Speakers:

Kerry Rodriguez, J.D., *Director*
OMEGA, West Palm Beach, FL

Selma Sauls, Florida Dept of Highway
Safety, Tallahassee, FL

Helen Kerchner, Ph.D.
President and CEO
The Beverly Foundation
Pasadena, CA

tuesday



SAFE COMMUNITIES TRACK

**Plugging Safe Communities
into State and National
Campaigns**

Tuesday, June 11th

2:00pm-3:30pm

Westminster Room

How Safe Communities efforts can support and strengthen state or national campaigns such as Click It or Ticket, YDYL, 3D

Moderator/Speaker:

Dianna Reed

Program Manager

PA Dept. of Transportation

Bureau of Highway Safety & Traffic

Engineering

Harrisburg, PA

Speakers:

Ann Ringland

North Carolina Governor's Highway

Safety Office

Raleigh, NC

Diane Guerttman

Safe Communities/SAFE KIDS

Coordinator

WMC Foundation

Casper, WY

Anita Biles

Clark County Ohio Combined Health

District

Springfield, OH

8th Workshop Session

3:45pm-5:15pm



CHILD PASSENGER SAFETY TRACK

Open Mike for CPS Board

Tuesday, June 11th

3:45pm-5:15pm

Great Hall North

Board Member representatives will take questions from the audience on protocol, curriculum development, re-certification and new initiatives.

Moderator:

Bill Wen

National American Automobile

Association

Heathrow, FL

**Complete addresses,
phone, fax and emails for
moderators and speakers
are in the Pre-
Registration Booklet**

tuesday



CHILD PASSENGER SAFETY TRACK

Using LATCH and Tethers

Tuesday, June 11th

3:45pm-5:15pm

Great Hall East

The basics of tether and LATCH function, requirements, and phase-in will be briefly described, followed by discussion of locating anchors and various issues regarding installation of tether anchor hardware and working with dealerships. Misuse of these systems, practical problems, and special tethering issues related to occupants weighing more than 40-50 pounds will also be covered.

Speakers:

Deborah Stewart
Editor
Safe Ride News
Shoreline, WA

Mike James
Lead CPS Instructor - Alabama
Huntsville, AL

John M. Arendt
ProDev Associates, LLC
Golden, CO



LAW ENFORCEMENT TRACK

Impaired Driving Enforcement

Tuesday, June 11th

3:45pm-5:15pm

Great Hall West

This workshop will focus on impaired driving enforcement programs such as saturation patrols, sobriety checkpoints, training, and the importance of the support from upper management.

Moderator:

William Berger
Chief
North Miami Beach Police
Department
North Miami Beach, FL

Speakers:

Ricky Rich
Deputy Director
Governor's Office of Highway Safety
Atlanta, GA

Chuck Hayes
Captain, Oregon State Police Training
Division
Salem, OR

James Champagne
Executive Director
Louisiana Highway Safety
Commission
Baton Rouge, LA



SAFE COMMUNITIES TRACK

Town Hall Meeting

Tuesday, June 11th

3:45pm-5:15pm

Cloister Room

Facilitated discussion featuring a panel of Safe Communities veterans to discuss and answer Safe Communities-related questions and issues raised by the audience.

Moderator:

Mary Russell, Ed.D.
Boca Raton, FL

Presenters:

KJ Feury, RN, MS
CCRN Injury Prevention Coordinator
Morristown Memorial Hospital
Morristown, NJ

Teresa Cruz, MPH
Coordinator, Mecklenburg Safe
Communities Program
Carolina Health System
Charlotte, NC

Mona Simmons
Greenville County Safe Communities
Greenville, SC

Ron Perkins
Executive Director
Alaska Injury Prevention Center
Anchorage, AK

Workshop handouts will be available
on the website after the conference
at: www.lifesaversconference.org

tuesday



DATA AND RESEARCH TRACK

Older Drivers: New Research Developments

Tuesday, June 11th

3:45pm-5:15pm

Emerald Room

In the next twenty years, the elderly population will increase substantially. What is being done to address the needs of older drivers? Can the safety of older drivers be ensured without adversely affecting their mobility? Current research focusing on these questions will be the subject of this workshop.

Moderator:

Ruth Shults, Ph.D., M.P.H.

Epidemiologist

NCIPC/Centers for Disease Control

Atlanta, GA

Speakers:

Susan A. Ferguson, Ph.D.

Senior Vice President, Research

Insurance Institute for Highway
Safety

Arlington, VA

David W. Eby, Ph.D.

Associate Research Scientist

The University of Michigan

Transportation

Research Institute

Social & Behavioral Analysis Division

Ann Arbor, MI

Jane C. Stutts, Ph.D.

Manager, Epidemiological Studies

University of North Carolina

Highway Safety Research Center

Chapel Hill, NC



AD HOC TRACK

Stay Alive From Education (S.A.F.E.)

Tuesday, June 11th

3:45pm-5:15pm

Diamond/Sapphire Room

See what it's like to try to save a life - and what it's like to be the victim. Two state-certified paramedics walk participants through what happens at a trauma scene, employing equipment and simulations. Learn the stories behind the crashes, the choices individuals were given and how irresponsible actions play out. Attendees will know the power that comes from making the right choices, come to understand the consequences that come with their actions and the value of their own lives.

Moderator:

Vince Easevoli

Executive Director

Stay Alive From Education

Key Largo, FL

Speakers:

Ralph Jimenez

Stay Alive From Education

Key Largo, Florida

Joseph McCluan

Stay Alive From Education

Key Largo, FL

Scott Neusch

Stay Alive From Education

Key Largo, FL



SAFE COMMUNITIES TRACK

Diversity

Tuesday, June 11th

3:45pm-5:15pm

Westminster Room

How to establish a Safe Communities program in different ethnic neighborhoods, a faith-based Safe Communities coalition, a Safe Communities program for certain age groups or other defined populations.

Moderator:

Georgia Chakiris

Regional Administrator

NHTSA Region VI

Fort Worth, TX

Speakers:

Dr. Charles A. Wright

Florida A&M University

Tallahassee, FL

Luther Perry

NHTSA Region 6 Diversity Outreach

Liaison

Fort Worth, TX

Joe Holl

Safe Communities

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Keshena, WI

**5:30pm-7:00pm
Closing Reception
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Adams, R. Glenn	16	Cunningham, Marcia	20,22,28	Jacob, L.R. "Bob"	20	Paquette, Doug	23	Soderstrom, Carl	20
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Exhibit Area and Hours

Saturday, June 8

7:00 pm - 9:00 pm
Early Exhibitor Set-Up

Sunday, June 9

7:00 am - 12 noon
Exhibitor Set-Up

12:00 noon - 6:30 pm
Lifesavers Exhibit Open

3:30 pm - 4:00 pm
Refreshment Break in Exhibit Area

5:30 pm - 7:00 pm
Grand Opening Reception in Exhibit Area

Monday, June 10

7:30 am - 8:30 am
Continental Breakfast in Exhibit Area

10:00 am - 3:00 pm
Exhibit Area Open

11:45 am - 1:00 pm
Lunch (Exhibit area will be closed during lunch)

1:00 pm - 1:30 pm
Special Dessert in Exhibit Hall

Tuesday, June 11

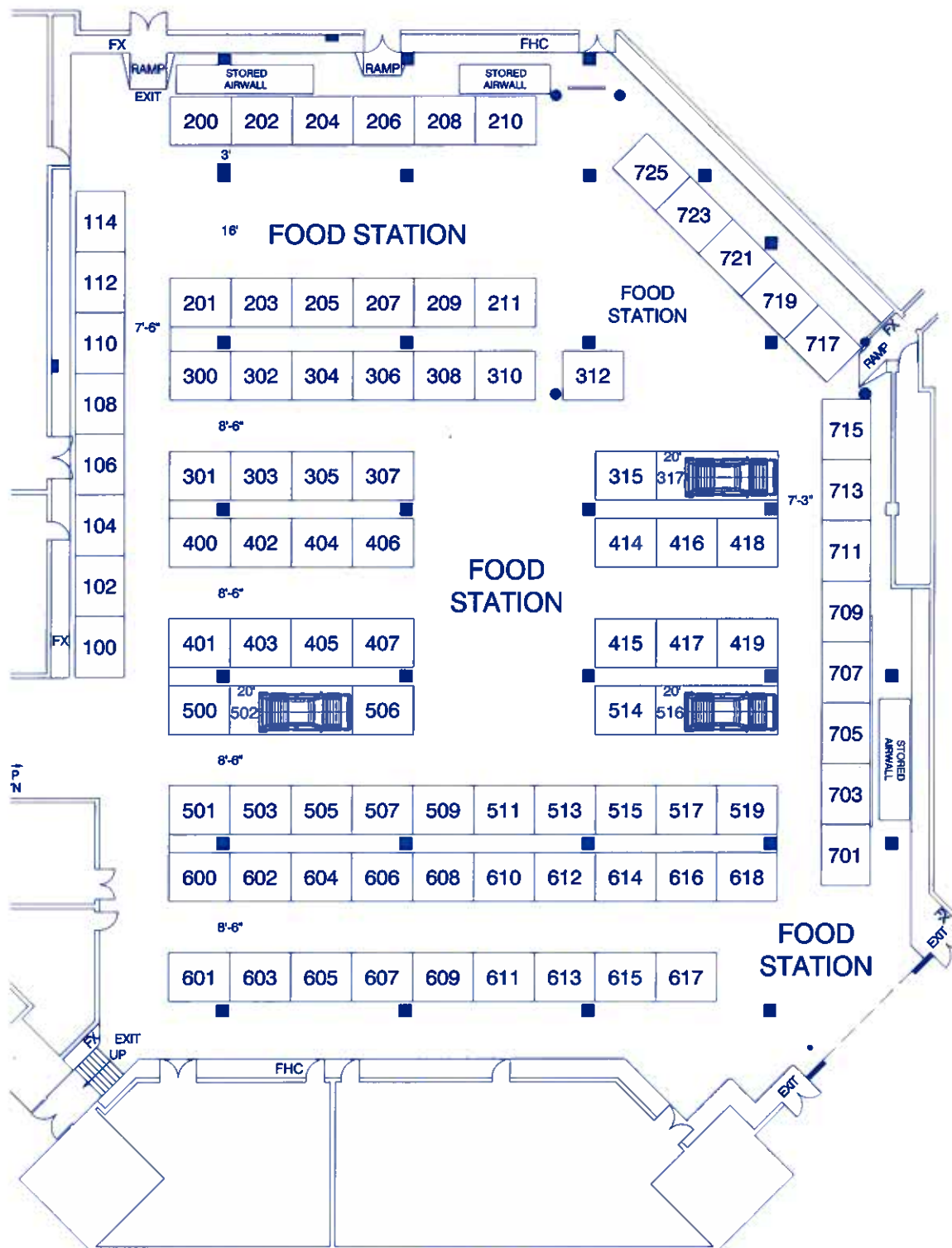
7:30 am - 8:30 a.m
Continental Breakfast in Exhibit Area

7:30 am - 12:00 noon
Exhibit Area Open

10:15 am - 10:45 am
Refreshment Break in Exhibit Area

2:00 pm - 5:00 pm
Exhibitor Break Down

EXHIBIT HALL



Exhibitors

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Child Safety Solutions

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Community Anti-Drug Coalition of America

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E-mail: cdingley@djgusa.com

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National Rural Health Association

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National SAFE KIDS Campaign

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SADD, Inc.

Contact: Donna McBride
Booth No.: 104
5060 W 19th Avenue, #116
Phoenix, AZ 85015-
Phone: (602) 242-9330
Fax: (602) 242-9335
E-mail: dmcbrideaz@aol.com

Safe America Foundation

Contact: Pat Wilder
Booth No.: 709
2480 Sandy Plains Road
Marietta, GA 30066-
Phone: (770) 218-0071
Fax: (770) 218-3032
E-mail:
pat.wilder@safeamerica.org

exhibitors

Safe Ride News

Contact: Deborah Stewart
Booth No.: 200
14604 9th Avenue, NE
Shoreline, WA 98155-
Phone: (206) 364-5696
Fax: (206) 364-5992
E-mail:
ddstewart@nwlink.com

SafetyBeltSafe U.S.A.

Contact: Sheryll Bolton
Booth No.: 607
Box 553
Altadena, CA 91003-
Phone: (310) 222-6860
Fax: (310) 222-6862
E-mail: carsafe@earthlink.net

Stalker Radar

Contact: Dennis Pirkle
Booth No.: 612
730 F Avenue
Plano, TX 75074-
Phone: (972) 398-3780
Fax: (972) 398-3781
E-mail:
sales@stalkerradar.com

State Farm Insurance

Contact: Lonnie Smith
Booth No.: 600, 602
1State Farm Plaza
Bloomington, IL 61710-
Phone: (309) 735-2191
Fax: (309) 766-1181

Tetrad Labs - Last Call

Contact: Larry Hector
Booth No.: 301
104 W. Chestnut, #222
Hinsdale, IL 60521-
Phone: (630) 850-7700
Fax: (630) 655-0427
E-mail: lfh@lastcall.org

Think First National Injury Prevention Foundation

Contact: Bill Biebuyck
Booth No.: 725
5550 Meadowbrook Drive,
Suite 110
Rolling Meadows, IL 60008-
Phone: (847) 290-8600
Fax: (847) 290-9005
E-mail: wab@thinkfirst.org

US DOT Bureau of Transportation Statistics

Contact: Renita Hamlet
Booth No.: 300
400 7th Street, SW, RM 7412
Washington, DC 20590-
Phone: (202) 366-6947
Fax: (202) 366-3197
E-mail:
renita.hamlet@bts.gov

Volkswagen of America, Inc.

Contact: Barbara Birkenshaw
Booth No.: 516, 518
3800 Hamlin Road
Auburn Hills, MI 48326-
Phone: (248) 754-5096
Fax: (248) 754-5099
E-mail:
barbara.birkenshaw@vw.com

XSci

Contact: Sharon Harnisch
Booth No.: 306
4143 Sinton Road
Colorado Springs, CO 80907-
Phone: (719) 593-8881
Fax: (719) 593-8882
E-mail:
sharnisch@safeinfant.com

Lifesavers Workshop Submission March 9-11, 2003 Hyatt Regency Chicago

Dear Lifesavers Registrant and Friends:

We will again draw on Lifesavers attendees to find new speakers and topics for the 2003 meeting in Chicago, IL, March 9-11, 2003. We invite you to submit your suggestions for topics and/or programs to showcase initiatives implemented or issues voiced in your community. Please send in your ideas, keeping the following submission requirements in mind:

Substance of submission:

1. What issue or problem were you trying to solve or address?
2. What countermeasures were implemented?
3. How effective was the program or initiative?
4. What lessons did your community learn from the experience?
5. Include which track applies to your submission (*Safe Communities, Child Passenger Safety, Impaired Driving, Occupant Protection, Law Enforcement, Safe Communities, Data and Research or Ad Hoc - pedestrian/bicycle safety, school bus safety, professional development, media, motorcycle, elderly, distracted, grant writing, etc.*).

Notification and other stipulations:

1. Submissions are due by Oct. 18, 2002.
2. A Lifesavers representative will contact you by Jan. 10, 2003.
3. Submission of a proposal or topic does not guarantee selection to the program.
4. You will be required to pay your own travel expenses and registration fee.

Format of submission:

1. Include your name, organization, address, phone, fax, email on the form. Please attach a separate sheet of paper if you need additional space.
2. No videos or attachments can be reviewed or accepted.
3. Mail your submission, to:
Meetings Management
PO Box 30045, Alexandria, Virginia 22310
or by fax to: (703) 922-7780.

Thank you and don't forget to check our website for periodic updates on the conference at www.lifesaver-conference.org.

The Lifesavers Planning Committee

Future Workshop Submission Form:

Name: _____

Organization: _____

Address: _____

City, State, Zip _____

Phone: _____ Fax: _____ Email: _____

I would like my submission considered for the following track:

- ☐ Ad Hoc ☐ Child Passenger Safety ☐ Impaired Driving
☐ Law Enforcement ☐ Safe Communities ☐ Seat Belts ☐ Other _____

Workshop Description: _____

Please complete this form, by Oct. 18, 2002, and mail or fax it to:

Lifesavers Submissions, PO Box 30045

Alexandria, Virginia 22310

Fax: (703) 922-7780

Lifesavers 20

Addendum to Exhibit List

ACS State and Local Solutions, Inc.

Contact: Kimberly Henderson
Booth No.: 613
1200 K Street, NW
Washington, DC 20005-
Phone: (202) 414-3618
Fax: (202) 408-4819
E-mail: kimberly.henderson@acs-inc.com

All American Safety Promotions

Contact: Lynn Gerlitz
Booth No.: 209
531 S. Lakeshore Drive
Lake Geneva, WI 53147-
Phone: (262) 248-6525
Fax: (262) 248-6629
E-mail: besafell@aol.com

Autoliv North America

Contact: Marc Harlow
Booth No.: 106
1320 Pacific Drive
Auburn Hills, MI 48326-
Phone: (313) 567-5014
Fax: (313) 567-4486
E-mail: harlow@franco.com

Britax Child Safety

Contact: Donna Robinson
Booth No.: 112
13501 South Ridge Drive
Charlotte, NC 28273-
Phone: (704) 409-1675
Fax: (704) 409-1685
E-mail: drobinson@childseat.com

The Century Council, Inc.

Contact: Maureen Dalbec
Booth No.: 719
1310 G Street, NW, Suite 600
Washington, DC 20005-
Phone: (202) 637-0077
Fax: (202) 637-0079
E-mail: dalbecm@centurycouncil.org

Draeger Interlock, Inc.

Contact: Catherine Walker
Booth No.: 204
185 Suttle Street, Suite 209
Durango, CO 81303-
Phone: (970) 385-5900
Fax: (303) 265-9989
E-mail: cahterine.walker@draeger-breathalyzer.com

IL Department of Transportation

Contact: Cynthia Titus
Booth No.: 100
3215 Executive Park Drive
Springfield, IL 62794-
Phone: (217) 782-2097
Fax: (217) 557-5937
E-mail: titusca@nt.dot.state.il.us

National Interlock Systems, Inc.

Contact: Michael Balgord
Booth No.: 114
1660 Jasper Street, Suite I
Aurora, CO 80011-
Phone: (888) 769-6080
Fax: (888) 262-6044
E-mail: mrbalgord@nationalinterlock.com

Peace Officers Association of Los Angeles County

Contact: Steven Gonzalez
Booth No.: 202
18300 Gridley Road, #F
Artesia, CA 90701-
Phone: (562) 467-1152
Fax: (323) 415-4529
E-mail: sjgonzal@lasd.org



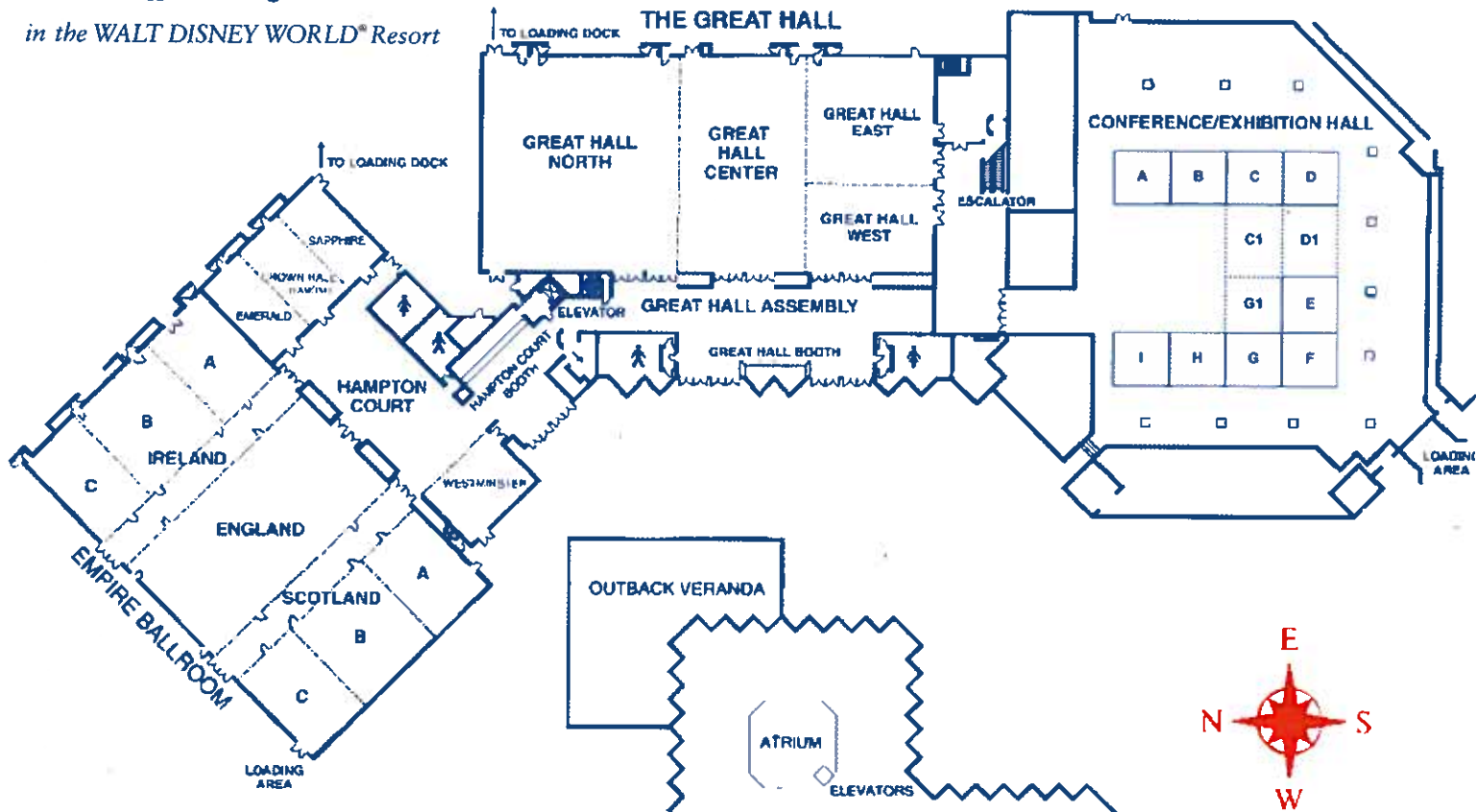
National Conference On Highway Safety Priorities



WYNDHAM PALACESM RESORT & SPA

in the WALT DISNEY WORLD[®] Resort

Ground Level Convention Center



Lobby Level Convention Center

