



CONFERENCE PROGRAM



CHICAGO, ILLINOIS LIFESAVERS 2003

National Conference on Highway Safety Priorities

March 9–11, 2003

Hyatt Regency Chicago | Chicago, Illinois

Sponsors

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Letter from the Secretary



Illinois Department of Transportation

Office of the Secretary
2300 South Dirksen Parkway / Springfield, Illinois / 62764
Telephone 217/782-5597

March 9, 2003

Dear Friends:

It is my pleasure to welcome you to Chicago and the 21st Lifesavers Conference.

Illinois is proud to host the premier national conference on highway safety issues and priorities. As a result of innovative ideas that have come from the professionals attending this conference great strides have been made in reducing fatalities and injuries on our roadways.

Lifesavers 2003 will provide opportunities to network with safety professionals from across the nation. With in-depth workshops and expert panel members, there is no doubt that even more progress will be made to make our streets and roads safer.

Thank you for your dedication to highway safety and for your participation in Lifesavers 2003.

Best wishes for a successful conference.

Sincerely,

A handwritten signature in black ink that reads "Timothy W. Martin".

Timothy W. Martin
Secretary



Program At-A-Glance and Exhibit Hours

Saturday, March 8

3:00 pm – 7:00 pm	Registration Open
12 noon – 4:00 pm	Early Exhibit Set-up

Sunday, March 9

7:00 am – 5:30 pm	Registration Open
7:00 am – 12:00 noon	Exhibitor Set-Up
12:00 noon – 12:30 pm	Opening and Welcome
12:30 pm – 7:00 pm	Exhibit Hall Open
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 Hall

Monday, March 10

7:00 am – 5:30 pm	Registration Open
7:30 am – 8:15 am	Continental Breakfast in Exhibit Hall
8:30 am – 9:15 am	Opening Plenary
9:30 am – 11:00 am	3rd Workshop Session
11:15 am – 12:30 pm	NHTSA Awards Luncheon
12:45 pm – 2:15 pm	4th Workshop Session
2:15 pm – 2:45 pm	Complimentary Refreshment Break in Exhibit Hall
2:45 pm – 4:15 pm	5th Workshop Session
4:30 pm – 6:00 pm	6th Workshop Session

Tuesday, March 11

7:00 am – 2:00 pm	Registration Open
7:30 am – 10:00 am	Exhibit Hall Open
7:30 am – 8:15 am	Continental Breakfast in Exhibit Hall
8:30 am – 10:00 am	7th Workshop Session
10:00 am – 10:30 am	Complimentary Refreshment Break
10:30 am – 12:00 noon	8th Workshop Session
12:00 noon – 1:00 pm	Lunch and Special Prizes!

Workshops

Over 75 workshops will be offered, including tracks on child passenger safety, law enforcement, impaired driving, data and research, safe communities, occupant protection and more!

THE WIDEST VARIETY AND SCOPE OF WORKSHOPS EVER!

Other Highway Safety Priorities Track:



(formerly the Ad Hoc Track – includes Safe Communities, Pedestrian or Bicycle Safety, Motorcycles, Diversity Outreach and Communications Strategy)

- Gaining “Political Permission” in Black and Latino Communities
- Newly Arrived Immigrants—Who Are They? How Do We Keep Them Safe on the Roads?
- Youth to Youth - Making NOYS for Safety - a Peer Education Approach
- Influencing Teens to be Safe Drivers and Passengers
- College-Based Traffic Safety Programs
- Bicycle Training for Everyone: Educators, Law Enforcement, Riders, and You
- Communities on Foot
- Safe Routes to School: It All Starts With You!
- How Can I Tell if Grandma or Grandpa is a Safe Driver?
- Breaking News! Catching the Media’s Attention
- Improving the Safety and Security of our Armed Services
- Crossfire: Social Norming on Campus
- How Many Motorcyclists Must Die Before Someone Pays Attention?
- Telling Your Story
- The Community’s Leadership Role in Endorsing National Mobilizations
- Safe Communities and Injury Prevention: A Winning Combination

- High Crash Locations and How to Fix Them
- Finding the Resources You Need to Get the Job Done in Your Community
- Making Incentive Programs Work for You

Child Passenger Safety Track:



- Child Seat Manufacturer Show and Tell (Part I)
- Child Seat Manufacturer Show and Tell (Part II)
- Special Needs Issues
- Hospital-Based CPS Programs – Making It Work!
- LATCH: What Are We Encountering in the Real World?
- Protecting Yourself and Your Organization from Liability
- Build Your Skills in Communicating With Parents
- Where Have We Been and Where Do We Need to Go in CPS?
- Is CPS Certification for Everyone?
- Ask The Manufacturers Panel
- Inspection Stations – New Perspectives
- Challenges, Updates & Opportunities: CPS and School Buses
- NHTSA’s Role in Changing Child Restraints
- From the Crash Scene to the Community – Your Role in CPS

Law Enforcement Track:



- Law Enforcement's Role in Reaching Underserved Hispanic Populations
- Variable Speed Limit Enforcement – Can It be Done Here?
- Traffic Safety in Rural Areas: The Role of the Sheriff
- Street Racing: Law Enforcement's Response
- ITS Integration – Where Do We Start
- Setting Up Belt Enforcement Zones and Checkpoints for Belts And Low Manpower DUI Checkpoints: A How To
- LEL Strategies
- Automated Enforcement: What to Do Before You Invest
- Speed Management – It's More than Science and Tickets

Occupant Protection Track:



- Everything You Wanted to Know About Air Bags Then Some
- Mobilization Efforts - the Key to Success
- How to Keep the Focus on Raising Belt Use While Balancing Competing Demands
- The Role of Legislation and Enforcement in Occupant Protection
- Reaching Under-Served and At-Risk Communities
- Pick-ups and SUVs: Reaching Unrestrained High -Risk Drivers and Occupants
- Successful Strategies for Secondary States
- Blast from the Past

Data and Research Track:



- Identifying the Best Data to Support Your Highway Safety Decisions
- Employing Data to Get Your Message Across
- What's New in Distracted Driving Research?
- Reaching Younger Drivers Before it's too Late: What the Research Shows
- Ask the Experts
- Older Drivers: New Studies, New Finding
- Reducing Alcohol-Impaired Driving: What Works?
- Current Research Issues in Alcohol-Impaired Driving
- Update on Current CDC Research
- Recent Trends in Highway Safety
- Driver Impairment by Legal Drugs
- Children in Motor Vehicle Crashes: Findings From the Latest Research
- Understanding and Using Impaired Driving Data
- Accessing and Using NHTSA Data Products

Impaired Driving Track:



- Creating An Accurate Picture of Each State's Impaired Driving Problem
- Alcohol and Motorcycling: A Deadly Combination
- Youth Speak: Issues and Solutions to Underage Drinking
- What's New in DWI Technology?
- The Big Debate – Does the Alcohol Industry Market to Young People?
- The Hat Trick – Youth Driving Without a Seat Belt, Impaired and Too Fast
- The Role of Prosecution & Adjudication in Removing Impaired Drivers
- What's Being Done to Re-tool for the Fight?
- A Showcase of Youth Prevention Efforts
- Creating a National Strategy to Stop Impaired Driving
- Making the Case for DUI/Drug Courts
- Reauthorizing Federal Traffic Safety Programs
- True Stories: A DWI Impact Panel



CHICAGO, ILLINOIS LIFESAVERS 2003

Program

Sunday, March 9

7:00am-5:30pm

Registration Open Grand Registration

12Noon-12:30pm

Opening and Welcome Grand Ballroom

Illinois State Police Color Guard

Illinois State Police Bagpipers

National Anthem sung by

Tina Jenkins Crawley

Governor Rod R. Blagojevich,

State of Illinois

12:30pm-2pm

**Exhibit Hall Opening Riverside Center,
East Tower, Purple Level**

**Concessions for sale in the exhibit hall
(sandwiches, salads, fruit, cookies and more!)**

12:30pm-7pm

**Exhibit Hall Open Riverside Center,
East Tower, Purple Level**

**Join us for networking and over 75 exhibits on
highway safety issues and interests!**

2:00pm-3:30pm

1st Workshop Session



OTHER HIGHWAY SAFETY PRIORITIES TRACK

Gaining "Political Permission" in Black and Latino Communities

Sunday, March 9th, 2:00pm-3:30pm

**Regency Ballroom A, West Tower,
Gold Level**

*(Repeats on Monday, March 10th 12:45-2:15pm, Columbus KL
Room, East Tower, Gold Level)*

To enhance the success of a high visibility enforcement mobilization such as *Click It or Ticket* or *You Drink and Drive, You Lose*, it is imperative to engage key multi-cultural leaders in actively participating in planning and implementing your mobilization activity. This is particularly important to counter the perception that the enforcement is unfairly targeting minority populations. This session will highlight activities that have been conducted to gain political permission for high visibility enforcement, as well as methods to engage minority communities in promoting safety belt use and supporting mobilizations through educational avenues.

Moderator:

**Romell Cooks, NHTSA Region VII Administrator,
Kansas City, MO**

Speakers:

**Lisabeth Granzau, Illinois Dept. of Transportation,
Division of Traffic Safety, Springfield, IL**

Ed Justiano, Delaware State Police, Georgetown, DE

**Col. Anna Amos, Deputy Director, State Transport Police,
Columbia, SC**

Irwin A. Goldzweig, Meharry Medical College, Nashville, TN



CHILD PASSENGER SAFETY TRACK

Child Seat Manufacturer

Show & Tell (Part 1)

Sunday, March 9th, 2:00pm-3:30pm

**Regency Ballroom B, West Tower,
Gold Level**

Manufacturers show their new products and discuss the safety features added to new product lines.

Moderator:

**Julie K. Prom, Injury Prevention / Traffic Safety Specialist,
Carmel, IN**

Speakers:

**Edward S. Whitaker, Operations Manager, Car Seat
Specialty, Rock Hill, SC**

Steve Saxton, Dorel Juvenile Group, Columbus, IN

**Lori Crouzillat, Safety Advisor, E-Z-ON Products, Inc.,
Jupiter, FL**

**Carol Helminski, Graco Children's Products, Inc.,
Scottsdale, AZ**



DATA AND RESEARCH TRACK

Reducing Alcohol-Impaired Driving: What Works?

Sunday, March 9th, 2:00pm-3:30pm

Regency Ballroom C, West Tower, Gold Level

What techniques and strategies work best in dealing with this persistent problem? This workshop will cover what the latest research shows.

Moderator/speaker:

Allan Williams, *Research Vice President*, Insurance Institute for Highway Safety, Arlington VA

Speakers:

Randy Elder, M.Ed., *Associate Service Fellow*, Division of Unintentional Injury Prevention, National Center of Injury Prevention and Control, Centers for Disease Control and Prevention, Atlanta, GA

Veronika Shabanova, *Research Associate*, Preusser Research Group, Inc., Trumbull, CT

Robert B. Voas, Ph.D., *Senior Scientist*, Pacific Institute for Research and Evaluation, Beltsville, MD



LAW ENFORCEMENT TRACK

Variable Speed Limit Enforcement:

Can It Be Done Here?

Sunday, March 9th, 2:00pm-3:30pm

Columbus IJ Room, East Tower, Gold Level

The Northwestern University Center for Public Safety will discuss results of its research and evaluation of various variable speed limit projects (domestic and international) to include overview of technologies, operational implementation, legal considerations, etc. Considerations and issues for replication in states and communities will be discussed.

Moderator:

Dr. Alex Weiss, *Executive Director*, Northwestern University Center for Public Safety, Evanston, IL

Speakers:

Sgt. Mary Rennie, *California Highway Patrol, NHTSA, Enforcement and Justice Services Division*, Washington, DC

Keith Harrison, *Federal Highway Administration*, San Francisco, CA



OCCUPANT PROTECTION TRACK

Blast from the Past

Sunday, March 9th, 2:00pm-3:30pm

Regency Ballroom D, West Tower, Gold Level

A unique workshop for attendees interested in a historical/hysterical stroll down highway safety memory lanes. Hear from well-known safety experts: view PSA's from the past and learn from highway historians why it's important to understand where we've been, so we can understand how we got to where we are today, and how it may affect where we go in the future.

Moderator:

Dr. James Nichols, *Vienna*, VA

Speakers:

Susie Palmer, *Safe & Sober Coordinator*, Office of Traffic Safety, MN Department of Public Safety, St. Paul, MN



OTHER HIGHWAY SAFETY PRIORITIES TRACK

Safe Communities and Injury Prevention: A Winning Combination

Sunday, March 9th, 2:00pm-3:30pm

Columbus KL Room, East Tower, Gold Level

A discussion on the importance of bringing injury prevention, Cops n' Docs, EMS and public health officials together at the local level to address traffic safety issues.

Moderator:

Thelma Kuska, *Regional Program Manager*, NHTSA Region V, Olympia Fields, IL

Speakers:

Dr. Joe Sabato, *Executive Director*, Community Alliance for Teen Safety, Wyndham, NH

Barbara Alberson, *California Department of Health Services*, Sacramento, CA



CHILD PASSENGER SAFETY TRACK

Challenges, Updates & Opportunities: CPS and School Buses

Sunday, March 9th, 2:00pm-3:30pm

Columbus AB Room, East Tower, Gold Level

School bus transportation is an evolving field, which is frequently more and more in the domain of traffic safety advocates. Come learn about new regulatory developments such as LATCH on buses, modifications of FMVSS 213 specific to school buses and the proposed creation of a new school bus category for Head Start and other pre-school centers. Also find out the challenges of transporting children with special needs on buses. Updates on NHTSA's new CPS curriculum for school buses and its major school bus crash research report looking at child safety restraint systems on school buses will also be presented.

Moderator/Speaker:

Cheryl Wolf, Transportation Dept., Lafayette School Corporation, Lafayette, IN

Speakers:

Jean Zimmerman, Pt Supervisor of Occupational and Physical Therapy, Palm Beach County School District, West Palm Beach, FL



DATA AND RESEARCH TRACK

Identifying the Best Data to Support Your Highway Safety Decisions

Sunday, March 9th, 2:00pm-3:30pm

Acapulco Room, West Tower, Gold Level

Three panelists will discuss what data are needed for effective decision-making, how can they be accessed, and what methods are the most efficient for converting the data into information. Handouts will be distributed, including the Data Smart manual, which participants can use back in their offices as references when identifying problems, setting policies and managing programs.

Moderator:

Barbara Rhea, National Center for Statistics and Analysis, NHTSA, Washington DC

Speakers:

Martha Florey, Bureau of Transportation Safety, Wisconsin Department of Transportation, Madison, WI

Ron Sennett, Mississippi Highway Safety Office, Office of Highway Safety, Division of Public Safety Planning, Jackson, MS

Angie Sullivan, Beloit Safe Community Coordinator, City of Beloit Health Department, Beloit, WI



OTHER HIGHWAY SAFETY PRIORITIES TRACK

Youth to Youth - Making NOYS for Safety - A Peer Education Approach

Sunday, March 9th, 2:00pm-3:30pm

Columbus GH Room, East Tower, Gold Level

(Repeats on Monday, March 10th 2:45pm-4:15pm, Columbus GH Room, East Tower, Gold Level)

This workshop will highlight successful youth-led peer-to-peer programs addressing traffic safety issues. Youth might tell you that one of the successful components of a youth-led effort is offering plenty of food - whether during the planning process or at an event. They will also tell you that if you do not involve youth in the planning process and get their buy in at every step of the way, you are not going to be highly successful in getting the message out. Positive youth development means recognizing the role that youth should play in your prevention and education plans. Ask these youth what works. They will not be shy about telling you!

Moderator:

Cheryl Neverman, NHTSA, Washington, DC

Youth Speakers:

Valerie Mendralla, Student Trustee, BACCHUS & GAMMA Peer Education Network, Kenosha, WI

Antonio Davis, United National Indian Tribal Youth, Gila River Youth Council, Sacaton, AZ

Wravenna Phipps, AlumNOYS, Farm Safety 4 Just Kids, Kearney, NE



IMPAIRED DRIVING TRACK

Creating An Accurate Picture of Each State's Impaired Driving Problem

Sunday, March 9th, 2:00pm-3:30pm

Toronto Room, West Tower, Gold Level

If more drivers involved in fatal crashes were tested for BAC and the results were made available, more offenders would be charged and prosecuted, estimates of alcohol involvement in fatal crashes would be more accurate, and the data collected and analyzed would facilitate the development of better alcohol-impaired driving countermeasures. So what's the hold up — why don't all states have an accurate picture of their impaired driving problem and how can it this information best be obtained?

Moderator:

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

Speakers:

Amy Berning, Research and Technology, NHTSA, Washington, DC

Barbara Harsha, Executive Director, Governors Highway Safety Association, Washington, DC

James Hedlund, Highway Safety North, Ithaca, NY

Robert Ticer, Enforcement and Justice Services, NHTSA, Washington, DC



OCCUPANT PROTECTION/CHILD PASSENGER SAFETY TRACKS

The Role of Legislation and Enforcement in Occupant Protection



Sunday, March 9th, 2:00pm-3:30pm

Comiskey Room, West Tower, Bronze Level

(Repeats on Monday, March 10th 2:45pm-4:15pm, Regency Ballroom A, West Tower, Gold Level)

Learn how to be an effective advocate by efficiently using resources and finding out what really works. What's a 'good law' look like? Representatives from states with recently upgraded occupant protection/child restraint laws will discuss challenges and provide tips on what works. Additionally, hear the law enforcement perspective on how advocating for strong belt/cps laws and zero tolerance enforcement is critical to saving lives.

Moderator:

Kevin Quinlan, Chief, Advocacy Division, National Transportation Safety Board, Washington, DC

Speakers:

Lt. Chuck Hirata, Maui Police Department, Traffic Section, Wailuku, HI

Representative John Cullerton, State Senator, Illinois

David Kelly, Airbag and Seatbelt Safety Campaign, National Safety Council, Washington, DC

3:30pm-4:00pm

Refreshments and Snacks!

Riverside Center Exhibit Hall,

East Tower, Purple Level

4:00pm-5:30pm

2nd Workshop Session

IMPAIRED DRIVING TRACK

True Stories: A DWI Impact Panel

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

Regency Ballroom A, West Tower, Gold Level

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

Moderators:

Wendy Hamilton, Natl. President, MADD, Washington, DC

Jan Blaser-Upchurch, Tucson, AZ

Sara McKinney, State Chair, MADD Kentucky, Louisville, KY

Peter Watson, Chicago, IL



CHILD PASSENGER SAFETY TRACK

Child Seat Manufacturer Show and Tell (Part 2)

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

Regency Ballroom B, West Tower, Gold Level

Manufacturers show their new products and discuss the safety features added to new product lines. *This is not a repeat – there will be different child restraint manufacturers in each session.*

Moderator:

Julie K. Prom, Injury Prevention / Traffic Safety Specialist, Carmel, IN

Speakers:

Dave Campbell, Angel Guard Products, Inc., Medina, OH

Tom Baloga, Britax Child Safety, Charlotte, NC

Randy Kiser, Evenflo Company, Vandalia, OH

Sharon Harnisch, Xportation Safety Concepts, Inc. (XSCi), Colorado Springs, CO



DATA AND RESEARCH TRACK

Older Drivers:

New Studies, New Findings

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

Regency Ballroom C, West Tower, Gold Level

In 2000, drivers older than 70 accounted for 9% of the total population, 13% of total motor vehicle fatalities, 12% of all vehicle occupant fatalities and 17% of pedestrian fatalities. Not only will there be an increase in older drivers in the next twenty years, but more will own vehicles, have licenses and drive more miles. New research on this population subgroup will be explored in this session.

Moderator/speaker:

T. Bella Dinh-Zarr, Director of Traffic Safety Policy, AAA, Washington, DC

Speakers:

Susan Herbel, GAIA, Inc., Heathrow, FL

Jane Stutts, University of NC, Highway Safety Research Center, Chapel Hill, NC

Loren Staplin, Principal, TransAnalytics, Kulpville, PA



Please wear your badge

OCCUPANT PROTECTION TRACK

How to Keep the Focus on Raising Belt Use While Balancing Competing Demands

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

Regency Ballroom D, West Tower, Gold Level

How do you maintain the momentum of increased belt use in an environment that must often balance competing demands both in terms of the public's attention and law enforcement resources? What efforts are underway to motivate law enforcement? What will happen if major funding decreases?

Moderator:

Don McNamara, Regional Administrator, NHTSA Region V, Olympia Fields, IL

Speakers:

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

Jack Van Steenberg, Major, New York State Police, Albany, NY

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

Madalene Milano, Partner, Greer, Margolix, Mitchell, Burns & Associates, Washington, DC



OTHER HIGHWAY SAFETY PRIORITIES TRACK

Influencing Teens to be Safe Drivers and Passengers

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

Columbus KL Room, East Tower, Gold Level

This workshop will highlight successful programs that involve parents as role models and interveners to enhance safe driving practices for novice drivers—including Graduated Drivers License laws and continual parental involvement in driver training and practice—and to reduce the incidence of underage drinking.

Moderator:

Kevin Quinlan, Chief, Advocacy Division, National Transportation Safety Board, Washington, DC

Speakers:

Jessica L. Hartos, Ph.D., Prevention Research Branch, National Institute for Child Health and Development, Division of Epidemiology, Statistics, and Prevention Research, Bethesda, MD

Dick Raines, Carfax, Fairfax, VA

Judy Ableby, President and CEO, MAKUS Buckle Up! Drive Safely!, Ooltewah, TN



LAW ENFORCEMENT TRACK

Law Enforcement's Role in Reaching Underserved Hispanic Populations

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

Columbus IJ Room, East Tower, Gold Level

Panelists will discuss pilot community-based law enforcement programs designed to improve traffic safety awareness in underserved Hispanic populations.

Moderator:

Captain Art Parra, Chicago Police Dept., Chicago, IL

Speakers:

Edward (Eddie) Stoker, HAPCOA Office, Falls Church, VA
Lieutenant Martin Moreno, Tucson Police Department, Tucson, AZ

Jeff Lanuza, Community Policing Officer, Prince George's County Police Department, Hyattsville, MD



CHILD PASSENGER SAFETY TRACK

Inspection Stations – New Perspectives

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

Columbus AB Room, East Tower, Gold Level

This session will focus on child safety seat inspection stations in a variety of settings, addressing host organizations and facilities such as fire departments, hospitals, law enforcement, and other community agencies. It will identify the challenges and successes encountered with setting up and operating inspection stations in each of these venues. Examples of a statewide needs assessment and implementation plan for hospital-based CPS programs will also be presented.

Moderator/Speaker:

Wes Bender, National SAFE KIDS Campaign, Washington, DC

Speakers:

Bevin Fisher, Community Car Seat Coordinator, Tampa SAFE KIDS, Tampa Children's Hospital at St. Joseph's, Tampa, FL

Christine T. Owen, RN, BSN, CPS Hospital Project Coordinator, Maryland Institute for Emergency Medical Services Systems EMS for Children Program, Baltimore, MD

Sharon Collier, Paramedic Officer, Public Education, St. Louis Fire Department, St. Louis, MO

Kacey Hansen, Trauma Coordinator, Nurses & Cops Caring for Contra Costa Children, Walnut Creek, CA



Moderators and speakers were correct at time of printing

OTHER HIGHWAY SAFETY PRIORITIES TRACK

Bicycle Training for Everyone: Educators, Law Enforcement, Riders and You

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

Columbus GH Room, East Tower, Gold Level

(Repeats on Monday March 10th 4:30-6:00pm, Columbus GH Room, East Tower, Gold Level)

This workshop will address training available for several audiences including law enforcement, educators and riders. The League of American Bicyclists' newly revised cycling education program will discuss: 1) the principles of vehicular cycling and its importance to drivers of motor vehicles; 2) major causes of crashes involving bicyclists — adults and children, and ways in which education can help avoid these crashes; and 3) availability of training. A new train-the-trainer manual on bicycle safety designed specifically for law enforcement personnel will be highlighted, followed by a presentation on bicycle safety on college campuses, and efforts to make college campuses more bike-friendly.

Moderator:

Preston Tyree, *Education Director*, Texas Bicycle Coalition, Austin, TX

Speakers:

Mike Klasmeier, *Program Manager*, League of American Bicyclists, Washington, DC

Peter Flucke, *Executive Director*, WE BIKE, Green Bay, WI
Lois Chaplin, Cornell University, Ithaca, NY



IMPAIRED DRIVING TRACK

Alcohol and Motorcycling: A Deadly Combination

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

Toronto Room, West Tower, Gold Level

Since reaching an historic low in 1997, motorcycle fatalities have increased about 50 percent and are fast approaching pre-1990 numbers. More than 40 percent of motorcycle operators who died in single-vehicle crashes in 2000 were intoxicated. This workshop's focus will be on the recent increases in motorcyclist fatalities and alcohol's role in such crashes. Presenters will discuss the effects of alcohol at various blood alcohol concentrations on a rider's ability to operate a motorcycle and community-based programs aimed at reducing the incident of drinking and riding.

Moderator:

Sean Maher, *Director*, State Affairs, American Motorcyclist Association, Pickerington, Ohio

Speakers:

Umesh Shankar, *Mathematical Analysis Division*, NHTSA, Washington, DC

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

Patricia A. Turner, *Senior Research Associate*, University of South Florida, Tampa, FL



DATA AND RESEARCH TRACK

Employing Data to Get Your Message Across

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

Acapulco Room, West Tower, Gold Level

This interactive session will provide participants with the opportunity to practice converting data into information and applying this information to formats that are effective for getting the attention of the decision makers. Handouts, including a case study and various templates, will be distributed which participants will use to determine the most significant highway safety problems. They will then apply this information to develop an effective Fact Sheet.

Moderator:

Sandy Johnson, *National Center for Statistics and Analysis*, NHTSA, Washington, DC



LAW ENFORCEMENT TRACK

Setting Up Belt Enforcement Zones and Checkpoints for Belts And Low Manpower DUI Checkpoints: A How To

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

Comiskey Room, West Tower, Bronze Level

(Repeats on Monday, March 10th 12:45pm-2:15pm, Regency Ballroom D, West Tower, Gold Level)

Law enforcement will learn how to set up successful seat belt and low manpower DUI checkpoints. A hands-on workshop.

Moderator:

Charlotte Ashburn, *Governor's Council on Impaired & Dangerous Driving*, Criminal Justice Institute, Indianapolis, IN

Speakers:

Lt. Pat Burke, *Metropolitan Police Department*, Washington, DC

Sgt. Walt Petty, *Brevard County Sheriff's Office*, Titusville, FL



5:30pm-7:00pm
Opening Welcome Reception
Riverside Center, Exhibit Hall, East Tower,
Purple Level

Welcome to Chicago! Visit the exhibits! Great food and refreshments!



Mark your calendars for
Lifesavers 2004 - March 28-30,
2004, Town and Country Hotel,
San Diego, CA

Monday, March 10, 2003

7:00am-5:30pm
Registration Open Grand Registration

7:30am-8:15am
Complimentary Continental Breakfast
Riverside Center, Exhibit Hall, East Tower,
Purple Level

7:30am-3:00pm
Exhibit Hall Open
(*closed during the Opening Plenary and Luncheon)

8:30am-9:15am
Opening Plenary Session Grand Ballroom,
East Tower, Gold Level

Timothy W. Martin, Secretary
Illinois Department of Transportation

The Honorable Jeffrey W. Runge, M.D.
Administrator, National Highway Traffic
Safety Administration, Washington, DC

Vice Admiral Richard H. Carmona, M.D.,
M.P.H., F.A.C.S.
Surgeon General of the United States

Since 1871, the Surgeon General of the United States has been the nation's leading spokesman on matters of public health. Seventeen men and women have served in this important position. Vice Admiral Richard H. Carmona, M.D., M.P.H., F.A.C.S., was sworn in as Surgeon General on August 5, 2002.

9:30am-11:00am
3rd Workshop Session

CHILD PASSENGER SAFETY TRACK

Where Have We Been and Where Do We Need to Go in CPS?

Monday, March 10th, 9:30am-11:00am

Regency Ballroom A, West Tower, Gold Level

How can we keep CPS a priority and what should those priorities be? This workshop will provide a brief overview of how far this community has come in the last several years and will also define some issues for today and tomorrow. The CPS community must look beyond the minutia in order to embrace the future of CPS.

Moderator/Speakers:

Lorrie Walker, Florida Traffic Safety Resource Center, FL Atlantic University, Boca Raton, FL

Marilyn Bull, M.D., *Director of Automotive Safety for Children Program*, Riley Hospital for Children, American Academy of Pediatrics, Indianapolis, IN

Dave Campbell, Angel Guard Product, Inc., Medina, OH



OTHER HIGHWAY SAFETY PRIORITIES TRACK

Newly Arrived Immigrants—Who Are They? How Do We Keep Them Safe on the Roads?

Monday, March 10th, 9:30am-11:00am

Regency Ballroom B, West Tower, Gold Level

Many people in the United States are new to this country and are unfamiliar with our driving laws and customs. Many of these people either walk, bike, or travel by truck to get to their jobs. How do we reach these individuals and provide necessary information to assist their travel and keep them safe...when many of them do not speak English and have a mistrust of law enforcement?

Moderator:

Jeannette Noltinius, Ph.D., *Vice President*, Swartz & Associates, Washington, DC

Speakers:

Victor Leo, *Executive Director*, Asian Pacific American Consortium on Substance Abuse, Portland, OR

Jennifer Howard, *Safe Communities*, Children's Memorial Hospital, Chicago, Chicago, IL

Aida L. Giachello Ph.D., *University of Illinois at Chicago*, Associate Professor and Director, Midwest Latino Health Research Training, and Policy Center, Chicago, IL



DATA AND RESEARCH TRACK

What's New in Distracted Driving Research?

Monday, March 10th, 9:30am-11:00am

Regency Ballroom C, West Tower, Gold Level

Distracted driving continues to be the focus of considerable public, media and legislative attention. In the last year, several new studies have been conducted on this topic. This workshop will provide an overview of that research and will help sort out fact from fiction with respect to distracted driving.

Moderator/Speakers:

Jane Stutts, *University of NC*, Highway Safety Research Center, Chapel Hill, NC

Thomas Renney, *Research Scientist*, Transportation Research Center Inc., VRTC/USDOT, East Liberty, OH

Anne M. Dowling, Ph.D., *Deputy Director*, Institute for Traffic Safety, University of Albany, Albany, NY



LAW ENFORCEMENT TRACK

LEL Strategies

Monday, March 10th, 9:30am-11:00am

Regency Ballroom D, West Tower, Gold Level

(Repeats on Monday, March 10th 2:45pm-4:15pm, Comiskey)

Pointers for establishing productive Law Enforcement Liaison Networks at the state level.

Moderator:

Jennifer Marko, *Public Information Liaison*, Institute of Police Technology and Management, University of North Florida, Jacksonville, FL

Speakers:

Major Larry Holistine (Retired, Colorado State Patrol), *NHTSA Region VIII Law Enforcement Liaison*, Lakewood, CO

Terry Hensley, *Law Enforcement Liaison*, Buckle Up Florida, St. Petersburg, FL

Ricky Rich, *Assistant Director*, Georgia Office of Highway Safety, Atlanta, GA

Jerry McCory, *Governor's Council on Impaired & Dangerous Driving*, Criminal Justice Institute, Indianapolis, IN



DATA AND RESEARCH TRACK

Driver Impairment by Legal Drugs

Monday, March 10th, 9:30am-11:00am

Columbus CF Room, East Tower, Gold Level

Drugged driving, particularly in combination with drunk driving, is a growing problem nationwide. This workshop will highlight current research on the scope of the problem and potentially effective countermeasures. The session will focus on legal drugs only.

Moderator:

Mitchell Garber, *Medical Officer*, National Transportation Safety Board, Washington DC

Speakers:

Richard Compton, Ph.D., NHTSA, Washington, DC

Paul J. Andreason, M.D., Food and Drug Administration, Rockville, MD



OTHER HIGHWAY SAFETY PRIORITIES TRACK

High Crash Locations and How to Fix Them

Monday, March 10th, 9:30am-11:00am

Columbus IJ Room, East Tower, Gold Level

Identifying high crash sites, how to sell it to the community, holding a series of meetings that truly incorporate the "4E's" and having it become a community project, not governmental.

Moderator:

Vincent Burgess, *Director*, Department of Motor Vehicles, Richmond, VA

Speakers:

Larry P. Christianson, *Roadway Safety Program Coordinator*, Oregon Department of Transportation, Salem, OR

Girish (Gary) N. Modi, P.E., *Chief*, Safety Management Division, PENNDOT, Bureau of Highway Safety & Traffic Engineering, Harrisburg, PA

Robert J. Breitenbach, *Transportation Safety Training Center*, Virginia Commonwealth University, Richmond, VA



OTHER HIGHWAY SAFETY PRIORITIES TRACK

The Community's Leadership Role in Endorsing National Mobilizations

Monday, March 10th, 9:30am-11:00am

Columbus KL Room, East Tower, Gold Level

Safe-communities coordinators address this essential role of community-based grass roots leadership in support of national mobilizations. Presenters will provide "Best Practices" responses to national occupant protection safety and impaired driving campaigns and mainstreaming alcohol and belt priorities into existing safe-community efforts. They will highlight working with diverse populations. At the close of the presentation, panelists will provide an open forum for participant discussion.

Moderator:

Robert Wakefield, *Safe Communities Coordinator*, Ohio Department of Public Safety, Columbus, OH

Speakers:

David Thompson, *Administrator*, San Diego Safe Communities, San Diego, CA

Christine Sicinski, *Massachusetts Safe Communities Coordinator*, Governor's Highway Safety Bureau, Boston, MA

Dr. Ronnie Mathis, *Regional Coordinator*, Greater Lowndes Coalition, Valdosta, Georgia



OCCUPANT PROTECTION TRACK

Mobilization Efforts - the Key to Success

Monday, March 10th, 9:30am-11:00am

Columbus AB Room, East Tower, Gold Level

(Repeats on Monday, March 10th 4:30pm-6pm, Comiskey Room, West Tower, Bronze Level)

This session will report on the results of the 2002 Click It or Ticket/high visibility enforcement mobilizations. What lessons have we learned from these successful efforts? How does this focused strategy increase belt use?

Moderator:

Chuck Hurley, *Vice President*, Transportation Safety, National Safety Council, Washington, DC

Speakers:

Major John W. Van Steenberg, *New York State Police*, Albany, NY

Don McNamara, *Regional Administrator*, NHTSA Region V, Olympia Fields, IL

Terry Hensley, *Law Enforcement Liaison*, Tampa District, FL



LAW ENFORCEMENT TRACK

Automated Enforcement: What to Do Before You Invest

Monday, March 10th, 9:30am-11:00am

Acapulco Room, West Tower, Gold Level

*(Repeats on Monday, March 10th 4:30pm-6:00pm,
Toronto Room, West Tower, Gold Level)*

What are key factors that must be considered before a community invests in automated enforcement options (i.e. Red light cameras, automated speed, etc.)

Moderator:

Earl Sweeney, *Chair, IACP Highway Committee,
New Hampshire Police Standards & Training Council,
Concord, NH*

Speakers:

Brandy Anderson, *Blakey & Associates, Washington, DC*

Joseph S. Milazzo II, PE, *Program Manager, Policy
and Traffic Operations, North Carolina State University,
Institute for Transportation Research & Education,
Raleigh, NC*

Jacqueline M. Golob, *PB Farradyne, Los Angeles, CA*



OTHER HIGHWAY SAFETY PRIORITIES TRACK

Communities on Foot

Monday, March 10th,

9:30am-11:00am

Comiskey Room, West Tower, Bronze Level

*(Repeats on Tuesday, March 11th 10:30am-12:00 noon,
Columbus AB Room, East Tower, Gold Level)*

Every year, communities across the nation hold events to promote walking. Some of these communities are able to use the events as springboards for continuing to keep safe walking on the public agenda. Each community does it for its own reasons, but some of the most common ones are: to improve fitness and general health; to put a spotlight on safety; and, to do something tangible for the environment or improve the infrastructure of the community. For example, since its inception in 1997, different communities have used International Walk to School Day to call attention to the needs within the community and to identify ways to address those needs. This session will spotlight communities that have used single events as kickoffs for meeting bigger goals that improve the quality of life of all residents.

Moderator:

Lauren Marchetti, *Pedestrian and Bicycle Information
Center, UNC HSRC, Chapel Hill, NC*

Speakers:

Barb Alberson, M.P.H., *Chief, State and Local Injury
Control (SLIC) Section, California Department of Health
Services, Sacramento, CA*

Nancy Nace, *Facilitator, Community Health and Wellness
Team, an Initiative of the Metropolitan/Davidson County
Public Health Department, Nashville, TN*

Ruby Wolf, *Director, Pueblo of Zuni Healthy Lifestyles
Program, Zuni, NM*

Geraldine Skager, RN, *Injury Prevention Specialist, North
Memorial Trauma Services, North Memorial Health Care,
Minneapolis, MN*



IMPAIRED DRIVING TRACK

Youth Speak: Issues and Solutions to Underage Drinking

Monday, March 10th, 9:30am-11:00am

Toronto Room, West Tower, Gold Level

Youth speak frankly on their views and experiences on critical issues affecting youth, with a specific focus on the underage drinking problem. They will share their prevention programs and lessons learned.

Moderator:

Ashley Connors, *SADD Student of the Year, SADD, Inc.,
Marlborough, MA*

Speakers:

Kevin May, *MADD Youth in Action Representative,
New Brighton, MN*

Rebecca Milam, *Youth of Virginia Speak Out – Traffic
Safety, Roanoke, VA*

Jamie Haak, *BACCUS/GAMMA, Champaign, IL*



**Mark your calendars for Lifesavers
2005, March 13-15, 2005 Charlotte, NC**

11:15am-12:30pm
NHTSA Awards Luncheon
Grand Ballroom

The Honorable Jeffrey W. Runge, M.D.
**Administrator, National Highway Traffic
Safety Administration, Washington, DC**

12:45pm-2:15pm
4th Workshop Session

IMPAIRED DRIVING TRACK

The Big Debate— Does the Alcohol Industry Market to Young People?

Monday, March 10th, 12:45pm-2:15pm

Regency Ballroom A, West Tower, Gold Level

Research has shown that limits on alcohol advertising can impact consumption, especially among youth. Does highway safety have a legitimate role/interest in these issues? If so, what should the highway safety community be doing?

Moderator:

Karen Sprattler, *National Director of Public Policy, MADD, Washington, DC*

Speakers:

David Jernigan, *Center for Alcohol Marketing and Youth, Washington, DC*

George Hacker, *Center for Science in the Public Interest, Washington, DC*

Jeff Becker, *President, The Beer Institute, Washington, DC*

Dr. Peter Cressy, *President/CEO, Distilled Spirits Council of the U.S., Washington, DC*



DATA AND RESEARCH TRACK

Recent Trends in Highway Safety **Monday, March 10th, 12:45pm-2:15pm** **Regency Ballroom C, West Tower, Gold Level**



Using data and reports of NHTSA's National Center for Statistics and Analysis (NCSA), this session will focus on what is happening in various areas of highways safety (children, belt use, alcohol, pedestrians, motorcycles, rollovers, etc.).

Moderator:

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

Speakers:

Umesh Shankar, *Mathematical Analysis Division, NHTSA, Washington DC*

John Kindelberger, *Mathematical Analysis Division, NHTSA, Washington DC*

OTHER HIGHWAY SAFETY PRIORITIES TRACK

College-Based Traffic Safety Programs

**Monday, March 10th,
12:45pm-2:15pm**

Regency Ballroom B, West Tower, Gold Level

Young people are continually over-represented in motor vehicle fatalities. This workshop will discuss traffic safety policies and education and enforcement programs on college campuses that effectively reach this population.

Moderator/Presenter:

Sgt. Charles Howard, *Cornell University, Ithaca, NY*

Speakers:

Linda Major, *Project Director, NU Directions, Lincoln, NE*

Jan Kaufman, MPH, *Director of Health Promotion, University Center, Washington and Lee University, Lexington, VA*



LAW ENFORCEMENT TRACK

Setting Up Belt Enforcement Zones and Checkpoints for Belts And Low Manpower DUI Checkpoints: A How To



Monday, March 10th, 12:45pm-2:15pm
Regency Ballroom D, West Tower, Gold Level

(Repeated from Sunday)

Law enforcement will learn how to set up successful seat belt and low manpower DUI checkpoints. A hands-on workshop.

Moderator:

Charlotte Ashburn, *Governor's Council on Impaired & Dangerous Driving, Criminal Justice Institute, Indianapolis, IN*

Speakers:

Lt. Pat Burke, *Metropolitan Police Department, Washington, DC*

Sgt. Walt Petty, *Brevard County Sheriff's Office, Titusville, FL*

DATA AND RESEARCH TRACK

Ask the Experts

Monday, March 10th, 12:45-2:15pm

Columbus CF Room, East Tower,

Gold Level

Leading highway safety researchers will describe ongoing research (other than impaired driving or occupant protection) not covered elsewhere in the conference

Moderator:

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

Speakers:

Richard Compton, Ph.D., NHTSA, Washington, DC

Jack Stuster, Ph.D., Principal Scientist, Anacapa Sciences, Inc., Santa Barbara, CA

Allan Williams, Research Vice President, Insurance Institute for Highway Safety, Arlington, VA



OTHER HIGHWAY SAFETY PRIORITIES TRACK

How Can I Tell if Grandma or Grandpa is a Safe Driver?

Monday, March 10th, 12:45pm-2:15pm

Columbus IJ Room, East Tower,

Gold Level

The population is aging, and as they pass by the age of 65, they are taking their car keys with them. While there is no universal way to determine if older people are safe to drive, there are programs around the country that aim to improve older driver safety or to help drivers appropriately transition from driving. These programs have been active for many years, and though they have had very limited interaction, there are common themes to their assessments and retraining for older people. This session will present an overview of common older driver assessment and retraining themes, the mechanics of providing programs, as well as policy implications for assessment of older drivers.

Moderator:

Essie Wagner, Safety Countermeasures Division, Office of Safety Programs, NHTSA, Washington, DC

Speakers:

Loren Staplin, Principal, TransAnalytics, Kulpville, PA

Janet Lassman, RN, ENCARE, Alexandria, VA

Mary K Briatta, Director of Traffic Division, Office of the Chief Judge, Circuit Court of Cook County, Chicago, IL



OTHER HIGHWAY SAFETY PRIORITIES TRACK

Gaining "Political Permission" in Black and Latino Communities

Monday, March 10th, 12:45pm-2:15pm

Columbus KL Room, East Tower,

Gold Level

(Repeated from Sunday)

To enhance the success of a high visibility enforcement mobilization such as *Click It or Ticket* or *You Drink and Drive, You Lose*, it is imperative to engage key multi-cultural leaders in actively participating in planning and implementing your mobilization activity. This is particularly important to counter the perception that the enforcement is unfairly targeting minority populations. This session will highlight activities that have been conducted to gain political permission for high visibility enforcement, as well as methods to engage minority communities in promoting safety belt use and supporting mobilizations through educational avenues.

Moderator:

Romell Cooks, NHTSA Region VII Administrator, Kansas City, MO

Speakers:

Lisabeth Granzau, Illinois Dept. of Transportation, Division of Traffic Safety, Springfield, IL

Ed Justiano, Delaware State Police, Troop #4, Georgetown, DE

Col. Anna Amos, Deputy Director, State Transport Police, Columbia, SC

Irwin A. Goldzweig, Meharry Medical College, Nashville, TN



OCCUPANT PROTECTION TRACK

Successful Strategies for Secondary States

Monday, March 10th, 12:45am-2:15pm

Columbus GH Room, East Tower, Gold Level

This session will highlight the findings from "Achieving Higher Seat Belt Use in States with Secondary Enforcement Seat Belt Use Laws." This report provides a summary of key occupant protection programs from seven states that achieved seat belt use rates greater than the national average in 2000. It is hoped that the policies and programs highlighted in this report will be helpful to other states and localities in planning and administering future occupant protection programs.

Moderator:

Janet Dewey-Kollen, Project Planners Inc., Baton Rouge, LA

Speaker:

Susie Palmer, Safe & Sober Coordinator, Office of Traffic Safety, MN Department of Public Safety, St. Paul, MN





CHILD PASSENGER SAFETY TRACK

Special Needs Issues

Monday, March 10th, 12:45pm-2:15pm
Columbus AB Room, East Tower, Gold Level

Products and current information are woefully limited in the area of special needs transportation. This workshop will present highlights and new features from the Safe Transportation of all Children with Special Needs Curriculum and critical issues of program development. Emphasis will be placed on general principles that are applicable to all children with special transportation needs.

Moderator/Speaker:

Marilyn J. Bull, M.D., American Academy of Pediatrics,
Director of Automotive Safety Program, Riley Hospital for
Children, Indianapolis, IN



IMPAIRED DRIVING TRACK

What's Being Done to Re-tool for the Fight?

Monday, March 10th, 12:45pm-2:15pm
Acapulco Room, West Tower, Gold Level

What kind of systemic changes are being undertaken to make the apprehension and sanctioning of DWI offenders more effective and efficient? This workshop focuses on three new and progressive efforts to make it easier to get impaired drivers off the roads.

Moderator:

Susan Bryant, Texas Department of Transportation,
Austin, TX

Speakers:

Bill Morrison, Officer, Montgomery County Police
Department, Rockville, MD

Lt. Dave Falcinelli, Montgomery County Police
Department, Rockville, MD

Rich Stanek, Commissioner, Minnesota Department
of Public Safety, St. Paul, MN



CHILD PASSENGER SAFETY/LAW ENFORCEMENT TRACKS

From the Crash Scene to the Community—Your Role in CPS

Monday, March 10th,
12:45pm-2:15pm

Toronto Room, West Tower, Gold Level

Fortunately, most people never experience what first responders observe at crash scenes. However, these observations are critical for community education. This presentation will provide guidelines on how to coordinate the information from all crash scene responders to translate crash scene realities to real world education. View crash case studies and see the realities! Walk away with a first responder crash scene tool kit specific to law enforcement and fire rescue to collaborate the preservation of life and crash scene evidence. Also, CPS advocates will learn strategies to become liaisons between first responders, crash investigators, emergency room staff and the victims.

Moderator:

Kelly Powell-Hamilton, Florida Traffic Safety Resource
Center, FL Atlantic University, Boca Raton, FL

Speakers:

Trooper Kim Miller, FL Highway Patrol, Orlando, FL
Officer Chris Somers, Boca Raton Police Department,
Boca Raton, FL

Lt. Norm Engle, Boca Raton Fire Rescue, Boca Raton, FL



OTHER HIGHWAY SAFETY PRIORITIES TRACK

Telling Your Story

Monday, March 10th, 12:45pm-2:15pm
Comiskey Room, West Tower, Bronze Level

*(Repeats on Tuesday, March 11th 10:30am-12:00 noon,
Regency Ballroom A, West Tower, Gold Level)*

It's not enough to do a great job. You must be able to tell a convincing story of your program's success in order to become a real presence in your community, to gain the media spotlight, and to receive additional resources and potentially expand your programs through "non-traditional" sources of funding. This hands-on skill-building workshop will walk you through an exercise to help you convincingly tell your story—who you are, your mission, and your program's success. The result of the exercise is a compelling story for community leaders, the media, and potential funders. After the exercise, volunteers will give a 2-minute "pitch" for which feedback will be provided by the expert panel.

Moderator:

Marc Posner, Education Development Center, Newton, MA

Speaker:

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



Has your address changed?
Let us know at registration

2:15pm-2:45pm

Refreshments and snacks

**Riverside Center in the Exhibit Hall,
East Tower, Purple Level**

2:45pm-4:15pm

5th Workshop Session

OCCUPANT PROTECTION/CHILD PASSENGER SAFETY TRACKS

The Role of Legislation and Enforcement in Occupant Protection

**Monday, March 10th,
2:45pm-4:15pm**

**Regency Ballroom A, West Tower, Gold Level
(Repeated from Sunday)**

Learn how to be an effective advocate by efficiently using resources and finding out what really works. What's a 'good law' look like? Representatives from states with recently upgraded occupant protection/child restraint laws will discuss challenges and provide tips on what works. Additionally, hear the law enforcement perspective on how advocating for strong belt/cps laws and zero tolerance enforcement is critical to saving lives.

Moderator:

Kevin Quinlan, *Chief, Advocacy Division, National Transportation Safety Board, Washington, DC*

Speakers:

Lt. Chuck Hirata, *Maui Police Department, Traffic Section, Wailulu, HI*

Representative John Cullerton, *State Senator, Illinois*

David Kelly, *Airbag and Seatbelt Safety Campaign, National Safety Council, Washington, DC*



OTHER HIGHWAY SAFETY PRIORITIES TRACK

Improving the Safety and Security of our Armed Services

Monday, March 10th, 2:45pm-4:15pm

**Regency Ballroom B, West Tower,
Gold Level**

The military is one of the largest employers in the nation. Many members of the armed services comprise what traffic safety professionals consider to be a high-risk population - young males. Motor vehicle crashes are the leading cause of death and serious injury among military personnel - surpassing combat and training accidents. The military has made a major commitment to reducing this growing problem. This session provides insight about some of the key efforts the military is using to reduce its motor vehicle problem. Attend this session and learn how you can collaborate with the military in your community to improve traffic safety for this living in and around military installations.

Moderator:

Chuck Hurley, *Vice President, Transportation Safety Group, National Safety Council, Washington, DC*

Speakers:

Col. Henry C. Dewey, *Director, Safety Division, Headquarters, US Marine Corps, Washington, DC*

Clifford D. Tebbe, *SMSgt, USAF, Ground Safety*

Superintendent, Air Force Safety Center, Kirtland AFB, NM

Mary Brigham, *Naval Safety Center, Norfolk, VA*



DATA AND RESEARCH TRACK

Children in Motor Vehicle Crashes: Findings from the Latest Research

Monday, March 10th, 2:45pm-4:15pm

Regency Ballroom C, West Tower, Gold Level

During this session, recent findings from the Partners for Child Passenger Safety (PCPS) study will be reviewed with special emphasis on data relevant to the Child Passenger Safety education and advocacy community. Topics to be discussed include the data on the effectiveness of booster seats; injuries to children in belts; abdominal injury to children in belts; seating position and risk of injury; and factors associated with front row seating.

Moderator:

Christene Jennings, *Automotive Coalition for Traffic Safety, Arlington, VA*

Speaker:

Shannon Morris, *Project Coordinator, Partners for Child Passenger Safety, The Children's Hospital of Philadelphia, Philadelphia, PA*



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

LAW ENFORCEMENT TRACK

ITS Integration – Where Do We Start

Monday, March 10th, 2:45pm-4:15pm

Regency Ballroom D, West Tower, Gold Level

Participants will learn various new ITS applications from system developers and will be introduced to a state/local ITS planning process.

Moderator:

G. Matthew Snyder, *Technology Administrator*,
International Association of Chiefs of Police,
Alexandria, VA

Speakers:

Mike Hill, *Director*, Field Operations, CapWIN ITS
Integration - Center for Advanced Transportation
Technology, University of Maryland, College Park, MD

K. Craig Allred - ITS JPO Law Enforcement Outreach
Programs, *Public Safety Coordinator*, USDOT ITS
JPO, Washington, DC

Mary Jensen, *TraCS Program Manager*, Motor Vehicle
Division, Iowa DOT, Des Moines, IA



CHILD PASSENGER SAFETY TRACK

LATCH: What Are We Encountering in the Real World?

Monday, March 10th, 2:45pm-4:15pm

Columbus IJ Room, East Tower, Gold Level

With the September 2002 implementation of LATCH, we have had several months of experience with LATCH in the "real world." What types of issues are appearing? CPS advocates will receive updates and tips to assist parents with LATCH installations. Additionally, find out the results of a new LATCH usability study. This workshop is geared toward trained CPS technicians, but will also include useful information for a varied audience.

Moderator:

Ross Taylor, Phoenix Police Dept., Phoenix, AZ

Speakers:

Kerry Fernandez, National SAFE KIDS Campaign,
Washington, DC

JoAnn Wells, *Senior Research Analyst*, Insurance
Institute for Highway Safety, Arlington, VA

Tracy Medina, Florida Traffic Safety Resource
Center, FL Atlantic University, Boca Raton, FL



DATA AND RESEARCH TRACK

Current Research Issues in Alcohol-Impaired Driving

Monday, March 10th, 2:45pm-4:15pm

Columbus CF Room, East Tower, Gold Level

What issues need to be better understood and addressed in dealing with the alcohol-impaired driving problem? What is the present state of knowledge about these issues? This workshop will attempt to address these questions.

Moderator/Speaker:

Richard Compton, Ph.D., NHTSA, Washington, DC

Speakers:

Ralph Hingson, Ph.D., *Professor and Chair*, Social &
Behavioral Sciences Department, Boston University,
School of Public Health, Boston, MA

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

Connie H. Wiliszowski, Mid-America Research
Institute, Winchester, MA



Visit the
exhibits during
breaks for
refreshments

OTHER HIGHWAY SAFETY PRIORITIES TRACK

Safe Routes to School: It All Starts With You!

Monday, March 10th, 2:45pm-4:15pm
Columbus KL Room, East Tower,
Gold Level

*(Repeats on Tuesday, March 11th 8:30am-10:00am
Columbus AB)*

Today less than 10 percent of children walk or bike to school. In many communities, as much as 30 percent of morning parents driving children to school generate commuter traffic. These travel habits and children's lifestyle choices can have serious consequences. In response to these and other concerns, a growing number of communities are instituting *Safe Routes to Schools* programs to encourage school children to walk or bike to school. These programs address facilities, routing, congestion, and fitness in one focused effort that can improve a community's quality of life. This session will provide details on several promising programs along with information on technical assistance and training being completed to assist schools with participation in *Safe Routes to School*.

Moderator:

Maria Vegega, *Chief, Safety Countermeasures*
Division, Office of Safety Programs, NHTSA.
Washington, DC

Speakers:

Deb Hubsmith, *Executive Director*, Marin County
Bicycle Coalition, San Anselmo, CA

David Glowacz, *Chicagoland Bicycle Federation*,
Chicago, IL

Dorothea Hass, *Walk Boston Safe Routes to School*
Program, Brookline, MA



OTHER HIGHWAY SAFETY PRIORITIES TRACK

Youth to Youth - Making NOYS for Safety - A Peer Education Approach

Monday, March 10th, 2:45pm-4:15pm
Columbus GH Room, East Tower, Gold Level
(Repeated from Sunday)

This workshop will highlight successful youth-led peer-to-peer programs addressing traffic safety issues. Youth might tell you that one of the successful components of a youth-led effort is offering plenty of food - whether during the planning process or at an event. They will also tell you that if you do not involve youth in the planning process and get their buy in at every step of the way, you are not going to be highly successful in getting the message out. Positive youth development means recognizing the role that youth should play in your prevention and education plans. Ask these youth what works. They will not be shy about telling you!

Moderator:

Cheryl Neverman, NHTSA, Washington, DC

Youth Speakers:

Valerie Mendralla, *Student Trustee*, BACCHUS &
GAMMA Peer Education Network, Kenosha, WI

Antonio Davis, *United National Indian Tribal Youth*,
Gila River Youth Council, Sacaton, AZ

Wravenna Phipps, *AlumNOYS, Farm Safety 4 Just*
Kids, Kearney, NE



**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

Gaining "Political
Permission" in Black &
Latino Communities
(OHSP)
(Repeats on Monday
at 12:45pm)

Child Seat
Manufacturer
Show and Tell
(Part 1)
(CPS)

Reducing Alcohol
Impaired-Driving:
What Works
(DR)

Blast from the Past
(OP)

Variable Speed
Limit Enforcement-Can It Be
Done Here?
(LE)

Safe Communities
And Injury
Prevention:
A Winning
Combination
(OHSP)

4:00
5:30

True Stories:
A DWI Impact
Panel
(ID)

Child Seat
Manufacturer
Show and Tell
(Part 2)
(CPS)

Older Drivers:
New Studies,
New Finding
(DR)

How to Keep the
Focus on Raising
Belt Use While
Balancing
Competing Demands
(OP)

Law Enforcement's
Role in Reaching
Underserved
Hispanic Populations
(LE)

Influencing Teens to
be Safe Drivers and
Passengers
(OHSP)

MONDAY

9:30am
11:00am

Where Have We
Been & Where Do
We Need to Go in
CPS?
(CPS)

Newly Arrived
Immigrants
(OHSP)

What's New in
Distracted Driving
Research?
(DR)

LEL Strategies
(LE)

Driver Impairment
by Legal Drugs
(DR)

High Crash
Locations and
How to Fix Them
(OHSP)

12:45pm
2:15pm

Does the Alcohol
Industry Market to
Young People?
(ID)

College-Based
Traffic Safety
Programs
(OHSP)

Recent Trends in
Highway Safety
(DR)

Setting Up Belt
Enforcement Zones
& Checkpoints for
Belts
(LE)

Ask the Experts
(DR)

How Can I Tell if
Grandma/
Grandpa
Is a Safe Driver
(OHSP)

2:45pm
4:15pm

The Role of
Legislation &
Enforcement in
Occupant
Protection
(OP & CPS)

Improving the Safety
& Security of our
Armed Services
(OHSP)

Children in Motor
Vehicle Crashes:
Findings From the
Latest Research
(DR)

ITS Integration-
Where Do We
Start
(LE)

Current Research
Issues in Alcohol
Impaired Driving
(DR)

LATCH: What Are
We Encountering
in the Real
World?
(CPS)

4:30pm
6:00pm

Ask the
Manufacturers
Panel
(CPS & OP)

Making
Incentive
Programs Work
for You (OHSP)

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

The Role of
Prosecution &
Adjudication in
Removing Impaired
Drivers
(ID)

Researching Under-
Served and At-Risk
Communities
(OP)

What's New in
DWI Technology?
(ID)

TUESDAY

8:30am
10:00am

Finding the Resources
You Need to Get the Job
Done in Your Community
(OHSP)

Making The Case for
DUI/Drug Courts
(ID)

Everything You
Wanted to Know
About Air Bags
(OP)
(Repeats at 10:30)

Breaking News:
Catching the
Media's Attention
(OHSP)
(Repeats at 10:30)

A Showcase of Youth
Prevention Efforts
(ID)

10:00am
Noon

Telling Your Story
(OHSP)

The Hat Trick –
Youth Driving
Without a Safety
Belt, Impaired
and Too Fast
(ID)

Everything You
Wanted to Know
About Air Bags
(OP)

Breaking News:
Catching the Media's
Attention
(OHSP)

Reauthorizing Federal
Traffic Safety Program
(ID)

Challenges, Updates Opportunities: S and School ses (S)	Youth to Youth –Making NOYS for Safety (OHSP) (Repeats on Monday at 2:45pm)	Identifying the Best Data to Support Your Highway Safety Decision (DR)	Creating An Accurate Picture of Each State's Impaired Driving Problem (ID)	The Role of Legislation and Enforcement in Occupant Protection (OP & CPS) (Repeats on Monday at 2:45)		
pection Stations- w Perspectives (S)	Bicycle Training for Everyone: (OHSP) (Repeats on Monday at 4:30)	Employing Data to Get Your Message Across (DR)	Alcohol and Motorcycling A Deadly Combination (ID)	Setting Up Belt Enforcement Zones & Check-points for Belts..... (LE) (Repeats on Monday at 12:45)		

Community's Leadership Role in Enforcing Nat'l Mobilizations (ISP)		Mobilization Efforts-The Key to Success (OP) (Repeats at 4:30)	Automated Enforcement What To Do Before You Invest (LE) (Repeats at 4:30)	Youth Speak: Issues & Solutions to Underage Drinking (ID)	Communities on Foot (OHSP) (Repeats on Tuesday at 10:30)	
ining "Political Mission" in Black Latino Communities (ISP)	Successful Strategies for Secondary States (OP)	Special Needs Issues (CPS)	What's Being Done to Re-Tool for the Fight? (ID)	From the Crash Scene to the Community-Your Role in CPS (CPS & LE)	Telling Your Story (OHSP) (Repeats on Tuesday at 10:30)	
Safe Routes to School: (ISP) Repeats on Tuesday at 8:30)	Youth to Youth- Making NOYS for Safety (OHSP)		Is CPS Certification for Everyone? (CPS)	How Many Motorcyclist Must Die... (OHSP)	LEL Strategies (LE)	
Update on Current C Research (I)	Bicycle Training for Everyone (OHSP)	Traffic Safety in Rural Areas: The Role of the Sheriff (LE)	Crossfire: Social Norming on Campus (OHSP)	Automated Enforcement What To Do Before You Invest (LE)	Mobilization Efforts-the Keys to Success (OP)	

Understanding Using Impaired Driving Data (I)	NHTSA's Role in Changing Child Restraints (CPS)	Pickups and SUV's: Reaching Unrestrained High-Risk Drivers & Occupants (OP)	Safe Routes to School (OHSP)	Street Racing: Law Enforcement's Response (LE)	Build Your Skills in Communicating with Parents (CPS)	
Processing and Using NHTSA Data Products (I)	Hospital -Based CPS Programs- Making It Work! (CPS)	Protecting Yourself and Your Organization from Liability (CPS)	Communities on Foot (OHSP)	Speed Management – It's More than Science and Tickets (LE)	Creating a National Strategy to Stop Impaired Driving (ID)	

CHILD PASSENGER SAFETY TRACK

Is CPS Certification for Everyone?

Monday, March 10th, 2:45pm-4:15pm

Acapulco Room, West Tower,

Gold Level

This entertaining and informative session will provide attendees with up-to-date information on the expanding array of training options available in the child passenger safety field. Speakers will describe the status and advantages of a variety of shorter, non-certification CPS training opportunities for people who cannot or choose not to pursue full CPS certification. These include the *Moving Kids Safely in Child Care* and *Operation Kids* courses, and a special offering being developed for Native American and Alaska Native practitioners. Information will also be shared about the forthcoming revision of the 32-hour standardized curriculum and the Spanish-language version of the 32-hour course.

Moderator:

Sandy Sinclair, NHTSA, Office of Program Development and Delivery, Occupant Protection and Impaired Driving Division, Washington, DC

Speakers:

Marilyn J. Bull, M.D., American Academy of Pediatrics, *Director of Automotive Safety Program*, Riley Hospital for Children, Indianapolis, IN
Bob Wall, *Director*, IACP & VACP Chiefs Challenge Sun Prairie, WI



OTHER HIGHWAY SAFETY PRIORITIES TRACK

How Many Motorcyclists Must Die Before Someone Pays Attention?

Monday, March 10th, 2:45pm-4:15pm

Toronto Room, West Tower, Gold Level

Motorcycle ridership is increasing at unprecedented rates, and so are rider fatalities. In fact they are up almost 50 percent in the last 5 years. This workshop will address effective laws and equipment to reverse this trend.

Moderator:

Ronald Thompson, *Coordinator*, Wisconsin Motorcycle Safety Program, Wisconsin Department of Transportation, Madison, WI

Speakers:

Judie Stone, *President*, Advocates for Highway and Auto Safety, Washington, DC
David Thom, *Head*, Protection Research Laboratory, Paramount, CA
Tim Kerns, *National Study Center*, Baltimore, MD



LAW ENFORCEMENT TRACK

LEL Strategies

Monday, March 10th, 2:45pm-4:15pm

Comiskey Room, West Tower,

Bronze Level

(Repeated from Monday,)

Pointers for establishing productive Law Enforcement Liaison Networks at the state level.

(This is the same workshop that was presented in 2002)

Moderator:

Jennifer Marko, *Public Information Liaison*, Institute of Police Technology and Management, University of North Florida, Jacksonville, FL

Speakers:

Major Larry Holstine (Retired, Colorado State Patrol), *NHTSA Region VIII Law Enforcement Liaison*, Lakewood, CO
Terry Hensley, *Law Enforcement Liaison*, Buckle Up Florida, St. Petersburg, FL
Ricky Rich, *Assistant Director*, Georgia Office of Highway Safety, Atlanta, GA
Jerry McCory, *Governor's Council on Impaired & Dangerous Driving*, Criminal Justice Institute, Indianapolis, IN



OTHER HIGHWAY SAFETY PRIORITIES/PROGRAMS TRACK

SONOR: We're not the French Club

Monday, March 10th, 2:45pm-4:15pm

Wrigley Room, West Tower, Bronze Level

SONOR prides itself on being a working, student organization. Unlike many student groups on college campuses, SONOR provides their members with real world experiences in advertising, marketing, and public relations. New innovations in the social norms marketing campaign, slogan contest, new website and on-going evaluation will be highlighted.

Speakers:

Candice Anderson
Neil Hummert
Amy Kuspa
Chris Micks



Visit the exhibits during breaks for refreshments

4:30pm-6:00pm
6th Workshop Session

OCCUPANT PROTECTION TRACK

**Mobilization Efforts -
the Key to Success**

Monday, March 10th, 4:30pm-6:00pm
Comiskey Room, West Tower, Bronze Level
(Repeated from Monday)

This session will report on the results of the 2002 Click It or Ticket/high visibility enforcement mobilizations. What lessons have we learned from these successful efforts? How does this focused strategy increase belt use?

Moderator:

Chuck Hurley, Vice President, Transportation Safety,
National Safety Council, Washington, DC

Speakers/Panelists:

Major John W. Van Steenberg, New York State
Police, Albany, NY

Don McNamara, Regional Administrator, NHTSA
Region V, Olympia Fields, IL

Terry Hensley, Law Enforcement Liaison, Tampa
District, FL



CHILD PASSENGER SAFETY TRACK

Ask The Manufacturers Panel

Monday, March 10th, 4:30pm-6:00pm
Regency Ballroom A, West Tower,
Gold Level

Engineers from child restraint and vehicle manufacturers will answer technical questions about child restraint and safety belt performance, LATCH, specific installation issues, new product/feature designs, and more. Child passenger safety advocates will learn why we say what we say and why certain design features are developed.

Moderator:

Joe Colella, National SAFE KIDS Campaign,
Washington, DC

Speakers/Panelists:

DaimlerChrysler, Ford, GM, VW/Audi, Angel Guard
Products, Britax, Car Seat Specialty, Dorel Juvenile
Group, Evenflo, Graco Children's Products



OTHER HIGHWAY SAFETY PRIORITIES TRACK

**Making Incentive Programs
Work for You**

Monday, March 10th, 4:30pm-6:00pm
Regency Ballroom B, West Tower,
Gold Level

Incentive programs, such as community-based programs that reward children with ice cream cones when they are "caught" wearing their bicycle helmets or workplace programs that raffle prizes to employees that wear their seat belts, are a popular strategy to address traffic-related injuries. Strategies have been reviewed around the country in an effort to identify model programs. Workshop participants will learn the steps and process involved in developing and implementing a successful incentive program, and how incentive programs have been implemented by law enforcement and public health and safety communities.

Moderator/Speaker:

Julie Ross, Education Development Center, Newton, MA

Speakers:

Frank Marcucio, III, Safe Communities Program for
the Lower Naugatuck Valley & EMS Chief, Seymour
Ambulance Association, Seymour, CT



DATA AND RESEARCH TRACK

**Reaching Younger Drivers
Before It's Too Late:**

What The Research Shows

Monday, March 10th, 4:30pm-6:00pm
Regency Ballroom C, West Tower, Gold Level

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? Are graduated licensing laws effective and what should be done to make them more so? This workshop will highlight some of the latest research on young drivers

Moderator:

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

Speakers:

Lori Geary, Research Associate, Preusser Research
Group, Inc., Trumbull, CT

Lorena Steenberg, BSN, PHN, Kentucky Injury
and Prevention Research Center, Lucas, KY

Mei-Li Lin, Ph.D., Director, National Safety Council -
Research and Statistical Services, Itasca, IL



IMPAIRED DRIVING TRACK

The Role of Prosecution & Adjudication in Removing Impaired Drivers

(Note: Combined workshop from Law Enforcement Track on "Shoring Up DUI Prosecution & Adjudication")

Monday, March 10th, 4:30pm-6:00pm

Regency Ballroom D, West Tower, Gold Level

This workshop will identify strengths and deficiencies within local court systems and will identify solutions to the problems. In addition, the workshop will provide an understanding of the judiciary in removing impaired drivers and how local community advocates can work with their judiciary.

Moderator:

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

Speakers:

Larry Knight, MADD Mississippi, Pearl, MS
John Bobo, Jr., National Traffic Law Center, Alexandria, VA



IMPAIRED DRIVING TRACK

What's New in DWI Technology

Monday, March 10th, 4:30pm-6:00pm

Columbus IJ Room, East Tower,

Gold Level

What's new on the forefront of DWI technology? Hot topics include: using PBTs (Preliminary Breath Testers) as evidentiary devices, using pooled Intoxylizer data to get a better picture of the problem (Washington State Police), and other new technologies.

Moderator:

Karen Sprattler, *Director of Public Policy*, MADD, Washington, DC

Speakers:

John Moulden, *President*, National Commission Against Drunk Driving, Silver Spring, MD
Joseph A. Farrow, *Deputy Commissioner*, CA Highway Patrol, Sacramento, CA
Trooper Randy Vranish, Washington State Patrol, Marysville, WA



OCCUPANT PROTECTION TRACK

Reaching Under-Served and At-Risk Communities

Monday, March 10th, 4:30pm-6:00pm

Columbus CF Room, East Tower, Gold Level

Cultural sensitivity is imperative for effective outreach programs. However, many program managers do not have experience working with the diverse members of their communities. Come to the session and discover ways to build successful partnerships and design creative and effective programs.

Moderator:

Fannie Munlin, *Project Director*, National Council of Negro Women, New York, NY

Speakers:

Keith Hinch, *Program Manager*, National Conference of Black Mayors, East Point, GA



DATA AND RESEARCH TRACK

Update on Current CDC Research

Monday, March 10th, 4:30pm-6:00pm

Columbus KL Room, East Tower,

Gold Level

The National Center for Injury Prevention and Control, Unintentional Injury Division, is conducting research on a range of motor vehicle-related issues. This workshop will provide an overview of that research.

Moderator/speaker:

Ann Dellinger, *Epidemiologist*, Unintentional Injury Prevention Division, National Center for Injury Prevention and Control, Centers for Disease Control and Prevention, Atlanta, GA

Speakers:

Randy Elder, *Associate Service Fellow*, Division of Unintentional Injury Prevention, National Center of Injury Prevention and Control, Centers for Disease Control and Prevention, Atlanta, GA
Christine Branche, *Director*, Unintentional Injury Prevention Division, National Center for Injury Prevention and Control, Centers for Disease Control and Prevention, Atlanta, GA



**Don't forget to check
the message board**

OTHER HIGHWAY SAFETY PRIORITIES TRACK

Bicycle Training for Everyone: Educators, Law Enforcement, Riders and You



Monday March 10th, 4:30pm-6:00pm
Columbus GH Room, East Tower, Gold Level
(Repeated from Sunday)

This workshop will address training available for several audiences including law enforcement, educators and riders. The League of American Bicyclists's newly revised cycling education program will discuss: 1) the principles of vehicular cycling and its importance to drivers of motor vehicles; 2) major causes of crashes involving bicyclists — adults and children, and ways in which education can help avoid these crashes; and 3) availability of training. A new train-the-trainer manual on bicycle safety designed specifically for law enforcement personnel will be highlighted, followed by a presentation on bicycle safety on college campuses, and efforts to make college campuses more bike-friendly.

Moderator:

Preston Tyree, *Education Director*, Texas Bicycle Coalition, Austin, TX

Speakers:

Mike Klasmeier, *Program Manager*, League of American Bicyclists, Washington, DC

Peter Flucke, *Executive Director*, WE BIKE, Green Bay, WI

Lois Chaplin, Cornell University, Ithaca, NY

LAW ENFORCEMENT TRACK

Traffic Safety in Rural Areas: The Role of the Sheriff



Monday, March 10th, 4:30pm-6:00pm
Columbus AB Room, East Tower, Gold Level

Showcases the experiences of sheriff departments that have successfully moved from little to no involvement in traffic safety to becoming major players. Overcoming political concerns, establishing relationships with GRs, involvement in mobilizations, management incentives, creative programs etc. are covered.

Moderator/Speaker:

Sheriff Dwight Radcliff, NSA Traffic Safety Committee, Pickaway Co. Sheriff's Office, Circleville, OH

Speakers:

Sheriff Charles D.W. Houper, Chemung County Sheriff's Office, Elmira, NY

Sheriff John Whetsel, Oklahoma County Sheriff's Office, Oklahoma City, OK

Sheriff Craig Webre, Lafourche Parish Sheriff's Office, Lafourche, LA

OTHER HIGHWAY SAFETY PRIORITIES TRACK

Crossfire: Social Norming on Campus



Monday, March 10th, 4:30pm-6:00pm
Acapulco Room, West Tower, Gold Level

How do you change the behavior of college students who are in limbo between youth and adult? Appeal to their "inner youth" through humor, fear of death or dismemberment, or fear of jail? Or, do you appeal to their "inner adult" with health and safety messages? Learn from college drug and alcohol program managers on the principles of social norming to get messages heard and behaviors changed, both on campus and by commuters. Put yourself in the crossfire, and find out how social norming can work for you!

Moderator:

Drew Hunter, *Executive Director*, BACCHUS and GAMMA, Denver, CO

Speakers:

Dr. Jeff Linkenbach, *Director*, Montana Social Norms Project, Montana State University, Bozeman, MT

Michael P. Haines, National Social Norms Resource Center, Social Science Research Institute, Northern Illinois University, Dekalb, IL

LAW ENFORCEMENT TRACK

Automated Enforcement:

What to Do Before You Invest
Monday, March 10th, 4:30pm-6:00pm
Toronto Room, West Tower, Gold Level



(Repeated from Monday)

What are key factors that must be considered before a community invests in automated enforcement options (i.e. Red light cameras, automated speed, etc.)

Moderator:

Earl Sweeney, *Chair*, IACP Highway Committee, New Hampshire Police Standards & Training Council, Concord, NH

Speakers:

Brandy Anderson, Blakey & Associates, Washington, DC

Joseph S. Milazzo II, PE, *Program Manager*, Policy and Traffic Operations, North Carolina State University, Institute for Transportation Research & Education, Raleigh, NC

Jacqueline M. Golob, PB Farradyne, Los Angeles, CA

Tuesday, March 11, 2003

7:00am-2:00pm

Registration Open Grand Registration

7:30am-10:00am

Exhibit Hall Open

**Riverside Center, East Tower,
Purple Level**

7:30am-8:15am

**Complimentary Continental Breakfast
Riverside Center, East Tower,
Purple Level**

8:30am-10:00am

7th Workshop Session

OTHER HIGHWAY SAFETY PRIORITIES TRACK
**Finding the Resources You Need
to Get the Job Done in Your
Community**



Tuesday, March 11th, 8:30am-10:00am
Regency Ballroom A, West Tower, Gold Level

In the face of decreasing budgets, increasing demands, and greater competition among local organizations for resources, it is difficult for a community to maintain a viable traffic safety initiative over time. This interactive panel will discuss methods to get the resources needed—whether funding, data, materials, volunteers, etc.—to make a community program successful and more likely to be considered for continued funding, or funding from “non-traditional” sources.

Moderator:

Michael Witter, *Regional Program Manager, NHTSA
Region V, Olympia Fields, IL*

Speakers:

Robin Grier, *CTS Program Manager, Department of
Motor Vehicles, , Richmond, VA*

Kathryn Wesolowski, *Rainbow Babies & Children's
Hospital, Cleveland, OH*

Bruce Shults, *Regional Program Manager, NHTSA
Region VI, Ft. Worth, TX*

IMPAIRED DRIVING TRACK

**Making the Case for
DUI/Drug Courts**



Tuesday, March 11th, 8:30am-10:00am

Regency Ballroom B, West Tower, Gold Level

Taking a rehabilitative approach based on intensive drug treatment, close supervision, and a demand for offender accountability, drug courts place offenders in programs designed to reduce recidivism, save money, and slow the revolving door that has come to characterize the nation's criminal justice system. Can the drug court model be applied effectively to DUI offenders?

Moderator:

C. West Huddleston, *Director, National Drug Court
Institute, Alexandria, VA*

Speakers:

The Honorable J. Michael Kavanaugh, *Judge,
Bernalillo Metropolitan Court, Albuquerque, NM*

Honorable Phillip F. Howerton, Jr., *District Court
Judge, Mecklenburg County Courthouse, Charlotte, NC*

OCCUPANT PROTECTION TRACK

**Everything You Wanted to Know
About Air Bags and Then Some...**



Tuesday, March 11th,

10:00am-12:00 noon

Regency Ballroom C, West Tower, Gold Level

*(Repeats at 8:30am-10:00 , Regency Ballroom C,
West Tower, Gold Level)*

Come and learn the answers to important questions, such as: What's the status on advanced air bags? What are the requirements? When will they hit the marketplace? What safety improvements can we anticipate? Are there limitations to their effectiveness? And will occupants need to alter their behavior?

Moderator:

Barry Felrice, *Senior Manager, Regulatory Affairs,
DaimlerChrysler, Washington, DC*

Speakers:

E. Robert Lange, *Executive Director,
Vehicle Structure & Safety Integration, General Motors
Corporation, Warren, MI*

Chuck Hurley, *Vice President, Transportation Safety,
National Safety Council, Washington, DC*

Roger A. Saul, *Director, Office of Crashworthiness and
Standards, NHTSA, Washington, DC*

OTHER HIGHWAY SAFETY PRIORITIES TRACK

Breaking News! Catching the Media's Attention

**Tuesday, March 11th,
8:30am-10:00am**

Regency Ballroom D, West Tower, Gold Level
(Repeats at 10:30am-12 noon, Regency Ballroom D, West Tower, Gold Level)

This skills-building workshop will provide tips from the trenches; strategies that work; and success stories from across the nation and across cultures to increase "earned media" to carry your traffic safety message.

Moderator/Speaker:

Mary Beth Berkoff, *President*, Creative Consortium, Ltd., Chicago, IL

Speakers:

Jon Anderson, *Reporter*, Chicago Tribune, Chicago, IL
Chuck Coppola, *WGN-TV Reporter*, Chicago, IL
Bill Campbell, *President*, CampbellQuest, Ltd.,
Host/Producer, Chicagoing with Bill Campbell,
Chicago, IL



DATA AND RESEARCH TRACK

Understanding and Using Impaired Driving Data

**Tuesday, March 11th,
8:30am-10:00am**

Columbus IJ Room, East Tower, Gold Level

This workshop will discuss, in layman's terms, how "alcohol-related fatalities" are determined and how they are estimated. This workshop will also demonstrate how this data can be accessed from the internet and other sources and, in addition, how the data can be used with decision makers, the media, and others.

Moderator:

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

Speakers:

Dennis Utter, *NHTSA, Mathematical Analysis Division*, NHTSA, Washington DC
Don McNamara, *Regional Administrator*, NHTSA, Region V, Olympia Fields, IL
Rajesh Subramanian, *National Center for Statistics and Analysis*, NHTSA, Washington, DC



IMPAIRED DRIVING TRACK

A Showcase of Youth Prevention Efforts

**Tuesday, March 11th,
8:30am-10:00am,**

Columbus CF Room, East Tower, Gold Level

This workshop will highlight programs or strategies that are on the cutting edge of underage drinking and youthful drinking and driving prevention. The highlighted efforts range from programs that teach elementary school-age students about the dangers of alcohol to community efforts to keep youth from drinking to a high-tech interactive teen curricula that uses a new twist to presenting the consequences of drinking and driving.

Moderator:

Carol McNamee, *MADD National Board*, Honolulu, HI

Speakers:

Gretchen L. Mather (NIDA funded "Crash Site" teen interactive CD-ROM curriculum), Inflexxion, Inc., Newton, MA
Tom Kummrow (community/law enforcement underage prevention), MN Safe & Sober, Fergus Falls, MN
Kappie Bliss, *MADD PYPM Office*, Austin, TX



CHILD PASSENGER SAFETY TRACK

NHTSA's Role in Changing Child Restraints

Tuesday, March 11th, 8:30am-10:00am

Columbus KL Room, East Tower, Gold Level

NHTSA has developed a new five-year strategic education plan designed to Increase booster seat use; has developed a new system to rate child restraints; and has begun to modify FMVSS 213. Learn about these important changes, how to implement this booster plan and also how to educate about this new rating system.

Moderator/Speaker:

Lori Miller, *NHTSA, Office of Planning and Consumer Affairs*, Washington, DC

Speakers:

Sandy Sinclair, *NHTSA, Office of Program Development and Delivery, Occupant Protection and Impaired Driving Division*, Washington, DC
Carol Holzer, *North Dakota Dept. of Health*, Bismark, ND



OCCUPANT PROTECTION TRACK

Pick-ups and SUVs: Reaching Unrestrained High-Risk Drivers and Occupants

Tuesday, March 11th, 8:30am-10:00am

Columbus GH Room, East Tower, Gold Level

What countermeasures and messages can be used to raise belt use in pickups and SUVs? Hear presentations on two communities that raised safety belt use among pickup and SUV occupants, who are over-represented in fatalities and injuries.

Moderator:

Phil Gulak, Chief, Occupant Protection Division, NHTSA, Washington, DC

Speakers:

Nancy Rodrigues, Glen Ellen, VA

Carol Lehr, Grants Administrator, Avera Rural Health Institute, Mitchel, SD



LAW ENFORCEMENT TRACK

Street Racing: Law Enforcement's Response

Tuesday, March 11th, 8:30am-10:00am

Acapulco Room, West Tower, Gold Level

An investigation of the strategies of several law enforcement agencies to curb street drag racing – a growing problem.

Moderator:

Captain Jess Bowman, Commander, Traffic Division, Fairfax County Police Department, Annandale, VA

Speakers:

2nd Lt. Shawn Bennett, Traffic Division, Fairfax County Police Department, Annandale, VA

Major Michael Fischer, Maryland State Police, Pikesville, MD

Sgt. Patrick Lowery, City of Kent Police Department, Kent, WA



OTHER HIGHWAY SAFETY PRIORITIES TRACK

Safe Routes to School: It All Starts With You!

Tuesday, March 11th,

8:30am-10:00am, Columbus AB

(Repeated from Monday)

Today less than 10 percent of children walk or bike to school. In many communities, as much as 30 percent of morning parents driving children to school generate commuter traffic. These travel habits and children's lifestyle choices can have serious consequences. In response to these and other concerns, a growing number of communities are instituting *Safe Routes to Schools* programs to encourage school children to walk or bike to school. These programs address facilities, routing, congestion, and fitness in one focused effort that can improve a community's quality of life. This session will provide details on several promising programs along with information on technical assistance and training being completed to assist schools with participation in *Safe Routes to School*.

Moderator:

Maria Vegega, Chief, Safety Countermeasures Division, Office of Safety Programs, NHTSA, Washington, DC

Speakers:

Deb Hubsmith, Executive Director, Marin County Bicycle Coalition, San Anselmo, CA

David Glowacz, Chicagoland Bicycle Federation, Chicago, IL

Dorothea Hass, Walk Boston Safe Routes to School Program, Brookline, MA



CHILD PASSENGER SAFETY TRACK

Build Your Skills in Communicating With Parents

Tuesday, March 11th,

8:30am-10:00am

Toronto Room, West Tower, Gold Level

Although as Child Passenger Safety Advocates, one of our most important jobs is to provide parents with life-saving CPS information, we encounter parents and caregivers in many different situations. How we approach talking to parents and children along with the tools at our disposal, are determined by where we are: at a car seat checkup, answering questions on the telephone, staffing a booth, etc. Come be a part of a facilitated group discussion where we learn from one another. Whether you are new to the field or have been a long-time advocate, each of us has questions, tips, and stories to share that will help us better educate parents, caregivers and booster-age children about today's complex Child Passenger Safety issues.

Moderator/Speaker:

Kathy Kruger, Executive Director, Washington State Safety Restraint Coalition, Kirkland, WA

Speakers:

Katie Lynch, Consultant, Olympia, Washington



10:00am-10:30am

Refreshment break

Meeting Room foyers

10:30am-12noon
8th Workshop Session

OTHER HIGHWAY SAFETY PRIORITIES TRACK

Telling Your Story

Tuesday, March 11th,
10:30am-12:00 noon

Regency Ballroom A, West Tower, Gold Level
(Repeat from Monday)

It's not enough to do a great job. You must be able to tell a convincing story of your program's success in order to become a real presence in your community, to gain the media spotlight, and to receive additional resources and potentially expand your programs through "non-traditional" sources of funding. This hands-on skill-building workshop will walk you through an exercise to help you convincingly tell your story—who you are, your mission, and your program's success. The result of the exercise is a compelling story for community leaders, the media, and potential funders. After the exercise, volunteers will give a 2-minute "pitch" for which feedback will be provided by the expert panel.

Moderator:

Marc Posner, Education Development Center,
 Newton, Massachusetts

Speakers:

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



IMPAIRED DRIVING TRACK

The Hat Trick – Youth Driving Without a Seat Belt, Impaired and Too Fast



Tuesday, March 11th, 10:30am-12:00 noon
Regency Ballroom B, West Tower, Gold Level

Two communities demonstrate ideas about making teenagers and parents aware of the dangers of these combined behaviors and exploring enforcement techniques to look for zero tolerance, speeding and seat belt violations whenever teenagers are involved in a traffic stop. This workshop will also focus on zero tolerance laws and are they being enforced.

Moderator:

Stephen Erni, *Executive Director*, DUI Association,
 Harrisburg, PA

Speakers:

Ana Matthews, Spokane Regional Health District,
 Health Promotion Division, Spokane, WA
Karen L. Dunlap, *Research Associate*, American
 Probation and Parole Association, Lexington, KY

OCCUPANT PROTECTION TRACK

Everything You Wanted to Know About Air Bags and Then Some...



Tuesday, March 11th, 10:30am-12:00noon
Regency Ballroom C, West Tower, Gold Level

Come and learn the answers to important questions, such as: What's the status on advanced air bags? What are the requirements? When will they hit the marketplace? What safety improvements can we anticipate? Are there limitations to their effectiveness? And will occupants need to alter their behavior?

Moderator:

Barry Felrice, *Senior Manager*, Regulatory Affairs,
 DaimlerChrysler, Washington, DC

Speakers:

E. Robert Lange, *Executive Director*,
 Vehicle Structure & Safety Integration, General
 Motors Corporation, Warren, MI
Chuck Hurley, *Vice President*, Transportation Safety,
 National Safety Council, Washington, DC
Roger A. Saul, *Director*, Office of Crashworthiness and
 Standards, NHTSA, Washington, DC

Mark your calendars for
Lifesavers 2005, March 13-15,
2005 Charlotte, NC

**10:30am-12noon
9th Workshop Session**

OTHER HIGHWAY SAFETY PRIORITIES TRACK

**Breaking News! Catching
the Media's Attention**

Tuesday, March 11th,

10:30am-12:00 noon

Regency Ballroom D, West Tower, Gold Level
(Repeat from Tuesday)

This skills-building workshop will provide tips from the trenches; strategies that work; and success stories from across the nation and across cultures to increase "earned media" to carry your traffic safety message.

Moderator/Speaker:

Mary Beth Berkoff, *President*, Creative Consortium, Ltd., Chicago, IL

Speakers:

Jon Anderson, *Reporter*, Chicago Tribune, Chicago, IL

Chuck Coppola, *WGN-TV Reporter*, Chicago, IL

Bill Campbell, *President*, CampbellQuest, Ltd.,
Host/Producer, Chicagoining with Bill Campbell,
Chicago, IL



IMPAIRED DRIVING TRACK

**Reauthorizing Federal Traffic
Safety Programs**

Tuesday, March 11th,

10:30am-12:00 noon

Columbus CF Room, East Tower, Gold Level

The multi-billion-dollar transportation bill that funds America's roadways and our traffic safety efforts is currently being debated in Congress. Come find out the latest and what you can expect in the next reauthorization.

Moderator:

Karen Sprattler, *National Director of Public Policy*,
MADD, Washington, DC

Speakers:

Barbara Harsha, *Executive Director*, Governors
Highway Safety Association, Washington, DC

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

Marilena Amoni, *Associate Administrator*, Program
Development and Delivery, NHTSA, Washington, DC



DATA AND RESEARCH TRACK

**Accessing and Using NHTSA
Data Products**

Tuesday, March 11th,

10:30am-12:00

Columbus IJ Room, East Tower, Gold Level

This workshop will provide an overview of the reports and databases available from NHTSA's National Center for Statistics and Analysis (NCSA) and how they can be accessed and used for state and local planning purposes. Included will be Annual Reports and Fact Sheets, obtaining information, downloadable databases, data accessible on-line, FARS Query System, and the ARS Encyclopedia.

Moderator/Speaker:

Louann Hall, *Information Services Branch*, NHTSA,
Washington, DC

Speaker:

Greg Radja, *Crash Investigation Division*, NHTSA,
Washington, DC



CHILD PASSENGER SAFETY TRACK

**Hospital-Based CPS Programs –
Making It Work!**

Tuesday, March 11th,

10:30am-12:00 noon

Columbus KL Room, East Tower, Gold Level

Are you struggling to incorporate CPS as a priority in your hospital? Learn from successful programs about the who, what, where, why, when and how's. Topics will include: gaining the hospital administration's support, funding the program, providing effective parent/family education, restraint distribution, record keeping, inventory, liability, staff training, outreach... and much, much more. Hear about the challenges and how to overcome them.

Moderator:

Susan Yates, *The Children's Hospital*, Denver, CO

Speakers:

Lisa Dawson, *Children's Healthcare of Atlanta*, Atlanta,
GA

Gretchen Wendt, *Center for Childhood Safety*,
Children's Memorial Hospital, Chicago, IL

Janet Holden, *Unifriend Family Health Center*,
Chicago, IL



CHILD PASSENGER SAFETY TRACK

Protecting Yourself and Your Organization from Liability

Tuesday, March 11th, 10:30am-12:00 noon
Columbus GH Room, East Tower, Gold Level

The fear of liability has become a very real hurdle to implementing CPS 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 not to minimize your and your organizations' exposure to liability. The session will also include discussion regarding "protections" provided by state and federal law. Additionally, information will be provided regarding the available CPS technician insurance policy through AAA.

Moderator/Speaker:

Alan Korn, *Director of Public Policy*, National SAFE KIDS Campaign, Washington, DC



OTHER HIGHWAY SAFETY PRIORITIES TRACK

Communities on Foot

Tuesday, March 11th, 10:30am-12:00 noon
Columbus AB Room, East Tower, Gold Level

(Repeated from Monday)

Every year, communities across the nation hold events to promote walking. Some of these communities are able to use the events as springboards for continuing to keep safe walking on the public agenda. Each community does it for its own reasons, but some of the most common ones are: to improve fitness and general health; to put a spotlight on safety; and, to do something tangible for the environment or improve the infrastructure of the community. For example, since its inception in 1997, different communities have used International Walk to School Day to call attention to the needs within the community and to identify ways to address those needs. This session will spotlight communities that have used single events as kickoffs for meeting bigger goals that improve the quality of life of all residents.

Moderator:

Lauren Marchetti, *Pedestrian and Bicycle Information Center*, UNC HSRC, Chapel Hill, NC

Speakers:

Barb Alberson, M.P.H., *Chief*, State and Local Injury Control (SLIC) Section, California Department of Health Services, Sacramento, CA

Nancy Nace, *Facilitator*, Community Health and Wellness Team, an Initiative of the Metropolitan/Davidson County Public Health Department, Nashville, TN

Ruby Wolf, *Director*, Pueblo of Zuni, Healthy Lifestyles Program, Zuni, New Mexico

Geraldine Skager, RN, *Injury Prevention Specialist*, North Memorial Trauma Services, North Memorial Health Care, Co-Coordinator NW Metro Minneapolis SAFE KIDS Coalition, Minneapolis, MN



LAW ENFORCEMENT TRACK

Speed Management – It's More than Science and Tickets

Tuesday, March 11th, 10:30am-12:00 noon
Acapulco Room, West Tower, Gold Level

A holistic approach to setting, enforcing and managing speed at the community level. Collaboration from community partners - Engineering, enforcement, judiciary, education is highlighted.

Moderator:

Vicky Glenn, BSN Consulting, Frederick, MD

Speakers:

Sgt. Vince Aruntz, Dallas Police Department, Mesquite, TX
The Honorable G. Michael Witte, *Judge*, Superior Court, Dearborn County, Lawrenceburg, IN

Keith Harrison, FHWA, San Francisco Resource Center, San Francisco, CA



IMPAIRED DRIVING TRACK

Creating a National Strategy to Stop Impaired Driving

Tuesday, March 11th, 10:30am-12:00 noon
Toronto Room, West Tower, Gold Level

This workshop will highlight initiatives in 2003, the "Year of Impaired Driving," and beyond, as well as discuss innovative region-wide efforts to fight impaired driving.

Moderator:

Robin Mayer, *Chief*, NHTSA Impaired Driving Division, Washington, DC

Speakers:

Stephanie Hancock, NHTSA Region III, NHTSA, Baltimore, MD

Bill Kootsikis, NHTSA Region IV, Atlanta Federal Center, Atlanta, GA

Carol McNamee, MADD National Board, Honolulu, HI



12noon-1:00pm

Closing Luncheon Grand Ballroom

Come join us for food along Rt. 66 and prizes!

Thank you IL DOT and a preview of San Diego.

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

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Exhibit Area

Exhibit Hours

Saturday, March 8

12 noon - 4:00 pm
Early Exhibitor Set-Up

Sunday, March 9

7:00 am - 12 noon
Exhibitor Set-Up

12:30 pm - 2 pm
Concessions for Sale

12:30 pm - 7:00 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, March 10

7:30 am - 8:15 am
Continental Breakfast in
Exhibit Area

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

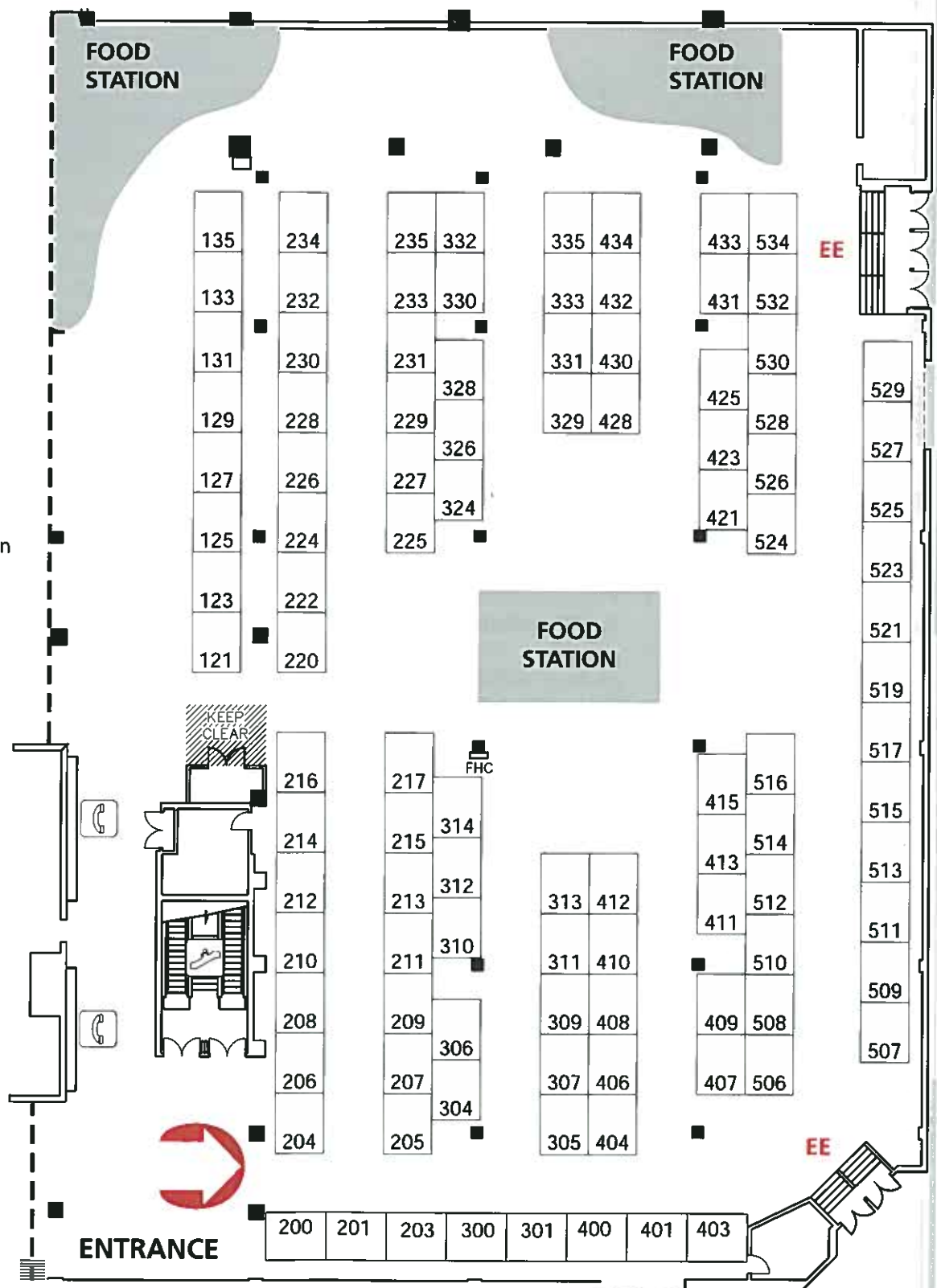
11:15 am - 12:30 pm
NHTSA Awards Lunch
(Exhibit area will
be closed during lunch)

Tuesday, March 11

7:30 am - 8:15 a.m
Continental Breakfast
in Exhibit Area

7:30 am - 10:00 noon
Exhibit Area Open

10:00 am - 4:00 pm
Exhibitor Break Down



EE= Emergency Exit

Exhibitors

Lifesavers appreciates the support of all the exhibitors. Please be sure to make note of the balloons in the exhibit hall, they are sponsors of this year's meeting

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Alcohol Countermeasure Systems (Interlock)

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BACCHUS and GAMMA Peer Education Network

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CDC National Center for Injury Prevention and Control

Contact: Krista Hopkins
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4770 Buford Hwy., NE,
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**Federal Highway
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Safety Administration**

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IMMI Child Restraints

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Fax: (317) 867-4191
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Innocorp, Ltd.

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Laser Technology, Inc.

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Life Hammer

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Contact: Mary Wade
Booth No.: 433, 534
7001 Wooster Pike
Medina, OH 44256
Phone: (800) 815-6330
Fax: (330) 721-6799
E-mail: mwade@mercurydistributing.com

**National Association
of County of City
Health Officials**

Contact: Leigh Lipson
Booth No.:
1100 17th Street, NW,
2nd Floor
Washington, DC 20036
Phone: (202) 783-5550
Fax: (202) 783-1583
E-mail: llipson@naccho.org

**National Campaign to
Stop Red Light Running**

Contact: Barbara Plevelich
Booth No.: 212
1501 M Street, NW, Suite 700
Washington, DC 20005
Phone: (202) 828-9100
Fax: (202) 828-9112
E-mail: bplevelich@blakey-agnew.com

**National Interlock
Systems, Inc.**

Contact: Michael R. Balgord
Booth No.: 434
1660 Jasper Street, Suite I
Aurora, CO 80011
Phone: (888) 769-6080
Fax: (888) 262-6044
E-mail: mrbalgord@nationalinterlock.com

**National Latino
Children's Institute**

Contact: Irene Rodriguez
Booth No.: 400
1325 N. Flores, Suite 114
San Antonio, TX 78212
Phone: (210) 228-9997
Fax: (210) 228-9972
E-mail: irene@nlci.org

**National Road Safety
Foundation, Inc.**

Contact: Adele Kristiansson
Booth No.: 517
145 East 50th Street
New York, NY 10022
Phone: (212) 702-1658
Fax: (212) 702-1669
E-mail: nrsf@compuserve.com

**❖ NATIONAL SAFETY
COUNCIL**

Contact: Harold T. Thompson
Booth No.: 335
1121 Spring Lake Drive
Itasca, IL 60143
Phone: (630) 775-2383
Fax: (630) 285-1139
E-mail: thompsonh@nsc.org

**❖ NATIONAL SAFE
KIDS CAMPAIGN**

Contact: Monica Graham
Booth No.: 205, 207, 209,
304, 306
1301 Pennsylvania Ave., NW,
Suite 1000
Washington, DC 20004
Phone: (202) 662-0600
Fax: (202) 393-2072
E-mail: mgraham@safekids.org

Naval Safety Center

Contact: John Mahoney
Booth No.: 330
375 A Street
Norfolk, VA 23511-4399
Phone: (757) 444-3520
Fax: (757) 445-4602
E-mail: john.mahoney@navy.mil

Nestor Traffic Systems, Inc.

Contact: Deborah Walker
Booth No.: 410
400 Massasoit Ave., Suite 200
East Providence, RI 02914
Phone: (401) 434-5522
Fax: (401) 434-5809
E-mail: dwalker@nestor.com

Network of Employers for Traffic Safety

Contact: Kathy Lusby-Treber
Booth No.: 210
8150 Leesburg Pike, Suite 410
Vienna, VA 22182
Phone: (703) 891-6005
Fax: (703) 891-6010
E-mail: klusby-treber@trafficsafety.org

New Lenox Industries, Inc.

Contact: Mike Barnes
Booth No.: 519
20359 E. Pennsylvania
Avenue, Suite E
Dunnellon, FL 34432
Phone: (352) 489-7354
Fax: (352) 489-5074
E-mail: mbnl1@aol.com

❖ NHTSA

Contact: Danica Tarry
Booth No.: 220, 222
400 7th Street, SW, Rm. 5236
Washington, DC 20590
Phone: (202) 366-6978
Fax: (202) 493-2062
E-mail: dtarry@nhtsa.dot.gov

❖ NHTSA - NATIONAL CENTER FOR STATISTICS AND ANALYSIS

Contact: Louann Hall
Booth No.: 214, 216
400 7th Street., SW
Rom 6125 N
Washington, DC 20590
Phone: (202) 366-4199
Fax: (202) 366-7078
E-mail: Louann.Hall@nhtsa.dot.gov

❖ NHTSA, DOT AUTO SAFETY HOTLINE

Contact: Gene Luke
Booth No.: 224
400 7th Street, SW, RM
5319A, NSV-210
Washington, DC 20590
Phone: (202) 366-0988
Fax: (202) 366-7882
E-mail: geneluke@msn.com

North Memorial Medical Center

Contact: Dave Long
Booth No.: 129
The Airbag Institute
3500 France Avenue, N.,
Suite 103
Robbinsdale, MN 55422
Phone: (800) 994-9780
Fax: (763) 520-4969
E-mail:
www.airbaginstitute.com

PAS Systems International, Inc.

Contact: Jarel R. Kelsey
Booth No.: 208
P.O. Box 330
Fredericksburg, VA 22404
Phone: (540) 372-3431
Fax: (540) 372-7647
E-mail: info@pasintl.com

Peerless Marketing Impressions, Inc.

Contact: Pete Packman
Booth No.: 331
190 Liberty Road, 4C
Crystal Lake, IL 60014
Phone: (815) 455-6988
Fax: (815) 455-6977
E-mail:
peter@peerlessmktg.com

Pop-Up Safety Cones, Inc.

Contact: Michael J. Leake
Booth No.: 121
12881 Knott Street, #114
Garden Grove, CA 92841
Phone: (714) 698-1919
Fax: (714) 901-6890
E-mail: Airalert@Wisetec.com

Prevention Alternatives, Inc.

Contact: David Shinn
Booth No.: 510
P.O. Box 16
Haslett, MI 48840
Phone: (517) 927-7731
Fax: (772) 679-7734
E-mail: shinn@comcast.net

Probotics America

Contact: Nancy Palmer
Booth No.: 135
1235 Cherokee
Richardson, TX 75080
Phone: (972) 231-7744
Fax: (972) 231-9651
E-mail: robotguy@msn.com

Public Safety International

Contact: Keisha Burney
Booth No.: 404
4694 Aviation Pkwy, Suite P
Atlanta, GA 30349
Phone: (800) 917-5051
Fax: (404) 766-6830
E-mail: kburney@psisafety.com

The Reflectory

Contact: Raymond D.
Strakosch
Booth No.: 421
87 Broadway
Newburgh, NY 12550
Phone: (845) 565-2037
Fax: (845) 565-2451
E-mail: rstrak@aol.com

SADD, Inc.

Contact: Kristin French
Booth No.: 513
255 Main Street
Marlborough, MA 01752-
Phone: (508) 481-3568
Fax: (508) 481-5759
E-mail: knellfrench@yahoo.com

Safe Ride News

Contact: Deborah Stewart
Booth No.: 412
14604 9th Avenue, NE
Shoreline, WA 98155
Phone: (206) 364-5696
Fax: (206) 364-5992
E-mail: ddstewart@nwlink.com

SafetyBeltSafe USA

Contact:
Stephanie M. Tombrello
Booth No.: 524
Box 553
Altadena, CA 91003
Phone: (310) 222-6860
Fax: (310) 222-6862
E-mail: stombrello@carseat.org

Smart Start

Contact: Jim Ballard
Booth No.: 514
4850 Plaza Drive
Irving, TX 75063
Phone: (972) 621-0252
Fax: (972) 621-6638
E-mail: jballard@smartstartinc.com

❖ STATE FARM INSURANCE

Contact: Lonnie Smith
Booth No.: 406, 408
1 State Farm Plaza, B4
Bloomington, IL 61710
Phone: (309) 735-2191
Fax: (309) 766-1181
E-mail: lonnie.smithgl3x@statefarm.com

Sunshine Kids

Contact: Brad Keller
Booth No.: 523
23211 66th Avenue South
Kent, WA 98032
Phone: (888) 336-7909
Fax: (253) 859-5800
E-mail: brad@skjp.com

TEAM Coalition, Inc.

Contact: Christy Coonradt
 Booth No.: 305
 1101 Wilson Blvd., Suite 1700
 Arlington, VA 22209
 Phone: (703) 741-0275
 Fax: (703) 524-1487
 E-mail: ccoonradt@teamcoalition.org

UAW-GM

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 Washington, DC 20004
 Phone: (202) 662-0600
 Fax: (202) 393-2072
 E-mail: mgraham@safekids.org

US DOT/Federal Railroad Administration

Contact: Beverly A. Lee
 Booth No.: 226, 228
 1120 Vermont Avenue, NW, RRS-23
 Washington, DC 20590-0001
 Phone: (202) 493-6224
 Fax: (202) 493-6216
 E-mail: beverly.lee@fra.dot.gov

XSCi

Contact: Sharon Harnisch
 Booth No.: 324
 4143 Sinton Road
 Colorado Springs, CO 80907
 Phone: (719) 593-8881
 Fax: (719) 593-8882
 E-mail: sharnisch@safeinfant.com

Traffic & Parking Control Co. (TAPCO)

Contact: Robert Christiansen
 Booth No.: 201
 800 Wall Street
 Elm Grove, WI 53122
 Phone: (262) 814-7303
 Fax: (262) 814-7000
 E-mail: bobc@tapconet.com

Underwriters Laboratories, Inc.

Contact: John Panarese
 Booth No.: 230
 333 Pfingsten Road
 Northbrook, IL 60062-
 Phone: (847) 664-2439
 Fax: (847) 509-6315
 E-mail: john.panarese@us.ul.com

Lifesavers Workshop Submission

March 28–30, 2004 Town & Country Hotel, San Diego, CA

Dear Lifesavers Registrant and Friends:

We will again draw on Lifesavers attendees to find new speakers and topics for the 2004 meeting in San Diego, CA, March 28–30, 2004. 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 (*Other Highway Safety Priorities, Child Passenger Safety, Impaired Driving, Occupant Protection, Law Enforcement, and Data and Research*).

Notification and other stipulations:

1. Submissions are due by Oct. 10, 2003.
2. A Lifesavers representative will contact you by Jan. 9, 2004.
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:

Organization: _____

Address: _____

City, State, Zip _____

Phone: _____ Fax: _____ Email: _____

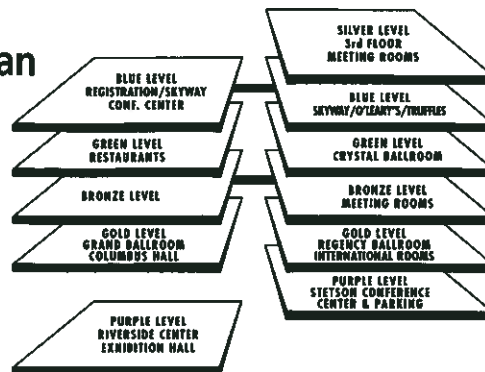
☐ Other Highway Safety Priorities ☐ Child Passenger Safety ☐ Impaired Driving☐ Law Enforcement ☐ Data and Research ☐ Occupant Protection

Workshop Description: _____

Fax: (703) 922-7780

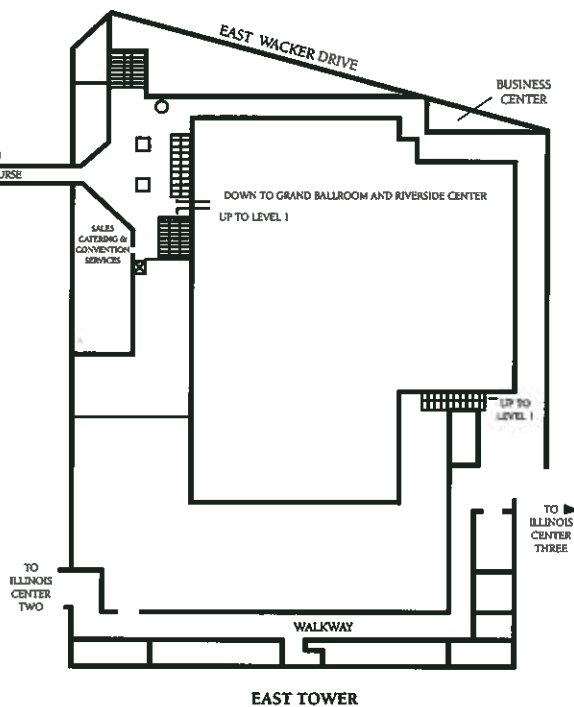
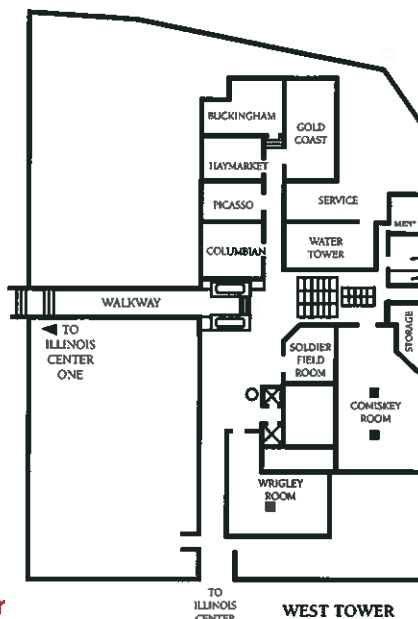


Elevation Plan East Tower



West Tower

Bronze Level



Legend

- * = Wheelchair Access Door
- ☒ = Elevators
- ☐ = Stairs/Escalators
- EE = Emergency Exits
- = Reader Board

Gold Level

