PROGRAM

LIFESAVERS 2004

NATIONAL CONFERENCE ON HIGHWAY SAFETY PRIORITIES

MARCH 28-30, 2004
TOWN & COUNTRY RESORT AND CONFERENCE CENTER
SAN DIEGO, CALIFORNIA
LIFESAVERS IS GRATEFUL for the support of these sponsors:

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Future Lifesavers Conferences

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Charlotte Convention Center,
Charlotte, NC

April 9-1, 2006
Austin Convention Center,
Austin, TX

March 25-27, 2007
Chicago Hilton
Chicago, IL

Local Sponsors

California Office of Traffic Safety
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Visit our website at  
[www.lifesaversconference.org](http://www.lifesaversconference.org)

Lifesavers 2004  
National Conference on Highway Safety Priorities
Dear Conference Participants and Partners:

I would like to welcome you to the 2004 Lifesavers Conference and to the "Golden State". The Lifesavers Conference is the only conference of its kind and is the premier national conference on traffic safety issues.

At the California Office of Traffic Safety our vision is ambitious, yet simple, to save lives. By being results-oriented and a thought-leader in the traffic safety arena, OTS proactively responds to emerging traffic safety issues thereby reducing death, injuries and economic costs through evidenced-based programs. In 2004, we will conduct a statewide teen seat belt use survey and look to fund innovative strategies targeting repeat DUI offenders.

California is proud to host this year’s conference and I am confident you will find your experience inspiring and worthwhile. During your stay, take time to meet colleagues from other agencies, cities, and states; share with them your successes and concerns; listen to what has worked for them and discover opportunities that might be useful to your agency.

I look forward to seeing you and enjoy the conference!

Sincerely,

Christopher J. Murphy
Deputy Director
California Office of Traffic Safety
**PROGR A M AT-A-GLANCE AND EXHIBIT HOURS**

**Saturday, March 27**
- 8:30am – 5:00pm: SAFE KIDS CPS Update/Refresher Course
- 2:00pm – 7:00pm: Registration Open
- 2:00pm – 7:00pm: Early Exhibitor Set-up

**Sunday, March 28**
- 8:00am – 5:30pm: Registration Open
- 7:00am – 12 noon: Exhibitor Set-up
- 12 noon – 12:30pm: Opening and Welcome
- 12:30pm – 2:00pm: Concessions in Exhibit Hall
- 12:30pm – 7:00pm: Exhibits Open
- 2:00pm – 3:30pm: 1st Workshop Session
- 3:30pm – 4:00pm: Complimentary Refreshment Break in Exhibit Hall
- 4:00pm – 5:30pm: 2nd Workshop Session
- 5:30pm – 7:00pm: Reception in Exhibit Hall
- 7:00pm – 9:00pm: Networking Groups

**Monday, March 29**
- 7:00am – 5:30pm: Registration Open
- 7:30am – 8:15am: Continental Breakfast in Exhibit Hall
- 8:30am – 9:15am: Opening Plenary
- 9:30am – 11:00am: 3rd Workshop Session
- 10:00am – 3:00pm: Exhibits Open (closed during lunch)
- 11:15am – 12:30pm: NHTSA Awards Luncheon
- 12:45pm – 2:15pm: 4th Workshop Session
- 2:15pm – 2:45pm: Complimentary Refreshment Break in Exhibit Hall
- 2:45pm – 4:15pm: 5th Workshop Session

**Tuesday, March 30**
- 7:00am – 4:30pm: Registration Open
- 7:30am – 12 noon: Exhibits Open
- 7:30am – 8:15am: Continental Breakfast in Exhibit Hall
- 8:15am – 9:45am: 6th Workshop Session
- 9:45am – 10:15am: Complimentary Refreshment Break in Exhibit Hall
- 10:15am – 11:45am: 7th Workshop Session
- 12 noon – 1:15pm: Luncheon
- 12 noon – 5:00pm: Exhibitor move out
- 1:30pm – 3:00pm: 8th Workshop Session
- 3:15pm – 4:45pm: 9th Workshop Session
WORKSHOPS

**Adult Occupant Protection Track:**
- It's Not Cool to Buckle Up - Reaching Teens
- Occupant Protection 101 - How it Works
- Occupant Protection 301 - Advanced Safety Technology Update
- Special Focus Groups
- Reaching Unrestrained High-Risk Drivers and Occupants
- In the Trenches: The Politics of Passing Primary Enforcement
- Success Stories: Getting Belt Use Above 90 Percent
- What’s New in Teen Driving Safety Programs?

**Child Passenger Safety Track:**
- Technical Issues for CPS Advocates
- Side Impact Protection for Children
- How Regulatory Changes Are Impacting Child Restraints
- Child Restraint Misuse
- National CPS Program: General Review of the New Roles, Responsibilities & Revisions (Part 1)
- National CPS Program: Detailed Review for Class Administrators & Instructors (Part 2)
- Reaching Underserved Communities with CPS
- Other Hard to Reach Populations: Physicians, Policy Makers and the Press
- CPS Beyond the Booster Seat Age
- OPC (Occupant Protection for Children) Strategic Program Planning

**Criminal Justice Track:**
- Automated Enforcement: Lessons Learned
- Impaired Driving Enforcement: A Systems Approach
- Drug Detection: Traffic Safety and Beyond
- Law Enforcement Strategies in Reaching Diverse Communities
- Speed Management: New Approaches to an Old Problem
- Traffic Enforcement is Law Enforcement
- Street Racing/Sideshow
- Anatomy of a DWI Vehicle Homicide Case
- Traffic Safety Resource Prosecutors
- Enforcement Mobilizations: Belts, Booze and Beyond

**Data and Research Track:**
- High Visibility Mobilizations: Evaluating Their Impact
- Current Applications of Photo Enforcement: A Research Perspective
- Traffic Safety Measures: Recommendations for States and Communities

Over 80 workshops are offered!
- Controlling Drinking and Driving at the Borders: Research Results
- Ask the Experts
- Designing and Implementing Program Evaluation
- Improving the Safety of Young Drivers: Research on One State’s Experience
- Implications of the Latest Older Driver Research
- What’s New in Aggressive, Drowsy, and Distracted Driving Research?
- New Research, New Findings on Impaired Driving
- Accessing and Using NHTSA Data Products
- Recent Trends in Highway Safety
- Understanding and Using Impaired Driving Data
- Why Aren’t We Seeing Reduction in Highway Fatalities
- Employing Data To Get Your Message Across

**Other Highway Safety Track:**

(includes bicycle safety, motorcycles, marketing, safe communities…)

- New Directions and Multicultural Partnerships Can Make a Difference
- Beyond 911 - Tracking the Evolving Role of EMS in Traffic Safety and Injury Prevention
- Innovations in Community Bicycle Safety Programs
- Safe Routes to School: Adults Using Their Heads So Kids Can Use Their Feet
- The ABCs of Head Start Transportation
- Getting it All Together: Comprehensive Pedestrian Safety Programs
- Older Drivers: Where to Turn to for Help

- Keeping Seniors Safe & Mobile
- Are You Riding Two Up? Partnerships Promoting Motorcycle Safety and Rider Education and Training
- At Last We Know What We Always Thought: Paid Media Works!
- Motorcycle Helmet Law Repeals: Costing Lives, Draining State Coffers
- National Security or Highway Safety: What is the Purpose of the Driver License?
- Combining Resources and Funding to Expand Safe Community Opportunities
- Gaining Local Support for National Mobilizations
- Assessing Community Traffic Safety (ACTS) and Deciding “Out Loud”
- Making Their Lives Count, the Faces of America’s Youth on the Move
- Success at Last: Did We Ask the Youth?
- Novice Drivers: “What Gives?”
- Sleuth-O-Rama – Secret Sources for Market Research
- 360 Marketing – Keeping the Message Alive Through the Business Marketing Approach
**LIFESAVERS 2004 PROGRAM**

**NATIONAL CONFERENCE ON HIGHWAY SAFETY PRIORITIES**

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**Sunday, March 28**

8:00am – 5:30 pm  
Registration Open  
Atlas Ballroom Foyer

**12 noon – 12:30 pm**  
Opening and Welcome  
Town & Country/  
San Diego Rooms

Christopher Murphy, Deputy Director,  
California Office of Traffic Safety  
Plenary Speaker: Captain Gordon Graham,  
J.D. Motivational Speaker

**12:30 pm – 2:00 pm**  
Exhibits Open  
Grand Ballroom  
and Foyer

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

**12:30 pm – 7:00 pm**  
Exhibits Open  
Grand Ballroom  
and Foyer

**2:00pm – 3:30pm**  
1st Workshop Session

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**CHILD PASSENGER SAFETY**

**Safe Transportation During Ambulance Transport**

Sunday, March 28th, 2:00pm-3:30pm  
Sheffield Room

Safe transportation of children in ambulances presents a unique challenge for emergency medical service providers, pediatric transport teams and child passenger safety advocates. Research on ambulance crashes supports the use of restraint systems to minimize the risk of injury in the event of a crash. Current recommendations for safe ambulance transportation and guidelines for utilization of child restraints on the ambulance will be provided in this workshop. Suggestions for EMS providers on implementation of best practices in their departments will be offered. An opportunity for hands-on experience and installation of child restraints on the ambulance cot will be provided.

**Moderator/Speaker:**

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

**Speaker:**

Beth Geoghegan, Martin Memorial Health System,  
Palm Beach Gardens, FL

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**IMPLIED DRIVING**

The National Academies of Sciences Underage Drinking Report

Sunday, March 28th, 2:00pm-3:30pm  
Town & Country Room

Late last year the National Research Council, Institute of Medicine of the National Academies of Science released a historic report entitled “Reducing Underage Drinking: A Collective Responsibility.” Panelists will review the report's recommendations and provide a glimpse into how these recommendations may be operationalized.

**Moderator:**

Dr. Joel Grube, Director and Senior Research Scientist,  
Prevention Research Center, Pacific Institute for Research & Evaluation, Berkeley, CA

**Speaker:**

Stephanie Manning, Director of Federal Relations,  
MADD, Washington, DC

Judy Cushing, CEO/President, Oregon Partnership,  
Portland, OR
CHILD PASSENGER SAFETY

Technical Issues for CPS Advocates
Sunday, March 28th, 2:00pm-3:30pm
San Diego Room
This workshop will discuss why manufacturers give such complicated answers to CPS-related questions regarding their products. Manufacturers will explain technical aspects of LATCH, how new air bag technologies affect children, and outline design challenges in creating restraints with harnesses over 40 lbs. and for lap-belt only positions. Additionally, manufacturers will discuss the complexities of designing restraints to meet a variety of needs, from regulatory to retail to consumer.

Moderator/Speaker:
Dave Campbell, Angel Guards Products, Inc., Medina, OH

Speakers:
Paul Butler, Ford Advanced Safety and Regulations, Ford Motor Company, Dearborn, MI
Artie Martin, Staff Project Engineer, General Motors Corporation, Warren, MI
Randy Kiser, Evenfio Company, Vandalia, OH

DATA & RESEARCH

High Visibility Mobilizations: Evaluating Their Impact
Sunday, March 28th, 2:00pm-3:30pm
Royal Palm Salons 1, 2, 3
This workshop will focus on evaluation of the high visibility occupant protection mobilization of May 2003, the impaired driving mobilization of July 2003 and the Tennessee experiment which combined impaired driving and safety belt enforcement in a single mobilization.

Moderator:
Randy Elder, Ph.D., Senior Service Fellow, Div. of Unintentional Injury Prevention, National Center for Injury Prevention and Control, Centers for Disease Control and Prevention, Atlanta, GA

Speakers:
Jim Fell, Director, Traffic Safety and Enforcement Program, Pacific Institute for Research and Evaluation, Calverton, MD
Neil Chaudhary, Ph.D., Research Associate, Preusser Research Group, Trumbull, CT
Linda Cosgrove, NHTSA, Office of Research and Technology, Washington, DC

ADULT OCCUPANT PROTECTION

In the Trenches: The Politics of Passing Primary Enforcement
Sunday, March 28th, 2:00pm-3:30pm
Sunrise Room
This session will discuss the behind the scenes activity that occurs in efforts to pass primary enforcement laws. Learn how states have successfully addressed the issue of racial profiling in enacting a primary enforcement law and how to counteract arguments of unwarranted government intrusion. Join a candid discussion with the wheeler-dealers of primary enforcement laws in Delaware, Virginia, and Washington.

Moderator:
Janet Dewey-Kollen, Air Bag and Seat Belt Safety Campaign/Project Planners Inc., Baton Rouge, LA

Speakers:
Kevin Quinlan, Chief, Safety Advocacy Division, National Transportation Safety Board, Washington, DC
Senator John Cullerton, Illinois State Senate, Chicago, IL
Chuck Hurley, Vice President, Transportation Safety, National Safety Council, Washington, DC
Neil Chaudhary, Ph.D., Research Associate, Preusser Research Group, Trumbull, CT

LIFESAVERS 2004
NATIONAL CONFERENCE ON HIGHWAY SAFETY PRIORITIES
OTHER HIGHWAY SAFETY
New Directions and Multicultural Partnerships Can Make A Difference
Sunday, March 28th, 2:00pm-3:30pm
Golden West Room
This workshop will discuss the collaboration with local organizations and how they can effectively change safety belt use behaviors among ethnic populations. Reaching out to a number of diverse populations can enhance and magnify the ability to focus credible messages, and utilize partner organizations to reach specific demographics. Outreach to new partners is particularly important with emerging audiences, such as multicultural organizations. There is an array of ways to reach high-risk populations with culturally sensitive messages. Active partners can provide a variety of benefits to traffic safety advocates, from supporting and empowering law enforcement's efforts to supporting all types of traffic safety initiatives. Other issues include using new and different techniques to bring old partners into the fold (such as law enforcement) to reach out to new and non-traditional partners.

Moderator:
David Manning, Ph.D., Regional Administrator, NHTSA-Region IX, San Francisco, CA

Speakers:
Gabriel Cano, Regional Program Manager, NHTSA-Region I, Cambridge, MA
Richard Fimbres, Governor's Highway Safety Representative, Governor's Office of Highway Safety, Phoenix, AZ
Patricia Abeyta, Program Coordinator, Indian Highway Safety Program, U. S. Department of Interior/Bureau of Indian Affairs, Albuquerque, NM

OTHER HIGHWAY SAFETY
Are You Riding Two Up? Partnerships Promoting Motorcycle Safety and Rider Education and Training
Sunday, March 28th, 2:00pm-3:30pm
Garden Salon 1
(Repeats on Tuesday, March 30th 10:15am-11:45am in Pacific Salons 4 & 5)
Protecting motorcyclists from traffic crashes cannot take place in a vacuum; rider education and training play an important role, and should be a life-long experience, not a one-course session. What is your role in protecting motorcyclists? What goes into developing a rider education and training program? How do you forecast to meet training demand, both current and future? How are rider training programs delivered? Join this lively discussion on safety issues surrounding motorcycling and learn how you can partner with others to prevent motorcycle crashes.

Moderator:
Albert Hydeman, President, Albert Hydeman Associates, Hermosa Beach, CA

Speakers:
Ray Ochs, Ph.D., Director, Training Systems, Motorcycle Safety Foundation, Irvine, CA
Steve Garets, Director, TEAM OREGON, Oregon State University, Corvallis, OR
Ron Shepard, Chair, National Association of State Motorcycle Safety Administrators, Idaho Department of Education, Boise, ID

Please turn your cell phones off during sessions.
OTHER HIGHWAY SAFETY

Combining Resources and Funding to Expand Safe Community Opportunities
Sunday, March 28th, 2:00pm-3:30pm
Windsor/Hampton
A number of traffic safety professionals have expanded their program capabilities by combining like coalitions, finding alternative funding mechanisms, leveraging resources, and/or fund raising activities. In today’s climate when everyone is expected to do more with less, having multiple funding options can be critical to maintaining program viability.

Moderator:
Theresa Thomas, Program Coordinator,
South Jersey Traffic Safety Alliance, Vineland, NJ

Speakers:
Jim May, BC STOP-DWI, Binghampton, NY
Mary Larson, Vice President, Development and Special Projects, Community Anti-Drug Coalitions of America, Alexandria, VA
LoAnn Wegh, President, LoAnn’s Marketing Dickinson, ND

CRIMINAL JUSTICE ICON

Drug Detection:
Traffic Safety and Beyond
Sunday, March 28th, 2:00pm-3:30pm
Royal Palm Salons 4, 5, 6
Drug use is on the rise, especially among our youth. This workshop showcases the growing benefits that drug recognition training has in the community to impact impaired driving, and identification of at-risk youth in the school system.

Moderator/Speaker:
Helena Williams, Sergeant

Speakers:
Tim Reese, Officer, Tucson Police Department, Tucson, AZ
Doug Paquette, Technical Sergeant, New York State Police, Albany, NY

DATA & RESEARCH

Implications of the Latest Older Driver Research
Sunday, March 28th, 2:00pm-3:30pm
California Room
The Brookings Institution, NHTSA, and the Transportation Research Board have conducted new studies on the aging of America and the implications for older driver mobility and safety. The workshop will provide an overview of this research.

Moderator:

Speakers:
David Eby, Ph.D., Research Associate Professor, Social and Behavioral Analysis Division, University of Michigan Transportation Research Institute, Ann Arbor, MI
Sandi Rosenbloom, Ph.D., Professor of Planning, University of Arizona, Tucson, AZ
Marvin Levy, NHTSA, Washington, DC

ADULT OCCUPANT PROTECTION

What’s New in Teen Driving Safety Programs?
Sunday, March 28th, 2:00pm-3:30pm
Garden Salon 2
This session will discuss and demonstrate new programs to help teen drivers learn to drive safely: Road Ready Teens and Real World Driver. The session will also introduce the National Safety Council’s new “Family Guide to Teen Driver Safety” and provide background on what the research shows works to make teens safer drivers.

Moderator:
Troy Costales, Manager, Transportation Safety Division and Governor’s Highway Safety Representative, Oregon Department of Transportation, Salem, OR

Speakers:
Luis Morais, Senior Manager, Safety Policy, Planning and Programs, DaimlerChrysler Corporation, Auburn Hills, MI
James Vondale, Director, Automotive Safety Office, Ford Motor Company, Dearborn, MI
Chuck Hurley, Vice President, Transportation Safety, National Safety Council, Washington, DC
CHILDS PASSENGER SAFETY
Side Impact Protection for Children
Sunday, March 28th, 4:00pm-5:30pm
Golden West Room
All child restraints certified in the US are tested for frontal crashes. Side impacts are the second deadliest type of crash to children in child restraints, yet restraints do not need to meet any federal requirements for this type of crash. Hear the latest data from real world side impact crashes involving children.

Moderator/Speaker:
Susan Ferguson, Ph.D., Senior Vice President, Research, Insurance Institute for Highway Safety, Arlington, VA

Speakers:
Flaura Winston, M.D., Ph.D., Director, TraumaLink, The Children’s Hospital of Philadelphia, Philadelphia, PA
Suzanne Stevens, Ph.D., CIREN Project Coordinator, Children’s National Medical Center, Washington, DC

ADULT OCCUPANT PROTECTION
It's Not Cool to Buckle Up—Reaching Teens
Sunday, March 28th, 4:00pm-5:30pm
California Room
(Repeats on Monday, March 29th, 9:30am-11:00am in the Garden Salon 2)
This session will include strategies used in the program development to appeal to teens: risk behaviors identified and incentives, such as school parking privileges. It will also include innovative programs and enforcement.

Moderator:
Bella Dinh-Zarr, Ph.D., MPH, Director, Traffic Safety Policy, AAA, Washington, DC

Speakers:
Rob Kaufman, Crash Investigator, Harborview Injury Prevention and Research Center, Seattle, WA
Jim Fell, Director, Traffic Safety and Enforcement Programs, Pacific Institute for Research and Evaluation, Calverton, MD
Mark Alonge, Executive Director, North Central Highway Safety Network, Pottsville, PA
Carol Alonge, Highway Safety Coordinator, North Central Highway Safety Network, Pottsville, PA
OTHER HIGHWAY SAFETY

Beyond 911—Tracking the Evolving Role of EMS in Traffic Safety and Injury Prevention
Sunday, March 28th, 4:00pm-5:30pm
Sheffield Room
Since the landmark 1966 National Academies of Science paper, "Accidental Death and Disability," EMS’s role in traffic safety and injury prevention has evolved at a rate few could have foreseen. This workshop will examine examples of traffic safety’s influence upon/by EMS systems and how EMS can make invaluable contributions towards injury prevention. Highlighted will be the next generation of EMS improvements, with focus on E911, ACN, the newly released PIER-Injury Prevention Modules and NHTSA’s leadership role in EMS.

Moderator: Drew Dawson, NHTSA, Washington, DC

Speakers:
Gail Cooper, EMS/Trauma Consultant, El Cajon, CA
Thomas Esposito, M.D., Professor of Surgery, Loyola University Medical Center, Maywood, IL
Paul Maxwell, President, EPIC Medics, La Mesa, CA

OTHER HIGHWAY SAFETY

Innovations in Community Bicycle Safety Programs
Sunday, March 28th, 4:00pm-5:30pm
Garden Salon 2
Come hear what these diverse organizations are doing to implement the "National Strategies for Advancing Bicycle Safety," a national agenda designed to improve bicycling and bicycle safety. Included in this session will be innovative evaluation techniques, best practices and a new bicycle safety road show. Find out how you can add your talents and resources to make bicycling safer for all in your community.

Moderator: Amanda Hall, Program Director’s Assistant, Florida Traffic and Bike Education Program, University of Florida, Gainesville, FL

Speakers:
Audrey Warren, Bicycle Education Specialist, Office of Environmental Affairs, Bike Tulane, Tulane University, New Orleans, LA
Laura King, Education Director, Texas Bicycle Coalition Education Fund, Austin, TX

OTHER HIGHWAY SAFETY

Keeping Seniors Safe & Mobile
Sunday, March 28th, 4:00pm-5:30pm
Windsor/Hampton Rooms
Over the next 20 years, as the number of baby boomers entering their golden years continues to rise, the need to develop programs and strategies to keep seniors safe both as drivers and pedestrians will also increase. This workshop will highlight Federal and State plans and efforts that address this challenge through a multi-faceted approach involving the vehicle, the driver and the infrastructure by addressing the impact of medical review boards, state departments of motor vehicles and state licensing regulations on older drivers.

Moderator/Speaker:
Diane Wigle, Office of the Secretary, US Department of Transportation, Washington, DC

Speakers:
Shirley Thompson, Transportation Specialist, Federal Highway Administration, Office of Safety (HAS-20), Washington, DC
Patti Yanochoko, Project Coordinator, CA Older Driver Task Force Center for Injury Prevention, SDSU, San Diego, CA
Cydney DeModica, Chair, AAMVA GrandDriver Working Group, Arizona DOT, Motor Vehicle Division, Phoenix, AZ

DATA & RESEARCH

Accessing and Using NHTSA Data Products
Sunday, March 28th, 4:00pm-5:30pm
Royal Palm Salons 1, 2, 3
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 online, FARS Query System, and the FARS Encyclopedia.

Moderator:
Joseph Carra, Director, National Center for Statistics and Analysis, NHTSA, Washington, DC

Speakers:
Louann Hall, NHTSA (NASS), Washington, DC
Barry Eisemann, NHTSA (FARS), Washington, DC
RESEARCH

Standing and Using Driving Data

March 28th, 4:00pm-5:30pm
Talon Room

The workshop will focus on collecting, estimating and analyzing alcohol involvement in fatal crashes using FARS. Results of a recent study dealing with state laws and on alcohol testing will be presented. Also, an overview of NHTSA's estimation methodology will be presented, and there will be a discussion on how to use local administrative use estimates of alcohol to target countermeasures as well as assess existing impaired driving programs.

Moderator:
Utter, Chief, Mathematical Analysis Division, Washington, DC

RS:
Subramanian, NHTSA, Washington, DC
Lund, Preusser Research Group, Ithaca, NY
Odgras, Team Leader, Impaired Driving Investigator, NHTSA-Region IX, San Francisco, CA
Llberg, Sergeant, Impaired Consent Section, Renton State Patrol, Seattle, WA

AL JUSTICE

Driving Enforcement: An Approach

March 28th, 4:00pm-5:30pm
Alamon Salons 4, 5, 6

on Monday, March 29th, 2:45pm-4:15pm in Royal Dunes 4, 5, 6

impaired driving enforcement efforts deterring offenders? This panel will explore the importance of enforcement, prosecution and adjudication, combined with heightened publicity to the effectiveness of DWI enforcement. Panelists will discuss how their separate roles and efforts influence enforcement process, and how increased cooperation in the law enforcement system, coupled with effective use, can increase the outcome of those efforts.

Moderator:
Peters, Lieutenant, Mesa Police Department, AZ
RS:
Irons, Prosecutor Fellow, NHTSA/NAPC, Miami, FL
Smith, Judge, City of Midland Municipal Court,

OTHER HIGHWAY SAFETY

Motorcycle Helmet Law Repeals: Costing Lives, Draining State Coffers

Sunday, March 28th, 4:00pm-5:30pm
Garden Salon 1

A dangerous and disturbing trend has developed in the last five years across the nation: numerous states have either repealed or attempted to repeal their all-rider motorcycle helmet laws, and no new laws have been adopted. Fewer states now require motorcyclists of all ages to wear safety helmets than did so 10 years ago, and major increases in fatality data have manifested. This workshop will provide expert presentations on the negative economic impact this trend is inflicting on state budgets and discussion of aspects of specific repeal efforts.

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

Speakers:
Senator John Cullerton, Illinois State Senate, Chicago, IL
Maury Hannigan, Former California Highway Patrol Commissioner, McLean, VA
Richard Compton, Director, Office of Research and Technology, NHTSA, Washington, DC

5:30pm - 7:00pm
Opening Reception

Exhibit Hall/Grand Ballroom and Foyer

Join fellow attendees for a southwest welcome to Lifesavers 2004! Enjoy a true Mexican fiesta as you browse over 100 exhibits and tabletops, renew old acquaintances and meet new friends that share your dedication to helping make our national highways a safer place.
Monday, March 29

7:00am – 5:30pm  
Registration Open  
Atlas Ballroom  
Foyer

7:30am – 8:15am  
Complimentary Continental Breakfast  
Exhibit Hall/Grand Ballroom

8:30am – 9:15am  
Opening Plenary  
Atlas Ballroom  
California Highway Patrol, Border Division  
Cindy Roark, National Board Chairman, MADD  
Plenary Speaker: Wendy Hamilton, National President, MADD

10:00am – 3:00pm  
Exhibits Open  
Grand Ballroom  
and Foyer  
(closed during lunch)

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

IMPAIRED DRIVING
21-34 Year Olds: What Do We Do With These Wild and Crazy Guys? (Part 1)
Monday, March 29th, 9:30am-11:00am  
Sheffield Room  
Research is clear that this is the age group most significantly involved in alcohol-related crashes. The law says they can legally drink – but what can be done to get them home in one piece? Presenters will discuss programs developed specifically for this high-risk population.

Moderator:  
Jana Nelson, National Director of Programs, MADD, Irving, TX

Speakers:  
Lisa Hardlin Van Bramer, M.D., Emergency Physician, Chair, Rocky Mountain Research and Prevention Institute, Aurora, CO  
Jean Ryan, Minnesota Office of Traffic Safety, St. Paul, MN  
Carol Karsten, Alcohol Program Manager, WisDOT, Bureau of Transportation Safety, Madison, WI

CHILD PASSENGER SAFETY
National CPS Program:  
General Review of the New Roles, Responsibilities & Revisions (Part 1)
Monday, March 29th, 9:30am-11:00am  
Windsor/Hampton Room  
SAFE KIDS recently took over as the certifying body for the National Standardized Child Passenger Safety Training Program. This session will summarize the current certification guidelines and requirements, will clarify the roles of NHTSA, SAFE KIDS, and the National CPS Board in regards to the training and certification, and will allow for discussion regarding future certification expansion and development.

Moderator/Speaker:  
Karen Farnsworth, Acting Director, Training and Education, National SAFE KIDS Campaign, Washington, DC

Speakers:  
Carole Guzzetta, Highway Safety Specialist, NHTSA, Occupant Protection Division, Washington, DC  
Joe Colella, Member, National CPS Board, National SAFE KIDS Campaign, Washington, DC  
Angela Osterhuber, Chair, National CPS Board, Project Director, Traffic Injury Prevention Project, PA Chapter of the AAP, Rosemont, PA

LIFESAVERS 2004  
NATIONAL CONFERENCE ON HIGHWAY SAFETY PRIORITIES
HER HIGHWAY SAFETY

1er Drivers: Where Turn to for Help

Sunday, March 29th, 9:30am-11:00am

rise Room

people age, their driving skills become more and more diminished by reducing physical, cognitive and visual capacity. This workshop will provide examples of local programs and resources for seniors and their families that help people to drive safely as long as possible.

It's equally important to develop programs for those who can no longer drive. This session will also showcase transportation alternatives for seniors and the role that enforcement is playing in facing this growing issue.

Moderator:
Len Kerschner, President and CEO, The Beverly Foundation, Pasadena, CA

Speakers:
idy Markwood, Executive Director, National Association of Area Agencies on Aging, Washington, DC

Sheri Hogquist, Lieutenant, San Diego Police Department, San Diego, CA

Chele Kolenda, Project Director, Transportation Solutions for Caregivers, Costa Seals of Southern California, Santa Ana, CA

IMINAL JUSTICE

n Enforcement Strategies Reaching Diverse Communities

Sunday, March 29th, 9:30am-11:00am

den Salon 1

Moderator:
ay McDonnell, Diversity Programs, New York State Police, Albany, NY

Speakers:
nes Ornelas, Sergeant, CHP Community Outreach and Partnership Section/ELR Protection Program, California Highway Patrol, Sacramento, CA

Al Almeida, Chief, Mabton Police Department, Mabton, WA

OTHER HIGHWAY SAFETY

 Sleuth-O-Rama – Secret Sources for Market Research

Monday, March 29th, 9:30am-11:00am

Royal Palm Salons 1, 2, 3

Sherlock Holmes, Inspector Clouseau, Columbo, and Rammatsoe all have one thing in common—they know the amazing art of sleuthing. At this workshop, you will sharpen your market research detective skills.

Participants will learn of secret—and free—sources to identify their target audiences—who they are, where they live, where they work (and play)—to better design programs and materials that will be culturally and linguistically appropriate. Together, participants will search databases for census and fatality data and will be provided with details for similar detective work when they return to their communities.

Moderator:
Robin Mayer, Chief, Consumer Information Division, NHTSA, Washington, DC

Speakers:
Pamela Anikeeff, Ph.D., Consumer Information Division, NHTSA, Washington, DC

Luis Herrera, Director, Pasadena County Library, Pasadena, CA

DATA & RESEARCH

Current Applications of Photo Enforcement: A Research Perspective

Monday, March 29th, 9:30am-11:00am

Royal Palm Salons 4, 5, 6

More than 70 communities across the nation use photo enforcement as a way of improving traffic safety in intersections. In addition, there are work zone and speed applications of this technology both here and abroad, and research is emerging on these new uses. How effective is this technology and what effect has it had on reducing violations, crashes, deaths and injuries? Workshop participants will discuss these questions.

Moderator:
Richard Carlson, Lieutenant, Sacramento Sheriff’s Office, Sacramento, CA

Speakers:
Leslie Blakey, Blakey & Agnew, Washington, DC

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

Speed Management: New Approaches to an Old Problem
Monday, March 29th, 9:30am-11:00am
Sunset Room (Repeats on Tuesday, March 30th
8:15am-9:45am in Golden West)
Pedal to the medal, or quick to the grave? Despite decades of
effort, speed-related fatalities/injuries continue to plague our nation’s highways. A new approach is necessary.
Effective speed management requires an integrated effort by the heretofore-separate disciplines of engineering, enforce-
ment, public policy, and the judiciary. This collaborative
approach offers insight to causes and possible solutions to
speed-related reportable collisions.

Moderator:
Earl Hardy, NHTSA, Washington, DC

Speakers:
Robin Smith, Judge, City of Midland Municipal Court,
Midland, TX
Mary Rennie, Sergeant, California Highway Patrol,
Sacramento, CA
Keith Harrison, Federal Highway Administration,
San Francisco, CA

ADULT OCCUPANT PROTECTION
It’s Not Cool to Buckle Up—Reaching Teens
Monday, March 29th, 9:30pm-11:00am
Garden Salon 2
(Repeat from Sunday)
This session will include strategies used in the program
development to appeal to teens; risk behaviors identified
and incentives, such as school parking privileges. It will
also include innovative programs and enforcement.

Moderator:
Bella Dinh-Zarr, Ph.D., MPH, Director, Traffic Safety Policy,
AAA, Washington, DC

Speakers:
Rob Kaufman, Crash Investigator, Harborview Injury
Prevention and Research Center, Seattle, WA
Jim Fell, Director, Traffic Safety and Enforcement Programs,
Pacific Institute for Research and Evaluation,
Calverton, MD
Mark Alonge, Executive Director, North Central
Highway Safety Network, Pottsville, PA
Carol Alonge, Highway Safety Coordinator, North
Central Highway Safety Network, Pottsville, PA
ILD PASSENGER SAFETY

Restraint Legislation: How to communicate the Public and Work with Legislators to Develop a Comprehensive Law
Monday, March 29th, 12:45pm-2:15pm
DEN Salon 1

22 states have enacted legislation to cover boost-seated children, with many more bills pending. It is imperative to provide education regarding the law and restraint use. Hear from representatives about their states to educate the general public and ensure compliance. This workshop will also focus on guidelines for developing a comprehensive child restraint law and working with legislators to get the law passed.

Speaker:
Kruger, Executive Director, Washington State Safety Restraint Coalition, Kirkland, WA

Speakers:
Kim, Senior Program Consultant, Safety BeltSafe SA, Whittier, CA
Beckett, Executive Director, MD Committee for Safety Belt Use, Inc., State Coordinator, Maryland AFE KIDS Coalition, Hanover, MD

IMPAIRED DRIVING

34 Year Olds: What Do You Do With These Wild and Wavy Guys? (Part 2)
Monday, March 29th, 12:45pm-2:15pm
Field Room

The research is clear that this is the age group most significantly involved in alcohol-related crashes. The law says you can legally drink - but what can be done to get them in one piece? Presenters will discuss programs tailored specifically for this high-risk population.

 Moderator:
Esteban Muir, NHTSA, Impaired Driving Division, Washington, DC

Speakers:
Pepper, Executive Director, Team Coalition, Inc., Arlington, VA
Meluso, President, Recording Artists, Actors and Athletes Against Drunk Driving (RADD), Studio City, CA
Baker, Executive Director, Institute for Public Strategies, San Diego, CA
Peters, President, Responsible Hospitality Institute, San Diego, CA

Visit the exhibit area for complimentary refreshment breaks
ADULT OCCUPANT PROTECTION

Special Focus Groups
Monday, March 29th, 12:45pm-2:15pm
Windsor/ Hampton Rooms
Rural and tribal areas need special programs, such as tribal ordinances, to promote occupant restraint use. This session will present the results of the National Rural Health Association report along with successful mobilization efforts that have occurred in rural areas.

Moderator:
Georgia Chakiris, Regional Administrator, NHTSA-Region VI, Fort Worth, TX

Speakers:
Richard Blomberg, President, Dunlap and Associates, Inc., Stamford, CT
Patricia Abeyta, Program Coordinator, Indian Highway Safety Program, U.S. Department of Interior Bureau of Indian Affairs, Albuquerque, NM
Paul McGinnis, President, McGinnis and Associates, West Linn, OR

DATA & RESEARCH

Designing and Implementing Program Evaluation
Monday, March 29th, 12:45pm-2:15pm
Royal Palm Salons 4, 5, 6
Program evaluation is a key component for determining progress and garnering support for a program. This workshop will focus on the theory and practice of program evaluation. Type of evaluation, sample size, use of IRBs and other issues will be covered.

Moderator:
Linda Cosgrove, NHTSA, Office of Research and Technology, Washington, DC

Speaker:
Randy Elder, Ph.D., Senior Service Fellow, Div. of Unintentional Injury Prevention, National Center for Injury Prevention and Control, Centers for Disease Control and Prevention, Atlanta, GA

OTHER HIGHWAY SAFETY

At Last We Know What We Always Thought: Paid Media Works!
Monday, March 29th, 12:45pm-2:15pm
Pacific Salons 4 & 5
(Repeats on Tuesday, March 30th, 3:15pm-4:45pm in Windsor/Hampton Rooms)
This workshop will document the success of combined high visibility enforcement and paid advertising during the 2003 national “Click It or Ticket” mobilization and the “You Drink & Drive. You Lose,” crackdown. A detailed discussion on audience segmentation, development and implementation of the national and State media buy plans, and the methods employed to evaluate the success of each campaign will be presented.

Moderator:
Susan Gorcowski, Director, Office of Communications and Consumer Information, NHTSA, Washington, DC

Speakers:
David Preusser, President, Preusser Research Group, Trumbull, CT
David Mitchell, Senior Partner, Greer, Magolis, Mitchell & Burns, Washington, DC
IA & RESEARCH
proving the Safety of Young Drivers: search on One State’s Experience
unday, March 29th, 12:45pm-2:15pm
rise Room
udated licensing laws generally have been shown to an effective way to improve the safety of young driv-
Such laws allow a phased-in driving experience under supervised conditions. New research on the effec-
tiveness of graduated driving licenses in California will be the focus of this workshop.

ter:
le Ray, Senior Epidemiologist, County of San Diego, Health and Human Services Agency, Division of Emergency Medical Services, San Diego, CA
akers:
k McCullough, San Diego Police Department, San Diego, CA
n Smith, Emergency Medical Services, San Diego, CA
bert Hagge, Research and Development, California Division of Motor Vehicles, Sacramento, CA

INAL JUSTICE
omed Enforcement: Lessons Learned
unday, March 29th, 12:45pm-2:15pm
set Room
ile...you are on red light camera! Automated enforcement offers new methods to address old prob-
s, such as red-light running and speed.
lementation is not always easy, however. Legal, technical and public relations problems are frequently countered. The experience and knowledge of municipalities that have implemented automated enforcement systems offer concrete information on the pitfalls and potential rewards of automated enforcement.

ter:
n Balser, Office of Safety, Federal Highway Administration, Washington, DC
akers:
tick Burke, Lieutenant and Traffic Safety Coordinator, Metropolitan Police Department, Washington, DC
y Rennie, Sergeant, California Highway Patrol, Sacramento, CA
lie Blakey, Blakey & Agnew, Washington, DC
ury Hannigan, Former California Highway Patrol Commissioner, McLean, VA

2:15pm–2:45pm
Complimentary Refreshment Break
Exhibit Hall/Grand Ballroom and Foyer
2:45pm–4:15pm
5th Workshop Session

CHILD PASSENGER SAFETY
CPS Beyond the Booster Seat Age
unday, March 29th, 2:45pm-4:15pm
San Diego Room
The vast majority of infants and toddlers are now transported in child restraints. Booster seat use is steadily increasing. However, restraint use by 9 to 15 year-olds is considerably lower than for their younger counterparts and little has been done to identify the most effective ways to get these older children restrained. This workshop will look at usage data, potentially successful educational approaches for pre-teens and new efforts to increase restraint use among 9 to 15 year-olds.

Moderator/Speaker:
Phil Haseltine, President, Automotive Coalition for Traffic Safety, Inc., Arlington, VA

Speakers:
James Nichols, Ph.D., Vienna, VA
Peter Mitchell, Senior Marketing and Communications Specialist, Academy for Educational Development, Washington, DC
Marilena Amoni, Associate Administrator, Program Development and Delivery, Traffic Injury Control, NHTSA, Washington, DC

Wear your badge!
CHILD PASSENGER SAFETY
Implementing Successful CPS Programs in Health Care Settings
Monday, March 29th, 2:45pm-4:15pm
Sunrise Room
This session will review the process and struggles of implementing child passenger safety into many healthcare facilities. We will look at the past, present and discuss the future hurdles surrounding hot topics such as policy development, documentation, how many techs we need, integration of clinics, and education needs of staff nurses. The California statute mandating CPS education in healthcare will be explained and its impact reviewed for potential duplication. Participants are encouraged to bring samples of policies and documentation for sharing and building a network of professionals who seek to develop further standardization of healthcare-based CPS.

Moderator/Speaker:
Ann King RN, CPN, Coalition Coordinator,
Tri-Cities SAFE Kids of Nebraska,
Saint Francis Medical Center, Grand Island, NE

Speakers:
Sharon Bilbrey, Coordinator, Child Passenger Safety Program, Arkansas Children’s Safety Program,
Little Rock, AR
Anne Stokman RN, CDE, Doctors Medical Center Foundation, Modesto, CA

ADULT OCCUPANT PROTECTION
Reaching Unrestrained High-Risk Drivers and Occupants
Monday, March 29th, 2:45pm-4:15pm
Sheffield Room
Discuss the who, what, where, and why of those who continue to ride unrestrained. Learn who are they? What are the obstacles to increasing seatbelt use rates in rural and urban America, in pick up trucks? Why are belt use rates higher in SUVs? What role do legislative exemptions play? What countermeasures and messages can be used to raise belt use?

Moderator:
Danielle Roeber, Alcohol Safety and Occupant Restraint Coordinator, National Transportation Safety Board, Washington, DC

Speakers:
Neil Chaudhary, Ph.D., Research Associate, Preusser Research Group, Trumbull, CT
Phil Salzberg, Washington Traffic Safety Commission, Olympia, WA
Nancy Rodrigues, Executive Director, DRIVE SMART Virginia, Richmond, VA
Dawn Olson, Traffic Safety Manager, North Dakota Dept. of Transportation, Bismark, ND

IMPAIRED DRIVING
Impaired Driving Victim Impact Panel
Monday, March 29th, 2:45pm-4:15pm
Windsor/Hampton Rooms
Every alcohol-related crash fatality and injury statistic represents a person and a family whose lives are forever changed. This workshop exposes the tragedy caused by drunk driving and the aftermath caused by America’s most frequently committed violent crime.

Moderator:
Wendy Hamilton, National President, MADD, Irving, TX

Speakers:
Juan Molina Volunteer, MADD Board of Directors, San Diego, CA
Mark Manion Member, MADD Board of Directors, San Diego, CA
Jacqui Saburido, Traffic Operations Division, Texas Department of Transportation, Austin, TX

LIFESAVERS 2004
NATIONAL CONFERENCE ON HIGHWAY SAFETY PRIORITIES
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<th>Speaker/Presenter</th>
<th>Notes/Location</th>
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<td>9am</td>
<td>Implications of the Latest Older Driver Research (AOP)</td>
<td>The National Academies of Science Underage Drinking Report</td>
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<td>In the Trenches: The Politics of Passing Primary Enforcement (AOP)</td>
<td>Technical Issues for CPS Advocates (CPS)</td>
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<td>High Visibility Mobilization: Evaluating Their Impact (CPS)</td>
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<td>Accessing and Using NHTSA Data Products (DR)</td>
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<td>Responsibilities and Revisions</td>
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<td>Innovative Court Strategies for DWI Cases (Part 1)</td>
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<td>Older Drivers: Where to Turn for Help (CPS)</td>
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<td>Current Application Photo Enforcement Research Perspec</td>
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<td>10am</td>
<td>Child Restraint Misuse (CPS)</td>
<td>Child Restraint Legislation: How to Educate the Public and</td>
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<td>Work with Legislators to Develop a Comprehensive Law</td>
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<td>Traffic Safety Measures: Recommendations for States and</td>
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<td>Communities (DR)</td>
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<td>Designing and Implementing Program Evaluation (DR)</td>
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<td>Assessing Community Traffic Safety (ACTS) &amp; Deciding &quot;Out</td>
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<td>Loud&quot; (OHSP)</td>
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<td>Recent Trends in Highway Safety (DR)</td>
<td>(OHSP)</td>
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<td>Traffic Enforcement is Law Enforcement (CJ) (Repeats 10:15)</td>
<td>(CPS)</td>
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<td>Controlling Drinking and Driving at the Borders: Research</td>
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<td>CPS Beyond the Booster Seat Age (CPS)</td>
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<td>10:40p</td>
<td>New Research, New Findings on Impaired Driving (DR)</td>
<td>National CPS Program: Detailed Review for Class Administrators &amp; Instructors (CPS)</td>
<td>(OHSP)</td>
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<td>Other Hard to Reach Populations: Physicians, Policy Makers and the Press (CPS)</td>
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<td>Safe Routes to School: Adults Using Their Heads So Kids Can Use Their Feet (OHSP)</td>
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<td>Enforcement Mobilization Belts, Booze and Beyond (CJ)</td>
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<td>11am</td>
<td>How Regulatory Changes Are Impacting Child Restraints (CPS)</td>
<td>360 Marketing – Keeping the Message Alive Through the Business Marketing Approach (OHSP)</td>
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<td>Traffic Enforcement is Law Enforcement (CJ)</td>
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<td>Employing Data to Get Your Message Across (CPS)</td>
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<td>Impaired Driving Enforcement Best Practices – What's Working (ID)</td>
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<td>Getting it All Together: Comprehensive Pedestrian Safety Programs (OHSP)</td>
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<td>11:30p</td>
<td>Success At Last: Did We Ask the Youth? (OHSP)</td>
<td>Why Aren't We Seeing Reduction in Highway Fatalities (DR)</td>
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<td>Gaining Local Support for National Mobilizations (OHSP)</td>
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<td>Ask the Experts (OHSP)</td>
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<td>Higher Risk Drivers—What Works to Stop Rape Offenders and Those Driving on Suspended Licenses (ID)</td>
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<td>What's New in Aggressive, Drowsy, and Distracted Driving Research? (CJ)</td>
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<td>Street Racing/Sideshow (CJ)</td>
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<td>Reaching Underserved Communities with CPS (OHSP)</td>
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<td>Data and Research</td>
<td>Understanding and Using Impaired Driving Data (DR)</td>
<td>Innovations in Community Bicycle Safety Programs (OHSP)</td>
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<td>Impaired Driving</td>
<td>Speed Management: New Approaches to an Old Problem (CJ) (Repeat Tuesday at 8:15am)</td>
<td>21-34 Year Olds: What to do with These Wild &amp; Crazy Guys? (Part 1) (ID)</td>
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<td>OHSP</td>
<td>Other Highway Safety Priorities</td>
<td>Automated Enforcement Lessons Learned (CJ)</td>
<td>At Last We Know What We Always Thought: Paid Media Works! (OHSP) (Repeat Tuesday at 3:15)</td>
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<td>Last We Know What Always Thought: Paid Media Works! (SP)</td>
<td>Success Stories: Getting Belt Use Above 90% (AOP)</td>
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** وقدة RESEARCH**

**trolling Drinking and Driving**

**Borders: Research Results**

**day, March 29th, 2:45pm-4:15pm**

**set Room**

most Friday and Saturday nights, many young incans aged 18-25 cross the border to engage in drinking in Tijuana, Mexico and then drive back his country. This workshop will focus on surveys of involved in such drinking, the lessons learned the surveys, the results of several interventions th were developed in response and the implications omunity programs.

**erator:**

Voas, Pacific Institute for Research and Evaluation, Iverton, MD

**ikers:**

Fell, Director, Traffic Safety and Enforcement ogoms, Pacific Institute for Research and aluation, Calverton, MD

Lacey, Pacific Institute for Research and Evaluation, Iverton, MD

**OTHER HIGHWAY SAFETY**

**Assessing Community Traffic Safety (ACTS) and Deciding “Out Loud”**

**day, March 29th, 2:45pm-4:15pm**

**California Room**

Michigan and Texas have successfully used the ACTS (Assessing Community Traffic Safety) tool to develop strategic plans and countermeasures for solving problems and developing successful strategies for expanding partnerships to sustain coalition’s mission and accomplish goals and objectives. Also hear another approach to the strategic planning process involving group decisions and discussing out loud what information is needed and being able to describe the rationale behind the decision.

**Moderator:**

Jack Champlin, NHTSA-Region IX, San Francisco, CA

**Speakers:**

Jennifer June Balogh, Program Planner and Evaluation Coach, Deciding Out Loud, El Centro, CA

Terri Miller, Family Development and Resource Management, Texas Cooperative Extension Service, College Station, TX

William Donohue, Ph.D., Department of Communication, Michigan State University, East Lansing, MI

**OTHER HIGHWAY SAFETY**

**Making Their Lives Count, the Faces of America’s Youth on the Move**

**day, March 29th, 2:45pm-4:15pm**

**Royal Palm Salons 1, 2, 3**

Youth program leaders discuss the effect of culture and ethnicity on traffic safety program design. Youth panelists represent cross-diversity to address the unique strategies used in different geographic, cultural and ethnic settings.

**Moderator:**

Valerie Mendralla, President, Alcohol and Other Drug Peer Educators, BACCHUS & GAMMA Peer Education Network, Minneapolis, MN

**Speakers:**

Lee Baltazar, Co-President, United National Indian Tribal Youth, Tucson, AZ

Waco Phipps, Youth Ambassador, Farm Safety 4 Just Kids, Kearney, NE

Kelly Rodriguez, Youth Leader, ASPIRA, Tallahassee, FL
CRIMINAL JUSTICE

Traffic Enforcement is Law Enforcement
Monday, March 29th, 2:45pm-4:15pm
Town & Country Room
(Repeats on Tuesday, March 30th 10:15am-11:45am in Garden Salon 2)
State and local law enforcement agencies are experiencing rising levels of crime and diminishing fiscal and personnel resources. Too often, law enforcement mistakenly characterizes the problem as a choice of either funding crime prevention or traffic safety. In reality, law enforcement can accomplish both goals. A viable traffic safety program, however, not only saves lives in reduced traffic fatalities, but also aids in crime prevention and apprehension.

Moderator:
Steve Guderian, Law Enforcement Coordinator, NHTSA-Region IX, San Francisco, CA

Speakers:
Glenn Cramer, Deputy Chief, Washington State Patrol, Olympia, WA
Don Uelmen, Operations Coordinator, California Office of Traffic Safety, Sacramento, CA
John Butler, Sergeant, Tempe Police Department, Law Enforcement Liaison, Arizona Governor’s Office of Highway Safety, Phoenix, AZ

CRIMINAL JUSTICE

Impaired Driving Enforcement: A Systems Approach
Monday, March 29th, 2:45pm-4:15pm
Royal Palm Salons 4, 5 & 6
(Repeat from Sunday)
Are your impaired driving enforcement efforts deterring potential offenders? This panel will explore the importance of the integration of enforcement, prosecution and adjudication efforts, combined with heightened publicity to increase the effectiveness of DWI enforcement. Panelists will discuss how their separate roles and efforts influence the DWI enforcement process, and how increased cooperation within the law enforcement system, coupled with effective media use, can increase the outcome of those efforts.

Moderator:
William Peters, Lieutenant, Mesa Police Department, Mesa, AZ

Speakers:
Steve Talpins, Prosecutor Fellow, NHTSA/NAPC, Miami, FL
Robin Smith, Judge, City of Midland Municipal Court, Midland, TX

Tuesday, March 30

7:00am – 4:30pm
Registration Open Atlas Ballroom Foyer

7:30am – 12 noon
Exhibits Open Grand Ballroom and Foyer

7:30am – 8:15am
Complimentary Continental Breakfast
Exhibit Hall/Grand Ballroom

8:15am – 9:45am
6th Workshop Session

CHILD PASSENGER SAFETY

National CPS Program: Detailed Review for Class Administrators & Instructors (Part 2)
Tuesday, March 30th, 8:15am-9:45am
California Room
Instructors and Class Administrators have a special role in CPS certification. This session will summarize the new responsibilities that come with class registration, recruitment, teaching, testing and student follow-up. The focus of this workshop will be on the administrative requirements of the National Standardized Child Passenger Safety Training Program and certification, not on instructor skills building.

Moderator/Speaker:
Karen Farnsworth, Acting Director, Training and Education, National SAFE KIDS Campaign, Washington, DC

Speakers:
Carole Guzzetta, Highway Safety Specialist, NHTSA, Occupant Protection Division, Washington, DC
Joe Colella, Member, National CPS Board, National SAFE KIDS Campaign, Washington, DC
Angela Osterhuber, Chair, National CPS Board, Project Director, Traffic Injury Prevention Project, PA Chapter of the AAP, Rosemont, PA

LIFESAVERS 2004
NATIONAL CONFERENCE ON HIGHWAY SAFETY PRIORITIES
CHILD PASSENGER SAFETY

Other Hard-to-Reach Populations: Physicians, Policy Makers and the Press

Tuesday, March 30th, 8:15am-9:45am
Vineyard/Hampton Rooms

As CPS advocates, we talk about how to work with hard-to-reach populations defined by race, socioeconomic status, or educational level. But other hard-to-each populations—physicians, policy makers, and the press—require tailored approaches as well. We will provide practical strategies and examples of what not to do in collaborating with physicians and health providers, lobbying policy makers, and pitching media stories to the press regarding your CPS program.

Moderator/Speaker:
Becky Levin-Goodman, MPH, Manager
Division of Child and Adolescent Health,
American Academy of Pediatrics, Elk Grove Village, IL

Speakers:
Janet Brooks, Child Advocacy Manager,
Primary Children’s Medical Center, Salt Lake City, UT
Teresa Rapine, BSN, RN, Director, Kiwanis Pediatric Trauma Institute, The Children's Hospital, Denver, CO

ADULT OCCUPANT PROTECTION

Occupant Protection 101 – How it Works

Tuesday, March 30th, 8:15am-9:45am
Sheffield Room

This is the ideal session for newcomers to Lifesavers who want to learn how various technologies in the vehicle contribute to protecting the occupant. The panel will describe in simple terms how each occupant protection device works and how they interact. The issues covered will include seat belts and air bags, adjustable upper anchorages, load limiters, pre-tensioners, head restraint effectiveness, dashboard design and vehicle crush zones. The interaction of these occupant protection systems with child safety seats will be included.

Moderator:
Barry Felske, Director, Washington Regulatory Affairs,
Chrysler Corporation, Washington, DC

Speakers:
Susan Ferguson, Ph.D., Senior Vice President, Research,
Insurance Institute for Highway Safety, Arlington, VA
Steven Kratzke, Associate Administrator for Rulemaking,
NHTSA, Washington, DC

IMPARED DRIVING

How Can Non-Law Enforcement Groups Support High Visibility Enforcement?

Tuesday, March 30th, 8:15am-9:45am
Sunrise Room

Research shows that high visibility enforcement has a strong impact in deterring impaired driving. This workshop will explore activities successfully undertaken by non-enforcement organizations that support the work of law enforcement.

Moderator:
Karen Spratlen, National Director of Public Policy, MADD, Washington, DC

Speakers:
Jason Hamblen, Impaired Driving Program Coordinator,
Michigan State Police, Office of Highway Safety Planning, East Lansing, MI
Jenny Ross, MADD State Legislative Affairs Coord. and Impaired Driving Mobilization Partner Support Grant Manager, MADD, Washington, DC

OTHER HIGHWAY SAFETY

Safe Routes to School: Adults Using Their Heads So Kids Can Use Their Feet

Tuesday, March 30th, 8:15am-9:45am
Royal Palm Salons 1, 2, 3

Getting to school safely is about more than just “look left-right-left before crossing” and wearing bicycle helmets. It entails community support of infrastructure improvements, school administrators supporting curricula on bicycle and pedestrian safety, enforcement of speed limit and parking rules near schools, and concern about the fitness of our children. This workshop will gather experts who have implemented safe routes to school programs to share their experiences and to bring others on board the foot-powered bandwagon.

Moderator:
Sami Fournier, Executive Director, League of American Bicyclists, Washington, DC

Speakers:
Peggy da Silva, Executive Director, Walk San Francisco, San Francisco, CA
Deb Hubsmith, Marin County Bicycle Coalition, San Anselmo, CA
Angela Mickals, Ph.D., Program Director, National SAFE KIDS Campaign, Washington, DC
CRIMINAL JUSTICE

Enforcement Mobilizations: Belts, Booze and Beyond
Tuesday, March 30th, 8:15am-9:45am
Royal Palm Salons 4, 5, 6
This panel will explore the differences and impacts of a variety of mobilization models conducted by several states and implemented widely by law enforcement in order to achieve general deterrence objectives. Options for changing priority focus after enforcement intervals, and mixing enforcement emphasis during mobilizations, are highlighted.

Moderator:
Scott MacGregor, Chief, California Highway Patrol, Planning and Analysis Division, Sacramento, CA

Speakers:
John Lacey, Pacific Institute for Research and Evaluation, Calverton, MD
Melissa Cummings, Traffic Safety Officer, Chula Vista Police Department, Chula Vista, CA
David Preusser, Ph.D., President, Preusser Research Group, Trumbull, CT

DATA & RESEARCH

New Research, New Findings on Impaired Driving
Tuesday, March 30th, 8:15am-9:45am
Garden Salon 1
The latest research on impaired drivers: Who are they? How can they be detected and convinced to provide a BAC test? Do designated driver programs help keep them off the road?

Moderator:
Jim Hedlund, Highway Safety North, Ithaca, NY

Speakers:
Randy Elder, Ph.D., Senior Service Fellow, Division of Unintentional Injury Prevention, National Center for Disease Control and Prevention, Centers for Disease Control and Prevention, Atlanta, GA
Caren Frost, Ph.D., MPH, Associate Director, Social Research Institute, University of Utah, Salt Lake City, UT
Mary Phillips, MEd, Research Assistant, Social Research Institute, University of Utah, Salt Lake City, UT
Lori Geary, MPH, Preusser Research Group, Trumbull, CT
Thomas Zwicker, Ph.D., Preusser Research Group, Trumbull, CT

OTHER HIGHWAY SAFETY

National Security or Highway Safety: What is the Purpose of the Driver License?
Tuesday, March 30th, 8:15am-9:45am
Garden Salon 2
The original intent of the driver license was to certify that an applicant was minimally qualified to operate a motor vehicle. Over the years the non-commercial driver license has come to be our country's preferred form of identity. So what is it, an identity document or a driver safety document, or both?

Moderator:
Jim Green, NHTSA, Kansas City, MO

Speakers:
Jay Maxwell, COO, AAMVA, Arlington, VA
Billy Dixon, Lieutenant Colonel, Florida Highway Patrol, Tallahassee, FL

Please turn your cell phones off during sessions.
1993 HIGHWAY SAFETY
Marketing – Keeping the
ssage Alive Through the Business
rketin Approach
oday, March 30th, 8:15am-9:45am
set Room
ets on Tuesday, March 30th at 10:15am-11:45am in
en Salon 1)
how to generate year-round media interest in traffic
y and, specifically occupant protection and impaired
ng. Included in the discussions will be media focusing
high-visibility enforcement during and between cracks,
y communications platforms that can be used
oughout the year to expand earned media opportunities.

derator:

in Mayer, Chief, Consumer Information Division,
HTSA, Washington, DC
akers:

Mitchell, Senior Marketing and Communications
specialist, Academy for Educational Development,
ashington, DC

Marano, Marketing and Public Affairs Manager,
ifornia Office of Traffic Safety, Sacramento, CA

Ledford, Atlanta Journal Constitution, Atlanta, GA

INAL JUSTICE
ed Management:

Approaches to an Old Problem
oday, March 30th, 8:15am-9:45am
eden West Room (Repeat from Monday)
al to the medal, or quick to the grave? Despite
eses of enforcement, speed-related fatalities/injuries
tinue to plague our nation's highways. A new
roach is necessary. Effective speed management
ires an integrated effort by the heretofore-separate
iplines of engineering, enforcement, public policy,
the judiciary. This collaborative approach offers
ht to causes and possible solutions to speed-related
rtable collisions.

derator:

Hardy, NHTSA, Washington, DC
akers:

Smith, Judge, City of Midland Municipal Court,
midland, TX

Rennie, Sergeant, California Highway Patrol,
samento, CA

arrison, Federal Highway Administration, San
Francisco, CA

CHILD PASSENGER SAFETY
How Regulatory Changes
Are Impacting Child Restraints
Tuesday, March 30th, 10:15am-11:45am
Golden West Room
This workshop will outline the recent changes to Federal
Motor Vehicle Safety Standard 213. Representatives from
child restraint manufacturers will share information about
new products and discuss how these regulatory changes,
as well as the new ease of use ratings, have impacted their
products. Furthermore, hear from a brand new car seat
company that is marketing a new booster seat.

Moderator:

Ross Taylor, CPSP List Co-Moderator, Flagstaff, AZ
Speakers:

J. Teresa Bock, Director, Quality and Regulatory Affairs,
Britax Child Safety, Inc., Charlotte, NC

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

Crouzzillat, Safety Advisor, E-Z-ON Products, Inc.,
Jupiter, FL

Car Helminski, Marketing Manager for
Communications/Training, Graco Children's Products,
Inc., Scottsdale, AZ

Jeremiah McCulley, Assistant Product Manager for Car
Seats, Dorel Juvenile Group, Columbus, IN

John Riedl, President, Compass, Kettering, OH

Edward S. Whitaker, Manager of Operations,
Car Seat Speciality, Inc., Rock Hill, SC

Andy Kiser, Evenflo, Vandalia, OH
IMPARED DRIVING
Underage Drinking: Youth Speak Out
Tuesday, March 30th, 10:15am-11:45am
Sunrise Room
What do young people have to say about underage drinking? Hear from youth who are actively engaged in efforts in their communities to keep themselves and their peers safe from the effects of underage drinking.

Moderator:
Leah Preiss, Coordinator, MADD Youth in Action, Irving, TX

Speakers:
Justin St. Cyr, MADD Youth in Action, Denville, NJ
Molly Kay Linn, SADD Student of the Year, Franklin, IN
Valerie Mendrala, President, Alcohol and Other Drug Peer Educators, BACCHUS & GAMMA Peer Education Network, Minneapolis, MN

ADULT OCCUPANT PROTECTION
Occupant Protection 301 – Advanced Safety Technology Update
Tuesday, March 30th, 10:15am-11:45am
Sheffield Room
Learn about what advanced safety technology is available and coming soon. This session will also summarize the state of the art of the latest advanced air bag technology and will report on the effectiveness of side air bags. It will also include a summary of the findings of the recent TRB safety belt technology study.

Moderator:
Barry Felrice, Director, Washington Regulatory Affairs, DaimlerChrysler Corporation, Washington, DC

Speakers:
Phil Haseltine, President, Automotive Coalition for Traffic Safety, Inc., Arlington, VA
Robert Strassburger, Vice President, Vehicle Safety and Harmonization, Alliance of Automobile Manufacturers, Washington, DC
Allan Williams, Chief Scientist, Insurance Institute for Highway Safety, Arlington, VA
Bill Kozyra, President and CEO, Continental Teves, Auburn Hills, MI

OTHER HIGHWAY SAFETY
The ABCs of Head Start Transportation
Tuesday, March 30th, 10:15am-11:45am
Royal Palm Salons 4, 5, 6
Head Start is at a major crossroads concerning student transportation. A new Head Start regulation will require all local Centers to switch to school buses by January 2006. There are many challenges and opportunities that need to be addressed in the coming year if this transition is to be successful. This workshop will provide the background to the new regulations, how Head Start transportation differs from regular school bus transportation, and discusses training Head Start personnel on the new Child Passenger Safety Curriculum for School Buses.

Moderator/Speaker:
Roy Pearson, Head Start Transportation Consultant, Cleverex Systems, Inc., Rockville, MD

Speakers:
Alexandra Robinson, M.Ed., Director, Transportation Services Department, San Diego Unified School District, San Diego, CA
Nancy Netherland, Academy for Educational Development, Migrant and Seasonal Head Start Quality Improvement Center, New Sharon, ME

DATA & RESEARCH
Employing Data to Get Your Message Across
Tuesday, March 30th, 10:15am-11:45am
Royal Palm Salons 1, 2, 3
This interactive session will provide participants with the opportunity to practice converting data into information and applying this information to formats that are effective in getting the attention of 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 a state or community Fact Sheet.

Facilitator:
Sandy Johnson, Consultant, NHTSA, Washington, DC
AIRING DRIVING
paired Driving Enforcement Practices – What’s Working
Wed, March 30th, 10:15am-11:45am
California Room
A renewed national focus on stepping up impaired driving enforcement, this workshop examines law enforcement tactics that are making a difference in communities across the nation. Hear some new ideas that can help re-energize your enforcement efforts.

Organizer:
Fell, Director, Traffic Safety and Enforcement Programs, Pacific Institute for Research and Evaluation, Alverton, MD

Sponsors:
Car Moore, Georgia Office of Highway Safety, Atlanta, GA
Ph Mitchell, Captain, Louisiana Department of Public Safety, Gray, LA
J Cooper, Lieutenant, Claremont Police Department, Claremont, CA

MINAL JUSTICE
Homicide Homicide Case
Wed, March 30th, 10:15am-11:45am
Hampton Rooms
Assistant District Attorney Maureen McCormick from Brooklyn, New York, tells the story of a vehicular homicide from the point of view of a prosecutor detailing the challenges, obstacles and showing just what it takes to secure convictions. Her presentation has already met with success in the Brooklyn Public Schools, where she received permission from the victim’s family to use the case for educational purposes.

Organizer/Speaker:
Bobo, Director, National Traffic Law Center, American Prosecutors Research Institute, Alexandria, VA

Sponsors:
Maureen McCormick, Assistant District Attorney, Kings County District Attorney’s Office, Brooklyn, NY

OTHER HIGHWAY SAFETY
360 Marketing – Keeping the Message Alive Through the Business Marketing Approach
Wed, March 30th, 10:15am-11:45am
Garden Salon 1
(Repeat from 8:15)
Learn how to generate year-round media interest in traffic safety and, specifically occupant protection and impaired driving. Included in the discussions will be media focusing on high-visibility enforcement during and between crackdowns, and communications platforms that can be used throughout the year to expand earned media opportunities.

Organizer:
Robin Mayer, Chief, Consumer Information Division, NHTSA, Washington, DC

Speakers:
Peter Mitchell, Senior Marketing and Communications Specialist, Academy for Educational Development, Washington, DC
Mike Marando, Marketing and Public Affairs Manager, California Office of Traffic Safety, Sacramento, CA

CRIMINAL JUSTICE
Traffic Enforcement is Law Enforcement
Wed, March 30th, 10:15am-11:45am
Garden Salon 2
(Repeat from Monday)
State and local law enforcement agencies are experiencing rising levels of crime and diminishing fiscal and personnel resources. Too often, law enforcement mistakenly characterizes the problem as a choice of either funding crime prevention or traffic safety. In reality, law enforcement can accomplish both goals. A viable traffic safety program, however, not only saves lives in reduced traffic fatalities, but also aids in crime prevention and apprehension.

Organizer:
Steve Guderian, Law Enforcement Coordinator, NHTSA-Region IX, San Francisco, CA

Speakers:
Glenn Cramer, Deputy Chief, Washington State Patrol, Olympia, WA
Don Uelmen, Operations Coordinator, California Office of Traffic Safety, Sacramento, CA
John Butler, Sergeant, Tempe Police Department, Law Enforcement Liaison, Arizona Governor’s Office of Highway Safety, Phoenix, AZ
OTHER HIGHWAY SAFETY

Are You Riding Two Up? Partnerships Promoting Motorcycle Safety and Rider Education and Training
Tuesday, March 30th 10:15am-11:45am
Pacific Salons 4 & 5
(Repeat from Sunday)

Protecting motorcyclists from traffic crashes cannot take place in a vacuum; rider education and training play an important role, and should be a life-long experience, not a one-course session. What is your role in protecting motorcyclists? What goes into developing a rider education and training program? How do you forecast to meet training demand, both current and future? How are rider training programs delivered? Join this lively discussion on safety issues surrounding motorcycling and learn how you can partner with others to prevent motorcycle crashes.

Moderator:
Albert Hydeman, President, Albert Hydeman Associates, Hermosa Beach, CA

Speakers:
Ray Ochs, Ph.D., Director, Training Systems, Motorcycle Safety Foundation, Irvine, CA
Steve Garets, Director, TEAM OREGON, Oregon State University, Corvallis, OR
Ron Shepard, Chair, National Association of State Motorcycle Safety Administrators, Idaho Department of Education, Boise, ID

CHILD PASSENGER SAFETY

Inspection Stations
Tuesday, March 30th, 1:30pm-3:00pm
Golden West Room
This workshop includes a briefing about a NHTSA study of model inspection stations and a presentation on a rural community center-based inspection station that works to educate Head Start families about correct car seat use. Plus, learn about an innovative EMS agency that works with their local SAFE KIDS coalition to co-sponsor a high volume inspection station program and a model police inspection station program. Bring your questions, this panel has answers!

Moderator/Speaker:
Janet Dewey-Kollen, Air Bag and Seat Belt Safety Campaign/Project Planners Inc., Baton Rouge, LA

Speakers:
Jennifer Boote, CPS Consultant for Head Start Parent Training Program, Mahube Community Avenue, Park Rapids, MN
Eric Morrison, Mecklenburg EMS Agency, Charlotte, NC
Steven Casstevens, Assistant Chief, Hoffman Estate Police Department, Hoffman Estates, IL

CHILD PASSENGER SAFETY

Safe Transportation of Children with Special Needs
Tuesday, March 30th, 1:30pm-3:00pm
Royal Palm Salons 4, 5, 6
Products and current information are woefully limited in the area of special needs transportation. This workshop will emphasize general principles of proper restraint that are applicable to all children with special transportation needs.

Moderator/Speaker:
Roxanne Woods RN, Center Coordinator, UC Davis Health System Center for Injury Prevention, Sacramento, CA

Speakers:
Faye Diskin, Pediatric Occupational Therapist, Occupational Therapy PM & R, UC Davis Medical Center, Sacramento, CA
Derek Fletcher, Product Development, Snug Seat, High Point, NC
PAIRED DRIVING
1-Line Alcohol Resources for Afflictive Safety Practitioners
Tuesday, March 30th, 1:30pm-3:00pm
Officers Room
Here to go on the web for the latest information on programs and policies, data and research on the issues impaired driving and underage drinking. Several helpful websites will be reviewed that provide this information with the click of a mouse.

Moderator:
Ck Ellinger, State Legislative Relations Director, MADD, Washington, DC

Speakers:
Amin Mayer, Chief, Consumer Information, NHTSA, Washington, DC
Bernice Hochberg, Leadership to Keep Children Alcohol-Free, Chevy Chase, MD
Chuck Tremper, JD, Ph.D., Deputy Project Director, Alcohol Policy Information System, The CDM Group, Inc., Chevy Chase, MD

DATA & RESEARCH Ask the Experts
Tuesday, March 30th, 1:30pm-3:00pm
Royal Palm Salons 1, 2, 3
This open-ended workshop features four research experts who will be available to discuss current issues in the highway safety field and answer questions on diverse topics, including driver-related issues—young drivers, older drivers, alcohol, restraint use and child occupant safety—a well as vehicle safety and traffic engineering issues.

Moderator:
San Ferguson, Ph.D., Senior Vice President, Research, Insurance Institute for Highway Safety, Arlington, VA

Speakers:
Ian Williams, Chief Scientist, Insurance Institute for Highway Safety, Arlington, VA
Jh Lacey, Pacific Institute for Research and Evaluation, Calverton, MD
Richard Compton, NHTSA, Office of Research and Technology, Washington, DC

OTHER HIGHWAY SAFETY
Getting it All Together: Comprehensive Pedestrian Safety Programs
Tuesday, March 30th, 1:30pm-3:00pm
Sunset Room
In developing a pedestrian safety program, people often focus on enforcement, or infrastructure, or education. Some communities across the country have implemented comprehensive programs in which enforcement activities mesh with infrastructure and engineering enhancements and educational programs. The communities that you will hear from in this session will shed light on what small towns and large cities can accomplish through getting it all together to promote pedestrian safety.

Moderator:
Diane Winn, RN, MPH, Associate Director, Pediatric Injury Prevention Research Group, UCA, Irvine, CA

Speakers:
Gerard Soffian, New York City Department of Transportation, Long Island City, NY
Catherine Tseng, Oakland Pedestrian Safety Project, Community and Economic Development Agency, Oakland, CA
Erin Breen, Southern Nevada Injury Prevention Program, Las Vegas, NV

DATA & RESEARCH Why Aren’t We Seeing Reduction In Highway Fatalities
Tuesday, March 30th, 1:30pm-3:00pm
California Room
This workshop will discuss why overall highway fatalities are increasing slowly in the recent years after a period of decline. The session will also demonstrate how the vehicle fleet mix and some of the recent trends may be affecting the continued decline in highway fatalities.

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

Speakers:
Umesh Shankar, Mathematical Statistician, NHTSA, Washington, DC
William Walsh, McLean, VA
Al Crancer, Data and Evaluation Consultant, Crancer & Associates, Morage, CA
Paul Krisavage, Captain, Department of Public Safety, Hanford, CT
OTHER HIGHWAY SAFETY

Gaining Local Support for National Mobilizations
Tuesday, March 30th, 1:30pm-3:00pm
Garden Salon 2
What local programs are doing in support of National Campaigns? A round table discussion of what states have done to gain political permission, garner support and sustain interest for the "Click It or Ticket" and "You Drink and Drive. You Lose" Campaigns.

Moderator:
Katherine Wesolowski, Cuyahoga County Safe Communities, Rainbow Babies Children’s Hospital, Cleveland, OH

Speakers:
Kate Taylor, The Wellness Council of Sheridan County, Sheridan, WY
Robert Dallas, Governor’s Representative for Highway Safety, Governor's Office of Highway Safety, Atlanta, GA

OTHER HIGHWAY SAFETY
Success at Last:
Did We Ask the Youth?
Tuesday, March 30th, 1:30pm-3:00pm
Garden Salon 1
Youth leaders from three major national youth-member organizations will discuss the successful strategies for engaging youth in support of NHTSA’s high-visibility enforcement campaigns. These youth activities support both the periodic and sustained components of the “Click It or Ticket” and “You Drink & Drive. You Lose.” campaigns. Highlighted youth-supported efforts include a shoulder-tapping program; a youth volunteer assistance program for reducing law enforcement paperwork; and a new online program, “Project U-Turn,” with training for local youth to turn a tragic traffic safety event into a teachable moment.

Moderator:
Ruth Esteban-Muir, NHTSA, Impaired Driving Division, Washington, DC

Speakers:
Molly Kay Linn, SADD Student of the Year, Franklin, IN
Justin St Cyr, MADD Youth in Action, Denville, NJ
Alejandro Menendez, Vice President, Peer Education, Family, Career and Community Leaders of America, Toa Alta Heights, PR

OTHER HIGHWAY SAFETY
Novice Drivers: "What Gives?"
Tuesday, March 30th, 1:30pm-3:00pm
Windsor/Hampton Rooms
Novice drivers crash at a rate 10 times higher than adult drivers. Reasons for their high crash rates have been identified as inexperience, risk taking, and immaturity. Which of these factors is the most prominent cause of their crashes and what is being done about it? Panelists will review driver education programs, current intervention strategies and research. Can be a combination of research and innovative local programs.

Moderator:
Jim McKnight, Pacific Institute for Research and Evaluation, Calverton, MD

Speakers:
Allan Robinson, Ph.D., CEO, ADTSEA, Director, Highway Safety Center, Indiana University at Pennsylvania, Indiana, PA
Anne McCart, Insurance Institute for Highway Safety, Arlington, VA
Raymond Peck, Folsom, CA

CRIMINAL JUSTICE
Traffic Safety Resource-Prosecutors
Tuesday, March 30th, 1:30pm-3:00pm
Sunrise Room
What role do these prosecutors play in addressing traffic safety in local prosecutors offices and how can this tremendous resource address so many of the traffic safety community’s concerns and frustrations about the criminal justice system?

Moderator/Speaker:
John Bobo, Director, National Traffic Law Center, American Prosecutors Research Institute, Alexandria, VA

Speakers:
Frank Horowitz, California District Attorney’s Association, Sacramento, CA
David Wallace, Prosecuting Attorney’s Association of Michigan, Lansing, MI
Kim Fogarty, Massachusetts District Attorney’s Association, Boston, MA
3:15pm – 4:45pm
9th Workshop Session

CHILD PASSENGER SAFETY
Teaching Underserved Communities with CPS
Tuesday, March 30th, 3:15pm-4:45pm
Garden Salon 1
Certain populations have a higher injury/fatality rate. 
Fear strategies on how to identify resources and over-
come barriers in increasing CPS use in select commu-
ities such as non-English speaking, new Americans, 1st 
americans, ethnic, rural and "bush" communities.

Moderator/Speaker:
Melody Tucker, Owner and Director, Tucker Associates, 
Tulare, CA

Speakers:
Marcie Ellis, Coordinator, SAFE KIDS Greater 
Sacramento, Prevention Specialist, Mercy San Juan 
Medical Ctr., Carmichael, CA
Gordon Glaser, Health Program Manager, State of Alaska, 
Division of Public Health, Anchorage, AK

CHILD PASSENGER SAFETY
Quality Control and Liability Prevention for CPS Programs
Tuesday, March 30th, 3:15pm-4:45pm
San Diego Room
Quality assurance and the fear of liability can be very real 
urdles to implementing child passenger safety programs. 
Sometimes this “fear” is justified, other times it is not. 
This session will review some helpful tips to consider 
while planning and implementing your programs so as to 
provide quality service and minimize your and your orga-
nization’s exposure to liability. “Protections” provided by 
state and federal law, proper protocols, documentation, 
insurance and evaluation will also be discussed.

Facilitators:
Alan Korn, J.D., Director, Public Policy, National SAFE 
KIDS Campaign, Washington, DC
Julie Robbins, Injury Prevention/Traffic Safety Consultant, 
Carmel, IN

IMPAIRED DRIVING
Higher-Risk Drivers—What Works to Stop Repeat Offenders, High BAC 
Offenders and Those Driving on Suspended Licenses
Tuesday, March 30th, 3:15pm-4:45pm 
Town & Country Room
What are some of the research-based strategies that exist 
to deal with the DWI offenders (and others) who don’t 
seem to get the message? If offenders in your communi-
ty seem to be getting too many bites of the apple, check 
out these model programs and laws.

Moderator:
Heidi Coleman, NHTSA, Impaired Driving Division, 
Washington, DC

Speakers:
Ralph Hingson, Sc.D., MPH, Social and Behavioral 
Sciences Department, Boston University School of 
Public Health, Boston, MA
Sal Rosano, Law Enforcement Liaison, NHTSA-Region IX, 
San Francisco, CA

ADULT OCCUPANT PROTECTION
Success Stories: Getting Belt Use Above 90 Percent
Tuesday, March 30th, 3:15pm-4:45pm 
Sheffield Room
Hear what it takes to get seat belt use above 90 percent 
from those who did it. This session will discuss the 
effectiveness of paid media, including arranging for paid 
media, determining the reach and the outcome of paid 
media. It will also address efforts to convert the situ-
tional users to full-time users, including who are they 
and what message reaches them.

Moderator/Speaker:
Christopher Murphy, Deputy Director, California Office 
of Traffic Safety, Sacramento, CA

Speakers:
Steve Lind, Washington Traffic Safety Commission, 
Olympia, WA
Troy Costales, Manager, Transportation Safety Division 
and Governor’s Highway Safety Representative, 
Oregon Department of Transportation, Salem, OR
Gordon Hong, Highway Safety Coordinator, Hawaii 
Department of Transportation, Honolulu, HI
DATA & RESEARCH

**What’s New in Aggressive, Drowsy, and Distracted Driving Research?**
Tuesday, March 30th, 3:15pm-4:45pm
California Room
Aggressive, distracted and drowsy driving are emerging issues that have captured the interest of the public and state legislatures. This workshop will provide an overview of the most recent research on all three types of driving.

**Moderator/Speaker:**
Peter Kissinger, *President*, AAA Foundation, Washington, DC

**Speakers:**
Kathleen Harder, Ph.D., *Center for Sustainable Building Research*, College of Architecture and Landscape Architecture, University of Minnesota, Minneapolis, MN
Vicki Neale, Ph.D., *Director*, Center for Crash Causation and Human Factors, Virginia Tech Transportation Institute, Blacksburg, VA
Jane Stutts, Ph.D., *Associate Director of Social and Behavioral Research*, Highway Safety Research Center, University of North Carolina, Chapel Hill, NC

**OTHER HIGHWAY SAFETY**

**At Last We Know What We Always Thought: Paid Media Works!**
Tuesday, March 30th, 3:15pm-4:45pm
Windsor/ Hampton Rooms
(Repeat from Monday)
This workshop will document the success of combined high visibility enforcement and paid advertising during the 2003 national “Click It or Ticket” mobilization and the “You Drink & Drive. You Lose.” crackdown. A detailed discussion on audience segmentation, development and implementation of the national and State media buy plans, and the methods employed to evaluate the success of each campaign will be presented.

**Moderator:**
Susan Gorcowski, *Director*, Office of Communications and Consumer Information, NHTSA, Washington, DC

**Speakers:**
David Preusser, *President*, Preusser Research Group, Trumbull, CT
David Mitchell, *Senior Partner*, Greer, Magolis, Mitchell & Burns, Washington, DC

CRIMINAL JUSTICE

**Street Racing/Sideshow**
Tuesday, March 30th, 3:15pm-4:45pm
Sunrise Room
Street racing... Is it a drag? Street racing has a long history in American culture. Sideshow events are but a more recent twist to an old game. Both are equally dangerous. Providing legal outlets for racing; coordinated multi-agency enforcement and prosecution; community involvement and public education; and aggressively citing for violations of illegal vehicle modifications (which results in costly vehicle repairs) can reduce these incidents.

**Moderator:**
Patrick Lowery, *Sergeant*, Kent Police Department, Kent, WA

**Speakers:**
Greg Sloan, *Detective*, San Diego Police Department, San Diego, CA
Stephen Bender, Ph.D., *Professor*, Epidemiology/Biostatistics, Graduate School of Public Health, San Diego State University, San Diego, CA.
**EXHIBIT AND TABLETOP MAP**

**Sat., March 27**
2:00 pm - 7:00 pm
Early Exhibitor Set-Up

**Sun., March 28**
7:00 am - 12 noon
Exhibitor Set-Up
12:30 pm - 7:00 pm
Exhibit Area Open

**Mon., March 29**
7:30 am - 8:15 am
Continental Breakfast
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.)
2:15 pm - 2:45 pm
Complimentary Refreshment Break

**Tue., March 30**
7:30 am - 8:15 am
Continental Breakfast
7:30 am - 12:00 noon
Exhibit Area Open
9:45 am - 10:15 am
Complimentary Refreshment Break
12:00 noon - 5:00 pm
Exhibitor Breakdown

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**Lifesavers 2004**
National Conference on Highway Safety Priorities
American Institute for Public Safety Foundation
Contact: Chris Huffman
Booth No.: 504
12000 Biscayne Boulevard
Suite #705
North Miami, FL 33181
Phone: (305) 895-2617
Fax: (305) 895-6634

Anheuser-Busch Cos.
Contact: Carolyn Korte
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c/o Go, Inc.
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Fax: (314) 647-4101
E-mail: karen@go-inc.com

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Autoliv North America
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Auburn Hills, MI 48326
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The BACCHUS & GAMMA Peer Education Network
Contact: Ann Quinn-Zobec
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E-mail: ann@bacchusgamma.org

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Fax: (202) 737-7004
E-mail: shaney@beerinstitute.org

Bell Sports, Inc.
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Phone: (800) 494-4543
Fax: (217) 853-9333
E-mail: khoffmann@bellsports.com

Britax Child Safety
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California Office of Traffic Safety
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Suite 440
Sacramento, CA 95823
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Fax: (916) 262-2960
E-mail: jlane@ots.ca.gov

Car Buddy
Contact: Anne Schniedeberg
Booth No.: 612
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Suite 123-182
San Diego, CA 92126
Phone: (888) 271-0348
Fax: (888) 566-7007
E-mail: carbuddy@sbcglobal.net

Cardinal Media, Inc.
Contact: Shari Fox-Leslie
Booth No.: 515
P.O. Box 995
Poulsbo, WA 98370
Phone: (360) 779-9956
Fax: (360) 779-9586
E-mail: sfoxleslie@cardinalmedia.com

CDC's Injury Center
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Mail Stop K63
Atlanta, GA 30341
Phone: (770) 488-1012
Fax: (770) 433-1317
E-mail: kjh7@cdc.gov

The Century Council
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Channing Bete Company
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CMI, Inc.
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American Association Motor Vehicle Registrars
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mclague@aamva.org

River program
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Decatur Electronics, Inc.
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Dorel Juvenile/Cosco
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Canton, MA 02021
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E-mail: jgamel@digusa.com

Draeger Safety Diagnostics, Inc.
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Driver's Edge
Contact: Jeff Payne
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E-mail: vegasjsp@yahoo.com

Electronically Stable
Control (ESC) Coalition
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Evenflo Company, Inc.
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FACE - Truth and Clarity on Alcohol
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Fatal Vision by Inconor, Ltd.
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Federal Motor Carrier Safety Administration
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Fire Fly Personal Lighting Systems
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Graco Children's Products, Inc.
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NHTSA/National Center for Statistics & Analysis
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PAS Systems International
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Redflex Traffic Systems
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Roadside Memorial Project
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Lifesavers Workshop Submission March 13–15, 2005
the Convention Center, Charlotte, NC

Lifesavers Registrant and Friends:
again draw on Lifesavers attendees to find new speakers for the 2005 meeting in Charlotte, NC, March 2005. We invite you to submit your suggestions for and/or programs to showcase initiatives implemented or sized in your community. Please send your ideas, the following submission requirements in mind:

1. Issue or problem were you trying to solve or address? Effecmeasures were implemented? effective was the program or initiative? lessons did your community learn from experience? de which track applies to your submission (Other way Safety Priorities, Child Passenger Safety, Impaired ing, Adult Occupant Protection, Criminal Justice, Data and Research).

Notification and other stipulations:
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: National 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.lifesaversconference.org.

The Lifesavers Planning Committee
Lifesavers—March 13–15, 2005, Charlotte Convention Center, Charlotte, NC
FUTURE WORKSHOP SUBMISSION FORM

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I would like my submission considered for the following track (pick one):
☐ Adult Occupant Protection   ☐ Data and Research   ☐ Child Passenger Safety
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Workshop Description:

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Suggested Speakers (please provide as much contact information as possible):

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Please complete this form by Oct. 18, 2004
And mail or fax to:
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Please Note: While your workshop idea may be used or combined with other ideas you may not be asked to be a speaker.