

Lifesavers 2005



National Conference on Highway Safety Priorities

CONFERENCE PROGRAM

March 13-15, 2005 ■ Charlotte Convention Center ■ Charlotte, North Carolina



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Charlotte Convention Center Street Level Floor Plan	Inside Back Cover
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CHARLOTTE.

March 11, 2005

Greetings!

On behalf of the citizens of Charlotte, I would like to extend a warm welcome to the attendees of the Lifesavers Conference. We are thrilled you have chosen the Queen City for this event. We trust that you will feel comfortable and at home in our city.

While in Charlotte, I invite you to explore the wonder, the beauty and the people who make this a great city. We have many attractions for your enjoyment, including museums, art galleries, and public gardens, in addition to the many opportunities for shopping and dining.

Best wishes for a successful and enjoyable seminar. We are pleased to have you join us in Charlotte, North Carolina and we welcome the opportunity to share our hospitality with you.

Sincerely,



Patrick McCrory
Mayor

:jc

Office of the Mayor 600 East Fourth Street Charlotte, NC 28202-2839 704/336-2241

National Conference on Highway Safety Priorities

Program At-a-Glance & Exhibit Hours

Saturday ■ March 12	2:00pm – 7:00pm	Registration Open
	2:00pm – 7:00pm	Early Exhibitor Set-up
Sunday ■ March 13	7:00am – 5:30pm	Registration Open
	7:00am – 12noon	Exhibitor Set-up
	10:00am – 10:30am	Opening Welcome
	10:45am – 12:15pm	1st Workshop Session
	12:15pm – 7:30pm	Exhibit Hall Open
	12:15pm – 1:30pm	Box lunch provided in Exhibit Hall
	2:00pm – 3:30pm	2nd Workshop Session
	3:30pm – 4:00pm	Complimentary Refreshment Break in Exhibit Hall
	4:00pm – 5:30pm	3rd Workshop Session
	5:30pm – 8:00pm	Welcoming/Opening Reception and Posters in Exhibit Hall
7:30pm – 9:30pm	Networking Groups	
Monday ■ March 14	7:30am – 4:30pm	Registration Open
	7:30am – 3:00pm	Exhibit Hall Open (closed during opening plenary and lunch)
	7:30am – 8:15am	Continental Breakfast in Exhibit Hall
	8:30am – 9:15am	Opening Plenary
	9:30am – 11:00am	4th Workshop Session
	11:15am – 12:45pm	NHTSA Awards Luncheon
	1:00pm – 2:30pm	5th Workshop Session
	2:30pm – 3:00pm	Complimentary Refreshment Break in Exhibit Hall
3:00pm – 4:30pm	6th Workshop Session	
Tuesday ■ March 15	7:30am – 1:15pm	Registration Open
	7:30am – 8:15am	Exhibit Hall Open
	7:30am – 8:15am	Continental Breakfast in Exhibit Hall
	8:30am – 12noon	Exhibitor move out
	8:30am – 10:00am	7th Workshop Session
	10:00am – 10:15am	Break
	10:15am – 11:45am	8th Workshop Session
	12noon – 1:15pm	Closing Lunch

Workshop Listing



Adult Occupant Protection

- New Immigrants and Restraint Usage – A Special Challenge
- Minimizing Injury in Side Impact Crashes
- Nighttime Belt Law Enforcement
- Emerging Vehicle Safety Technologies
- Legislation: Primary Enforcement, Meaningful Penalties and Local Ordinances
- Restraining Tweens Who Are Beyond Booster Seats, But Too Young to Drive
- Increasing Restraint Use Among Rural Populations and Native Americans
- Buckling Up Pickup Truck Occupants
- Mobilizations and Paid Ads in Both Primary and Secondary Enforcement States
- Basics of Buckling Up – Slightly More Than a Primer
- Ready, Set, Buckle! Creatively Addressing Seatbelt Usage Among Teens



Child Passenger Safety

- How To Communicate with the Media and Get Them Involved with CPS
- Implementing Successful CPS Programs in Health Care Settings
- Safe Transportation During Ambulance Transport
- CPS Legislation and Enforcement: Your Strongest Educational Tools
- CPS Outreach to Latino Communities
- Sustaining Our Investment in CPS
- Liability Prevention of CPS Programs
- Product Updates from Child Restraint Industry: Part 1 and Part 2
- Technical Issues for CPS Professionals – 101
- Technical Issues for CPS Professionals – 301

- Enhancing CPS Instructor Effectiveness
- Boosting Restraint Use for Young Children: Part 1 and 2
- Evaluation – The Key to Program Effectiveness and Success
- National CPS Program: A Brief History and a Look Toward the Future
- Dissecting Data on Child Passenger Safety: Part 2



Data and Research

- Analyzing Data for Community Programs
- Using Data With Decision-Makers for Community Programs
- Dissecting Data on Child Passenger Safety: Part 1
- Motor Vehicle/Animal Collisions: An Increasing Threat
- Understanding NHTSA's Impaired Driving Data
- Recent Trends in Highway Safety
- The Role of Women Drivers, Passengers and Pedestrians
- Ask the Experts
- Red Light Cameras and Beyond: The Latest Research
- A Research-Based Approach to Reducing Alcohol-Impaired Driving
- Older Driver Research: Where Can Progress be Made?
- Using Research Findings to Improve Graduated Licensing Laws
- Developing a Model DWI Tracking System
- Accessing Data Resources for Community Programs
- Deterring the Problem Drinking Driver: What the Research Shows



Impaired Driving

- Addressing the Underlying Problem of Alcohol Abuse through Screening and Brief Intervention
- Impaired Driving Victim Impact Panel
- State Laws and Practices for BAC Testing
- SES States: What Did They Do Right?
- Seeing Is Believing: The Role of Media and Visibility in Impaired Driving Prevention
- Using Environmental Strategies to Address Impaired Driving
- Education Approaches to Underage Substance Use
- Reducing Impaired Driving in Diverse Communities
- Reducing Impaired Driving in the Hispanic Community
- Party Crashers – Communities Working to End Underage Drinking
- Doing More Than Time: DUI Criminal Justice System Innovations
- Strategies to Reach Targeted DUI Populations: 21-34 Year Olds and Higher Risk Drivers
- The NAS Underage Drinking Report – One Year Later: National, State, and Community Responses
- Impaired Driving Law Enforcement – Promising Practices
- Back to Basics: General Deterrence Strategies to Fight Impaired Driving
- Communities Committed to Decreasing Impaired Driving



Law Enforcement

- Anatomy of a DUI Homicide
- Impaired Driving Enforcement: Doing More With Less
- Alcohol? Under 21, You're Done: Youth Alcohol Enforcement Programs
- Technology in Traffic Enforcement

- Drug Impaired Driving
- Street Racing, Race for the Grave
- All For One and One For All: Multi-Jurisdictional Efforts at the Community Level
- Innovative and Successful Approaches to Traffic Safety
- Criminal Justice System and Impaired Driving
- The Fast Track to Speed Management
- People's Court: Mock DWI/DUI Trial



Other Highway Safety

- New Ways to Solve Old Problems in Pedestrian Safety
- Riders in the Storm: How the Riding Community is Addressing Motorcycle Safety
- Sleuth-O-Rama – Secret Sources for Market Research
- Sports Marketing 101
- 360/365 Marketing
- What's in YOUR Wallet? The Driver's License is more than you think it is!
- Do's and Don'ts of Enlisting Grassroots Organizations in Traffic Safety Programs
- Drive-Wise: Keeping Older Drivers Safe
- Teen Traffic Safety: The Role of Driver Education
- Partnering With the Military in Reducing Traffic Crashes
- Meeting the 2008 Fatality Goal – Can it be done?
- Why Won't They Just Wear it? What's so Terrible About Motorcycle Helmets?
- Walk and Roll – Community Safe Routes to School Programs (SR2S)
- Graduated Driver Licensing – A Report From The Field
- Multicultural Programs in Traffic Safety – State and Community Programs That Work

Lifesavers 2005 Program

Sunday, March 13

7:00am – 5:30pm

Registration Open

Second Street Concourse

10:00am – 10:30am

Opening and Welcome

Richardson Ballroom

David King, Deputy Transportation Secretary, Chair,
Executive Committee for Highway Safety, North Carolina

10:45am–12:15pm ■ 1st Workshop Session

DATA AND RESEARCH

Motor Vehicle/Animal Collisions: An Increasing Threat

Sunday, March 13th, 10:45am-12:15pm

Room 203A

How big a problem are deer/motor vehicle crashes and how can we address this problem? Researchers will present the latest research on characteristics of these crashes and countermeasure opportunities. Participants will also hear from a group that is trying to deal with this growing problem.

Moderator/Speaker:

Jim Hedlund, Highway Safety North, Ithaca, NY

Speakers:

Keith Knapp, Associate Professor, University of Wisconsin-Madison, Engineering Professional Development, Madison, WI
Allan Williams, Ph.D., Bethesda, MD

Ann Dellinger, Ph.D., MPH, Epidemiologist and Team Leader, Motor Vehicle Injury Prevention Team, Centers for Disease Control and Prevention, Atlanta, GA

CHILD PASSENGER SAFETY

Boosting Restraint Use for Young Children: Part 1

Sunday, March 13th, 10:45am-12:15pm

Room 209AB/210AB

This is part one of two workshops designed to address approaches to increase restraint use for younger children. This workshop will explore ways to use successful booster seat law campaigns and advocacy resources, education campaigns and new formative research data to help us market booster seat use to at-risk populations. Hear plans from the Children's Hospital of Philadelphia for in-depth focus groups of those at-risk populations. And hear the results of a multi-faceted community intervention targeting rural children.

Moderator/Speaker:

Tanya Chin Ross, M.P.A., Senior Public Policy Associate,
National SAFE KIDS Campaign, Washington, DC

Speakers:

Suzanne Hill, Manager, Advocacy and Outreach, Partners for Child Passenger Safety, The Children's Hospital of Philadelphia, Philadelphia, PA

Debra Douglass, MS, CHES, New York State Department of Health, Bureau of Injury Prevention, Albany, NY

DATA AND RESEARCH

IMPAIRED DRIVING

Deterring the Problem Drinking Driver: What the Research Shows

Sunday, March 13th, 10:45am-12:15pm

Room 217CD

A significant part of the alcohol-impaired driving problem is because of drivers who repeatedly drink and drive. What does the research tell us about ways to reduce the problem among this population? What are the promising methods and the barriers to their use? Research on court-based programs and vehicle sanctions such as ignition interlocks, vehicle forfeiture, and plate impoundment will be discussed.

Moderator:

Linda Cosgrove, Ph.D., *Division Chief, Behavioral Technology Research Division, NHTSA, Washington, DC*

Speakers:

Amy Berning, NHTSA, Office of Research and Technology, Washington, DC
Todd Thoma, M.D., Louisiana State University Health Services, Department of Emergency Medicine, Shreveport, LA
Robert Voas, Ph.D., Pacific Institute for Research and Evaluation, Calverton, MD
Robyn Robertson, Traffic Injury Research Foundation, Ottawa, Canada

**IMPAIRED DRIVING****Back to Basics: General Deterrence Strategies to Fight Impaired Driving**

Sunday, March 13th, 10:45am-12:15pm

Room 207AB

We know that the majority of drivers involved in fatal alcohol-related crashes have no previous DUI arrests on their records. How do we get these drivers' attention before tragedy strikes? Come hear how law enforcement and others are being engaged to employ strategies that address all drivers.

Moderator:

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

Speakers:

Bob Lausten, *Chief, La Vista NE Police Department, La Vista, NE*
Thomas Finn, *Deputy Chief (ret.), Director of Public Safety, East Brunswick Police Department, East Brunswick, NJ*
Craig Webre, *Sheriff, La Fourche Parish, LA, Thibodaux, LA*

**IMPAIRED DRIVING****Seeing Is Believing: The Role of Media and Visibility in Impaired Driving Prevention**

Sunday, March 13th, 10:45am-12:15pm

Room 213AB

We know the deterrent effect of enforcement is magnified when the greater community knows the enforcement is taking place. Learn how to create maximum visibility for impaired driving enforcement efforts by hearing from community and national success stories.

Moderator:

Sue Gorcowski, *Associate Administrator, Office of Communications and Consumer Information, NHTSA, Washington, DC*

Speakers:

Janet Lea, *Sharry Matthews Advocacy Marketing, Austin, TX*
Judy Diethlm, *BLU MOON Group, Inc., Manhattan Beach, CA*
Alice Mathews, *Account Executive, The Tombras Group, Knoxville, TN*

**OTHER HIGHWAY SAFETY****What's in YOUR Wallet? The Driver's License is more than you think it is!**

Sunday, March 13th, 10:45am-12:15pm

Room 213CD

This workshop reviews current technology, policy changes, and interstate cooperation that will change the look of the driver's license, how you get it, and how you keep it. Additional information will focus on how national security has affected the ways in which driver's licenses are designed and used by law enforcement agencies.

Moderator:

Kevin O'Brien, *Director, Motor Carrier and Driver Safety Services, New York Department of Motor Vehicles, Albany, NY*

Speakers:

Terry Dillinger, *Director, Office of Driver Services, Iowa Motor Vehicle Division, Des Moines, IA*
Selden Fritschner, *Senior Director, Law Enforcement, AAMVA, Arlington, VA*
Melissa Savage, *Program Principal, National Conference of State Legislators, Denver, CO*

**CHILD PASSENGER SAFETY****Enhancing CPS Instructor Effectiveness**

Sunday, March 13th, 10:45am-12:15pm

Room 211AB/212AB

Whether you are a new or seasoned CPS instructor, this workshop is for you! Our session will highlight strategies that cater to the adult learner, introduce creative and innovative tips & tricks and offer supplemental resources. We will also discuss how to optimize your classes with tips on preparation and follow up. This session will end with a forum to share your own unique classroom ideas with the audience! Come hear what other instructors in the field do to keep their classes interesting, effective and "personalized."

Moderator/Speaker:

Betsey Mowery, Department of Pediatrics, UAMS Center for Health Promotion Arkansas Children's Hospital, Little Rock, AR

Speakers:

Janelle Rose, Executive Director, Program Professionals, Inc., Wyandotte, MI

Kerry Chausmer, CPSTI, Program Manager, National SAFE KIDS Campaign, Washington, DC

**ADULT OCCUPANT PROTECTION****Basics of Buckling Up – Slightly More Than a Primer**

Sunday, March 13th, 10:45am-12:15pm

Room 203B

This session is designed to educate beginners and early intermediates in highway safety about occupant protection systems and effective public policies. Topics will include how to understand and communicate the dynamics of car crashes in frontal crashes, and the importance of restraint use in all seating positions.

Moderator:

Dietrich Jehle, Associate Professor, Emergency Medicine, Erie County Medical Center for Transportation Injury Research, SUNY Buffalo School of Medicine

Speaker:

Robert Kaufman, Crash Investigator, Harborview Injury Prevention & Research Center, Seattle, WA

**LAW ENFORCEMENT****IMPAIRED DRIVING****Criminal Justice System and Impaired Driving**

Sunday, March 13th, 10:45am-12:15pm

Room 208AB

This workshop will include a broad overview of the impaired driving system, including presentations by a law enforcement officer, prosecutor, defense attorney, toxicologist, judge and victim advocate. The speakers will discuss their particular needs and opinions regarding various impaired driving issues. Topics include prevention, deterrence, courtroom monitoring, and sentencing (including DWI/DUI sentencing/monitoring courts). The presenters will discuss ways we can work better together.

Moderator:

Robert Dallas, GOHS Director, Atlanta, GA

Speakers:

Stephen Talpins, Director, National Traffic Law Center, American Prosecutors Research Institute, Alexandria, VA

Paul Glover, Research Scientist/Training Specialist, Forensic Tests for Alcohol Branch, Department of Health and Human Services, Raleigh, NC

West Huddleston, Director, National Drug Court Institute, National Association of Drug Court Professionals, Alexandria, VA

**ADULT OCCUPANT PROTECTION****CHILD PASSENGER SAFETY****Restraining Tweens Who Are Beyond Booster Seats, But Too Young to Drive**

Sunday, March 13th, 10:45am-12:15pm

Room 207CD

As children outgrow booster seats, restraint use declines and fatalities increase. Eight to twelve-year-olds represent new educational challenges and young teens frequently ride in vehicles driven by their older peers. Learn about new programs aimed at these age groups.

Moderator/Speaker:

Peter Mitchell, Academy for Educational Development, Washington, DC

Speakers:

Carole Guzzetta, Occupant Protection Division, NHTSA, Washington, DC

Angela Mickalide, Ph.D., CHES, Program Director, National SAFE KIDS Campaign, Washington, DC

12:15pm – 7:30pm

Exhibit Hall Open

Halls C1 and C2

12:15pm-1:30pm

Complimentary Box Lunch is “out of the box” for LS!

Halls C1 and C2

Complimentary boxed lunches will be provided in the Exhibit Hall. Pick up your box lunch and chat with the exhibit hall vendors. One lunch per attendee.

Something Special for First Time Attendees

Attending your first Lifesavers Conference is special and we want to make sure you get off to a great start! We know it’s a little overwhelming coming to a conference with over 1,700 people so we’ve created a special area just for first timers to meet and mingle during Sunday’s box lunch. On Sunday head on over to the vehicle side of the Exhibit Hall and look for the “Welcome Newcomers” sign. The star on your badge will grant you an opportunity to share the same box lunch as the other participants but in an area where you can strike up a conversation with another first time attendee. Maybe you’ll meet someone with similar safety interests, someone to share dinner with, or just a friendly face!

2:00pm – 3:30pm ■ 2nd Workshop Session



LAW ENFORCEMENT



IMPAIRED DRIVING

Anatomy of a DUI Homicide

Sunday, March 13th, 2:00pm-3:30pm

Room 207CD

(Repeats on Monday, March 14th, 9:30am-11:00am in Room 217CD)

A crash reconstructionist and a prosecutor will present this session, which will discuss DWI/DUI traffic homicide cases from start to finish.

Moderator:

Lee Cohen, Chief, County Court Division/Assistant State Attorney, Broward County State Attorney’s Office, Fort Lauderdale, FL

Speaker:

David Gilbert, Senior Trial Attorney, Miami-Dade County State Attorney’s Office, Miami, FL



A star on a badge indicates a first-time attendee.

**CHILD PASSENGER SAFETY****Implementing Successful CPS Programs in Health Care Settings**

Sunday, March 13th, 2:00pm-3:30pm

Room 203A

This session will build on the healthcare session of Lifesavers 2004 and will focus on the overwhelming response to discuss policy development for the testing of premature infants for angle tolerance prior to discharge. Alan Korn will offer input on general hospital policy language. We will review the AAP policy and offer further knowledge surrounding the actual testing procedure. The workshop will also present an overview of the efforts and resources now available to help communicate about the numerous issues that those in the healthcare field are faced with as they try to implement CPS programs. 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. A meeting room has been reserved for post-session networking for those interested from 7:30pm-9:30pm Sunday evening in Room 218B/219B.

Moderator/Speaker:

Ann King, RN, CPN, *Coalition Coordinator*, Tri-Cities SAFE KIDS of Nebraska, Saint Francis Medical Center, Grand Island, NE

Speakers:

Alan Korn, J.D., *Director of Public Policy*, National SAFE KIDS Campaign, Washington, DC
Pamela Holt, *Trauma Prevention Education Coordinator*, St. John's Hospital, Springfield, MO

**IMPAIRED DRIVING****Impaired Driving Law Enforcement – Promising Practices**

Sunday, March 13th, 2:00pm-3:30pm

Room 217CD

With enforcement agencies across the nation cracking down on impaired drivers, this workshop will examine successful law enforcement tactics that are making a difference in communities across the country. Hear some new ideas to re-energize your enforcement efforts.

Moderator:

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

Speakers:

J.D. Meadows, *West Virginia Safety Program*, Beckley, WV
Lou Rader, *Pennsylvania Department of Transportation Bureau of Highway Safety and Traffic Enforcement*, Harrisburg, PA
Karen Gruebnaue, *GMMB*, Washington, DC
Bill Tower, *Law Enforcement Liason*, NHTSA Mid-Atlantic Region, Baltimore, MD

**IMPAIRED DRIVING****Education Approaches to Underage Substance Use**

Sunday, March 13th, 2:00pm-3:30pm

Room 213CD

How can schools and communities become involved in fighting underage substance use? Listen as representatives from successful programs share their experiences in working with underage populations in an educational environment.

Moderator:

Christine Sicinski, *Highway Safety Specialist*, Impaired Driving Division, NHTSA, Washington, DC

Speakers:

Cathy Wise, *MADD/Outside the Classroom Alcohol Education*, Dallas, TX
Charles Avery, *Senior Corporal Detective*, Dallas Police Department, Dallas, TX
Kim Kane, *Dean of Students*, Eden Prairie High School, Golden Valley, MN

**ADULT OCCUPANT PROTECTION****Minimizing Injury in Side Impact Crashes**

Sunday, March 13th, 2:00pm-3:30pm

Room 218A/219A

Learn about side impact air bags – the technology, their effectiveness in reducing injuries to all occupants, including children. Attendees will also come away with specific knowledge about the Federal vehicle safety standard for side impact (FMVSS 214) and what it means for future vehicle design.

Moderator/Speaker:

Robert Kaufman, *Crash Investigator*, Harborview Injury Prevention and Research Center, Seattle, WA

Speakers:

Susan Ferguson, Ph.D., *Senior Vice President, Research*, Insurance Institute for Highway Safety, Arlington, VA
Rob Strassburger, *Vice President*, Alliance of Automobile Manufacturers, Washington, DC

**OTHER HIGHWAY SAFETY****360/365 Marketing**

Sunday, March 13th, 2:00pm-3:30pm

Room 207AB

Learn how to reach different audiences through a variety of media as well as intermediaries, to keep your message alive 365 days a year. You will be provided with a National Traffic Safety Communications Calendar—a tool that provides a strategy to keep occupant protection and impaired driving media fresh throughout the year, with materials available to State and local partners to enhance earned media opportunities.

Moderator:

Sue Gorcowski, *Associate Administrator*, Office of Communications and Consumer Information, NHTSA, Washington, DC

Speakers:

Alice Mathews, *Account Executive*, The Tombras Group, Knoxville, TN
Cathy Farmer, *Senior Vice President*, Kelly Michener, Lancaster, PA

**DATA AND RESEARCH****Using Research Findings to Improve Graduated Licensing Laws**

Sunday, March 13th, 2:00pm-3:30pm

Room 211AB/212AB

Graduated licensing has been effective in reducing teen crashes, but there is more we can do to increase its effectiveness. Researchers will discuss the latest research findings on how to increase compliance with these laws, and to get parents more involved in overseeing their teens driving.

Moderator:

Allan Williams, Ph.D., Bethesda, MD

Speakers:

Arthur Goodwin, *University of North Carolina Highway Safety Research Center*, Chapel Hill, NC
Jessica Hartos, *Dept. of Health Behavior & Administration*, University of North Carolina at Charlotte, Charlotte, NC
Anne McCart, Ph.D., *Vice President, Research*, Insurance Institute for Highway Safety, Arlington, VA

**OTHER HIGHWAY SAFETY****Sleuth-O-Rama – Secret Sources for Market Research**

Sunday, March 13th, 2:00pm-3:30pm

Room 213AB

(Repeats on Monday, March 14th, 9:30am-11:00am, Room 207CD)

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, Office of Communications and Consumer Information, NHTSA, Washington, DC

Speakers:

Morgan Davis, *Research Librarian*, General Federation of Women's Clubs, Washington, DC
Pamela Anikeef, Ph.D., *Research Psychologist*, Office of Communications and Consumer Information, NHTSA, Washington, DC

**LAW ENFORCEMENT****Alcohol? Under 21, You're Done:
Youth Alcohol Enforcement Programs**

Sunday, March 13th, 2:00pm-3:30pm

Room 208AB

Presenters will highlight the Youth Alcohol Enforcement Program, a two to three day course that encompasses all aspects of youth enforcement. This program is designed for you and your community; law enforcement officers and other experts from around the country contributed to the program. The modules include: Youth Alcohol and Drug Issues, Law Enforcement Roles, Coalitions, Prevention and Education Programs, Effective Enforcement Activities, Marketing Your Strategy, Preparing Your Organization, Measuring Success, and Resources. While it may never be possible to fully solve the "social problems" of underage substance use and impaired driving, measures can and must be taken to protect our youth and prevent the loss of life. This program will provide law enforcement with the solid foundation necessary to effectively deal with these drivers community based highway safety issues.

Moderator:

Mike Pryor, *Lieutenant*, Tucson Arizona Police Department, Tucson, AZ

Speakers:

To be determined

**CHILD PASSENGER SAFETY****LAW ENFORCEMENT****CPS Legislation and Enforcement:
Your Strongest Educational Tools**

Sunday, March 13th, 2:00pm-3:30pm

Room 203B

This workshop is for law enforcement officers, advocates who want more tickets to be written, and everyone interested in making their state CPS laws more effective. What's the best way to convince parents to buckle up their kids? Convince them that they will get a ticket if they don't! The panel will discuss tips for identifying loose kids, especially older kids in the back seat of SUVs with tinted windows. Are you planning to upgrade your state law? Don't be satisfied with just increasing age limits! Find out how your law can be used to support low-cost car seat programs, mandate education for violators, and require parent education by hospitals, day care providers, etc.

Moderator/Speaker:

Cheryl Kim, *Senior Program Consultant*, SafetyBeltSafe U.S.A, Whittier, CA

Speakers:

Bill Hall, *Manager*, Occupant Protection Program, University of North Carolina Highway Safety Research Center, Chapel Hill, NC

Philip Glover, *Trooper*, North Carolina Highway Patrol, Shelby, NC

Traci Rebiejo, *Officer*, Livermore Police Department, Livermore, CA

**DATA AND RESEARCH****CHILD PASSENGER SAFETY****Dissecting Data on Child Passenger
Safety: Part 1**

Sunday, March 13th, 2:00pm-3:30pm

Room 209AB/210AB

This workshop will place the many data sources that are available for child passenger safety into context and examine recent findings produced through analysis of these data sources. Data to be discussed include Fatality Analysis Reporting System (FARS), National Automotive Sampling System General Estimates System (NAS/GES) and Crashworthiness Data System (NAS/CDS), National Occupant Protection User Survey (NOPUS) and State Data Systems (SDS).

Moderator/Speaker:

Chou-Lin Chen, *Mathematical Statistician*, NCSA/NHTSA, Washington, DC

Speakers:

Marc Starnes, *MHS*, *Mathematical Statistician*, NCSA/NHTSA, Washington, DC

JoAnn Murianka, *Crash Investigation Specialist*, NCSA/NHTSA, Washington, DC

Nick Tamborra, *GWU/NCAC*, Ashburn, VA

Dennis Patnaude, *Team Coordinator*, KLD Associates, San Antonio, TX

3:30pm – 4:00pm

**Complimentary Refreshment Break
in Exhibit Hall****Halls C1 and C2****4:00pm – 5:30pm ■ 3rd Workshop Session****CHILD PASSENGER SAFETY****Safe Transportation During
Ambulance Transport**

Sunday, March 13th, 4:00pm-5:30pm

Room 203B

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:

Judith Talty, Automotive Safety Program, Riley Hospital for Children, Indianapolis, IN

Speakers:

Joseph O'Neil, M.D., Riley Hospital for Children, Indianapolis, IN

Kelly Hamilton, Director, Community Relations, Broward and Palm Beach Safe Kids Coordinator, National Safety Council, South Florida Chapter, Coconut Creek, FL

**IMPAIRED DRIVING****Addressing the Underlying Problem
of Alcohol Abuse through Screening
and Brief Intervention**

Sunday, March 13th, 4:00pm-5:30pm

Room 207CD

Impaired driving is a dangerous and expensive symptom of the larger problem of hazardous alcohol use. Screening and brief intervention in hospital emergency departments and trauma centers, and by primary care doctors, nurses and other health care professionals can reduce hazardous alcohol use, reduce impaired driving, and prevent traumatic re-injury. Hear about where and how this strategy is being used.

Moderator:

Eric Goplerud, M.D., Ensuring Solutions to Alcohol Problems, George Washington University, Washington, DC

Speakers:

Carl Soderstrom, M.D., Injury Control Contractor, Baltimore, MD

Christine Sicinski, Highway Safety Specialist, Impaired Driving Division, NHTSA, Washington, DC

**ADULT OCCUPANT PROTECTION****Nighttime Belt Law Enforcement**

Sunday, March 13th, 4:00pm-5:30pm

Room 209AB/210AB

Belt use is lower at night than in the daytime and lower yet in nighttime fatal crashes. Enforcement of belt-use laws is more difficult after the sun goes down, but it is being done. Learn how and where.

Moderator/Speaker:

Don Bickel, Director, Marion County Traffic Safety Partnership, Indianapolis, IN

Speakers:

Mark Alonge, North Central Highway Safety Network, Pottsville, PA

Neil Chaudhary, Ph.D., Senior Research Associate, Preusser Research Group, Trumbull, CT

**LAW ENFORCEMENT****The Fast Track to Speed Management**

Sunday, March 13th, 4:00pm-5:30pm

Room 217CD

This session discusses the components of a balanced and effective speed management program for reducing speed-related crashes. The importance of combining engineering, enforcement, and education to effectively manage speed within communities will be discussed.

Moderator:

Terrance Schiavone, *Regional Administrator, NHTSA Southeast Region, Atlanta, GA*

Speakers:

Ricky Rich, *Division Director of Special Operations, Governor's Office of Highway Safety, Atlanta, GA*

**IMPAIRED DRIVING****Party Crashers – Communities Working to End Underage Drinking**

Sunday, March 13th, 4:00pm-5:30pm

Room 208AB

Communities are stepping up to the plate and addressing the No. 1 threat to our youth – underage drinking. Come and hear about some new ways communities are getting the word out to their members that underage drinking is a public health threat.

Moderator:

Elizabeth Vermette, *Director, AAA State Relations, AAA, Washington, DC*

Speakers:

Jessica Smith, *SADD Arizona, Glendale, AZ*

Kappie Bliss, *MADD-Protecting You/Protecting Me, Dallas, TX*

Erin Dugan Meluso, *President, Recording Artists, Actors and Athletes Against Drunk Driving, Studio City, CA*

Shannon Anderson, *LRADAC Behavioral Health Service of the Midlands, Columbia, SC*

**OTHER HIGHWAY SAFETY****Do's and Don'ts of Enlisting Grassroots Organizations in Traffic Safety Programs**

Sunday, March 13th, 4:00pm-5:30pm

Room 213CD

Highway Safety coordinators often enlist the help of grassroots organizations, particularly in the minority communities. This session would take a look at what should be considered from the perspective of grassroots /community organization. Issues to be addressed:

- What type of limitations do grassroots/local organizations have in participating in traffic safety?
- Are they being approached in the appropriate manner?
- What resources do they need?
- What are their expectations of the recruiting organizations?

Moderator:

Roberto Rodriguez, *Director, Governor's Representative, Division of Highway Traffic Safety, New Jersey Department of Law and Public Safety, Trenton, NJ*

Speakers:

Janice Williams, *Interim Director, Carolinas Center for Injury Prevention, Mecklenburg Safe Communities, Charlotte, NC*

Michael Radetsky, *Community Health Education Section, San Francisco Dept. of Public Health, San Francisco, CA*

**CHILD PASSENGER SAFETY****National CPS Program: A Brief History and a Look Toward the Future**

Sunday, March 13th, 4:00pm-5:30pm

Room 213AB

During this session SAFE KIDS, the certifying body for the National Standardized CPS Certification Program, will summarize the current certification policies and procedures, with an emphasis on re-certification procedures. Also discussed will be the much-anticipated Certification Renewal Course. Planned and implemented program improvements and changes will be outlined. Discussion is encouraged.

Moderator:**To be determined****Speakers:**

Kerry Chausmer, CPSTI, Program Manager, National SAFE KIDS Campaign, Washington, DC
Ann Burton, Regional Program Manager, NHTSA Eastern Region, White Plains, NY

**DATA AND RESEARCH****Ask the Experts**

Sunday, March 13th, 4:00pm-5:30pm

Room 203A

How often do you have the opportunity to have all your highway safety questions answered by a panel of expert researchers? Each expert will briefly discuss their areas of expertise, to include child passenger safety, distracted driving, teen drivers and their drinking problems, older drivers, to name but a few. Then it's your turn to ask them everything you've been afraid to ask about what the research shows.

Moderator:**David Preusser**, Preusser Research Group, Inc., Trumbull, CT**Speakers:**

Ruth Shults, Ph.D., Epidemiologist, Division of Unintentional Injury Prevention, Centers for Disease Control and Prevention, Atlanta, GA
Flaura Winston, M.D., Ph.D., Scientific Director, TraumaLink, The Children's Hospital of Philadelphia, Principal Investigator, Partners for Child Passenger Safety, Philadelphia, PA
Jim Hedlund, Highway Safety North, Ithaca, NY
Linda Cosgrove, Ph.D., Division Chief, Behavioral Technology Research Division, NHTSA, Washington, DC

**DATA AND RESEARCH****IMPAIRED DRIVING****Understanding NHTSA's Impaired Driving Data**

Sunday, March 13th, 4:00pm-5:30pm

Room 211AB/212AB

This session will explain how NHTSA estimates impaired driving data, how the data can lead to the development of new impaired driving programs and how it can be used to evaluate effectiveness of existing programs. The session will also show users how to access and use NHTSA's impaired driving data and related publications on NHTSA's website.

Moderator:**Dennis Utter**, Director, Office of Traffic Records and Analysis, NCSA/NHTSA, Washington, DC**Speakers:**

Rajesh Subramanian, Traffic Records Consultant, NHTSA, Washington, DC
John Moulden, National Commission Against Drunk Driving, Silver Spring, MD
Nick Ellinger, Mothers Against Drunk Driving, Washington, DC

**IMPAIRED DRIVING****Reducing Impaired Driving in Diverse Communities**

Sunday, March 13th, 4:00pm-5:30pm

Room 207AB

Mainstream efforts to prevent impaired driving may not be the most effective way to reach some of America's diverse communities. In this workshop, special programs that focus on the problem of impaired driving in specific diverse communities will be featured.

Moderator:**Kristen Allen**, Regional Program Manager, NHTSA Mid-Atlantic Region, Baltimore, MD**Speakers:**

Mercury Bynum, MADD, Dallas, TX
Mark Bane, MADD National Office, Irving, TX

5:30pm – 8:00pm

Welcoming/Opening Reception in Exhibit Hall**Halls C1 and C2****A little Beach Music**

Sunday evening's opening reception will take you on a journey through the best of North Carolina highlighted by the sounds of the Band of Oz! A popular beach music band that will have you wanting to dance before the night is through! The reception begins at 5:30pm with the band playing 6:30pm-8:00pm. Exhibit booths will be open until 7:30 and the posters will be manned by their designers for some Q&A time from 5:30pm-7:30pm. No tan required.

Lifesavers 2005 Program

Monday, March 14

7:30am – 4:30pm

Registration Open
Second Street Concourse

7:30am – 3:00pm

Exhibit Hall Open
(closed during opening plenary and lunch)
Halls C1 and C2

7:30am – 8:15am

Complimentary Continental Breakfast
Exhibit Hall

8:30am – 9:15am

Opening Plenary
Richardson Ballroom

Wendy Hamilton, *National President, MADD*
Plenary Speaker: Joe Shirley Jr., *President, Navajo Nation*

9:30am–11:00am ■ 4th Workshop Session



**Let them know
who you are.**

Wear your badge.



OTHER HIGHWAY SAFETY

Why Won't They Just Wear it? What's so Terrible About Motorcycle Helmets?

Monday, March 14th, 9:30am-11:00am

Room 208AB

Motorcycle helmets are the single most effective countermeasure in saving lives and reducing injuries in motorcycle crashes, yet helmet use continues to be a controversial issue. Among the discussion topics will be strategies to increase helmet use including laws, voluntary helmet use and incentives.

Moderator:

Jim Champagne, *Executive Director, Louisiana Highway Safety Commission Department of Public Safety, Baton Rouge, LA*

Speakers:

Steve Zimmer, *Executive Director, Abate Ohio, Inc., Columbus, OH*

Pat Turner, *Associate Research Scientist, Texas Transportation Institute, Center for Transportation Safety, College Station, TX*



LAW ENFORCEMENT

Innovative and Successful Approaches to Traffic Safety

Monday, March 14th, 9:30am-11:00am

Room 207AB

Presenters will discuss the top traffic safety programs and initiatives from around the country, including a selection of the fifty training, education and enforcement programs garnered from the International Association of Chiefs of Police (IACP) Law Enforcement Challenge ("Nifty Fifty"). These programs will focus on the "big three" issues of speed, impaired driving and occupant protection.

Moderator:

Grady Carrick, *Major, Florida Highway Patrol, Jacksonville, FL*

Speakers:

To be determined

**ADULT OCCUPANT PROTECTION****Emerging Vehicle Safety Technologies**

Monday, March 14th, 9:30am-11:00am

Room 209AB/210AB

High restraint usage levels and new technologies are combining to blur the distinction between occupant protection and crash avoidance. Listen to a panel of experts describe the future of vehicle safety, including technologies to reduce the incidence of rollovers and other crashes, intelligent cruise control, automatic brake assistance sensors that can trigger seat belt pretensioners, move seats upright and close sun-roofs prior to a crash, and technology that can automatically call for emergency assistance after a crash occurs.

Moderator:

Barry Felrice, *Director, Washington Regulatory Affairs, DaimlerChrysler Corporation, Washington, DC*

Speakers:

William Kozyra, *President and CEO, Continental Automotive Systems, Continental Teves, Inc., Auburn Hills, MI*

Chris Tinto, *Vice President, Technical and Regulatory Affairs, Toyota Motors, North America, Washington, DC*

David Champion, *Senior Director, Auto Test Center, Consumers Union, Colchester, CT*

**IMPAIRED DRIVING****Reducing Impaired Driving in the Hispanic Community**

Monday, March 14th, 9:30am-11:00am

Room 213CD

The U.S. Hispanic population is growing seven times faster than the population as a whole. Data indicates Hispanics are experiencing even higher involvement in alcohol-related crashes than other segments of the population. Special efforts to address this issue are highlighted in this workshop.

Moderator:

Alejandro Garcia-Barbon, *Deputy Director, ICAAT, Washington, DC*

Speakers:

Joanne Ferrary, *MADD, Dona Ana County Chapter, Las Cruces, NM*

Paul Savery, *Durham, NC*

Michelle Price, *South Texas Injury Prevention & Research Center, UTHSCSA, San Antonio, TX*

**CHILD PASSENGER SAFETY****Technical Issues for CPS Professionals – 101**

Monday, March 14th, 9:30am-11:00am

Room 211AB/212AB

Workshop will discuss testing procedures for child restraints and vehicle LATCH anchors, rear-facing and forward-facing performance, advanced air bags, side impact protection features, research testing and more. This session is for certified technicians who already have basic CPS knowledge.

Moderator:

Joe Colella, *Traffic Safety Projects, Mount Airy, MD*

Speakers:

Artie Martin, *General Motors Safety Center, Warren, MI*

Said Nakhla, Ph.D., *Director of Engineering, Britax Child Safety, Inc., Charlotte, NC*

Stephen Oltman, *Dorel Juvenile Group, Columbus, IN*

**DATA AND RESEARCH****Accessing Data Resources for Community Programs**

Monday, March 14th, 9:30am-11:00am

Room 203A

This workshop will focus on how to access various sources of data that community coordinators can use in developing their highway safety programs. The presentation will include a description of each program, its uses, the availability of the data and publications and services provided by various agencies.

Moderator/Speaker:

Ann Dellinger, Ph.D., MPH, *Epidemiologist and Team Leader, Motor Vehicle Injury Prevention Team, Centers for Disease Control and Prevention, Atlanta, GA*

Speakers:

Louann Hall, *Chief, Information Services Branch, NCSA/NHTSA, Washington, DC*

Greg Mears, M.D., FACEP, *Associate Professor, Department of Emergency Medicine, University of North Carolina-Chapel Hill, Chapel Hill, NC*



CHILD PASSENGER SAFETY

Technical Issues for CPS Professionals – 301

Monday, March 14th, 9:30am-11:00am

Room 217AB

This session is for the experienced advocate interested in more detailed discussion surrounding product design testing and validation, changes in the standard and the impact on product design and cost, use of the new dummies and projected costs associated with them, SAE projects, LATCH/tether findings from the field and other topics.

Moderator:

Lorrie Walker, Training Manager and Technical Advisor, National SAFE KIDS Campaign, SAFE KIDS BUCKLE UP!, Washington, DC

Speakers:

Paul Butler, Ford Advanced Safety and Regulations, Ford Motor Company, Dearborn, MI

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

Mike James, Caring for Kids in Cars, Inc., Alabama SAFE KIDS, Huntsville, AL



OTHER HIGHWAY SAFETY

Partnering With the Military in Reducing Traffic Crashes

Monday, March 14th, 9:30am-11:00am

Room 218A/219A

The Navy Safety Center in Norfolk, Virginia, would like to present what the military has accomplished in partnering with the outside communities of some of their military bases as well as State, local and Federal agencies. These partnerships have proven to be successful for both the military and the outside agencies by creating awareness, promoting education and joint enforcement efforts.

Moderator:

John Seibert, CIH, CSP, Assistant for Safety, Health and Fire Protection, Office of the Secretary of Defense, Washington, DC

Speakers:

Nancy Rodrigues, Executive Director, DRIVE SMART Virginia, Richmond, VA

Eli Chavez, Ground Safety Manager, Department of Safety and Standardization, Marine Corps Air Station, Yuma, AZ

Anne-Kristen Partlow, Coordinator, Mayor's Council for a Safe Community, City Hall, Minot, ND

David Orem, Master Sergeant, Minot Air Force Base, Minot, ND



DATA AND RESEARCH

Older Driver Research: Where Can Progress be Made?

Monday, March 14th, 9:30am-11:00am

Room 203B

The numbers of older drivers is increasing and will continue to increase. What should we do to maximize both mobility and safety? Researchers will address intersection safety as well as ways to identify at-risk drivers.

Moderator:

Jane Stutts, Associate Director for Social and Behavioral Research, University of North Carolina Safety Research Center, Chapel Hill, NC

Speakers:

Danielle Sherrets, MPH, AAA National Office, Government Relations, Washington, DC

David Eby, Ph.D., University of Michigan Transportation Research Institute and Behavioral Analysis Division, Ann Arbor, MI

Neil Chaudhary, Ph.D., Senior Research Associate, Preusser Research Group, Trumbull, CT



IMPAIRED DRIVING

State Laws and Practices for BAC Testing

Monday, March 14th, 9:30am-11:00am

Room 213AB

A recent NHTSA project examined ten states' laws and practices relating to obtaining and reporting BAC tests in fatal crashes to FARS. After examining best practices, pilot projects were run in three states implementing what was learned. Hear how BAC testing and rates of reporting were improved through some innovative ideas.

Moderator:

Jim Hedlund, Highway Safety North, Ithaca, NY

Speakers:

La Retta Lehan, Governor's Office of Highway Safety, Phoenix, AZ

Kenneth Carpenter, Executive Director, New York State Governor's Traffic Safety Committee, Albany, NY

Robert Eichkorn, Kansas DOT, Bureau of Traffic Safety, Topeka, KS



OTHER HIGHWAY SAFETY

Sleuth-O-Rama – Secret Sources for Market Research

Monday, March 14th, 9:30am-11:00am

Room 207CD

(Repeated from Sunday)

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, Office of Communications and Consumer Information, NHTSA, Washington, DC

Speakers:

Morgan Davis, *Research Librarian*, General Federation of Women's Clubs, Washington, DC

Pamela Anikeef, Ph.D., *Research Psychologist*, Office of Communications and Consumer Information, NHTSA, Washington, DC



LAW ENFORCEMENT



IMPAIRED DRIVING

Anatomy of a DUI Homicide

Monday, March 14th, 9:30am-11:00am

Room 217CD

(Repeated from Sunday)

A crash reconstructionist and a prosecutor will present this session, which will discuss DWI/DUI traffic homicide cases from start to finish.

Moderator:

Lee Cohen, *Chief*, County Court Division/Assistant State Attorney, Broward County State Attorney's Office, Fort Lauderdale, FL

Speaker:

David Gilbert, *Senior Trial Attorney*, Miami-Dade County State Attorney's Office, Miami, FL

11:15am – 12:45pm

NHTSA Awards Luncheon

Richardson Ballroom

Terrance Schiavone, *Regional Administrator*, NHTSA Southeast Region

Plenary Speaker:

The Honorable Jeffrey W. Runge, M.D., *Administrator*, NHTSA

1:00pm – 2:30pm ■ 5th Workshop Session



LAW ENFORCEMENT

People's Court: Mock DWI/DUI Trial

Monday, March 14th, 1:00pm-2:30pm

Room 218A/219A

Presenters, including a prosecutor, law enforcement officer and judge, will conduct a mock DWI/DUI trial from jury selection to closing argument. Activities will include the introduction of evidence, laying a foundation for an expert witness, expert testimony, and the pitfalls of a DWI case.

Moderator:

Peg Dorer, *Director*, North Carolina Conference of District Attorneys, Chair, NHTSA/NAPC Working Group, Raleigh, NC

Speaker:

Kimberly Overton, *Traffic Safety Prosecutor*, 2004-2005 NHTSA/NAPC Prosecutor Fellow, Raleigh, NC



Remember

Please turn your cell phone off during sessions.

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CHILD PASSENGER SAFETY

Liability Prevention of CPS Programs

Monday, March 14th, 1:00pm-2:30pm

Room 203B

Quality assurance and the fear of liability can be very real hurdles 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 organization’s exposure to liability. “Protections” provided by state and federal law, proper protocols, documentation, insurance and evaluation will also be discussed.

Moderator/Speaker:

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



OTHER HIGHWAY SAFETY

Meeting the 2008 Fatality Goal – Can it be done?

Monday, March 14th, 1:00pm-2:30pm

Room 209AB/210AB

The goal for our Nation is to reach 1.0 traffic fatalities per 100 million vehicle miles traveled by 2008. Workshop participants will discuss how they have mobilized local communities and partners to meet this goal.

Moderator/Speaker:

David King, *Deputy Transportation Secretary, Chair, Executive Committee for Highway Safety, Raleigh, NC*

Speakers:

Girish (Gary) Modi, P.E., *Chief, Safety Management Division, PENNDOT, Harrisburg, PA*

Don Hillis, *Director of Operations, MoDOT, Jefferson City, MO*



IMPAIRED DRIVING

Communities Committed to Decreasing Impaired Driving

Monday, March 14th, 1:00pm-2:30pm

Room 211AB/212AB

Communities have a role to play in preventing impaired driving on their streets and highways. Many promising strategies are being implemented to raise awareness and reduce death and injury. Get some new ideas on how to effect these important changes in your community.

Moderator:

Jim Champagne, *Executive Director, Louisiana Highway Safety Commission Department of Public Safety, Baton Rouge, LA*

Speakers:

Tracy McMillan, *Snohomish County DUI Task Force, Everett, WA*

Dennis Foley, *Albany County STOP-DUI/Union College, Cohoes, NY*

Dianne Riibe, *Executive Director, Project Extra Mile, Omaha, NE*



DATA AND RESEARCH

Analyzing Data for Community Programs

Monday, March 14th, 1:00pm-2:30pm

Room 203A

Getting data is only half the battle. Understanding and using data to help shape community programs is critical to the success of those programs. This workshop will focus on the basics of highway safety data analysis. This will be a hands-on-training session with great handouts.

Co-Facilitators:

Sandy Johnson, *NHTSA/GHSA Winthrop, ME*

Louann Hall, *Chief, Information Services Branch, NCSA/NHTSA, Washington, DC*



ADULT OCCUPANT PROTECTION

Mobilizations and Paid Ads in Both Primary and Secondary Enforcement States

Monday, March 14th, 1:00pm-2:30pm

Room 207CD

Law enforcement mobilizations accompanied by paid national and local ads have been largely responsible for recent increases in safety belt use. This session will focus on how enforcement-based messaging makes enforcement more effective.

Moderator/Speaker:

Madalene Milano, *GMMB, Washington, DC*

Speakers:

Jim Nichols, Ph.D., *Vienna, VA*

Elizabeth Harrington, *Public Opinion Strategies, Alexandria, VA*

Mairi Nelson, *Public Relations Office Colorado Department of Transportation, Denver, CO*

Jim Shuler, *Director Public Affairs, Governor’s Office of Highway Safety, Atlanta, GA*

**ADULT OCCUPANT PROTECTION****New Immigrants and Restraint Usage – A Special Challenge**

Monday, March 14th, 1:00pm-2:30pm

Room 207AB

Language and cultural characteristics associated with new immigrants result in low usage rates. Learn about successful programs in border towns and elsewhere.

Moderator:

Richard Fimbres, *Arizona Governor's Representative, Governor's Office of Highway Safety, Phoenix, AZ*

Speakers:

Irwin Goldzweig, *Director of Development and Corporate Relations, MeHarry Medical College Center for Optimal Health, Nashville, TN*

Stephanie Tombrello, LCSW, *Executive Director, SafetyBeltSafe U.S.A., Altadena, CA*

**LAW ENFORCEMENT****IMPAIRED DRIVING****Impaired Driving Enforcement: Doing More With Less**

Monday, March 14th, 1:00pm-2:30pm

Room 208AB

When terrorists killed almost 4,000 people on September 11, we greatly expanded our security efforts, pulling precious resources from less visible enforcement efforts, including traffic safety. However, more people are killed on our streets and highways every month than died on September 11. Presenters will discuss how we can "do more with less" to protect our citizens from impaired drivers. Topics include general deterrence, automated enforcement, as well as highly visible enforcement.

Moderator:

Thomas Finn, *Deputy Chief (ret.), Director of Public Safety, East Brunswick Police Department, East Brunswick, NJ*

Speakers:

To be determined

**CHILD PASSENGER SAFETY****Product Updates from Child Restraint Industry: Part 1**

Monday, March 14th, 1:00pm-2:30pm

Room 213AB

This is a Show and Tell opportunity for the manufacturers to highlight new and existing products. Note: This session has been split into 2 workshops to allow for more detail from manufacturers and expanded Q&A time with attendees. Each session will have different manufacturers.

Moderator:

Judith Gearlds, *Indiana State CPS Coordinator, Automotive Safety Program, Indiana University School of Medicine, Indianapolis, IN*

Speakers:

Carol Helminski, *Marketing Manager, Communications/Training, Graco Children's Products, Inc., Crescent, MO*

Nick Jaksa, *President, Lenox Juvenile Group, Inc., Ocala, FL*

Randy Kiser, *Evenflo Company, Vandalia, OH*

John Riedl, *President, Compass, Kettering, OH*

**OTHER HIGHWAY SAFETY****New Ways to Solve Old Problems in Pedestrian Safety**

Monday, March 14th, 1:00pm-2:30pm

Room 213CD

As with so many aspects of our lives, technology can be used to make walking safer for people of all ages, and not just in cities. Explore some of the current engineering and technology used to make communities more walkable, including Pedestrian Countdown signals and technology for disabled pedestrians walkers.

Moderator:

Gerard Soffian, *Assistant Commissioner for Planning, New York City Department of Transportation, Long Island, NY*

Speakers:

Kim Eccles, *BMI-SG, Vienna, VA*

William Wiener, Ph.D., *Dean, Graduate College, Western Michigan University, Kalamazoo, MI*

Kerry Wilcoxon, P.E., *Traffic Safety Section-TE III, Phoenix Street Transportation Department, Phoenix, AZ*

2:30pm–3:00pm

Complimentary Refreshment Break in Exhibit Hall

Halls C1 and C2

3:00pm – 4:30pm ■ Sixth Workshop Session



OTHER HIGHWAY SAFETY

Multicultural Programs in Traffic Safety – State and Community Programs That Work

Monday, March 14th, 3:00pm-4:30pm

Room 207AB

This roundtable discussion will focus on traffic safety programs for minority groups. Specific cultural groups will be addressed, and cultural differences explored to find ways to make traffic safety programs relevant to those most at risk.

Moderator:

J. Darrell Jernigan, *Director, Governor's Representative of North Carolina, Raleigh, NC*

Speakers:

Anne Goon, *Holmes County Health Department, Millersburg, OH*

Talma Cato, *Program Manager, Michigan Resource Center for Health and Safety, Detroit, MI*

Tony Asion, *Director of Public Safety, El Pueblo, Inc., Raleigh, NC*



IMPAIRED DRIVING

Using Environmental Strategies to Address Impaired Driving

Monday, March 14th, 3:00pm-4:30pm

Room 213CD

While individual responsibility is a key to fighting impaired driving, many successful strategies that impact impaired driving focus on solutions at the community level – looking at laws and policies that affect people's behavior. Presenters will talk about ways to address impaired driving at the environmental level.

Moderator:

Kathy Stewart, *Pacific Institute for Research and Evaluation, Tucson, AZ*

Speakers:

Goeffry Brown, *North-American Interfraternity Conference, Indianapolis, IN*

Chris Magnus, *Police Chief, Fargo Police Department, Fargo, ND*

Ann Quinn-Zobeck, *BACCHUS & GAMMA Peer Education Network, Denver, CO*



IMPAIRED DRIVING

Impaired Driving Victim Impact Panel

Monday, March 14th, 3:00pm-4:30pm

Room 207CD

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

Moderator:

Wendy Hamilton, *National President, MADD, Dallas, TX*

Speakers:

Cindy Roark, *Fallbrook, CA*

Linda Dowdy, *Charlotte, NC*

Linda Roberts, *Matthews, NC*



LAW ENFORCEMENT



IMPAIRED DRIVING

Drug Impaired Driving

Monday, March 14th, 3:00pm-4:30pm

Room 208AB

Presenters will address the issues and challenges in apprehending and prosecuting drug impaired drivers. They will highlight the National Drug Evaluation and Classification (DEC) Program (also known as the Drug Recognition Expert [DRE] Program) and Drug Impaired Training for Educational Professionals (DITEP) Training Program.

Moderator:

Ernie Floegel, *National DRE Training Coordinator, IACP*

Speaker:

Chuck Hayes, *DRE Regional Operations Coordinator, IACP, Salem, OR*

**DATA AND RESEARCH****Using Data With Decision-Makers for Community Programs**

Monday, March 14th, 3:00pm-4:30pm

Room 203A

The final step in the highway safety planning process is using community data to impact highway safety policies. This hands-on training session will guide participants in the process of successfully using data to influence decision-makers.

Co-Facilitators:**Sandy Johnson**, NHTSA/GHSA Winthrop, ME**Louann Hall**, Chief, Information Services Branch,

NCSA/NHTSA, Washington, DC

**CHILD PASSENGER SAFETY****DATA AND RESEARCH****Dissecting Data on Child Passenger Safety: Part 2**

Monday, March 14th, 3:00pm-4:30pm

Room 209AB/210AB

Child passenger deaths are at historically low levels, but crashes remain a leading threat to children. To direct our future efforts, current data will be presented from Partners for Child Passenger Safety, the largest child-focused crash surveillance system in the U.S. with information on more than 450,000 children in crashes. This workshop will explore how driver socioeconomic and demographic characteristics affect child restraint use, evidence behind upgraded laws, and how child restraint use, seating position as well as vehicle-type affect crash injury outcomes.

Moderator:**Bill Hall**, Manager, Occupant Protection Program, University of North Carolina Highway Safety Research Center, Chapel Hill, NC**Speaker:****Flaura Winston, M.D., Ph.D.**, Scientific Director, TraumaLink, The Children's Hospital of Philadelphia, Principal Investigator, Partners for Child Passenger Safety, Philadelphia, PA**ADULT OCCUPANT PROTECTION****Ready, Set, Buckle! Creatively Addressing Seatbelt Usage Among Teens**

Monday, March 14th, 3:00pm-4:30pm

Room 211AB/212AB

Funerals, Tailgate Parties, Seatbelts and Teens...find out what these four things have in common. Hear what works to increase seatbelt use among teens—from teens! Take home programming ideas you can implement in your community.

Moderator:**Jessica Bland**, Program Manager, YOVASO About Traffic Safety, Roanoke, VA**Speakers:****Katie Bush**, Roanoke College**Patrick Gevas**, George Mason University**Kari Lillard**, Madison County High School**CHILD PASSENGER SAFETY****Product Updates from Child Restraint Industry: Part 2**

Monday, March 14th, 3:00pm-4:30pm

Room 213AB

This is a Show and Tell opportunity for the manufacturers to highlight new and existing products. Note: This session has been split into 2 workshops to allow for more detail from manufacturers and expanded Q&A time with attendees. Each session will have different manufacturers.

Moderator:**Judith Gearlds**, Indiana State CPS Coordinator, Automotive Safety Program Indiana University School of Medicine, Indianapolis, IN**Speakers:****Teresa Bock**, Director of Quality and Regulatory Affairs, Britax Child Safety, Inc., Charlotte, NC**Dave Campbell**, Dave Campbell & Associates, Representing Safe Traffic Systems, Seville, OH**Lori Cruzillat**, President, Safety Angel International, Inc., Boynton Beach, FL**Dennis Nagy**, Dorel Juvenile Group, Columbus, IN

Tracks at a Glance

SUNDAY	1 10:45am – 12:15pm	Criminal Justice System and Impaired Driving LE, ID Rm. 208AB	Detering the Problem Drinking Driver: What the Research Shows DR, ID Rm. 217CD	Seeing Is Believing: The Role of Media and Visibility in Impaired Driving Prevention ID Rm. 213AB	What's In YOUR Wallet? The Driver's License is More Than You Think It Is! OHS Rm. 213CD	Back to Basics: General Deterrence Strategies to Fight Impaired Driving ID Rm. 207AB	
	2 2:00pm – 3:30pm	Alcohol? Under 21, You're Done: Youth Alcohol Enforcement Programs LE Rm. 208AB	Impaired Driving Law Enforcement - Promising Practices ID Rm. 217CD	Sleuth-o-Rama - Secret Sources for Market Research OHS Rm. 213AB <i>(Repeats Mon., 9:30am)</i>	Education Approaches to Underage Substance Use ID Rm. 213CD	360/365 Marketing OHS Rm. 207AB	
	3 4:00pm – 5:30pm	Party Crashers – Communities Working to End Underage Drinking ID Rm. 208AB	The Fast Track to Speed Management LE Rm. 217CD	National CPS Program: A Brief History and Look Toward the Future CPS Rm. 213AB	Do's and Don't of Enlisting Grassroots Organizations in Traffic Safety Programs OHS Rm. 213CD	Reducing Impaired Driving in Diverse Communities ID Rm. 207AB	
MONDAY	4 9:30am – 11:00am	Technical Issues for CPS Professionals - 301 CPS Rm. 217AB	Why Won't They Just Wear It? What's So Terrible About Motorcycle Helmets? OHS Rm. 208AB	Anatomy of a DUI Homicide LE, ID Rm. 217CD <i>(Repeated from Sunday)</i>	State Laws and Practices for BAC Testing ID Rm. 213AB	Reducing Impaired Driving in the Hispanic Community ID Rm. 213CD	Innovative and Successful Approaches to Traffic Safety LE Rm. 207AB
	5 1:00pm – 2:30pm		Impaired Driving Enforcement: Doing More With Less LE, ID Rm. 208AB		Product Updates from Child Restraint Industry: Part 1 CPS Rm. 213AB	New Ways to Solve Old Problems in Pedestrian Safety OHS Rm. 213CD	New Immigrants and Restraint Usage – A Special Challenge AOP Rm. 207AB
	6 3:00pm – 4:30pm	Walk and Roll - Community Safe Routes to School Programs OHS Rm. 217AB	Drug Impaired Driving LE, ID Rm. 208AB	All for One and One for All: Multi-Jurisdictional Efforts at the Community Level LE Rm. 217CD	Product Updates from Child Restraint Industry: Part 2 CPS Rm. 213AB	Using Environmental Strategies to Address Impaired Driving ID Rm. 213CD	Multi-Cultural Programs in Traffic Safety – State and Community Programs That Work OHS Rm. 207AB
TUESDAY	7 8:30am – 10:00am		Doing More Than Time: DUI Criminal Justice System Innovations ID Rm. 208AB	Increasing Restraint Use Among Rural Populations & Native Americans AOP Rm. 217CD	Street Racing, Race for the Grave LE Rm. 213AB	Teen Traffic Safety: The Role of Driver Education? OHS Rm. 213CD	Riders in the Storm: How The Riding Community is Addressing Motorcycle Safety OHS Rm. 207AB
	8 10:15am – 11:45am	Strategies to Reach Targeted DUI Populations: 21-34 year Olds & Higher Risk Drivers ID Rm. 217AB	Graduated Driver Licensing – A Report from the Field OHS Rm. 208AB	Sports Marketing 101 OHS Rm. 217CD	Drive-Wise: Keeping Older Drivers Safe OHS Rm. 213AB	Evaluation – The Key to Program Effectiveness and Success CPS Rm. 213CD	Technology in Traffic Enforcement LE Rm. 207AB



AOP

Adult Occupant Protection Track



CPS

Child Passenger Safety Track



DR

Data and Research Track



IP

Impaired Driving Track



LE

Law Enforcement Track



OHS

Other Highway Safety Track

<p>Restraining Tweens Who Are Beyond Booster Seats, But too Young to Drive AOP, CPS Rm. 207CD</p>	<p>Boosting Restraint Use for Young Children: Part 1 CPS Rm. 209AB/210AB</p>	<p>Enhancing CPS Instructor Effectiveness CPS Rm. 211AB/212AB</p>	<p>Motor Vehicle/Animal Collisions: An Increasing Threat DR Rm. 203A</p>	<p>Basics of Buckling Up – Slightly More Than A Primer AOP Rm. 203B</p>	
<p>Anatomy of a DUI Homicide LE, ID Rm. 207CD <i>(Repeats Mon., 9:30am)</i></p>	<p>Dissecting Data on Child Passenger Safety: Part 1 DR, CPS Rm. 209AB/210AB</p>	<p>Using Research Findings to Improve Graduated Licensing Laws DR Rm. 211AB/212AB</p>	<p>Implementing Successful CPS Programs in Health Care Settings CPS Rm. 203A</p>	<p>CPS Legislation and Enforcement: Your Strongest Educational Tools CPS, LE Rm. 203B</p>	<p>Minimizing Injury in Side Impact Crashes AOP Rm. 218A/219A</p>
<p>Addressing the Underlying Problem of Alcohol Abuse Through Screening and Brief Intervention ID Rm. 207CD</p>	<p>Nighttime Belt Law Enforcement AOP Rm. 209AB/210AB</p>	<p>Understanding NHTSA's Impaired Driving Data DR, ID Rm. 211AB/212AB</p>	<p>Ask the Experts DR Rm. 203A</p>	<p>Safe Transportation During Ambulance Transport CPS Rm. 203B</p>	
<p>Sleuth-o-Rama - Secret Sources for Market Research OHS Rm. 207CD <i>(Repeated from Sunday)</i></p>	<p>Emerging Vehicle Safety Technologies AOP Rm. 209AB/209AB</p>	<p>Technical Issues for CPS Professionals - 101 CPS Rm. 211AB/212AB</p>	<p>Accessing Data Resources for Community Programs DR Rm 203A</p>	<p>Older Driver Research: Where Can Progress Be Made? DR Rm 203B</p>	<p>Partnering with The Military in Reducing Traffic Crashes OHS Rm. 218A/219A</p>
<p>Mobilizations and Paid Ads in Both Primary and Secondary Enforcement States AOP Rm. 207CD</p>	<p>Meeting the 2008 Fatality Goal - Can It Be Done? OHS Rm. 209AB/210B</p>	<p>Communities Committed to Decreasing Impaired Driving ID Rm. 211AB/212AB</p>	<p>Analyzing Data for Community Programs DR Rm. 203A</p>	<p>Liability Prevention of CPS Programs CPS Rm. 203B</p>	<p>People's Court: Mock DWI/DUI Trial LE Rm. 218A/219A</p>
<p>Impaired Driving Victim Impact Panel ID Rm. 207CD</p>	<p>Dissecting Data on Child Passenger Safety: Part 2 CPS Rm. 209AB/210AB</p>	<p>Ready, Set, Buckle! Creatively Addressing Seatbelt Usage Among Teens AOP Rm. 211AB/212AB</p>	<p>Using Data with Decision-Makers for Community Programs DR Rm. 203A</p>	<p>Red Light Cameras and Beyond: The Latest Research DR Rm. 203B</p>	
<p>Sustaining Our Investment in CPS CPS Rm. 207CD</p>	<p>Legislation: Primary Enforcement, Meaningful Penalties and Local Ordinances AOP Rm. 209AB/210AB</p>	<p>The Role of Women Drivers, Passengers and Pedestrians DR Rm. 211AB/212AB</p>	<p>How to Communicate with the Media and Get Them Involved in CPS CPS Rm. 203A</p>	<p>A Research-Based Approach to Reducing Alcohol-Impaired Driving DR, ID Rm. 203B</p>	<p>The NAS Underage Drinking Report-One Year Later: National, State & Community Responses ID Rm. 218A/219A</p>
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DATA AND RESEARCH

Red Light Cameras and Beyond: the Latest Research

Monday, March 14th, 3:00pm-4:30pm

Room 203B

Red light cameras are an effective way to reduce red-light running and the associated crashes. Hear about what latest research has to say about this controversial technology. Other countries have much more widespread use of automated enforcement to reduce the widespread problem of speeding. Is there evidence that photo radar works to reduce speeding and crashes?

Moderator:

Ruth Shults, Ph.D., *Epidemiologist*, Division of Unintentional Injury Prevention, Centers for Disease Control and Prevention, Atlanta, GA

Speakers:

Allan Williams, Ph.D., Bethesda, MD

Kim Eccles, BMI-SG, Vienna, VA

Patrick Burke, *Captain*, Washington DC Police Department, Washington, DC

Dave Haggist, *Captain*, Commander of Highway Interdiction Traffic Safety Unit, Charlotte-Mecklenberg Police Department, Charlotte, NC

Clement Gibson, CAPP, *Special Programs Manager*, City of Charlotte, Charlotte, NC



LAW ENFORCEMENT

All For One and One For All: Multi-Jurisdictional Efforts at the Community Level

Monday, March 14th, 3:00pm-4:30pm

Room 217CD

This panel will explore the importance of collaborations between law enforcement agencies in developing traffic safety enforcement programs and media campaigns. Presenters will highlight several successful multi-jurisdiction efforts, such as: Marion County Traffic Safety Partnership (Indiana), Metro Atlanta Heat (Georgia), and Smooth Operator Program (Northern Virginia). Each of these programs have made great strides in forming effective partnerships among law enforcement agencies and other organizations to alleviate impaired driving, aggressive driving, and speeding.

Moderator/Speaker:

Don Bickel, *Director*, Marion County Traffic Safety Partnership, Marion County Prosecutors Office, Indianapolis, IN

Speakers:

Bill Tower, *Law Enforcement Liaison*, NHTSA Mid-Atlantic Region, Baltimore, MD

Ricky Rich, *Division Director of Special Operations*, Governor's Office of Highway Safety, Atlanta, GA



OTHER HIGHWAY SAFETY

Walk and Roll – Community Safe Routes to School Programs (SR2S)

Monday, March 14th, 3:00pm-4:30pm

Room 217AB

In response to the increasing rate of obesity among America's children, State and Federal agencies have taken an active role in making Safe Routes to School a reality in communities across the country. This session will highlight SR2S as a platform for working collaboratively within a community and improving the likelihood of overall program success.

Moderator:

George Branyan, *Pedestrian & Special Programs Coordinator*, Maryland Highway Safety Office, Hanover, MD

Speakers:

Angela Mickalide, Ph.D., CHES, *Director*, National SAFE KIDS Campaign, Washington, DC

Nancy Pullen, *Pedestrian Bicycle Information Center*, UNC Highway Research Center, Chapel Hill, NC

Mark Stanmyer, *Sergeant*, City of Milwaukee Police Department, Milwaukee, WI

Lifesavers 2005 Program

Tuesday, March 15

7:30am – 1:15pm

Registration Open

Second Street Concourse

7:30am – 8:15am

Exhibit Hall Open

Halls C1 and C2

7:30am – 8:15am

**Complimentary Continental Breakfast
Exhibit Hall****8:30am – 10:00am ■ 7th Workshop Session****LAW ENFORCEMENT****Street Racing, Race for the Grave**

Tuesday, March 15th, 8:30am-10:00am

Room 213AB

Racing continues to be a serious problem in our communities. Presenters will address strategies that may be employed to prevent or reduce racing by younger drivers on our highways.

Moderator/Speaker:

Steve Verret, *Chief Instructor, American Institute for Public Safety Improv Traffic School, Corporate Comedy Events, Sherman Oaks, CA*

Speaker:

To be determined

**CHILD PASSENGER SAFETY****Sustaining Our Investment in CPS**

Tuesday, March 15th, 8:30am-10:00am

Room 207CD

A panel of CPS professionals will discuss ways to create/maintain on-going, viable support for CPS. How do we continue to encourage technicians to recertify? And, with changing funding dynamics, how do we keep people involved in CPS? How does one successfully develop/maintain a career path in the field? How can public and non-profit agencies maintain services after short-term grants end? The panel will discuss how to provide long-term access to child restraints; appropriate federal/state government resources; and how to utilize the educational and other resources currently available.

Moderator:

Stephanie Tombrello, LCSW, *Executive Director, SafetyBeltSafe U.S.A., Altadena, CA*

Speakers:

Lorrie Walker, *Training Manager and Technical Advisor, National SAFE KIDS Campaign, SAFE KIDS BUCKLE UP!, Washington, DC*

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

Artie Martin, *General Motors Safety Center, Warren, MI*



Complete addresses for moderators and speakers are in the Pre-Registration Booklet.



CHILD PASSENGER SAFETY

How To Communicate with the Media and Get Them Involved in CPS

Tuesday, March 15th, 8:30am-10:00am

Room 203A

The workshop will cover basic media relations techniques. From tips on how to structure events for the best press coverage to writing effective media materials, this session will help you understand the process and enable you to succeed. Panelists will include SAFE KIDS national media relations manager, a community relations coordinator who will share his tips on getting great PSA coverage with a minimum investment and a reporter to walk participants through the "Dos and Don'ts" of working with the media.

Moderator/Speaker:

Dawn Deeks, National SAFE KIDS Campaign, Washington, DC

Speakers:

Eric Morrison, Community Relations Coordinator, Mecklenburg EMS Agency, Charlotte, NC

Melissa Manware, Public Safety Report, The Charlotte Observer, Charlotte, NC



ADULT OCCUPANT PROTECTION

Increasing Restraint Use Among Rural Populations and Native Americans

Tuesday, March 15th, 8:30am-10:00am

Room 217CD

Rural and tribal populations need special programs to promote occupant restraint use. This workshop will present recent efforts that improved restraint use among rural populations and describe observational studies of safety belt use across Native American Indian Nations.

Moderator/Speaker:

Mark Solomon, Preusser Research Group, Oxford, MS

Speakers:

Lorrie Pozarik, Injury Prevention Resources of Wyoming, Injury Prevention Resources of Wyoming, Lander, WY

Ken Mabery, Transportation Coordinator, Upper Cumberland Development District, Cookeville, TN



OTHER HIGHWAY SAFETY

Riders in the Storm: How the Riding Community is Addressing Motorcycle Safety

Tuesday, March 15th, 8:30am-10:00am

Room 207AB

Motorcycle fatalities continue to rise, 73% since 1997. This workshop will include panelists from the motorcycle community (riders, advocates, administrators, trainers, manufacturers) to talk about why there continues to be an increase in motorcycle fatalities and what strategies motorcycle organizations and manufacturers are initiating to address the problems.

Moderator:

David Galloway, North Carolina Motorcycle Safety Education Program, Snow Hill, NC

Speakers:

Wayne Curtin, Director, Government Affairs, Harley-Davidson, Milwaukee, WI

Ron Thompson, Manager, Motorcycle Safety Program, Madison, WI

Jay Jackson, Executive Director, ABATE of Indiana, Bargersville, IN



IMPAIRED DRIVING

The NAS Underage Drinking Report – One Year Later: National, State, and Community Responses

Tuesday, March 15th, 8:30am-10:00am

Room 218A/219A

The National Academies of Science report "Reducing Underage Drinking: A Collective Responsibility" created a great deal of attention for the underage drinking issue in the last year. Come and hear how local, state and national groups are responding to this historic report's call to action.

Moderator:

Steve Wing, SAMHSA, Office of the Administrator, Rockville, MD

Speakers:

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

Jeff Becker, President, Beer Institute, Washington, DC

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

George Hacker, Director, Alcohol Policies Project, CSPI, Washington, DC

**IMPAIRED DRIVING****Doing More Than Time: DUI Criminal Justice System Innovations**

Tuesday, March 15th, 8:30am-10:00am

Room 208AB

Interested in how the criminal justice system can become more effective in dealing with DUI offenders in your community? Come and learn about some novel and inventive ways to really reach this group of offenders.

Moderator:

Michael Kavanaugh, *Judge*, 2nd Judicial District Bernalillo County Courthouse, Albuquerque, NM

Speakers:

James Dehn, *Judge*, Tenth Judicial District Court, Cambridge, MN

Gary Schurrer, *Judge*, Tenth Judicial District Court, Stillwater, MN

Victoria Grant, *Judge*, Urban Native American Court, Metropolitan Court Division IX, Albuquerque, NM

**DATA AND RESEARCH****IMPAIRED DRIVING****A Research-Based Approach to Reducing Alcohol-Impaired Driving**

Tuesday, March 15th, 8:30am-10:00am

Room 203B

Alcohol-impaired driving is still a big problem in the U.S. Efforts are underway in a number of states to widely implement sobriety checkpoints, and to adapt these methods to suit more rural locations. Learn about how effective these programs have been.

Moderator:

Anne McCartt, Ph.D., *Vice President, Research*, Insurance Institute for Highway Safety, Arlington, VA

Speakers:

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

John Lacey, *Pacific Institute for Research and Evaluation*, Calverton, MD

Tom Zwicker, *Preusser Research Group*, Trumbull, CT

**OTHER HIGHWAY SAFETY****Teen Traffic Safety: The Role of Driver Education**

Tuesday, March 15th, 8:30am-10:00am

Room 213CD

This panel considers new ideas regarding research on driver's education, as well as new curricula, and the future for driver's education improvements. The workshop discusses driver education in conjunction with graduated driver licensing and the importance of extending the learning process and including parents.

Moderator:

Allen Robinson, *CEO*, American Driver and Traffic Safety Education Association, Indiana University of Pennsylvania, Indiana, PA

Speakers:

Patricia Ellison-Potter, Ph.D., *Research Psychologist*, Behavioral Technology Research Division, Office of Research and Technology, NHTSA, Washington, DC

Bill Combs, *Program Director*, Teen Driver Safety, National Safety Council, Washington, DC

Elizabeth Weaver-Shepard, *President*, ADTSEA, Boise, ID

**DATA AND RESEARCH****The Role of Women Drivers, Passengers and Pedestrians**

Tuesday, March 15th, 8:30am-10:00am

Room 211AB/212AB

During the past 25 years, the proportion of women licensed to drive has risen dramatically, more women are in the workforce, and more are juggling work and family. As a result, there has been an increase in women's crash experience. This panel will examine young women and older women in terms of crash experience and "lessons learned" for developing programs and crafting effective safety messages.

Moderator/Speaker:

Kristin Backstrom, *S2W/Safe Smart Women*, Silver Spring, MD

Speakers:

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

Diane Steed, *Strat@comm*, Washington, DC

Susan Herbel, *Senior Associate*, Cambridge Systematics, Inc., Heathrow, FL

Linda Boyle, Ph.D., *Assistant Professor*, Mechanical & Industrial Engineering, The University of Iowa City, IA



ADULT OCCUPANT PROTECTION

Legislation: Primary Enforcement, Meaningful Penalties and Local Ordinances

Tuesday, March 15th, 8:30am-10:00am

Room 209AB/210AB

Eliminating secondary enforcement provisions is still the most effective legislative approach for increasing belt use, but states and communities shouldn't bypass opportunities such as strengthening penalties or enacting local ordinances permitting primary enforcement. Model programs will be showcased and new research will be discussed.

Moderator:

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

Speakers:

Irwin Goldzweig, *Director of Development and Corporate Relations, MeHarry Medical College, Center for Optimal Health, Nashville, TN*

Phil Haseltine, *President, Automotive Coalition for Traffic Safety, Arlington, VA*

George Ferris, *Regional Program Manager, NHTSA Great Lakes Region, Olympia Fields, IL*

10:00am – 10:15am

Break

10:15am–11:45am ■ 8th Workshop Session



CHILD PASSENGER SAFETY

Boosting Restraint Use for Young Children: Part 2

Tuesday, March 15th, 10:15am-11:45am

Room 211AB/212AB

This is the second part of two workshops designed to address approaches to increase restraint use for younger children. This workshop will focus on the importance of developing comprehensive CPS programs based on proven and appropriate strategies to reach young children. Speakers will offer their experiences on how to select effective curricula, educational materials and interventions for diverse communities.

Moderator/Speaker:

Wendy Gordon, *Maine SAKE KIDS/I'm Safe Productions, Rockland, ME*

Speaker:

Cheryl Kim, *Senior Program Consultant, SafetyBeltSafe U.S.A., Whittier, CA*



LAW ENFORCEMENT

Technology in Traffic Enforcement

Tuesday, March 15th, 10:15am-11:45am

Room 207AB

Presenters will address current and emerging technologies designed to help us be more efficient and make our jobs safer and easier. Programs include electronic reports and ticketing, automated enforcement, photo red light enforcement, photo radar/lidar, saliva strip drug testing, passive breath testers, in-car videotaping and more.

Moderator:

Matt Snyder, *International Association of Chiefs of Police, Alexandria, VA*

Speakers:

To be determined

**OTHER HIGHWAY SAFETY****Drive-Wise: Keeping Older Drivers Safe**

Tuesday, March 15th, 10:15am-11:45am

Room 213AB

What do we know about the emergence of older drivers on our roadways and what preparations are underway in your community and across the nation to meet this challenge? Learn of the promising approaches being utilized by law enforcement, role of state Medical Advisory Boards, and advocacy groups.

Moderator:

Jane Stutts, Associate Director for Social and Behavioral Research, University of North Carolina, Chapel Hill, NC

Speakers:

Robert Raleigh, M.D., Director, Maryland Medical Advisory Board, Maryland MVA, Glen Burnie, MD

Lisa Tucker, Program Manager, N4A, Washington, DC

Pamela Chambers, Enforcement and Justice Services Division, NHTSA, Washington, DC

**DATA AND RESEARCH****IMPAIRED DRIVING****Developing a Model DWI Tracking System**

Tuesday, March 15th, 10:15am-11:45am

Room 218A/219A

In 2002, NHTSA awarded four grants to demonstrate model impaired driving records information systems and evaluate their effectiveness. In this session, representatives of the four states will discuss their progress and the next steps for their projects.

Moderator:

Anne McCartt, Ph.D., Vice President, Research, Insurance Institute for Highway Safety, Arlington, VA

Speakers:

Corey Cashmere, Nebraska Crime Commission, Lincoln, NE

Mary Jensen, TraCS Program Manager, Iowa DOT, Office of Driver Services, Des Moines, IA

Allen Parrish, Director, CARE Research and Development Laboratory, The University of Alabama, Department of Computer Science, Tuscaloosa, AL

**IMPAIRED DRIVING****Strategies to Reach Targeted DUI Populations: 21-34 Year Olds and Higher Risk Drivers**

Tuesday, March 15th, 10:15am-11:45am

Room 217AB

Research is clear on the "who" of impaired driving. These two population groups are significantly involved in alcohol-related crashes. How can we positively impact these risky populations? Presenters will discuss programs and strategies developed to address these target audiences.

Moderator:

Barry Sweedler, Partner, Safety and Policy Analysis International, L.L.C., Tucson, AZ

Speakers:

Kenneth Carpenter, Executive Director, New York State Governor's Traffic Safety Committee, Albany, NY

Tom Zwicker, Preusser Research Group, Trumbull, CT

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

**IMPAIRED DRIVING****SES States: What Did They Do Right?**

Tuesday, March 15th, 10:15am-11:45am

Room 207CD

From 2002 to 2003, 12 of 13 SES States reduced the number of alcohol-related fatalities; some by significant margins. Reductions in these 12 States represented 75 percent of the 3 percent reduction in alcohol-related fatalities across the Nation. Feature those States that had the largest decreases with discussions on what they did.

Moderator:

Nancy Ross, Highway Safety Specialist, Impaired Driving Division, NHTSA, Washington, DC

Speakers:

Jim Nichols, Ph.D., Vienna, VA

Robert Dallas, GOHS Director, Atlanta, GA

Terry Pence, Traffic Safety Director, Texas Department of Transportation, Austin, TX



CHILD PASSENGER SAFETY

Evaluation – The Key to Program Effectiveness and Success

Tuesday, March 15th, 10:15am-11:45am

Room 213CD

Evaluation is essential for successful program management. Learn from two child passenger safety experts how to develop evaluation tools that measure program effectiveness. Process, outcome, and impact evaluation methods including the use of car seat checks as an evaluation tool will be discussed.

Moderator:

Ann Burton, *Regional Program Manager, NHTSA Eastern Region, White Plains, NY*

Speakers:

Eric Morrison, *Community Relations Coordinator, Mecklenburg EMS Agency, Charlotte, NC*

Janet Holden, Ph.D., *Consultant, Centro San Bonifacio, Oak Park, IL*



ADULT OCCUPANT PROTECTION

Buckling Up Pickup Truck Occupants

Tuesday, March 15th, 10:15am-11:45am

Room 209AB/210AB

Despite the fact that safety belts are more effective in light trucks than they are in passenger cars, usage is lower among pickup truck occupants. Learn about NHTSA's region-wide demonstration program combining education with enforcement.

Moderator/Speaker:

Bruce Shults, *Senior Program Manager, NHTSA South Central Region, Fort Worth, TX*

Speakers:

Mark Solomon, *Preusser Research Group, Oxford, MS*

Paul Brothers, *Brother and Company Ad Agency, Tulsa, OK*



DATA AND RESEARCH

Recent Trends in Highway Safety

Tuesday, March 15th, 10:15am-11:45am

Room 203B

Using data and reports of NHTSA's National Center for Statistics and Analysis (NCSA), this session will focus on recent analysis of various areas of highway safety including speeding, regional belt use, multi-cultural populations, and the most unsafe days of the year.

Moderator/Speaker:

Dennis Utter, *Director, Office of Traffic Records and Analysis, NCSA/NHTSA, Washington, DC*

Speakers:

Chou-Lin Chen, *Mathematical Statistician, NCSA/NHTSA, Washington, DC*

Marc Starnes, MHS, *Mathematical Statistician, NCSA/NHTSA, Washington, DC*



OTHER HIGHWAY SAFETY

Graduated Driver Licensing – A Report From The Field

Tuesday, March 15th, 10:15am-11:45am

Room 208AB

Graduated Driver Licensing has a strong body of evidence that it has been effective in reducing fatal crashes by young, novice drivers. States that have evaluations underway have some practical advice about the dos and don'ts of graduated driver licensing.

Moderator:

Arthur Goodwin, *University of North Carolina Highway Safety Research Center, Chapel Hill, NC*

Speakers:

Troy Costales, *Manager, Transportation Safety Division, Salem, OR*

Susan Mynsberge, *Asst. to the Director of Office of Traffic Safety, Michigan Department of State, Lansing, MI*

Timothy Tomczak, *Sergeant, Raleigh Police Department, Raleigh, NC*



CHILD PASSENGER SAFETY

CPS Outreach to Latino Communities

Tuesday, March 15th, 10:15am-11:45am

Room 203A

This workshop will include specific strategies for developing Latino CPS programs and educational materials. Discover guidelines for building successful partnerships by overcoming challenges in your communities. Learn about innovative intervention campaigns and materials to determine what motivates behavior change and current beliefs about child restraints.

Moderator:

Beth Warren, *Coordinator, Occupant Safety Programs, Texas Department of Public Safety, Austin, TX*

Speakers:

Irma Pacheco, *Centro San Bonifacio, Chicago, IL*
Beth Ebel, M.D., MPH, *Harborview Injury Prevention and Research Center, Seattle, WA*



OTHER HIGHWAY SAFETY

Sports Marketing 101

Tuesday, March 15th, 10:15am-11:45am

Room 217CD

Learn from the pros... marketing pros, that is! Learn how to leverage limited dollars to ensure that your traffic safety messages are communicated to a key audience—young males—through a variety of sporting venues, from NASCAR to Major League Baseball.

Moderator:

Luis Delrio, *Highway Safety Specialist, Office of Communications and Consumer Information, NHTSA, Washington, DC*

Speaker:

Jill Pepper, *Executive Director, TEAM Coalition, Arlington, VA*

12:00noon – 1:15pm

Closing luncheon

J. Darrell Jernigan, *Director, Governor’s Representative of North Carolina*

Terry Pence, *Traffic Safety Director, Texas Department of Transportation*

“Ya’ll Come Back Now, Ya’ Hear?!”

There is nothing like good ol’ Southern Hospitality unless maybe it’s a Western Welcome! Be sure to catch the conclusion of an amazing conference at lunch on Tuesday when our North Carolina hosts bid farewell and our partners in Austin, Texas promise that Lifesavers really will be bigger and better in 2006!



Mark Your Calendars!

Plan to Attend Future Lifesavers Conferences.

■ April 9-11, 2006
Austin, TX

■ March 25-27, 2007
Chicago, IL

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Exhibit Hours and Events

Saturday ■ March 12

2:00pm – 7:00pm **Early Exhibitor Set-up**

Sunday ■ March 13

7:00am – 12noon **Exhibitor Set-up**

12:15pm – 7:30pm **Exhibit Hall Open**

12:15pm – 1:30pm **Complimentary Box Lunch**

3:30pm – 4:00pm **Complimentary
Refreshment Break**

5:30pm – 8:00pm **Welcoming/Opening
Reception**

Monday ■ March 14

7:30am – 8:15am **Continental Breakfast**

7:30am – 3:00pm **Exhibit Hall Open
(closed during opening
plenary and lunch)**

2:30pm – 3:00pm **Complimentary
Refreshment Break**

Tuesday ■ March 15

7:30am – 8:15am **Continental Breakfast**

7:30am – 8:15am **Exhibit Hall Open**

8:30am – 12noon **Exhibitor move out**

Lifesavers Gets Wired! Internet Café

While attending Lifesavers, stay in touch with work and family by using one of five complimentary internet kiosks. The kiosks are located on the vehicle display side of the Exhibit Hall and are open during Exhibit Hall hours. Attendees are asked to please limit their usage to five minutes when others are waiting.

Child Passenger Safety Vehicle Exhibit

Lifesavers is excited to offer for the first time, a hands-on exhibit area for new vehicle technology and child passenger safety located in the exhibit hall. The purpose of this exhibit is to provide educational opportunities to CPS technicians and other interested attendees. Attendees can take advantage of this time to get more hands-on experience, to have a demonstration of, or work with the re-LATCH system, or to complete installations needed for re-certification. Internet service will be nearby allowing instructors to assist technicians by going on-line and updating their profile and/or entering their child restraint installations that were signed off. Instructors will be volunteering their time during exhibit hall hours to assist attendees with installations and questions.

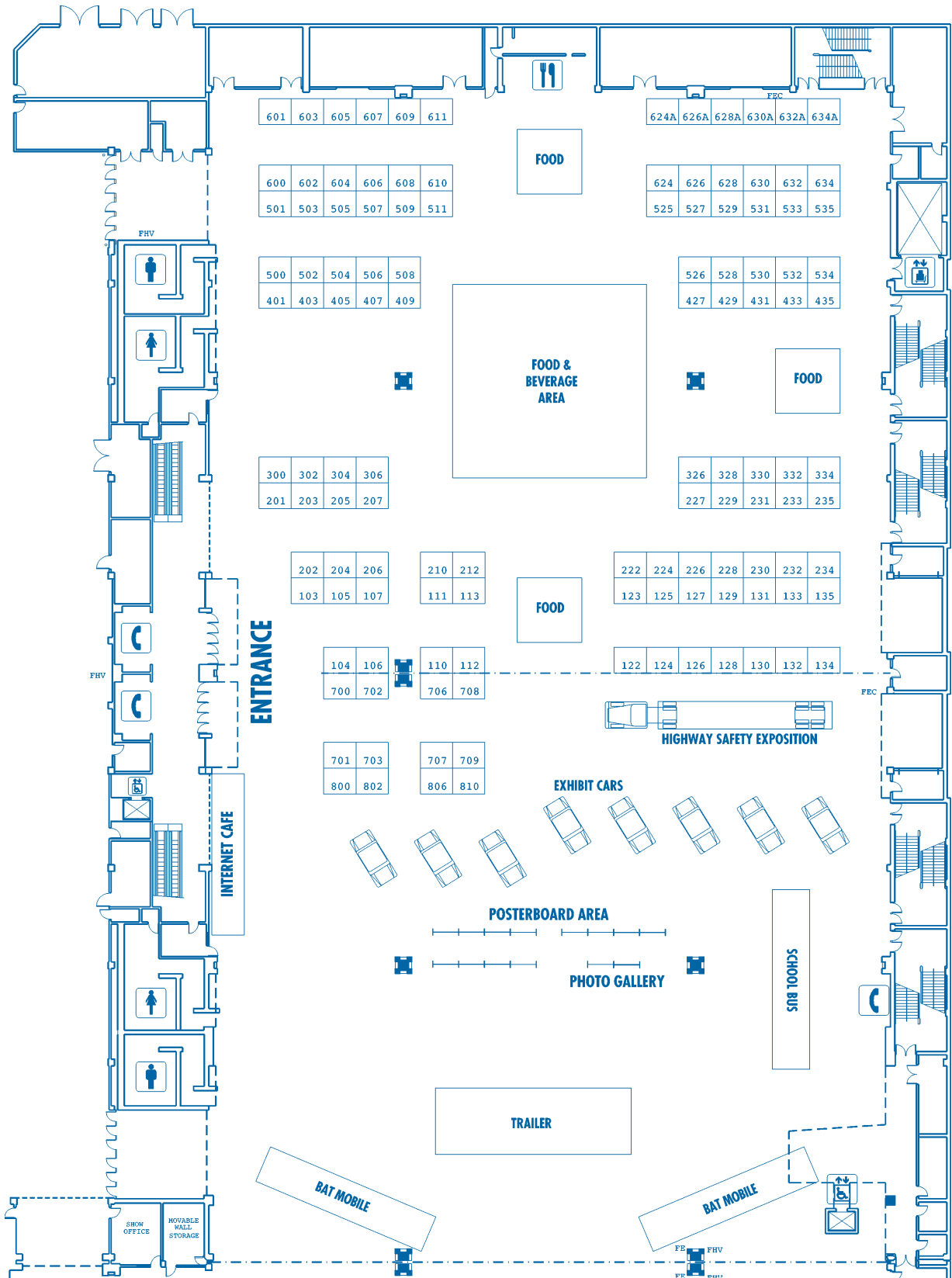
Posters

See page 44 for a complete listing of posters. Authors will be available to discuss their work on Sunday evening from 5:30pm-7pm. General viewing will be on Sunday from 12:15pm-5:30pm and Monday from 7:30am-3pm.



Visit the exhibit hall for complimentary refreshment breaks.

Exhibit Hall Map



Exhibitor Listing

Lifesavers appreciates the support of all the exhibitors. Lifesavers sponsors are highlighted with a shaded box.

4 R Kids Sake

Contact: Laura Petersen

Booth Number: 129

1547 Cedar Pines Dr.
Corona, CA 92881-4057
Phone: (951) 737-2539
Fax: (951) 737-2539
laura@4rkidssake.org

Alcohol Monitoring Systems, Inc.

Contact: Don White

Booth Number: 628A

9135 S. Ridgeline Blvd., 190
Highlands Ranch, CO 80129
Phone: (303) 785-7822
Fax: (303) 791-4262
kbrown@alcoholmonitoring.com

Alertness Solutions

Contact: Reid Blank

Booth Number: 607

20111 Stevens Creek Blvd., Suite 280
Cupertino, CA 95014
Phone: (408) 253-1019
Fax: (408) 253-2317
bealert@alertsol.com

All American Safety Promotions

Contact: Laura Gerlitz

Booth Number: 531

541 S. Lakeshore Dr.
Lake Geneva, WI 53147
Phone: (262) 248-6525
Fax: (262) 248-6629
gerlitzlynn@aol.com

Alliance of Automobile Manufacturers

Contact: Monica Sakala

Booth Number: 123, 125

1401 Eye St. NW, 9th Floor
Washington, DC 20005
Phone: (202) 326-5522
Fax: (202) 326-5598
msakala@autoalliance.org

American Association of Motor Vehicle Administrators

Contact: Melissa Clague

Booth Number: 630

4301 Wilson Blvd., Suite 400
Arlington, VA 22203
Phone: (703) 522-4200
Fax: (703) 908-5868
mclague@aamva.org

American Traffic Safety Services Association

Contact: Catherine Saunders

Booth Number: 632

15 Riverside Pkwy. Suite 100
Fredericksburg, VA 22406
Phone: (540) 368-1701
Fax: (540) 368-1722
catherines@atssa.com

Anheuser-Busch

Contact: Carolyn Korte

Booth Number: 126

c/o Go Inc.
6022 Southwest Ave.
St. Louis, MO 63139
Phone: (314) 647-4100
Fax: (314) 647-4101
carolyn@go-inc.com

Austin Convention & Visitors Bureau

Contact: Linda Atkins

Booth Number: Registration Area

301 Congress Ave., Suite 200
Austin, TX 78701
Phone: (512) 583-7222
Fax: (512) 583-7283
latkins@austintexas.org

BACCHUS & GAMMA Peer Education Network

Contact: Ann Quinn-Zobeck

Booth Number: 506

P.O. Box 100430
Denver, CO 80250-0430
Phone: (303) 871-0901
Fax: (303) 871-0907
ann@bacchusgamma.org

Beer Institute

Contact: Susan Haney

Booth Number: 226

122 C St. NW, Suite 750
Washington, DC 20001
Phone: (202) 737-2337
Fax: (202) 737-7004
shaney@beerinstitute.org

Bell Sports, Inc.

Contact: Charlie Pratus

Booth Number: 606

1924 County Rd., 3000 N
Rantoul, IL 61866
Phone: (800) 494-4543
Fax: (217) 893-9333
khoffmann@bellsports.com

Britax Child Safety

Contact: Teresa Bock
Booth Number: 231, 233, 235

13501 South Ridge Dr.
Charlotte, NC 28273
Phone: (704) 409-1700
Fax: (704) 409-1710
drobinson@britaxusa.com

CADCA

Contact: Jennifer Zimmermann
Booth Number: 605

625 Slaters Lane, Suite 300
Alexandria, VA 22314
Phone: (703) 706-0560
Fax: (703) 706-0565
jzimmermann@cadca.org

Centers for Disease Control & Prevention

Contact: Caryl Rinehart
Booth Number: 610

4770 Buford Hwy., NE, MSK63
Atlanta, GA 30341
Phone: (770) 488-1482
Fax: (770) 488-1317
car6@cdc.gov

The Century Council

Contact: Ron Engle
Booth Number: 707

1310 G St. NW, Suite 600
Washington, DC 20005
Phone: (202) 637-0077
Fax: (202) 637-0079
klattl@centurycouncil.org

Channing Bete Company

Contact: Paul Porter
Booth Number: 527

One Community Place
South Deerfield, MA 01373
Phone: (413) 665-7611
Fax: (413) 665-3339
jsmith@channing-bete.com

Chicco USA

Contact: Julie K. Robbins
Booth Number: 800

1842 William Penn Way,
Suite 101
Lancaster, PA 17601
Phone: (717) 735-6200
Fax: (717) 735-0888
keepingUsafe@insightbb.com

CMI, Inc.

Contact: Pamela J. Hagan
Booth Number: 608

316 E. Ninth St.
Owensboro, KY 42303
Phone: (270) 685-6454
Fax: (270) 685-6678
mjhagan@alcoholtest.com

Compass

Contact: John Riedl
Booth Number: 206

3430 S. Dixie Hwy., Suite 301
Kettering, OH 45439
Phone: (937) 293-9120
Fax: (937) 293-9130
jriedl@compassbaby.com

Continental AG

Contact: Jim Gill
Booth Number: 222

1741 S. Willow Lake Way
Eagle, ID 83616
Phone: (208) 938-9994
Fax: (208) 938-9995
bmccahill@earthlink.net

Continental - Exposition Trailer

Contact: Jon Codalata
Booth Number: Exposition Trailer

11611 N. Meridian St., Suite 701
Carmel, IN 46032
Phone: (317) 843-5457
Fax: (317) 843-5446
pmgjonc@iquest.net

COUNTRY Insurance and Financial Services

Contact: Rachel Schlipmann
Booth Number: 624-A

1701 N. Towanda Ave.
Bloomington, IL 61702
Phone: (309) 821-3923
Fax: (309) 820-4598
rachel.schlipmann@countryfinancial.com

Crossroads Software, Inc.

Contact: Kelly Goodspeed
Booth Number: 628

210 W. Birch St., Suite 207
Brea, CA 92821
Phone: (714) 990-6433
Fax: (714) 990-5628
kgoodspeed@crossroadssoftware.com

DaimlerChrysler

Contact: Kristen Kreibich-Satruch
Booth Number: 104

800 Chrysler Dr.
Auburn Hills, MI 48362
Phone: (248) 576-8053
Fax: (248) 576-7321
kmk13@dcx.com

Dorel Juvenile Group

Contact: Carol Ashton
Booth Number: 602

2525 State St.
Columbus, OH 47201
Phone: (812) 314-4317
Fax: (812) 372-0911
cashton@djgusa.com

Draeger Safety Diagnostics

Contact: Michele Denhoff
Booth Number: 609

8356 Sterling St.
Irving, TX 75063
Phone: (972) 929-1100
Fax: (972) 929-1105
connie.empy@draeger.com

Drive Safe

Contact: Winifred Perry
Booth Number: 130

13 Olde Springs Court
 Columbia, SC 29223
 Phone: (803) 788-3065
 Fax: (803) 788-3065
 drivesafesigns@aol.com

Driver's Edge

Contact: Jeff Payne
Booth Number: 532

8170 S. Eastern Ave., Suite 4-165
 Las Vegas, NV 89123
 Phone: (702) 896-6482
 Fax: (702) 361-3607
 jeff@driversedge.org

Driving Technology Systems, Inc.

Contact: Michael Rader
Booth Number: 626-A

One S. Second St.
 Pottsville, PA 17901
 Phone: (570) 622-4421
 Fax: (570) 628-3887
 info@drivingtechnologysystems.com

Emergency Nurses Association

Contact: Pierre Desy
Booth Number: 507

915 Lee St.
 Des Plaines, IL 60016-6569
 Phone: (847) 460-4082
 Fax: (847) 460-4005
 pdesy@ena.org

Enhanced Protective Glass Automotive Association (EPPAA)

Contact: TBD
Booth No.: 630-A

2950 W. Square Lake Road,
 Suite 100
 Troy, MI 48098
 Phone: (248) 641-1446
 Fax: (248) 641-1445
 ehurst@eisbrenner.com

Evenflo

Contact: Patsy Pilcher
Booth Number: 529

P.O. Box 106
 Tucker, GA 30085
 Phone: (800) 768-6077
 Fax: (800) 382-4565
 ppilcher@bellsouth.net

FACE - Resources, Training & Action on Alcohol Issues

Contact: Daniel Varner
Booth Number: 135

105 W. Fourth St.
 Clare, MI 48617
 Phone: (888) 822-3223
 Fax: (989) 386-3532
 dvarner@faceproject.org

Fatal Vision by Innocorp, Ltd.

Contact: Debbie Haglund
Booth Number: 111, 113

P.O. Box 930064
 Verona, WI 53593-0064
 Phone: (608) 848-5572
 Fax: (608) 848-5558
 nancy.wolfgram@fatalvision.com

Federal Motor Carrier Safety Administration

Contact: Janet Kumer
Booth Number: 533

400 Seventh St. SW, Room 8211
 Washington, DC 20590
 Phone: (202) 366-2170
 Fax: (202) 366-3375
 elizabeth.sekle@fmcsa.dot.gov

Federal Railroad Administration

Contact: Pamela Caldwell-Foggin
Booth Number: 504

1120 Vermont Ave., NW, 6th Floor
 Washington, DC 20590
 Phone: (202) 493-6299
 Fax: (202) 493-6478
 pamelacaldwell.foggin@fra.dot.gov

Florida Community Traffic Safety Teams

Contact: Bill Sparrowhawk
Booth Number: 634A

7700 Sun Island S., Unit 505
 South Pasadena, FL 33707
 Phone: (727) 360-9144
 billsparrowhawk@verizon.net

Ford Motor Company

Contact: Michael Stando
Booth Number: 227, 229, 326, 328

Fairlane Plaza S.
 330 Town Center Dr., Suite 500
 Dearborn, MI 48126
 Phone: (313) 594-7446
 Fax: (313) 594-0723
 mstando@ford.com

GearUp Sports

Contact: Ali Osseiran
Booth Number: 810

151 S. Michigan St.
 Seattle, WA 98108
 Phone: (206) 764-8784
 Fax: (206) 381-1999
 gearupamerica@aol.com

GEICO

Contact: Celeste Fernandez
Booth Number: 604

One GEICO Plaza
 Washington, DC 20076
 Phone: (301) 986-2812
 Fax: (501) 986-2444
 cfernandez@geico.com

General Motors

Contact: Anne Ginn
Booth Number: 201, 203, 300, 302

30200 Mound Rd.,
 MC 480-111-E18
 Warren, MI 48090
 Phone: (586) 986-9515
 Fax: (586) 986-8018
 anne.ginn@gm.com

Graco Children's Products, Inc.

Contact: Carol Helminski

Booth Number: 106

Division of Newell Rubbermaid
308 Barn Side Lane
Crescent, MO 63025-1648
Phone: (636) 938-5986
Fax: (636) 938-5426
carol.helminski@gracobaby.com

Grammer AG

Contact: Juergen Huertgen

Booth Number: 131, 133

Weinhervon-Braun, Str. 6
Amberg, Germany 92224
Phone: (49) 96211601-562
Fax: (49) 9621601-394
walter.schoepf@grammer.com

Helmets R Us

Contact: Eileen Bell

Booth Number: 701

2705 Pacific Ave.
Tacoma, WA 98402
Phone: (253) 627-2121
Fax: (253) 572-4225
eileen@nventure.com

IMMI/Safeguard Division

Contact: Dave Kaler

Booth Number: 525, 624

18881 U.S. 31North
Westfield, IN 46074
Phone: (317) 896-9531
Fax: (317) 867-4191
dkaler@imminet.com

I'm Safe!/Child Safety Solutions

Contact: Wendy W. Gordon

Booth: 509

P.O. Box 1403
Rockland, ME 04841
Phone: (207) 594-4149
Fax: (207) 594-7169
wendy@imsafe.com

Iowa Department of Transportation

Contact: Mary Jensen

Booth Number: 528

Motor Vehicle Division
Des Moines, IA 50313
Phone: (515) 237-3235
Fax: (515) 237-3071
mary.jensen@dot.iowa.gov

Kids and Cars

Contact: Janette E. Fennell

Booth Number: 128

2913 W. 113th St.
Leawood, KS 66211
Phone: (913) 327-0013
Fax: (913) 327-0014
Janette@kidsandcars.org

Kids Safety First

Contact: Jorgen Weterrings

Booth Number: 535, 634

1100 Irvine Blvd, #702
Tustin, CA 92780
Phone: (714) 647-1968
Fax: (714) 934-4468
jw@ksfinc.org

KS Image Solutions

Contact: Kristel Swayze

Booth Number: 806

4300 Deacon Court, SW
Concord, NC 28025
Phone: (704) 786-7763
Fax: (704) 786-7764
kswayze@ksimagesolutions.com

Kustom Signals, Inc.

Contact: Larry Barbary

Booth Number: 228

9325 Pflumm Rd.
Lenexa, KS 66215
Phone: (913) 492-1400
Fax: (913) 492-6330
vmccorkle@kustomsignals.com

Laser Technology, Inc.

Contact: Craig Wright

Booth Number: 207

7070 S. Tucson Way
Centennial, CO 80112
Phone: (303) 705-0004
Fax: (303) 649-9210
saaro@lasertech.com

LaserCraft, Inc.

Contact: Scott Patterson

Booth Number: 611

5680 Oakbrook Pkwy., Suite 149
Norcross, GA 30093
Phone: (770) 409-9660
Fax: (770) 409-9649
dtrainor@lascraftinc.com

Lenox Juvenile Group, Inc.

Contact: Nick Jaksa

Booth Number: 122, 124

100 SW 52nd Ave.
Ocala, FL 34474
Phone: (352) 690-7328
Fax: (352) 861-3888
njaksa@smarchildseat.com

Lifeloc Technologies, Inc.

Contact: David Derosier

Booth Number: 105

12441 W 49th Ave., #4
Wheat Ridge, CO 80033
Phone: (800) 722-4872
Fax: (303) 431-1423
david@lifeloc.com

LightGuard Systems, Inc.

Contact: Michael Harrison

Booth Number: 427, 526

2292 Airport Blvd.
Santa Rosa, CA 95403
Phone: (707) 542-4547
Fax: (707) 525-6333
mmoffett@lightguardsystems.com

Matthews Specialty Vehicles, Inc.

Contact: Dennis Hoag
Booth Number: 709

101 S. Swing Rd.
 Greensboro, NC 27409
 Phone: (877) 905-4678
 Fax: (336) 297-4674
 info@msvehicles.com

Mercury Distributing

Contact: Dolores Schoenfeld
Booth Number: 132, 134

7001 Wooster Pike
 Medina, OH 44256
 Phone: (800) 815-6330
 Fax: (800) 815-6334
 dschoenfeld@mercurydistributing.com

Mothers Against Drunk Driving

Contact: Mercury Bynum
Booth Number: 306

511 E. John Carpenter Freeway
 Irving, TX 75062
 Phone: (202) 974-2497
 Fax: (202) 293-0106
 mercury.bynum@madd.org

Motorcycle Safety Foundation

Contact: Don Ankrom
Booth Number: 334

2 Jenner St., Suite 150
 Irvine, CA 92618
 Phone: (949) 727-3227
 Fax: (949) 727-3214
 dankrom@msf-USA.org

MPH Industries, Inc.

Contact: Sherry Duff
Booth Number: 632-A

316 E. 9th St.
 Owensboro, KY 42303
 Phone: (888) 689-9222
 Fax: (270) 685-6288
 info@mphindustries.com

Mulvihill Intelligent Control Systems

Contact: Stephen Schechter
Booth Number: 503

503 Cary Ave.
 Staten Island, NY 10310
 Phone: (718) 448-7000
 Fax: (718) 816-6792
 sschechter@redlightcamera.com

National Alliance/Motivational Media Assemblies

Contact: Bud Yoakum
Booth Number: 511

2000 W. Magnolia Blvd.,
 Suite 207
 Burbank, CA 91506
 Phone: (818) 848-1980
 Fax: (818) 567-4701
 jhullihan@comcast.net

National Campaign to Stop Red Light Running

Contact: Chris Galm
Booth Number: 505

1150 18th St. NW, Suite 1030
 Washington, DC 20036
 Phone: (202) 828-9100
 Fax: (202) 828-9112
 cgalmb@blakey-agnew.com

National Healthy Mothers Healthy Babies Coalition

Contact: Judy Meehan
Booth No.: 802

121 N. Washington St., Suite 300
 Alexandria, VA 22314
 Phone: (703) 836-6110
 Fax: (703) 836-3470
 jmeehan@hmb.org

National Highway Traffic Safety Administration

Contact: Sue Gorcowski
Booth Number: 407

400 7th St., SW
 Washington, DC 20590
 Phone: (202) 366-5963
 Fax: (202) 493-2062
 faithia.robertson@nhtsa.dot.gov

National Patent Analytical Systems, Inc.

Contact: Cliff Broeder
Booth Number: 224

2090 Harrington Memorial Rd.
 Mansfield, OH 44903
 Phone: (419) 526-6727
 Fax: (419) 526-9446
 sales@npas.com

National SAFE KIDS Campaign – Buckle-Up

Contact: Wes Bender
Booth No. 201, 203, 300, 302

1301 Pennsylvania Ave. NW,
 Suite 1000
 Washington, DC 20004
 Phone: (202) 662-0600
 Fax: (202) 393-2072

National SAFE KIDS Campaign, CPS Certification Program

Contact: Diana Reynoso
Booth Number: 205

1301 Pennsylvania Ave. NW,
 Suite 1000
 Washington, DC 20004
 Phone: (202) 662-0619
 Fax: (202) 393-2072
 dreynoso@safekids.org

National Safety Resources

Contact: Sue Lindstrom
Booth Number: 500, 502

5421 Sinclair Rd.
 Columbus, OH 43229
 Phone: (800) 620-2268
 Fax: (614) 781-2710
 gina@nsrinc.org

National Traffic Law Center –American Prosecutors Research Institute

Contact: Jennifer L. Torre
Booth Number: 405

99 Canal Center Plaza, Suite 510
 Alexandria, VA 22314
 Phone: (703) 549-4253
 Fax: (703) 549-6259
 stephen.talpins@ndaa-apri.org

National Youth Court Center

Contact: Lisa Ginter
Booth Number: 530

C/O APPA
P.O. Box 11910
Lexington, KY 40578
Phone: (859) 244-8193
Fax: (859) 244-8001
lginter@csg.org

Nationwide Insurance

Contact: Bob Cunningham
Booth Number: 202, 204

One Nationwide Plaza, MC
1-22-09
Columbus, OH 43215-2220
Phone: (614) 249-3091
Fax: (614) 249-0870
cunninb1@nationwide.com

Naval Safety Center

Contact: Evelyn Odango
Booth Number: 600

375 A Street
Norfolk, VA 23511
Phone: (757) 444-3520
Fax: (757) 444-6791
evelyn.odango@navy.mil

NC Governor's Highway Safety Program

Contact: Don Nail
Booth Number: Exposition Trailer

215 E. Lane St.
Raleigh, NC 27601
Phone: (919) 733-3083
Fax: (919) 733-0604
dnail@dot.state.nc.us

Nestor Traffic Systems

Contact: Debbie Walker
Booth Number: 508

400 Massasoit Ave., Suite 200
East Providence, RI 02914
Phone: (401) 434-5522
Fax: (401) 434-5809
jcremin@nestor.com

Network of Employers for Traffic Safety

Contact: Jennifer Duhoski
Booth Number: 103

8501 Leesburg Pike, Suite 410
Vienna, VA 22182
Phone: (703) 891-6005
Fax: (703) 891-6010
jduhoski@trafficsafety.org

NHTSA/National Center for Statistics and Analysis

Contact: Louann Hall
Booth Number: 409

400 7th St. SW, Rm. 2316
Washington, DC 20590
Phone: (202) 366-4199
Fax: (202) 366-7078
louann.hall@nhtsa.dot.gov

Operation Lifesaver, Inc.

Contact: Janice Cowen
Booth Number: 603

1500 Carson St.
Raleigh, NC 27608
Phone: (919) 831-3006
Fax: (919) 831-3017
ncolsbridges@aol.com

PAS Systems International

Contact: Jarel Kelsey
Booth Number: 304

1616 Princess Anne St.
Fredericksburg, VA 22401
Phone: (540) 372-3431
Fax: (540) 372-7647
jskelsey@pasintl.com

Prevention Alternatives, Inc.

Contact: David Shinn
Booth Number: 431

P.O. Box 16
Haslett, MI 48840
Phone: (517) 927-7731
Fax: (517) 913-5999
shinn@comcast.net

Probotics America

Contact: David Jannke
Booth Number: 212

10024 Monroe Dr.
Dallas, TX 75229
Phone: (972) 231-7744
proboticsamerica@yahoo.com

Prorider Inc./CNS Helmet Program

Contact: Eric Wang
Booth Number: 601

7818 S 212th St., Suite 106
Kent, WA 98032
Phone: (253) 216-0052
Fax: (253) 216-0053
eric@prorider.com

Raydon Corporation

Contact: Deborah Quackenbush
Booth Number: 127

210 Fentress Blvd.
Daytona Beach, FL 32114
Phone: (386) 267-2936
Fax: (386) 271-2283
sschrecengost@raydon.com

Redflex Traffic Systems

Contact: Peter Fogarassy
Booth Number: 501

3109 Bentley Forest Trail
Raleigh, NC. 27612
919-614-9041
www.redflex.com

Safe Ride News

Contact: Deborah Stewart
Booth Number: 107

14604 9th Ave., NE
Shoreline, WA 98155
Phone: (206) 364-5696
Fax: (206) 364-5992
dstewart@saferidenews.com

Safe Traffic System, Inc.

Contact: James H. Kim
Booth Number: 435
 6600 N. Lincoln St., Suite 410
 Lincolnwood, IL 60712
 Phone: (847) 329-8111
 Fax: (847) 329-8112
 jkim@safetrafficsystem.com

Safety Angel International, Inc.

Contact: Lori Cruzillat
Booth No: 700
 P.O. Box 740151
 Boynton Beach, FL 33474
 Phone: (888) RIDE-RYTE
 Fax: (561) 423-6330
 safetyangel@safetyangel.com

SafetyBeltSafe U.S.A.

Contact: Stephanie M. Tombrello
Booth Number: 429
 Box 553
 Altadena, CA 91003
 Phone: (310) 222-6860
 Fax: (310) 222-6862
 stombrello@carseat.org

Signs & Shapes

Contact: Lee Bowen
 Booth No.: 702
 9988 F Street
 Omaha, NE 68127
 Phone: (402) 331-3181
 Fax: (402) 331-2729
 lee@signsandshapes.com

Stalker Radar & Video

Contact: Bob Gratz
Booth Number: 534
 2609 Technology Dr.
 Plano, TX 75074-7467
 Phone: (800) 782-5537
 Fax: (972) 398-3781
 shows@stalkerradar.com

State Farm

Contact: Marcie McDonald
Booth Number: 401, 403
 One State Farm Plaza
 Bloomington, IL 61710
 Phone: (309) 766-0919
 marcie.mcdonald.hiwk@statefarm.com

Substance Abuse and Mental Health Services Administration

Contact: Barbara Blue
Booth Number: 626
 11426 Rockville Pike
 Rockville, MD 20852
 Phone: (240) 747-4817
 Fax: (240) 747-5466
 socolmain@shs.net

TEAM Coalition

Contact: Christy Verbosky
Booth Number: 330
 1101 Wilson Blvd., Suite 1700
 Arlington, VA 22209
 Phone: (703) 741-0121
 Fax: (703) 524-1487
 info@teamcoalition.org

Texas Department of Transportation

Contact: Terry Pence
Booth Number: 210
 AHW: TRF-75 - 125 E. 11th St.
 Austin, TX 78701-2483
 Phone: (512) 416-3178
 Fax: (512) 416-3349
 cwillri@dot.state.tx.us

Toyota Motor Sales

Contact: Ed Bradley
Booth Number: 706, 708
 19001 S. Western Ave.
 Torrance, CA 90501
 Phone: (310) 468-4592
 Fax: (310) 381-7826
 ed_Bradley@toyota.com

United Safety Council

Contact: Randy Free
Booth No.: 703
 427 N. Primrose Dr.
 Orlando, FL 32803
 Phone: (407) 897-4445
 Fax: (407) 897-8942
 scemoni@floridasafety.org

Virginia Tech Transportation Institute

Contact: Andy Alden
Booth Number: 110, 112
 3500 Transportation Res. Plaza
 Blacksburg, VA 24061
 Phone: (540) 231-1547
 Fax: (540) 231-1555
 cwilkins@vtti.vt.edu

Volkswagen of America, Inc.

Contact: Marijke Smith
Booth Number: 230, 232, 234
 1300 Pennsylvania Ave., NW
 Suite 860
 Washington, DC 20004
 Phone: (202) 216-4921
 Fax: (202) 842-8612
 marijke.smith@vw.com

Volkswagen of America, Inc. Sit Safe CPS Program

Contact: Barbara Birkenshaw
Booth Number: 332
 3800 Hamlin Rd.
 Auburn Hills, MI 48326
 Phone: (248) 756-5096
 Fax: (248) 754-5099
 barbara.birkenshaw@vw.com

Weiner/Seaman

Contact: Jan Seaman
Booth Number: 433
 1505 Winchester
 Glendale, CA 91201
 Phone: (818) 244-3263
 Fax: (818) 244-3263
 jancman@aol.com

Posters

Located in the Exhibit Hall, authors will be available to discuss their work on Sunday evening from 5:30pm–7pm. General viewing will be on Sunday from 12:15pm–5:30pm and Monday from 7:30am–3pm.

Poster 1

Keep Kids Alive Drive 25: Safe Streets Can't Be Beat!

Author: Tom Everson, Keep Kids Alive Drive 25®

Learn how you and your neighbors can work together with law enforcement to influence driver behavior on neighborhood streets without raising your voice or your hand.

Poster 2

Eastern Carolina Injury Prevention Program: Safety Initiatives for Eastern North Carolina

Author: Jennifer King, Eastern Carolina Injury Prevention Program

Poster 3

DUI Prevention, the Development of an Educational Class and Marketing Campaign for the Spanish Speaking Population

Authors: Janice Williams, MSED; Robert Schafermeyer, M.D.; Carolinas Medical Center – Carolinas Center for Injury Prevention

Poster 4

From Data to Development, a Poster Campaign to Increase Seatbelt Usage in the African American Population

Authors: Janice Williams, MSED; Robert Schafermeyer, M.D.; Carolinas Medical Center – Carolinas Center for Injury Prevention

Poster 5

Development of a Child Safety Seat Hassles Scale

Author: Diane Winn, University of California Irvine, Center for Trauma and Injury Prevention Research

This poster will present findings from a study on the development and evaluation of a CSS Hassles Scale to explore factors associated with CSS non-use.

Poster 6

Safe Speed, Charlotte's Photographic Speed Enforcement Program

Author: David Haggist, Charlotte Mecklenburg Police Department

This presentation will explain the need for the technology, show deployment locations and program operation, and provide information on the initial assessment of the Safe Speed program.

Poster 7

Speed A Little, Lose A Lot: Speed Reduction Through Education and Awareness

Author: Charles Jones, Traffic Safety Advisory Committee

Campaign to reduce speeding and speed related collisions within Charlotte and Mecklenburg County, NC.

Poster 8

Governor's Office of Highway Safety (GOHS) Occupant Protection Programs and Seat Belt Use in Georgia

Author: Carol Cotton, Ph.D, University of Georgia, Dept. of Health Promotion and Behavior

Policy decisions by an agency such as GOHS, when broadly implemented throughout the state and within jurisdictions targeted for intervention because of their traffic safety statistics, can facilitate statewide increases in seat belt usage rates.

Poster 9

GHB & MDMA: Danger Behind the Wheel

Author: Trinka Porrata, Porrata Consulting

MDMA (Ecstasy) is known primarily as a controversial rave party & club drug. GHB is known primarily as a rape drug and party drug. But both are deadly behind the wheel. Key traffic accident cases involving X & G will be highlighted along with recognition of the drugs and associated paraphernalia, and effects of these two drugs.

Poster 10**What is the Safest Seating Position for Young Children?**

Authors: Karuna Ramachandran and Tiffani Fordyce, Exponent Failure Analysis Associates

Using the most current accident data available from North Carolina and the Fatal Accident Reporting System, we examined the risk of fatality or major injury among children up to 3 years of age riding in passenger vehicles involved in automobile accidents. We compared the calculated risks of fatality or injury based on seating position, type of restraint use, presence or absence of passenger airbags, and the combined effects of these variables.

Poster 11**4 Kids, a Driver, and a '63 Dodge: Increasing Child Rear Seating in a Low-Income, Ethnically Diverse Urban Community**

Author: Sherilyn Pearce, Educational Development Center

Learn about the challenges and successes of forming a cohesive coalition to promote child rear seating in the Cape Verdean, Haitian, and Latino communities within a low-income, urban city. We will present the unique needs of each community, the complexity of working with local law enforcement, and insights gathered in first half of a three-year project designed to create a community-wide child passenger safety campaign that is culturally and linguistically relevant to all segments of the population.

Poster 12**Developing Culturally Appropriate Materials for Spanish-Speaking Audiences**

Author: Erica Streit-Kaplan, MPH, MSW, Children's Safety Network, EDC

Poster 13**Idaho Walking School Bus Project**

Author: Nancy Rush, Idaho Public Health District #4

Neighborhood parents escorted their children on their walk to school to promote healthy activity, reduce gasoline consumption and air pollution, and meet their neighbors. Program partners included school principal, PTA, neighborhood association, county highway district, Department of Transportation, Smart Growth, public health and Safe Kids Treasure Valley. This was funded by a \$1,000 grant from WIN (Wellness in the Rockies).

Poster 14**Evaluating Roadway Construction Work Zone Interventions**

Authors: Newbraugh, B; Pratt, S; Ammons, D; Beaupre, J; Fosbroke, D; Fox, J; Griffin, C; Hammer, R; Markovich, S; Hause, M; Merinar, T; Powers, J; Hendricks, S.; National Institute of Occupational Safety and Health (NIOSH), Division of Safety Research

This multi-disciplinary NIOSH project is directed toward workzone safety interventions used to evaluate the effectiveness of selected prevention measures that construction contractors can use to protect workers from being struck by construction vehicles and equipment operating inside work spaces of roadway Asphalt Paving projects. This poster briefly outlines the injury prevention measures and research methods being used to evaluate their effectiveness.

Poster 15**Collaborating for Success: A Hospital-Based Child Passenger Safety Network**

Author: Lisa Mark, Clarian Health Partners

The Central Indiana Network of Hospital-Based Child Passenger Safety Programs is an arena for creating partnerships and developing collaborative strategies to address the unique challenges of implementing and managing child passenger safety programs in a hospital setting.

Poster 16**The National Training Initiative for Injury and Violence Prevention**

Author: J'Ingrid Mathis, University of North Carolina Injury Prevention Center/National Training Initiative for Injury and Violence Prevention (NTI)

NTI is a collaborative of the State and Territorial Injury Prevention Directors Association and the National Association of Injury Control Research Centers. With representation from the National Highway Traffic Safety Administration, the Centers for Disease Control and Prevention, the Maternal and Child Health Bureau, the Indian Health Service and Children's Safety Network, the primary goal of the NTI is to reduce morbidity and mortality associated with injury through training injury and violence practitioners.

Poster 17

Ride Safe: Developing a Head Start-Based Program to Increase Child Safety Seat Use Among American Indian Children

Authors: Christopher W. Allen, MS; Diana M. Kuklinski, MS; Robert J. Letourneau, MPH; The University of North Carolina at Chapel Hill and Indian Health Service

Poster 18

Child Passenger Safety: Assessing Knowledge of Health Care Providers on Current Recommendations

Authors: Susan M. Yates; Theresa A. Rapstine, BSN; Kathryn D. Emery, M.D.; Jim Savage; The Children's Hospital, Denver

Physicians and nurses were surveyed before and after an extensive information and education campaign regarding knowledge of current CPS best practices. Poster explains research procedures, findings, and recommendations for providing staff CPS education in the hospital-based setting.

Poster 19

Strike Out Child Passenger Injury

Author: Beverly Miller, Center for Health Promotion, Department of Pediatrics, University of Arkansas for Medical Sciences

Strike Out Child Passenger Injury is an innovative model to increase use of booster seats among children ages 4-8 in rural communities and small towns using instructional baseball programs as access points to educate parents and conduct child passenger safety check-up events.

Poster 20

Determining the Effectiveness of White Enforcement Lights

Authors: Patrick Brady, Florida Department of Transportation; Vivek Reddy, HNTB Corporation; David Fechter, HNTB Corporation

An evaluation study being conducted by the Florida Department of Transportation to determine the effectiveness of white enforcement lights in reducing red light violations and associated crashes in Florida.

Poster 21

Youth up Front, Cargo in Back

Author: Lisa Decker, Children's Safety Network

The purpose of this poster is to present the dangers, behavioral influences, and prevention strategies associated with youth riding in cargo areas of pickup trucks.

Poster 22

Stay Off, Stay Away, Stay Alive

Author: Vivian Speight-Bridges, NC Operation Lifesaver, Inc.

Educational message for teens and children regarding dangers of trespassing on Railroads.

Poster 23

Keep Your Rear in View

Author: Vivian Speight-Bridges, NC Operation Lifesaver, Inc.

Poster created for trucking industry to increase awareness of knowing the clearance needed to prevent catastrophic collisions at highway railroad intersections. To educate drivers regarding staging space, noting front and rear clearance and danger of truck/train collisions.

Poster 24

Let's Wait Until the Tracks Are Clear

Author: Vivian Speight-Bridges, NC Operation Lifesaver, Inc.

Poster to educate school bus drivers regarding the precious cargo they carry and the need to heed the signals and signs at railroad intersections.

2006 Lifesavers Workshop Submission

April 9-11, 2006 ■ Austin Convention Center ■ Austin, TX

Dear Lifesavers Registrant and Friends:

We will again draw on Lifesavers attendees to find new speakers and topics for the 2006 meeting in Austin, Texas, April 9–11, 2006. We invite you to submit your suggestions for topics and/or programs to showcase initiatives implemented or issues voiced in your community. Please send in your ideas, keeping the following submission requirements in mind:

Substance of Submission:

- What issue or problem were you trying to solve or address?
- What countermeasures were implemented?
- How effective was the program or initiative?
- What lessons did your community learn from the experience?
- Include which track applies to your submission (Adult Occupant Protection, Child Passenger Safety, Data and Research, Impaired Driving, Law Enforcement, or Other Highway Safety Priorities).

Notification and other Stipulations:

- Submissions are due by September 30, 2005.
- A Lifesavers representative will contact you by December 16, 2005.
- Submission of a proposal or topic does not guarantee selection to the program.
- You will be required to pay your own travel expenses and registration fee.

Format of Submission:

- Include your name, organization, address, phone, fax, and e-mail on the form. Please attach a separate sheet of paper if you need additional space.
- No videos or attachments can be reviewed or accepted.
- Mail your submission to: Meetings Management, P.O. Box 30045, Alexandria, VA 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

Future Workshop Submission Form

Date: _____

Name: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: (_____) _____ Fax: (_____) _____

E-mail: _____

I would like my submission considered for the following track *(pick one):*

- | | | |
|--|--|--|
| <input type="checkbox"/> Adult Occupant Protection | <input type="checkbox"/> Data and Research | <input type="checkbox"/> Law Enforcement |
| <input type="checkbox"/> Child Passenger Safety | <input type="checkbox"/> Impaired Driving | <input type="checkbox"/> Other Highway Safety Priorities |

Workshop Title: _____

Workshop Description: _____

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

Please complete this form by September 30, 2005

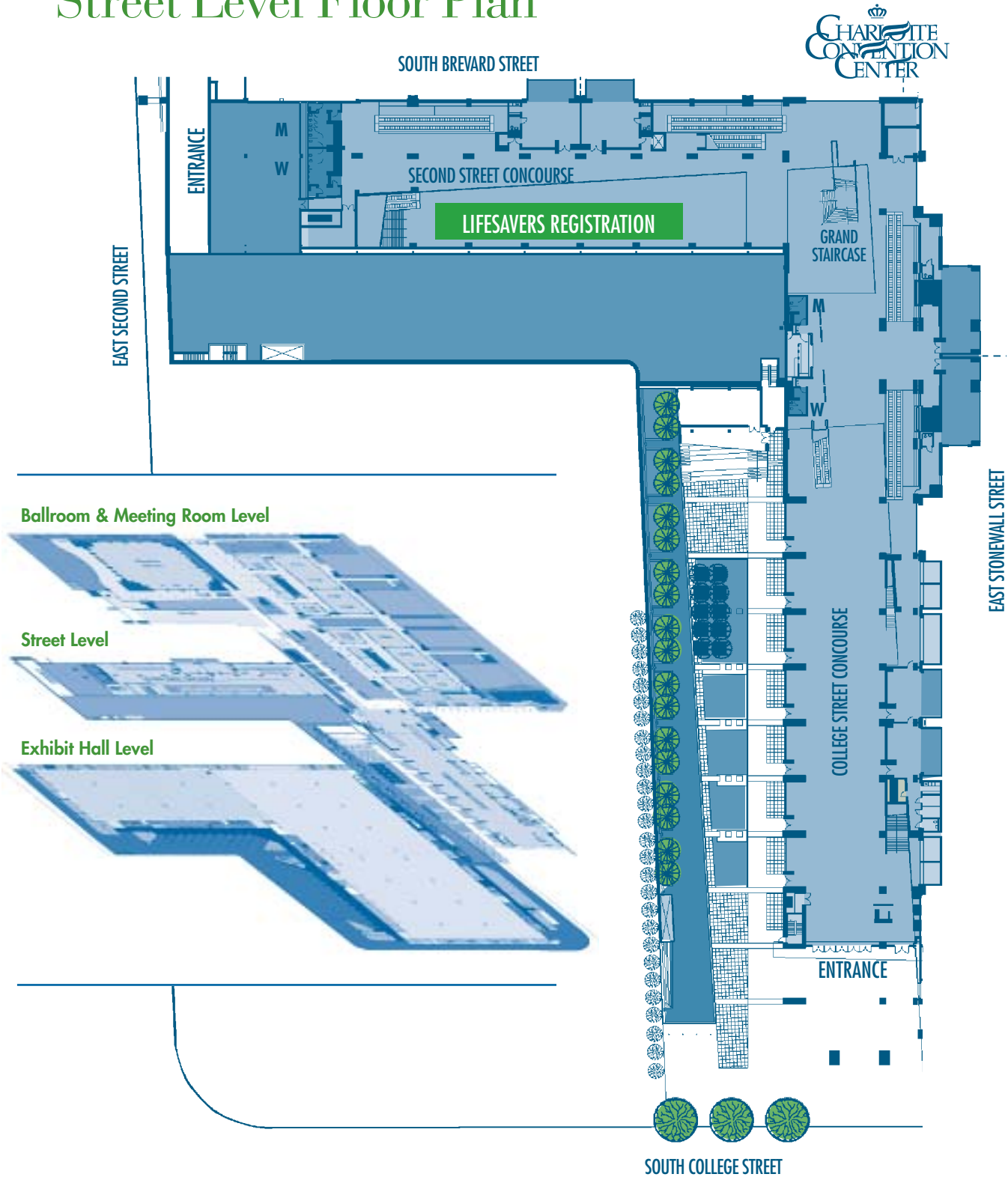
Mail or fax to:
Lifesavers Submissions
P.O. Box 30045
Alexandria, VA 22310
Fax: (703) 922-7780

Please Note:

While your workshop idea may be used or combined with other ideas you may not be asked to be a speaker.

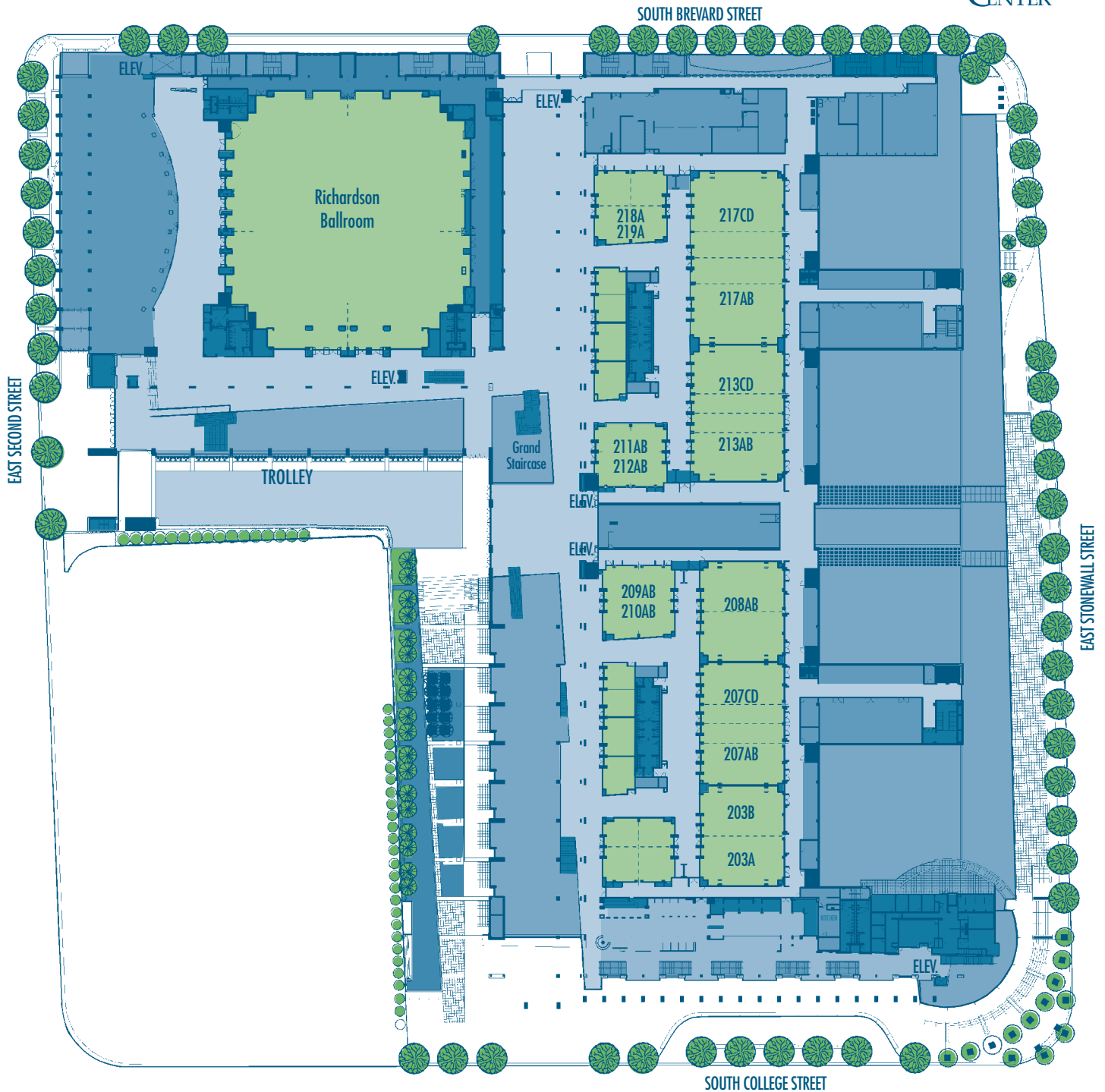
Charlotte Convention Center

Street Level Floor Plan



Charlotte Convention Center

Ballroom & Meeting Room Floor Plan



Street Level Floor Plan, see inside back cover

Exhibit Hall Floor Plan, see page 36