

2006 AUSTIN ★ TEXAS

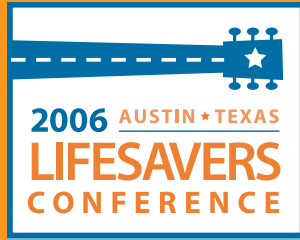
LIFESAVERS CONFERENCE



National Conference on Highway Safety Priorities

April 9-11, 2006 ★ Austin Convention Center

Conference Program



Lifesavers is grateful for the support of these sponsors:

- AAA Foundation for Traffic Safety*
- Advocates for Highway and Auto Safety
- Automotive Coalition for Traffic Safety, Inc.*
- Britax Child Safety, Inc.*
- Continental Automotive Systems*
- DaimlerChrysler Corporation*
- General Motors Corporation*
- Governors Highway Safety Association
- Insurance Institute for Highway Safety
- Mothers Against Drunk Driving
- National Automobile Dealers Association*
- National Highway Traffic Safety Administration*
- Nationwide Mutual Insurance Company*
- Safe Kids Worldwide
- State Farm*
- Toyota Motor Sales*
- Volkswagen of America, Inc.*

State Sponsor

- Texas Department of Transportation

**Financial sponsor*

SPONSORS



Contents

Program at a Glance and Exhibit Hours	3
Workshops at a Glance	24–25
Sunday Schedule	4
Sunday Opening and Welcome Session	4
1st Workshop Session	4
2nd Workshop Session	8
3rd Workshop Session	11
Sunday Opening/Welcome Reception	13
Monday Schedule	14
Monday Opening Plenary	14
4th Workshop Session	14
NHTSA Awards Luncheon	17
5th Workshop Session	18
6th Workshop Session	21
Tuesday Schedule	27
7th Workshop Session	27
8th Workshop Session	30
Closing Luncheon	33
Speaker Index	34
Exhibit Hours and Events	35
Exhibit Hall Map	36
Exhibitor Listing	37
Posters	43
Frequently Asked Questions	48
2007 Workshop Submission Information	Inside Back Cover
Austin Convention Center Floor Plan	Back Cover



**STATE OF TEXAS
OFFICE OF THE GOVERNOR**

March 1, 2006

Greetings

As Governor, I am pleased to welcome all participating in the 2006 Lifesavers Conference.

The Lifesavers Conference, the premier national conference on traffic safety, embraces a mission of ultimate importance – reducing fatalities and injuries on our nation's roadways. Exploring a wide range of issues, from child passenger safety and impaired driving to seat belt use, teen driving, pedestrian and older driver safety, I am certain that this safety-focused program will again be a success.

To those visiting from out of town – on behalf of all Texans, I welcome you to Austin. From our magnificent Capitol to the Bob Bullock Texas State History Museum, there is much to explore and enjoy.

Anita joins me in sending best wishes for a successful Conference.

Sincerely,

A large, stylized handwritten signature in black ink that reads "Rick Perry".

Rick Perry
Governor



Program At-a-Glance & Exhibit Hours

All events are at the Austin Convention Center

Saturday • April 8

2:00pm – 7:00pm Registration Open
5:00pm – 8:00pm Early Exhibitor Set-up

Sunday • April 9

7:00am – 5:30pm Registration Open
7:00am – 12 noon 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 – 7:30pm Welcoming/Opening Reception and Posters in Exhibit Hall
7:30pm – 9:30pm Networking Groups

Monday • April 10

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 • April 11

7:30am – 1:15pm Registration Open
7:30am – 10:30am Exhibit Hall Open
7:30am – 8:15am Continental Breakfast in Exhibit Hall
8:30am – 10:00am 7th Workshop Session
10:00am – 10:30am Complimentary Refreshment Break in Exhibit Hall
10:30am – 12 noon 8th Workshop Session
10:30am – 2:00pm Exhibitor move out
12:15pm – 1:30pm Closing lunch

Lifesavers 2006 Program

Sunday, April 9

7:00am – 5:30pm

Registration Open

Level 1, 4th Street Atrium

10:00am – 10:30 am

Opening and Welcome

Level 4, Ballroom DEFG

Steven E. Simmons, P.E., *Deputy Executive Director, Texas Department of Transportation, Austin, TX*
Glynn Birch, *National President, MADD, Irving, TX*

10:45am – 12:15pm | **First Workshop Session**



DATA & RESEARCH

**Are Cell Phones the Next Big Issue?
How Much of a Risk? Is There a Solution?**

Sunday • 10:45am-12:15pm

Room 12AB

Drivers' cell phone use is a hot topic in the media. What does the latest research tell us about the size of the problem and whether it increases crash risk? Researchers will discuss the potential impact and issues with laws banning their use.

Moderator:

Ann Dellinger, Ph.D., M.P.H., *Epidemiologist and Team Leader, Motor Vehicle Injury Prevention Team, Division of Unintentional Injury Prevention, Center for Disease Control and Prevention, Atlanta, GA*



Wear your badge!

Speakers:

Jim Hedlund, Ph.D., *Principal, Highway Safety North, Ithaca, NY*

Anne McCartt, Ph.D., *Vice President, Research, Insurance Institute for Highway Safety, Arlington, VA*
Sheila (Charlie) Klauer, Ph.D., *Senior Research Associate, Center for Human Factors Research, Virginia Tech Transportation Institute, Blacksburg, VA*



CHILD PASSENGER SAFETY

**Children in and Around Cars –
A Potentially Lethal Combination: Part 1**

Sunday • 10:45am-12:15pm

Room 14

For several years we have focused our efforts on upgrading laws and educating parents about the safety needs for older children. Hear the new plan from Safe Kids Worldwide on how to give parents the tools they need to make children aware of various safety issues in and around cars. Also learn educational messaging you can use with parents from an organization that has worked over the years to educate about the dangers of leaving children unattended around vehicles.

Moderator/Speaker:

Torine Brooks Creppy, *Director, Safe Kids Buckle Up, Corporate Liaison GM & Chevrolet, Safe Kids Worldwide, Washington, DC*

Speakers:

Janette Fennell, *Founder, KIDS AND CARS, Leawood, KS*

Janet Brooks, *Primary Children's Medical Center, Safe Kids Utah, Salt Lake City, UT*



OTHER HIGHWAY SAFETY

Bicycle Safety for Adult Audiences

Sunday • 10:45am-12:15pm

Room 15

The current average age of a bicyclist killed in traffic crashes is 38.7 years old, an increase compared to 27.8 in 1993. Young kids are a captured audience for bicycle safety education in the school classroom, but how and with what means can we reach adults? Come see a newly released bicycle safety video for adults, learn of activities underway through bicycle dealerships to reach adult bicyclists, as well as an innovative approach for reaching Hispanics adults.

Moderator/Speaker:

Andy Clarke, *Executive Director*, League of American Bicyclists, Washington, DC

Speakers:

Hilda Crespo, *Vice President*, ASPIRA, Washington, DC



TEEN TRAFFIC SAFETY

Crashing the Party – Community Efforts to Prevent Underage Drinking

Sunday • 10:45am-12:15pm

Room 16AB

Underage drinking is a problem in almost every community that is quite often not taken seriously until it is too late. See community efforts that can be replicated across communities that will help you address this problem on the local level.

Moderator:

Cheryl Neverman, *Highway Safety Specialist*, NHTSA, Washington, DC

Speakers:

Leah Preiss, *MADD Youth in Action*, Irving, TX

Rebecca Brady, *NOYS Executive Director*, National Organizations for Youth Safety, Alexandria, VA

Celia Hooker, *SADD and the Law*, Marlborough, MA



IMPAIRED DRIVING

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

Sunday • 10:45am-12:15pm

Room 17A

Impaired driving is a dangerous and expensive symptom of the larger problem of hazardous alcohol use. Screening and brief intervention in health care, community and work settings can reduce hazardous alcohol use, reduce impaired driving, and prevent traumatic re-injury. Hear about where and how this strategy is being used.

Moderator/Speaker:

Carl Soderstrom, M.D., *Chief, Medical Advisory Board*, Maryland Motor Vehicle Administration, Glen Burnie, MD

Speakers:

Craig Field, *Assistant Professor*, Southwest Medical School, Dallas, TX

Carol Girard, *Project Manager*, Join Together, Boston, MA



A star on a badge indicates a first-time attendee



CRIMINAL JUSTICE

Innovative Programs from the Law Enforcement Challenge

Sunday • 10:45am-12:15pm

Room 17B

This workshop will give an overview of the International Association of Chiefs of Police (IACP) Law Enforcement Challenge. The panel consists of 2004 Challenge winners from three different agency types: State Highway Patrol, County Police, and County Sheriff's Office. The panelists will explain their strategy for competing in the challenge and how that strategy assisted in achieving departmental missions and goals.

Moderator:

Keith Williams, *Highway Safety Specialist*, NHTSA, Washington, DC

Speakers:

Joseph Farrow, *Deputy Commissioner*, California Highway Patrol, Sacramento, CA

Jesse Bowman, *Captain*, Fairfax County Police Department, Annandale, VA

Charles Jett, *Sheriff*, Stafford County Sheriff's Office, Stafford, VA



OTHER HIGHWAY SAFETY

Community Coalitions: Creative Solutions to Safety Challenges in Urban/Rural Settings and Among Diverse Populations

Sunday • 10:45am-12:15pm

Room 18AB

Designing effective traffic safety interventions and programs in urban/rural environments and for diverse populations can be easier said than done. See for yourself what your community can achieve when creative approaches are used to solve these tough challenges faced by many local safety advocates. Investigate how to organize and operate productive traffic injury prevention programs for hard-to-reach diverse populations.

Moderator:

Erik Cliette, *Director*, Harlem Hospital Injury Prevention Program, New York, NY

Speakers:

Ron Perkins, M.P.H., *Executive Director*, Alaska Injury Prevention Center, Anchorage, AK

Steve Blake, *National Traffic Safety and Health Institute*, Springfield, VA

Camerino I. Salazar, M.S., *Director*, South Texas Injury Prevention and Research, University of Texas Health Science Center at San Antonio, San Antonio, TX



CHILD PASSENGER SAFETY

CPS on a Shoestring

Sunday • 10:45am-12:15pm

Room 18CD

How do some organizations or states always seem to have a coordinated and organized CPS program? Hear from some of the long-term program representatives who manage to breathe new life into the CPS messages year after year. Many of them do it on a small budget too!

Moderator/Speaker:

Susan Hirtz, *Coordinator*, Safe Kids Greater Houston, Texas Children's Center for Childhood Injury Prevention, Houston, TX

Speakers:

Annette DiPirro, *California Department of Health Services*, Sacramento, CA

Bridget S. Gardner, *Program Coordinator*, Louisiana Passenger Safety Task Force, Charity Hospital Trauma Center, New Orleans, LA

Dave Cestaro, *Vice President, Baby Depot Operations*, Burlington Coat Factory, North Haledon, NJ



**Visit the exhibit hall
for complimentary
refreshment breaks**



CHILD PASSENGER SAFETY

Safe Transportation During Ambulance Transport

Sunday • 10:45am-12:15pm

Room 19A

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:

Sharon Bilbrey, *Certified CPS Instructor; Coordinator, S.T.O.P. Program, Safe Transportation of Patients, Arkansas Children's Hospital, Community Outreach Department, Little Rock, AR*

Speakers:

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

Sedley Tomlinson, NREMT-B, I/C, *EMT Training and Safety Coordinator, Angel One Transport, Arkansas Children's Hospital, Little Rock, AR*

Robert Patterson, *Director, Emergency Medical Services, St. John's Health System, Springfield, MO*



CRIMINAL JUSTICE

Anatomy of a DUI Homicide

Sunday • 10:45am-12:15pm

(This workshop repeats on Sunday at 2:00pm, Room 19B)

Room 19B

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

Moderator:

Debbie Weir, M.S.W., L.M.S.W., *National Director of Victim Services, MADD, Irving, TX*

Speakers:

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

Kyle Clark, *Naples Police Department, Naples, FL*

12:15pm – 7:30pm

Exhibit Hall Open

Level 1, Halls 4/5

12:15pm-1:30pm

Complimentary Box Lunch is "Out of the Box" for LS!

Level 1, Halls 4/5

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

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 1,800 people, so we've created an area for first timers to meet and mingle during Sunday's box lunch. During the lunch break on Sunday, head to 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!

Sunday

2006 LIFESAVERS CONFERENCE



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



DATA & RESEARCH

When Boomers on Bikes Go Bang

Sunday • 2:00pm-3:30pm

Room 12AB

Motorcycle fatalities increased by 85% from 1997 to 2004, a period when other traffic fatalities were relatively unchanged. During this time, motorcycle sales increased, travel per motorcycle decreased, and the average age of motorcyclists in crashes increased. What happened, why and what can be done? Speakers will analyze the data and discuss three strategies that may reverse the trend: helmets, including laws, use rates, and fake helmets; licensing, including trends, differences between states, and effectiveness; and rider training.

Moderator:

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

Speakers:

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

Jim Hedlund, Ph.D., *Principal, Highway Safety North, Ithaca, NY*

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



OTHER HIGHWAY SAFETY

Marketing Tools – The Nuts and Bolts to Ensure Success

Sunday • 2:00pm-3:30pm

Room 14

As technology redefines how we work, play and communicate, marketers have to look beyond traditional PSAs and press releases to reach and influence their audiences. This workshop addresses the benefits of using a strategic marketing approach to create a connected year-round program. You'll hear about the importance of market research to guide and justify your efforts, of new and

emerging promotional opportunities, and how states can better leverage their bonus spots beyond mobilizations/crackdowns to sustain year-round behavioral change. You'll also hear about what doesn't work and why not? Finally, the panel of marketing experts will provide realistic and timely methods to capture return on investment.

Moderator:

Luis (Louie) del Rio, Jr., *Special Assistant for Strategic Communications, NHTSA, Washington, DC*

Speakers:

Alice Mathews, *Senior Vice President, The Tombras Group, Knoxville, TN*

Judy Diethelm, *Partner, BLU MOON Group, Inc., Manhattan Beach, CA*

Kathy Crosby, *Senior Vice President, Group Campaign Director, The Advertising Council, Inc., Washington, DC*



CHILD PASSENGER SAFETY

Implementing a Successful Child Passenger Safety Training for School Buses in Your State

Sunday • 2:00pm-3:30pm

Room 15

This workshop is for current CPS technicians who have already taken the NHTSA 8-hour CPS course on school buses training. So, what do you do now? Come learn how to get in the door of your local school transportation departments to offer this training to them and how to partner with them on training some of their employees as technicians and as instructors in the 8-hour course.

Moderator:

Bob Wall, *Virginia Association of Chiefs of Police/NCADD, Middletown, VA*

Speakers:

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

Charley Kennington, *Program Administrator, School Bus Transportation, Texas Department of Public Safety, Waco, TX*



IMPAIRED DRIVING

Back to Basics: General Deterrence Strategies to Fight Impaired Driving

Sunday • 2:00pm-3:30pm

Room 16AB

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:

Elizabeth A. Baker, Ph.D., *Regional Administrator, NHTSA-Mid Atlantic Region, Baltimore, MD*

Speakers:

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

Andy Hall, *Captain, Fresno Police Department, Fresno, CA*

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



TEEN TRAFFIC SAFETY

Restraining Tweens – Those Beyond Booster Seats But Too Young to Drive

Sunday • 2:00pm-3:30pm

Room 17A

These children are increasingly independent, make more decisions for themselves and are less likely to ride properly restrained than their younger counterparts. Find out about the latest research on what these kids know and how they make choices about the way they ride in motor vehicles.

Moderator/Speaker:

Christene Jennings, *Director of Programs, Automotive Coalition for Traffic Safety, Inc., Arlington, VA*

Speakers:

Peter Mitchell, *President, Marketing for Change, Washington, DC*

Suzanne Hill, *Associate Director, Advocacy and Outreach, TraumaLink Injury Research Center, The Children's Hospital of Philadelphia, University of Pennsylvania, Philadelphia, PA*



OTHER HIGHWAY SAFETY

Emerging Issues

Sunday • 2:00pm-3:30pm

Room 17B

This workshop will raise the issue of pocket bikes, Segways, motorized scooters and other newer, non-traditional vehicles and their impact on traffic safety. The discussion will involve the appropriate and safe use of these types of vehicles and the potential need for public policy, oversight and regulation.

Moderator:

Fred Zwonechek, *Administrator, Nebraska Office of Highway Safety, Lincoln, NE*

Speakers:

Lowell Porter, *Executive Director, Washington Traffic Safety Commission, Olympia, WA*

Keith Kiser, *VRT Program Director, American Association of Motor Vehicle Administrators, Bismarck, ND*

John Kupsch, *Technical Director, Good Housekeeping Institute, New York, NY*



TEEN TRAFFIC SAFETY

Pilot Programs Aimed at Reducing High Risk Behaviors by Teen Drivers

Sunday • 2:00pm-3:30pm

Room 18AB

A number of newly developed programs are aimed at improving the safety record of teen drivers and passengers. Two examples will be discussed in this workshop. The first is a comprehensive approach with enforcement and educational components. The second is a school-based project utilizing service learning and other approaches.

Moderator:

Colette Pelton, *Community Alliances Specialist, State Farm, Bloomington, IL*

Speakers:

Irwin Goldzweig, *Meharry Medical College, Nashville, TN*

Marcie McDonald, *Specialist, State Farm Insurance Company, Bloomington, IL*



CHILD PASSENGER SAFETY

CPS in the Hospital and Clinic – Setting up Your Program and How to Make it Work

Sunday • 2:00pm-3:30pm

Room 18CD

Developing a hospital-based program and making it work is a challenge for many. This session will look at hospital-based program/discharge issues including: best practice standards, liability and the importance of providing education and other services (such as inspection stations) in relation to healthcare. This workshop will also focus on risk management issues that hospitals face.

Moderator/Speaker:

Pam Holt, R.N., B.S.N., Trauma Prevention Coordinator, St. John's Trauma Prevention Program, Springfield, MO

Speaker:

Alan Korn, Director of Public Policy & General Counsel, Safe Kids Worldwide, Washington, DC



CHILD PASSENGER SAFETY

The Anatomy and Physiology of the NICU Challenges

Sunday • 2:00pm-3:30pm

Room 19A

This session will take a deeper look at the anatomy and physiology of what makes discharge of the premature infant a challenge for transportation safety. Dr. Marilyn Bull will help us better understand the physiological and developmental issues of the premature infant so we can better understand the needs of this special population. Graco will help us look deeper into the testing of car seats for infants and the challenges that exist to produce child safety seats that meet this population's unique needs. David Campbell, the creator of the Angel Guard car bed, will then help us see the gaps in safety this product has attempted to bring to this population and the testing involved with car beds will be reviewed. While the focus of this session will address the acute care hospital setting for

the dismissal of premature infants safely, those technicians or instructors seeking further understanding of the needs of this population would also benefit from this session.

Moderator/Speaker:

Ann King, R.N., C.P.N., Coalition Coordinator, Tri-Cities Safe Kids, Saint Francis Medical Center, Grand Island, NE

Speakers:

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

Mike Langmaid, Development Manager/Principal Engineer/Car Seats, Graco Children's Products, Inc., Exton, PA

Mark LaPlante, Senior Compliance Engineer, Graco Children's Products, Inc., Exton, PA

Dave Campbell, President, Angel Guard Products, Seville, OH



CRIMINAL JUSTICE

Anatomy of a DUI Homicide

Sunday • 2:00am-3:30pm

(Repeated from Sunday)

Room 19B

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

Moderator:

Debbie Weir, M.S.W., L.M.S.W., National Director of Victim Services, MADD, Irving, TX

Speakers:

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

Kyle Clark, Naples Police Department, Naples, FL

3:30pm – 4:00pm

Complimentary Refreshment Break in Exhibit Hall

Level 1, Halls 4/5



4:00pm – 5:30pm | 3rd Workshop Session

**IMPAIRED DRIVING****Seeing is Believing: The Role of Publicity in Impaired Driving Prevention****Sunday • 4:00pm-5:30pm****Room 12AB**

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:

Robin Mayer, *Chief, Consumer Information Division, NHTSA, Washington, DC*

Speakers:

John Crisp, *President, Akins/Crisp Public Strategies, Nashville, TN*

Janet Lea, *Sherry Matthews Advocacy Marketing, Austin, TX*

Anne Readett, *Communications Manager, Michigan Office of Highway Safety Planning, Lansing, MI*

**DATA & RESEARCH****Recent Trends in Highway Safety****Sunday • 4:00pm-5:30pm****Room 14**

Based on data and reports from NHTSA's National Center for Statistics and Analysis (NCSA), this session will focus on the current status of various areas of interest in highway safety, including: motorcycle fatalities, crashes involving 12-15 passenger vans or SUVs; characteristics of crashes involving young drivers; and results from the 2005 National Occupant Protection Use survey.

Moderator/Speaker:

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

Speaker:

Louann Hall, *Team Leader, Information Services Branch, National Center for Statistics and Analysis, NHTSA, Washington, DC*

**OTHER HIGHWAY SAFETY****Enhancing Older Driver Safety****Sunday • 4:00pm-5:30pm****Room 15**

Currently nearly 40 percent of automobile crash fatalities are alcohol-related, but by 2025, there will be more fatal crashes resulting from age-related frailties (with visual and cognitive impairments as major contributing factors) than from alcohol. Because the number of older drivers is continuing to grow, if the current older driver fatality rate remains unchanged, the number of older driver fatalities will double or even triple by 2030. This workshop will highlight strategies and resources for meeting the needs of this rapidly growing segment of the population.

Moderator/Speaker:

Lori Cohen, *American Association of Motor Vehicle Administrators, Arlington, VA*

Speakers:

Elin Schold Davis, *Coordinator, AOTA Older Driver Initiative, American Occupational Therapy Association, Edina, MN*

Gail Holley, *Florida Department of Transportation, Tallahassee, FL*



TEEN TRAFFIC SAFETY

Strategic Approaches for Increasing Teen Belt Use

Sunday • 4:00pm-5:30pm

Room 16AB

Seat belt laws and enforcement have done much to increase belt use but teens still buckle up less frequently than others. Learn about other evidence-based strategies including parental involvement, technology and social norming, along with delivery mechanisms that can help raise teen belt use in your community.

Moderator:

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

Speakers:

Peter Mitchell, *President*, Marketing for Change, Washington, DC

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



IMPAIRED DRIVING

Enhanced Impaired Driving Enforcement in the Land of Enchantment

Sunday • 4:00pm-5:30pm

Room 17A

The Governor of New Mexico has made the reduction of impaired driving a top priority of his administration and the state is conducting a comprehensive impaired driving demonstration program with support from NHTSA. Law enforcement officials from three areas within the state will describe their use of specialized DWI units, innovative visibility techniques and partnerships with other state and local agencies to reduce alcohol-related crashes and fatalities in urban and rural parts of the state.

Moderator:

Pat Tucker, *Regional Program Manager*, NHTSA, Ft. Worth, TX

Speakers:

Tom Mumford, *Deputy*, McKinley County Sheriff's Department, Gallup, NM

Angel Torres, *Sergeant*, Bernalillo County Sheriff's Department, Albuquerque, NM

Michael Kovacs, *Lieutenant*, Bloomfield Police Department, Bloomfield, NM



OTHER HIGHWAY SAFETY

Driver Licensing – Contemporary Issues

Sunday • 4:00pm-5:30pm

Room 17B

This workshop will examine three current issues in driver's licensing. Many states have enacted laws that suspend or revoke a driver's license for non-driving offenses. A problematic increase in suspended drivers has been the result. The problem of undocumented immigrants driving on Texas and America's highways will be explored. Lastly, young drivers are over-represented in fatal and injury crashes. Graduated Driver's Licensing (GDL) programs are finding new ways to combat that disturbing trend. The panelists will discuss the current issues and counter-measures designed to deal with these problems.

Moderator:

Keith Williams, *Highway Safety Specialist*, NHTSA, Washington, DC

Speakers:

Owen McShane, *Director*, Field Investigation, New York Department of Motor Vehicles, Albany, NY

Jim McNaull, *Director*, State Relations, AAA, Washington, DC

Kevin S. Napier, *Captain*, Driver Licensing Division, Texas Department of Public Safety, Midland, TX



CRIMINAL JUSTICE

People's Court: Mock DWI/DUI Trial

Sunday • 4:00pm-5:30pm

(This workshop repeats on Tuesday at 8:30am, Room 17A)

Room 18AB

Presenters, including a real prosecutor and judge, will conduct a mock DWI/DUI trial from jury selection to closing argument.

**Moderator:**

Tom Kimball, *Traffic Safety Resource Prosecutor*, Tennessee District Attorneys General Conference, Nashville, TN

Speakers:

Clay Abbott, *Texas DWI Resource Prosecutor*, Texas District and County Attorneys Association, Austin, TX
David Hodges, *Judge*, Texas Judicial Liaison, McGregor, TX

**CHILD PASSENGER SAFETY****Product Updates: Part 1**

Sunday • 4:00pm-5:30pm

Room 18CD

This Show and Tell session provides CRS manufacturers an opportunity to highlight new features on existing products. (Note: This session is split into 2 workshops to allow for more detail from manufacturers and expanded Q&A time with attendees. Each session has different manufacturers.)

Moderator:

Emilie Crown, R.N., C.E.N., *Program Manager, CPS Program*, Montgomery County Fire Rescue, Rockville, MD

Speakers:

Teresa Bock, *Director of Legal and Regulatory Affairs*, Britax Child Safety, Inc., Charlotte, NC
Dave Campbell, *President*, Angel Guard Products, Seville, OH
John Riedl, *President*, Compass, Kettering, OH
Ira Rubien, *Group Product Director, Car Seats*, Graco Children's Products, Inc., Exton, PA

**ADULT OCCUPANT PROTECTION****Nighttime Safety Belt Enforcement – Strategies and Issues**

Sunday • 4:00pm-5:30pm

Room 19A

Most safety belt law enforcement occurs during daylight hours, yet crash data show that belt use is lower at night. Different approaches to nighttime enforcement have been tried with varying success. This workshop focuses on successful approaches and what to watch out for.

Moderator:

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

Speakers:

David W. Eby, Ph.D., *University of Michigan Transportation Research Institute*, Ann Arbor, MI
David Preusser, Ph.D., *President*, Preusser Research Group, Inc., Trumbull, CT

**CRIMINAL JUSTICE****The Need to Combat Speed**

Sunday • 4:00pm-5:30pm

Room 19B

Speeding has been consistently identified as a contributing factor in approximately one-third of all fatal crashes. The cost of speeding-related crashes represents approximately 18 percent of the total cost of crashes. Workshop presenters will discuss the issues and offer potential system-wide solutions.

Moderator:

Darrell Jernigan, *Director*, North Carolina Governor's Highway Safety Program, Raleigh, NC

Speakers:

Michael Knodler, Jr., Ph.D., *Assistant Professor*, Civil and Environmental Engineering, University of Massachusetts Amherst, Amherst, MA
Robin Smith, *Judge*, Midland Municipal Court, Midland, TX

5:30pm – 7:30pm

Welcoming/Opening Reception in Exhibit Hall

Level 1, Halls 4/5

Come kick up your heels in the exhibit hall at Sunday evening's opening reception! Enjoy live music and the tastes of Texas while visiting over 100 exhibitors that service the highway safety industry. Posters will be manned by their designers to answer questions.



Lifesavers 2006 Program

Monday, April 10

7:30am – 4:30pm

Registration Open

Level 1, 4th Street Atrium

7:30am – 3:00pm

Exhibit Hall Open

(closed during opening plenary and lunch)

Level 1, Halls 4/5

7:30am – 8:15am

**Complimentary Continental Breakfast
in Exhibit Hall**

8:30am – 9:15am

Opening Plenary

Level 4, Ballroom DEFG

Texas Department of Public Safety's Region VI
Color Guard

Alan Korn, *Director of Public Policy & General
Counsel*, Safe Kids Worldwide, Washington, DC

Plenary Speakers:

Dr. James Durant, *Pediatrician*, and son, **David
Durant**, Sumter, SC - contributed to passage of the
primary enforcement law in South Carolina in 2005
Ron Bersani, *Founder and Executive Director*, Talking
Information Center, Marshfield, MA - contributed to
passage of Melanie's Law in Massachusetts in 2005



**Please turn your cell phones
off during sessions**

9:30am – 11:00am

4th Workshop Session



TEEN TRAFFIC SAFETY

Fine-Tuning GDL

Monday • 9:30am-11:00am

Room 12AB

GDL laws vary considerably from state to state. What components of GDL are really making a difference? Learn what the latest evaluations and data analyses are showing.

Moderator:

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

Speakers:

Nicola Castel, *Government Relations Coordinator*, Insurance Institute for Highway Safety, Arlington, VA

Justin McNaull, *Director*, State Relations, AAA, Washington, DC

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



CRIMINAL JUSTICE

Partnerships to Grow

Monday • 9:30am-11:00am

Room 13AB

Learn how a state can "put it all together" and develop a comprehensive program involving prosecutors, judges, highway safety specialists and others.

Moderator:

Judy Allen, *Program Manager*, Alcohol and Other Drugs, Texas Department of Transportation-Traffic Safety Office, Austin, TX

**Speakers:**

Hope Lochridge, *Executive Director*, Texas Municipal Courts Education Center, Austin, TX

Ryan Turner, *General Council*, Texas Municipal Courts Education Center, Austin, TX

David Hodges, *Judge*, Texas Judicial Liaison, McGregor, TX

Clay Abbott, *Texas DWI Resource Prosecutor*, Texas District and County Attorneys Association, Austin, TX

**CHILD PASSENGER SAFETY****Cultivation and Retention of CPS Technicians**

Monday • 9:30am-11:00am

Room 14

This workshop is designed for administrators, lead agencies and instructors. This session highlights the mentoring process following a 32-hour certification class. Whose job is it to keep technicians fresh and prepared? Tips for keeping technicians sharp, cultivating potential instructors and discovering tools to keep technicians active and working will be discussed.

Moderator:

Ces Murphy, *Safe Kids Worldwide*, Carmichael, CA

Speakers:

Frank Luera, *Director*, Safe Riders Program, Texas Department of State Health Services, Austin, TX

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

Angie Gregg, *North Carolina Department of Insurance/Office of State Fire Marshal*, Blowing Rock, NC

**OTHER HIGHWAY SAFETY****Sports & Entertainment Marketing – Extending Your Exposure**

Monday • 9:30am-11:00am

Room 15

Learn how national sports organizations like the National Football League, Major League Baseball, NASCAR, Major League Soccer and numerous celebrities are supporting traffic safety campaigns nationwide.

Find out how you can get in the game and field your own all-star traffic safety team to increase your campaign's exposure to young males. Information will include how to activate national ready-to-use campaigns locally, how to use proven cause marketing models to better leverage limited funding and how to create a public/private alliance to support your efforts.

Moderator:

Judy Diethelm, *Partner*, BLU MOON Group, Inc., Manhattan Beach, CA

Speakers:

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

Anne Readett, *Communications Manager*, Michigan Office of Highway Safety Planning, Lansing, MI

Phill Corkins, *Sooner Sports Properties*, University of Oklahoma, Norman, OK

**IMPAIRED DRIVING****Creative Solutions to DWI Enforcement Problems**

Monday • 9:30am-11:00am

Room 16AB

Law enforcement agencies have a number of barriers to enforcement, including time spent giving testimony, BAC test refusals, and outstanding warrants. Come see how some agencies have addressed these issues.

Moderator:

James Champagne, *Governors' Representative*, Louisiana Highway Safety Commission, Baton Rouge, LA

Speakers:

De Carlo Ciccel, *Highway Safety Specialist*, NHTSA, Washington, DC

Dave Beach, *Director*, Utah Highway Safety Office, Salt Lake City, UT

Tonya Y. Oliver, *Assistant District Attorney*, Pitt County District Attorney's Office, Pitt, NC



CHILD PASSENGER SAFETY

Product Updates: Part 2

Monday • 9:30am-11:00am

Room 17A

This Show and Tell session provides CRS manufacturers an opportunity to highlight new features on existing products.

(Note: This session is split into 2 workshops to allow for more detail from manufacturers and expanded Q&A time with attendees. Each session has different manufacturers.)

Moderator:

Emilie Crown, R.N., C.E.N., Program Manager, CPS Program, Montgomery County Fire Rescue, Rockville, MD

Speakers:

Rebekah Baranowski, Sales Manager, SafeGuard Consumer Products, SafeGuard, a Division of IMMI, Westfield, IN

Dennis Nagy, Dorel Juvenile Group, Columbus, IN

Eric Dahle, Evenflo Company, Inc., Vandalia, OH

Julie K. Robbins, Event Manager and CPS Advocate Liasion, Chicco USA, Inc., Westfield, IN



DATA & RESEARCH

Older Driver Crashes: How Can We Make a Difference?

Monday • 9:30am-11:00am

Room 17B

Older drivers are more likely to die when they crash and although not a menace to others on the road their crash involvement starts to rise at ages 70-75. The latest research on ways to improve their crash experience will be presented from the perspectives of vehicle, driver, and environmental safety.

Moderator:

Cynthia Owsley, Ph.D., M.S.P.H., Professor and Director, Clinical Research Unit, The University of Alabama at Birmingham School of Medicine, Department of Ophthalmology, Clinical Research Unit, Birmingham, AL

Speakers:

Gerald McGwin, Ph.D., M.S., Associate Professor of Epidemiology, Surgery and Ophthalmology, University of Alabama at Birmingham, Birmingham, AL

Beth Stalvey, Ph.D., M.P.H., Public Policy Director,

Texas Council for Developmental Disabilities, Austin, TX

T. Bella Dinh-Zarr, Ph.D., M.P.H., National Director of Traffic Safety Policy, AAA, Washington, DC



DATA & RESEARCH

Drug-Impaired Driving: Does it Rival Alcohol as a Highway Safety Problem?

Monday • 9:30am-11:00am

Room 18AB

How prevalent is drug-impaired driving? There is a lot of attention being given to drugs other than alcohol. What is the evidence that drugs are a problem on our roads? Are drugs widely used by drivers and are they a crash risk problem? What is being done about it?

Moderator:

Barry Sweedler, Partner, Safety and Policy Analysis International, Tucson, AZ

Speakers:

Kathryn Stewart, Chair, Transportation Research Board Committee on Alcohol, Other Drugs and Transportation, c/o Safety and Policy Analysis International, Tucson, AZ

Allan Williams, Ph.D., Bethesda, MD

Barry Logan, Ph.D., DABFT, WA State Toxicologist, Director, Forensic Laboratory Services Bureau, Washington State Patrol, Seattle, WA



Speakers were correct at time of printing; some substitutions may be made



IMPAIRED DRIVING

Strategies for Addressing the Higher-Risk Driver: Repeat, High-BAC, and DWS Offenders

Monday • 9:30am-11:00am

Room 18CD

Research is clear on the “who” of impaired driving – repeat and high-BAC offenders are responsible for more than two-thirds of all alcohol-related fatalities, and many DUI offenders drive without a license. Presenters will discuss programs and strategies developed to address these target audiences.

Moderator:

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

Speakers:

Carolyn Johnson, *Training Specialist*, Traffic Safety Programs, Institute of Public Law, University of New Mexico School of Law, Albuquerque, NM

Robert Watson, *Supervising Probation Officer*, DWI Enforcement Unit, West Chester County Probation Department, White Plains, NY

Rhonda Moore, *Social Science Researcher*, NHTSA, Washington, DC



CRIMINAL JUSTICE

Prioritizing Traffic Safety

Monday • 9:30am-11:00am

Room 19A

Presenters will discuss strategies and services used to prioritize traffic safety as a core value for law enforcement in general, and traffic enforcement specifically to include impaired driving, occupant protection and speeding. The theme of the panel is “Traffic Enforcement IS Law Enforcement.”

Moderator:

Mark Trostel, *Colonel*, Colorado State Patrol, Denver, CO

Speakers:

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

Stanley Knee, *Chief*, Austin Police Department, Austin, TX

Chris Sutterfield, *President*, ALERT International, Oklahoma City, OK



OTHER HIGHWAY SAFETY

Emerging Technology

Monday • 9:30am-11:00am

Room 19B

New technology changes our capacity to learn more about traffic crashes, prevent them, and reduce the injury impact to motor vehicle occupants. Driver, vehicle and roadway technology can greatly improve highway safety. Workshop participants will learn how technology can be used and how it may enhance safety.

Moderator:

Robert Strassburger, *Vice President of Safety and Harmonization*, Alliance of Automobile Manufacturers, Washington, DC

Speakers:

Jack Ference, NHTSA, Washington, DC

Michael Freitas, *Managing Director*, ITS Joint Program Office, Federal Highway Administration, Washington, DC

11:15am – 12:45pm

NHTSA Awards Luncheon

Level 4, Ballroom DEFG

Georgia S. Chakiris, *Regional Administrator*, NHTSA-South Central Region, Ft. Worth, TX

Plenary Speaker:

Jacqueline Glassman, *Acting Administrator*, National Highway Traffic Safety Administration, Washington, DC



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

**CRIMINAL JUSTICE****Criminal Justice System and Impaired Driving: Part 1****Monday • 1:00pm-2:30pm****Room 12AB**

This workshop is split into two 90-minute sessions. Presenters, including a law enforcement officer, prosecutor, toxicologist, judge and victim advocate, will discuss their particular needs and opinions regarding various impaired driving issues. Topics include prevention, deterrence, probation, courtroom monitoring, and sentencing (including DWI/DUI sentencing/monitoring courts). The presenters will discuss ways we can communicate and work better together.

Moderator:

Robyn Robertson, *Vice President, Operations, Traffic Injury Research Foundation, Ottawa, ON*

Speakers:

David Wallace, *Traffic Safety Resource Prosecutor, Prosecuting Attorneys Association of Michigan, Lansing, MI*

Karl B. Grube, *Senior Florida Judge, Judicial Outreach Liaison-NHTSA, St. Petersburg, FL*

Carl Wicklund, *Executive Director, American Probation and Parole Association, Lexington, KY*

Debbie Weir, M.S.W., L.M.S.W., *National Director of Victim Services, MADD, Irving, TX*

West Huddleston, *Executive Director, National Drug Court Institute, Alexandria, VA*

Tom Mumford, *Deputy, McKinley County Sheriff's Department, Gallup, NM*

**OTHER HIGHWAY SAFETY****Older Riders, Alcohol and Motorcycles – a Deadly Mix****Monday • 1:00pm-2:30pm****Room 13AB**

Data show that riders (age 40+) are over represented in motorcycling fatalities, that alcohol is involved in motorcycle crashes at a rate higher than any other motor vehicle and that the two shouldn't mix. This workshop will discuss the problem of older riders and impaired riders and present some creative new techniques being used to reduce crashes among both groups.

Moderator/Speaker:

Tim Buche, *President, Motorcycle Safety Foundation, Irving, CA*

Speaker:

Michael Aguilar, *President, Innocorp, Ltd., Verona, WI*

**CHILD PASSENGER SAFETY****Case Studies of Child Occupants in Crashes****Monday • 1:00pm-2:30pm****Room 14**

Detailed case studies will be provided from crashes in one of NHTSA's national databases. In addition, summaries will be offered on a variety of crashes involving restrained child occupants. They will provide in-depth information regarding the crash environment and resultant child occupant injuries.

Moderator/Speaker:

Augustus (Chip) Chidester, *Director, Office of Data Acquisition, National Center for Statistics and Analysis, NHTSA, Washington, DC*

Speaker:

Connie Zingg, *Calspan Corporation, Crash Data Research Center, Buffalo, NY*



DATA & RESEARCH

Using NHTSA Data to Dissect the Alcohol Problem

Monday • 1:00pm-2:30pm

Room 15

Alcohol is involved in approximately 40 percent of all traffic fatalities within the United States. This session will focus on using NHTSA's data to identify specific program areas that are particularly egregious with respect to alcohol involvement. Among the possible problem program areas are young drivers, motorcycles, and restraint use of alcohol involved drivers. Proper analysis of NHTSA's data can identify common characteristics of fatalities with respect to alcohol consumption.

Moderator:

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

Speakers:

Rajesh Subramanian, *Researcher, Mathematical Analysis Division, NHTSA, Washington, DC*

Kenneth Copeland, *Regional Program Manager, NHTSA, Fort Worth, TX*

Susan Warren, *Traffic Safety Planner, Traffic Operations Division/Traffic Safety, Texas Department of Transportation, Austin, TX*



IMPAIRED DRIVING

Impaired Driving Victim Impact Panel

Monday • 1:00pm-2:30pm

Room 16AB

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:

Glynn Birch, *National President, MADD, Irving, TX*

Speakers:

Mike Avila

Myra Constable

Venesa Montigue



CHILD PASSENGER SAFETY

National CPS Program – Update on Certification Policies & Procedures

Monday • 1:00pm-2:30pm

Room 17A

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 newly available Certification Renewal Course. Planned and implemented program improvements and changes will be outlined. Discussion is encouraged.

Moderator/Speaker:

Angela Osterhuber, Ed.M., *Chair, CPS Board; Project Director, PA TIPP, Media, PA*

Speakers:

Kerry Chausmer, *Program Manager, CPS Certification, Safe Kids Worldwide, Washington, DC*

Carole S. Guzzetta, *Highway Safety Specialist, NHTSA, Washington, DC*

Pam Holt, R.N., B.S.N., *Trauma Prevention Coordinator, St. John's Trauma Prevention Program, Springfield, MO*



ADULT OCCUPANT PROTECTION

Evaluating Programs that Focus on Rural and Pickup Truck Drivers – How Are They Working?

Monday • 1:00pm-2:30pm

Room 17B

Region-wide programs in three parts of the country are aimed specifically at rural and pickup truck drivers. How are they structured and what do the results show to-date.

Moderator:

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

Speakers:

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

Alice Mathews, *Senior Vice President, The Tombras Group, Knoxville, TN*

Jim Nichols, *Nichols and Associates, Vienna, VA*



OTHER HIGHWAY SAFETY

Media Buying 101: Successful Advertising on a Shoestring**Monday • 1:00pm-2:30pm****Room 18AB**

For years, NHTSA and the states have been fortunate to have had dedicated funding to buy advertising to support the "Click It or Ticket" mobilizations and You Drink & Drive, You Lose crackdowns. This workshop will discuss the necessity to be strategic in placing advertising to support high visibility enforcement to keep the gains we have made. Included in the workshop will be a recap on how limited funds were leveraged to expand media penetration in 2005 and the success realized.

Moderator:

Kathryn Henry, *Communications and Marketing Specialist*, NHTSA, Washington, DC

Speakers:

Joye Riddle, *Media Planner*, The Tombras Group, Knoxville, TN

Mary Ann Rayment, *Program Manager/Occupant Protection Coordinator*, DMV-Safe Communities Program, Virginia Beach, VA



DATA & RESEARCH

Ask the Experts**Monday • 1:00pm-2:30pm****Room 18CD**

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

Speakers:

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

Jim Hedlund, Ph.D., *Principal*, Highway Safety North, Ithaca, NY

Kristy Arbogast, Ph.D., *Associate Director of Field Engineering*, Center for Injury Research & Prevention, The Children's Hospital of Philadelphia, University of Pennsylvania, Philadelphia, PA

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



TEEN TRAFFIC SAFETY

Promising Practices in Schools to Prevent Underage Drinking**Monday • 1:00pm-2:30pm****Room 19A**

Because of budget crunches in America's schools, schools too often use programs that are grant-funded and temporary or inexpensive but ineffective. This panel will present underage drinking efforts that are science-based and will discuss how can they be used to prevent underage drinking.

Moderator:

Bryant Laiche, *SADD and the Law*, Marlborough, MA

Speakers:

Cathy Wise, *National Director of Programs*, MADD, Irving, TX

Karol Kumpfer, *University of Utah*, Salt Lake City, UT



IMPAIRED DRIVING

Impaired Driving Law Enforcement – Promising Practices**Monday • 1:00pm-2:30pm****Room 19B**

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:**

Sandy Richardson, *Highway Safety Specialist*, NHTSA-Southeast Region, Atlanta, GA

Speakers:

Lisa Moore, *Impaired Driving Coordinator*, Delaware Office of Highway Safety, Dover, DE

Kathryn Wesolowski, *Injury Prevention Director*, Rainbow Babies and Children's Hospital, Cleveland, OH

John Butler, *Sergeant*, Tempe Police Department, Tempe, AZ

2:30pm – 3:00pm

Complimentary Refreshment Break in Exhibit Hall

Level 1, Halls 4/5

3:00pm – 4:30pm | 6th Workshop Session

**CRIMINAL JUSTICE**

Criminal Justice System and Impaired Driving: Part 2

Monday • 3:00pm-4:30pm

Room 12AB

This workshop is split into two 90-minute sessions. Presenters, including a law enforcement officer, prosecutor, toxicologist, judge and victim advocate, will discuss their particular needs and opinions regarding various impaired driving issues. Topics include prevention, deterrence, probation, courtroom monitoring, and sentencing (including DWI/DUI sentencing/monitoring courts). The presenters will discuss ways we can communicate and work better together.

Moderator:

Robyn Robertson, *Vice President*, Operations, Traffic Injury Research Foundation, Ottawa, ON

Speakers:

David Wallace, *Traffic Safety Resource Prosecutor*, Prosecuting Attorneys Association of Michigan, Lansing, MI

Karl B. Grube, *Senior Florida Judge*, Judicial Outreach Liaison-NHTSA, St. Petersburg, FL

Carl Wicklund, *Executive Director*, American Probation and Parole Association, Lexington, KY

Debbie Weir, M.S.W., L.M.S.W., *National Director of Victim Services*, MADD, Irving, TX

West Huddleston, *Executive Director*, National Drug Court Institute, Alexandria, VA

Tom Mumford, *Deputy*, McKinley County Sheriff's Department, Gallup, NM

**OTHER HIGHWAY SAFETY**

Safe Routes to School (SR2S) – Where to Start?

Monday • 3:00pm-4:30pm

Room 13AB

Parent and neighborhood groups, school and local officials, law enforcement officers and traffic engineers are working together to make streets safer for pedestrians and bicyclists along routes used for travel to school. SAFETEA-LU now requires states to sponsor Safe Routes to School Programs. Come learn about SAFETEA-LU requirements and the many resources and programmatic approaches now available to assist states in program development and implementation.

Moderator:

Gabriel Rousseau, *Transportation Specialist*, Federal Highway Administration, Office of Safety Programs, Washington, DC

Speakers:

Robin Stallings, *Executive Director*, Texas Bicycle Coalition, Austin, TX

Candance Lee Kokinakis, Ph.D., *Director*, Active School Environments and Safe Routes to School, Michigan Governor's Council on Physical Fitness, Health and Sports, Michigan Fitness Foundation, Lansing, MI

Jennifer Scofield, *Director*, Health Promotion and Steps to a Healthier Cleveland, Cleveland Department of Public Health, Cleveland, OH



IMPAIRED DRIVING

Strategic Evaluation States: What Did They Do Right?

Monday • 3:00pm-4:30pm

Room 14

NHTSA's Strategic Evaluation States have a proven track record in reducing the number of alcohol-related fatalities; some by significant margins. This workshop features those states that had the largest decreases. They will discuss what they did to drive down fatalities and crashes.

Moderator:

Georgia S. Chakiris, *Regional Administrator*, NHTSA-South Central Region, Fort Worth, TX

Speakers:

Terry A. Pence, *Traffic Safety Director*, Traffic Operations Division, Texas Department of Transportation, Austin, TX

Roger Doherty, *Impaired Driving Coordinator*, Florida Department of Transportation, Tallahassee, FL

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



IMPAIRED DRIVING

Doing More Than Time: Innovative DWI Sentencing Strategies

Monday • 3:00pm-4:30pm

Room 15

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 judges are using to reach offenders.

Moderator:

J. Michael Kavanaugh, *Judge*, Albuquerque, NM

Speakers:

David Hodges, *Judge*, Texas Judicial Liaison, McGregor, TX

Robert K. Pirraglia, *Associate Judge*, Rhode Island District Court (Ret.), Cranston, RI

Mike Witte, *Superior Court Judge*, Dearborn, IN



TEEN TRAFFIC SAFETY

Underage Drinking Status Update

Monday • 3:00pm-4:30pm

Room 16AB

Federal agencies that are involved in underage drinking efforts are members of the Interagency Coordinating Committee on the Prevention of Underage Drinking (ICCPUD). This panel will share results from the states, successes in implementing the National Academy of Sciences report on underage drinking, and recent brain research affecting underage drinking efforts.

Moderator/Speaker:

Steve Wing, *Associate Administrator*, SAMHSA, Rockville, MD

Speakers:

Cheryl Neverman, *Highway Safety Specialist*, NHTSA, Washington, DC

Sharie Cantelon, *Program Manager*, Demonstration Programs Division, Washington, DC



CHILD PASSENGER SAFETY

CHOP Data – What's New and How to Use it for Your Program

Monday • 3:00pm-4:30pm

Room 17A

Now in its eighth year of data collection, Partners for Child Passenger Safety (PCPS) is an ongoing research collaboration of Children's Hospital and State Farm Insurance Companies. This workshop provides a current review of the PCPS research findings regarding factors and mechanisms for child crash injury; review of a recent PCPS-led analyses of government data to address fatality reduction estimates for child restraint systems; as well as a review of the potential economic impact of a Medicaid-based CRS reimbursement program. Additionally, presenters will provide an update on data, resources, and strategies for practical application of PCPS findings for CPS practitioners.

Moderator:

Melissa Miles, *State Farm Insurance*, Bloomington, IL



Speakers:

Suzanne Hill, *Associate Director*, Advocacy and Outreach, TraumaLink Injury Research Center, The Children's Hospital of Philadelphia, Philadelphia, PA
Kristy Arbogast, Ph.D., *Associate Director of Field Engineering*, Center for Injury Research & Prevention, The Children's Hospital of Philadelphia, University of Pennsylvania, Philadelphia, PA



OTHER HIGHWAY SAFETY

Hands Across the Border

Monday • 3:00pm-4:30pm

Room 17B

Reducing traffic related injuries and fatalities in U.S. border communities requires the cooperation of law enforcement agencies, media outlets, governmental agencies and nongovernmental organizations on both sides of the border. This workshop will address the nature of the traffic safety problem in border communities and speakers will address strategies to save lives and reduce injuries experienced by motorists traveling on roads and highways between and within border communities in the United States and Mexico.

Moderator:

David Manning, Ph.D., *Regional Administrator*, NHTSA-Western Region, San Francisco, CA

Speakers:

Richard Fimbres, *Governor's Representative*, Governor's Office of Highway Safety, Tucson, AZ
Abraham Diaz, *Officer/El Protector*, Laredo Police Department, Laredo, TX
Piedad Huerta, *Health Promotion Officer*, Pan American Health Organization, El Paso, TX



IMPAIRED DRIVING

Drunk, Unbelted, and Unhelmeted: The Intersection of Impaired Driving and Occupant Protection

Monday • 3:00pm-4:30pm

Room 18AB

As drivers' levels of intoxication go up, their use of helmets and belts go down. Presenters will discuss

the data behind this intersection and strategies that work to decrease impaired driving and increase belt and helmet usage.

Moderator/Speaker:

Michael Prince, *Director*, Office of Highway Safety Planning, Lansing, MI

Speakers:

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

Dan Lonsdorf, *Major, Director*, Bureau of Transportation Safety, Wisconsin State Patrol, Wisconsin Department of Transportation, Madison, WI



DATA & RESEARCH

The Human Cost to Speeding and What We Can Do About It

Monday • 3:00pm-4:30pm

Room 18CD

Speeding is often called a forgotten issue in highway safety. Do we have a speeding problem? How do speeds relate to crashes and what can we do about it?

Moderator:

John Siegler, Ph.D., *Research Psychologist*, Office of Research and Technology, NHTSA, Washington, DC

Speakers:

Chou-Lin Chen, *Chief*, Mathematical Analysis Division, NHTSA, Office of Traffic Records and Analysis, Washington, DC

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

Mark Freedman, *Manager*, Transportation Safety Research, Westat Corporation, Rockville, MD







David Haggist, *Captain*, Charlotte-Mecklenburg Police Department, Charlotte, NC



Workshops at a Glance

SUNDAY	1 10:45am – 12:15pm	Are Cell Phones the Next Big Issue? How Much of a Risk? Is There a Solution? DR Rm. 12AB		Children in and Around Cars – A Potentially Lethal Combination: Part 1 CPS Rm. 14	Bicycle Safety for Adult Audiences OHS Rm. 15	Crashing the Party – Community Efforts to Prevent Underage Drinking TEEN Rm. 16AB	Addressing the Problem of Alcohol Through Screening Brief Interventions ID Rm. 17A
	2 2:00pm – 3:30pm	When Boomers on Bikes Go Bang DR Rm. 12AB		Marketing Tools – The Nuts and Bolts to Ensure Success OHS Rm. 14	Implementing a Successful Child Passenger Safety Training for School Buses in Your State CPS Rm. 15	Back to Basics: General Deterrence Strategies to Fight Impaired Driving ID Rm. 16AB	Restraining Teen Drivers Beyond Boosters: Too Young Too Fast? TEEN Rm. 17A
	3 4:00pm – 5:30pm	Seeing Is Believing: The Role of Publicity in Impaired Driving Prevention ID Rm. 12AB		Recent Trends in Highway Safety DR Rm. 14	Enhancing Older Driver Safety OHS Rm. 15	Strategic Approaches for Increasing Teen Belt Use TEEN Rm. 16AB	Enhanced Impaired Driving Enforcement: Land of Enchantment ID Rm. 17A
MONDAY	4 9:30am – 11:00am	Fine-Tuning GDL TEEN Rm. 12AB	Partnerships to Grow CJ Rm. 13AB	Cultivation and Retention of CPS Technicians CPS Rm. 14	Sports & Entertainment Marketing – Extending Your Exposure OHS Rm. 15	Creative Solutions to DWI Enforcement Problems ID Rm. 16AB	Product Updates CPS Rm. 17A
	5 1:00pm – 2:30pm	Criminal Justice System and Impaired Driving: Part 1 CJ Rm. 12AB	Older Riders, Alcohol and Motorcycles – a Deadly Mix OHS Rm. 13AB	Case Studies of Child Occupants in Crashes CPS Rm. 14	Using NHTSA Data to Dissect the Alcohol Problem DR Rm. 15	Impaired Driving Victim Impact Panel ID Rm. 16AB	National CPS Policy Update on Certain Policies & Procedures CPS Rm. 17A
	6 3:00pm – 4:30pm	Criminal Justice System and Impaired Driving: Part 2 CJ Rm. 12AB	Safe Routes to School (SR2S) – Where to Start? OHS Rm. 13AB	Strategic Evaluation States: What Did They Do Right? ID Rm. 14	Doing More Than Time: Innovative DWI Sentencing Strategies ID Rm. 15	Underage Drinking Status Update TEEN Rm. 16AB	CHOP Data – What It Tells Us and How to Use Your Program CPS Rm. 17A
TUESDAY	7 8:30am – 10:00am	Technical Update – 101 CPS Rm. 12AB	Putting the Focus on Pedestrians OHS Rm. 13AB	Innovative Commercial Motor Vehicle Safety (CMV) Enforcement CJ Rm. 14	Pupil Transportation from Birth to Graduation OHS Rm. 15	Using Technology to Collect Evidence and Speed Up Processing Time CJ Rm. 16AB	People's Courts: DWI/DUI Trial CJ Rm. 17A (Repeats Sunday)
	8 10:30am – 12:00pm	Officer Safety Issues: Because a Kevlar Vest Can't Stop a 3,000-Pound Bullet CJ Rm. 12AB		Looking Over Their Teen's Shoulder: What Move Could Parents Do To Control Their Teen Drivers? DR Rm. 14	Driving Wellness for Older Drivers OHS Rm. 15	New Vehicle Safety Systems – Active and Passive AOP Rm. 16AB	Drug Impaired Driving CJ Rm. 17A

NATIONAL CONFERENCE ON HIGHWAY SAFETY PRIORITIES

 CPS Child Passenger Safety Track	 CJ Criminal Justice Track	 DR Data and Research Track	 ID Impaired Driving Track	 OHS Other Highway Safety Track	 TEEN Teen Traffic Safety Track
Underlying Alcohol Abuse Prevention and Education	Innovative Programs from the Law Enforcement Challenge CJ Rm. 17B	Community Coalitions: Creative Solutions to Safety Challenges in Urban/Rural Settings and Among Diverse Populations OHS Rm. 18AB	CPS on a Shoestring CPS Rm. 18CD	Safe Transportation During Ambulance Transport CPS Rm. 19A	Anatomy of a DUI Homicide CJ Rm. 19B (Repeats Sun., 2:00pm)
Teenage Drivers – Those Who Don't Wear Seats But Drive	Emerging Issues OHS Rm. 17B	Pilot Programs Aimed at Reducing High Risk Behaviors by Teen Drivers TEEN Rm. 18AB	CPS in the Hospital and Clinic – Setting up Your Program and How to Make It Work CPS Rm. 18CD	The Anatomy and Physiology of the NICU Challenges CPS Rm. 19A	Anatomy of a DUI Homicide CJ Rm. 19B (Repeats Sun., 10:45am)
Impaired Driving in the Environment	Driver Licensing – Contemporary Issues OHS Rm. 17B	People's Court: Mock DWI/DUI Trial CJ Rm. 18AB (Repeats Tues., 8:30am)	Product Updates: Part 1 CPS Rm. 18CD	Nighttime Safety Belt Enforcement – Strategies and Issues AOP Rm. 19A	The Need to Combat Speed CJ Rm. 19B
Part 2	Older Driver Crashes: How Can we Make a Difference? DR Rm. 17B	Drug-Impaired Driving: Does It Rival Alcohol as a Highway Safety Problem? DR Rm. 18AB	Strategies for Addressing the Higher Risk Driver: Repeat, High-BAC, and DWS Offenders ID Rm. 18CD	Prioritizing Traffic Safety CJ Rm. 19A	Emerging Technology OHS Rm. 19B
Program – Identification Issues	Evaluating Programs That Focus on Rural and Pickup Truck Drivers – How Are They Working? AOP Rm. 17B	Media Buying 101: Successful Advertising on a Shoestring OHS Rm. 18AB	Ask the Experts DR Rm. 18CD	Promising Practices in Schools to Prevent Underage Drinking TEEN Rm. 19A	Impaired Driving Law Enforcement – Promising Practices ID Rm. 19B
What's New in It For	Hands Across the Border OHS Rm. 17B	Drunk, Unbelted and Unhelmeted: The Intersection of Impaired Driving and Occupant Protection ID Rm. 18AB	The Human Cost of Speeding and What We Can Do About It DR Rm. 18CD	Children In and Around Cars - A Potential Lethal Combination: Part 2 CJ Rm. 19A	Prosecutors, Your Traffic Safety Partners CJ Rm. 19B
Mock 4:00pm)	Increasing Safety Use Among Native American Populations AOP Rm. 17B	Community Coalitions: Secrets for Making A Difference at the Local Level OHS Rm. 18AB	Law and Order: ABC – How Liquor Law Enforcement Can Reduce Impaired Driving and Underage Drinking ID Rm. 18CD	Technical Update – 301 CPS Rm. 19A	Program Evaluation Tips for Non-Statisticians DR Rm. 19B
Driving	Instructor Effectiveness CPS Rm. 17B	Sustained Communications for Sustained Enforcement OHS Rm. 18AB	Hard Core Drinking Drivers: How Big a Problem? How Do We Deal with Them? DR Rm. 18CD	Strategically Using Your CPS Skills: Can You Talk a Parent Through a CPS Check Without Getting Into the Vehicle? CPS Rm. 19A	What Alcohol Countermeasures are We Missing? Reports from NHTSA's Impaired Driving Assessments ID Rm. 19B



CRIMINAL JUSTICE

Children in and Around Cars – A Potentially Lethal Combination: Part 2**Monday, • 3:00pm-4:30pm****Room 19A**

Like several other implements of child abuse, motor vehicles are household necessities. If not used properly, however, they can be deadly weapons. If adults do not take adequate precautions to protect their child passengers or leave an unsupervised child in or around an automobile, the adult takes an almost unconscionable risk. Each year, hundreds of children are unnecessarily killed because they weren't restrained properly, physically injured or left to die from hyperthermia. The presenters will discuss the many dangers children face around motor vehicles and identify potential legal ramifications, including criminal prosecutions.

Moderator/Speaker:

Torine Brooks Creppy, *Director, Safe Kids Buckle Up, Corporate Liaison GM & Chevrolet, Safe Kids Worldwide, Washington, DC*

Speakers:

Michele Struttmann, *President, KIDS IN CARS, Washington, MO*

Ann Dellinger, Ph.D., M.P.H., *Epidemiologist and Team Leader, Motor Vehicle Injury Prevention Team, Division of Unintentional Injury Prevention, Centers for Disease Control and Prevention, Atlanta, GA*

Stephen Talpins, *National Director of Public Policy, MADD, Washington, DC*



CRIMINAL JUSTICE

Prosecutors, Your Traffic Safety Partners**Monday • 3:00pm-4:30pm****Room 19B**

Learn how the National Traffic Law Center (NTLC), the National Association of Prosecutor Coordinators (NAPC), Traffic Safety Resource Prosecutors (TSRP) and DUI Specialized Attorneys (Tennessee) can help you (law enforcement, toxicologists, highway safety personnel and others)!

Moderator:

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

Speakers:

Kimberly Overton, *NHTSA-NAPC Prosecutor Fellow, Traffic Safety Resource Prosecutor, North Carolina Conference of District Attorneys, Raleigh, NC*

Tom Kimball, *Traffic Safety Resource Prosecutor, Tennessee District Attorneys General Conference, Nashville, TN*

Elizabeth Earleywine, *Senior Attorney, National Traffic Law Center, National District Attorneys Association, American Prosecutors Research Institute, Alexandria, VA*



Complete addresses for moderators and speakers are in the Pre-Registration List, or the on-site registration list (available on Tuesday).



Lifesavers 2006 Program

Tuesday, April 11

7:30am – 1:15pm

Registration Open

Level 1, 4th Street Atrium

7:30am – 10:30am

Exhibit Hall Open

Level 1, Halls 4/5

7:30am – 8:15am

**Complimentary Continental
Breakfast in Exhibit Hall**

8:30am – 10:00am | 7th Workshop Session



CHILD PASSENGER SAFETY

Technical Update – 101

Tuesday • 8:30am-10:00am

Room 12AB

This session is for entry-level technicians and others who want a technical review. Speakers will discuss current CRS testing procedures, LATCH, rear-facing and forward-facing performance measures, advanced air bags, side impact protection features in vehicles and CRS, current research and more. This session is for certified technicians who already have basic CPS knowledge.

Moderator:

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

Speakers:

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

Artie Martin, General Motors Safety Center, Warren, MI

Lisa Sullivan, NHTSA, Vehicle Research and Test Center, East Liberty, OH



OTHER HIGHWAY SAFETY

Putting the Focus on Pedestrians

Tuesday • 8:30am-10:00am

Room 13AB

This workshop highlights pedestrian safety activities underway in FHWA's focus states and cities. Presenters will include representatives from focus cities that have developed pedestrian safety plans and are beginning implementation that includes education, enforcement and new engineering technologies to detect pedestrians and protect them better. Learn what elements cities and states are using to make their streets safer for people on foot.

Moderator/Speaker:

Gabriel Rousseau, *Transportation Specialist*, Federal Highway Administration, Office of Safety Programs, Washington, DC

Speakers:

Essie Wagner, *Highway Safety Specialist*, NHTSA, Washington, DC

Charlie Zegeer, *Director*, Pedestrian and Bicycle Information Ctr., UNC Highway Safety Research Center, Chapel Hill, NC

Bob Planthold, San Francisco Senior Action Network, San Francisco, CA



**Please let us know at registration
if your address has changed**



CRIMINAL JUSTICE

Innovative Commercial Motor Vehicle (CMV) Safety Enforcement**Tuesday • 8:30am-10:00am****Room 14**

This workshop highlights ongoing efforts in the area of CMV safety and enforcement. Speakers will describe new initiatives aimed at reducing aggressive driving near CMVs, increasing safety belt use among CMV drivers, and improving highway safety through increased enforcement and outreach. These initiatives were developed as a way to increase CMV safety through non-traditional methods and in some cases go so far as to ensure non-CMV operators safely around trucks and buses.

Moderator:

Mike Lamm, Chief, State Programs Division, Federal Motor Carrier Safety Administration, Washington, DC

Speakers:

Jonna Van Dyk, Communications Program Manager, Washington State Safety Commission, Olympia, WA

Craig Feister, Division Administrator, Federal Motor Carrier Safety Administration, Richmond, VA

Joe Rodriguez, Captain, Texas Department of Public Safety, Commercial Vehicle Enforcement, McAllen, TX



OTHER HIGHWAY SAFETY

Pupil Transportation From Birth to Graduation**Tuesday • 8:30am-10:00am****Room 15**

The methods we use to transport American students to and from school are vital to their safety. School bus travel is by far the safest way for students to get to school. Come find out why. But also learn about the use of three-point belt systems on school buses. Also learn why 15-passenger vans should not be used to transport students, including why the national Head Start program no longer allows their use.

Moderator/Speaker:

Pete Baxter, Director, Division of School Traffic Safety, Indiana Department of Education, Indianapolis, IN

Speakers:

Kathy Furneaux, Executive Director, Pupil Transportation Safety Institute, Syracuse, NY

Charley Kennington, Program Administrator, School Bus Transportation, Texas Department of Public Safety, Waco, TX



CRIMINAL JUSTICE

Using Technology to Collect Evidence and Speed Up Processing Time**Tuesday • 8:30am-10:00am****Room 16AB**

Presenters will discuss how you can use mobile video equipment to document your arrests and electronic reporting and citation program to shorten DWI/DUI processing times by 50% or more and avoid unnecessary errors!!!

Moderator:

Kenneth Copeland, Regional Program Manager, NHTSA, Fort Worth, TX

Speakers:

Bryan Roberts, Project Coordinator, DUI/DWI Process Reduction Program, Texas Municipal Police Association, Austin, TX

Jim Kuboviak, Director, Law Enforcement Mobile Video Institute, Bryan, TX

Jack Stuster, Anacapa Sciences, Santa Barbara, CA



CRIMINAL JUSTICE

People's Court: Mock DWI/DUI Trial**Tuesday • 8:30am-10:00am**

(Repeated from Sunday)

Room 17A

Presenters, including a real prosecutor and judge, will conduct a mock DWI/DUI trial from jury selection to closing argument.



Moderator:

Tom Kimball, *Traffic Safety Resource Prosecutor*, Tennessee District Attorneys General Conference, Nashville, TN

Speakers:

Clay Abbott, *Texas DWI Resource Prosecutor*, Texas District and County Attorneys Association, Austin, TX
David Hodges, *Judge*, Texas Judicial Liaison, McGregor, TX



ADULT OCCUPANT PROTECTION

Increasing Safety Belt Use Among Native American Populations

Tuesday • 8:30am-10:00am

Room 17B

Safety belt use by Native Americans is significantly lower than for most other population groups. A recent NHTSA survey found observed use rates averaged 55.4% and ranged from 8.8% to 84.8% on the 180 reservations that are able to set and enforce their own safety belt laws. Speakers will discuss successful and promising strategies for increasing belt use among these populations.

Moderator:

Georgia S Chakiris, *Regional Administrator*, NHTSA-South Central Region, Fort Worth, TX

Speakers:

Charles Jaynes, *Program Administrator*, Bureau of Indian Affairs, Indian Highway Safety Program, Albuquerque, NM
David Wallace, *National Center for Injury Prevention and Control*, Atlanta, GA
Nancy Bill, *Injury Prevention Program Manager*, OEHS-DEHS, Rockville, MD



OTHER HIGHWAY SAFETY

Community Coalitions: Secrets for Making a Difference at the Local Level

Tuesday • 8:30am-10:00am

Room 18AB

It's no surprise that active, influential Safe Communities are making a difference in traffic safety at the local level.

Learn the secrets of how successful, data driven coalitions are capitalizing on national and state programs to help nourish local safety initiatives. Explore new ideas for using data and enhancing self-sufficiency, as well as promoting your accomplishments and keeping your community informed of your efforts. Plus find out what the future holds for the Safe Communities model of traffic safety injury prevention.

Moderator:

Deb Nelson, *Safe Communities Outreach Coordinator*, DLN Consulting, Inc., Dickinson, ND

Speakers:

Jason Ivey, *Program Administrator*, Tennessee Governor's Office of Highway Safety, Nashville, TN
Virginia Lockman, *Safe Communities Coordinator*, Minnesota Office of Public Safety, Office of Traffic Safety, St. Paul, MN



IMPAIRED DRIVING

Law and Order: ABC – How Liquor Law Enforcement Can Reduce Impaired Driving and Underage Drinking

Tuesday • 8:30am-10:00am

Room 18CD

Liquor law enforcement agencies are quite often underfunded, understaffed, and not part of "normal" law enforcement circles. Here are some solutions to get past these barriers and to involve alcohol beverage control with impaired driving and underage drinking efforts.

Moderator:

Rebecca Ramirez, *Program Director*, Center for the Study of Law and Enforcement Policy, Pacific Institute for Research and Evaluation (on behalf of NLLEA), Calverton, MD

Speakers:

Shawn Walker, *Deputy Director*, Enforcement Division, Virginia Department of Alcoholic Beverage Control, Richmond, VA
Leo Sokoloski, *Chief*, Bloomsburg Police Department, Bloomsburg, PA
Greg Hamilton, *Sheriff*, Travis County Sheriff's Office, Austin, TX

**CHILD PASSENGER SAFETY****Technical Update – 301****Tuesday • 8:30am-10:00am****Room 19A**

This session is for the more experienced technician or instructor interested in more detailed technical 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, LATCH/tether findings and other topics.

Moderator:

Tomi St. Mars, R.N., B.S.N., C.E.N., *Injury Prevention Program Manager, Arizona Department of Health Services, Phoenix, AZ*

Speakers:

George Mouchahoir, *Chief, Structures and Special Systems Division, NHTSA, Washington, DC*

Shayne Merritt, *Director, Automotive Safety Program, Indiana University, Riley Hospital for Children, Indianapolis, IN*

Julia King, *Engineer, SafeGuard, a Division of IMMI, Westfield, IN*

**DATA & RESEARCH****Program Evaluation Tips for Non-Statisticians****Tuesday • 8:30am-10:00am****Room 19B**

Solid program evaluation does not require in-depth statistical knowledge – just common sense and a good grasp of a few easy formulas. The presenters will provide some easy tips and streamlined processes for evaluating the success of traffic safety efforts. They will also review issues relating to measuring change through surveys and provide advice on how to avoid drawing inaccurate conclusions from survey results.

Moderator:

Susan Connor, Ph.D., *Research Manager, Rainbow Community Safety and Resource Center, Rainbow Babies and Children's Hospital, Cleveland, OH*

Speakers:

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

10:00am – 10:30am**Complimentary Refreshment Break in Exhibit Hall****Level 1, Halls 4/5****10:30am – 12:00noon | 8th Workshop Session****CRIMINAL JUSTICE****Officer Safety Issues: Because a Kevlar Vest Can't Stop a 3000-Pound Bullet****Tuesday • 10:30am-12:00pm****Room 12AB**

Each year, more law enforcement officers are killed by motorists than gun toting offenders. See the International Association of Chiefs of Police's (IACP) new video about the issue and learn about officer safety techniques and "move-over" laws.

Moderator:

Tommie Buchanan, *Texas Law Enforcement Liaison, Texas Police Chiefs Association, Ft. Worth, TX*

Speakers:

Dave Long, R.N., *"The Airbag Detective," North Memorial EMS Education, EMS Responder.com, Robbinsdale, MN*

Joseph Farrow, *Deputy Commissioner, California Highway Patrol, Sacramento, CA*



DATA & RESEARCH

Looking Over Their Teen's Shoulder: What More Could Parents Do to Control Their Teen Drivers?

Tuesday • 10:30am-12:00pm

Room 14

In spite of gains because of GDL laws, teen crash rates still are high. Parents can influence where, when and with whom teens drive. Should parents be doing more to monitor their teens? Learn the latest research on whether restrictions and monitoring can help.

Moderator:

Allan Williams, Ph.D., Bethesda, MD

Speakers:

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

Jessica Hartos, University of North Carolina at Charlotte, Department of Health Behavior and Administration, Charlotte, NC

Max Donath, Director, Intelligent Transportation Systems Institute, University of Minnesota Center for Transportation Studies, Minneapolis, MN



OTHER HIGHWAY SAFETY

Driving Wellness for Older Drivers

Tuesday • 10:30am-12:00pm

Room 15

Promoting older driver safety isn't as simple as "How do I take away the keys?" Come hear nationally recognized program leaders talk about the importance of a senior-friendly message in talks about older drivers. In addition, learn about the new CarFit program that assists older drivers in adjusting their car's equipment (seats, mirrors, etc.) to fit them and allow them to see better and better operate the controls. It all adds up to a better way to get safe driving messages to seniors.

Moderator:

Essie Wagner, Highway Safety Specialist, NHTSA, Washington, DC

Speakers:

Jeanie Teel, West Austin Caregivers, Austin, TX

T. Bella Dinh-Zarr, Ph.D., M.P.H., National Director of Traffic Safety Policy, AAA, Washington, DC

Brian Greenberg, AARP, Washington, DC



ADULT OCCUPANT PROTECTION

New Vehicle Safety Systems – Active and Passive

Tuesday • 10:30am-12:00pm

Room 16AB

Vehicle technology workshops are always among the best attended at Lifesavers and this year should be no different as a wide variety of new safety systems are showing up in production vehicles. Hear first hand from the auto industry and a leading consumer organization what advanced safety technologies are entering the market and how to find out which are most important.

Moderator:

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

Speakers:

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

Robert Lange, Executive Director, Vehicle Structure and Safety Integration, General Motors Corporation, Warren, MI



CRIMINAL JUSTICE

Drug Impaired Driving

Tuesday • 10:30am-12:00pm

Room 17A

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).

Moderator:

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

Speakers:

Mary Anderson, Deputy District Attorney, Deschutes County (Oregon), Bend, OR

Charles Avery, Officer, Dallas Police Department, Dallas, TX

Sarah Kerrigan, Ph.D., Forensic Toxicologist, Houston, TX

**CHILD PASSENGER SAFETY****Instructor Effectiveness****Tuesday • 10:30am-12:00pm****Room 17B**

Whether you are a new or seasoned CPS instructor, this workshop is for you! This session highlights proven strategies that cater to the adult learner, introduces creative and innovative tips & tricks and offers supplemental resources. Learn how to optimize your classes with tips on preparation and follow up. Come hear what other instructors in the field do to keep their classes interesting, effective and "personalized." We will also discuss how to create solid lead instructors and develop mentors who help bring new instructors into the field.

Moderator:

Carole S. Guzzetta, *Highway Safety Specialist*, NHTSA, Washington, DC

Speakers:

Lorrie Walker, *Training Manager & Technical Advisor*, Safe Kids Worldwide, Washington, DC

Johnny Humphreys, *Texas Child Passenger Safety Training Contact*, Texas Department of State Health Services Safe Riders, Austin, TX

Jeff Halloran, *Kansas Safety Belt Education Office*, Lawrence, KS

**OTHER HIGHWAY SAFETY****Sustained Communications for Sustained Enforcement****Tuesday • 10:30am-12:00pm****Room 18AB**

Equally important to sustaining increased enforcement of safety belt and impaired driving laws is sustaining the public's knowledge through earned media. This workshop will discuss innovative methods employed in the states to capture and keep the media's attention. Enforcement activities such as early morning enforcement of failure to appear warrants; naming sobriety checkpoints for victims; inviting media to SFST training or "courtroom in the classroom programs;" all provide a different twist and offer a new approach to keep the idea of enforcement in the public's mind. Participants will

learn how to examine their enforcement plans with a view toward using all activities as a potential media hook, and how to use NHTSA's communications Web page and calendar to further enhance sustained communications throughout the year.

Moderator:

Robin Mayer, *Chief, Consumer Information Division*, NHTSA, Washington, DC

Speakers:

Michael Hegarty, *Deputy Director*, Arizona Governor's Office of Highway Safety, Phoenix, AZ

Dennis Smith, *Minnesota Department of Public Safety*, St. Paul, MN

Mairi Nelson, *Colorado Department of Transportation*, Denver, CO

**DATA & RESEARCH****Hard Core Drinking Drivers: How Big a Problem? How Do We Deal With Them?****Tuesday • 10:30am-12:00pm****Room 18CD**

This workshop will discuss the so-called "hard core drinking driver" and how to deal with such drivers. What proportion of drinking drivers out on the roads are hard-core? What proportion of drinking drivers in fatal crashes are hard-core? Given that hard-core drinking drivers are a problem, how do we identify them ahead of time? What sanctions are effective in dealing with them? The speakers will address these questions and discuss present and future countermeasures to deal with these drivers.

Moderator/Speaker:

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

Speakers:

Elisa Braver, Ph.D., *National Study Center for Trauma and EMS*, University of Maryland School of Medicine, Baltimore, MD

Eduardo Romano, Ph.D., *Associate Research Scientist*, Pacific Institute for Research and Evaluation, Calverton, MD

Robyn Robertson, *Vice President, Operations*, Traffic Injury Research Foundation, Ottawa, ON



CHILD PASSENGER SAFETY

Strategically Using Your CPS Skills: Can You Talk a Parent Through a CPS Check Without Getting Into the Vehicle?

Tuesday • 10:30am-12:00pm

Room 19A

This workshop will help technicians focus on being educators and streamlining key messages to use in a variety of settings: media, new parents/caregivers, pediatrician offices, etc. Attendees will be provided with a written tool they can immediately implement when educating the public.

Moderator:

Kerry Chausmer, *Program Manager, CPS Certification, Safe Kids Worldwide, Washington, DC*

Speakers:

Marilu Montalvo, *University of Georgia, Conyers, GA*

Vicky Cassabaum, *St. Anthony Central Hospital, Denver, CO*

Pam Holt, R.N., B.S.N., *Trauma Prevention Coordinator, St. John's Trauma Prevention Program, Springfield, MO*



IMPAIRED DRIVING

What Alcohol Countermeasures are we Missing? Reports from NHTSA's Impaired Driving Assessments

Tuesday • 10:30am-12:00pm

Room 19B

NHTSA has helped many states conduct impaired driving assessments over the past two decades. This workshop will feature veterans of previous assessments who will highlight the most common and frequent recommendations offered to states.

Moderator:

De Carlo Ciccel, *Highway Safety Specialist, NHTSA, Washington, DC*

Speakers:

Karl B. Grube, *Senior Florida Judge, Judicial Outreach Liaison-NHTSA, St. Petersburg, FL*

Susan Bryant, *Austin, TX*

Rob Lillis, *President, Evalumetrics Research*

Arthur Anderson, *Commissioner, California Highway Patrol, Sacramento, CA*



Handouts from many speakers are found on the website:
www.lifesaversconference.org

12:15pm – 1:30pm

Closing luncheon

Terry A. Pence, *Traffic Safety Director, Traffic Operations Division, Texas Department of Transportation, Austin, TX*

Michael R. Stout, *Director, Illinois Department of Transportation, Division of Traffic Safety, Springfield, IL*

Lifesavers blows into the windy city in 2007! Be sure to catch the conclusion of an amazing conference at lunch on Tuesday when Lifesavers saddles up, bids farewell to Texas, and heads to Chicago for our 25th Conference.



Speaker Index

Abbott, Clay.....13, 15, 29	Donath, Max.....31	Klauer, Sheila.....4	Rich, Ricky.....9
Aguilar, Michael.....18	Durant, David.....14	Knee, Stanley.....17	Richardson, Sandy.....21
Allen, Judy.....14	Durant, James.....14	Knodler, Michael.....13	Riddle, Joye.....20
Amoni, Marilena.....26	Earleywine, Elizabeth.....26	Kokinakis, Candance Lee.....21	Riedl, John.....13, 27
Anderson, Arthur.....33	Eby, David.....13	Korn, Alan.....10, 14	Robbins, Julie.....16
Anderson, Mary.....31	Farrow, Joseph.....6, 30	Kovacs, Michael.....12	Roberts, Bryan.....28
Arbogast, Kristy.....20, 23	Feister, Craig.....28	Kuboviak, Jim.....28	Robertson, Robyn.....18, 21, 32
Avery, Charles.....31	Fell, Jim.....12, 17, 32	Kumpfer, Karol.....20	Rodriguez, Joe.....28
Avila, Mike.....19	Felrice, Barry.....31	Kupsch, John.....9	Romano, Eduardo.....32
Baker, Elizabeth.....9	Fennell, Janette.....4	Laiche, Bryant.....20	Rose, Janelle.....15
Baranowski, Rebekah.....16	Ference, Jack.....17	Lamm, Mike.....28	Rousseau, Gabriel.....21, 27
Baxter, Pete.....28	Ferguson, Susan.....14, 20, 23	Lange, Robert.....31	Rubien, Ira.....13
Beach, Dave.....15	Field, Craig.....5	Langmaid, Mike.....10	Salazar, Camerino.....6
Bersani, Ron.....14	Fimbres, Richard.....23	LaPlante, Mark.....10	Schold Davis, Elin.....11
Bilbrey, Sharon.....7	Freedman, Mark.....23	Lea, Janet.....11	Scofield, Jennifer.....21
Bill, Nancy.....29	Freitas, Michael.....17	Lillis, Rob.....33	Siegler, John.....23
Birch, Glynn.....4, 19	Furneaux, Kathy.....28	Lochridge, Hope.....15	Simmons, Steven.....4
Blake, Steve.....6	Gardner, Bridget.....6	Lockman, Virginia.....29	Smith, Dennis.....32
Bock, Teresa.....13	Gilbert, David.....7, 10	Logan, Barry.....16	Smith, Robin.....13
Bowman, Jesse.....6	Girard, Carol.....5	Long, Dave.....30	Soderstrom, Carl.....5
Brady, Rebecca.....5	Glassman, Jacqueline.....17	Lonsdorf, Dan.....23	Sokoloski, Leo.....29
Braver, Elisa.....32	Goldzweig, Irwin.....9	Luera, Frank.....15	Solomon, Mark.....13, 19
Brooks Creppy, Torine.....4, 26	Goodwin, Arthur.....31	Manning, David.....23	St. Mars, Tomi.....30
Brooks, Janet.....4	Greenberg, Brian.....31	Martin, Artie.....27	Stallings, Robin.....21
Bryant, Susan.....33	Gregg, Angie.....15	Mathews, Alice.....8, 19	Stalvey, Beth.....16
Buchanan, Tommie.....30	Grube, Karl.....18, 21, 33	Mayer, Robin.....11, 32	Stewart, Kathryn.....16
Buche, Tim.....18	Gulak, Phil.....19	McCartt, Anne.....4, 8, 14	Stout, Michael.....33
Bull, Marilyn.....7, 10	Guzzetta, Carole.....19, 32	McDonald, Marcie.....9	Strassburger, Robert.....17
Butler, John.....21	Haggist, David.....23	McGwin, Gerald.....16	Struttman, Michele.....26
Campbell, Dave.....10, 13	Hall, Andy.....9	McNaull, Justin.....12, 14	Stuster, Jack.....28
Cantelon, Sharie.....22	Hall, Bill.....27	McShane, Owen.....12	Subramanian, Rajesh.....18
Cassabaum, Vicky.....33	Hall, Louann.....11	Merritt, Shayne.....30	Sullivan, Lisa.....27
Castel, Nicola.....14	Halloran, Jeff.....32	Miles, Melissa.....22	Sutterfield, Chris.....17
Cestaro, Dave.....6	Halloran, Jeff.....32	Mitchell, Peter.....9, 12	Sweedler, Barry.....16
Chakiris, Georgia.....17, 22, 29	Hamilton, Greg.....29	Montalvo, Marilu.....33	Talpins, Stephen.....26
Champagne, James.....15	Hartos, Jessica.....31	Montigue, Venesa.....19	Teel, Jeanie.....31
Champion, David.....31	Haseltine, Phil.....12	Moore, Lisa.....21	Tipton, Bob.....22
Chausmer, Kerry.....19, 33	Hayes, Chuck.....31	Moore, Rhonda.....17	Tomlinson, Sedley.....7
Chen, Chou-Lin.....23	Hedlund, Jim.....4, 8, 20	Mouchahoir, George.....30	Torres, Angel.....12
Chidester, Augustus.....18	Hegarty, Michael.....32	Mumford, Tom.....12, 18, 21	Trostel, Mark.....17
Ciccel, De Carlo.....15, 33	Henry, Kathryn.....20	Murphy, Ces.....15	Tucker, Pat.....12
Clark, Kyle.....7, 10	Hill, Suzanne.....9, 23	Nagy, Dennis.....16	Turner, Ryan.....15
Clarke, Andy.....5	Hirtz, Susan.....6	Napier, Kevin.....12	Utter, Dennis.....11, 19
Cliette, Erik.....6	Hodges, David.....13, 15, 22, 29	Nelson, Deb.....29	Van Dyk, Jonna.....28
Cohen, Lori.....11	Holley, Gail.....11	Nelson, Mairi.....32	Wagner, Essie.....27, 31
Connor, Susan.....30	Holt, Pam.....10, 19, 33	Neverman, Cheryl.....5, 22	Walker, Lorrie.....32
Constable, Myra.....19	Hooker, Celia.....5	Nichols, Jim.....19	Walker, Shawn.....29
Copeland, Kenneth.....19, 28	Huddleston, West.....18, 21	Oliher, Tonya.....15	Wall, Bob.....8
Corkins, Phill.....15	Huerta, Piedad.....23	Osterhuber, Angela.....19	Wallace, David.....18, 21, 29
Cosgrove, Linda.....8, 20, 30	Humphreys, Johnny.....32	Overton, Kimberly.....26	Warren, Beth.....8
Crespo, Hilda.....5	Ivey, Jason.....29	Owsley, Cynthia.....16	Warren, Susan.....19
Crisp, John.....11	Jaynes, Charles.....29	Patterson, Robert.....7	Watson, Robert.....17
Crosby, Kathy.....8	Jennings, Christene.....9	Pelton, Colette.....9	Weir, Debbie.....7, 10, 18, 21
Crown, Emilie.....13, 16	Jernigan, Darrell.....13	Pence, Terry.....22, 33	Wesolowski, Kathryn.....21
Dahle, Eric.....16	Jett, Charles.....6	Pepper, Jill.....15	Whetsel, John.....9, 17
del Rio, Luis.....8	Johnson, Carolyn.....17	Perkins, Ron.....6	Wicklund, Carl.....18, 21
Dellinger, Ann.....4, 26	Kavanaugh, J. Michael.....22	Pirraglia, Robert.....22	Williams, Allan.....16, 31
Diaz, Abraham.....23	Kennington, Charley.....8, 28	Planthold, Bob.....27	Williams, Keith.....6, 12
Diethelm, Judy.....8, 15	Kerrigan, Sarah.....31	Porter, Lowell.....9	Wing, Steve.....22
Dinh-Zarr, T. Bella.....16, 31	Kimball, Tom.....13, 26, 27	Preiss, Leah.....5	Wise, Cathey.....20
DiPirro, Annette.....6	King, Ann.....10	Preusser, David.....8, 13, 20, 23	Witte, Mike.....22
Doherty, Roger.....22	King, Julia.....30	Prince, Michael.....23	Zegeer, Charlie.....27
	Kiser, Keith.....9	Ramirez, Rebecca.....29	Zingg, Connie.....18
		Rayment, Mary Ann.....20	Zwonechek, Fred.....9
		Readett, Anne.....11, 15	



Exhibit Hours and Events

Saturday • April 8

5:00pm – 8:00pm **Early Exhibitor Set-up**

Sunday • April 9

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 – 7:30pm **Welcoming/Opening Reception and Posters**

Monday • April 10

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

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

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

Tuesday • April 11

7:30am – 10:30am **Exhibit Hall Open**

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

10:00am – 10:30am **Complimentary Refreshment Break**

10:30am – 2:00pm **Exhibitor move out**

Lifesavers Gets Wired!

While attending Lifesavers, stay in touch with work and family by using one of five complimentary Internet kiosks. The kiosks are located to the right just inside the entrance 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

This year Lifesavers is again offering a hands-on exhibit area for new vehicle technology and child passenger safety, located at the CPS Educational Exhibit 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 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 43 for a complete listing of posters. Authors will be available to discuss their work on Sunday evening from 5:30pm-7:30pm. General viewing will be on Sunday from 12:15pm-5:30pm, Monday from 7:30am-3:00pm, and Tuesday from 7:30am-10:30am.

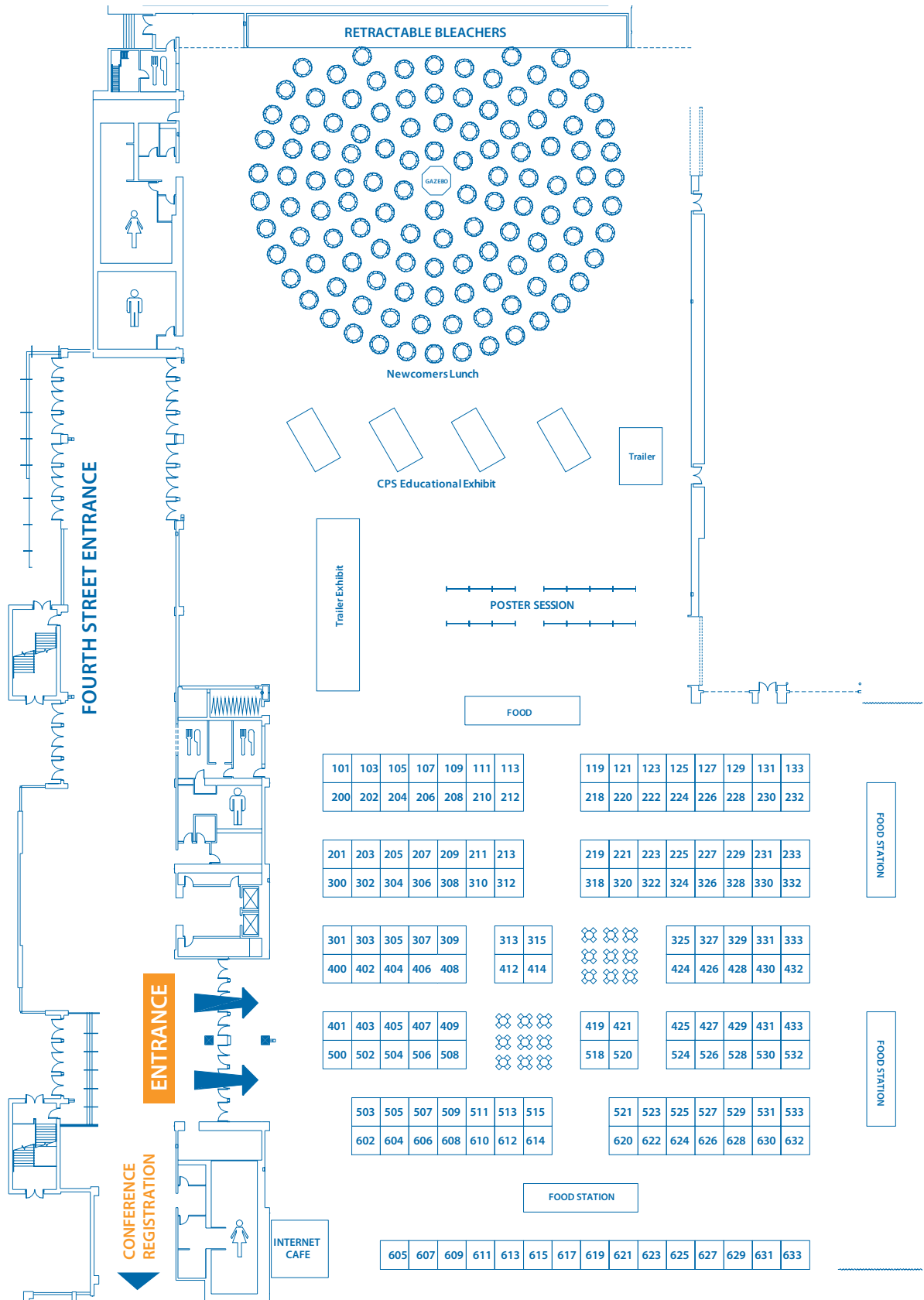


Mark your calendars for these upcoming meetings:

March 25-27, 2007 • Chicago, IL • 25th Anniversary of Lifesavers!

April 13-15, 2008 • Portland, OR

Exhibit Hall Floor Plan





Exhibitor Listing

Lifesavers appreciates the support of all the exhibitors. Lifesavers sponsors are highlighted with a shaded box. Financial sponsored are designated with the star icon.

4 R Kids Sake

Contact: Laura Petersen

Booth Number: 527

P.O. Box 77693

Corona, CA 92877-0123

Phone: 951-737-2539

Fax: 951-737-2539

laura@4rkidssake.org

AARP Driver Safety Program

Contact: Henry Wenzel

Booth Number: 428

92 Bingham Road

Marlboro, NY 12542

Phone: 846-236-7560

Fax: 846-236-7402

hwenz19@aol.com

AcuNetx

Contact: David Hanke

Booth Number: 206

12645 Prego Court

San Diego, CA 92130

Phone: 858-692-7552

dchanke@acunetx.com

All Traffic Solutions

Contact: Darren Moriarty

Booth Number: 605

PO Box 10085

State College, PA 16805

Phone: 814-237-9005

Fax: 814-237-9006

lmiles@alltrafficsolutions.com

Alliance of Automobile Manufacturers

Contact: Candace Robinson

Booth Number: 404, 406

1401 Eye Street, NW, 9th Floor

Washington, DC 20772

Phone: 202-326-5522

Fax: 202-326-5598

crobinson@autoalliance.org

American Association of Motor Vehicle Administrators

Contact: Melissa D. Clague

Booth Number: 604

4301 Wilson Boulevard, Suite 400

Arlington, VA 22203

Phone: 703-522-4200

Fax: 703-522-1553

mclague@aamva.org

American Traffic Solutions, Inc.

Contact: Sherri Teille

Booth Number: 221

14861 N Scottsdale Road, Suite 109

Scottsdale, AZ 85254

Phone: 480-368-0900 ext 211

Fax: 480-607-0901

sherri.teille@atsol.com

American Trucking Associates

Contact: Ellen Serrano

Booth Number: 630

2200 Mill Road

Alexandria, VA 22314

Phone: 571-223-0042

Fax: 571-223-0052

eserrano@proactivecom.com

Anheuser-Busch

Contact: Carolyn Korte

Booth Number: 308

C/O Go Inc, 6022 Southwest Avenue

St. Louis, MO 63139

Phone: 314-647-4100

Fax: 314-647-4101

carolyn@go-inc.com

The BACCHUS Network

Contact: Ann Quinn-Zoback

Booth Number: 331

PO Box 100430

Denver, CO 80250-0430

Phone: 303-871-0901

Fax: 303-871-0907

ann@bacchusnetwork.org

Beam's Seatbelts

Contact: Mike Bosley

Booth Number: 220

10519 South Sunnyslane

Oklahoma City, OK 73160

Phone: 405-793-0505

mikebosley@beamsind.com

Beer Institute

Contact: Carmen Grundy

Booth Number: 107

122 C Street, NW, Suite 350

Washington, DC 20001

Phone: 202-737-2337

Fax: 202-737-7004

cgrundy@beerinstitute.org

Bell Sports, Inc

Contact: Kathy Hoffmann

Booth Number: 327

1924 County Rd, 3000 N

Rantoul, IL 61866

Phone: 800-494-4543 x260

Fax: 217-893-9333

khoffmann@bellsports.com

Bosch

Contact: Rich Golitko

Booth Number: 205, 207

38000 Hills Tech Drive

Farmington Hills, MI 48331

Phone: 248-876-6715

Fax: 248-876-1116

richard.golitko@us.bosch.com

Britax Child Safety, Inc.

Contact: J. Teresa Bock

Booth Number: 330, 332

13501 South Ridge Drive

Charlotte, NC 28273

Phone: 704-409-1705

Fax: 704-409-1715

tbock@britaxusa.com

Buckle Up In Your Truck

Contact: Dawn Stover

Booth Number: 433

3701 SE 15th Street, Suite 100

Del City, OK 73115

Phone: 405-671-8742

Fax: 405-671-8745

info@buckleupinyourtruck.com

Burlington Coat Factory - Baby Depot

Contact: Dave Cestaro

Booth Number: 614

1830 Route 130 North

Burlington, NJ 08016

Phone: 609-387-7800

dave.cestaro@coat.com

CADCA

Contact: Jennifer Zimmermann

Booth Number: 222

625 Slaters Lane, Suite 300

Alexandria, VA 22314

Phone: 703-706-0560

Fax: 703-706-0568

jzimmermann@cadca.org



CDC, National Center for Injury Prevention and Control

Contact: Michele Huitric, MPH

Booth Number: 610

4770 Buford Hwy, N.E. Mailstop K63
Atlanta, GA 30341
Phone: 770-488-1231
Fax: 770-488-1317
mhuitric@cdc.gov

The Century Council

Contact: Ronald Engle

Booth Number: 426

1310 G Street, NW, Suite 600
Washington, DC 20005
Phone: 202-637-0077
Fax: 202-637-0079
engler@centurycouncil.org

Channing Bete Company, Inc.

Contact: Paul Porter

Booth Number: 218

One Community Place
South Deerfield, MA 01373
Phone: 413-665-6545
Fax: 413-665-7117
kchagnon@channing-bete.com

Chicco USA

Contact: Julie K. Robbins

Booth Number: 632

1817 Colonial Village Lane
Lancaster, PA 17601
Phone: 717-735-6200
Fax: 717-735-0888
julier@chiccousa.com

CMI, Inc.

Contact: William Collins

Booth Number: 324

316 East Ninth Street
Owensboro, KY 42303
Phone: 866-835-0690
Fax: 270-685-6678
mjhagan@alcoholtest.com

CNS Children-N-Safety Program

Contact: Loree Larson

Booth Number: 200

7818 S. 212th Street Suite 106
Kent, WA 98032
Phone: 253-216-0052
Fax: 253-216-0053
loree@prorider.com

 **Continental Automotive Systems**

Contact: Barry McCahill

Booth Number: 119

P.O. Box 2314
Eagle, ID 82616
Phone: 208-938-9994
bmccahill@earthlink.net

Crossroads Software, Inc.

Contact: Kelly Goodspeed

Booth Number: 223

210 West Birch Street, #207
Brea, CA 92821
Phone: 714-990-6433
Fax: 714-990-5628
kgoodspeed@crossroadssoftware.com

 **DaimlerChrysler Corporation**

Contact: Kristen Kreibich-Staruch

Booth Number: 400

800 Chrysler Drive, CIMS 482-00-91
Auburn Hills, MI 48326-2766
Phone: 248-576-8053
Fax: 248-576-7321
kmk13@daimlerchrysler.com

Delphi

Contact: Jay Phillips

Booth Number: 103, 105

2151 E Lincoln Road
Kokomo, IN 46904
Phone: 765-451-5259
Fax: 765-451-5426
jay.m.phillips@delphi.com

Digital Ally, Inc.

Contact: Ken McCoy

Booth Number: 530, 532

4831 West 136th Street, Suite 300
Leawood, KS 66224
Phone: 913-814-7774
Fax: 913-814-7775
sales@digitalallyinc.com

Dorel Juvenile Group

Contact: Terry Emerson

Booth Number: 210, 212

2525 State Street
Columbus, IN 47201
Phone: 812-314-4317
Fax: 814-2372-0911
cashton@djgusa.com

Draeger Safety Diagnostics, Inc.

Contact: Doniqua Austin

Booth Number: 602

8356 Sterling
Irving, TX 75063
Phone: 972-929-1100
Fax: 972-929-1105
doniqua.austin@draeger.com

Driver's Edge

Contact: Jeff Payne

Booth Number: 504

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

DrivingMBA

Contact: Maria Wojtczak

Booth Number: 333

9089 E. Bahia Dr., Suite 102
Scottsdale, AZ 85260
Phone: 480-948-1648
Fax: 480-563-8330
mariaw@drivingmba.com

Evenflo

Contact: Patsy Pilcher

Booth Number: 606

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

Federal Motor Carrier Safety Administration

Contact: Janet Kumer

Booth Number: 133

400 Seventh Street, 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-Foggini

Booth Number: 621

1170 Vermont Avenue, 6th Floor
Washington, DC 20590
Phone: 202-493-6291
Fax: 202-493-6478
pamela.caldwell.foggini@fra.dot.gov

Florida CTST Coalition

Contact: Deborah Carreno

Booth Number: 430

11201 N. McKinley Drive
Tampa, FL 33612
Phone: 813-307-1852
Fax: 813-307-6458
carrenod@hillsboroughcounty.org

Ford Motor Company

Contact: Tom Artushin

Booth Number: 231, 233

330 Town Center Drive
Dearborn, MI 48126-2738
Phone: 313-323-9937
Fax: 313-594-0723
tartushi@ford.com

GearUp Sports

Contact: Ali Osseiran
Booth Number: 625
 151 South Michigan Street
 Seattle, WA 98108
 Phone: 206-764-8784
 Fax: 206-381-1999
gearupamerica@aol.com

GEICO

Contact: Christine Tasher
Booth Number: 109
 One Geico Plaza
 Washington, DC 20078
 Phone: 301-986-2266
ctasher@geico.com

General Motors/Chevrolet

Contact: Anne Ginn
Booth Number: 419, 421, 518, 520
 30200 Mound Road,
 Mail Code 480-111-E18
 Warren, MI 48090
 Phone: 586-986-9515
 Fax: 586-986-8018
anne.ginn@gm.com

Graco Children's Products, Inc. – Division of Newell Rubbermaid

Contact: Carol Helminski
Booth Number: Trailer Exhibit
 308 Barn Side Lane
 Crescent, MO 63025-1648
 Phone: 636-938-5986
 Fax: 636-938-5426
carol.helminski@gracobaby.com

Helmets R Us

Contact: Eileen Bell
Booth Number: 402
 2705 Pacific Avenue
 Tacoma, WA 98402
 Phone: 253-627-2121
 Fax: 253-572-4225
eileen@helmetsrus.net

Illinois Department of Transportation: Division of Traffic Safety

Contact: Christine Kolaz
Booth Number: 301
 3215 Executive Park Drive
 Springfield, IL 62701
 Phone: 217-524-9133
 Fax: 217-557-5937
kolazce@dot.il.gov

I'm Safe!/Child Safety Solutions

Contact: David Gordon
Booth Number: 123
 PO Box 1403
 Rockland, ME 04841
 Phone: 207-594-4149, ext. 201
 Fax: 207-594-7169
david@imsafe.com

Innocorp, Ltd

Contact: Debbie Haglund
Booth Number: 521, 523
 PO Box 930064
 Verona, WI 53593
 Phone: 608-848-5571
 Fax: 608-848-5558
debbie.haglund@fatalvision.com

Intoximeters Inc

Contact: Mark Gilmer
Booth Number: 619
 8110 Lackland Rd
 St Louis, MO 63314
 Phone: 314-429-4000
 Fax: 314-429-4170
mark@intox.com

KIDS AND CARS

Contact: Janette Fennell
Booth Number: 511
 2913 West 113th Street
 Leawood, KS 66211
 Phone: 913-327-0013
 Fax: 913-327-0014
Janette@KidsAndCars.org

KIDS Safety First

Contact: Jorgen Weterings
Booth Number: 313, 315, 412, 414
 11652 Newport Avenue
 Santa Ana, CA 92705
 Phone: 714-782-2939
 Fax: 714-934-4468
jweterings@yahoo.com

KIDZ IN MOTION, Inc.

Contact: Mike James
Booth Number: 525
 5424 Conway Pointe Court
 Orlando, FL 32812
 Phone: 407-306-9824
 Fax: 407-381-0336
csmazze@bellsouth.net

KS Image Solutions

Contact: Kristel Swayze
Booth Number: 113
 4300 Deacon Court SW
 Concord, NC 28025
 Phone: 704-786-7763
 Fax: 704-786-7764
kswayze@ksimagesolutions.com

K-State Advanced Manufacturing Institute

Contact: Bret Lanz
Booth Number: 121
 510 McCall Road
 Manhattan, Kansas 66502
 Phone: 785-532-7044
info@seatbeltconvincer.com

Kuston Signals, Inc.

Contact: Larry Barbary
Booth Number: 201
 9325 Pflumm Road
 Lenexa, KS 66215
 Phone: 913-492-1400
 Fax: 913-492-1703
sales@kustomsignals.com

Laser Technology, Inc.

Contact: Monty Millen
Booth Number: 219
 7070 South Tucson Way
 Centennial, CO 30112
 Phone: 303-705-0004
 Fax: 303-649-9710
saaro@lasertech.com

Lasercraft, Inc.

Contact: Debbie Trainor
Booth Number: 608
 5680 Oakbrook Parkway, Suite 149
 Norcross, GA 30093
 Phone: 770-409-9660
 Fax: 770-409-9649
dtrainor@lasercraftinc.com

Law Enforcement Mobile Video Institute, Inc.

Contact: Jim Kuboviak
Booth Number: 524, 526
 P.O. Box 234
 Bryan, TX 77806
 Phone: 979-255-1234
 Fax: 979-255-5678
kuboviak@txcyber.com

LBI Distributors, Inc

Contact: Tom Harrison
Booth Number: 127
 257 Prospect Plains Rd
 Cranbury, NJ 08512
 Phone: 609-860-6332
 Fax: 609-860-8391
tharrison@lajobi.com



Lifeloc Technologies, Inc.

Contact: Tom Kissler
Booth Number: 230
 12441 West 49th Avenue, Unit 4
 Wheat Ridge, CO 80033
 Phone: 303-43-19500
 Fax: 303-431-1423
 tom@lifeloc.com

Master Link Marketing, Inc.

Contact: Terry A. Campbell
Booth Number: 322
 1695 Pearson Avenue
 Prince George, BC V2L 4K7
 Phone: 205-562-1848
 Fax: 250-562-5056
 masterlink@bellnet.ca

Matthews Specialty Vehicles, Inc.

Contact: Greg Leimone
Booth Number: 424
 101 S. Swing Rd.
 Greensboro, NC 27409
 Phone: 877-905-4678
 Fax: 336-297-4674
 info@msvehicles.com

Mercury Distributing

Contact: Nadine VanCamp
Booth Number: 310, 312
 7001 Wooster Pike
 Medina, OH 44256
 Phone: 330-723-4739
 Fax: 330-721-6799
 nvancamp@mercurydistributing.com

Monitech, Inc.

Contact: Kristin Edgerton
Booth Number: 429
 860 Aviation Parkway, Suite 400
 Morrisville, NC 27560
 Phone: 919-459-1720
 Fax: 919-459-1701
 kgedgerton@monitechnc.com

Mothers Against Drunk Driving

Contact: Leah Preiss
Booth Number: 203
 511 East John Carpenter Fairway
 # 700
 Irving, CA 75062
 Phone: 469-420-4569
 Fax: 972-869-2206
 leah.preiss@madd.org

MPH Industries, Inc.

Contact: John Hardy
Booth Number: 609
 316 East Ninth Street
 Owensboro, KY 42303
 Phone: 888-689-9222
 Fax: 270-685-6288
 info@mphindustries.com

National Center for the Safe Transportation of Children with Special Healthcare Needs

Contact: Janell Havey
Booth Number: 202
 575 West Drive Room 004
 Indianapolis, IN 46202
 Phone: 317-274-6716
 Fax: 312-278-0399
 jhavey@clarian.org

National Highway Traffic Safety Administration

Contact: Danica Tarry
Booth Number: 403
 400 7th Street, SW, NPO-530,
 Room 6240
 Washington, DC 20590
 Phone: 202-366-6978
 Fax: 202-493-2062
 danica.tarry@nhtsa.dot.gov

NHTSA/NCSA

Contact: Louann Hall
Booth Number: 401
 400 7th Street, SW
 Washington, DC 20590
 Phone: 202-366-4199
 Fax: 202-366-7078
 louann.hall@nhtsa.dot.gov

National Patent Analytical Systems, Inc.

Contact: Clifford Broeder
Booth Number: 131
 P.O. Box 1435,
 2090 Harrington Memorial Road
 Mansfield, OH 44901
 Phone: 419-526-6727
 Fax: 419-526-9446
 salesteam@npas.com

The National Road Safety Foundation, Inc.

Contact: Adele Kristiansson
Booth Number: 633
 3 New York Plaza
 New York, NY 10004
 Phone: 212-837-4854
 Fax: 212-837-4870
 nrsf@nationalroadsafety.org

National Safety Council/ATSIP

Contact: Nicole Pappas
Booth Number: 101
 1121 Spring Lake Drive
 Itasca, IL 60143
 Phone: 630-775-2334
 Fax: 630-775-2310
 pappasn@nsc.org

National Safety Resources

Contact: Gina Jones
Booth Number: 513, 515
 5421 Sinclair Road
 Columbus, OH 43229
 Phone: 800-620-2268
 Fax: 614-781-2710
 gina@nsrinc.org

National Traffic Law Center

Contact: Marcia Cunningham
Booth Number: 528
 99 Canal Center Plaza, Suite 510
 Alexandria, VA 22314
 Phone: 703-549-4253
 Fax: 703-836-3195
 marcia.cunningham@ndaa-apri.org

National Youth Court Center

Contact: Karen Blackwell
Booth Number: 507
 PO Box 11910
 Lexington, KY 40578
 Phone: 859-244-8193
 Fax: 859-244-8001
 kblackwell@csg.org

Nationwide Mutual Insurance Company

Contact: William Windsor
Booth Number: 500, 502
 One Nationwide Plaza 1-22-18
 Columbus, OH 43215
 Phone: 614-249-5019
 Fax: 614-249-3428
 windsob@nationwide.com

Naval Safety Center

Contact: John Mahoney
Booth Number: 431
 375 A Street
 Norfolk, VA 23511
 Phone: 757-444-3520
 Fax: 757-444-6791
john.mahoney@navy.mil

Nestor Traffic Systems

Contact: Debbie Walker
Booth Number: 611, 613, 615, 617
 42 Oriental Street
 Providence, RI 02908
 Phone: 401-274-5658
 Fax: 401-274-5707
dwalker@nestor.com

Network for Employees for Traffic Safety

Contact: Kathryn Lusby-Treber
Booth Number: 509
 8150 Leesburg Pike, Suite 410
 Vienna, VA 22182
 Phone: 703-891-6005
 Fax: 703-891-6010
klusby-treber@trafficsafety.org

PAS Systems International

Contact: Jeffrey Kelsey
Booth Number: 318
 P.O. Box 330
 Fredericksburg, VA 22404-0330
 Phone: 540-372-3431
 Fax: 540-372-7647
jeff.kelsey@pasintl.com

PCG Campbell

Contact: Kyle Green
Booth Number: 229
 3200 Greenfield, Suite 280
 Dearborn, MI 48120
 Phone: 313-203-7151
 Fax: 313-336-9225
kgreen@pcgcampbell.com

Probotics America

Contact: David Janne
Booth Number: 325
 10024 Monroe Dr.
 Dallas, TX 75229
 Phone: 972-231-7744
ProboticsAmerica@yahoo.com

Redflex Traffic Systems

Contact: Gwyne Miller
Booth Number: 306
 715 Griffith Avenue
 Terrell, TX 75160
 Phone: 214-802-5661
 Fax: 972-563-1147
gmliller@redflex.com

Responsible Hospitality Institute

Contact: Allison Harnden
Booth Number: 623
 740 Front Street Suite 318
 Santa Cruz, CA 95060
 Phone: 831-325-4426
 Fax: 831-469-3916
allison@rhiweb.org

Robotronics, Inc.

Contact: Paul Schwen
Booth Number: 232
 1610 West 1600 South
 Springville, UT 84663
 Phone: 801-489-4466
 Fax: 801-489-8241
pschwen@robotronics.com

SADD, Inc.

Contact: Christopher Egan
Booth Number: 531
 255 Main Street
 Marlborough, MA 01752
 Phone: 877-SADD-INC
 Fax: 508-481-5759
cegan@sadd.org

Safe Kids Worldwide Buckle Up Program

Contact: Wes Bender
Booth Number: 419, 421, 518, 520
 1301 Pennsylvania Avenue, NW,
 Suite 1000
 Washington, DC 20004
 Phone: 310-550-6120
 Fax: 310-247-1059
wbender@safekids.org

Safe Kids Worldwide CPS Certification

Contact: Diana Reynoso
Booth Number: 425
 1301 Pennsylvania Avenue, NW,
 Suite 1000
 Washington, DC 20004
 Phone: 202-662-0619
 Fax: 202-393-6004
dreynoso@safekids.org

Safe Ride News

Contact: Deborah Stewart
Booth Number: 607
 P.O. Box 77327
 Seattle, WA 98177-0327
 Phone: 800-403-1424
 Fax: 425-640-5417
dstewart@saferidenews.com

Safe Traffic System, Inc.

Contact: Hoon Kim
Booth Number: 227, 326
 6600 N. Lincoln Ave. Suite 410
 Lincolnwood, IL 60712
 Phone: 847-329-8111
 Fax: 847-329-8112
ridesafer@gmail.com

SafeGuard, A Division of IMMI

Contact: Rebekah Baranowski
Booth Number: 211, 213
 18881 US 31 N
 Westfield, IN 46074
 Phone: 317-867-8166
 Fax: 317-867-4191
rbaranow@imminet.com

SafetyBeltSafe U.S.A.

Contact: Stephanie Tombrello, LCSW
Booth Number: 612
 Box 553
 Altadena, CA 91003
 Phone: 310-222-6860
 Fax: 310-222-6862
stombrello@carseat.org

Signs & Shapes Int'l Inc.

Contact: Lee Brown
Booth Number: 432
 9988 F Street
 Omaha, NE 68127
 Phone: 402-331-3181
 Fax: 402-331-2729
lee@signsandshapes.com

Smart Start, Inc.

Contact: Debra Coffey
Booth Number: 622
 4850 Plaza Drive
 Irving, TX 75063
 Phone: 800-880-3394
 Fax: 972-915-0562
dcoffey@smartstartinc.com



Speedminder Radar Technology, LLC

Contact: Martin LeVan

Booth Number: 320

P.O. Box 664
Somis, CA 93066
Phone: 805-746-7429
Fax: 805-482-6798
martin@speedminder.net

Stalker Radar & Video

Contact: Jim Fink

Booth Number: 302

2609 Technology Drive
Plano, TX 75074-7467
Phone: 800-782-5537
Fax: 972-398-3781
shows@stalkerradar.com



State Farm

Contact: Marcie McDonald

Booth Number: 303, 305

One State Farm Plaza
Bloomington, IL 61710
Phone: 309-766-0919
Fax: 309-766-0919
marcie.mcdonald.hiwk@statefarm.com

Sunshine Kids

Contact: Dave Clement

Booth Number: 304

25612 74th Avenue South
Kent, WA 98032
Phone: 253-859-5700
Fax: 253-859-5800
dave@skjp.com

TEAM Coalition

Contact: Christy Verbosky

Booth Number: 300

1800 Diagonal Road, Suite 600
Alexandria, VA 22314
Phone: 703-647-7432
christy@teamcoalition.org

Texas Alcoholic Beverage Commission

Contact: Kathleen Smith

Booth Number: 209

PO Box 13127
Austin, TX 78711
Phone: 512-206-3430
Fax: 512-206-3316
kathleen.smith@tabc.state.tx.us

Texas Bicycle Coalition

Contact: Robin Hendershot

Booth Number: 427

P.O. Box 1121
Austin, TX 78767
Phone: 512-476-7433
Fax: 512-476-7458
robinrose@biketexas.org

Texas Department of Public Safety

Contact: Corporal Arthur Williams

Booth Number: 533

12230 West Road
Houston, TX 77065
Phone: 281-517-9339
arthur.williams@txdps.state.tx.us

Texas Department of Transportation

Contact: Christine Willrich

Booth Number: 309, 408

125 East 11th Street
Austin, TX 78701
Phone: 512-416-3178
Fax: 512-416-3349
cwillric@dot.state.tx.us

Texas Municipal Police Assn.

Contact: Dick Brock

Booth Number: 111

6200 La Calma, Suite 200
Austin, TX 78752
Phone: 512-454-8900
Fax: 512-454-8860
dick.brock@tmpa.org

Texas Municipal Police Association

Contact: Bryan Roberts

Booth Number: 307

6200 La Calma Suite 200
Austin, TX 78752
Phone: 512-454-8900
Fax: 512-454-8860
bryan@tmpa.org



Toyota Motor Sales

Contact: Ed Bradley

Booth Number: 503, 505

19001 South Western Avenue
Torrance, CA 90509
Phone: 310-468-4592
ed_bradley@toyota.com

Traffic & Parking Control Co., Inc.

Contact: Tracy Walther

Booth Number: 125

800 Wall Street
Elm Grove, WI 53122
Phone: 800-236-0112
Fax: 800-444-0331
tatianna@tapconet.com



U.S. Department of Transportation Speed Management

Contact: Danica Tarry

Booth Number: 405

400 7th Street, SW, NPO-530,
Room 6240
Washington, DC 20590
Phone: 202-366-6978
Fax: 202-493-2062
danica.tarry@nhtsa.dot.gov



Volkswagen of America, Inc.

Contact: Marijke Smith

Booth Number: 407, 409, 506, 508

1300 Pennsylvania Avenue, NW,
Suite 860
Washington, DC 20004
Phone: 202-216-4921
Fax: 202-842-8612
marijke.smith@vw.com

WatchGuard Video

Contact: Dennis Pirkle

Booth Number: 529

3001 Summit Avenue
Plano, TX 75074
Phone: 800-605-MPEG (6734)
Fax: 972-423-9778
sales@watchguardvideo.com

WellWay Publishers

Contact: Dr. Jerry W. Robinson, Jr.

Booth Number: 620

1401 Highway 84, West
Brookhaven, MS 39601-8285
Phone: 601-823-5676
Fax: 601-823-4676
jerryrobinsonjr@bellsouth.net



Posters

Located in the Exhibit Hall, authors will be available to discuss their work on Sunday evening from 5:30pm to 7:30pm. General viewing will be on Sunday from 12:15pm to 5:30pm, Monday from 7:30am to 3:00pm, and Tuesday from 7:30am to 10:30am.

Poster 1

BuckleUpBoston! Child Passenger Safety & Car Seat Program

Author: Josephine Crisostomo, MPH, Boston Public Health Commission

BuckleUpBoston!, now in its ninth year, is a child passenger safety program coordinated by the Boston Public Health Commission's Childhood Injury Prevention Program. The mission of BuckleUpBoston! is to increase awareness about CPS by improving access, affordability, and knowledge of correct use of child passenger restraints. The program, consisting of a coalition and a car seat distribution component, was awarded "Model Practice" status by the National Association of County & City Health Officials (NACCHO) in 2005.

Poster 2

Development of a Program to Reduce Motor Vehicle Injuries at the Ho-Chunk Nation of Wisconsin.

Authors: Nicole Thunder-Kiesow, Ho-Chunk Nation; Robert Voss, Ho-Chunk Nation; Pamella Kernan, Ho-Chunk Nation; Robert Letourneau, MPH, University of North Carolina

This presentation describes Ho-Chunk Nation's efforts, using CDC funding provided to American Indian/Alaska Native Tribes, to increase the use of seatbelts and child passenger safety seats among Ho-Chunk Tribal Members. To plan intervention activities, formative evaluation activities have been conducted, including tribal member and law enforcement surveys to assess attitudes, knowledge, skills and behaviors/practices regarding MV-safety. Baseline seatbelt and child passenger safety seat use rates have also been identified. These evaluation activities are guiding intervention activities, including: child passenger safety training events for law enforcement personnel in each of the five counties served by the project; coordination with the local law enforcement to conduct "Click It or Ticket" activities; and on-going community-wide education and awareness activities. A long-term goal for the Ho-Chunk Nation MVIPP includes developing/passing a mandatory Tribal Seatbelt and CPSS Ordinance/Resolution to deter crash-related injuries and deaths.

Poster 3

New Tool to Flip Over "Take Every Step for a Safe Ride"

Author: Dana Hutchinson, Mary Bridge Children's Hospital

Learn about a new teaching tool drawing rave reviews from Washington State physicians and parents. A comprehensive easy to read quick-reference guide designed to help select and use car seats. A link to chart: www.multicare.org/brmulticare/attachments/chart_flipchart_final.pdf.

Poster 4

Factors Associated with Pedestrian Fatalities in Seattle & King County, WA

Author: Eunyong Lim, Public Health Seattle & King County

Pedestrians accounted for 20% of all traffic fatalities in King County, a much greater percentage of total traffic deaths than statewide (12%) or nationally (11%). To better understand the factors associated with high percentage of pedestrian fatalities in King County, four years of pedestrian fatalities from 2000-2003 were examined using police crash reports, medical examiner reports and news papers. GIS was used to map out high crash locations. Findings indicate that winter months, dark and rush hours along with rain, males, persons 40-49 years olds, older adults and unsafe crossing practices contributed to a majority of these deaths. Crashes concentrated in certain locations - primarily downtown Seattle and along SR99.

Poster 5

ThinkFirst for Teens Injury Prevention: What is the Impact?

Author: Deborah Gerhardtstein, Central DuPage Hospital

A pretest-posttest study was used to evaluate outcomes of implementing the ThinkFirst For Teens program to students at three Chicago suburban high schools. Results showed an increase in knowledge related to potential for injury and the importance of safety belt use, bicycle helmet use, avoiding violence, driving sober and generally making safe choices. An increase in stated behavior was also seen.



AOP
Adult Occupant
Protection Track



CPS
Child Passenger
Safety Track



CJ
Criminal
Justice Track



DR
Data and
Research Track



ID
Impaired
Driving Track



OHS
Other Highway
Safety Track



TEEN
Teen Traffic
Safety Track

**Poster 6** **Child Passenger Safety - A Unique Approach**

Authors: Kristi Bracchitta, College of Mount St. Vincent, Department of Psychology and Jill Guercio, White Plains Hospital Center & The Greenburgh Police Department

The purpose of this poster will be to present the implementation of a one of a kind Child Passenger Safety partnership between White Plains Hospital Center and the Greenburgh Police Department. Through a unique program that combines education and demonstration, with the assistance of a research psychologist, this partnership insures that children of all ages are safe while riding in motor vehicles. By focusing on parents of newborns, first, we help parents to establish a pattern for continued compliance with a measure that can save children's lives or prevent serious injury.

Poster 7 **Late-Night Integrated Transportation**

Authors: Rachel Huysentruyt and Allison Harnden, Responsible Hospitality Institute

Late-Night Integrated Transportation addresses the need for safe and efficient late-night transportation options in hospitality zones. These areas of cities that have extended hours, concentration of dining and entertainment businesses, and an active street life often attract many or most of their patrons after daytime business hours, when unique considerations are necessary to facilitate safe travel. Integrated Late-Night Transportation maximizes the safety and efficiency with which patrons of hospitality and entertainment establishments access their transportation options by facilitating the safest possible use of conventional transportation means and utilizing innovative strategies to address recognizable gaps or hazards of late-night transportation.

Poster 8 **All-Terrain Vehicles, Youth, and Roadways: A Gripping Story**

Authors: Lisa Decker and Christian L. Hanna, MPH, Children's Safety Network

The purpose of this poster is to present the on-road fatal crash experience of young people under 16 years while operating/riding an All-terrain Vehicle (ATV) on public roads, streets, and highways.

Poster 9 **Ways to Keep A Car Seat Program Alive and Well**

Author: Michelle Chappelow, RN, BSN, Riley Hospital for Children

The success of a hospital based car seat program is dependent on the ability to adapt to the numerous challenges presented with all children including those with special needs to meet all transportation safety needs. These challenges include establishing standards of care to promote best practice, educating and maintaining staff competency, securing funding, developing an effective referral process, meeting the diverse needs of our families, decreasing liability risks by accurate documentation, conducting scientific research, and evaluating the effectiveness of the program on an ongoing basis. These challenges, along with improving the quality of a hospital based car seat program, can best be met through a staff position whose primary responsibility will be to develop, direct, and oversee the program. This person will help define a car seat program in a hospital and with their direct focus, a hospital's ability to adapt to the challenges of implementing and maintaining a car seat program will determine whether the program stays, "alive and well."

Poster 10 **Fatal Crashes Involving Young Unlicensed Drivers in the U.S.**

Authors: Christian L. Hanna; Dexter M. Taylor, Ph.D.; Monique A. Sheppard, Ph.D.; Lucie Laflamme, Ph.D., Children's Safety Network

Problem: Young unlicensed driving is a recurrent problem and under recognized in the United States; little is known about young unlicensed drivers involvement in fatal crashes. **Methods:** This study extracted cross sections data on fatal crashes from the National Highway Traffic Safety Administration's Fatal Analysis Reporting System from 1998 to 2002. Age, gender, and regional proportions were calculated from all youth involved in fatal crash. **Results:** There were 2452 fatal crashes involving a young unlicensed driver. Age and gender with those age-eligible to be licensed and males note significant differences in fatal crash involvement. Young unlicensed drivers are similar in fatal crash experience by region for all young unlicensed driver. **Discussion:** Subgroups of young people based on their age, gender, and region are at increased risk for involvement in fatal crash as unlicensed drivers.



Poster 11

Seatbelt Use and Public Policy Issues in Georgia

Authors: Carol Cotton, Ph.D, M.Ed.; Stuart Fors, Ed.D.; Wayland Walker, J.D., M.Ed.; Kellie Magee, B.S.F.C.S.; Erin Kirkbride, B.A., University of Georgia

This poster highlights accomplishments of the Georgia Governor's Office of Highway Safety (GOHS) in increasing seatbelt use and the disconnect between favorable public attitudes toward seatbelt use and Georgia law exempting pick-up truck drivers from the primary seatbelt law. Three years of data were analyzed (seatbelt observational surveys) and a RDD survey was done to determine attitudes about the seatbelt law and a proposed change in the seatbelt law. Over 90% of the respondents agreed that pickup truck drivers should not be exempt from the current seatbelt law.

Poster 12

Motorcycle Safety: Trends 2000-2004

Authors: Carol Cotton, Ph.D, M.Ed.; Rimo Carneiro, M.S.; and Stuart W. Fors, Ed.D., University of Georgia

Motorcycle fatality rates continue to increase in the United States. Although motorcycles comprise only about 2% of all registered vehicles in the US, in 2003 motorcyclists accounted for 9% of total traffic fatalities. This Poster highlights recent, salient risk factors associated with motorcycle fatalities. Factors such as behavioral and other person-characteristics will be examined. Helmets use, BAC and speeding information will be presented.

Poster 13

The Adventures of Pickup Man

Authors: Ann Whitehead and Chip Payne, Arkansas State Police Highway Safety Office

The Arkansas Highway Safety Office utilized an effective tool to deliver a safety belt message to a hard to reach population, young male pickup truck occupants.

Poster 14

Buckle Up! A New Approach to Booster Education

Author: Sherrill Giddens, Harris Methodist Hospitals

The Buckle-Up! Program is an old idea with a new twist. With fun, hands-on activities it teaches why seat belt use is important, how to properly wear a seat belt and when a booster seat is needed. The twist is the program targets K-2nd grade children instead of parents. The 30-minute presentation is typically held during PE or Music class and is followed by an after school booster distribution. Prior to the development of Buckle-Up!, booster presentations targeting parents tended to have low attendance. The Buckle-up! Program is successful because it easily motivates children to

educate their parents on the importance of booster seats. Buckle-Up! Program poster presentation will include program objectives, outline and photos.

Poster 15

Pedestrian Safety

Authors: Adilia Garcia and Sue J. Smith, RN, MSN, Injury Free Coalition for Kids of Detroit

Pedestrian injury is the second leading cause of injury-related deaths in the US for children between the ages of 5 and 14. In 2003 in the Southwest Detroit area there were a reported 36 cases where children were treated for pedestrian-related injuries. Safe Kids Walk this Way along with the program sponsor, FedEx Express, and Injury Free Coalition for Kids of Detroit/Children's Hospital of Michigan have joined forces annually to address pedestrian safety issues and create a safe environment for elementary school children. Our mission is to reach out to participating schools within the community to build awareness among students parents, and teachers on the importance of pedestrian safety.

Poster 16

Knowledge, Attitudes and Behaviors of Hispanic Parents Regarding Motor Vehicle Use

Authors: Krista Jones; Rebecca L. Brown, M.D.; Crystal Ricketts, Ph.D.; Richard Falcone, M.D.; Gloria Del Castillo, Cincinnati Children's Hospital and Medical Center

Hispanic children are more likely to be unrestrained and therefore injured in motor vehicles than non-Hispanic children. In order to reduce such disparities, it is essential to understand the cultural, educational, and economic factors affecting this community. We conducted 6 focus groups (3 for women and 3 for men) with parents of Hispanic children newborn to 12 years of age. Participants were asked to discuss issues related to child restraint use. Focus groups were led by a Spanish speaking moderator; audio taped and transcribed, and then analyzed using an independent and team analysis process.

Poster 17

Pediatric Office Booster Seat Program

Authors: Susan Laurence; Rebecca L. Brown, M.D.; Crystal Ricketts, Ph.D.; Cincinnati Children's Hospital and Medical Center

A physician survey was performed to determine the amount of time physicians spent reviewing booster information with parents and the types of materials used to educate parents. Survey results were then used to design a physician workshop and develop parent materials promoting booster seat use. A post-program survey was sent to physicians that did and did not participate in the booster seat program to evaluate program effectiveness.

**Poster 18** **Crashes Accompanied by Fire****Author: Tiffani Fordyce, Exponent**

Using various state and national databases, we examined the incidence of crashes accompanied by fire. Differences in fire rates were found in the examination of many of the factors reviewed. Crashes accompanied by fire occur more frequently after frontal collisions and are less likely to occur after side or rear impact collisions. The analysis of risk of injury to drivers and occupants involved in crashes accompanied by fire revealed a much higher risk of fatal or major injury regardless of seat belt use. The strongest indicator of fire is the amount of energy in the crash. Therefore, vehicle speed and the type of object or vehicle struck during the crash are relevant factors in collisions accompanied by fire. Additionally, an examination of multiple data sources revealed that statistically significant conclusions regarding collisions accompanied by fire are not always possible because of the rarity of the event and the nature of the accident data coding, which often lacks detailed information.

Poster 19 **Evaluation of FHWA's "Pedestrian Safety Campaign Planner" in Missoula, MT and Washington, DC****Author: Herman Huang, Sprinkle Consulting, Inc.**

The Federal Highway Administration (FHWA) has created a Pedestrian Safety Campaign Planner. It includes television and radio public service announcements (PSAs), print posters, and other materials. FHWA sponsored this study to evaluate the Pedestrian Safety Campaign Planner materials in Missoula, MT, Savannah, GA, and Washington, DC. This study was carried out to answer these questions: 1. Is the public aware of the campaign and its messages? 2. Has the campaign increased knowledge of pedestrian safety? 3. Are pedestrians and motorists behaving more safely?

This poster describes the Pedestrian Safety Campaigns and their effectiveness in Missoula and Washington, DC.

Poster 20 **Countermeasures for Miami-Dade Bicycle Crashes****Author: Herman Huang, Sprinkle Consulting, Inc.**

As part of the Miami-Dade Comprehensive Bicycle Safety Plan, an extensive bicycle crash analysis was performed for Miami-Dade County, FL. This analysis included the crash typing of over 1,300 bicycle crashes, detailed review of crash reports, and field investigations of high crash locations. This poster presents the analysis results and identifies what engineering, enforcement, and educational countermeasures could be implemented to reduce bicycle crash rates in Miami-Dade County.

Poster 21 **Fire P.A.L.S. Unintentional Injury Prevention Program****Author: Louis Ball, Waterloo Fire Rescue**

Waterloo Fire-Rescue's Fire P.A.L.S. (Prevent Accidents Live Safe) Program combines fire and burn prevention with general injury prevention lessons to build a curriculum that teaches children to respond effectively to all types of life-safety hazards. Uniformed fire fighters teach age appropriate curriculum to pre-kindergarten through fifth grade students during their school day. Fire PALS is a collaborative effort between Waterloo Fire Rescue, local school districts and other safety oriented agencies. Funding from the Centers for Disease Control's Unintentional Injury Prevention Division allows us to work towards the program goal of reducing unintentional injuries and death to elementary school-age children in the City of Waterloo and the surrounding area.

Poster 22 **Newspaper Framing of Fatal Motor Vehicle Crashes in Four Midwestern Cities****Authors: Susan Connor and Kathie Wesolowski, Rainbow Babies & Children's Hospital**

The poster describes research to examine public health messages conveyed by newspaper coverage of fatal motor vehicle crashes and determine whether press coverage accurately reflected real risks and crash trends. Details extracted from news stories were compared with FARS data. Framing techniques employed by newspaper reporters removed crashes from a public health context and positioned them as individual issues.

Poster 23 **Addressing Post-Discharge Transportation Requirements of Pediatric Patients****Authors: Chrystal Gullett and Kathie Wesolowski, Rainbow Babies & Children's Hospital**

Children's hospitals face special problems associated with safe transport of pediatric patients at discharge. Rainbow Babies & Children's Hospital embarked on a number of initiatives aimed at providing consistent information and ensuring availability of safety restraint devices for all patients who need them. The poster describes the initiatives undertaken, results, and future plans.



Poster 24

KTK 2 B Safe - “Motor Vehicle Safety”

Authors: Joann Moss, B.B.A. and Sue Jane Smith, RN, MSN, Children’s Hospital of Michigan

The poster will illustrate the findings of the pilot study conducted of the KTK 2 B Safe (Kids Teaching Kids to be Safe) “Motor Vehicle Safety” program. The KTK 2 B Safe program is an educational program designed to provide age-appropriate motor vehicle safety education to children utilizing high school students to teach elementary students. This approach offers reciprocal benefits for all of the students involved. Older students learn motor vehicle safety, develop leadership and communication skills, and become role models for the younger students. Younger students enjoy having teen instructors and are receptive to learning from their mentors. Pretests and posttests are used to evaluate the effectiveness of the education.

Poster 25

Keep Kids Alive Drive 25 - Safe Streets Can’t Be Beat!

Author: Tom Everson, Keep Kids Alive Drive 25

Speeding in neighborhoods is a primary concern of citizens throughout the U.S. Most drivers speeding on your streets live in your neighborhood. KEEP KIDS ALIVE DRIVE 25® is a traffic safety campaign designed to pro-actively engage motorists to observe the residential speed limit. Since we, as motorists, cause the speeding problem, we should be actively involved in the solution. Find out how over law enforcement agencies (over 160), neighborhood associations, schools, civic organizations, and businesses are engaged in making streets safer for the benefit of pedestrians, cyclists, motorists and their passengers in over 750 communities representing 47 states.

Poster 26

Strategies for Maintaining a Statewide Coalition to Prevent Underage Drinking and Impaired Driving

Authors: Cynthia Lizette Villarreal, Camerino I. Salazar, Christina M. Guerra, and Roberto Villarreal, South Texas Injury Prevention and Research Center

Through a project funded by the Texas Alcoholic Beverage Commission, the South Texas Injury Prevention and Research Center supports and expands the Texas Statewide Shattered Dreams coalition to prevent underage drinking and impaired driving. The primary objective of the coalition is to increase knowledge on underage drinking laws, reduce DWI, and increase collaboration by fostering community partnerships on a statewide level. This statewide coalition is successfully maintained using multiple resources resulting in increased participation of communities, and program implementation. Resources include dissemination of the planning guide, evaluation report, quarterly newsletters, and through ongoing coalition meetings. Each year over 75 schools across the state of Texas implement the Shattered Dreams program, reaching nearly 70,000 students.

Poster 27

School Zone Safety Program

Author: David Fechter, AICP, and Sergio Quevedo, PE, HNTB Corporation

From 2002 through 2005, Hillsborough County, in collaboration with HNTB Corporation, has facilitated the improvement of 120 school zones on County maintained roads. The affected school zones include both public and private schools. Improvements include upgraded school zone pavement marking, high visibility signage, and installation of solar powered flashers in every school speed reduction zone. Motor vehicle speeds have been lowered through school zones, per the Federal Highway Administration Manual on Uniform Traffic Control Devices, making conditions safer for students walking and biking to and from school. Additionally, the flashers have helped provide improved visibility of the school zones, which reduce the number of speed violations and improve traffic safety at the schools.

Poster 28

Hospital ED Surveillance Educates the Public and Guides Community Planning Efforts

Author: Beth Siddens, Barren River District Health Department

The Barren River District Health Department has collected data on 90,848 Emergency Department (ED) admissions to 6 area hospitals. Analysis of non-identifying patient data reveals the most frequently occurring types of injuries, the age groups most affected, payer or insurance status, location, month, etc. More detailed analysis has shown specific factors and circumstances that guide planning for prevention efforts in each community. Operated since 2000, this project is funded by a grant from the Kentucky Governor’s Highway Safety Program.

Poster 29

Intensive Seat Belt Surveillance Helps Target Promotion Efforts

Author: Beth Siddens, Barren River District Health Department

Since 2000, the Barren River District Health Department has conducted observational surveillance of 16,000 to 19,000 vehicles annually across an 8-county district of approximately 226,000 population. This intensive effort provides detailed data on seat belt behaviors by county, age group, gender, and race. Findings are also presented by city/rural intersections, front seat passengers, safety seat usage, front seat vs. back seat for children, and motorcycle/bike helmet use. In 2002, surveillance staff added observations of cell phone use while driving. Findings have been very useful for planning targeted interventions in local communities.



Frequently Asked Questions

The Lifesavers Conference thanks you for your input on workshop and overall conference evaluations.

How do you select Lifesavers locations and hotels?

A conscientious effort is made to have the conference in different regions of the country – in relatively affordable cities – to make it convenient for participation by more traffic safety activists. In some cases, states volunteer to host the conference. In others, the Lifesavers Planning Committee solicits a state's participation. Conferences are not held in a state unless there is state participation in the planning and implementation of the conference. Locations must have hotels and conference facilities that are large enough to accommodate all of the attendees (over 1,800 people). Once a state has been chosen, a site visit is made to look at hotels and other facilities. Hotels are selected based on rates, proximity to the conference activities, available dates and other factors.

What does the registration fee cover?

Lifesavers is a non-profit organization that does not have a single major sponsor. The costs of the conference are covered through sponsorships, registration fees and exhibit fees. One of the largest costs incurred at a conference of this size is catering. For the registration fee, attendees receive several meals, refreshment breaks, and a reception. In addition, the fee covers such other items as the cost of meeting planning and workshop materials. The bottom line is that this is a great package at reasonable cost, particularly when compared with fees for other meetings.

Who are Lifesavers attendees?

Each year, nearly half of those who attend Lifesavers are there for the first time. We attempt to provide a range of workshops to meet all of the various needs of our attendees – from the first-timers who are new to highway safety, to the seasoned professionals who have been attending for many years.

The law enforcement community comprises the largest group of attendees, followed by child passenger safety advocates and then state/local government. Other types of attendees include public safety, EMS/medical, and judges/prosecutors. We make every effort to accommodate these groups by providing a wide range of workshops and specific tracks.

Why aren't there handouts from every speaker?

Lifesavers requests all speakers to provide handouts for their presentations. We reproduce copies of speaker handouts that are forwarded to us before the conference. Handouts provided to Lifesavers are also posted on our website on the "Workshops/Handouts" page. If speakers have not provided handouts, you may wish to contact them directly using the information that is printed in the conference pre-registration list that you received in your program materials packet.

Why aren't workshops repeated more often?

There are not enough rooms available to repeat every workshop, and it is often difficult for speakers to make the commitment to stay for more than one session. Sessions are repeated when we anticipate that there will be strong interest in the topic.

Can we make an allowance for spouses and guests to attend some of the functions at a reasonable cost?

Catering costs in hotels and convention centers are higher than those in restaurants. The fees we charge only cover our costs.



2007 Lifesavers Workshop Submissions

March 25–27, 2007 • Chicago Hilton • Chicago, IL

Beginning with the 2007 Lifesavers Conference in Chicago, workshop suggestions must be submitted on-line at the Lifesavers conference website, www.lifesaversconference.org. Submissions must describe the proposed workshop in sufficient detail to permit Lifesavers to judge the proposal. Submissions for workshops that describe intervention approaches or specific projects must also include a description of any evaluations documenting the impact of the approach or project. Preference will be given to approaches and projects that have been demonstrated to have a bottom line impact on the problem addressed, i.e., crashes, injuries, fatalities, restraint use, impaired driving or other measurable results related to a specific target group.

The deadline for submissions is July 31, 2006. You will be contacted by December 15, 2006 regarding your submission. Submission of a proposal or topic does not guarantee selection to the program.

Please Note: Each year Lifesavers gets far more workshop requests than it can accommodate. Every attempt is made to include in the program those subjects that have demonstrated the best potential to impact a highway safety problem in a state or community.

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

If you believe your project has merit but its potential impact has yet to be evaluated, you may wish to submit it to the Lifesavers Poster Session. A poster session is a graphic display of a program or other activity. Details regarding the poster session is available on the Lifesavers website. Applications for the 2007 conference will be available on the website in December 2006.



Beginning with the 2007 Conference, workshop suggestions must be submitted on-line at website, www.lifesaversconference.org.

Deadline for submissions is July 31, 2006

Lifesavers Conference, Inc.
P.O. Box 30045
Alexandria, VA 22310
www.lifesaversconference.org
703-922-7944

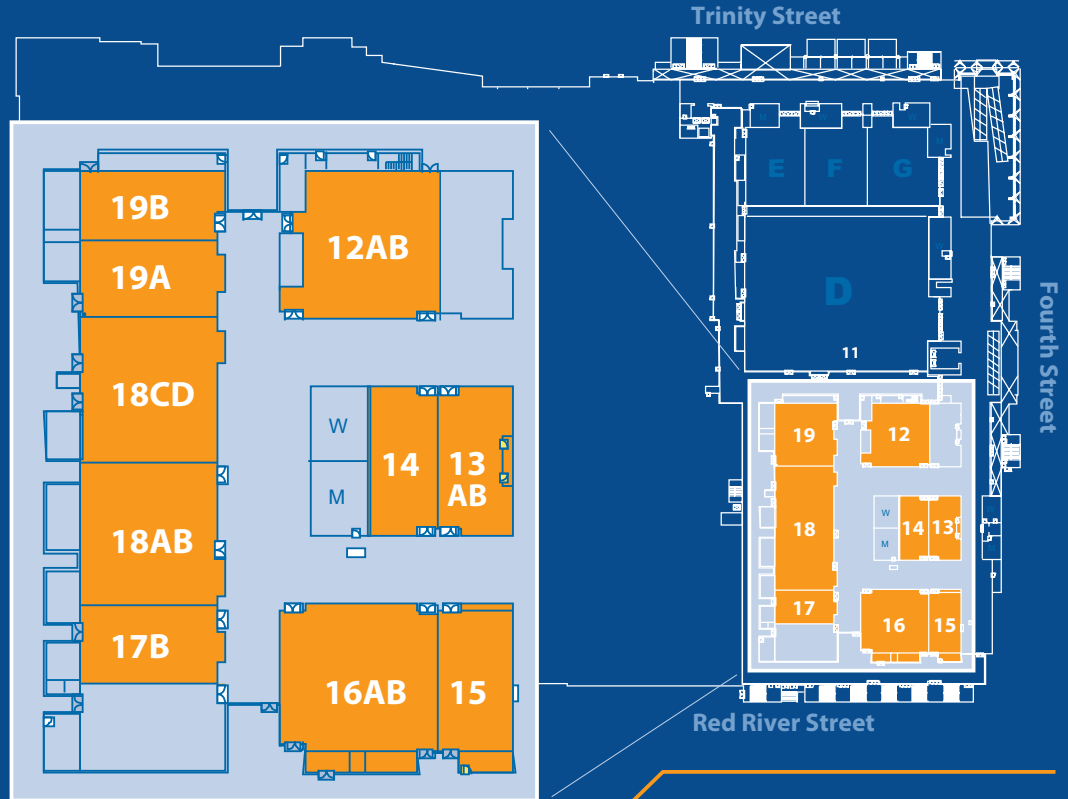


Austin Convention Center Floor Plans

Fourth Floor

Meeting
Rooms

 Lifesavers' Workshop Rooms



First Floor

Exhibit
Hall

 Lifesavers' Exhibit Hall Space

