

2009 NATIONAL CONFERENCE ON  
HIGHWAY SAFETY PRIORITIES

# **LIFESAVERS** **NASHVILLE** **TENNESSEE**

**March 29 - April 1**

**Gaylord Opryland Resort  
and Convention Center**

**Don't  
Miss Tuesday  
Evening's Free  
Concert!**

**CONFERENCE PROGRAM**

[www.lifesaversconference.org](http://www.lifesaversconference.org)



Be sure to pick up your Certificate of Attendance on Wednesday morning at the Lifesavers registration desk.



## **This year Lifesavers is GOING GREEN!**

Lifesavers has not copied handouts from speakers; rather, we asked all speakers to send us their presentations before the conference for posting on the Lifesavers website. All handouts we received are located at [www.lifesaversconference.org](http://www.lifesaversconference.org), click on the "Workshops/Handouts" page.



For this year's conference, there is an opportunity to earn 8 hours of CPS technical continuing education (CEUs). Two are earned for attending the CPS Latest Technology Workshop pre-meeting on Sunday, and four additional workshops are offering 1.5 CEUs each.

# **LIFESAVERS NASHVILLE TENNESSEE**

## **Lifesavers is grateful for the support of these sponsors:**

- ◆ AAA\*
- ◆ Advocates Against Impaired Driving, Inc.\*
- ◆ Advocates for Highway and Auto Safety
- ◆ The Allstate Foundation\*
- ◆ Governors Highway Safety Association
- ◆ Insurance Institute for Highway Safety
- ◆ International Association of Chiefs of Police
- ◆ Mothers Against Drunk Driving
- ◆ National District Attorneys Association
- ◆ National Highway Traffic Safety Administration\*
- ◆ National Safety Council
- ◆ National Transportation Safety Board
- ◆ Nationwide Mutual Insurance Company\*
- ◆ Safe Kids USA\*
- ◆ State Farm\*
- ◆ STOP DUI Nevada\*
- ◆ Toyota\*
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We especially want to thank our state sponsor,  
the Tennessee Governor's Highway Safety Office\*

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\*Financial sponsor

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## IMPORTANT!

You will receive an email from cvent after the Lifesavers Conference, asking you to participate in an overall evaluation of the conference. Please respond to this survey so we can use your input to continually improve our future conferences. Your opinions are truly valued, and your voice will help shape next year's meeting. If you provide you name and email address on your evaluation, we will send you a copy of the on-site registrant list.



STATE OF TENNESSEE

PHIL BREDESEN  
GOVERNOR

# Welcome from the Governor



Dear Friends:

As Governor, it is my pleasure to welcome you to Tennessee for the National Lifesavers Conference.

Our great state is proud to host the 27th annual premier national conference on highway safety priorities. Highway safety advocates like you are responsible for the decreasing number of fatalities on our roadways across the nation. Between 2005 and 2007, more than 2,000 friends and family members were spared because of your efforts. Although the numbers are preliminary, it looks as if Tennessee will be reporting a 15 percent decrease in roadway fatalities in 2008, achieving our lowest number since 1963. This follows on our success in 2007, when we were able to achieve the lowest fatality rate ever recorded in Tennessee.

Credit must be given to conferences like Lifesavers that gather experts from across the nation to share their expertise with participants in an effort to make our citizens safer.

On behalf of all Tennesseans, I welcome you to Nashville. In addition to the excellent accommodations that the Gaylord Opryland offers, we hope that you will take time to experience the southern hospitality of Downtown Music City.

Please accept my best wishes for a successful conference.

Warmest Regards,

A handwritten signature in blue ink that reads "Phil Bredesen".

Phil Bredesen

State Capitol, Nashville, Tennessee 37243-0001  
Telephone No. (615) 741-2001

# Program At-a-Glance and Exhibit Hours

All events are at the Gaylord Opryland Resort and Convention Center

<b>Sunday</b> March 29	9:00am – 5:00pm	Exhibit and Poster Setup
	10:00am – 6:00pm	Registration Open
	3:00pm – 5:00pm	CPS Latest Technology Workshop (pre-meeting – pre-registration required)
	5:00pm – 7:00pm	Welcome/Opening Reception in Exhibit Hall and Poster Presentations
<b>Monday</b> March 30	7:30am – 4:30pm	Registration Open
	7:45am – 5:00pm	Exhibit Hall Open (closed during opening plenary and lunch)
	7:45am – 8:30am	Complimentary Continental Breakfast in Exhibit Hall
	8:30am – 9:30am	Welcome/Opening Plenary – Delta Ballroom A
	9:45am – 11:15am	1st Workshop Session
	11:30am – 1:00pm	NHTSA Awards Luncheon – Delta Ballroom
	1:15pm – 2:45pm	2nd Workshop Session
	2:45pm – 3:15pm	Complimentary Refreshment Break in Exhibit Hall
	3:15pm – 4:15pm	3rd Workshop Session (one-hour workshop)
<b>Tuesday</b> March 31	5:00pm – 8:30pm	Networking groups
	7:30am – 4:30pm	Registration Open
	7:45am – 4:00pm	Exhibit Hall Open (closed during plenary)
	7:45am – 8:30am	Complimentary Continental Breakfast in Exhibit Hall
	8:30am – 9:30am	Plenary – Delta Ballroom A
	9:45am – 11:15am	4th Workshop Session
	11:15am – 12:45pm	Box Lunch in Exhibit Hall
	1:00pm – 2:30pm	5th Workshop Session
	2:30pm – 3:00pm	Complimentary Refreshment Break in Exhibit Hall
	3:00pm – 4:30pm	6th Workshop Session
<b>Wednesday</b> April 1	4:30pm	Exhibitor Move out
	8:00pm	Free Concert with Gis Johannsson (guitar give-away!)
	7:30am – 12:00pm	Registration Open
	7:30am – 8:30am	Closing Breakfast Plenary – Delta Ballroom A
	8:45am – 10:15am	7th Workshop Session
	10:15am – 10:30am	Break
	10:30am – 12:00pm	8th Workshop Session



For help in finding your way around the Gaylord Opryland, look for our host State of Tennessee volunteers in the navy fleece vests.

# Lifesavers 2009 Program

LIFESAVERS 2009

SUNDAY

NASHVILLE, TENNESSEE

## Sunday • March 29

10:00am – 6:00pm

### Registration Open

Delta B/C/D Lobby, Level 2

3:00pm – 5:00pm

### CPS Latest Technology Workshop

Delta Ballroom A, Level 2

Pre-registration required

5:00pm – 7:00pm

### Welcome/Opening Reception in Exhibit Hall and Poster Presentations

Ryman Hall C, Level O

Sunday evening the Exhibit Hall comes alive when Lifesavers kicks off the 2009 conference. Visit over 115 exhibit booths and see what's new in the world of traffic safety, get inspired in the Poster Area by your peers as they share their latest research and programs, and enjoy a Nashville-flavored reception while you catch up with old acquaintances and make new friends. Don't miss it!

There are several buffet stations located in the exhibit hall; you can check out their locations on the exhibit hall map on page 27 in this program. This will remain the same throughout the conference. Buffet tip: the food station closest to the door always has a line, so keep going!

Complimentary Internet Café for Lifesavers registrants is also located in the exhibit hall.

See the list of exhibitors on page 28.

### Poster Session

Don't forget to visit the Poster Session, located in the Exhibit Hall. The presenters will be at their posters from 5:00pm-7:00pm to answer any questions.

See the list of posters on page 23.



Please turn off your cell phone during sessions.



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

## Monday • March 30

7:30am – 4:30pm

### Registration Open

Delta B/C/D Lobby, Level 2

7:45am – 5:00pm

### Exhibit Hall Open (closed during opening plenary and lunch)

Ryman Hall C, Level O

7:45am – 8:30am

### Complimentary Continental Breakfast in Exhibit Hall

Ryman Hall C, Level O

Grab some coffee and a light breakfast before heading to workshops! Exhibitors will be there to greet you and offer the latest news in traffic safety.

8:30am – 9:30am

### Welcome/Opening Plenary

Delta Ballroom A, Level 2

### Tennessee Highway Patrol Honor Guard

National Anthem sung by Paul Vann

**Kendell Poole**, Director, Tennessee Governor's Highway Safety Office

### Plenary Speaker:

**Wayne J. Riley, M.D., MPH, MBA, FACP**, President & Chief Executive Officer, Professor of Medicine, Meharry Medical College

9:45am – 11:15am

## 1ST WORKSHOP SESSION

### Impaired Driving

### It Takes Teamwork to Run an Effective DWI Court

Monday - 9:45am-11:15am • Bayou A

DWI courts have been shown to reduce recidivism rates of impaired driving offenders and, in many cases, turn their lives around by helping them address their alcohol misuse problems. But it takes teamwork to help them run effectively. Typically, the team includes a prosecutor, judge, probation official, treatment counselor and other court officials. This workshop will feature various team members from experienced DWI courts.

### Moderator:

**Hon. Brian MacKenzie**, Judicial Fellow, NHTSA, Novi, MI

### Speakers:

**Mark Loeffler**, Creek County District Attorney's Office, Bristow, OK

**Ken Robinson, Ph.D.**, President of Correctional Counseling, Inc., Executive Editor of *Behavioral Treatment Review*, TN

 **Data and Research**

**Older Driver Research**

**Monday - 9:45am-11:15am • Bayou C/D**

Learn about research on older driver crashes, including the effects of dementia, prescriptions for multiple medications, and recommendations to improve older driver licensing systems.

**Moderator/Speaker:**

**David W. Eby, Ph.D.**, UMTRI, Ann Arbor, MI

**Speakers:**

**Lawrence E. Decina**, Senior Associate, TransAnalytics LLC, Kulpville, PA  
**Nina M. Silverstein, Ph.D.**, Professor of Gerontology, College of Public and Community Service, University of Massachusetts Boston, Boston, MA

 **Data and Research**

**Can In-Vehicle Feedback Technologies Reduce Teen Crashes?**

**Monday - 9:45am-11:15am • Bayou E**

Hear the latest research on vehicle technology-based interventions for teen drivers. Does the technology change teens' driving? How do parents and teens feel about the technology? What can we learn about the parent-teen interactions during practice driving?

**Moderator/Speaker:**

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

**Speakers:**

**Arthur Goodwin**, Senior Research Associate, University of North Carolina Highway Safety Research Center, Chapel Hill, NC  
**Daniel McGehee**, Director, Human Factors & Vehicle Safety Research Division, Adjunct/Colleges of Engineering & Public Health, University of Iowa, Public Policy Center, Iowa City, IA

 **Criminal Justice**

**FACT Teams – Investigating the Impaired Driving Fatality**

**Monday - 9:45am-11:15am • Canal AB**

Impaired driving traffic crashes, like all crime scenes, require trained professionals to investigate and obtain critical information. Across the country, FACT (Fatal Accident Crash Teams) are being created to lead these investigations. This workshop will discuss how to create an effective, multi-jurisdiction team and its benefits to the prosecution of impaired drivers involved in fatalities.

**Moderator:**

**Joanne Michaels**, Director, National Traffic Law Center, National District Attorneys Association, Alexandria, VA

**Speakers:**

**Warren Diepraam**, NAPC/NHTSA Prosecutor Fellow, Montgomery County District Attorney's Office/Vehicular Crimes Chief, Conroe, TX  
**Joseph McCormack**, Chief Assistant District Attorney, Bronx County District Attorneys Office, Bronx, NY

 **Data and Research**

**Young Impaired Drivers**

**Monday - 9:45am-11:15am • Canal CD**

Hear the latest research on crash risks of young impaired drivers as well as programs and initiatives to curb drinking and driving among young drivers.

**Moderator/Speaker:**

**Jean Thatcher Shope, M.S.P.H., Ph.D.**, University of Michigan Transportation Research Institute and School of Public Health, Ann Arbor, MI

**Speakers:**

**James C. Fell, M.S.**, Senior Program Director, Policy & Safety Research Center, Pacific Institute for Research and Evaluation, Calverton, MD  
**Laurie Hellinga**, Research Scientist, Insurance Institute for Highway Safety, Arlington, VA

 **Adult Occupant Protection**

**Strategies for Reaching Low Belt Use Groups**

**Monday - 9:45am-11:15am • Canal E**

Belt use varies among various populations. This session will focus on low belt use groups and discuss strategies that are showing some success in changing behavior. The session will include a review of what we know about unbelted populations.

**Moderator/Speaker:**

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

**Speakers:**

**Irwin Goldzweig**, Assistant Professor, Dept. of Family & Community Medicine, Meharry Medical College, Nashville, TN  
**Martin E. Moreno**, Project Coordinator, Arizona Governor's Office of Highway Safety, Tucson, AZ  
**Dave Corp**, Law Enforcement Liaison, Kansas Dept. of Transportation, Bureau of Traffic Safety, Derby, KS

 **Occupant Protection for Children**

**Appropriate Hospital Discharge Policies and Child Obesity in CPS (1.5 CPS CEUs offered)**

**Monday - 9:45am-11:15am • Governor's Ballroom A/E**

Learn how the obesity issue is changing how car seats are designed and used for infants up through school age. Through funding provided by NHTSA and the National Safety Council, the American Academy of Pediatrics is Coordinating the Hospital CPS Discharge Policy Project, which will make recommendations for safe transportation of children upon hospital discharge. Ask questions of those involved in the process.

**Moderator/Speaker:**

**Marilyn J. Bull, M.D., FAAP**, Morris Green Professor of Pediatrics, Section, Developmental Pediatrics, Riley Hospital for Children, Indianapolis, IN

**Speakers:**

**Rebecca Levin-Goodman, M.P.H.**, Senior Manager, Injury, Violence, and Poison Prevention Initiatives, Division of Safety and Health Promotion, American Academy of Pediatrics, Elk Grove Village, IL  
**Kim Herrmann, CPSTI**, Safe Kids USA - Certification, Ft Myers, FL

 **Impaired Driving****Star Wars Meets Drunk Driving:  
A Technological Solution to Eliminate  
Drunk Driving****Monday - 9:45am-11:15am • Governor's Ballroom B**

NHTSA and the Alliance for Automobile Manufacturers have entered into a cooperative research agreement to examine new, cutting edge technologies which could one day prevent an impaired driver from operating his or her vehicle. This new technology would be passive and non-obtrusive and could reduce drunk driving deaths by more than 9,000 per year. Come and learn the challenges and opportunities associated with this new technology.

**Moderator:****J.T. Griffin**, Vice President for Public Policy, MADD, Washington, DC**Speakers:****Robert Strassburger**, Vice President, Alliance of Automobile Manufacturers, Washington, DC**Susan Ferguson, Ph.D.**, Ferguson International LLC, McLean, VA **Criminal Justice****Crime and Traffic Safety****Monday - 9:45am-11:15am • Governor's Ballroom C**

The Data Driven Approaches to Crime and Traffic Safety (DDACTS) initiative developed by NHTSA and DOJ will demonstrate how the use of local data, unique problem identification and maximizing the use of existing resources can improve the quality of life in communities.

**Moderator:****Terrance Schiavone**, Regional Administrator, NHTSA - Region 4, Atlanta, GA**Speakers:****Colonel Kenneth L. Morckel** (ret.), Director, Law Enforcement/Homeland Security Services, First Response Solutions, Inc, Dublin, OH**Captain Howard Hall**, Operational Services Section, Baltimore County PD, Baltimore, MD **Teen Traffic Safety****Rural Youth Traffic Safety Projects****Monday - 9:45am-11:15am • Governor's Chambers ABC**

The Department of Transportation sponsored a national competition to engage youth in creating a peer-to-peer message about rural youth traffic safety issues. The competition applications have been received (summer 2008), activity took place through fall 2008, and winning entries recognized by Deputy Secretary of DOT in December, 2008. This workshop will highlight the winning entries and let them share their experiences.

**Moderator/Speaker:****Sandy Spavone**, Executive Director, NOYS (National Organizations for Youth Safety), Gainesville, VA**Speakers:****Eric Sommer**, Student, Gibson City Melvin Sibley High School, Foosland, IL**Natasha Lynn Weisenbeck**, Student, Central High School, Clifton, IL**Natalie Hayford**, President, Anoka High School SADD, Andover, MN**11:30am – 1:00pm****NHTSA Awards Luncheon****Delta Ballroom, Level 2**

Join the National Highway Traffic Safety Administration as it honors those whose dedication and passion to traffic safety saves lives on our highways every day. Professionals from different parts of the safety community will be honored.

**Terrance Schiavone**, Regional Administrator, NHTSA - Region 4**Plenary Speaker:****Brian M. McLaughlin**, Senior Associate Administrator, Traffic Injury Control, NHTSA**1:15pm – 2:45pm****2ND WORKSHOP SESSION** **Data and Research****New Safety Systems in Current Vehicles****Monday - 1:15pm-2:45pm • Bayou B**

If you haven't shopped for a new car in the past year, you probably aren't aware of the plethora of new safety technologies on the latest vehicles. Crash worthiness, crash avoidance, automatic crash notification and more. Learn about the latest high tech features and how they can improve safety on our highways.

**Moderator:****Robert Strassburger**, Vice President, Alliance of Automobile Manufacturers, Washington, DC**Speakers:****Bob Yakushi**, Director, Product Safety, Environmental, Nissan North America, Inc., Franklin, TN**TBD** **Impaired Driving****What are the Options for Non-Checkpoint States?****Monday - 1:15pm-2:45pm • Bayou C/D**

Research consistently shows that the use sobriety checkpoints is one of the most effective tools for creating general deterrence and reducing impaired driving. And yet twelve states are unable (or unwilling) to conduct sobriety checkpoints. A summit was held to allow these states to discuss alternative law enforcement strategies that are available to them and consider ways to address the barriers that prevent them from using this proven strategy. This workshop will feature speakers from that summit.

**Moderator:****Chief Michael Magnant**, Portsmouth Police Department, Portsmouth, NH**Speakers:****Lieutenant Paul VanVoorhis**, Minnesota State Patrol, Golden Valley, MN  
**Ernest L. Johnson**, Director of Services, Johnson and Associates, Douglas, WY**Lieutenant Michael L. Turcott**, WA State Patrol, Field Operations Bureau, Olympia, WA

## Teen Traffic Safety

### Overcoming Enforcement Barriers for Teen Drinking and GDL Requirements

**Monday - 1:15pm-2:45pm • Bayou E**

This panel will examine barriers that states have in enforcing Teen Drinking and GDL Laws and what needs to be done to overcome these barriers.

#### Moderator:

**Cheryl Neverman**, Senior Program Manager, NHTSA, Washington, DC

#### Speakers:

**William G Lamberth, II**, Assistant District Attorney, 18th Judicial District, Sumner County District Attorney's Office, Gallatin, TN

**Hon. Yvette Diamond**, Administrative Law Judge, Maryland Office of Administrative Hearings, Hunt Valley, MD

**Sergeant Richard Maxwell**, Colts Neck Township Police Department, Colts Neck, NJ

## Data and Research

### Latest Research on Graduated Driver Licensing and Other Interventions for Teen Drivers

**Monday - 1:15pm-2:45pm • Canal AB**

Hear the latest research on the effectiveness of specific elements of graduated driver licensing laws, parent-teen contracts, and training aimed at reducing the crash rates of novice drivers.

#### Moderator:

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

#### Speakers:

**Donald Fisher, Ph.D.**, Professor, Department of Mechanical and Industrial Engineering, University of Massachusetts, Amherst, MA

**Jean Thatcher Shope, M.S.P.H., Ph.D.**, University of Michigan Transportation Research Institute and School of Public Health, Ann Arbor, MI

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

## Occupant Protection for Children

### New Booster Seat Initiatives

**Monday - 1:15pm-2:45pm • Canal CD**

A look at how local communities, state and national initiatives promote booster seat use.

#### Moderator:

**Timothy Murphy, R.N., M.S.N., ACNP-BC, CEN**, Director, Dept of Trauma and Injury Prevention, Robert Wood Johnson University Hospital, New Brunswick, NJ

#### Speakers:

**Jeanne Shoemaker**, Safe Kids Coordinator, All Children's Hospital, St Petersburg, FL

**Kevin Liska**, Director, Business Media Center, College of Business Administration, Tennessee Technological University, Cookeville, TN

**Joseph O'Neil, M.D., M.P.H.**, Associate Professor of Clinical Pediatrics, Riley Hospital for Children, Indiana University School of Medicine, Indianapolis, IN

## Other Highway Safety Priorities

### Safe Communities and Safe Seniors: Applying Existing Models to an Emerging Issue

**Monday - 1:15pm-2:45pm • Canal E**

In just two years, the Baby Boomers will start turning 65, officially turning into older drivers. Keeping older drivers safe will require collaboration between highway safety and aging services, between transit providers and health care providers and many more partners that we may not be accustomed to working with. This session will provide examples of collaborative programs from across the country to show what is possible in your community.

#### Moderator/Speaker:

**Frank Horne**, Director, Tennessee Department of Transportation, Office of Incident Management, Nashville, TN

#### Speakers:

**Fran Carlin-Rogers**, Senior Transportation Consultant, CarFit Instructor, Carlin Rogers Consulting, Orlando, FL

**Barbara Freund, Ph.D.**, Associate Professor of Medicine, Director, Older Driver Evaluation & Research, Glennan Center for Geriatrics & Gerontology, Eastern Virginia Medical School, Norfolk, VA

## Occupant Protection for Children

### Diversity and Evaluated Community Distribution Programs

**Monday - 1:15pm-2:45pm • Governor's A/E**

How do states distribute car seats to low income and families from diverse backgrounds? Hear from states that have existing programs (mandated and voluntary) to make the most of dwindling public funds and other resources.

#### Moderator/Speaker:

**J.J. Current**, CPS Certification Coordinator, Safe Kids USA, Washington, DC

#### Speakers:

**Johnny Humphreys**, Safe Riders Team Lead, TX Dept. of State Health Services, Austin, TX

**Commander Holly Billie, R.S., M.P.H.**, District Injury Prevention Coordinator, US Public Health Service, Indian Health Service, Sparks, NV

**Teri Mitchell**, Coordinator, Buckle Up, Safe Kids Upstate, Children's Hospital of Greenville Hospital System University Medical Center, Greenville, SC

## Occupant Protection for Children

### Beyond Child Restraints - Keeping Kids Safe Inside and Outside of Vehicles

**Monday - 1:15pm-2:45pm • Governor's Ballroom B**

New legislation requires NHTSA to evaluate and develop countermeasures for children being injured or killed in or around vehicles. Hear from NHTSA and other national organizations on their efforts to address these safety issues.

#### Moderator/Speaker:

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

#### Speakers:

**Janette E. Fennell**, KidsAndCars.org, Leawood, KS

**Janet Brooks**, Child Advocacy Manager, Primary Children's Medical Center, Salt Lake City, UT

 **Criminal Justice**
**DWI Mock Trial****Monday - 1:15pm-2:45pm • Governor's Ballroom C**

Mock trials are an effective tool for providing law enforcement and prosecutors with experience in case presentation and obtaining feedback and guidance for improving their trial performance. The goal of this interactive workshop will allow law enforcement and prosecutors to observe and comment upon the presentation of testimony in a DWI case.

**Moderator:**

**Kimberly Overton**, Chief Resource Prosecutor, N.C. Conference of District Attorneys, Cary, NC

**Speakers:**

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

**Aaron Birst**, Traffic Safety Resource Prosecutor, North Dakota Association of Counties, Bismarck, ND

**Hon. G. Michael Witte**, NHTSA Region 5 Judicial Outreach Liaison, Judge, Lawrenceburg, IN

 **Adult Occupant Protection**
**What Are the Common Characteristics of States With High Seat Belt Use?****Monday - 1:15pm-2:45pm • Governor's Chambers ABC**

High seat belt use is present across the country in states of varying size, demographics and rural/urban breakdown. This session will identify unique attributes common to states that have achieved and sustained high rates of seat belt use and will offer direction to states that are seeking additional ways to increase their seat belt use.

**Moderator:**

**Jim Hedlund**, Highway Safety North, Ithaca, NY

**Speakers:**

**Christine Willrich**, Traffic Safety Team Leader, Texas Department of Transportation, Traffic Safety Section, Austin, TX

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

**Tom Kummrow**, Law Enforcement Liaison, Office of Traffic Safety, Minnesota Department of Public Safety, Fergus Falls, MN

**2:45pm – 3:15pm****Complimentary Refreshment Break in Exhibit Hall****Ryman Hall C, Level O****3:15pm – 4:15pm****3RD WORKSHOP SESSION**

(one-hour workshops)

 **Other Highway Safety Priorities**
**Talk to the Experts****Monday - 3:15pm-4:15pm • Bayou A**

This workshop will bring together a panel of communication experts on a variety of subjects, such as earned media, alternative media, how to engage in sponsorships, and how do you decide on the message and the medium, to help you strengthen and hone your communications efforts. These experts will share their "tricks of the trade," provide answers to your burning questions on working with the media and discuss the pros and cons of different kinds of communication methods.

**Moderator:**

**Brian M. McLaughlin**, Senior Associate Administrator, Traffic Injury Control, NHTSA, Washington, DC

**Speakers:**

**David Jacobs**, Director, Tombras Interactive, Knoxville, TN

**Gaby Duran-Gorman**, The Tombras Group, Washington, DC

**John Crisp**, CEO/President, AkinsCrisp Public Strategies, Nashville, TN

 **Other Highway Safety Priorities**
**Facilitating Safer Travel for People with Disabilities****Monday - 3:15pm-4:15pm • Bayou B**

Rural areas can pose tremendous challenges for pedestrians with disabilities. This workshop will highlight a successful collaborative approach to addressing the needs of people in rural areas who use wheelchairs or scooters. It will also discuss ways to make urban areas safer and more accessible for all pedestrians including those with disabilities.

**Moderator:**

**Richard D. Blomberg**, Dunlap and Associates, Stamford, CT

**Speakers:**

**Joe Toole**, Associate Administrator, Office of Safety, Federal Highway Administration, Washington, DC

**Georgina Nowak, B.A.**, Community Health Educator, Southeastern Utah District Health Dept., Price, UT

**Debbie Marvidikis**, Community Health Specialist, Southeastern Utah District Health Dept., Price, UT

 **Other Highway Safety Priorities**
**Increasing Proper Licensure among Motorcycle Riders****Monday - 3:15pm-4:15pm • Bayou C/D**

About 25% of all motorcycle operators killed in traffic crashes are not properly licensed to operate a motorcycle. The licensing process can assist program managers in problem analysis by providing a more accurate understanding of exposure and the relationship to riding experience and the

riding population. This workshop will highlight successful state programs that have been effective in identifying improperly licensed motorcyclists, including cross-cutting programs that integrate data systems from different state agencies, such as the programs in Maryland and Washington.

**Moderator:**

**Terry Butler**, Director, Missouri Safety Center, University of Central Missouri, Warrensburg, MO

**Speakers:**

**Lieutenant Michael L. Turcott**, WA State Patrol, Field Operations Bureau, Olympia, WA

**Andrew Krajewski**, Director, Driver Safety, Maryland Motor Vehicle Administration, Glen Burnie, MD

**Data and Research**

**Using Data as a Guiding Tool to Research and Community Outreach**

**Monday - 3:15pm-4:15pm • Bayou E**

Good data collection and analysis should be the backbone of any research project or new safety program. NHTSA's National Center for Statistics and Analysis (NCSA) website provides many ways to access and utilize crash data and analytical reports at the state and county level. This hands-on workshop will provide tools for researchers and program managers on how to access data and analytical reports for their state or community. The analytical tools include accessing trend data in table format or as color coded maps shown for each state at the county level.

**Moderator/Speaker:**

**Anders Longthorne**, NHTSA, Washington, DC

**Speakers:**

TBA

**Adult Occupant Protection**

**Increasing Belt Use in Urban Areas**

**Monday - 3:15pm-4:15pm • Canal AB**

Although urban seat belt use rose five percentage points in 2007 to 84%, it is only slightly above the national average. This session will explore the gains made in increasing seat belt use in New York City through a NHTSA demonstration program with the NYPD, and will discuss efforts in other urban markets to increase belt use.

**Moderator/Speaker:**

**David Preusser**, Preusser Research Group, Inc., Trumbull, CT

**Speakers:**

**Tara Casanova**, Research Associate, Preusser Research Group, Inc., Trumbull, CT

**Irwin Goldzweig**, Assistant Professor, Dept. of Family & Community Medicine, Meharry Medical College, Nashville, TN

**Criminal Justice**

**DUI Enforcement Beyond Alcohol: The Tennessee Experience**

**Monday - 3:15pm-4:15pm • Canal CD**

A police officer has probable cause to stop someone for a possible DUI, only to have the BAC come back negative or not consistent with the actions of the driver. What can the officer do? Many allow the individual to drive away. In 2008 approximately 9,500 evaluations and subsequent arrests were conducted nationwide on individuals who had no or low BAC. Under normal circumstances the majority of those 9,500 drivers would have been allowed to drive away from the scene of the stop, creating the ongoing potential to be a crash waiting to happen. Enter the Advanced Roadside Impaired Driving Enforcement (ARIDE) and the Drug Evaluation & Classification Program, more commonly referred to as the Drug Recognition Expert (DRE) Program. These two police training programs, in conjunction with the Standardized Field Sobriety Testing (SFST), will provide state and local agencies with the tools to identify and evaluate both alcohol and drug-impaired drivers. A bonus to the DRE training is that approximately 1.60% of the total evaluations identified 200 individuals with medical conditions, which were subsequently handled. Learn how to replicate these programs in your community to ensure that DUI enforcement is not just a one-track approach. Also, find out how these programs can be used as bridges to the Drug Impairment Training for Education Professionals (DITEP) and other community needs in drug education.

**Moderator/Speaker:**

**Chuck Hayes**, DECP Regional Coordinator, International Association of Chiefs of Police, Salem, OR

**Speakers:**

**Richard Holt**, LEL Administrator/ DRE State Coordinator, Governor's Highway Safety Office, Crossville, TN

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

**Brian Hickman**, Drug Recognition Expert Instructor/Sergeant Traffic Div., Collegedale Police Department, Collegedale, TN

**Criminal Justice**

**Ethical Considerations for Judges, Prosecutors and Law Enforcement**

**Monday - 3:15pm-4:15pm • Canal E**

This workshop will address and identify potential ethical issues or conflicts and ways to avoid or resolve them. The issues can have a negative impact on arrest, prosecution, case preparation and court presentations.

**Moderator:**

**Brandon Hughes**, Traffic Safety Resource Prosecutor, Office of Prosecution Services, Montgomery, AL

**Speakers:**

**W. Clay Abbott**, DWI Resource Prosecutor, Texas District & County Attorneys Association, Austin, TX

**Hon. Brian MacKenzie**, Judicial Fellow, NHTSA, Novi, MI

 **Occupant Protection for Children****CPS Instructor Update****Monday - 3:15pm-4:15pm • Governor's Ballroom A/E**

This interactive session will give audience participants an opportunity to share brief successes and challenges while teaching the NHTSA certification course. Come prepared with one new teaching tip to share with other instructors and instructor candidates.

**Moderator/Speaker:****Michele Mount**, AAA New Jersey, Florham Park, NJ**Speaker:****Susan A. Helms, R.N., M.A.L.S.**, Director, Injury Prevention and Safe Kids, Le Bonheur Children's Medical Center, Memphis, TN **Occupant Protection for Children****Protecting Yourself and Your Organization from Liability****Monday - 3:15pm-4:15pm • Governor's Ballroom B**

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

**Moderator/Speaker:****Lorrie Walker**, Training Manager and Technical Advisor, Safe Kids USA, Safe Kids Buckle Up, Washington, DC**Speaker:****Alan Korn, JD**, Director of Policy and General Counsel, Safe Kids USA, Washington, DC **Criminal Justice****Lessons Learned from Judicial Education on Hardcore Drunk Drivers****Monday - 3:15pm-4:15pm • Governor's Ballroom C**

Judges are often frustrated and face challenges in adjudicating hardcore drunk driving cases. Recent judicial education efforts, conducted in 40 states, have revealed interesting issues and lessons learned that can help judges in adjudicating these cases. The Century Council will moderate and present.

**Moderator:****William Georges**, President and CEO, The Georges Group, LLC, Albany, NY**Speakers:****Thomas Langhorne, Esq.**, The Langhorne Group, Inc., Richmond, VA  
**Joanne Michaels**, Director, National Traffic Law Center, National District Attorneys Association, Alexandria, VA **Teen Traffic Safety****What's New in Novice Teen Driver Public Policy?****Monday - 3:15pm-4:15pm • Governor's Chambers ABC**

Graduated driver licensing remains one of few proven measures to reduce teen driver crashes, injuries, and deaths. This session will highlight policy measures being taken and considered as advocates work with government and legislatures to improve young driver safety.

**Moderator/Speaker:****Justin McNaul**, Director, State Relations, AAA, Washington, DC**Speakers:****Judie Stone**, President, Advocates for Highway and Auto Safety, Washington, DC**Arlene Greenspan, DrPH, MPH, CDC**, National Center for Injury Prev. & Control, Atlanta, GA**Timothy S. Hollister, Esq.**, Shipman & Goodwin LLP, Hartford, CT**Tuesday • March 31****7:30am – 4:30pm****Registration Open****Delta B/C/D Lobby, Level 2****7:45am – 4:00pm****Exhibit Hall Open** (closed during plenary)**Ryman Hall C, Level O****7:45am – 8:30am****Complimentary Continental Breakfast in Exhibit Hall****Ryman Hall C, Level O**

Grab some coffee and a light breakfast before heading to workshops! Exhibitors will be there to greet you and offer the latest news in traffic safety.

**8:30am – 9:30am****Plenary****Delta Ballroom A, Level 2****Vernon F. Betkey, Jr.**, Chairman, Governors Highway Safety Association, Chief, Maryland Highway Safety Office, Hanover, MD**Plenary Speaker:****Laura Dean-Mooney**, President, MADD

9:45am – 11:15am

## 4TH WORKSHOP SESSION

### Impaired Driving

#### Comprehensive Strategic Statewide Impaired Driving Programs - A New Recipe for Success

**Tuesday - 9:45am-11:15am • Bayou A**

For a period of five years, NHTSA and the State of New Mexico conducted a program which demonstrated a comprehensive and strategic approach for reducing impaired driving on a statewide basis. Using a process (which can be replicated in other states), New Mexico was so successful in reducing impaired driving that it dropped from ranking as the state with the 6th highest impaired driving fatality rate in the nation in 2004 to the 17th in 2006. Come hear how New Mexico accomplished this feat, and consider whether your state will be next.

#### Moderator:

**Anthony Ramirez**, Senior Program Manager, Pacific Institute for Research and Evaluation, Beltsville, MD

#### Speakers:

**Cheryl Neverman**, Senior Program Manager, NHTSA, Washington, DC

**Maria Martinez**, Project Manager, Impaired Driving Demonstration Project, New Mexico Department of Transportation, Santa Fe, NM

**Michael Sandoval**, Director, Traffic Safety Bureau, New Mexico Department of Transportation, Santa Fe, NM

### Impaired Driving

#### Dosed and Driving: Wet Lab Demos and Town Hall Meetings

**Tuesday - 9:45am-11:15am • Bayou B**

In 2008, a number of State Highway Safety Offices held town hall meetings and wet lab demonstrations to highlight the risks of driving impaired and the benefits that are offered by using ignition interlocks. The town hall meetings also highlighted challenges, opportunities and strategies that were unique to the states that hosted them. MADD and NHTSA supported these efforts.

#### Moderator:

**Chuck Hurley**, Chief Executive Officer, MADD, Irving, TX

#### Speaker:

**Assistant Chief Brian Ursino**, Washington State Patrol, Investigative Services Bureau, Olympia, WA

### Other Highway Safety Priorities

### Impaired Driving

#### Reducing Alcohol & Other Impairment Among Motorcycle Riders

**Tuesday - 9:45am-11:15am • Bayou C/D**

Motorcycles and alcohol are a deadly mix. Although some progress has been made in this area, the fatality numbers continue to be unacceptably high. This workshop will present information on the new "Riders Helping

Riders" peer-to-peer intervention training program, the results of the "Green-Yellow-Red" social marketing campaign to increase awareness about the dangers of drinking and riding, and some exemplary programs that incorporated motorcycle-specific activities into the 2008 crackdown.

#### Moderator:

**Peter Moe**, Section Chief, Safety Programs, Maryland Highway Safety Office, State Highway Administration, Hanover, MD

#### Speakers:

**Scott McKnight**, Senior Program Manager, Pacific Institute for Research and Evaluation, Calverton, MD

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

**Ramon Castrillon**, Motorcycle Safety Coordinator/Rider Coach, Puerto Rico Traffic Safety Commission, San Juan, PR

### Impaired Driving

#### What Role do Judges Play in Reducing Impaired Driving?

**Tuesday - 9:45am-11:15am • Bayou E**

For impaired drivers who are arrested, judges play a pivotal role in holding them accountable for their actions and taking steps to prevent them from repeating their crime in the future. Judges will describe various sentencing and other practices they use to hold offenders accountable in their courtrooms.

#### Moderator:

**Hon. Karl B. Grube**, Senior Judge, St. Petersburg, FL

#### Speakers:

**Hon. David Hodges**, Texas Judicial Liaison, Crawford, TX

**Hon. Harvey Hoffman**

**Hon. G. Michael Witte**, NHTSA Region 5 Judicial Outreach Liaison, Judge, Lawrenceburg, IN

### Criminal Justice

#### Alphabet Soup – What do EDR, ECM, and PCM Stand For?

**Tuesday - 9:45am-11:15am • Canal AB**

The information contained on an EDR in a vehicle can provide important information about the conditions existing just before a crash. This evolution of technology presents law enforcement and prosecutors with new issues and challenges associated with the lawful seizure of evidence and obtaining the data contained therein.

#### Moderator:

**James Camp**, Traffic Safety Resource Prosecutor, Tennessee District Attorneys General Conference, Department of Safety Training Center, Nashville, TN

#### Speakers:

**Warren Diepraam**, NAPC/NHTSA Prosecutor Fellow, Montgomery County District Attorney's Office/Vehicular Crimes Chief, Conroe, TX

**Deputy Travis Jones**, St. Charles County Sheriff's Department, St. Charles, MO

**Mark Mynatt**, Crash Investigation Division, NHTSA, Washington, DC

 **Data and Research****Crash Avoidance Technologies: How Do They Affect Driving Behavior? Will They Reduce Crashes?****Tuesday - 9:45am-11:15am • Canal CD**

Learn about the latest research on crash avoidance technologies, including how drivers like the technologies, how the technologies affect driving, and the potential crash benefits.

**Moderator/Speaker:**

**Keli Braitman, Ph.D.**, Senior Research Scientist, Insurance Institute for Highway Safety, Arlington, VA

**Speakers:**

**James Sayer, Ph.D.**, Associate Research Scientist, University of Michigan, Transportation Research Institute, Ann Arbor, MI

**David Band, M.S.**, Research Psychologist, Office of Human-Vehicle Performance Research, Human Factors/Engineering Integration Division, NHTSA, Washington, DC

 **Adult Occupant Protection****Click it or Ticket - 2008 and a Vision for the Future****Tuesday - 9:45am-11:15am • Canal E**

This workshop will examine the successes and challenges in the 2008 Campaign, look ahead to the 2009 Mobilization and review the next Generation demonstration program. It will discuss ways to achieve sustained gains in seat belt use through use of this enforcement program.

**Moderator/Speaker:**

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

**Speakers:**

**Glacia Mason**, Office of Communications and Consumer Information, NHTSA, Washington, DC

**Randy Hunefeld**, sSTEP Coordinator/Law Enforcement Liaison, Iowa Governor's Traffic Safety Bureau, Des Moines, IA

 **Occupant Protection for Children****Transporting Premies and Other Special Needs Issues – 1.5 CPS CEUs offered****Tuesday - 9:45am-11:15am • Delta B**

Much work is being done in the research of and product development for transporting children with special needs. Learn first hand what changes have occurred recently.

**Moderator:**

**Mike James**, ADECA, Huntsville, AL

**Speakers:**

**Marilyn J. Bull, M.D., FAAP**, Morris Green Professor of Pediatrics, Section, Developmental Pediatrics, Riley Hospital for Children, Indianapolis, IN

**Tammy Franks**, Child Passenger Safety Coordinator, Legacy Emanuel Children's Hospital, Portland, OR

**Betsey Mowery, CPST-I**, Coordinator, Safe from the Start CPS Program, Maternal-Infant Division, University of Arkansas for Medical Sciences, Little Rock, AR

 **Teen Traffic Safety****Contemporary Issues in Driver Education****Tuesday - 9:45am-11:15am • Delta C**

This workshop will discuss the current issues and challenges with the diversity of driver education programs. Standards will be discussed that will help states ensure that classroom, behind the wheel, on-line, simulator and parent taught programs will be delivered in a way that is consistent with accepted professional practices.

**Moderator:**

**Peter Kissinger**, President and CEO, AAA Foundation for Traffic Safety, Washington, DC

**Speakers:**

**Jessica Hartos, Ph.D.**, Texas Department of State Health Services, Austin, TX

**Bill Van Tassel, Ph.D.**, Manager, Driver Training, AAA, Heathrow, FL

 **Teen Traffic Safety****Youth Traffic Safety Panel****Tuesday - 9:45am-11:15am • Delta D**

This panel will focus on major driving issues that teens experience and projects that youth are working on to help solve the problem.

**Moderator:**

**Elise Strahan**, Youth Board Member, NOYS (National Organizations for Youth Safety), Huber Heights, OH

**Speakers:**

**Chris Cantoni**, Student, SADD, Notre Dame Preparatory High School, Scottsdale, AZ

**Lindsay Valdez**, Student, Bloomingdale High School, Valrico, FL

**Colleen Fleming**, Road Skill/Roads Kill Project Leader-Camp Fire USA Teens in Action, Bishop McNamara High School, Forestville, MD

**Allison Schneider**, Student, Bloomingdale High School, Valrico, FL

**Sam Regonini**, Student, SADD, Notre Dame Preparatory High School, Scottsdale, AZ

**Ⓢ Criminal Justice – Other Highway Safety**

**Share the Road Safety Class for Traffic Law Violators**

**Tuesday - 9:45am-11:15am • Governor's Chambers ABC**

The Portland, OR Share the Road Safety Class (SRSC) is an innovative traffic education class offered to traffic law violators. The class is taught by trauma nurses, police officers and judges. It encourages participants to change their thinking and behavior through understanding of the laws, safety issues, personal responsibility and empathy necessary for all users of our transportation system.

**Moderator:**

**Hon. Christopher A. Larsen**, Judge Pro Tem, Multnomah County Circuit Courthouse, 4th Judicial District, Portland, OR

**Speaker:**

**Michael Morrison, R.N.**, Legacy Emanuel Hospital, Portland, OR

**11:15am – 12:45pm**

**Complimentary Box Lunch in Exhibit Hall**

**Ryman Hall C, Level O**

Pick up your box lunch and take a last opportunity to visit exhibits. Check-out the Winner's Board in the exhibit area to see if you won from the many exhibitor drawings!

**Complimentary Internet Café for Lifesavers registrants.**

**1:00pm – 2:30pm**

**5TH WORKSHOP SESSION**

**Ⓢ Impaired Driving**

**New Ignition Interlock Laws are Sweeping the Nation**

**Tuesday - 1:00pm-2:30pm • Bayou A**

The enactment of ignition interlock laws that cover ALL (including first) impaired driving offenders is a key feature of the Campaign to Eliminate Drunk Driving. Currently, eight states have enacted such laws and an additional six states require interlocks for those convicted of high BAC and repeat offenses. Speakers at this workshop will describe the steps that were taken that led to enactment of these landmark lifesaving laws.

**Moderator:**

**J.T. Griffin**, Vice President of Public Policy, MADD, Washington, DC

**Speakers:**

**Karen Sprattler**, Principal, Sprattler Group, St. Paul, MN

**Christopher Korschak**, Executive Director, MADD Virginia and District Columbia, Richmond, VA

**Richard Roth, Ph.D.**, Impact DWI, Santa Fe, NM

**Ⓢ Other Highway Safety Priorities**

**Addressing the Needs of Vulnerable Road Users**

**Tuesday - 1:00pm-2:30pm • Bayou B**

Pedestrians are among the most vulnerable of road users, especially seniors. Every year, nearly 20% of the pedestrian fatalities occur among people age 65 or older even though they represent just 12% of the population. Recent immigrants also face higher risks, and can be more difficult to reach than most. This workshop will explore challenges, approaches and programs aimed at keeping vulnerable pedestrians and bicyclists safe and mobile, including a new course aimed at adults learning English as Second Language (ESL).

**Moderator:**

**Rose Boyd**, Public Health Educator, Tennessee Department of Health, Division of Emergency Medical Services, Integrated Core Injury Surveillance, Prevention, and Control Program, Nashville, TN

**Speakers:**

**Sharon McKay**, Adult ESL Specialist, Center for Applied Linguistics, Washington, DC

**Nancy Pullen-Seufert**, University of NC Highway Safety Research Center, Chapel Hill, NC

**Erwin H. Mack**, Executive Director, Founding President, Takoma/Langley Crossroads Development Authority, Inc., Takoma Park, MD

**Ⓢ Teen Traffic Safety**

**New Technologies to Improve Teen Driving**

**Tuesday - 1:00pm-2:30pm • Bayou C/D**

When it comes to teen drivers, new technology can be a double-edged sword. This workshop will focus on new technology being developed to improve teen driving skills.

**Moderator/Speaker:**

**Bill Windsor**, AVP Safety, Nationwide Insurance, Columbus, OH

**Speakers:**

**Rusty Weiss**, Director Consumer Division, DriveCam, San Diego, CA

**Thomas Artushin**, Safety Strategy and Communications Manager, Safety Office, Ford Motor Company, Dearborn, MI

**Hod Fleishman**, Founder and Chief of Safety, Green Road, CA

**Ⓢ Impaired Driving**

**Victims Impact Panel**

**Tuesday - 1:00pm-2:30pm • Bayou E**

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

**Moderator:**

**Laura Dean-Mooney**, President, MADD, Irving, TX

**Speakers:**

**Jo Bowen, R.N.**, Mayo Clinic Florida, Jacksonville, FL

**Brad Bulla**, Spring Hill, TN

**Chris Johnson**, National Board Member, Chairman Elect of the Board, MADD, Irving, TX

 **Criminal Justice**
**Basic Speed Management****Tuesday - 1:00pm-2:30pm • Canal AB**

Speed continues to be a significant factor in crashes, injuries and fatalities. Beyond speed management workshops, communities need additional resources in order to have an effective program. By using the Basic Speed Management training, the newly released Speed Management Enforcement Guidelines, Automated Speed Enforcement guidelines and road safety audits, communities have a tool chest of materials to work with and develop effective programs.

**Moderator:**

**Wil Price**, Enforcement and Justice Services Division, NHTSA, Washington, DC

**Speakers:**

**Sergeant Jerry Skeenes**, Tucson Police Department, Tucson, AZ  
**Hon. G. Michael Witte**, NHTSA Region 5 Judicial Outreach Liaison, Judge, Lawrenceburg, IN

 **Criminal Justice**
**Police Pursuits and Technology****Tuesday - 1:00pm-2:30pm • Canal CD**

Vehicular pursuits often pose a danger to the public, the violator and law enforcement. This workshop examines not only the current technology, but also the "in development" technologies that may be utilized to safely terminate police pursuits. What will work, what can work and what is affordable are some of the questions that will be answered. The panel will also address the decision making process involved in police pursuits.

**Moderator/Speaker:**

**Warren Diepraam**, NAPC/NHTSA Professor Fellow, Montgomery County District Attorney's Office/Vehicular Crimes Chief, Conroe, TX

**Speakers:**

**Chris Sutterfield**, Oklahoma CLEET, Ada, OK  
**Michael N. Becar**, Contract/Grants Manager, International Association of Directors of Law, Enforcement Standards & Training, Meridian, ID

 **Other Highway Safety Priorities**
**Impaired Driving****Strengthening Motorcycle Helmet Safety Regulations****Tuesday - 1:00pm-2:30pm • Canal E**

Research shows that using a DOT compliant helmet can significantly reduce the risk of serious and fatal head injury in the event of a motorcycle crash. Yet many riders today use non-compliant helmets. Efforts to increase the use of DOT compliant helmets will be discussed, including NHTSA's recent proposal to strengthen the labeling requirement for the Federal Motor Vehicle Safety Standard on motorcycle helmets. Additional topics will include the findings of a Maryland State Chief Medical Examiner study on the involvement of non-compliant motorcycle helmets in fatal crashes, and the results of the reenactment of the Universal helmet law in Louisiana.

**Moderator:**

**Diane Wigle**, Chief, Safety Countermeasures Division, NHTSA, Washington, DC

**Speakers:**

**Cynthia Burch**, Epidemiologist, National Study Center for Trauma & EMS, Baltimore, MD  
**David Preusser**, Preusser Research Group, Inc., Trumbull, CT

 **Occupant Protection for Children**
**Bringing New Partners to the CPS Table****Tuesday - 1:00pm-2:30pm • Delta B**

As the CPS field evolves, new and non-traditional partners are needed to keep pace with diverse audiences, emerging issues and expanded services.

**Moderator/Speaker:**

**Janet Brooks**, Child Advocacy Manager, Primary Children's Medical Center, Salt Lake City, UT

**Speakers:**

**Dennis Durbin, M.D., M.S.C.E.**, Associate Professor of Pediatrics and Epidemiology, Director of Research, Division of Emergency Medicine, Scientific Director, Center for Injury Research and Prevention, The Children's Hospital of Philadelphia, Philadelphia, PA  
**David L. Smith**, Partner, PPBH Advertising and Public Relations, Salt Lake City, UT

 **Occupant Protection for Children**
**Avoiding Burnout for Passionate CPS Technicians****Tuesday - 1:00pm-2:30pm • Delta C**

Working in a field with endless commitments and tasks can lead to burnout for dedicated workers. Hear from those who have been in the field for a number of years. Learn how to keep the job interesting but manageable.

**Moderator/Speaker:**

**Thelma Kuska, R.N., BSN, CEN, FAEN**, Regional Program Manager, US Department of Transportation, NHTSA Region 5, Olympia Fields, IL

**Speakers:**

**Michele Laberge**, VT Governor's Highway Safety Program, Waterbury, VT  
**Sandy Holt**, CPS Technician/Training Coordinator, ACTS Oregon, Beaverton, OR

 **Occupant Protection for Children**
**Fostering Strong Car Seat Inspection Stations****Tuesday - 1:00pm-2:30pm • Delta D**

Some car seat inspection stations seem to flourish while others barely function. Learn tips from the best in the nation for starting a program, building strong community relationships and avoiding pitfalls.

**Moderator/Speaker:**

**Bob Wall**, Public Safety Liaison, Safe Kids USA, Middletown, VA

**Speakers:**

**Teri Mitchell**, Coordinator, Buckle Up, Safe Kids Upstate, Children's Hospital of Greenville Hospital System University Medical Center, Greenville, SC  
**Captain Herb Evers**, Bellevue Police Department, Bellevue, NE  
**Emilie Crown, R.N., C.E.N.**, Program Manager Car Seat Program, Montgomery County Fire Rescue, Co-Coordinator, Safe Kids Montgomery County, Rockville, MD

**Data and Research**

**Understanding Highway Safety Problems and Solutions in the 21st Century**

**Tuesday - 1:00pm-2:30pm • Governor's Chambers ABC**

Hear about cutting edge approaches to studying highway safety in the US, including trends in the traffic safety culture, a far-reaching technology-based highway safety research program to get at the causes of highway crashes and congestion, and new tools in program evaluation and performance measures.

**Moderator/Speaker:**

**Peter Kissinger**, President and CEO, AAA Foundation for Traffic Safety, Washington, DC

**Speakers:**

**Jim Hedlund**, Highway Safety North, Ithaca, NY  
**Kenneth L. Campbell, Ph.D., P.E.**, SHRP 2 Chief Program Officer, Transportation Research Board, Washington, DC

2:30pm – 3:00pm

**Complimentary Refreshment Break in Exhibit Hall**

**Ryman Hall C, Level O**

3:00pm – 4:30pm

**6TH WORKSHOP SESSION**

**Impaired Driving**

**Creating Impaired Driving General Deterrence on a Limited Budget**

**Tuesday - 3:00pm-4:30pm • Bayou A**

Gas prices are high, law enforcement resources are down and enforcement agencies face many competing priorities. Hear about innovative ways to conduct high visibility enforcement using less manpower and fewer resources, to help you stretch your dollars.

**Moderator:**

**Carl McDonald**, National Law Enforcement Initiative Manager, MADD, Irving, TX

**Speakers:**

**Officer Alan W. Haywood**, Law Enforcement Phlebotomy Coordinator, Governor's Office of Highway Safety, Arizona DPS, Phoenix, AZ  
**Chief Michael Magnant**, Portsmouth Police Department, Portsmouth, NH  
**Eric Mercier**, Senior Patrol Officer, Crete Police Department, Crete, NE

**Other Highway Safety Priorities**

**Refined Research on Those at Highest Risk for Impaired Driving**

**Tuesday - 3:00pm-4:30pm • Bayou C/D**

Developing communication strategies for identifying and reaching a particular audience segment is an important facet of any traffic safety program. NHTSA has recently updated and revised its impaired driver profile. This session introduces the redefined five most at-risk segments for impaired driving. Going beyond the initial research findings, the new segments will be defined and information about media consumption, messaging and new ways to communicate to our highest risk segments will be discussed.

**Moderator:**

**Susan McMeen**, NHTSA, Office of Communications and Consumer Information, Washington, DC

**Speakers:**

**Steve Richardson**, Senior Vice President/Account Planner, The Tombras Group, Knoxville, TN  
**Guy Jacobssen**, Media Director, The Tombras Group, Knoxville, TN  
**John Crisp**, CEO/President, AkinsCrisp Public Strategies, Nashville, TN

**Criminal Justice**

**Law Enforcement Challenge**

**Tuesday - 3:00pm-4:30pm • Bayou E**

This panel will provide understanding of the Law Enforcement Challenge and how it is used to promote traffic enforcement in law enforcement agencies of all sizes. It will explain how to initiate policies and programs to increase the success of applications at the national level.

**Moderator:**

**Vincent Talucci**, Director, Division of State and Provincial Police, International Association of Chiefs of Police, Alexandria, VA

**Speakers:**

**Ricky H. Rich**, Special Operations Director, Georgia Governor's Office of Highway Safety, Atlanta, GA  
**Steven R. Casstevens**, Assistant Chief of Police, Hoffman Estates Police Department, Hoffman Estates, IL  
**Wil Price**, Enforcement and Justice Services Division, NHTSA, Washington, DC



## Workshops At -a-Glance

Key to Tracks: **AOP** Adult Occupant Protection; **OPC** Occupant Protection

MONDAY	Governor's B (Mon) Delta B (Tues/Wed)	Governor's C (Mon) Delta C (Tues/Wed)	Governor's A/E (Mon) Delta D (Tues/Wed)	Canal AB	Canal CD
<b>Session 1</b> 9:45am – 11:15am	Star Wars Meets Drunk Driving: A Technological Solution to Eliminate Drunk Driving <b>(ID)</b>	Crime and Traffic Safety <b>(CJ)</b>	Appropriate Hospital Discharge Policies and Child Obesity in CPS <b>(OPC)</b> CPS CEUs 1.5*	FACT Teams – Investigating the Impaired Driving Fatality <b>(CJ)</b>	Young Impaired Drivers <b>(D&amp;R)</b>
<b>Session 2</b> 1:15pm – 2:45pm	Beyond Child Restraints – Keeping Kids Safe Inside and Outside of Vehicles <b>(OPC)</b>	DWI Mock Trial <b>(CJ)</b>	Diversity and Evaluated Community Distribution Programs <b>(OPC)</b>	Latest Research on Graduated Driver Licensing and Other Interventions for Teen Drivers <b>(D&amp;R)</b>	New Booster Seat Initiatives <b>(OPC)</b>
<b>Session 3</b> 3:15pm – 4:15pm	Protecting Yourself and Your Organization from Liability <b>(OPC)</b>	Lessons Learned from Judicial Education on Hardcore Drunk Drivers <b>(CJ)</b>	CPS Instructor Update <b>(OPC)</b>	Increasing Belt Use in Urban Areas <b>(AOP)</b>	DUI Enforcement Beyond Alcohol: The Tennessee Experience <b>(CJ)</b>
TUESDAY					
<b>Session 4</b> 9:45am – 11:15am	Transporting Preemies and other Special Needs Issues <b>(OPC)</b> 1.5 CPS CEUs*	Contemporary Issues in Driver Education <b>(Teen)</b>	Youth Traffic Safety Panel <b>(Teen)</b>	Alphabet Soup - What do EDR, ECM, and PCM Stand For? <b>(CJ)</b>	Crash Avoidance Technologies: How Do They Affect Driving Behavior? Will They Reduce Crashes? <b>(D&amp;R)</b>
<b>Session 5</b> 1:00pm – 2:30pm	Bringing New Partners to the CPS Table <b>(OPC)</b>	Avoiding Burnout for Passionate CPS Technicians <b>(OPC)</b>	Fostering Strong Car Seat Inspection Stations <b>(OPC)</b>	Basic Speed Management <b>(CJ)</b>	Police Pursuits and Technology <b>(CJ)</b>
<b>Session 6</b> 3:00pm – 4:30pm	Doing Recalls Right: Do No Harm <b>(OPC)</b> 1.5 CPS CEUs*	Community Efforts to Reduce Teen Crashes <b>(Teen)</b>	Latest Research on Belt-Positioning Booster Seats <b>(D&amp;R)</b>	Implementing Effective Ignition Interlock Programs <b>(ID)</b>	Innovative Efforts for Pedestrian and Bicycle Safety <b>(OHSP)</b>
WEDNESDAY					
<b>Session 7</b> 8:45am – 10:15am	CRS Nuts, Bolts, and Hot Topics <b>(OPC)</b> 1.5 CPS CEUs*	Teen Brain Development and Implications for Traffic Safety Programs and Policies <b>(Teen)</b>	How to Reach High Risk Populations? <b>(ID)</b>	Trucks and Traffic Safety <b>(CJ)</b>	Technology Options to Reduce Impaired Driving <b>(CJ)</b>
<b>Session 8</b> 10:30am – 12:00pm	Quality Online Training for Technician Recertification <b>(OPC)</b>	Preteens and Young Teens: Promoting OPC for the Non-Driver <b>(OPC)</b>	High Visibility Underage Drinking Enforcement (Community Response to Underage Drinking) <b>(Teen)</b>	Drug Impaired Driving Enforcement and Prosecution <b>(CJ)</b>	Drunk Driving, Over the Limit, Under Arrest <b>(ID)</b>

\* To receive your CPS CEUs, you must attend the entire session and pick up your certification on your way out. Replacement certificate

Occupant Protection for Children; **CJ** Criminal Justice; **ID** Impaired Driving; **OHSP** Other Highway Safety Priorities; **Teen** Teen Traffic Safety; **D&R** Data & Research

Canal E	Bayou A	Bayou CD	Bayou E	Governor's Chambers ABC	Bayou B
Strategies for Reaching Low Belt Use Groups <b>(AOP)</b>	It Takes Teamwork to Run an Effective DWI Court <b>(ID)</b>	Older Driver Research <b>(D&amp;R)</b>	Can In-Vehicle Feedback Technologies Reduce Teen Crashes? <b>(D&amp;R)</b>	Rural Youth Traffic Safety Projects <b>(Teen)</b>	
Safe Communities and Safe Seniors: Applying Existing Models to an Emerging Issue <b>(OHSP)</b>		What are the Options for Non-Checkpoint States? <b>(ID)</b>	Overcoming Enforcement Barriers for Teen Drinking and GDL Requirements <b>(Teen)</b>	What Are the Common Characteristics of States with High Seat Belt Use? <b>(AOP)</b>	New Safety Systems in Current Vehicles <b>(D&amp;R)</b>
Ethical Considerations for Judges, Prosecutors and Law Enforcement <b>(CJ)</b>	Talk to the Experts <b>(OHSP)</b>	Increasing Proper Licensure among Motorcycle Riders <b>(OHSP)</b>	Using Data as a Guiding Tool to Research and Community Outreach <b>(D&amp;R)</b>	What's New in Novice Teen Driver Public Policy? <b>(Teen)</b>	Facilitating Safer Travel for People with Disabilities <b>(OHSP)</b>
Click it or Ticket – 2008 and a Vision for the Future <b>(AOP)</b>	Comprehensive Strategic Statewide Impaired Driving Programs – A New Recipe for Success <b>(ID)</b>	Reducing Alcohol & Other Impairment among Motorcycle Riders <b>(OHSP)</b>	What Role do Judges Play in Reducing Impaired Driving? <b>(ID)</b>	Share the Road Safety Class for Traffic Law Violators <b>(CJ)</b>	Dosed and Driving: Wet Lab Demos and Town Hall Meetings <b>(ID)</b>
Strengthening Motorcycle Helmet Safety Regulations <b>(OHSP)</b>	New Ignition Interlock Laws are Sweeping the Nation <b>(ID)</b>	New Technologies to Improve Teen Driving <b>(Teen)</b>	Victims Impact Panel <b>(ID)</b>	Understanding Highway Safety Problems and Solutions in the 21st Century <b>(DR)</b>	Addressing the Needs of Vulnerable Road Users <b>(OHSP)</b>
Nighttime Seat Belt Enforcement <b>(AOP)</b>	Creating Impaired Driving General Deterrence on a Limited Budget <b>(ID)</b>	Refined Research on Those at Highest Risk for Impaired Driving <b>(OHSP)</b>	Law Enforcement Challenge <b>(CJ)</b>		
Traffic Safety Messaging for Patrol Officers <b>(OHSP)</b>	Increasing Teen Belt Use with High Visibility Enforcement <b>(Teen)</b>	Strengthening Coalitions; Building Partnerships & Networks <b>(OHSP)</b>	How Have States With Inadequate Laws Attained High Seat Belt Use Rates? <b>(AOP)</b>	Motorcycle Safety Research <b>(D&amp;R)</b>	
Distracted Driving Research <b>(D&amp;R)</b>	Reaching High-Risk Audiences On-Line <b>(OHSP)</b>	Motorcycles and Enforcement <b>(CJ)</b>	Tools for Pedestrian and Bicycle Safety Law Enforcement <b>(OHSP)</b>	Traffic Occupant Protection Strategies Revised (TOPS II) <b>(CJ)</b>	

 **Impaired Driving****Implementing Effective Ignition Interlock Programs****Tuesday - 3:00pm-4:30pm • Canal AB**

Enacting an ignition interlock law is just the first step. To achieve its maximum effectiveness, ignition interlocks must be used as part of a program that includes appropriate sentences, close supervision and treatment if the offender has an underlying substance abuse problem. Speakers will identify elements of a model ignition interlock program for both criminal and administrative settings.

**Moderator:**

**Robyn Robertson**, President and CEO, Traffic Injury Research Foundation, Ottawa, Ontario, Canada

**Speakers:**

**Hon. David Hodges**, Texas Judicial Liason, Crawford, TX  
**Michael Sandoval**, Director, Traffic Safety Bureau, New Mexico  
 Department of Transportation, Sante Fe, NM

 **Other Highway Safety Priorities****Innovative Efforts for Pedestrian and Bicycle Safety****Tuesday - 3:00pm-4:30pm • Canal CD**

Traffic safety efforts are enhanced through partnerships that offer a win-win approach to both the public's health and safety. At the community level, this approach must include a variety of partners paired with innovative ideas and tools. This workshop will address how to engage planners, engineers, public health professionals and community members to assess communities to make them safer and more pedestrian- and bicycle-friendly.

**Moderator/Speaker:**

**Charlie Zegeer**, Associate Director, UNC Highway Safety Research Center, Chapel Hill, NC

**Speakers:**

**Michelle L. Wynn, M.P.H.**, Director of Operations, State and Territorial Injury Prevention Directors Association (STIPDA), Atlanta, GA  
**Philip Pugliese**, Bicycle Coordinator, Outdoor Chattanooga, Chattanooga, TN

 **Adult Occupant Protection****Nighttime Seat Belt Enforcement****Tuesday - 3:00pm-4:30pm • Canal E**

Data continues to show that seat belt use drops at night when roads and drivers can be at their most dangerous. Learn what is being done across the country to enforce seat belt laws and measure usage at night.

**Moderator/Speaker:**

**Richard D. Blomberg**, Dunlap and Associates, Inc., Stamford, CT

**Speakers:**

**Mark Solomon**, Vice President, Preusser Research Group, Inc., Oxford, MS  
**Jonna VanDyk**, Occupant Protection Program Manager, WA Traffic Safety Commission, Olympia, WA

 **Occupant Protection for Children****Doing Recalls Right: Do No Harm**

1.5 CPS CEUs offered

**Tuesday - 3:00pm-4:30pm • Delta B**

Manufacturers and NHTSA regularly post recall notices that address minor to major safety issues. This workshop will highlight how recalls should be handled at the local level when technicians are confronted with a recalled product in the field.

**Moderator/Speaker:**

**Julie K. Robbins, CPSTI**, Community & Advocate Relations Manager, Chicco

**Speakers:**

**TBD**, NHTSA  
**John Riedl**, Learning Curve Brands, Oak Brook, IL  
**Kim Herrmann, CPSTI**, Safe Kids USA - Certification, Ft Myers, FL

 **Teen Traffic Safety****Community Efforts to Reduce Teen Crashes****Tuesday - 3:00pm-4:30pm • Delta C**

Communities across the country have applied a range of approaches to address teen crashes. This session will highlight several of these programs, providing examples of successes and discussing challenges (programs to be featured could include the CHOP program, "Ride Like a Friend Campaign").

**Moderator/Speaker:**

**Arlene Greenspan, Dr.PH, M.P.H.**, CDC, National Center for Injury Prev. & Control, Atlanta, GA

**Speakers:**

**Flaura Winston, M.D., Ph.D.**, Founder and Co-Scientific Director, Center for Injury Research and Prevention, The Children's Hospital of Philadelphia, Philadelphia, PA  
**Debbie Jennings**, Calvert County Traffic Safety Coordinator, Calvert County Traffic Safety Council, Prince Frederick, MD  
**Phyllis Uribe, R.N., B.S.N.**, Trauma Program Supervisor, Swedish Medical Center Trauma Service, Englewood, CO

 **Data and Research****Latest Research on Belt-Positioning Booster Seats****Tuesday - 3:00pm-4:30pm • Delta D**

Hear about the latest studies on belt-positioning booster seats, including preliminary evaluations of booster seat law enforcement strategies, surveys of booster seat use and misuse, and assessments of seat belt fit provided by different boosters.

**Moderator/Speaker:**

**Chris Sherwood**, Senior Research Engineer, Insurance Institute for Highway Safety, Vehicle Research Center, Ruckersville, VA

**Speakers:**

**Lawrence E. Decina**, Senior Associate, TransAnalytics LLC, Kulpville, PA  
**Miriam Manary**, Senior Engineering Research Associate, University of Michigan, Transportation Research Institute, Ann Arbor, MI  
**Joesph O'Neil, M.D., M.P.H.**, Associate Professor of Clinical Pediatrics, Riley Hospital for Children, Indiana University School of Medicine, Indianapolis, IN

8:00pm

### Free Concert!

#### Delta Ballroom

Experience why it's called Music City as Gis Johansson and few friends rock Lifesavers with awesome country hits.

Don't miss the guitar give away! You simply have to be present to have the opportunity to win a Mitchell MD100 Dreadnought Acoustic Guitar at the Gis Johansson concert. This instrument is a full-sized dreadnought guitar with a spruce top and mahogany back and sides. The traditional styling gives this powerful instrument plenty of volume and low-end tone. It will be autographed by Nashville Country's latest and greatest artists. We will pack it up and ship a piece of Tennessee to you. The guitar is donated by Guitar Center of Nashville.

## Wednesday • April 1

7:30am – 12:00pm

### Registration Open

#### Delta B/C/D/ Lobby, Level 2

7:30am – 8:30am

### Closing Breakfast Plenary

#### Delta Ballroom A, Level 2

**Kendell Poole**, Director, Tennessee Governor's Highway Safety Office  
**Mariya Brewer, CMP**, Senior Convention Services Manager, Philadelphia Convention and Visitors Bureau

Don't miss this hearty breakfast when we give Tennessee, our 2009 host state, big "thank you." Don't miss the special giveaways for a great way to start your day, including a \$100 AMEX gift card from the Philadelphia Convention and Visitors Bureau!

Plan now to visit the city of "brotherly love!" Lifesavers will be held April 11-13, 2010 in Philadelphia, PA.

Certificates of attendance will be distributed today at the Lifesavers registration desk, suitable for framing!

8:45am – 10:15am

## 7TH WORKSHOP SESSION

### Teen Traffic Safety

### Increasing Teen Belt Use with High Visibility Enforcement

Wednesday - 8:45am-10:15am • Bayou A/B

Statewide, high-visibility enforcement teen seat belt campaigns were implemented in Colorado and Nevada between 2007 and 2008. Seat belt use increased for teens in both states. Representatives from both projects will discuss the program highlights and successes. Law enforcement officers will also discuss the challenges to seat belt enforcement and effective strategies to address these.

#### Moderator/Speaker:

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

#### Speakers:

**Leslie Chase**, Project Manager, Colorado Department of Transportation, Office of Transportation Safety, Denver, CO

**Traci Pearl**, C.P.M., Highway Safety Coordinator, Nevada Office of Traffic Safety, Carson City, NV

**Captain Bruce W. Sheetz**, Law Enforcement Coordinator, Colorado Department of Transportation, Office of Transportation Safety, Denver, CO

**Valerie Evans**, Program Manager, Nevada Office of Public Safety, Las Vegas, NV

**Trooper Kevin Honea**, Public Information and Education Officer, Nevada DPS/Highway Patrol, Southern Command, Las Vegas, NV

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

### Other Highway Safety Priorities

### Strengthening Coalitions; Building Partnerships & Networks

Wednesday - 8:45am-10:15am • Bayou C/D

Building a dynamic coalition is required to sustain any long-term traffic safety effort. This Safe Communities workshop addresses key elements for creating stronger partnerships from building an effective board of directors, recruiting new partners, turning a "no" into a "yes" and identifying current community profiles using the Data Toolkit to enhance grant writing strategies.

#### Moderator:

**Judy Hammond**, NHTSA, Regional Operations and Program Delivery, Washington, DC

#### Speakers:

**Kathryn Wesolowski**, Program Manager, Rainbow Injury Prevention Center, University Hospitals Rainbow Babies & Children's Hospital, Cleveland, OH

**Dezzie Dickson**, Safe Communities Service Center Coordinator, Consumer & Market Insights, Fort Worth, TX

**Becky Byzewski**, Regional Safe Communities Coordinator, Community Action Partnership, Dickinson, ND

### Adult Occupant Protection

### How Have States With Inadequate Laws Attained High Seat Belt Use Rates?

Wednesday - 8:45am-10:15am • Bayou E

A number of states qualified for Section 406 funding in 2007 by reaching 85% seat belt use for two consecutive years, in spite of having a secondary seat belt law or a non-conforming seat belt law. This workshop will determine the attributes, programs and other aspects of these states' activities that have enabled them to raise their usage rates above the national average in spite of the shortcomings of their seat belt laws and enforcement limitations.

#### Moderator/Speaker:

**Phil Haseltine**, Principal, Haseltine Safety Consulting, LLC, Arlington, VA

#### Speakers:

**Sergeant David Stuckmeyer**, Supervisor, Highway Safety Unit, St. Louis County Police Dept., Saint Louis, MO

**Keri Gibson**, Program Manager, Utah Highway Safety Office, Salt Lake City, UT

 **Criminal Justice**
**Trucks and Traffic Safety****Wednesday - 8:45am-10:15am • Canal AB**

This panel will feature the Federal Motor Carrier Safety Administration presenting information regarding a variety of traffic enforcement issues including the drug Interdiction Assistance Program, commercial motor carrier enforcement, licensing and cab card issues and also successful traffic enforcement activities that occur around trucks.

**Moderator/Speaker:**

**Anna Amos**, Director of Safety Programs, Office of Enforcement and Program Delivery, Washington, DC

**Speakers:**

**Selden Fritschner**, Director - Law Enforcement, AAMVA, Arlington, VA  
**Commander Donald Baker**, Austin Police Department, Austin  
 Passenger Car TACT-like program, Austin, TX

**Jonna VanDyk**, Occupant Protection Program Manager, WA Traffic Safety Commission, Olympia, WA

 **Criminal Justice**
**Technology Options to Reduce Impaired Driving****Wednesday - 8:45am-10:15am • Canal CD**

New technology and devices are among the tools available to address and potentially prevent the re-occurrence of impaired driving including passive alcohol sensors, ignition interlocks, transderma measuring devices and others. This workshop will provide an overview of how these different technologies work together as well as the perspective from the different parts of the criminal justice system.

**Moderator:**

**Vernon F. Betkey, Jr.**, Chairman, Governors Highway Safety Association, Chief, Maryland Highway Safety Office, Hanover, MD

**Speakers:**

**Ken Stecker**, TSRP, Prosecuting Attorneys Association of Michigan, Lansing, MI

**Hon. Karl B. Grube**, Senior Judge, St. Petersburg, FL

**Elizabeth Earleywine**, Traffic Safety Resource Prosecutor, Illinois Department of Transportation, Office of Chief Counsel, Schaumburg, IL

 **Other Highway Safety Priorities**
**Traffic Safety Messaging for Patrol Officers****Wednesday - 8:45am-10:15am • Canal E**

This workshop will provide information regarding patrol officers' ability to effectively deliver traffic safety messages during traffic stops or through the media. Progressive thinking law enforcement leaders have come to realize that it's the officer on the street - the front line of every agency - that represents the best in their profession and are best positioned to serve as ambassadors for the agency, and their colleagues.

**Moderator/Speaker:**

**Lynn Hightower**, Communications Director, Boise Police Department, Boise, ID

**Speakers:**

**Penny Mateck**, Press Secretary, Cook County Sheriff's Office, Chicago, IL  
**Chris Sutterfield**, Oklahoma CLEET, Ada, OK

 **Occupant Protection for Children**
**CRS Nuts, Bolts and Hot Topics**

1.5 CPS CEUs offered

**Wednesday - 8:45am-10:15am • Delta B**

Several factors play a role in manufacturers' instructions, labels and product features. Learn how FMVSS 213, Ease of Use Ratings and consumer preferences affect product design. Take home tips to share with other technicians to be sure they are following manufacturer's instructions.

**Moderator:**

**Carol Helminski**, Graco Children's Products Inc., (Div. of Newell Rubbermaid), Hudson, FL

**Speakers:**

**Julie K. Robbins, CPSTI**, Community & Advocate Relations Manager, Chicco

**Sarah Tilton**, CPS Advocate, Britax Child Safety, Charlotte, NC

**Christina Smith**, NHTSA Contractor, NCAP, Alpha Technology Associate, Inc., NHTSA, Washington, DC

 **Teen Traffic Safety**
**Teen Brain Development and Implications for Traffic Safety Programs and Policies****Wednesday - 8:45am-10:15am • Delta C**

The unique aspects of teen brain development will be discussed and the impact on current and future teen traffic policies and programs will be considered.

**Moderator/Speaker:**

**Ralph Hingson, Sc.D.**, National Institute on Alcohol Abuse and Alcoholism, Division of Epidemiology and Prevention Research, Bethesda, MD

**Speaker:**

**Aaron White, Ph.D.**, Health Scientist Administrator, Division of Epidemiology and Prevention Research, National Institute on Alcohol Abuse and Alcoholism, Bethesda, MD

 **Impaired Driving**
**How to Reach High Risk Populations?****Wednesday - 8:45am-10:15am • Delta D**

The data show that certain populations face higher risk of being involved in impaired driving fatalities. How can we apply our most effective strategies for reducing impaired driving in a way that will ensure their acceptance and success in diverse communities?

**Moderator:**

**Anthony Ramirez**, Senior Program Manager, Pacific Institute for Research and Evaluation, Beltsville, MD

**Speakers:**

**Maitane Zuloaga Tidwell**, Conexion Americas, Nashville, TN

**Tony Asion**, Executive Director, El Pueblo, Inc., Raleigh, NC

**Robert Sedlmajer**, Rosebud Sioux Tribal Police Department, Rosebud, SD

**Frank Iron Heart**, Rosebud Sioux Tribal Police Department, Rosebud, SD

 **Data and Research**

**Motorcycle Safety Research**

**Wednesday - 8:45am-10:15am • Governor's Chambers ABC**

Motorcycle deaths continue to rise even as deaths involving other vehicles decline. What's happening and what can be done? This workshop will describe research on motorcyclist impairment at varying alcohol doses, the effects of motorcycle anti-lock brakes on fatal crashes, and the relationship between motorcyclist fatality rates and mandatory helmet use laws.

**Moderator/Speaker:**

**Janet Creaser**, Research Fellow, HumanFIRST Program, ITS Institute, University of Minnesota, Minneapolis, MN

**Speakers:**

**Eric Teoh**, Insurance Institute for Highway Safety, Arlington, VA  
**David Houston**, Associate Professor of Political Science, University of Tennessee, Department of Political Science, Knoxville, TN

**10:15am – 10:30am**

**Break**

**10:30am – 12:00pm**

**8TH WORKSHOP SESSION**

 **Other Highway Safety Priorities**

**Reaching High-Risk Audiences On-Line**

**Wednesday - 10:30am-12:00pm • Bayou A/B**

This session focuses on reaching high-risk audiences on the Internet. Whether you're trying to reach teens to promote seat belt use or "blue collar" workers with an impaired driving message, this session will provide information on the most effective ways to reach each demographic via the Internet.

**Moderator:**

**Gaby Duran-Gorman**, The Tombras Group, Washington, DC

**Speakers:**

**Guy Jacobssen**, Media Director, The Tombras Group, Knoxville, TN  
**Drew Conklin**, Associate Media Director, The Tombras Group, Knoxville, TN

 **Criminal Justice**

**Motorcycles and Enforcement**

**Wednesday - 10:30am-12:00pm • Bayou C/D**

This presentation for law enforcement will address specific strategies for interdicting motorcycles to reduce crashes and corresponding injuries and fatalities. Effective strategies and tactical considerations for motorcycle enforcement operations will be presented as well as methods to work with local and state groups and prosecutors.

**Moderator:**

**Diane Wigle**, Chief, Safety Countermeasures Division, NHTSA, Washington, DC

**Speakers:**

**Lieutenant James R. Halvorsen**, New York State Police, Albany, NY  
**Deputy Sheriff Randy Wiessinger**, Dane County Sheriff's Office, Madison, WI

**June Kelly**, Assistant Director, Vermont Police Academy, Grant Project Manager, International Assoc. of Directors of Law Enforcement Standards & Training, Pittsford, VT

 **Other Highway Safety Priorities**

**Tools for Pedestrian and Bicycle Safety Law Enforcement**

**Wednesday - 10:30am-12:00pm • Bayou E**

Walking and bicycling are an increasingly desirable mode of transportation, recreation, and exercise. As with all traffic safety, law enforcement is needed to help increase the safety of all road users, including pedestrians and bicyclists. This workshop will discuss some tools for law enforcement to use in pedestrian and bike safety, become engaged in supporting Safe Routes to School efforts within the community, and increase the use of law enforcement bike units as an effective tool in traffic safety.

**Moderator:**

**Sergeant William Keeter**, Central Precinct Commander, Nashville Police Department, Nashville, TN

**Speakers:**

**Chris Menton, Ed.D.**, Associate Professor, Roger Williams University, Bristol, RI  
**Mary Kendall**, Maryland International Corridor CSAF Program Director, Takoma Park Police Department, Takoma Park, MD  
**Katherine Mencarini**, Toole Design Group, Hyattsville, MD

 **Criminal Justice**

**Drug Impaired Driving Enforcement and Prosecution**

**Wednesday - 10:30am-12:00pm • Canal AB**

This workshop will address the issue of drug impaired driving along with the current issues associated with it. Arrests and convictions are lower for drug impaired driving for several reasons, including a lack of roadside screening skills and the ability of officers to identify drug impairment. This workshop will also address the newly developed Advanced Roadside Impaired Driving Enforcement (ARIDE) program that educates law enforcement officers and criminal justice professionals to understand the drug impaired driving detection process.

**Moderator:**

**Leonard Jacob**, Director, IPTM, Jacksonville, FL

**Speakers:**

**Chuck Hayes**, DECP Regional Coordinator, International Association of Chiefs of Police, Salem, OR  
**Amy Cochems**, Advanced Chemist, Wisconsin State Laboratory of Hygiene, Madison, WI  
**Tara Jenswold-Schipper**, Traffic Safety Resource Prosecutor, Resource Center on Impaired Driving, University of Wisconsin Law School, Madison, WI

 **Impaired Driving****Drunk Driving. Over the Limit. Under Arrest.****Wednesday - 10:30am-12:00pm • Canal CD**

Learn about national, state, and local efforts to generate and publicize high visibility impaired driving enforcement.

**Moderator:**

**Terrance Schiavone**, Regional Administrator, NHTSA - Region 4, Atlanta, GA

**Speakers:**

**Carl McDonald**, National Law Enforcement Initiative Manager, MADD, Irving, TX

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

**Nathan Bowie**, Information Officer, Minnesota Department of Public Safety, St. Paul, MN

 **Data and Research****Distracted Driving Research****Wednesday - 10:30am-12:00pm • Canal E**

Evidence is mounting that cell phones and other in-vehicle gadgets present a major safety problem and it's not clear what can be done. Learn about the latest research on cell phones, text messaging, and driving, as well as laws aimed at curbing their use.

**Moderator:**

**Deb Trombley**, National Safety Council, Itasca, IL

**Speakers:**

**Jeff Caird, Ph.D.**, Professor, University of Calgary, Department of Psychology, Calgary, Alberta, Canada

**Keli Braitman, Ph.D.**, Senior Research Scientist, Insurance Institute for Highway Safety, Arlington, VA

**David Strayer**, Professor of Psychology, University of Utah, Salt Lake City, UT

**Charlie Klauer, Ph.D.**, Senior Research Associate, Virginia Tech Transportation Institute, Blacksburg, VA

 **Occupant Protection for Children****Quality Online Training for Technician Recertification****Wednesday - 10:30am-12:00pm • Delta B**

Certified technicians require 6 continuing education credits to re-certify. To enable technicians who live in remote areas equal access to continuing education, approved courses are available at any day or hour via the web. Learn about how courses are developed and accessed to increase opportunities for technician retention.

**Moderator/Speaker:**

**Kerry Chausmer, CPSTI**, Director, Certification Program, Safe Kids USA, Washington, DC

**Speakers:**

**Bill Hall**, Manager, Occupant Protection Program, UNC Highway Safety Research Center, Chapel Hill, NC

**Emilie Crown, R.N., C.E.N.**, Program Manager, Car Seat Program, Montgomery County Fire Rescue, Co-Coordinator, Safe Kids Montgomery County, Rockville, MD

**Sarah Tilton**, CPS Advocate, Britax USA, Charlotte, NC

 **Occupant Protection for Children****Preteens and Young Teens: Promoting OPC for the Non-Driver****Wednesday - 10:30am-12:00pm • Delta C**

Seat belt use rates drop off dramatically as children age, particularly in the preteen population. Learn about high energy programs that are being developed to reach this population with safety belt messaging.

**Moderator/Speaker:**

**Lorrie Walker**, Training Manager and Technical Advisor, Safe Kids USA, Safe Kids Buckle Up, Washington, DC

**Speakers:**

**Kevin Bounds**, Wilkes County Fire Marshal, Wilkesboro, NC

**Morya Willis**, Shands Children's Hospital at UF, Gainesville, FL

 **Teen Traffic Safety****High Visibility Underage Drinking Enforcement (Community Response to Underage Drinking)****Wednesday - 10:30am-12:00pm • Delta D**

NHTSA will have completed the evaluation of the first two demonstration sites in Omaha, NE and Chapel Hill, NC and should have interim results on two youth Hispanic sites in Chicago and Puerto Rico. Will include another community program as well. Program highlights, effective strategies, and results will be discussed.

**Moderator/Speaker:**

**Cheryl Neverman**, Senior Program Manager, NHTSA, Washington, DC

**Speakers:**

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

**Armando Ochoa**, Academic Advisor, ASPIRA of Illinois, Miguel del Valle Youth Development Center, Chicago, IL

**Cecilia Alcaez**, Academic Advisor, ASPIRA of Illinois, Miguel del Valle Youth Development Center, Chicago, IL

 **Criminal Justice****Traffic Occupant Protection Strategies Revised (TOPS II)****Wednesday - 10:30am-12:00pm • Governor's Chambers ABC**

We have a whole new generation of police officers protecting us today. This workshop deals with the traffic occupant protection strategies that help the police officer understand not only the importance of wearing his/her seat belt but also why it is important to enforce occupant protection violations.

**Moderator/Speaker:**

**Wil Price**, Enforcement and Justice Services Division, NHTSA, Washington, DC

**Speakers:**

**Sergeant Lee Bailey**, New Kent County Virginia Sheriff's Office, New Kent, VA

**Pam Holt, RN., B.S.N.**, St. John's/Kohl's Injury Prevention Program, St. John's Hospital-Trauma Services, Springfield, MO

# Posters

Located in the Lifesavers Exhibit Hall, Authors will be available to discuss their work on Sunday evening from 5:00pm-7:00pm. General viewing will be on Monday from 7:45am-5:00pm and on Tuesday from 7:45am-4:00pm.

## Poster 1

### Judicial Concerns in Dealing with DWI Defendants

Authors: Dianna C. Blankenship, Ph.D., J.D.; Honorable David Hodges; Mari Kay Bickett, J.D. – Texas Center for the Judiciary

This poster session presents results of a survey that asked Texas District and County Court at Law Judges to report and rank their three most troublesome or frustrating problems when dealing with DWI defendants. Since resources for courts are always scarce, states can replicate this survey and/or use these results to focus legislative priorities, design judicial education programs, and provide services that address pressing problems identified by judges who hear impaired driving cases.

## Poster 2

### We Did It Safely and Efficiently – Moving a Pediatric Rehabilitation Facility

Authors: Patricia D. Foley; Kevin W. Sullivan – Children's Specialized Hospital

Children's Specialized Hospital is the largest pediatric rehabilitation system in the United States. In December 2007, our child passenger safety team participated in the coordination of the transport of our inpatient rehabilitation patients to a new state-of-the-art facility in a safe and efficient manner. Our challenge was to assure the safe transport of forty-four special needs children with a range of medical conditions. The children needed to be transported 45 minutes on New Jersey highways to our new location in the City of New Brunswick. The ages of the children ranged from infants to adolescents. Their level of independence varied greatly. Some of the children were able to ambulate and sit independently and others were fully dependent. Our population of children includes but is not limited to the following; ventilator dependent patients, patients with obesity, head and spinal cord injury, premature infants as well as a variety of medical and orthopedic conditions.

## Poster 3

### Sustaining Coalitions: The NWA Safe Communities Experience

Author: Ches Jones – University of Arkansas

The Northwest Arkansas Safe Communities Coalition began in March 1997. Over the past 11 years the coalition has remained a strong coalition within the region that provides services related to child safety seat check-ups and underage drinking prevention initiatives. The success of the coalition to remain in place for over 10 years relied on several factors. The factors include 1) remaining focused on one or two highway safety issues, 2) growing the coalition moderately within the city and region, 3) constant leadership, and 4) involving community and enforcement agencies within the coalition struc-

ture. This poster will provide more details on how each of the above factors contributed to the growth and longevity of the coalition.

## Poster 4

### Getting the Word Out!

Author: Susan Boda – Tindale-Oliver & Associates, Inc.

Safety is a vital subject to everyone...yet the basics are somehow lost. Through a series of educational pieces, we feel we have contributed to making the public more aware of safety topics: ATV laws, child restraint requirements, white cane day, red light running and more! Our poster highlights a few of our major safety campaigns throughout the year. Every piece of public information published, just might be a life saved.

## Poster 5

### Self-Reported Alcohol-impaired Driving Among Adults in the United States, 2006

Authors: Ruth A. Shults; Laurie Shults – Center for Disease Control

Alcohol-impaired motor vehicle crashes claim about 13,000 lives each year in the United States. In this study, we estimated the prevalence of alcohol-impaired driving (AID) among adults using 2006 data from the Behavioral Risk Factor Surveillance System (BRFSS). Information is obtained through telephone surveys of randomly selected, non-institutionalized adults aged > 18 years. AID was assessed by asking, "During the past 30 days, that is since \_\_\_\_\_, how many times have you driven when you perhaps had too much to drink. Of the 347,790 BRFSS respondents, 1.3% of women and 3.9% of men reported at least one AID episode in the past 30 days, totaling 161 million annual AID episodes. The national rate of AID episodes was 719 per 1000 population. AID was more frequent among men than women (1211 vs. 255 episodes per 1000 population). AID rates varied 15-fold across states, from 121 per 1000 population in Utah to 1819 per 1000 population in Iowa. States in midsection generally had higher AID rates than those in the south and northeast.

## Poster 6

### Restraint Use Proves Effective in Preventing Injuries

Authors: Pam Holt, RN, BSN; Sue Mutto, RN, MA; Janice Kelley, RHIA, CSTR – St. John's Trauma Center

A 2006 law strengthening Missouri's child passenger safety law is paying off according to St. John's Trauma Center in Springfield, MO. A four year study of pediatric trauma patients admitted due to motor vehicle crashes looked at restraint use in comparison to injury rates, injury patterns, injury types and severity of injuries. The study shows a 23% decrease in the number of pediatric

patients admitted due to motor vehicle crashes in the two year period immediately following the law taking effect as compared to the two year period immediately prior to the law. The greatest decrease, 29%, was in the 4-7 year old range.

## Poster 7

### Homeless Children's Initiative

Author: Sharon Evans, Dana Walraven – Cook Children's Health Care System

Providing safe and appropriate transportation for homeless children to receive medical services in a city-wide homeless initiative in Fort Worth, Texas involved a vast array of people and collaboration. The use of Child Passenger Safety best practice standards has proven to be both challenging to implement and fruitful in the education passed on to all involved.

## Poster 8

### Multi-Agency Collaboration for Underage Drinking Prevention in West Virginia

Authors: Charlotte Blankenship, Stephanie Southall – WV Alcohol Beverage Control Administration

This poster will highlight the accomplishments achieved through multi-agency collaboration in the state of West Virginia. The strategies employed include DUI check points, alcohol compliance checks, marketing, and youth leadership development. Agencies and organizations who participate in this effort are the WV Alcohol Beverage Control Administration, WV Governor's Highway Safety Program, WV Division on Alcoholism and Drug Abuse, WV Division of Criminal Justice Services, WV Partnership to Promote Community Well-Being, WV Prevention Resource Center, WV national Guard Drug Demand Reduction Unit, SADD, MADD, various law enforcement agencies and community coalitions.

## Poster 9

### Missouri DWI Saturation Weekends

Authors: Bud Balke – MADD Missouri, Jefferson City; Lt. David Hall and Capt. Dale Schmidt, Troop F-MO State Highway Patrol – Mothers Against Drunk Driving (MADD) Missouri

A paper involving two years of court monitoring/MO case.net research involving DWI saturation weekends in two Missouri counties. The counties of Camden/Miller are in the large, vacation, traffic flow area of the Lake of the Ozarks, MO. The idea/enforcement was implemented/ conducted by the Missouri State Highway Patrol for 2007 & 2008. The numbers of DWI, ratio of cars stopped to drivers arrested, fatalities, and court monitoring results listed separately.

*continued on next page*

## Posters continued

### Poster 10

#### Should Libraries Check Out of Driver Education?

Authors: Maggie Benson; Carol Cotton; James Barlament; Stuart Fors – Traffic Safety Research and Evaluation Group

This poster will examine the results of the first year of Georgia Driver Education Commission (GDEC) funding, with particular attention to the low turnout and eventual non-renewal of Driver Education grants in public library systems.

### Poster 11

#### Institutionalization of Evaluation in Georgia Traffic Safety Programs

Authors: Carol Cotton; James Barlament; Maggie Benson; Pearman Parker; Laurel Loftin; Stuart Fors – Traffic Safety Research and Evaluation Group

Beginning in FY2004, the Georgia Governor's Office of Highway Safety (GOHS) utilized the Traffic Safety Research and Evaluation Group (TSREG) at the University of Georgia to evaluate grantees and GOHS as a whole. TSREG utilizes a systematic process to monitor program operations, give feedback to grantees, and gauge effectiveness. Over the past five years, GOHS grantee milestone and objective achievement rates increased 38% and 19% respectively.

### Poster 12

#### Solicitors and Law Enforcement: A Partnership for Successful ALS Outcomes

Authors: Carol Cotton; Laurel Loftin; James Barlament; Stuart Fors – Traffic Safety Research and Evaluation Group

A preliminary study of Administrative License Suspension (ALS) hearing outcomes in Georgia reveals license suspensions are lifted most often due to the officer failing to appear (FTA) at the hearing. In response to this finding, a solicitor was provided to train officers before hearings, to accompany officers to hearings, and to provide technical assistance about hearings upon request. Our project examines the impact of this partnership on ALS hearing outcomes. Does this dynamic duo hold the key to keeping intoxicated drivers off Georgia roads?

### Poster 13

#### Do Grant Programs Impact the Safety of Georgia Roads?

Authors: James Barlament; Carol Cotton; Maggie Benson; Stuart Fors – Traffic Safety Research and Evaluation Group

Since FY2004, the Traffic Safety Research and Evaluation Group (TSREG) evaluated grants for the Georgia Governor's Office of Highway Safety (GOHS). Over this period, TSREG reported improvement by GOHS grantees in achievement; however, a consistent reduction of crashes, injuries and fatalities on Georgia roadways has

not followed the success of grantee programs. This raises the fundamental question: What impact does the money GOHS spends on its grant programs have on the safety of Georgia roads?

### Poster 14

#### Rural Road Safety in Georgia: Making a Difference One Person at a Time

Authors: Pearman Parker; Carol Cotton; Stuart Fors – Traffic Safety Research and Evaluation Group

The Regional Community Liaison (RCL) Project is a 4-year pilot project intended to address the issue of traffic safety data collection, maintenance, and analysis at the local level in Georgia. The goal of this project is to test the impact of strategically positioning RCL representatives throughout the state to: (1) act as a resource for local traffic safety professionals; (2) assist in data collection and research; and (3) support funded traffic safety projects in the community.

### Poster 15

#### Child Passenger Safety Focus Groups – How Well are Our Educational Materials Working?

Authors: Karen Brock, MPH; Garry Lapidus, PA-C, MPH – Safe Kids Connecticut

Safe Kids Connecticut and Safe Kids Greater Naugatuck Valley ran two focus group sessions of parents and caregivers that looked at how they responded to different child passenger safety educational materials. Results included that male and female participants preferred their information in different formats, that participants preferred a positive approach rather than a fear approach, and that many participants turned to the internet for advice, but did not always trust it.

### Poster 16

#### Safe Communities Coalitions of Minnesota

Author: Amy Roggenbuck – Minnesota Department of Public Safety

Approximately 500 lives are lost on our roadways each year in Minnesota. Vehicle crashes also account for around 35,000 injuries every year. The twenty three Safe Communities Coalitions across the state operate at a community level and primarily focus around disseminating key traffic safety issues out to the general public through a variety of creative activities. The efforts of the Coalitions have been instrumental in lowering vehicle fatalities.

### Poster 17

#### Injury Prevention in a Rural Navajo Community

Author: Mary Robertson – Begay-Hardrock Council on Substance Abuse, Inc.

Disabling injuries and injury-related fatalities are among the leading public health issues faced by American Indian/Alaska Natives communities. They are especially tragic in isolated rural communities, where a lack of med-

ical and rehabilitation resources magnifies the impact of injuries, and close networks of families and neighbors share the suffering individuals. The Hardrock Chapter is one such rural community. The community of Hardrock is a story of how a tribal community became empowered to make changes despite the overwhelming challenges of historical trauma, political land disputes and lack of resources. Hardrock successfully secured funding that led to the development of an injury prevention program with an emphasis on motor vehicle safety.

### Poster 18

#### Characterization of Motor Vehicle Crashes Involving Cell Phone Use in New York

Authors: Tiffani Ann Fordyce, MPH; Michael Kelsh, MPH, PhD; Edmund Lau MS - Exponent

The state of New York passed pioneering legislation to ban the use of hand-held cellular phones while driving in 2001. Shortly thereafter, codes for cellular phone usage (both hand-held and hand-free) were added to Police Crash Reports (PCRs). We examined 4 years of crash data (2002-2005) for New York to identify crashes where cell phone use was coded as a contributing cause. There were, on average, around 250 of these crashes per year. These crashes were analyzed to determine vehicle, demographic, and environmental characteristics commonly involved in crashes where cellular phone use was a factor.

### Poster 19

#### Using State Crash Data to Assess the Risk of Cell Phone Use While Driving

Authors: Tiffani Ann Fordyce, MPH; Michael Kelsh, MPH, PhD; Edmund Lau MS - Exponent

In 2001, the state of New York enacted the first ban on hand-held cellular phone use while driving. Other states have since passed similar legislation: New Jersey and the District of Columbia in 2004; Connecticut in 2005; and California in 2008. However, assessing the actual crash risk associated with cellular phone use while driving is proving to be difficult. The majority of states do not collect information regarding the role of cellular phone involvement in crashes on Police Crash Reports (PCRs). In the 23 states that do code this information, the data collection just began in recent years. It is also necessary to consider the quality of the available information as cellular phone use is likely underreported in crash databases for a variety of reasons. Cell phone use may not be coded consistently by police officers or may be unreliable as investigators must rely on witnesses or self-reporting to determine whether a phone was in use at the time of the crash. Based on existing data from state crash databases, it would appear that cellular phone use is a factor in less than 1 percent of motor vehicle crashes. Given the small number of crashes where cell phone use is coded as a contributing cause, it is likely that statistically significant conclusions regarding both the crash risk associated with cellular phone usage, and the effectiveness of legislation prohibiting cell phone use while driving are not possible at this time.

## Poster 20

### Safe Ride Programs – How to Increase Riders

Authors: Norrairie Wingfield; Brenda Courtois – Kansas Traffic Safety Resource Office

The Kansas Traffic Safety Resource Office partnered with Kansas Universities to promote the universities SafeRide programs. With implementation of media, promotional materials, local community awareness partnered universities have increased ridership on their SafeRide programs thus decreasing the number of students driving under the influence. The University of Kansas increased ridership 119% from FY08 to FY09 along with an increase of 14% at Wichita State University are two successes of the eight partnered programs.

## Poster 21

### Child Passenger & Occupant Protection Education: Getting Healthcare Providers Involved

Authors: Pamela Homiak, RN BSN MPH CPST; Cyndy Wright-Johnson, RN MSN; MIEMSS – Maryland Institute for Emergency Medical Services System (MIEMSS)

This unique project, in its eighth year of implementation in the state of Maryland, focuses on healthcare providers across the continuum of care (from EMS personnel to physicians) as important partners in efforts to educate parents/guardians on passenger safety topics. Project staff provide technical support to healthcare providers through a carefully constructed network of hospital staff and community liaisons. The project has also created and distributed creative, targeted resources to providers through a variety of channels. This poster offers a how-to guide for expanding child passenger safety (CPS) and occupant protection (OP) education efforts to reach those healthcare workers who are routinely called on to provide CPS and OP education to parents.

## Poster 22

### Teen Motorcycle-Related Hospitalizations and Traumatic Brain Injuries in the United States, 2006

Authors: Harold Weiss, Ph.D.; Yli Hyseni, MPH; Claudia Steiner, M.D. – Center for Injury Research and Control, University of Pittsburgh

This study describes the characteristics of hospitalized teen motorcycle injuries and quantifies the national burden of motorcycle related traumatic brain injury (TBI) for youth age 12-20. This cross-sectional analysis of the 2006 KIDS' Inpatient Database (KID) of the Healthcare Cost and Utilization Project (HCUP) was conducted in 2008. It includes comparisons of the number and proportions of the TBI to non-TBI cases and comparisons of traffic and non-traffic motorcycle related crashes. The poster will describe differences in hospitalization characteristics between these groups with regard to length of stay, hospital type, hospital size and charges. Injury severity variables were added to each case. The Healthcare Cost and Utilization Project KID Database (KID-HCUP) was used to estimate the national burden of youth

motorcycle related hospitalized head injuries. KID contains acute care hospitalization data for U.S. children and adolescents residing in 38 states.

## Poster 23

### Brains At Risk: A Prevention and Awareness Program of the Brain Injury Association of Massachusetts

Authors: Brain Injury Association of Massachusetts & Emily S. Ring, CBIS & Manager of Court-related Programs – Brain Injury Association of Massachusetts (BIA-MA)

Brains At Risk is a court-referral prevention and awareness program of the Brain Injury Association of Massachusetts for individuals, ages 17 and older, which links the choices made behind the wheel to the devastating effects of traumatic brain injury. The mission of Brains At Risk is to promote responsible driving and raise awareness of traumatic brain injury in order to prevent fatalities and serious injury on Massachusetts roads.

## Poster 24

### "Giving Back the Road to Sober Drivers:" Preventing Motor Vehicle Crashes on San Carlos Apache Reservation

Authors: Christine Reede; Alejandro Benally; Stephen Piontkowski, Gordon Tsatoke, Jr. and Robert Letourneau – San Carlos Police Department

The San Carlos Apache Motor Vehicle Injury Prevention Program, operated by the tribal police department and funded by CDC, set out in 2004 to reduce alcohol impaired driving and reduce motor vehicle crashes (MVC) and injuries through the implementation of effective strategies. Sobriety checkpoints, saturation patrols, work towards stringent laws (0.08 BAC and primary occupant restraint), and program marketing were some of those strategies. Between 2004 and 2008, DUI arrests increased 52% and overall motor vehicle crashes decreased 61%. We demonstrated successful completion of effective strategies to reduce the impact of MVC in a Native American population and recommend a similar approach by other tribal entities.

## Poster 25

### Injury Prevention in Indian Country

Authors: Barbara Hart; Karen Santana; Jackie McCormick – California Rural Indian Health Board, Inc.

Injury Prevention Trends in Rural Tribal Communities and the Development of Injury Prevention Toolkit - This poster will share a valuable resource for tribal communities who have limited resources in the area of injury prevention and for non-tribal groups to use as a guide for developing their own injury prevention tools specific to their communities served. This toolkit has been developed specifically for use in tribal communities as a resource to be used when thinking about injury prevention. The toolkit focuses on five major injury prevention topics: Seat Belt Safety, Child Car Seat Safety, Helmet Safety, Fire Safety, and Elder Safe.

## Poster 26

### Avoiding Labels in Indian Country

Author: Luis Salas – Northern Native American Health Alliance

With this presentation about Avoiding Labels in Indian Country, I will describe the process used to implement the anti-bullying program Creating Caring Communities throughout the Ashland Public High School system in Northern Wisconsin, including the three nearby communities of the school system and with the support of elected representatives from those communities. The original plan for the project was to conduct an anti-bullying project in the Bad River Tribal community alone, however, project collaborators concluded that 'we cannot win unless we all win' and decided that to approach the problem of bullying in only one community is to "label" that community as having a problem. Public health and traffic safety professionals working in Native American Communities have long understood that labels are "yokes" and barriers that have alienated Tribal Communities from their non-tribal neighboring communities. With the success of our project, we have succeeded in developing the skills of a cadre of anti-bullying advocates in each of the communities surrounding Ashland, WI.

## Poster 27

### Never go Anywhere Without Your Belt

Author: Patricia Zainc – Connecticut Department of Transportation

The Highway Safety Office partnered with the World Wrestling Entertainment (WWE) for our seat belt campaign. Along with a commercial we had a poster made using the wrestler from the commercial.

## Poster 28

### Enhancing Child Passenger Safety in Tennessee

Authors: A. Dexter Samuels, Ph.D.; Dr. Terri Fox; Dr. Owen Johnson; Mr. Tedric Robinson – Children Are Restrained for Enhanced Safety (CARES)

It has been found that income level and race are determining factors in the utilization of vehicle restraints. Studies have shown that there are racial differences in the use of seat belts for children. Also it has been noted that a driver who is restrained is three times more likely to restrain a child than one who is not restrained. In an effort to reduce the disparity of injury for minority and low-income children the Children are Restrained for Enhanced Safety (CARES) project at Tennessee State University has been organized. This project sought to highlight the underutilization of child passenger safety restraints and effective community-based interventions to increase restraint usage.



## Exhibit Hours and Events

<b>Sunday</b> March 29	9:00am – 5:00pm 5:00pm – 7:00pm	Exhibit and Poster Setup Welcome/Opening Reception in Exhibit Hall and Poster Presentations
<b>Monday</b> March 30	7:45am – 5:00pm 7:45am – 8:30am 2:45pm – 3:15pm	Exhibit Hall Open (closed during opening plenary and lunch) Continental Breakfast in Exhibit Hall Complimentary Refreshment Break in Exhibit Hall
<b>Tuesday</b> March 31	7:45am – 4:00pm 7:45am – 8:30am 11:15am – 12:45pm 2:30pm – 3:00pm 4:30pm	Exhibit Hall Open (closed during plenary) Continental Breakfast in Exhibit Hall Box Lunch in Exhibit Hall Complimentary Refreshment Break in Exhibit Hall Exhibitor Move out

### Complimentary Internet Access

While attending Lifesavers, stay in touch with work and family by using one of five complimentary Internet kiosks. The kiosks are located in the exhibit hall and are available on Monday and Tuesday during exhibit hall hours. Attendees are asked to please limit their usage to five minutes when others are waiting.

### Posters

See page 23 for a complete listing of posters. Authors will be available to discuss their work on Sunday evening from 5:00pm-7:00pm. General viewing will be on Monday from 7:45am-5:00pm and on Tuesday from 7:45am-4:00pm.



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*Philadelphia*

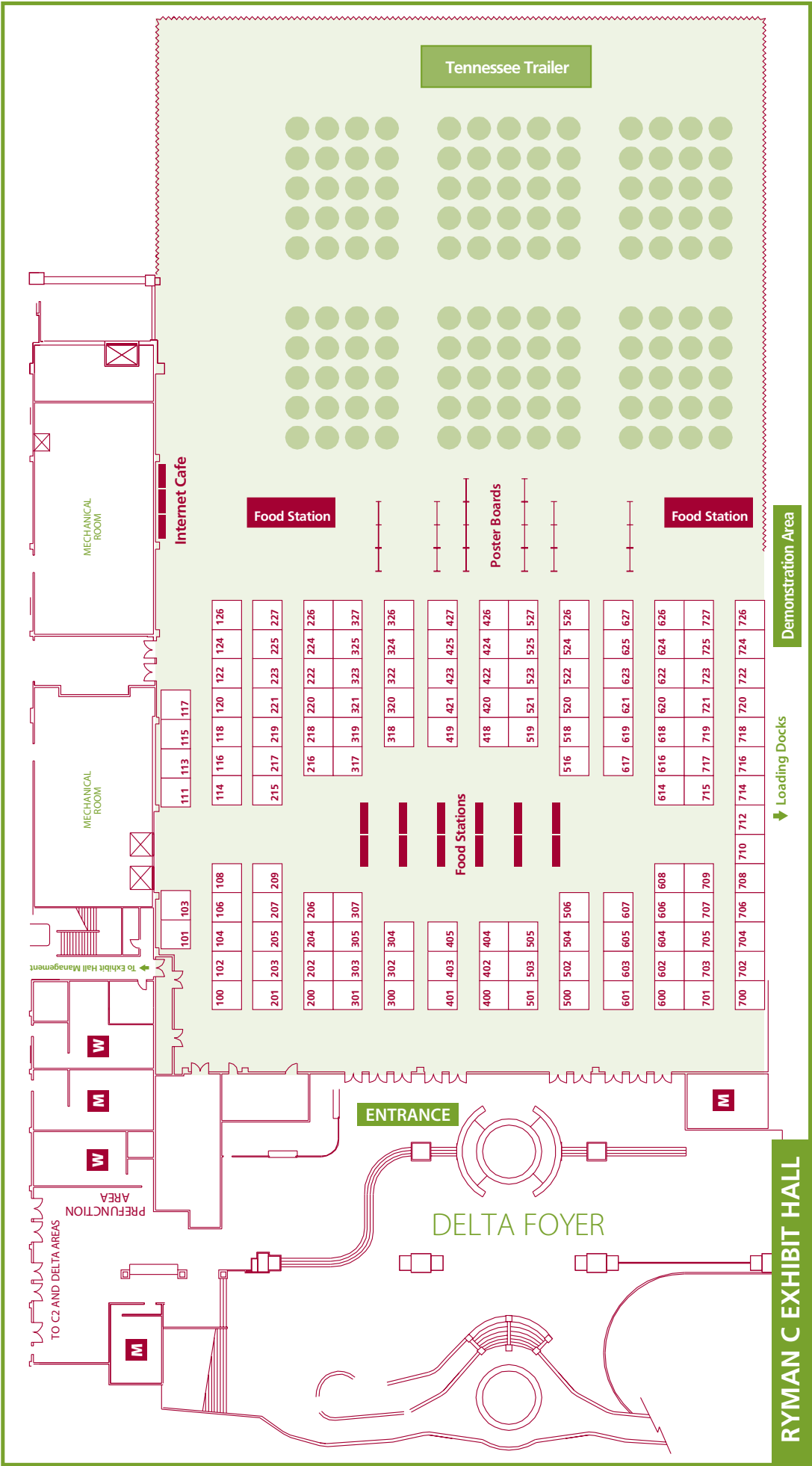
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# Exhibitor Listing

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Phone: (703)981-0264  
sspavone@noys.org

## 2008 Act Out Loud Team

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## 2008 Act Out Loud Team

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## AAA

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## Advocates For Highway and Auto Safety

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## Agate Software, Inc.

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## Alaska Injury Prevention Center

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## Alcohol Monitoring Systems

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## All Traffic Solutions

### Booth No: 501

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## Alliance of Automobile Manufacturers

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## American Traffic Safety Services Assoc.

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## American Trucking Associations

### Booth No: 427

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## Anheuser-Busch, Inc.

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## Animated Traffic Law Center

### Booth No: 503

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## Behavior Data Systems, Ltd

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## Bell Sports, Inc

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## Bridgestone Americas

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## Britax Child Safety

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## Centers for Disease Control & Prevention

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## The Century Council

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## Chicco

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Visit the exhibit hall for complimentary refreshment breaks.



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Medina, OH 44256  
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**clek**

**Booth No: 220**

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**CMI, Inc.**

**Booth No: 226**

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**Combi**

**Booth No: 709**

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**Community Anti-Drug  
Coalitions of America  
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**Digital Ally, Inc**

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**Dorel Juvenile Group**

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**Draeger Safety  
Diagnostics, Inc.**

**Booth No: 601**

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**Driver's Edge**

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**ELSAG North America**

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**ESI Companies, Inc.**

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**Evenflo Company, Inc.**

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**Federal Highway  
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**Federal Motor Carrier  
Safety Administration**

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**Federal Railroad  
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**Fisher College**

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**Helmets R Us**

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**Huggable Images**

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### Laser Technology, Inc.

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### LaserCraft, Inc.

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### LBi Distributors, Inc.

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### Learning Curve Brands, Inc

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### Legacy Emanuel Hospital

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### LifeSafer Interlock Inc

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### Matthews Specialty Vehicles, Inc.

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### Merritt Manufacturing, Inc.

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### Monitech, Inc.

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### Motivational Media Assemblies

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### Motorcycle Awareness Foundation of Tennessee

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### Motorcycle Safety Foundation

#### Booth No: 618

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### National Patent Analytical Systems, Inc

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### The National Road Safety Foundation, Inc.

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### Safe Kids USA – Certification

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### Sunshine Kids

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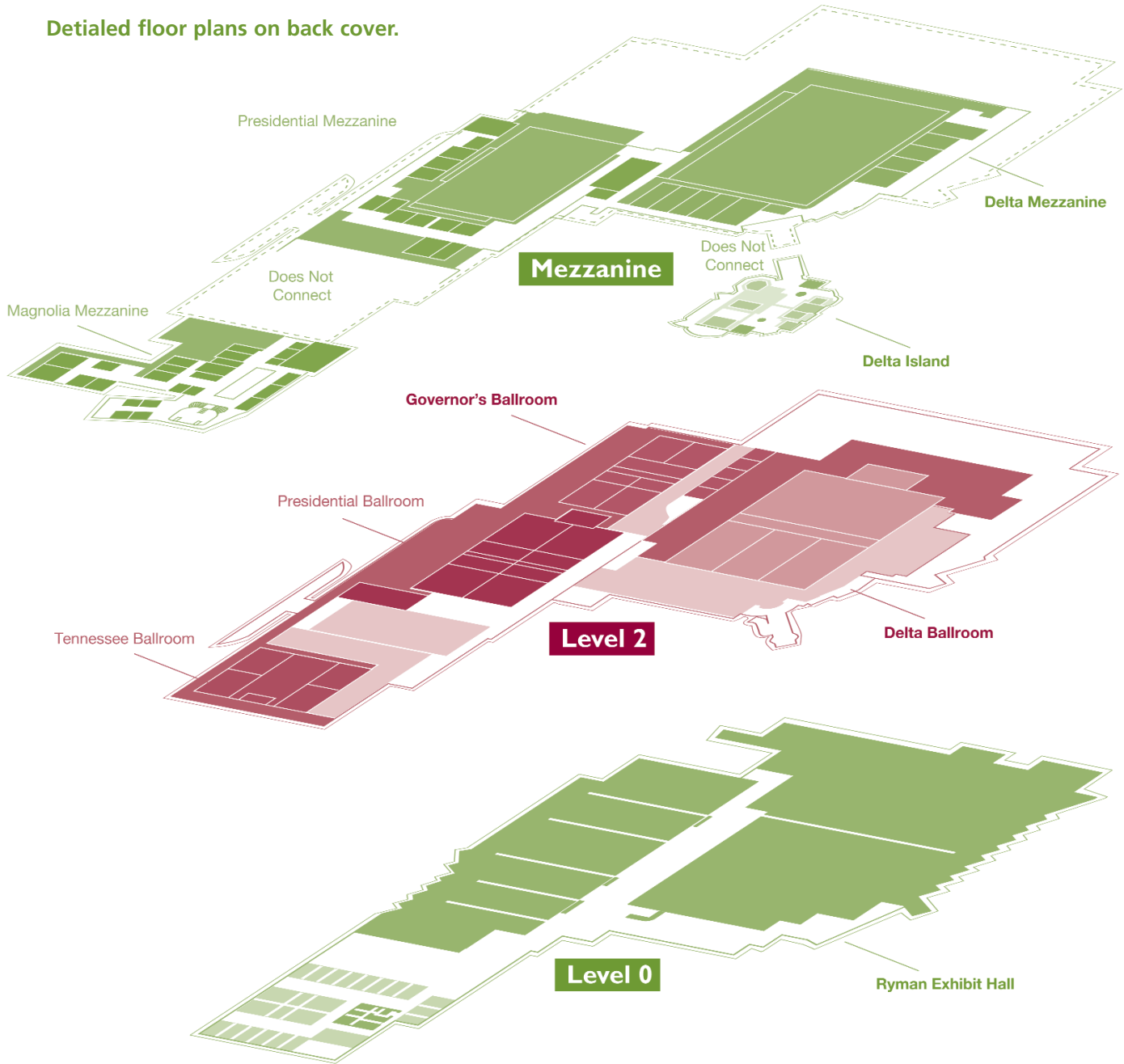


Speakers were correct at the time of printing; some substitutions may have been made.



# General Gaylord Opryland Floor Plans

Detailed floor plans on back cover.



Mark your calendar for these upcoming meetings:

- |             |      |   |
|-------------|------|---|
| April 11-13 | 2010 | Philadelphia Convention Center – Philadelphia, PA |
| March 27-29 | 2011 | Phoenix Convention Center, Phoenix, AZ            |
| April 15-18 | 2012 | Walt Disney World Swan and Dolphin, Orlando, FL   |

# Detailed Gaylord Opryland Floor Plans

General floor plan on inside back cover.

