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2010 LIFESAVERS CONFERENCE







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2010 LIFESAVERS CONFERENCE

Lifesavers is grateful for the support of all our sponsors. We especially want to thank our state sponsor, the Pennsylvania Department of Transportation. Thanks also go to the Philadelphia Convention and Visitors Bureau for the conference bags, pens and notepads.

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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 your name and email address on your evaluation, we will send you a copy of the on-site registrant list.

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COMMONWEALTH OF PENNSYLVANIA OFFICE OF THE GOVERNOR HARRISBURG

THE GOVERNOR

Dear Traffic Safety Advocates,

It is my pleasure to welcome you to Pennsylvania and the City of Philadelphia for the National Lifesavers Conference. We are honored to host this prestigious highway safety conference in our great state. I encourage you to participate fully and take with you the valuable information this conference offers. While you are here, take advantage of the myriad of historical, artistic and cultural offerings in the City of Brotherly Love. Whether you enjoy visiting the Liberty Bell and National Constitution Center, museums and parks, or one of Philadelphia's many fine restaurants, we have something to keep every visitor busy.



Thanks to the hard work of law enforcement and highway safety professionals like you, we anticipate a significant drop in fatalities in Pennsylvania in 2009. While every life lost on the highway is someone's family member or friend and should not be to

highway is someone's family member or friend and should not be taken lightly, we are encouraged that in 2009 we have made significant progress in reducing the number of fatalities on Pennsylvania highways.

In addition, Pennsylvania's impaired driving prevention program was honored with a National Roadway Safety Award for its commitment to a data-driven approach that has helped increase the number of impaired-driving arrests. Finally, Pennsylvania recorded its highest seat belt use rate with nearly 88 percent of motorists making the smart decision to buckle up last year.

We will continue efforts to significantly reduce crashes and fatalities on Pennsylvania roads. We look forward to sharing our experiences and hearing from you to make all highways safer for everyone who uses them.

Sincerely,

Edural G. Rould

Edward G. Rendell Governor

Program at a Glance and Exhibit Hours

Most conference events are at the Pennsylvania Convention Center; Monday's NHTSA Awards Luncheon is at the Philadelphia Marriott Downtown (connected via a walkway to the Convention Center).

| SATURDAY APRIL 10 | 2:00pm • 6:00pm 2:00pm • 6:00pm 3:00pm • 5:00pm | Exhibit and Poster Setup Registration Open East Side Bridge, Level 2 CPS Latest Technology Workshop Pre-Meeting Room 204AB Pre-registration required |
|--------------------|---|---|
| SUNDAY APRIL 11 | 7:00am • 5:30pm 7:00am • 10:30am 9:00am • 10:45am 10:45am • 7:15pm 11:00am • 12:30pm 12:30pm • 1:45pm 2:00pm • 3:30pm 3:30pm • 4:15pm 4:15pm • 5:15pm | Registration Open East Side Bridge, Level 2 Exhibit and Poster Setup Opening Plenary and Highway Safety Panel Discussion Ballroom AB Exhibit Hall Open 1st Workshop Session Buffet Lunch Exhibit Hall B 2nd Workshop Session Complimentary Refreshments and Networking Exhibit Hall B 3rd Workshop Session (one-hour session) |
| MONDAY APRIL 12 | 7:30am • 7:15pm 7:30am • 5:00pm 8:00am • 8:45am 8:00am • 4:00pm 9:00am • 10:00am 10:15am • 11:45am 12noon • 1:30pm 1:45pm • 3:15pm 3:15pm • 3:45pm 3:45pm • 5:15pm 4:00pm | Registration Open Exhibit Hall B Registration Open |
| TUESDAY APRIL 13 | 7:30am • 1:00pm 7:30am • 8:15am 8:30am • 10:00am 10:00am • 10:15am 10:15am • 11:45am 12noon • 1:30pm | Registration Open East Side Bridge, Level 2 Continental Breakfast Grand Hall Area 7th Workshop Session Refreshment Break 8th Workshop Session Closing Lunch Ballroom AB |

^{*}Closed during Keynote Plenary and Awards Luncheon

Lifesavers 2010 Program

Saturday, April 10

3:00pm • 5:00pm

CPS Latest Technology Workshop

Room 204AB, Level 2

Pre-Registration Required

Sunday, April 11

7:00am • 5:30pm

Registration Open

East Side Bridge, Level 2

9:00am • 10:45am

Opening Plenary and Highway Safety Panel Discussion

Ballroom AB

Pennsylvania State Police Ceremonial Unit Color Guard National Anthem sung by Jacquie Turk, Highway Safety Office,

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

Highway Safety Panel Discussion:

Traffic Safety: Past, Present, Future • How did we get to where we are today and what to expect in the future

The discussion includes a panel of experts in various areas of traffic safety:

Marilena Amoni, Associate Administrator, National Center for Statistics and Analysis, National Highway Traffic Safety Administration

Joseph Toole, Associate Administrator for Safety, Federal Highway Administration

Steve Oesch, Senior Vice President, Insurer and Government Relations, Insurance Institute for Highway Safety

James Hedlund, Ph.D., Consultant on traffic safety research, management and policy issues, and former Associate Administrator for Traffic Safety Programs, National Highway Traffic Safety Administration

10:45am • 7:15pm

Exhibit Hall Open

Exhibit Hall B, Level 2

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

1st Workshop Session

11:00am • 12:30pm



Adult Occupant Protection

Passing Primary Seat Belt Laws: Lessons From 2009's Successes

Sunday • 11:00am-12:30pm • Room 102 AB

Four states passed primary enforcement seat belt laws in 2009 — the most ever to pass improve their laws in one year. In this roundtable discussion, representatives from all four states will discuss and answer questions about what worked and didn't work in getting these important lifesaving measures enacted.

Moderator:

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

Speakers:

Kevin Bakewell, Senior Vice President, AAA Auto Club South, Tampa, FL

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

Beverly Miller, Associate Director of Research, Arkansas Children's Hospital, Center for Applied Research and Evaluation, Little Rock, AR Kim Norton, Minnesota House of Representatives, St. Paul, MN Henry Wilkins, IV, Arkansas State Senator, District 5, Pine Bluff, AR



Impaired Driving

Creating Impaired Driving Deterrence on a Limited Budget

Sunday • 11:00am-12:30pm • Room 103 C

Because of tough economic times and limited budgets, 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, Law Enforcement Initiative Manager, Mothers Against Drunk Driving, Irving, TX

Speaker:

Lieutenant Paul VanVoorhis, Minnesota State Patrol, Golden Valley, MN



Road Safety Audits

Sunday • 11:00am-12:30pm • Room 104 AB

This panel will explain the Road Safety Audit process and give examples of successful implementation of mitigation strategies.

Moderator/Speaker:

Becky Crowe, Safe Routes to School (SRTS) Program Manager, Road Safety Audit (RSA) Program Manager, Federal Highway Adminstration, Office of Safety, Richmond, VA

Speakers:

Fred Lees, Traffic Engineering Studies Section Chief, Montgomery County, MC DOT, Gaithersburg, MD

Trooper Bridget Rice, Safety Education Officer, Illinois State Police District 22, Ullin, IL

Priscilla Tobias, Chief, Safety Engineering, Illinois Department of Transportation, Springfield, IL



(M) Other Highway Safety Priorities

Making Your Community Safer and More Livable

Sunday • 11:00am-12:30pm • Room 105 AB

This session will discuss how highway safety program involvement plays an integral role in the planning, development and implementation of new transportation systems. Often safety is the last component to be considered when planning livable communities. The Livability and Smart Growth movements are designed to create a more holistic approach that puts the needs of pedestrians and bicycles on equal par with motorists. Speakers will highlight how these movements are changing the culture of traffic to make it safer and more inviting for people to walk and bicycle in their community. Come find out how a strong relationship between planning and safety benefits the entire community.

Moderator/Speaker:

Clark Wilson, Office of Policy, Economics, and Innovation Smart Growth Program, USEPA, Washington, DC

Speakers:

Frank Carroll, Senior Program Manager, AARP, Driver Safety Program, Washington, DC

Dennis M. Leach, AICP, Director of Transportation, Arlington Department of Environmental Services, Transportation Division, Arlington, VA



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National Law Enforcement Challenge

Sunday • 11:00am-12:30pm • Room 107 AB

The National Law Enforcement Challenge is a nationwide awards program that recognizes law enforcement agencies for their efforts in addressing traffic safety in their jurisdictions. Attendees will learn about the awards program and receive helpful information on how to compile a winning application. Speakers will discuss the program on the national and state levels, discuss the judging criteria, and provide examples of winning applications. The panel will include Challenge judges and Subcommittee members and representatives from past winning departments. These representatives will discuss what they feel made their particular application a winning submission.

Moderator/Speaker:

Sarah R. Horn, Program Manager, Division of State and Provincial Police, International Association of Chiefs of Police, Alexandria, VA

Speakers:

Steven Casstevens, Assistant Chief of Police, Hoffman Estates Police Department, Hoffman Estates, IL

Sergeant Scott Kristiansen, Buffalo Grove Police Department, Buffalo Grove, IL

Paul L. Rizzo, Director, IL Traffic Safety Challenge, Schaumburg, IL



Occupant Protection for Children

Targeting Older Adults and Non-Familial Caregivers with OPC Messages

Sunday • 11:00am-12:30pm • Room 201 AB

Are you seeing more and more older adults serving as caregivers for younger children - often foster children or grandchildren? Come learn about how to best provide information that helps both them and you when it comes to occupant protection for children.

Moderator/Speaker:

Essie Wagner, Older Driver Program Manager, NHTSA, Washington, DC

Speakers:

Reggie Belle, Public Life Safety Specialist, Titusville Fire and Emergency Service, Brevard County's Co-Chair of Safe Kids and CPS-II,

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



© Criminal Justice

The Phlebotomy Program

Sunday • 11:00am-12:30pm • Room 201 C

A three-tiered examination of new ways to combat refusals in DWI cases. The workshop will focus on the development of a police-based phlebotomy program, how to structure and implement "No Refusal Weekends" and how to better document, prepare and win a refusal case.

Moderator/Speaker:

Jared Olson, Traffic Safety Resource Prosecutor, Idaho Prosecuting Attorneys Association, Idaho POST Academy, Meridian, ID

Speakers:

Beth Barnes, Traffic Safety Resource Prosecutor, Phoenix City Prosecutor's Office, Phoenix, AZ

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



© Criminal Justice

What Can Data-Driven Approaches to Crime and Traffic Safety do for my Agency?

Sunday • 11:00am-12:30pm • Room 203 AB

Three agencies will report on the successes of their DDACTS initiatives and explain how they "got there."

Moderator:

Kenneth Morckel, First Response Enterprises, Director, Ohio Department of Public Safety (retired), Dublin, OH

Commander Anthony Carter, Nashville Police Department, Nashville, TN Captain Howard Hall, Baltimore County Police Department, Baltimore, MD

Captain Scott Silverii, Uniform Patrol Division Commander, Lafourche Parish Sheriff's Office, Lockport, LA



Occupant Protection for Children

Selling Car Seats to Retailers

Sunday • 11:00am-12:30pm • Room 204 AB

In a perfect world retail associates would be able to guide consumers to the products that best meet their needs. As it is now, price seems to guide many purchases. Meet retailers with CPS backgrounds and learn from them how to best access your retail partners.

Moderator/Speaker:

Carol Helminski, Marketing, Graco Children's Products, Inc., A Newell Rubbermaid Company, Atlanta, GA

Speakers:

William Booker, CPST, Babies R Us, Nashville, TN Mari Hodges, Child Safety Specialist, Baby and Kids 1st Furniture, Houston, TX



Teen Traffic Safety

Youth Traffic Safety Panel

(This Workshop will repeat today at 3:15pm)

Sunday • 11:00am-12:30pm • Room 204 C

This panel will feature youth who have conducted successful schoolbased youth-led programs. The youth panel will discuss evidence-based strategies used to effectively change peer's behavior, including a discussion of effective use of social media to reach their peers.

Moderator:

Sandra Spavone, Executive Director, NOYS (National Organizations for Youth Safety), Gainesville, VA

Speakers:

Alyssa Maryl Clemmer, Youth Presenter, Anoka High School SADD,

Brian Cusick, Youth Presenter, Massapequa High School, Massapequa, NY

Laura Knoll, Youth Presenter, Anoka High School SADD, Coon Rapids, MN Joseph Melendez, Youth Presenter, Coral Springs Charter School, Coral Springs, FL

Ashley Sienkiewich, Youth Presenter, Coral Springs Charter School, Coral Springs, FL

12:30pm • 1:45pm

Complimentary Buffet Lunch

Exhibit Hall B, Level 2

A buffet-style lunch will be served in the Exhibit Hall. The buffet offers something for everyone, including salads, sandwiches and snacks.

Be sure to check the Winner's Board, located near the exhibit hall entrance, before the hall closes at 4:00 to see if you won from the many exhibitor drawings!

2nd Workshop Session 2:00pm • 3:30pm



Other Highway Safety Priorities

National Safe Routes to School (SRTS) Program -**Lessons Learned**

Sunday • 2:00pm-3:30pm • Room 102 AB

Over the past five years, more than \$600 million has been allocated to states to organize SRTS state programs. This session will address the results of this national initiative, and will provide examples of how challenges and realities were turned into opportunities. Presentations will highlight national findings, updates, and case studies, this year's 2009 Oberstar award recipient for SRTS, and a success story in building capacity for safer routes to school.

Moderator:

Becky Crowe, Safe Routes to School (SRTS) Program Manager, Road Safety Audit (RSA) Program Manager, Federal Highway Administration, Office of Safety, Richmond, VA

Speakers:

Jennifer Hefferan, Safe Routes to School Coordinator, Transportation Policy and Planning Administration, District Department of Transportation, Washington, DC

Lauren Marchetti, Director, National Center for SRTS, UNC Highway Safety Research Center, Chapel Hill, NC

Mark Plotz, Program Manager, The National Center for Bicycling & Walking, Washington, DC



Occupant Protection for Children

The Latest in Booster Seat Research

1.5 CPS CEUs Offered

Sunday • 2:00pm-3:30pm • Room 103 AB

Booster seats were once a "nicety" but now have become an integral part of the OPC continuum. See what is new in the latest studies targeting booster seat use.

Moderator:

Kim Herrmann, CPS Certification Specialist, Safe Kids Worldwide, Ft. Myers, FL

Speakers:

Lawrence E. Decina, Senior Research Associate, TransAnalytics, LLC, Quakertown, PA

Dennis Durbin, M.D., M.S.C.E., Co-Scientific Director, Center for Injury Research and Prevention, The Children's Hospital of Philadelphia, Philadelphia, PA

Beverly Miller, Associate Director of Research, Arkansas Children's Hospital, Center for Applied Research and Evaluation, Little Rock, AR

Data and Research

Novice Driver and GDL Research and Survey Results

Sunday • 2:00pm-3:30pm • Room 103 C

Get the most up-to-date information on the effectiveness of major components of graduated driver licensing systems, information that can help make the argument for upgrading your state's GDL law.

Moderator/Speaker:

Eric Teoh, M.S., Statistician, Insurance Institute for Highway Safety, Arlington, VA

Speakers:

Timothy Kerns, MS, Database Engineer, National Center for Trauma and EMS, Baltimore, MD

Ian Reagan, NHTSA, Regional Operations and Program Delivery, Washington, DC



Roadway Safety

What's New in Strategic Highway Safety Plans

Sunday • 2:00pm-3:30pm • Room 104 AB

A summary of the status of SHSPs and examples of development and implementation in the states.

Moderator:

Cathy Gillen, Managing Director, Roadway Safety Foundation, Washington, DC

Speakers:

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

Tamiko Burnell, Transportation Specialist, Federal Highway Administration, Washington, DC

Priscilla Tobias, Chief, Safety Engineering, Illinois Department of Transportation, Springfield, IL



(A) Other Highway Safety Priorities

Building Successful Traffic Safety Partnerships and Networks in the U.S. and Abroad

Sunday • 2:00pm-3:30pm • Room 105 AB

This workshop will discuss how to build networks to expand the impact of traffic safety programs. It will showcase the results of an international award-winning program from Minnesota and a new effort in Spain linking cities together (Encuentro de Ciudades), as well as how coalitions at the local level can engage their communities to embrace differences, expand partnerships and work with multiagencies to address motor vehicle fatalities effectively.

Moderator:

Romell Cooks, Regional Administrator, NHTSA Region 7, Kansas City, MO

Speakers:

Robyn Litke, Safe Communities Coordinator, Safe Communities Coalition of the Red River Valley, Fargo, ND

Cheri Marti, Director, Office of Traffic Safety, Minnesota Department of Public Safety, St. Paul, MN

Candelaria Mederos Cruz, Head of the Planning and Participation Area, National Road Safety Observatory, General Traffic Directorate, Home Office, Madrid, Spain

Juan Muguiro, ATOS Consulting, Spain



Teen Traffic Safety

How to Involve Youth in Your Traffic Safety Efforts

Sunday • 2:00pm-3:30pm • Room 107 AB

This panel will include adult advisers of community youth-led programs who will discuss from their prospective how these evidence based programs changed teen driver behavior. Panelists will provide insight on how to effectively involve and empower a diverse group of teens to conduct youth-led outreach strategies.

Moderator/Speaker:

Patricia Halsey, Teacher/ National SADD Adviser of the Year, Anoka High School, Anoka, MN

Speakers:

Thamara Dallas, Coral Springs Charter School Teacher, Coral Springs Charter School, Coral Springs, FL

Emily Eldridge, New Media Consultant for ThinkFirst Missouri, Vice President of New Media, Pure, Columbia, MO, University of Missouri-Columbia, School of Medicine, Columbia, MO Susan Thompson, Massapequa High School Teacher, Massapequa High School, Massapequa Park, NY



Other Highway Safety Priorities

Working with State Legislatures to Improve Highway Safety

Sunday • 2:00pm-3:30pm • Room 201 C

State legislatures play an incredibly important role in the effort to reduce motor vehicle-related fatalities; very little can be achieved without appropriate state laws and enforcement capacity. In these trying economic times, it's more important than ever to have strong relationships with your elected officials. This session will feature legislators and a safety advocate who works with state legislators to discuss how to how build and strengthen linkages with your legislators.

Moderator:

Melissa Savage, Program Director, National Conference of State Legislatures, Environment and Transportation Program, Denver, CO

Speakers:

Senate President John Cullerton, Illinois State Senate, Springfield, IL Hon. D. Scott Dibble, State Senator, Minnesota Legislature, St. Paul, MN Honorable Bruce Starr, State Senator, Oregon State Legislature, Hillsboro, OR

Gail Weinholzer, Director of Public Affairs, AAA Minnesota/Iowa, Burnsville, MN



MySpace - Teen Drinkers on the Net

Sunday • 2:00pm-3:30pm • Room 202 AB

The presentation demonstrates how participants can navigate through actual MySpace & Facebook pages, specifically instructing them how to search for underage drinkers. There is a discussion of how to uncover information regarding underage drinking parties. In some areas, these drinking parties are becoming larger and more sophisticated through organized "Party Crews." Alcohol beverage control agencies can also use these social networking sites to gather evidence from licensed establishments in administrative actions and/or criminal proceedings.

Moderator:

Mark Neil, Senior Attorney, National Traffic Law Center, National District Attorneys Association, Alexandria, VA

Speakers:

Jared Olson, Traffic Safety Resource Prosecutor, Idaho Prosecuting Attorneys Association, Idaho POST Academy, Meridian, ID Officer Kyle Wills, Boise Police Department, Boise, ID



ARIDE: The 'Other' Impaired Driver

Sunday • 2:00pm-3:30pm • Room 203 AB

What do you do with a driver who is impaired but the BAC doesn't support DUI? The Advanced Roadside Impaired Driving Enforcement (ARIDE) program trains law enforcement to recognize the signs of drug-impaired driving and how to use the expertise of a drug recognition expert (DRE) and build a solid case for driving under the influence of drugs.

Moderator:

Bill O'Leary, Highway Safety Specialist, NHTSA, Enforcement and Justice Services Division, Washington, DC

Speakers:

George Geisler, DRE, Law Enforcement Services, Pennsylvania DUI Association, Harrisburg, PA

Chuck Hayes, DRE Regional Operations Coordinator, International Association of Chiefs of Police, Salem, OR

Sergeant James Roy, Colchester Police Department, Colchester, VT



Occupant Protection for Children

Safer Ambulance Transport for Infants and Children 1.5 CPS CEUs Offered

Sunday • 2:00pm-3:30pm • Room 204 AB

More work is being done in making ambulances safer for infant and child occupants. Hear how NHTSA is working with the medical community to enhance transport.

Moderator/Speaker:

Sara Penisten, RN, BSNS, CPST-I, Safe Kids Alaska State Coalition Coordinator, Providence Alaska Medical Center, The Children's Hospital at Providence (TCHAP) In-Patient CPS Coordinator, Anchorage, AK

Speakers:

Marilyn Bull, M.D., FAAP, Morris Green Professor of Pediatrics, Developmental Pediatrics, Riley Hospital for Children, Indianapolis, IN Kevin Gallagher, NREMT-P, CPST, Vice President, Sales and Marketing, Serenity Safety Products, Gilbert, AZ David Wallace, Firefighter/Paramedic, CPST-I, Anchorage Fire Department, Station #11, Anchorage, AK



Innovative Strategies for High Visibility Enforcement

Sunday • 2:00pm-3:30pm • Room 204 C

Conducting high visibility law enforcement efforts to stop drunk driving are a known way to reduce drunk driving. During these difficult economic times, learn new strategies to conduct these valuable efforts.

Moderator:

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

Speakers:

W. Clay Abbott, DWI Resource Prosecutor, Texas District & County Attorneys Assoc., Austin, TX Captain Scott Silverii, Uniform Patrol Division Commander, Lafourche Parish Sheriff's Office, Lockport, LA Dereece D. Smither, Ph.D., Research Psychologist, Office of Behavioral Safety Research, NHTSA, Washington, DC

3:30pm • 4:15pm

Complimentary Refreshments and Networking Exhibit Hall B, Level 2

3rd Workshop Session 4:15pm • 5:15pm

(one-hour session)



Data and Research

Distracted Driving-A Review of Relevant Research and Latest Findings

Sunday • 4:15pm-5:15pm • Room 103 AB

Distracted driving has drawn more attention than any other traffic safety issue over the past year but quantifying the impact of cell phone use, texting and other driving distractions on injuries and fatalities is difficult. Participants in this workshop will learn about the latest efforts by the Insurance Institute for Highway Safety and the National Safety Council to measure the effects of distracted driving.

Moderator:

Mei-Li Lin, Senior Director, Research & Statistics, National Safety Council, Itasca, IL

Speaker:

Steve Oesch, Senior Vice President, Insurer and Government Relations, Insurance Institute for Highway Safety, Arlington, VA

Data and Research

Recent Impaired Driving Research

Sunday • 4:15pm-5:15pm • Room 103 C

This workshop will focus on the results of a region-wide impaired driving enforcement effort as well as the results of a seven state survey of enforcement strategies and their effectiveness.

Moderator/Speaker:

Elizabeth A. Baker, Ph.D., Regional Administrator, Region 3, NHTSA, Baltimore, MD

Speaker:

James C. Fell, Senior Program Director, Pacific Institute for Research & Evaluation, Calverton, MD

Data and Research

The Strategic Highway Research Project

Sunday • 4:15pm-5:15pm • Room 104 AB

The second Strategic Highway Research Program (SHRP 2) is carrying out the largest naturalistic driving study ever undertaken. This study will examine driving behavior of 3000 volunteer drivers in six locations in the US to better understand the interaction of driver behavior with vehicle, infrastructure and other factors. The study will produce a rich data source and tools to use the data to answer important highway safety questions and design more effective safety solutions. SHRP 2 is a targeted research program that addresses four strategic focus areas: the role of human behavior in highway safety; rapid renewal of aging highway infrastructure; congestion reduction through improved travel time reliability; and transportation planning that better integrates community, economic, and environmental considerations into new highway capacity. This panel will focus on the naturalistic study and how it will be used to promote highway safety.

Moderator:

Keith Williams, Highway Safety Specialist, Federal Highway Administration, Washington, DC

Speaker:

Ann Brach, Ph.D., P.E., Deputy Director SHRP 2, Transportation Research Board, Washington, DC



NLEARN – The Future of Providing Law Enforcement Training

Sunday • 4:15pm-5:15pm • Room 105 AB

Presenters will provide live demonstrations of the National Law Enforcement Academy Resource Network (NLEARN) capabilities. This system links all US law enforcement training academies and provides a number of valuable resources.

Moderator/Speaker:

Michael Becar, Program Manager, International Association of Directors of Law Enforcement, Standards and Training, Meridian, ID

Daniel Setzer, System Administrator, IADLEST, Sykesville, MD



Where Did All The Reporters Go?

Sunday • 4:15pm-5:15pm • Room 107 AB

Are press conferences becoming obsolete? Modes of communication are continuing to change and evolve at breakneck speeds and many traditional forms of mass media are losing circulation or going out of business. Pitching media in this fluid environment requires that practitioners stay up to date on new media forms and how that impacts the way people communicate. This workshop will explore how to understand these changes to ensure that your messages do not get left behind.

Moderator:

Karen Aldana, Media Relations, NHTSA, Office of Communications and Consumer Information, Washington, DC

Speakers:

Erin Koshut, Vice President, AkinsCrisp Public Strategies, Huntsville, AL Anne Readett, Chief, Communications Section, Office of Highway Safety Planning, Lansing, MI



Occupant Protection for Children

Acknowledging, Building and Challenging Your Volunteers

Sunday • 4:15pm-5:15pm • Room 201 AB

This one hour interactive session will provide you an opportunity to hear from the field and share with the field your successes and challenges in keeping, nurturing and building a volunteer base.

Speaker:

Emilie Crown, Montgomery County Fire Rescue, Rockville, MD

Data and Research/Occupant Protection for Children

Strategies to Reduce Unrestrained or Improperly **Restrained Children**

Sunday • 4:15pm-5:15pm • Room 201 C

This workshop focuses on an intense ongoing enforcement program to promote booster seat use in North Central Washington State. Other strategies to promote best practice vehicle restraint use by children will also be discussed.

Moderator/Speaker:

Lawrence E. Decina, Senior Research Associate, TransAnalytics, LLC, Quakertown, PA

Speaker:

Eveline Roy, Target Zero Manager, Chelan-Douglas County, Wenatchee Police Department, Wenatchee, WA



Victim Impact Panel

Sunday • 4:15pm-5:15pm • Room 202 AB

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, National President, Mothers Against Drunk Driving, Irving, TX

Speakers:

Tracy Collie, MADD, Buckingham, PA Bryce Templeton, Member, MADD National Board of Directors, Philadelphia, PA



Resources and Tools for Older Driver Safety and Transitioning

Sunday • 4:15pm-5:15pm • Room 203 AB

There are a growing number of traffic safety resources and tools aimed at older drivers, their families and health and medical professionals. This session will highlight some of these new products and their effectiveness along with strategies for their use with older drivers.

Moderator/Speaker:

Essie Wagner, Older Driver Program Manager, NHTSA, Washington, DC

Speakers:

Jacob Nelson, Director, Traffic Safety Research & Analysis, AAA, Washington, DC

Lisa Tucker, Project Coordinator/Training & TA Specialist, National Center on Senior Transportation, Washington, DC



New Driver Education Administrative Standards

Sunday • 4:15pm-5:15pm • Room 204 AB

The leadership of the driver education community has developed national administrative standards for driver education with NHTSA support. Panelists will describe the process in developing these standards, who supports them, and why they are necessary to develop uniformity and consistency in the way driver education is delivered throughout the country. These panelists were involved in the process.

Moderator/Speaker:

Bill Combs, Executive Director, Driver Education and Training Administrators (DETA), Bethesda, MD

Speaker:

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

Violet Marrero, Manager of Special Projects, New Jersey Division of Highway Traffic Safety, Trenton, NJ



Youth Traffic Safety Panel (repeated workshop)

Sunday • 4:15pm-5:15pm • Room 204 C

This panel will feature youth who have conducted successful schoolbased youth-led programs. The youth panel will discuss evidence-based strategies used to effectively change peer's behavior, including a discussion of effective use of social media to reach their peers.

Moderator:

Sandra Spavone, Executive Director, NOYS (National Organizations for Youth Safety), Gainesville, VA

Speakers:

Alyssa Maryl Clemmer, Youth Presenter, Anoka High School SADD, Andover, MN

Brian Cusick, Youth Presenter, Massapegua High School, Massapegua, NY Laura Knoll, Youth Presenter, Anoka High School SADD, Coon Rapids, MN Joseph Melendez, Youth Presenter, Coral Springs Charter School, Coral Springs, FL

Ashley Sienkiewich, Youth Presenter, Coral Springs Charter School, Coral Springs, FL

5:15pm • 7:15pm

Welcome Reception and Poster Presentations Exhibit Hall B, Level 2

Sunday evening the Exhibit Hall comes alive when Lifesavers kicks off the 2010 conference. Visit over 100 exhibitors and see what's new in the world of traffic safety, and get inspired in the Poster Area by your peers as they share their latest research and programs. Enjoy a Philadelphia-style reception with local favorites, including cheesesteak subs, Tastykakes, and other treats, while you catch up with old acquaintances and network with others working in your field.

There are several buffet stations are located in the exhibit hall; check out their locations on the exhibit hall map on page 25. 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 26.

Poster Session

Don't forget to visit the Poster Session, located in the Exhibit Hall. The presenters will be at their posters from 5:15pm-7:15pm to answer any questions.

See the list of posters on page 29.

Monday, April 12

7:30am • 5:00pm

Registration Open

East Side Bridge, Level 2

8:00am • 4:00pm

Exhibit Hall Open

(closed during Keynote Plenary and NHTSA Awards Luncheon)

Exhibit Hall B, Level 2

8:00am • 8:45am

Continental Breakfast

Exhibit Hall B. Level 2

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

9:00am • 10:00am

Keynote Plenary Session

Ballroom AB

Flaura K. Winston, M.D., Ph.D., Co-Scientific Director and Founder, Center for Injury Research and Prevention, The Children's Hospital of Philadelphia, Associate Professor of Pediatrics, University of Pennsylvania, Philadelphia, PA

David L. Strickland, Administrator, National Highway Traffic Safety Administration, Washington, DC

4th Workshop Session 10:15am - 11:45am



Paving the Way for Stronger Seat Belt Laws: Signage and **Local Ordinances**

Monday • 10:15am-11:45am • Room 102 AB

Primary belt laws and high visibility enforcement are two of the more prominent ways to increase belt use. Local ordinances and increased roadway signage have also proven to be successful measures to increase belt use. Hear from one community that has passed and enforced a local primary seat belt ordinance. Also hear from researchers who have evaluated the successful use of signage (billboards, movable signs, portable electronic signs, etc.) for community enforcement programs.

Moderator:

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

Speakers:

Carol Gould, Manager, Occupant Protection Programs, Colorado Department of Transportation, Denver, CO

Ed O'Connor, NJ Division of Highway Traffic Safety, Trenton, NJ Ptn Paul Powers, Workforce Traffic Safety Officer, Chesterfiled Police Department, Chesterfield, MO

Dennis Thomas, Ph.D., Vice President, Dunlap and Associates, Inc., Stamford, CT



Occupant Protection for Children

Child Restraint Offender Programs

Monday • 10:15am-11:45am • Room 103 AB

Some states offer Child Restraint Law offenders an opportunity to "go to school" as a way to avoid ticketing for an offense. See how some states creatively provide this education service to take the sting out of the perceived punishment.

Moderator/Speaker:

Angela Osterhuber, Director, PA Traffic Injury Prevention Project, PA Chapter, American Academy of Pediatrics, Media, PA

Speakers:

John Butler, Grant Manager, AZ Governor's Office of Highway Safety, Phoenix, AZ

Joanne Fairchild, Trauma Nurse Coordinator/Injury Prevention, Trauma Nurses Talk Tough, Legacy Emanuel Trauma Center, Portland, OR Beth Warren, Employee Development, Occupant Safety, Texas Department of Public Safety, Austin, TX



Federal Highway Reauthorization

Monday • 10:15am-11:45am • Room 103 C

The current legislation authorizing highway spending, including highway safety, expired on September 30, 2009. Congress is currently debating this important issue and the next bill will most likely have major policy changes for the highway safety community. Learn about current proposals and likely outcomes.

Moderator:

Stephanie Manning, Highway Safety Policy Consultant, The Manning Group, Leesburg, VA

Speakers:

J.T. Griffin, Vice President for Public Policy, Mothers Against Drunk Driving, Washington, DC

Jim Kolb, Staff Director, Transportation and Infrastructure Subcommittee on Highways and Transit, Washington, DC

Complete addresses for moderators and speakers are on the Pre-Registration List. Speakers were correct at time of printing; some substitutions may be made



Occupant Protection for Children

Bringing OPC to Hard to Reach Families

Monday • 10:15am-11:45am • Room 105 AB

As restraint use becomes more and more accepted as the norm there are still pockets of people who know little or nothing about occupant protection for children. Hear how several programs outr each these people.

Moderator/Speaker:

Tracey A. Hewitt, M.S., CHES, Mobile Safety Center Coordinator, Trauma Program, The Children's Hospital of Philadelphia, Philadelphia, PA

Speakers:

Bobbi Paper, Injury Prevention Coordinator, MeritCare Children's, Safe Kids Fargo/Moorhead, Fargo, ND

Karen Tessier, Ph.D., RN, CPS Program Coordinator, Keiki Injury Prevention Coalition/Safe Kids Hawaii, Assistant Professor, University of Hawaii at Manoa, Ewa Beach, HI



Impaired Driving

Supervising Impaired Driving Offenders

Monday • 10:15am-11:45am • Room 107 AB

Once a drunk driver is arrested, convicted and sentenced, what can be done to prevent them from repeating their crime? Use of close supervision and treatment may be one the most effective ways to reduce recidivism. Learn about several innovative supervision strategies being used across the country.

Moderator/Speaker:

Mary Ann Mowatt, Research Associate, American Probation and Parole Association, Lexington, KY

Speakers:

Paul Bachand, Traffic Safety Resource Prosecutor, Office of the Attorney General, Pierre, SD

Rocco A. Pozzi, Commissioner, Westchester County Department of Probation, White Plains, NY



Data and Research/Other Highway Safety Priorities

Vehicle Technology Advancements and Research

Monday • 10:15am-11:45am • Room 201 C

The latest crashworthiness and crash avoidance technologies in the marketplace currently or to be offered in the near future will be discussed. Hear what vehicle manufacturers and senior NHTSA staff have to say.

Moderator:

Robert Strassburger, Alliance of Automobile Manufacturers, Washington, DC

Speakers:

Nathaniel Beuse, Director, Office of Crash Avoidance Standards, NHTSA, Washington, DC

Adam Kopstein, Manager, North American Product Safety & Compliance, Certified Child Passenger Safety Technician, Volvo Cars of North America, LLC, Rockleigh, NJ



(Criminal Justice

What Can Law Enforcement Do About Motorcycle Fatality Rates?

Monday • 10:15am-11:45am • Room 202 AB

A prosecutor and law enforcement officers will team to explore why the crash and fatality rates of motorcycles have skyrocketed even while overall fatality rates are declining and what law enforcement and prosecutors can do about it. They will focus on, among other things, motorcycle checkpoints and proper practices and procedures. The legal basis for these actions and current potential legal challenges will be examined.

Moderator/Speaker:

Paul Logozzo, Regional Program Manager, NHTSA Region 1, Volpe National Transportation Systems Center, Cambridge, MA

Speakers:

Yll Agimi, M.P.H., ASPH/NHTSA Public Health Fellow, University of Pittsburgh, Graduate School of Public Health, Pittsburgh, PA Lieutenant James Halvorsen, New York State Police, Traffic Services Section, Albany, NY

Joseph McCormack, NYS Traffic Safety Resource Prosecutor, Chief of Vehicular Crimes, Bronx District Attorney's Office, Bronx, NY



Other Highway Safety Priorities

Medical Guidelines for Older Driver Safety

Monday • 10:15am-11:45am • Room 203 AB

There may come a day when people do not develop health complications as they age, but for now, many seniors have complex medical issues that could impact their driving skills and ability as they grow older. There is no one size fits all model, however, and it's important to assess each person individually. This session will include a brief summary of the recently released medical guidelines for driver licensing administrators and a discussion of the strategies that NHTSA and AAMVA are using to encourage their adoption.

Moderator:

Essie Wagner, Older Driver Program Manager, NHTSA, Washington, DC

Speakers:

Pamela Beer, Senior Associate CS, Cambridge Systematics Inc., Bethesda, MD

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

Carol J. Wheatley, OTR/L, CDRS, Driver Rehabilitation Specialist, Good Samaritan Hospital, Baltimore, MD

(A) Other Highway Safety Priorities

Distracted Driving Program Initiatives

Monday • 10:15am-11:45am • Room 204 AB

Over the past year, distracted driving has quickly risen to become a national buzzword - it was even named "Word of the Year" in 2009 by Webster's Dictionary. This workshop will address recent developments at the national level, including a proposed new grant program for states to enact laws to prevent distracted driving, and an update on legislative action at the federal and state levels. It will also introduce a new advocacy group, FocusDriven, created specifically to raise awareness about the dangers of distracted driving and give a voice to victims and their families.

Moderator:

Joseph Toole, Associate Administrator for Safety, Federal Highway Administration, Washington, DC

Speakers:

Susan Kirinich, Special Assistant to the Associate Administrator, NHTSA, Office of Research and Program Development, Washington, DC Justin McNaull, Director, State Relations, AAA, Washington, DC Jennifer Smith, President, Focus Driven, Grapevine, TX



Educating Parents About Teen Driving

Monday • 10:15am-11:45am • Room 204 C

Research has found that parents have the most influence over their teen's behavior. Yet many parents do not understand how they can impact teen driving. This workshop examines how to engage parents about teen driver safety and reviews resources that help parents help their teens safely navigate the first years of driving.

Moderator/Speaker:

Ray Bingham, Ph.D., Research Professor, The University of Michigan Transportation Research Institute, Ann Arbor, MI

Speakers:

Kenneth R. Ginsburg, M.D., MSEd, Center for Injury Research and Prevention, The Children's Hospital of Philadelphia, Philadelphia, PA Jessica Hartos, Ph.D., Research and Evaluation Coordinator, TX Mental Health Transformation Project, Austin, TX Corinne Peek-Asa, Ph.D., Professor, Occupational and Environmental Health, Director, Injury Prevention Research Center, University of Iowa, Iowa City, IA

12:00pm • 1:30pm

NHTSA Awards Luncheon

Philadelphia Marriott Downtown Hotel, Grand Ballroom Follow the signs to the indoor walkway connecting the Convention Center to the Marriott

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. David L. Strickland, Administrator, NHTSA, Washington, DC Ron Medford, Deputy Administrator, NHTSA, Washington, DC Tom Louizou, Regional Administrator, NHTSA Region 2, White Plains, NY

5th Workshop Session 1:45pm • 3:15pm



(1) Other Highway Safety Priorities

Teaching Pedestrian Safety: A Child **Development Perspective**

Monday • 1:45pm-3:15pm • Room 102 AB

Basic pedestrian safety habits are not complicated but teaching these good practices to children is a complex process. This workshop will explore research on teaching methodologies for children, and the implications for effectively teaching children about traffic safety. It will also include a new child pedestrian safety curriculum designed to meet the National Standards of Learning, along with a new child pedestrian safety resource, Teaching Children To Walk Safely As They Grow And Develop.

Moderator:

Maria Vegega, Ph.D., Chief, Behavioral Research Division, NHTSA, Washington, DC

Speakers:

Diane Lambert, M.P.H., Project Planner, Toole Design Group, Hvattsville, MD

Lauren Marchetti, Director, National Center for SRTS, UNC Highway Safety Research Center, Chapel Hill, NC

Dereece D. Smither, Ph.D., Research Psychologist, Office of Behavioral Safety Research, NHTSA, Washington, DC

Lifesavers is going green! We have 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 on the "Workshops/Handouts" page of the website (www.lifesaversconference.org).



Occupant Protection for Children

Vehicle and Occupant Protection Technology Update 1.5 CPS CEUs Offered

Monday • 1:45pm-3:15pm • Room 103 AB

See how some of the newest technology can make everyone's ride safer. Learn about the latest on new child crash test dummies, how active safety vehicle sensors can reduce injury or assist the driver to avoid a crash, and the latest on occupant protection technology.

Kerry Chausmer, CPSTI, Director, Certification Dept., Safe Kids Worldwide, Washington, DC

Speakers:

Kristy Arbogast, Ph.D., The Children's Hospital of Philadelphia, Philadelphia, PA

Bruno DiGennaro, Safety and Compliance Programs Manager, Product Safety & Compliance, Volvo Cars of North America, Rockleigh, NJ Glenn Widmann, Ph.D., Chief Engineer & Fellow, Delphi Automotive LLP- Electronics and Safety Division, Corporate Technology Center, Kokomo, IN

Adult Occupant Protection Other Highway Safety/Impaired Driving

Making Mobilizations Work: Belts, Booze, and More

Monday • 1:45pm-3:15pm • Room 105 AB

High visibility enforcement mobilizations combine publicity and enforcement efforts to multiply their safety impact. Yet the annual series of mobilizations takes energy to keep police, news media, and others engaged. This session brings together speakers from various disciplines to discuss how they effectively manage mobilizations across drunk driving, seat belt enforcement, distracted driving, aggressive driving, and other safety issues.

Tom Louizou, Regional Administrator, NHTSA Region 2, White Plains, NY

Speakers:

Anne Readett, Chief, Communications Section, Office of Highway Safety Planning, Lansing, MI

Vincent Talucci, Director, Division of State and Provincial Police, International Association of Chiefs of Police, Alexandria, VA Paul L. Rizzo, Director, IL Traffic Safety Challenge, Schaumburg, IL



Nine Effective Highway Safety Countermeasures

Monday • 1:45pm-3:15pm • Room 105 AB

This panel will explain and demonstrate implementation of nine infrastructure-based safety countermeasures that have demonstrated effectiveness in reducing fatal and injury crashes. Countermeasures are: Road safety audits; Rumble strips and rumble stripes; Median barriers; Safety edge; Roundabouts; Dedicated turn lanes at stop controlled intersections; Yellow change intervals; Pedestrian refuge areas; and Walkways.

Moderator:

Cathy Gillen, Managing Director, Roadway Safety Foundation, Washington, DC

Speakers:

David Nicol, P.E., Director, Office of Safety Design, Federal Highway Administration, Washington, DC

Patricia Ott, Director, Traffic Engineering and Safety, New Jersey DOT, Trenton, NJ

Adam Weiser, P.E., PTOE, Safety Programs Manager, Delaware DOT, Smyrna, DE



Criminal Justice

Sheriffs' Rural Traffic Enforcement Initiative

Monday • 1:45pm-3:15pm • Room 107 AB

This presentation will provide information and data concerning the causes of serious motor vehicle crashes on rural roads. Issues relating to the actual roadway, the vehicles involved and the drivers will be examined. Special attention will be afforded to the issues that distinguish rural crashes from those occurring in the urban and suburban areas and the inherent concerns associated with rural traffic law enforcement countermeasures.

Moderator:

Paul Bachand, Traffic Safety Resource Prosecutor, Office of the Attorney General, Pierre, SD

Speakers:

Charles Rutherford, New York State Sheriffs' Association, Albany, NY Captain Scott Silverii, Uniform Patrol Division Commander, Lafourche Parish Sheriff's Office, Lockport, LA



Occupant Protection for Children

Session in Spanish

Cambiando el Comportamiento sobre la Proteccion del **Ocupante en nuestras Comunidades Hispanas:** Mitos vs Realidad

Monday • 1:45pm-3:15pm • Room 201 AB

Como informar a nuestras comunidades sobre la importancia de la proteccion del ocupante. Enfocandonos en la seguridad y salud de cada pasajero adentro y afuera del vehiculo.

Moderator/Speaker:

Wanda Vazquez, Occupant Protection Coordinator, Centro San Bonifacio/IDOT, Chicago, IL

Speakers:

Alfonso Alvina, CPSTI, Chicago and IL Safe Kids Buckle Up Coordinator, Safe Kids Chicago, Chicago, IL Jose Antonio Larios, Volunteer, Health Care Promoter, Centro San Bonifacio, Chicago, IL

Teen Traffic Safety

Teen Driving Distractions

Monday • 1:45pm-3:15pm • Room 201 C

This workshop will examine key technological distractions that impact teens and discuss potential solutions that can mitigate or eliminate these distractions.

Moderator/Speaker:

David Teater, Senior Director, Transportation Initiatives, National Safety Council, Itasca, IL

Speakers:

Jessica Hafetz, Ph.D., The Children's Hospital of Philadelphia, Center for Injury Research and Prevention, Philadelphia, PA Clifford Nass, Ph.D., Thomas M. Storke Professor, Department of Communication, Stanford University, Stanford, CA



Data and Research/Adult Occupant Protection

The Impact of Laws, Enforcement and Penalties on Seat Belt Use

Monday • 1:45pm-3:15pm • Room 202 AB

A new NHTSA-funded study shows a surprisingly strong relationship between penalties and observed belt use. Higher fines make a difference in both primary and secondary enforcement states. Learn more about this study as well as what happened when Maine changed from secondary to primary enforcement.

Moderator:

James C. Fell, Senior Program Director, Pacific Institute for Research & Evaluation, Calverton, MD

Speakers:

Tara Casanova, M.S., Research Associate, Preusser Research Group, Inc., Trumbull, CT

James Nichols, Ph.D., Nichols and Associates, Vienna, VA



DWI Mock Trial

Monday • 1:45pm-3:15pm • Room 203 AB

Mock trials are an effective tool for providing law enforcement nd 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:

Erin Inman, Traffic Safety Resource Prosecutor, Montana, Montana City, MT

Speakers:

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

Sean P. Lugg, Deputy Attorney General, Delaware Department of Justice, Wilmington, DE

Hon. G. Michael Witte, Senior Judge, State of Indiana, Lawrenceburg, IN

Other Highway Safety Priorities

Generational Shift: Reaching Young People in the 21st Century

Monday • 1:45pm-3:15pm • Room 204 AB

As little as 10 years ago, no one would have predicted how guickly social networking sites or texting have become so ubiquitous. New technology has significantly changed how people, especially youth, get information important to their daily lives, whether it's about the weather or safety messages. This workshop will explore how young people use media in different fashions today, and what you need to do to reach them.

Moderator/Speaker:

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

Speakers:

Pablo Alejo, Director of Web Development, Tombras Interactive, Knoxville, TN

David Jacobs, Senior VP & Director, Tombras Interactive, Knoxville, TN



Impaired Driving

Advanced Vehicle Technology to Eliminate Drunk Driving

Monday • 1:45pm-3:15pm • Room 204 C

Learn about a joint endeavor between the National Highway Traffic Safety Administration and the world's leading automotive manufacturers to create a new technology which could passively detect the drivers blood alcohol content. Advocates hope that such a technology could one day eliminate drunk driving.

Moderator:

J.T. Griffin, Vice President for Public Policy, Mothers Against Drunk Driving, Washington, DC

Speakers:

Eric Teoh, M.S., Statistician, Insurance Institute for Highway Safety, Arlington, VA

Bud Zaouk, D.Sc., Director, Transportation Safety and Security, QinetiQ North America, Technology Solutions Group, Waltham, MA

3:15pm • 3:45pm

Complimentary Refreshments and Networking Exhibit Hall B. Level 2

Visit the exhibit hall for complimentary refreshment breaks

WORKSHOPS-AT-A-GLANCE

| SUNDAY | ₩ 102 AB | 103 AB | 103 C | 104 AB | 105 AB | 107 AB |
|--|--|---|--|--|---|--|
| Session #1 11:00am – 12:30pm | Passing Primary Seat Belt Laws: Lessons From 2009's Successes (AOP) | | Creating Impaired Driving Deterrance on a Limited Budget (ID) | Road Safety Audits (Rdwy) | Making Your Community Safer and More Livable (OHS) | National Law Enforcement Challenge (CJ) |
| Session #2 2:00pm – 3:30pm | National Safe Routes to School (SRTS) Program – Lessons Learned (OHS) | The Latest in Booster Seat Research (OPC) CEU Workshop | Novice Driver and GDL Research and Survey Results (DR) | What's New in Strategic Highway Safety Plans (Rdwy) | Building Successful Traffic Safety Partnerships and Networks in the U.S. & Abroad (OHS) | How to Involve Youth in Your Traffic Safety Efforts (Teen) |
| Session #3 4:15pm - 5:15pm MONDAY | | Distracted Driving- A Review of Relevant Research and Latest Findings (DR) | Recent Impaired Driving Research (DR) | The Strategic Highway Research Project (DR) | NLEARN – The Future of Providing Law Enforcement Training (CJ) | Where Did All The Reporters Go? (OHS) |
| Session #4 10:15am – 11:45am | Paving the Way for Stronger Seat Belt Laws: Signage and Local Ordinances (AOP) | Child Restraint Offender Programs (OPC) | Federal Highway Reauthorization (ID) | | Bringing OPC to Hard to Reach Families (OPC) | Supervising Impaired Driving Offenders (ID) |
| Session #5 1:45pm - 3:15pm | Teaching Pedestrain Safety: A Child Development Perspective (OHS) | Vehicle and Occupant Protection Technology Update (OPC) CEU Workshop | Making Mobiliztions Work: Belts, Booze and More (AOP, OHS, ID) | | Nine Effective Highway Safety Countermeasures (Rdwy) | Sheriffs' Rural Traffic Enforcement Initiative (CJ) |
| Session #6 3:45pm - 5:15pm TUESDAY | Motorcycle Safety Initiatives (OHS) | | What is New in Teen Driver Public Policy (Teen) | | Formulation of Older Driver Licensing Policy for Enhanced Safety (DR) | College Binge Drinking Prevention (ID) |
| Session #7 8:30am – 10:00am | | Keeping Kids Safe In and Around Cars (OPC) | How'd They Do That? States Getting Teens Buckled Up! (Teen) | | Multicultural Traffic Safety Outreach Efforts (OHS) | Law Enforcement Pursuits (CJ) |
| Session #8 10:15am – 11:45am | | Medical Field Update (OPC) CEU Workshop | Implementing State Interlock Laws (ID) | | Challenges to Enforcing GDL Laws (Teen) | DWI Courts: How the Small Town Makes it Work (CJ) |

Key: AOP Adult Occupant Protection; **OPC** Occupant Protection for Children; **CJ** Criminal Justice; **ID** Impaired Driving; **OHS** Other Highway Safety Priorities; **Teen** Teen Traffic Safety; **DR** Data & Research; **Rdwy** Roadway Safety

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| 201AB | 201 C | 202 AB | 203 AB | 204 AB | 204 C |
|---|--|---|---|---|--|
| Targeting Older Adults and Non-Familial Caregivers with OPC Messages (OPC) | The Phlebotomy Program (CJ) | | What Can Data-Driven Approaches to Crime and Traffic Safety do for my Agency? (CJ) | Selling Car Seats to Retailers (OPC) | Youth Traffic Safety Panel (Teen) (Repeated in Session 3) |
| | Working with State Legislatures to Improve Highway Safety (OHS) | MySpace – Teen Drinkers on the Net (CJ) | AIRDE: The "Other" Impaired Driver (CJ) | Safer Ambulance Transport for Infants and Children (OPC) CEU Workshop | Innovative Strategies for High Visibility Enforcement (ID) |
| Acknowledging, Building and Challenging Your Volunteers (OPC) | Strategies to Reduce Unrestrained or Improperly Restrained Children (DR, OPC) | Victim Impact Panel (ID) | Resources and Tools for Older Driver Safety and Transitioning (OHS) | New Driver Education Administrative Standards (Teen) | (Repeat) Youth Traffic Safety Panel (Teen) |
| | Vehicle Technology Advancements and Research (DR, OHS) | What Can Law Enforcement Do About Motorcycle Fatality Rates? (CJ) | Medical Guidelines for Older Driver Safety (OHS) | Distracted Driving Program Initiatives (OHS) | Educating Parents About Teen Driving (Teen) |
| Cambiando el Comportamiento sobre la Proteccion del Ocupante en nuestras Comunidades Hispanas: Mitos vs Realidad (OPC) | Teen Driving Distractions (Teen) | The Impact of Laws, Enforcement and Penalties on Seat Belt Use (DR, AOP) | DWI Mock Trial (CJ) | Generational Shift: Reaching Young People in the 21st Century (OHS) | Advanced Vehicle Technology to Eliminate Drunk Driving (ID) |
| Expanding School Bus Knowledge, Skills and Abilities among CPS Technicians (OPC) | ATVs and Children Under 16 (OPC) | Anatomy of a Crash Case (CJ) | Taskforce Solutions to Drunk Driving (ID) | Applying Basic Science to Understanding Teen Driver Behavior: Brain Development and Psychology (Teen) | Speed Management (CJ) |
| | Underage Drinking Prevention (Teen) | FMCSA: Effective Enforcement, Education and Awareness Strategies (CJ) | Trends in Older Driver Safety (DR) | | Safety and Innovation in New Intersection Designs (Rdwy) |
| | OPC for Pre-Teens (OPC) | Safe Communities Core Principles (OHS) | Drunk Driving: Over the Limit, Under Arrest (ID) | | |

Please...
turn your cell
phone off
during sessions

let us know at registration if your address has changed

















6th Workshop Session 3:45pm • 5:15pm



(A) Other Highway Safety Priorities

Motorcycle Safety Initiatives

Monday • 3:45pm-5:15pm • Room 102 AB

Motorcyclist fatalities in the United States have continued to increase for 11 straight years, reaching a record high of 5,290 deaths in 2008. This workshop will highlight three projects being undertaken in the areas of research, rider education, and operator licensing. The results of the Motorcycle Crash Causation pilot study will be discussed along with a discussion that will examine the ongoing full Crash Causation study. Discussion of the development of National Standards for Entry-Level Motorcycle Rider Training will focus on the standards that will be released in draft form in August 2010. The recently published Guidelines for Motorcycle Operator Licensing will be the basis for a discussion on promising practices for jurisdictional driver licensing agencies and outline the model graduated rider licensing system.

Moderator/Speaker:

Maria Vegega, Ph.D., Chief, Behavioral Research Division, NHTSA, Washington, DC

Speakers:

Allen Robinson, Ph.D., Highway Safety Services, LLC, Indiana, PA Brett Robinson, Vice President, Highway Safety Services, LLC, Indiana, PA

Carol Tan, Ph.D., Team Leader, Safety Management, Federal Highway Administration, Turner-Fairbank Highway Research Center, McLean, VA

Teen Traffic Safety

What is New in Teen Driver Public Policy

Monday • 3:45pm-5:15pm • Room 103 C

Many government and elected officials are leading the charge to improve teen driving safety. Government programs, innovative policies, and lobbying efforts are all part of the mix. This session will check in on efforts to expand GDL across the country and profile a successful GDL lobbying effort. It will look at research into policies related to licensing ages and parent involvement. It will also provide an overview of driver education efforts in the states.

Moderator:

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

Bill Combs, Executive Director, Driver Education and Training Administrators (DETA), Bethesda, MD

Jim Hanni, Executive Vice President of Public and Government Affairs, AAA Kansas, Topeka, KS

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



Data and Research

Formulation of Older Driver Licensing Policy for Enhanced Safety

Monday • 3:45pm-5:15pm • Room 105 AB

Research tells us that a rapidly growing population of older drivers will have major impacts on safety and freedom of independent

mobility among the aging. Participants in this workshop will hear from safety experts about recent actions taken to develop, evaluate and build consensus around licensing policies designed to improve safety and continued mobility among older drivers.

Moderator:

David W. Eby, Ph.D., Director, Michigan Center for Advancing Safe Transportation Throughout the Lifespan (M-CASTL), Head, Behavioral Sciences, UMTRI, Ann Arbor, MI

Speakers:

Richard Blomberg, Dunlap and Associates, Inc., Stamford, CT Ivan Cheung, Ph.D., Research Scientist, Insurance Institute for Highway Safety, Arlington, VA

Jane Stutts, Ph.D., University of North Carolina, Highway Safety Research Center (retired), Chapel Hill, NC



Impaired Driving

College Binge Drinking Prevention

Monday • 3:45pm-5:15pm • Room 107 AB

Binge drinking on college campus remains a major problem in our society. Learn about this problem, its implications for highway safety and some strategies being implemented to combat the problem on a number of college campuses across the country.

Moderator:

Heidi Coleman, Chief, NHTSA Impaired Driving Division, Washington, DC

Speakers:

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

Bob Saltz, Ph.D., Senior Research Scientist, Prevention Research Center, Berkeley, CA

Robert Turrisi, Ph.D., Professor of Biobehavioral Health, Biobehavioral Health & Prevention Research Center, The Pennsylvania State University, University Park, PA



Occupant Protection for Children

Expanding School Bus Knowledge, Skills and Abilities among CPS Technicians

Monday • 3:45pm-5:15pm • Room 201 AB

Has it been awhile since you updated your school bus information? This session will address NHTSA's newer school bus curriculum, hearing from the people who know it well.

Moderator:

Carole S. Guzzetta, NHTSA, Washington, DC

Speakers:

Jennifer Booge, CPS Resource Center Coordinator, Mahube Community Council, Park Rapids, MN

Sharon Conrad, Program Manager, Injury Prevention Program Georgia Department of Community Health, Division of Emergency Preparedness and Response, Atlanta, GA

Charlie Vits, Market Development Manager, SafeGuard/IMMI, Westfield, IN

Occupant Protection for Children

ATVs and Children Under 16

Monday • 3:45pm-5:15pm • Room 201 C

This is the elephant in the room as more children use ATVs as toys and recreational vehicles as well as for work on farms and ranches. Understand the controversy and see how you can more effectively work with families in your community.

Moderator/Speaker:

Rachel Weintraub, Director of Product Safety and Senior Counsel, Consumer Federation of America, Washington, DC

Speakers:

Mary Aitken, M.D., M.P.H., University of AR for Medical Sciences, AR Children's Hospital, Little Rock, AR

Carolyn Anderson, Co-Founder, Concerned Families for ATV Safety, Brockton, MA

Sue DeLoretto-Rabe, Co-Founder, Concerned Families for ATV Safety, Turner, OR

M. Denise Dowd, M.D., M.P.H., Director of Research, Emergency Medical Services, Children's Mercy Hospital, Kansas City, MO



© Criminal Justice

Anatomy of a Crash Case

Monday • 3:45pm-5:15pm • Room 202 AB

A team of prosecutors and law enforcement will present a complex fatality case from point of first law enforcement arrival at the scene, evidence and data collection (including event data recorder), interviews and investigation, to trial preparation and presentation of legal issues in court.

Moderator:

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

Deena A. Ryerson, Oregon Traffic Safety Resource Prosecutor, Oregon Department of Justice, Salem, OR

Sr. Trooper Scott E. Skinner, East Region Collision Reconstructionist, Oregon State Police, Ontario, OR

Daniel P. Wendel, Senior Assistant Attorney General, Oregon Department of Justice, Salem, OR



Impaired Driving

Taskforce Solutions to Drunk Driving

Monday • 3:45pm-5:15pm • Room 203 AB

Many states have adopted statewide task forces to decide the best way to stop drunk driving. Learn how these task forces operate, issues they face, and the results which have taken place.

Moderator:

James C. Fell, Senior Program Director, Pacific Institute for Research & Evaluation, Calverton, MD

Speakers:

Liza Aguila-Lemaster, Impaired Driving Prevention Coordinator/Grant Manager, State Highway Administration's Highway Safety Office, Hanover, MD

Art Brown, Member of Utah's Underage Drinking Prevention Team, MADD Utah, Salt Lake City, UT

L.R. Jacob, Director, Institute of Police Technology and Management, University of North Florida, Jacksonville, FL



Teen Traffic Safety

Applying Basic Science to Understanding Teen Driver Behavior: Brain Development and Psychology

Monday • 3:45pm-5:15pm • Room 204 AB

Why do teens engage in risky behaviors and have difficulty understanding the consequences of those actions? Researchers are beginning to understand how brain development affects a teen's ability to assess risk and make decisions that can lead to or prevent a crash. Speakers explore the biology, personality and applied psychology related to young driver crash risk to suggest ways we support teens through their first years of driving and reduce their crash risk.

Moderator:

Flaura K. Winston, M.D., Ph.D., Co-Scientific Director and Founder, Center for Injury Research and Prevention, The Children's Hospital of Philadelphia, Associate Professor of Pediatrics, University of Pennsylvania, Philadelphia, PA

Speakers:

Noelle LaVoie, Ph.D., Cognitive Psychologist, Parallel Consulting, LLC, Petaluma, CA

Wilkie Wilson, Ph.D., Neuroscientist and Director of DukeLEARN; Research Professor of Prevention Science, SSRI, Duke University, Durham, NC



(B) Criminal Justice

Speed Management

Monday • 3:45pm-5:15pm • Room 204 C

The workshop will assist participants in measuring and assessing their speed management issues; apply data driven approaches to crime and traffic safety principles to determining the best countermeasures and site selection; ways that law enforcement agencies can effectively measure their successes and how to effectively work with engineering.

Moderator:

Bill O'Leary, Highway Safety Specialist, NHTSA, Enforcement and Justice Services Division, Washington, DC

Speakers:

Lieutenant Lew Bentley, Traffic Enforcement, DUI, Photo Enforcement Commander, Tucson Police Department, Traffic Division, Tucson, AZ

Michael A. Knodler, Jr., Ph.D., Assistant Professor of Transportation Engineering, Department of Civil and Environmental Engineering, University of Massachusetts Amherst, Amherst, MA Keith Williams, Highway Safety Specialist, Federal Highway Administration, Washington, DC

Tuesday, April 13

7:30am • 1:00pm

Registration Open

East Side Bridge, Level 2

7:30am • 8:15am

Continental Breakfast

Grand Hall, located near the Marriott Walkway

Grab some coffee and breakfast before heading to workshops!

Special drawing to be held at the Tuesday closing luncheon!

Be one of the 100 participants to go to the Grand Canyon the Saturday before the March 27-29, 2011 Lifesavers Conference at the Phoenix Convention Center.

Eligibility requirements: Winners must be present at the Tuesday, April 13 Closing Luncheon, and will need to be paid registrants at the 2011 meeting.



Guests will depart from downtown Phoenix at 6:00am, and arrive at the Grand Canyon National Park at 10:30am. You will then have until 3:00pm to explore the Grand Canyon and/or have lunch at the South Rim restaurants. You will arrive back at your hotel around 7:00pm that night. This will certainly be an adventure to remember, so be sure to have your hiking boots ready!

Plan now to visit the city of Phoenix!

Lifesavers will be held March 27-29, 2011 in Phoenix, AZ.

7th Workshop Session 8:30am • 10:00am



Occupant Protection for Children

Keeping Kids Safe In and Around Cars

Tuesday • 8:30am-10:00am • Room 103 AB

No longer are we focused simply on protecting kids inside vehicles in crashes. As many as 10% of fatalities occur in and around cars when the car is not in traffic. Learn about dangers to children with an emphasis on hyperthermia. Gather materials to join a national initiative to educate and protect children and their caregivers in your communities

Moderator/Speaker:

Alexis Kagiliery-Lee, Manager, East Coast Operations, SKBU, Safe Kids USA, Washington, DC

Speakers:

Wes Bender, West Coast Manager, Safe Kids USA, Los Angeles, CA Janet Brooks, Child Advocacy Manager, Primary Children's Medical Center, Salt Lake City, UT Seymour Stern, State Based Systems Team Leader, NHTSA,

National Center for Statistics and Analysis, Washington, DC



Teen Traffic Safety

How'd They Do That? States Getting Teens Buckled Up! Tuesday • 8:30am-10:00am • Room 103 C

High-visibility law enforcement of seat belt laws continues to improve seat belt use for teens. Four states in NHTSA's Region 6 have taken the high-visibility model to their streets. In this coordinated regional project each state is tailoring law enforcement, outreach and media to reach their state's teens and increase seat belt use. Come hear how two of these states are applying their unique approaches to the successful high-visibility enforcement model and their preliminary results.

Moderator/Speaker:

Gary Taylor, Deputy Regional Administrator, NTHSA, Fort Worth, TX

Speakers:

Robin Layton, Special Projects Coordinator, Mississippi Governor's Highway Safety Office, Department of Public Safety Planning, Jackson, MS

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

Sam Sinclair, PMP, Program Planner, Texas Department of Transportation, Traffic Safety Section, Austin, TX Jennifer Warren, M.P.H., Highway Safety Specialist, NHTSA, Washington, DC

Opportunity to earn CPS Technical Continuing Education Units (CEUs)! Two can be earned for attending the CPS Latest Technology Workshop pre-meeting on Saturday with a follow up visit to the exhibit hall, and four additional workshops are offering 1.5 CEUs each. Attendees must stay for the entire session and pick up their certificate on their way out (not more than 10 minutes remaining). Replacement certificates will not be available.

1 Other Highway Safety Priorities

Multicultural Traffic Safety Outreach Efforts

Tuesday • 8:30am-10:00am • Room 105 AB

This session will highlight good practices in designing and implementing traffic safety education programs for multicultural communities. Practical examples of how to address cultural concerns and the critical step of engaging diverse populations in program development will be discussed. Reaching the Hispanic community through community-based media campaigns will also be discussed.

Moderator:

Susan Kirinich, Special Assistant to the Associate Administrator, NHTSA, Office of Research and Program Development, Washington, DC

Speakers:

Natalia Sanint, Account Executive, The Media Network, Silver Spring, MD

Jean Skahan, Cultural Competency Trainer/Program Director, Mohawk Valley Resource Center for Refugees, Utica, NY

Pamela Wanning, Director, Mid-Hudson Health and Safety Institute, SUNY Ulster, Stone Ridge, NY



Law Enforcement Pursuits

Tuesday • 8:30am-10:00am • Room 107 AB

Discussion on interstate cooperation in "fresh pursuits" (crossing jurisdictional lines), high vs. low speed, "hot"/warrantless search issues and new technology.

Moderator:

Michael Becar, Program Manager, International Association of Directors of Law Enforcement, Standards and Training, Meridian, ID

Speakers:

Lieutenant Stacey Barrett, Louisiana State Police Training Academy, Baton Rouge, LA

Mark Neil, Senior Attorney, National Traffic Law Center, National District Attorneys Association, Alexandria, VA

Chris Sutterfield, Council on Law Enforcement Education and Training, Ada, OK



Underage Drinking Prevention

Tuesday • 8:30am-10:00am • Room 201 C

A panel of community experts addressing underage drinking and driving with innovative approaches and using evidence-based strategies will be featured.

Moderator:

Heidi Coleman, Chief, NHTSA Impaired Driving Division, Washington, DC

Speakers:

Art Brown, Member of Utah's Underage Drinking Prevention Team, MADD Utah, Salt Lake City, UT

Sergeant Blake Carlson, Targeted Enforcement Squad, Maryvale Precinct, Phoenix Police Department, Phoenix, AZ

Lieutenant Jacqui MacConnell, Resource / Crime Suppression Unit, Maryvale Precinct, Phoenix Police Department, Phoenix, AZ Jason Westerheide, NOYS/FCCLA, Cincinnati, OH

© Criminal Justice

FMCSA: Effective Enforcement, Education and Awareness Strategies

Tuesday • 8:30am-10:00am • Room 202 AB

The workshop will present information designed to assist law enforcement and prosecutors with more effective tools and strategies to reduce the amounts of commercial vehicle crashes and impaired CMV drivers, improve highway safety.

Moderator:

Jack VanSteenburg, Director, FMCSA - Office of Enforcement & Compliance, Washington, DC

Speakers:

Commander Stephen Baker, Austin Police Department, Highway Enforcement Command, Austin, TX

Stephen Keppler, Interim Executive Director, Commercial Vehicle Safety Alliance, Washington, DC

Kristen Shea, Senior Attorney, National Traffic Law Center, National District Attorneys Association, Alexandria, VA

Robert L. Thomasson, Program Manager - Drug Interdiction
Assistance Program, US Department of Transportation, Federal Motor
Carrier Safety Administration National Training Center, Arlington, VA

Data and Research

Trends in Older Driver Safety

Tuesday • 8:30am-10:00am • Room 203 AB

The aging of America's baby boomer generation has created a variety of important implications for older drivers, their families and policymakers across the country. Participants in this workshop will gain a thorough understanding of the challenges posed by an aging population of drivers including recent trends in older driver crashes, who is at risk of motor vehicle-related injury involving an older driver, and those behaviors and situations that put older drivers at greatest risk.

Moderator/Speaker:

Jacob Nelson, Director, Traffic Safety Research & Analysis, AAA, Washington, DC

Speakers:

Ivan Cheung, Ph.D., Research Scientist, Insurance Institute for Highway Safety, Arlington, VA

David W. Eby, Ph.D., Director, Michigan Center for Advancing Safe Transportation Throughout the Lifespan (M-CASTL), Head, Behavioral Sciences, UMTRI, Ann Arbor, MI

Loren Staplin, TransAnalytics, LLC, Quakertown, PA Brian Tefft, AAA Foundation for Traffic Safety, Washington, DC



Safety and Innovation in New Intersection Designs

Tuesday • 8:30am-10:00am • Room 204 C

This panel will explore four innovative intersection designs that increase safety and capacity. These new intersections are being installed on many U.S. roads and offer many safety advantages while increasing capacity and reducing congestion. The panel will examine the first ever diverging diamond intersection, a new European design, which was put into service this year in Missouri.

Moderator:

Keith Williams, Highway Safety Specialist, Federal Highway Administration, Washington, DC

Speakers:

Joseph Bared, Ph.D., Federal Highway Administration, McLean, VA Donald Saiko, Transportation Project Manager, Missouri Department of Transportation, Springfield, MO

Special Session!

Pennsylvania House Transportation Committee Hearing on GDL and Distracted Driving

9:30am • 11:30am • Room 204AB, Level 2

The Pennsylvania House Transportation Committee will hold a hearing on pending traffic safety legislation, including measures to address teen driving safety, distracted driving and safety belt use.

10:00am • 10:15am

Refreshments

200 Level Concourse

8th Workshop Session 10:15am • 11:45am



Occupant Protection for Children

Medical Field Update

1.5 CPS CEUs Offered

Tuesday • 10:15am-11:45am • Room 103 AB

Learn more about the American Academy of Pediatrics' work-inprogress with the National Safety Council and NHTSA to provide guidance on CPS and hospital discharge. This talk is followed by a real-world example of how one institution has addressed CPS and hospital discharge. Learn how child death review can serve as a quide to better CPS legislation, education and ultimately assist technicians in the field.

Moderator:

Diana Imondi Dias, Traffic Safety Education Specialist, AAA Southern New England, Providence, RI

Speakers:

Erich Batra, M.D., Medical Director - Pennsylvania Child Death Review, PA Chapter, American Academy of Pediatrics, Media, PA Tammy Franks, M.A., Child Passenger Safety Coordinator, The Children's Hospital at Legacy Emanuel, Portland, OR Rebecca Levin, M.P.H., Senior Manager, Injury, Violence & Poison Prevention Initiatives, Division of Safety and Health Promotion, American Academy of Pediatrics, Elk Grove Village, IL



Impaired Driving

Implementing State Interlock Laws

Tuesday • 10:15am-11:45am • Room 103 C

Your state has passed a new alcohol ignition interlock law. Now what? Learn best practices from experts as well as real world experiences from state representatives in order to maximize the effectiveness of your state's interlock law.

Moderator:

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

Speakers:

Robert M. Maccarone, State Director, State of New York, Division of Probation and Correctional Alternatives, Albany, NY Susan McKinney, Administrator of BAIID Division, Illinois Secretary of State, Springfield, IL

Toby Taylor, Ignition Interlock Program Administrator, Oklahoma Board of Tests for Alcohol and Drug Influence, Oklahoma City, OK

Teen Traffic Safety

Challenges to Enforcing GDL Laws

Tuesday • 10:15am-11:45am • Room 105 AB

Examine challenges and approaches to implementing and enforcing GDL laws, discuss new approaches being tried and look at the different strategies states are taking.

Moderator/Speaker:

Pam Fischer, Chair, Teen Driver Study Commission (NJ), Governor's Representative and Director, New Jersey Division of Highway Traffic Safety, Trenton, NJ

Speaker:

Lieutenant John Hotz, Assistant Director, Public Information and Education Division, Missouri State Highway Police, Department of Public Safety, Jefferson City, MO



DWI Courts: How the Small Town Makes it Work

Tuesday • 10:15am-11:45am • Room 107 AB

A prosecutor, judge and other team members from a small jurisdiction will describe the process they went through and the ongoing hurdles that they face in making DWI courts work.

Moderator:

David Wallace, Director, National Center for DWI Courts, National Association of Drug Court Professionals, Alexandria, VA

Speakers:

Michael Barrassee, Judge, Lackawanna County, Scranton, PA Joseph H. Lumpkin, Sr., Police Chief, Athens-Clarke County Police Department, Athens, GA

Jennifer Tang-Anderson, Assistant Prosecuting Attorney, Grand Traverse County, Traverse City, MI



Occupant Protection for Children

OPC for Pre-Teens

Tuesday • 10:15am-11:45am • Room 201 C

See what is happening in the OPC field to reach older kids and their parents with safety belt and other key messages. Wondering how to reach out to parents in a way that works using police, schools and community partners? After you view Rainbow Babies & Children's Hospital's successful media campaign you will leave with their handouts and the proven/evaluated tools from Pennsylvania so that you can begin work right away.

Moderator:

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

Speakers:

Joe O'Donnell, CTSP Coordinator- Berks County, North Central Highway Safety Office, Pottsville, PA

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



(A) Other Highway Safety Priorities

Safe Communities Core Principles

Tuesday • 10:15am-11:45am • Room 202 AB

This workshop will provide a primer on traffic safety coalition building. It will give you the tools you need to reduce traffic related incidents and get your community up and going in the right direction. Learn how to sustain a coalition through successful marketing, grants writing and funding. Experienced practitioners will discuss the Safe Communities concept, how to create a community profile and problem identification statement using data-driven processes, build a core group, and identify and elect an effective board of directors.

Judy A. Hammond, NHTSA, Regional Operations and Program Delivery, Washington, DC

Speakers:

Les Goldstein, Director, Passaic County Office of Highway Traffic Safety, Wayne Police Department, Wayne, NJ

Marie Walz, Program Analyst, NHTSA, National Center for Statistics and Analysis, Washington, DC

Dezzie Whitlock-Dickson, Safe Communities Service Center Coordinator, CMI Contractor on Assignment to NHTSA, Fort Worth, TX



Impaired Driving

Drunk Driving: Over the Limit, Under Arrest

Tuesday • 10:15am-11:45am • Room 203 AB

It is widely accepted that the best way to stop drunk driving is to deter it before it starts. For many years, NHTSA has conducted a national ad campaign to deter drunk driving. These efforts, combined with the efforts of law enforcement to "crackdown" on drunk drivers have played a significant role in reducing drunk driving. Learn about national, state, and local efforts to generate and publicize high visibility impaired driving enforcement.

Moderator:

Sue Gorcowski, Associate Administrator, NHTSA, Washington, DC

Speakers:

Janet Lea, Senior Vice President, Sherry Matthews Advocacy Marketing, Austin, TX

Alice Mathews, Sr. Vice President/Account Director, The Tombras Group, Washington, DC

Cece Wedel, Campaign Manager, The Advertising Council, Washington, DC

12:00pm • 1:30pm

Closing Luncheon

Ballroom AB

Don't miss our closing luncheon when we give a big "thank you!" to Pennsylvania, our host state. Say hello to our 2011 hosts from Phoenix, Arizona, with a southwest theme luncheon complete with chips, salsa and chipotle!

Major Harvey Cole Jr., Director of the Bureau of Patrol, Pennsylvania State Police

Alberto Gutier, Director, Governor's Office of Highway Safety, and Arizona's Governor's Highway Safety Representative

Laura Dean-Mooney, National President, Mothers Against Drunk Driving, Irving, TX

A. Thomas McLellen, Ph.D., Deputy Director of the Office of National Drug Control Policy, Washington, DC

The National Roadside Survey of Alcohol and Drug Use by Drivers, released by NHTSA in 2009, showed that 16.3% of nighttime drivers were drug positive. The Deputy Director will address this critical issue and examine the role that the federal government can play in decreasing the prevalence of drugged driving.



Be included in the special giveaways: a raffle to join 100 attendees on a day trip to the Grand Canyon the Saturday before our 2011 conference (you must be present to win), a certificate for a spa treatment, and a certificate for dinner at the District Restaurant in Phoenix.

3:30pm - 4:15pm Complimentary Refreshment Break

5:15pm - 7:15pm Welcome Reception and Poster Presentations

MondayApril 11

8:00am – 4:00pm Exhibit Hall Open (closed during Keynote Plenary and

NHTSA Awards Luncheon)

8:00am – 8:45am Continental Breakfast

3:15pm – 3:45pm Complimentary Refreshment Break

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 Sunday and Monday during exhibit hall hours. Attendees are asked to please limit their usage to five minutes when others are waiting.

Exhibit Hours and Events

Posters

See page 29 for a complete listing of posters. Authors will be available to discuss their work on Sunday evening from 5:15pm-7:15pm. General viewing will be on Sunday from 10:45am to 5:15pm and Monday from 8:00am to 4:00pm.

Give a Little Happiness: Donate a Toy

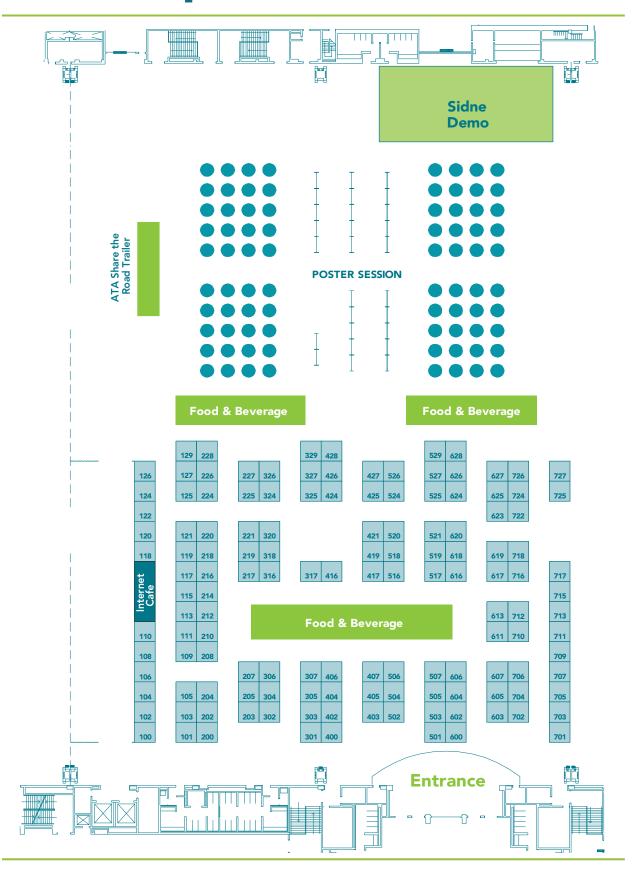
Lifesavers is supporting The Children's Hospital of Philadelphia's (CHOP) ongoing toy drive. When you donate a new, unwrapped toy, game, gift card, craft kit or other item to The Children's Hospital of Philadelphia, you help bring a little happiness to a sick child.

Founded in 1855, The Children's Hospital of Philadelphia is the birthplace of pediatric medicine in America. Throughout its history, a passionate spirit of innovation has driven this renowned institution to pursue scientific discovery, establish the highest standards of patient care and train future leaders in pediatrics.

Please drop off your donation in the collection area located in the exhibit hall. Or, visit the Rhinoceros Toys booth in the exhibit hall and purchase a gift onsite.



Exhibit Hall Map



Exhibitor Listing

Lifesavers appreciates the support of all of the following exhibitors. Lifesavers sponsors are highlighted with a 🛧.

🚖 AAA

Booth No: 507

Contact: Jennifer Huebner 1000 AAA Dr., MS 75 Heathrow, FL 32746 Phone: (409) 444-7912 jhuebner@national.aaa.com

AARP

Booth No: 102

Contact: Frank Carroll 601 E St. NW Washington, DC 20049 Phone: (202) 434-3919 fcarroll@aarp.org

ACS, A Xerox Company Booth No: 711

Contact: Jim Lazarski 121 Talbot St. Landenberg, PA 19350 Phone: (484) 889-1755 jim.lazarski@acs-inc.co

Advocates for Highway and Auto Safety

Booth No: 506

Contact: Judie Stone 750 First St. NE, Suite 901 Washington, DC 20002 Phone: (200) 408-1711 jstone@saferoads.org

Akers Biosciences, Inc. Booth No: 103

Contact: Patrice McMorrow 201 Grove Rd. Thorofare, NJ 08086 Phone: (856) 848-2116 pmcmorrow@akersbiosciences.co

Alaska Injury Prevention Center

Booth No: 709

Contact: Beth Schuerman 3701 E. Tudor, Suite 105 Anchorage, AK 99504 Phone: (907) 929-3939 betht0604@yahoo.com

Alcohol Monitoring Systems Booth No: 727

Contact: Jennifer Mill 1241 W. Mineral Ave. Littleton, CO 80120 Phone: (303) 785-7828 jmill@alcoholmonitoring.com

All Traffic Solutions

Booth No: 307

Contact: Ted Graef 204 E. Calder Way, Suite 200 State College, PA 16801 Phone: (814) 237-9005 Imiles@alltrafficsolutions.com

Alliance of Automobile Manufacturers

Booth No: 605, 607

Contact: Candace Robinson 1401 I St NW, 4th Floor Washington, DC 20005 Phone: (202)326-5522 crobinson@autoalliance.org

American Traffic Solutions

Booth No: 705, 707

Contact: Sherri Teille 7681 E. Gray Rd. Scottsdale, AZ 85260 Phone: (480) 596-4602 sherri.teille@atsol.com

American Trucking Associations

Booth No: 320, Trailer Exhibit

Contact: Jerry Charron 950 N. Glebe Rd. Arlington, VA 22203 Phone: (703) 838-1836 jhowells@truckinq.org

Animated Traffic Law Center

Booth No: 602

Contact: Kurt Jansen PO Box 5197 Eugene, OR 97405 Phone: (541) 485-8931 kurt@animatedtrafficlaw.org

Arizona Governor's Office of Highway Safety

Booth No: 227

Contact: Alberto Gutier 3030 N. Central Ave. Phoenix, AZ 85012 Phone: (602) 255-3215 agutier@azgohs.qov

ATSSA

Booth No: 617

Contact: Kelly Covington 15 Riverside Parkway, Suite 100 Fredericksburg, VA 22406 Phone: (540) 368-1701 kelly.covington@atssa.com

Bell Sports, Inc.

Booth No: 327

Contact: Kathryn Hoffmann 1924 County Rd., 3000 N Rantoul, IL 60936 Phone: (800) 494-4543 khoffmann@eastonbellsports.co

Britax Child Safety, Inc.

Booth No: 105 & 204

Contact: Sarah Tilton 13501 S. Ridge Dr. Charlotte, NC 28273 Phone: (704) 409-1695 sarah.tilton@britax.com

Center for Excellence in Rural Safety

Booth No: 428

Contact: Stephanie Malinoff 511 Washington Ave. SE, Suite 200 Minneapolis, MN 55455 Phone: (612) 624-8398 malinoff@umn.edu

Centers for Disease Control & Prevention

Booth No: 306

Contact: Shelley Shacemata Hammond 4770 Buford Highway NE, MS F62 Atlanta, GA 30341 Phone: (720) 488-3948 eqq1@cdc.go

The Century Council Booth No: 109

Contact: Chris Kuhn 2345 Crystal Dr., Suite 910 Arlington, VA 22202

Arlington, VA 22202 Phone: (202) 637-0077 kuhnc@centurycouncil.org

Chicco

Booth No: 200

Contact: Julie K. Prom 1826 William Penn Way Lancaster, PA 17601 Phone: (317) 867-3872 juliep@chiccousa.co

Child Safety Solutions, Inc.

Booth No: 701

Contact: Wendy Gordon PO Box 1403 Rockland, ME 04841 Phone: (207) 226-3870 wendy@imsafe.com

Child Source

Booth No: 623

Contact: Dolores Votruba 7001 Wooster Pike Medina, OH 44256 Phone: (800) 815-6330 dolores@child-source.com

★ Children's Hospital of Philadelphia Research Institute

Booth No: 302, 304, 203, 205

Contact: Lindsey Borda CIRP, 3535 Market St., Suite 1150 Philadelphia, PA 19104 Phone: (267) 590-4653 bordal@email.chop.edu

Clek Inc.

Booth No: 722

Contact: Chris Lumley Madison Center, 4950 Yonge St., Suite 2200 Toronto, Canada M2N 6K1 Phone: (866) 656-2462 chris@clekinc.com

CMI, Inc.

Booth No: 318

Contact: Bill Collins 316 E. 9th St. Owensboro, KY 42303 Phone: (270) 685-6466 wfcollins@alcoholtest.com

Columbia Medical

Booth No: 219

Contact: Sue Johnson 13577 Larwin Circle Santa Fe Springs, CA 90670 Phone: (562) 282-0244 sjohnson@columbiamedical.com

Combi USA

Booth No: 121, 220

Contact: Vera Fullaway 1962 Highway 160 W., Suite 100 Ft. Mill, SC 29708 Phone: (303) 378-2932 vfullaway@comcast.net

Commercial Vehicle Safety Alliance

Booth No: 118

Contact: Laura Zabriskie Martin 1101 17th St. NW, #803 Washington, DC 20036 Phone: (202) 775-1623 communications@cvsa.org

Community Anti-Drug Coalitions of America

Booth No: 305

Contact: Crystal Davis 625 Slater's Ln., Suite 300 Alexandria, VA 22314 Phone: (703) 706-0560 membership@cadca.org

Digital Ally, Inc. **Booth No: 703**

Contact: Ken McCoy 7311 W 130th St., Suite 170 Overland Park, KS 66213 Phone: (800) 440-4947 sales@digitalallyinc.com

Dorel Juvenile Group Booth No: 517, 616

Contact: Daniel Dias 25 Forbes Blvd., Suite 4 Foxboro, MA 02035 Phone: (508) 216-1844 ddias@djgusa.com

★ DOT/FHWA/Office of Safety

Booth No: 529

Contact: Janet Ewing 1200 New Jersey Ave. SE, E71-105 Washington, DC 20590 Phone: (202) 366-8029 Janet.Ewing@dot.gov

Draeger Safety Diagnostics, Inc.

Booth No: 628

Contact: Michele Denhoff 4040 W. Royal Ln., Suite 136 Irving, TX 75063 Phone: (301) 370-3205 michele.denhoff@dsdi.biz

Driver's Edge **Booth No: 618**

Contact: Jeff Payne 7435 S. Eastern Ave., Suite 5-165 Las Vegas, NV 89123 Phone: (702) 361-3778 jeff@Driversedge.org

Elsag North America Booth No: 702

Contact: Stephanie Battista 412 Clock Tower Commons Brewster, NY 10509 Phone: (845) 278-5425 stephanie.battista@elsagna.com

Emergency Services Communications

Booth No: 202

Contact: Tom Gruenfelder PO Box 405 Victor, NJ 14564 Phone: (585) 869-6806 tom@escommunications.net

Evenflo

Booth No: 101

Contact: Patsy Pilcher PO Box 1046 Cullman, AL 35056 Phone: (800) 768-6077 ppilcher@bellsouth.net

FACE-Resources, Training & **Action on Alcohol Issues**

Booth No: 218

Contact: Katie Bollman 105 W. Fourth St. Clare, MI 48617 Phone: (989) 386-2315 kbollman@faceproject.org

Federal Motor Carrier Safety Administration

Booth No: 619

Contact: Martha Threatt 1200 New Jersey Ave. SE, #W63-438 Washington, DC 20590 Phone: (202) 366-2170

elizabeth.sekle@dot.gov

Federal Railroad Administration

Booth No: 400

Contact: Monica Shaw Department of Transportation 1200 New Jersey Avenue Washington, DC 20590 Phone: (202) 493-6299 monica.shaw@dot.gov

GEICO

Booth No: 115

Contact: Elizabeth Rouse 5260 Western Avenue Chevy Chase, MD 20815 Phone: (301) 986-2159 erouse@geico.com

Graco Children's Products

Booth No: 427

Contact: Carol Helminski 14547 Lieto Ln. Bonita Springs, FL 34135 Phone: (239) 676-9375 carol.helminski@gracobaby.com

Helmets R Us

Booth No: 402

Contact: Eileen Bell 2705 Pacific Ave. Tacoma, WA 98402 Phone: (253) 627-2121 eileen@helmetsrus.net

High School for Recording Arts

Booth No: 104

Contact: Elizabeth Harris 550 Vandalia St St. Paul, MN 55114 Phone: (651) 294-3007 libby@hsra.org

ICOP Digital Inc. Booth No: 718

Contact: Jack Loughran 16801 W. 100, 16th St Lenexa, KS 66219 Phone: (866) 210-4267 jloughran@icop.com

Innocorp, Ltd.

Booth No: 317, 416

Contact: Jamie Stebbeds PO Box 930064 Verona, WI 53593 Phone: (608) 497-2035 brian.vieweger@fatalvision.com

Institute of Police Technology & Management (IPTM)

Booth No: 301

Contact: L. R. Jacob 12000 Alumni Dr. Jacksonville, FL 32224 Phone: (904) 620-4786 ljacob@unf.edu

Interlock Systems of Pennsylvania

Booth No: 519

Contact: Lynda Kerr 273 Mulberry Dr., Suite 2 Mechanicsburg, PA 17055 Phone: (416) 619-3519 sfitzpatrick@acs-corp.com

International Association of Chiefs of Police

Booth No: 627

Contact: Sarah Horn 515 N. Washington St. Alexandria, VA 22314 Phone: (703) 836-6767 horn@theiacp.org

Intoximeters, Inc.

Booth No: 725

Contact: Jim McCauley 8110 Lackland Rd. St Louis, MO 63114 Phone: (314) 429-4000 llockhart@intox.com

Kiddy USA Inc.

Booth No: 111

Contact: Katherine Hubanks 2420 Wild Iris Ln. Dacula, GA 30019 Phone: (404) 808-3845 k.hubanks@kiddyusa.com

KidsandCars.org

Booth No: 303

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

Laser Technology, Inc. **Booth No: 704**

Contact: Stephanie Bevins 7070 S. Tucson Way Centennial, CO 80112 Phone: (303) 649-1000 sbevins@lasertech.com

LEADRS National

Booth No: 207

Contact: Curtis Wilson 6200 La Calma Dr., Suite 200 Austin, TX 78752 Phone: (512) 771-0893 curtis.wilson@tmpa.oeq

Learning Curve Brands, Inc.

Booth No: 100

Contact: Jennifer Pondel 1111 W. 22nd St. Oak Brook, IL 60523 Phone: (630) 573-7313 jlpondel@rc2corp.com

Lifeloc Technologies

Booth No: 316

Contact: Barry Knott 12441 W. 49th Ave., Unit 4 Wheaton Ridge, CO 80033 Phone: (303) 431-9500 sales@lifeloc.com

LifeSafer Interlock Inc.

Booth No: 724, 726

Contact: Richard Freund 1908 Hudson Ave. Cincinnati, OH 45212 Phone: (800) 531-0006 gregory@lifesafer.com

Meetings Management, Inc.

Booth No: 106

Contact: Mary Magnini PO Box 30045 Alexandria, VA 22310 Phone: (703) 922-7944 mmagnini@cox.net

Merritt Manufacturing, Inc. **Booth No: 424**

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🜟 National Highway **Traffic Safety** Administration

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National Organizations for Youth Safety

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National Patent Analytical System Booth No: 326

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The National Road **Safety Foundation**

Booth No: 603

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National Safety Council

Booth No: 221

Contact: Debby Young 1121 Spring Lake Dr. Itasca, IL 60143 Phone: (214) 435-3211 debby.young@nsc.org

🜟 Nationwide Mutual **Insurance Company**

Booth No: 501, 600

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Naval Safety Center Booth No: 225

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Partnership for **Advancing Road Safety**

Booth No: 426

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Redflex Traffic Systems, Inc.

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The Reflectory **Booth No: 210**

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Regal Lager, Inc. Booth No: 425, 524

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Rhinoceros Toy Store Booth No: 110

Contact: Kate Pettit 301 Leedom St. Jenkintown, PA 19046 Phone: (267)626-0030 play@rhinocerostoys.com

RID-USA

Booth No: 712

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Roadway Safety Foundation

Booth No: 717

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SADD (Students Against **Destructive Decisions**)

Booth No: 604

Contact: Christopher Egan 255 Main St. Marlborough, MA 01752 Phone: (877) 723-3462 cegan@sadd.org

Safe Kids - Certification Booth No: 504

Contact: Kerry Chausmer 1301 Pennsylvania Ave. NW, Suite 1000 Washington, DC 20004 Phone: (202) 662-0639 kchausmer@safekids.org

🜟 Safe Kids Worldwide Booth No: 403, 502

Contact: Wes Bender 1301 Pennsylvania Ave. NW, Suite 1000 Washington, DC 20004 Phone: (202) 662-0600 wbender@safekids.org

Safe Ride News **Publications**

Booth No: 214

Contact: Nancy Beaumont PO Box 38 Edmonds, WA 98020 Phone: (800) 403-1424 nancy@saferidenews.com

SafetyBeltSafe U.S.A. Booth No: 715

Contact: Stephanie Tombrello PO Box 553 Altadena, CA 91003 Phone: (310) 222-6860 stombrello@carseat.org

Smart Start, Inc. Booth No: 611, 613

Contact: Debra Coffey 4850 Plaza Dr. Irving, TX 75063 Phone: (972) 621-0252 dcoffey@smartstartinc.com

Sprint Booth No: 113

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Stalker Radar **Booth No: 710**

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Sunshine Kids Juvenile Products

Booth No: 606

Contact: Russ Berger 3104 142nd Ave. E, Suite 105 Sumner, WA 98390 Phone: (253) 859-5700 russ.berger@skjp.com

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Booth No: 325

Contact: Jill Pepper 1800 Diagonal Rd., Suite 600 Alexandria, VA 22314 Phone: (703) 647-7431 jill@teamcoalition.org

The TIPS Program

Booth No: 527

Contact: Kate McCormick 1101 Wilson Blvd. Ste. 1700 Arlington, VA 22209 Phone: (703) 524-1200 mccormickk@gettips.com

ThinkFirst National Injury Prevention Foundation

Rooth No: 216

Contact: Michelle Gibler, Ph.D. 29W120 Butterfield Rd., Suite 105 Warrenville, IL 60555 Phone: (573) 882-2370 giblerm@health.missouri.edu

TjohnE Productions, Inc. Booth No: 212

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United Safety Council Booth No: 716

Contact: Lawrence Dobbins 427 N. Primrose Dr. Orlando, FL 32803 Phone: (407) 897-4406 ldobbins@floridasafety.org

US Army Combat Readiness/Safety Center Booth No: 624

Contact: Julie Shelley 5th Ave., Bldq 4905 Fort Rucker, AL 36362 Phone: (334) 255-2681 julie.shelley@us.army.mil

VOLKSWAGEN GROUP of America, Inc.

Booth No: 417, 419, 421, 516, 518, 520

Contact: Barbara Birkenshaw 3499 W. Hamlin Rd. Rochester Hills, MI 48309 Phone: (248) 754-3222

Watch Guard Video **Booth No: 329**

Contact: Wayne Koveleskie 3001 Summit Ave. Plano, TX 75074 Phone: (972) 608-3057 kfloves@watchquardvideo.com

Posters

Located in the Lifesavers Exhibit Hall, authors will be available to discuss their work on Sunday evening from 5:15pm to 7:15pm.General viewing will be on Sunday from 10:45am to 5:15pm and Monday from 8:00am to 4:00pm.

Poster 1

Drinking and Driving Changes Lives Authors: Jeanette Rouse, FDOT, D7 and Susan Boda - Tindale-Oliver & Associates, Inc.

Our booklet of non-alcoholic drink recipes covers five counties in the Tampa Bay area. This year we have a personal story (letter) from each county. The booklet features non-alcoholic drinks for holidays throughout the year and offers many safety tips.

Poster 2

A Community Approach to Promoting Safe Teen Drivers

Authors: Diana Heckman; Michael Adams; Anthony Nerino and Robin Rivera -Lehigh Valley Health Network

The Lehigh Valley Health Network, serving the Lehigh Valley region of Pennsylvania, coordinated a multi-year initiative to raise public awareness about the nature and extent of teen car crashes and to promote parental roles in reducing teen crashes. A coalition representing public safety, health care, education, law enforcement, the insurance industry, and parents developed and disseminated educational materials addressing how parents approach making decisions about when their teen should begin to drive, teach their teen to drive, and the importance of postlicensure supervision. Advocacy around improving Pennsylvania's Graduated Licensing system was deployed. Improvements to Driver's Education were examined. Coalition-building with regional and state-level partners began with the goal of developing a Pennsylvania Safe Teen Driving Alliance.

Poster 3

Parent Decision-Making About Teen Driving

Authors: Diana Heckman; Lynn Deitrick, Ph.D.; Robin Rivera; Michael Adams; and Anthony Nerino - Lehigh Valley Health Network

This research explored how parents make decisions about when their child is ready to get a driving permit, who teaches the child to drive, how they judge when the child is ready to take the road test, and which rules and restrictions parents enforce on their newly licensed teenage

drivers. Focus groups involving parents were used to facilitate discussions about the licensing process, family and teen concerns regarding driving, and the decision factors that parents use in this overlooked but significant developmental decision. Results of the focus groups informed the development of a parent decision guide.

Poster 4

What's the Measure of Success? Georgia Traffic Safety Grants Achievement after Five Years of Systematic Evaluation

Authors: James Barlament, MA; Carol Cotton, PhD; and Stu Fors, EdD -University of Georgia

Each year, the Georgia Governor's Office of Highway Safety (GOHS) awards grants to qualified organizations in the state to fund programs to reduce morbidity and mortality resulting from traffic crashes. GOHS sets overall performance goals and objectives, and grantees set objectives and milestones. It is the task of the Traffic Safety Research and Evaluation Group (TSREG) at the University of Georgia to measure the success of GOHS grantees and GOHS as a whole. This poster is a review of GOHS's success after five years (2004-2008) of TSREG evaluation.

Poster 5

Institutionalization of Evaluation in Georgia Highway Safety Programs

Authors: Carol Cotton, PhD; James Barlament, MA; Laurel Loftin, BSFCS; Courtnee Edgerston, BA; Christina Proctor, BSHP; and Stu Fors, EdD - University of Georgia

Beginning in FFY2004, 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 six years, GOHS grantee milestone and objective achievement rates increased by 38% and 14%, respectively.

Poster 6

Is Teen Driver Safety an Oxymoron? Evaluation of Georgia Teen Driving Laws and Driver Education Programs

Authors: Christina Proctor, BSHP; Carol Cotton, PhD; James Barlament, MA; and Stuart Fors, EdD - University of Georgia

In 2007, Georgia passed Joshua's Law requiring all teens wishing to obtain a Class D (provisional) driver's license to complete an approved training

course. At the same time the state funded Driver Education programs at public high schools and libraries. After implementation of these laws and programs, Georgia experienced reductions in teen driver involved crashes, injuries and fatalities.

Poster 7

Regional Community Liaisons: A Pilot Project to Address Rural Traffic Safety Issues

Authors: Courtnee Edgerston, BA; Carol Cotton, PhD; James Barlament, MA; and Stuart Fors, EdD - University of Georgia

The Regional Community Liaison (RCL) Project is a 4-year pilot (2005-2009) project intended to address the issues of traffic safety data collection, maintenance, and analysis at the local level in Georgia. Discover if a RCL will make a difference in your community.

Poster 8

You Drink, You Drive, Your License is Suspended? An Examination of ALS Outcomes

Authors: Laurel Loftin, BSFCS; Carol Cotton, PhD; James Barlament, MA; and Stuart Furs, EdD - University of Georgia

Administrative License Suspension (ALS) serves as a general deterrent of DUI and allows for the immediate removal of a motorist's driving privileges. A higher rate of suspensions affirmed than reversed is necessary for ALS to be effective. This poster compares data from Georgia in 1999 and 2008 to determine how outcome rates for ALS have changed in the past decade and notes growing trends in ALS hearings.

Poster 9

Trooper Talk: Administrative License Suspension and Officer Perceptions

Authors: Carol Cotton, PhD; Laurel Loftin, BSFCS; James Barlament, MA; and Stuart Fors, EdD - University of Georgia

Officers' failure to appear (FTA) for Administrative License Suspension (ALS) hearings continues to be the leading cause of a license suspension reversal in Georgia. Attitude surveys were distributed to Georgia law enforcement officers to discover factors contributing to officer FTA. Learn what changes officers suggested could be implemented to increase officer attendance at ALS proceedings.

Poster 10

Drinking and Driving Behavior of Motorists in New York State

Authors: Debra Rood; Anne Dowling, PhD; Ken Carpenter; and Rod MacDonald, PhD -Institute for Traffic Safety Research and Management

For policy makers and traffic safety advocates across New York State, the problem of impaired driving raises the critical questions of "How many New Yorkers drink and drive?" and "How frequently do they engage in this behavior?" To address these questions, the New York State Governor's Traffic Safety Committee recently funded the Institute for Traffic Safety Management and Research to conduct a multi-method impaired driving research study whose key component sought to establish an estimate of how many motorists drink and drive and how often. The study involved a telephone survey of 865 New York State drivers to collect information on their perceptions, attitudes, knowledge, and behaviors related to drinking and driving. The data captured on their drinking and driving behavior were analyzed to answer the study's primary research questions related to the frequency of drinking and driving on New York's roadways. Focus group research involving drivers convicted of drinking and driving and a computer simulation model capable of testing the influence of different policies aimed at reducing drinking and driving were also integrated into the research. Based on the findings it is estimated that approximately 1.7 million motorists drink and drive and that they generate approximately 31 million drinking and driving incidents per year and their chance of being arrested is 1 in 481.

Poster 11

The Importance of Law Enforcement Partnerships on the San Carlos Apache Reservation

Authors: Christine Reede and Alejandro Benally - San Carlos Tribal Police Department; and Gordon Tsatoke and Stephen Piontkowski -Indian Health Service

Motor vehicle crashes are a large public health burden for residents on the San Carlos Apache Indian Reservation in Arizona. We implemented a law enforcement-based motor injury prevention program and evidence-based strategies which resulted in a decrease of motor vehicle crashes by 31% (2004-2009). This accomplishment would not have been realized without partnerships with external law enforcement agencies.

Indian Country not only wants but needs more effective partnerships with external law enforcement agencies to realize significant reductions in motor vehicle crash injuries and/or

fatalities. We provide several key insights that will help you effectively establish and carry on partnerships with Tribal police departments.

Poster 12

Where Have all the Crash Victims Gone? The Value of Police Crash Data for Injury Surveillance

Authors: Commander Gordon D. Tsatoke Jr., MPH; Captain Kenny R. Hicks, MPH; and Lieutenant Commander Stephen R. Piontkowski, MS -Indian Health Service. Lawrence R. Berger, MD, MPH - University of New Mexico

Indian Health Service (IHS) collects and analyzes data to identify injury patterns and trends, and to design and evaluate prevention programs. The usual sources for injury data are emergency room (ER) logs and hospital records. Based on these sources at one Tribal reservation we observed a dramatic decline in the number of motor vehicle crash (MVC) victims over a ten-year period. Our hypothesis was the ER-based surveillance system no longer captured a large proportion of MVC victims. We compared the number of MVC victims for one year (2001) using the traditional ER-based method, with an expanded approach that included police department reports and emergency medical service logs. The traditional method identified 21 victims treated at the local IHS hospital ER, no hospitalizations, and no fatalities. The expanded approach identified an additional 68 MVC victims and six fatalities. The primary reason for the failure to capture information about MVC victims using traditional ER-based methods was the high proportion of patients transported to other facilities. Detailed results and the implications of this study are presented.

Poster 13

Urban Cycling: A Study of Bicycle Lane Safety in Brooklyn, New York

Authors: Lawrence Fung, MPH; Philip Noyes, MPH, MA; and Laura DiGrande, DrPH, MPH -New York City Department of Health and Mental Hygiene

Given cycling's increasing popularity in NYC within the last three years, a study was implemented to document motor vehicle and cyclist behaviors that influence safety on streets with bicycle lanes. Four city blocks were observed in Bedford-Stuyvesant, Brooklyn, between July and August 2009. Video cameras at intersections and ends of blocks captured traffic flow during commuting and weekend hours. Tapes were reviewed for frequency/type of obstructions in bicycle lanes and cyclist behavior. An intercept survey collected cyclists' experiences and beliefs. This study captured MV and cyclist tendencies that affect Brooklyn's bicycle lane safety. Study expansion on NYC's streets with high numbers of bicycle-

related injuries is warranted, but requires collaboration among traffic safety and active transportation stakeholders. These results provide new information on the acceptability and use of bike lanes in an urban environment that could inform similar efforts in other cities.

Poster 14

Gaining Community Support for a Drunk Driving Program in China

Authors: Chunmei Yan – Institute for Health Education, Baotou, Inner Mongolia, P. R. China; Yan Xu and Wei Shan – Municipal Bureau for Public Security, Baotou, Inner Mongolia, P. R. China; Yongqiang Zhang – Institute for Health Education, Baotou; Ling Qian, Department of Training, China Center for Health Education, Beijing; Ian M Newman – University of Nebraska, Lincoln and The Buffalo Beach Company, Lincoln Nebraska

Alcohol use is such an integral part of life in most Chinese families and communities that it's difficult to generate serious discussion about alcohol-related community problems and their prevention. The one exception is alcohol-related traffic crashes, which has been highlighted by the government through increased enforcement of drunk driving laws. Enforcement of laws, without education to help the community understand the reasons for the enforcement, invites resistance and possible denial of other alcohol-related issues. This poster describes a two-year community organization process designed to help a community understand alcohol's positive and negative role in society, support drunk driving laws and recognize other alcohol-related community issues.

Poster 15

¡CUÍDATE! y Niños Seguros: Utilizing YouTube, Wikis, and Branding to Reach the Hispanic Population

Authors: Stephanie Bennion; Carrie Bennett; Eric Edwards; and Elisabeth Pidwerbecki - Utah County Health Department

The Hispanic community disproportionately experiences death and disability due to highway accidents in the United States. These tragedies are attributed to lower seatbelt and car seat use and higher rates of DUI than non-Hispanics. Not to be forgotten is distracted and drowsy driving, especially among teens – fueled by their busy and techno-driven lives. In response to a RFP from the Utah Highway Safety Office, the Utah County Health Department addressed these issues through designing and implementing curriculum as well as a viral video contest for YouTube, utilized wikis to create easy and interactive websites, and used branding to spread their message. As a pilot program, they also gathered lessons learned.

Poster 16

Turning Tragedy into Community Awareness

Author: Wendy Millis - Shasta County Public Health, Avoid the 6 of Shasta County, California Office of Traffic Safety

"It's About Time - Real Stories of Driving Under the Influence," is an innovative film tool to reach your community about the extensive consequences of driving under the influence. Learn from our successes and challenges to make and implement a tool like this in your community.

Poster 17

"Can You Hear Me Now?" A Descriptive Look at Virginia Drivers and Cell Phone Use for 2009

Authors: Jenny E. Dozier and Bryan E. Porter, Ph.D. - Old Dominion University

Driver cell phone data was collected monthly during 2009 as part of a safety belt use rate study conducted by Old Dominion University. Data was collected in various counties throughout the state; including Southwest, Central, Northern, and Southeast counties. The data revealed several descriptive characteristics of Virginia drivers who were observed as driving while using a cellular phone. Gender, seat belt usage, passenger seat belt usage, and vehicle type were observed. This data may offer a closer look at characteristics of Virginia drivers who use cell phones; use rate for men vs. women, use rates by region, buckled vs. unbuckled driver use rates, use rates with passengers present, and use rates by vehicle type.

Poster 18

Milkshakes, Funnel Cakes, and A Driver Behavior Survey

Authors: Jessica E. Ladage, MS and Bryan E. Porter, Ph.D. - Old Dominion University

Psychologists have been conducting research at Fairs for decades. One of the huge advantages for researchers gathering data at a State Fair is the diversity in the attendees. In addition, it is an advantageous way to gather a large community sample in a short amount of time. For this particular exploratory project, participants were Virginia State Fair attendees from the 2008 and 2009 fairs. The primary purpose of our Fair booth, "Survive the Drive," was to promote traffic safety. Our secondary purpose was the anonymous penciland-paper survey we offered to participants passing by. The majority of participants who took the survey were white females. Examining descriptive data for the primary variables of interest (safety belt use and drinking and driving) will allow us to see possible patterns among certain age groups and across vehicle type. In addition, comparing the 2008 and 2009 Fairs on several key questions

regarding safety belt use and drinking and driving will give us an indication of opinions that may or may not have changed over the year.

Poster 19

Predicting Risky Driving Behaviors in Young Adults: The Interlocking Contingencies Model

Authors: Elaine M. Murphy and Bryan E. Porter - Old Dominion University

The purpose of the current exploratory study is to examine the interlocking contingencies (ILC) model as it predicts safety belt non use and drinking and driving. The ILC model is an applied behavior analysis approach to risky driving as it examines both antecedents and consequences of each behavior. A convenience sample of undergraduate students completed an online survey, which assessed demographics, reported behaviors, antecedents and consequences for each behavior. Multiple regression analyses were conducted to determine which antecedents are the best predictors and how well consequences significantly predict each behavior.

Poster 20

Investigating the Role of Time Perspective on Risky and Positive Driving Behaviors

Authors: Kristie L. Johnson and Bryan E. Porter - Old Dominion University

The prevalence of motor vehicle crashes attributable to risky behaviors creates the necessity of identifying predictors that influence crash likelihoods. While there are known personality variables that predict risky driving, the value of using time perspective (TP) as an additional predictor is addressed. TP pertains to how the past, present, and future influence an individual's actions. While examined briefly for driving behavior by Zimbardo et al. (1997), several limitations prompt revisiting the TP and risky driving relationship. Improvements include (a) including questionnaires more commonly used in the traffic research field, and (b) investigating the role of positive driving behaviors. Hypotheses were tested among the various TP orientations and risky and positive driving behaviors. The utility of TP as a predictor of driving behavior will also be discussed.

Poster 21

Development, Evaluation, and Dissemination of a High-Threat Message to Increase Booster Seat Use

Authors: Krystall Dunaway, Ph.D.; Kelli England Will, Ph.D.; Edward J. Lorek, M.S.; and Diane Kokorelis, B.S. - Eastern Virginia Medical School

The odds of motor vehicle crash injury to children aged 4-8 are 59% lower when riding in booster

seats versus safety belts alone; however, only 37% of 4-8 year old children travel in booster seats. "Boost 'em in the Back Seat" is a sixminute empirically-supported parent education video intended to increase awareness of booster seat use and risks associated with premature graduation of a child to an adult safety belt. The video includes messages of high-threat consequences to motivate action, while informing parents of corrective behaviors. Evaluation of the video has indicated a 16% increase in booster seat use over baseline levels. as well as increase in knowledge, perceived severity of threat, efficacy, and susceptibility among parents. In line with social marketing principles, the research team partnered with physicians and public health professionals to deliver the video to parents. To date, the video has been distributed to 386 organizations and shown to approximately 259,000 people.

Poster 22

Participative Education vs. Media and Enforcement Programming: Which Approach Leads to Longer-Lasting Increase in Tweens' Safety Belt Use?

Authors: Kelli England Will, Ph.D.; Krystall E. Dunaway, Ph.D.; and Edward J. Lorek, M.S. -Eastern Virginia Medical School

The "Make-it Click" (MIC) participative education program was designed to engage tweens in promoting safety belt use among their peers. implementing belt-use interventions, and observing belt use at their schools. MIC was implemented in two schools; its results were compared to two schools in a control condition that was only exposed to the National "Click it or Ticket" (CIOT) Media and Community Enforcement Campaign. CIOT occurs each May and involves significant public and media education coupled with high-visibility, selective traffic enforcement to increase safety belt use. Both conditions improved significantly at post which was observed immediately after MIC and during the one-month national CIOT campaign. Belt use at the control schools significantly increased from 37.8% at baseline to 60.4% at post but returned to baseline (38.8%) at three-month follow-up. On the other hand, MIC intervention schools maintained the significant increases in belt use at follow-up, increasing from 56.2% at post to 67.9% at three-month follow-up. Intervention schools were 3.3 times more likely to wear their safety belts at follow-up than control schools. Thus, the enduring effects of the participative education program were maintained longer than the media + enforcement campaign.

Poster 23

Prep My Ride: Making the Trip Home a Safe One

Authors: Joanne B. Walko, RN, BSN, IBCLC, CCE, CPST; Joan Tait, RNC, MSN, CPST; and Ingrid Hilghman, RN, BSN, CCE, CPST - Jefferson University Hospital

Motor vehicle crashes are a leading cause of death for infants and children. The National Highway Traffic Safety Association reports that 8 out of 10 car seats are misused. To reduce these numbers, the American Academy of Pediatrics recommends that discharge policies for newborns should include a parent education component, regular review of educational materials and periodic in-service education for staff.

Several nurses working within the Mother/Baby and Neonatal Units of a large urban medical center recognized the need for car seat education and became certified as Child Passenger Safety Technicians. An inter-disciplinary committee developed a policy for safe transportation of infants, car seat testing for preterm infants, an educational program for patients and staff, and a mandatory car seat check for all infants prior to discharge.

Nurses were given an educational competency program to enable them to teach parents how to use car seats properly. A community program was developed and is offered 6 times a year to expectant parents by the Child Passenger Safety Technicians. Outcomes of this program are evaluated by our patients satisfaction scores and evaluations completed by families who attend community programs.

Poster 24

Comparing Youth Motorcycle-Related Traumatic Brain Injuries in States with Different Helmet Laws

Authors: Harold Weiss, PhD, MPH, MS; Yll Agimi, MPH; Claudia Steiner, MD, MPH; and David Houston - University of Pittsburgh

Twenty-seven states have partial, age-specific helmet laws for youth even though they have been shown to decrease helmet use and increase mortality compared to all age (universal) laws. This study quantifies the impact of age-specific helmet laws on hospitalized TBI. This cross-sectional ecological group analysis compares TBI proportions among U.S. states with different helmet laws. It examines the null hypothesis: If age-specific helmet laws are as effective as universal laws, there should be no difference between them in the proportion of hospitalized TBI versus other motorcycle injury. The data are derived from the State Inpatient Databases of the Healthcare Cost and Utilization Project. We examined data from 2005-2007 for 17 states with universal laws, six states with ages <21 laws, and 12 states with ages <18 laws (9,287 motorcycle injury discharges). Universal law states had a significantly lower proportion of intracranial injury discharges; 16.2% versus 18.0% for <21 y/o laws and 20.2% for <18 y/o laws and a significantly lower percentage of youth dying in-hospital. The relative risk of a serious/severe head injury for partial law states was 1.37 (95% CI = 1.23-1.54). States with partial age laws had an increased risk of hospitalized TBI, serious and severe TBI, long-term TBI related disability and in-hospital death among youth intended to protect. In the absence of universal helmet laws, partial age law states should improve enforcement and examine effective methods to ensure compliance with helmet laws.

Poster 25

Ho-Chunk Nation's Continued Efforts to Increase Occupant Restraint Use and Reduce the Underage Drinking Among Tribal Members Beyond the Funding from the CDC

Author: Nicole Thunder - Ho-Chunk Nation

The Ho-Chunk Nation (HCN) was one of four Native American Tribes to receive direct funding from the Centers for Disease Control (CDC). The funding received from the CDC has provided the opportunity for the Motor Vehicle Injury Prevention Program (MVIPP) to increase visibility and sustainability and through its documented successes, the Ho-Chunk Nation agreed to fund the program an additional year (2009-2010) while the program seeks funding to continue and/or expand its traffic safety efforts for the future. The MVIPP continues to provide community education and awareness by conducting safety events, child safety seat checks and enforcement activities within Ho-Chunk communities. This presentation describes Ho-Chunk Nation's efforts to increase occupant restraint and reduce underage drinking in Ho-Chunk communities.

Poster 26

Click It or Ticket

Author: Juliet Little - New Haven Police Department

The Connecticut Highway Safety Office partnered with several police departments as well as the State Police using an officer from each department to produce billboards and bus panels for our seat belt campaign. The message was "Buckle Up Because we're Buckling Down." The bus panels were displayed on buses in cities where the officers worked.

Poster 27

Keiki Passenger Safety Program at Kaiser Permanente Hawaii

Authors: Geila Fukuinitsu and Robyn Hasegawa, M.D. - Kaiser Permanente Hawaii

The Keiki Passenger Safety Program promotes bi-monthly car seat inspections at two of Kaiser's

primary care clinics and is a resource for the organization in educating physician, nursing and ancillary staff on the importance of appropriate use of all types of child passenger restraints.

Poster 28

Minnesota Toward Zero Deaths, Safe Roads Program

Author: Amy Roggenbuck, Community Health Liaison - Minnesota Dept. of Public Safety, Office of Traffic Safety

Since the Toward Zero Deaths Initiative began in 2000, Minnesota has gone from 625 deaths to 419 deaths on the roadways in 2009. Currently, there are 23 local coalitions that work closely with law enforcement to raise awareness of traffic safety issues. The projects are centered around the goal of preventing death and injury caused by vehicle crashes.

Poster 29

The Child Passenger Safety & Occupant Protection Healthcare Project

Authors: Pamela Homiak, RN, MPH, CPST and Cyndy Wright-Johnson, RN, MSN - Maryland Institute for Emergency Medical Services Systems

This unique project, in its ninth year of implementation in the state of Maryland, is funded to provide education on child passenger safety and occupant protection issues to hospitals and public safety professionals. This past year, our targeted efforts to educate healthcare providers on safe transportation for themselves and their patients reached emergency department staff across the state, over 750 fire and EMS stations, and over 25,000 public safety professionals (through our Buckle Up Campaign). One of the project's key strategies is to take advantage of widely recognized observances (i.e. Child Passenger Safety Week and the Click It or Ticket Campaign) to disseminate child passenger safety and occupant protection messages to the target audience. This educational poster offers innovative ideas for promoting the safe transport of all passengers in emergency vehicles.

Poster 30

The Safety Tree Billboard

Author: Doris Aiken, RID-USA

The Safety Tree Billboard is a permanent visual notice to the driving public how safe the community is from fatal DUI events. The billboard has all white lights; in the event of an alcohol-related fatal crash, a red light(s) is substituted for a white light. The first such billboard was erected February 29, 2009, at Ellis Hospital campus corner. RID-USA hopes to place a Safety Tree Billboard in many states and counties.

Faculty Listing

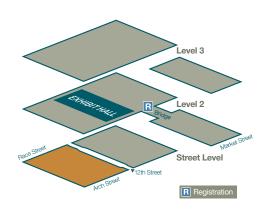
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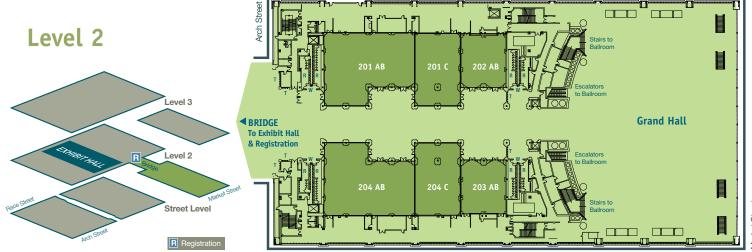
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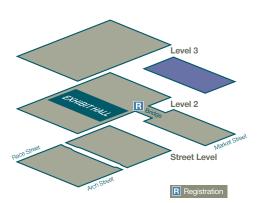


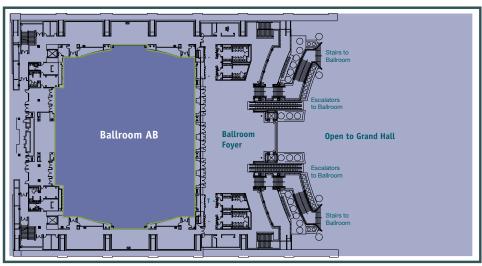
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12th Street







Viarket Street