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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- Child Restraint Manufacturers Consortium
- The Children’s Hospital of Philadelphia Research Institute
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- National Safety Council
- Nationwide Mutual Insurance Company
- Safe Kids Worldwide
- State Farm
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- Mothers Against Drunk Driving
- National District Attorneys Association
- National Transportation Safety Board
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WWW.LIFESAVERSCONFERENCE.ORG
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 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,

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

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>2:00pm</td>
<td>Exhibit and Poster Setup</td>
<td>East Side Bridge, Level 2</td>
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<tr>
<td>2:00pm</td>
<td>Registration Open</td>
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<tr>
<td>3:00pm</td>
<td>CPS Latest Technology Workshop Pre-Meeting</td>
<td>Room 204AB</td>
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*Pre-registration required*

## Sunday

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<tr>
<td>7:00am</td>
<td>Exhibit and Poster Setup</td>
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<tr>
<td>9:00am</td>
<td>Opening Plenary and Highway Safety Panel Discussion</td>
<td>Ballroom AB</td>
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<tr>
<td>10:45am</td>
<td>Exhibit Hall Open</td>
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<tr>
<td>11:00am</td>
<td>1st Workshop Session</td>
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<tr>
<td>12:30pm</td>
<td>Buffet Lunch</td>
<td>Exhibit Hall B</td>
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<tr>
<td>2:00pm</td>
<td>2nd Workshop Session</td>
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<tr>
<td>3:30pm</td>
<td>Complimentary Refreshments and Networking</td>
<td>Exhibit Hall B</td>
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<tr>
<td>4:15pm</td>
<td>3rd Workshop Session (one-hour session)</td>
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<tr>
<td>5:15pm</td>
<td>Welcome Reception and Poster Presentations</td>
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## Monday

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<td>Registration Open</td>
<td>East Side Bridge Level 2</td>
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<td>8:00am</td>
<td>Continental Breakfast</td>
<td>Exhibit Hall B</td>
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<td>8:00am</td>
<td>Exhibit Hall Open*</td>
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<tr>
<td>9:00am</td>
<td>Keynote Plenary Session</td>
<td>Ballroom AB</td>
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<td>4th Workshop Session</td>
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<tr>
<td>12noon</td>
<td>NHTSA Awards Luncheon</td>
<td>Philadelphia Marriott Downtown Grand Ballroom</td>
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<td>1:45pm</td>
<td>5th Workshop Session</td>
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<td>3:15pm</td>
<td>Complimentary Refreshments and Networking</td>
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<td>3:45pm</td>
<td>6th Workshop Session</td>
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<td>7:30am</td>
<td>Continental Breakfast</td>
<td>Grand Hall Area</td>
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<td>8:30am</td>
<td>7th Workshop Session</td>
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<tr>
<td>10:00am</td>
<td>Refreshment Break</td>
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<tr>
<td>10:15am</td>
<td>8th Workshop Session</td>
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<td>12noon</td>
<td>Closing Lunch</td>
<td>Ballroom AB</td>
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*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, PennDOT
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

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

Roadway Safety
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 Administration, Office of Safety, Richmond, VA

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

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

Speakers:
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

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**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 school-based 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, 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

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**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

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**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

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**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!
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

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 multi-agencies 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 legislatures 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
Criminal Justice

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

Criminal Justice

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

Impaired Driving

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

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

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

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

Other Highway Safety Priorities

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
Impaired Driving

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

Other Highway Safety Priorities

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

Teen Traffic Safety

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

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

Adult Occupant Protection
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 success of signage (billboards, movable signs, portable electronic signs, etc.) for community enforcement programs.
Moderator:
Richard Blomberg, 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

Impaired Driving
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:
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, Chesterfield Police Department, Chesterfield, MO
Dennis Thomas, Ph.D., Vice President, Dunlap and Associates, Inc., Stamford, CT

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

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 outreach 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 of 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
**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, FocusDriven, Grapevine, TX

**Teen Traffic Safety**

**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., MEd, 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

**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.

Moderator:
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.

Moderator:
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

Roadway Safety
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 Silveri, 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

Criminal Justice

DWI Mock Trial
Monday • 1:45pm–3:15pm • Room 203 AB

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

Moderator:
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 quickly 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

Visit the exhibit hall for complimentary refreshment breaks
## WORKSHOPS-AT-A-GLANCE

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<td>Creating Impaired Driving Deterrence on a Limited Budget (ID)</td>
<td>Road Safety Audits (Rdwy)</td>
<td>Making Your Community Safer and More Livable (OHS)</td>
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<td>National Safe Routes to School (SRTS) Program – Lessons Learned (OHS)</td>
<td>The Latest in Booster Seat Research (OPC) CEU Workshop</td>
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<td>Distracted Driving - A Review of Relevant Research and Latest Findings (DR)</td>
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<td>Where Did All The Reporters Go? (OHS)</td>
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<td>Paving the Way for Stronger Seat Belt Laws: Signage and Local Ordinances (AOP)</td>
<td>Child Restraint Offender Programs (OPC)</td>
<td>Federal Highway Reauthorization (ID)</td>
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<td>Motorcycle Safety Initiatives (OHS)</td>
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<td>Keeping Kids Safe In and Around Cars (OPC)</td>
<td>How’d They Do That? States Getting Teens Buckled Up! (Teen)</td>
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<td>Session #8</td>
<td>Medical Field Update (OPC) CEU Workshop</td>
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<td>DWI Courts: How the Small Town Makes it Work (CJ)</td>
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**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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<td>Expanding School Bus Knowledge, Skills and Abilities among CPS Technicians (OPC)</td>
<td>ATV's and Children Under 16 (OPC)</td>
<td>Anatomy of a Crash Case (CJ)</td>
<td>Taskforce Solutions to Drunk Driving (ID)</td>
<td>Applying Basic Science to Understanding Teen Driver Behavior: Brain Development and Psychology (Teen)</td>
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<td>Underage Drinking Prevention (Teen)</td>
<td>FMCSA: Effective Enforcement, Education and Awareness Strategies (CJ)</td>
<td>Trends in Older Driver Safety (DR)</td>
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<td>Safety and Innovation in New Intersection Designs (Rdwy)</td>
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<td>OPC for Pre-Teens (OPC)</td>
<td>Safe Communities Core Principles (OHS)</td>
<td>Drunk Driving: Over the Limit, Under Arrest (ID)</td>
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Please... turn your cell phone off during sessions let us know at registration if your address has changed
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 McNaul, Director, State Relations, AAA, Washington, DC

Speakers:
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

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 newest 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
Charlile 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

Speakers:
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

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

矜  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

矜  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.

WWW.LIFESAVERSCONFERENCE.ORG
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

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
Roadway Safety

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-in-progress 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 guide 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

Criminal Justice
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 Barrass, 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

**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.

Moderator:
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 chipsotle!

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.
## Exhibit Hours and Events

<table>
<thead>
<tr>
<th>Sunday</th>
<th>7:00am – 10:30am</th>
<th>Exhibit and Poster Setup</th>
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<tbody>
<tr>
<td>April 10</td>
<td>10:45am – 7:15pm</td>
<td>Exhibit Hall Open</td>
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<td>12:30pm – 1:45pm</td>
<td>Buffet Lunch</td>
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<td>3:30pm – 4:15pm</td>
<td>Complimentary Refreshment Break</td>
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<tr>
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<td>5:15pm – 7:15pm</td>
<td>Welcome Reception and Poster Presentations</td>
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<tr>
<th>Monday</th>
<th>8:00am – 4:00pm</th>
<th>Exhibit Hall Open (closed during Keynote Plenary and NHTSA Awards Luncheon)</th>
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</thead>
<tbody>
<tr>
<td>April 11</td>
<td>8:00am – 8:45am</td>
<td>Continental Breakfast</td>
</tr>
<tr>
<td></td>
<td>3:15pm – 3:45pm</td>
<td>Complimentary Refreshment Break</td>
</tr>
</tbody>
</table>

### 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.

### 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.

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Join Us In Phoenix, March 27-29, 2011

Our headquarters hotel, The Sheraton Phoenix, is adjacent to the Convention Center and just five miles from the Sky Harbor International Airport. The 31-story hotel redefines the city’s skyline with its cloudlike white rooftop that turns stunningly translucent at night.
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
Washington, DC 20001
Phone: (202) 434-3919
jhuebner@national.aaa.com

★ AARP
Booth No: 202
Contact: Frank Carroll
1801 E St. NW
Washington, DC 20006
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: (202) 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.com

Alaska Injury Prevention Center
Booth No: 709
Contact: Beth Schuerman
3701 E. Tudor, Suite 105
Anchorage, AK 99504
Phone: (907) 929-3939
bethth0604@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
lmiles@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) 569-4602
sherriteille@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@trucking.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.gov

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., 300 N
Rantoul, IL 60966
Phone: (800) 494-4543
khoffmann@eastonbellsports.com

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
4770 Buford Highway NE, MS F62
Atlanta, GA 30341
Phone: (720) 488-3948
eqq1@cdc.gov

The Century Council
Booth No: 109
Contact: Chris Kuhn
2345 Crystal Dr., Suite 910
Arlington, VA 22202
Phone: (703) 488-3948
eq1@cdc.gov

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
bdoral@email.chop.edu

Cleck Inc.
Booth No: 722
Contact: Chris Lumley
Madison Center, 4950 Yonge St., Suite 2200
Toronto, Canada M2N 6K1
Phone: (866) 656-2462
chris@cleckinc.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 Larkin 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
vffullaway@comcast.net

Commercial Vehicle Safety Alliance
Booth No: 118
Contact: Laura Zabriskie Martin
1101 17th St. NW, 8803
Washington, DC 20036
Phone: (202) 775-1623
communications@cvsa.org

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
bdoral@email.chop.edu

Cleck Inc.
Booth No: 722
Contact: Chris Lumley
Madison Center, 4950 Yonge St., Suite 2200
Toronto, Canada M2N 6K1
Phone: (866) 656-2462
chris@cleckinc.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 Larkin 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
vffullaway@comcast.net

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Washington, DC 20036
Phone: (202) 775-1623
communications@cvsa.org
<table>
<thead>
<tr>
<th>Company Name</th>
<th>Booth No(s)</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Anti-Drug Coalitions of America</td>
<td>305</td>
<td>Crystal Davis, 625 Slater’s Ln., Suite 300, Alexandria, VA 22314, (703) 706-0560, <a href="mailto:membership@cadca.org">membership@cadca.org</a></td>
</tr>
<tr>
<td>Digital Ally, Inc.</td>
<td>703</td>
<td>Ken McCoy, 7311 W 130th St., Suite 170, Overland Park, KS 66213, (800) 440-4947, <a href="mailto:sales@digitalallyinc.com">sales@digitalallyinc.com</a></td>
</tr>
<tr>
<td>Dorel Juvenile Group</td>
<td>517, 616</td>
<td>Daniel Dias, 25 Forbes Blvd., Suite 4, Foxboro, MA 02035, (508) 216-1844, <a href="mailto:ddias@djgusa.com">ddias@djgusa.com</a></td>
</tr>
<tr>
<td>Draeger Safety Diagnostics, Inc.</td>
<td>628</td>
<td>Michele Denhoff, 4040 W. Royal Ln., Suite 136, Irving, TX 75063, (301) 370-3205, <a href="mailto:michele.denhoff@dsdi.biz">michele.denhoff@dsdi.biz</a></td>
</tr>
<tr>
<td>Driver’s Edge</td>
<td>618</td>
<td>Jeff Payne, 7435 S. Eastern Ave., Suite 5-165, Las Vegas, NV 89123, (702) 361-3778, <a href="mailto:jeff@driversedge.org">jeff@driversedge.org</a></td>
</tr>
<tr>
<td>Elsag North America</td>
<td>702</td>
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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 post-licensure 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 Detrick, 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 FY2004, the Georgia Governor’s Office of Highway Safety (GOHS) utilized the Traffic Safety Research and Evaluation Group (TSREG) at the University of Georgia to evaluate grantees and GOHS as a whole. TSREG utilizes a systematic process to monitor program operations, give feedback to grantees and gauge effectiveness. Over the past 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 Fors, 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 12**

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

**Authors:** Commander Gordon D. Tsatoké 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; Yongqi 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**

¡CUIDATE! 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 pencil-and-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 six-minute 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.
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 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 Higlmayer, 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.

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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 dis-
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