



2011



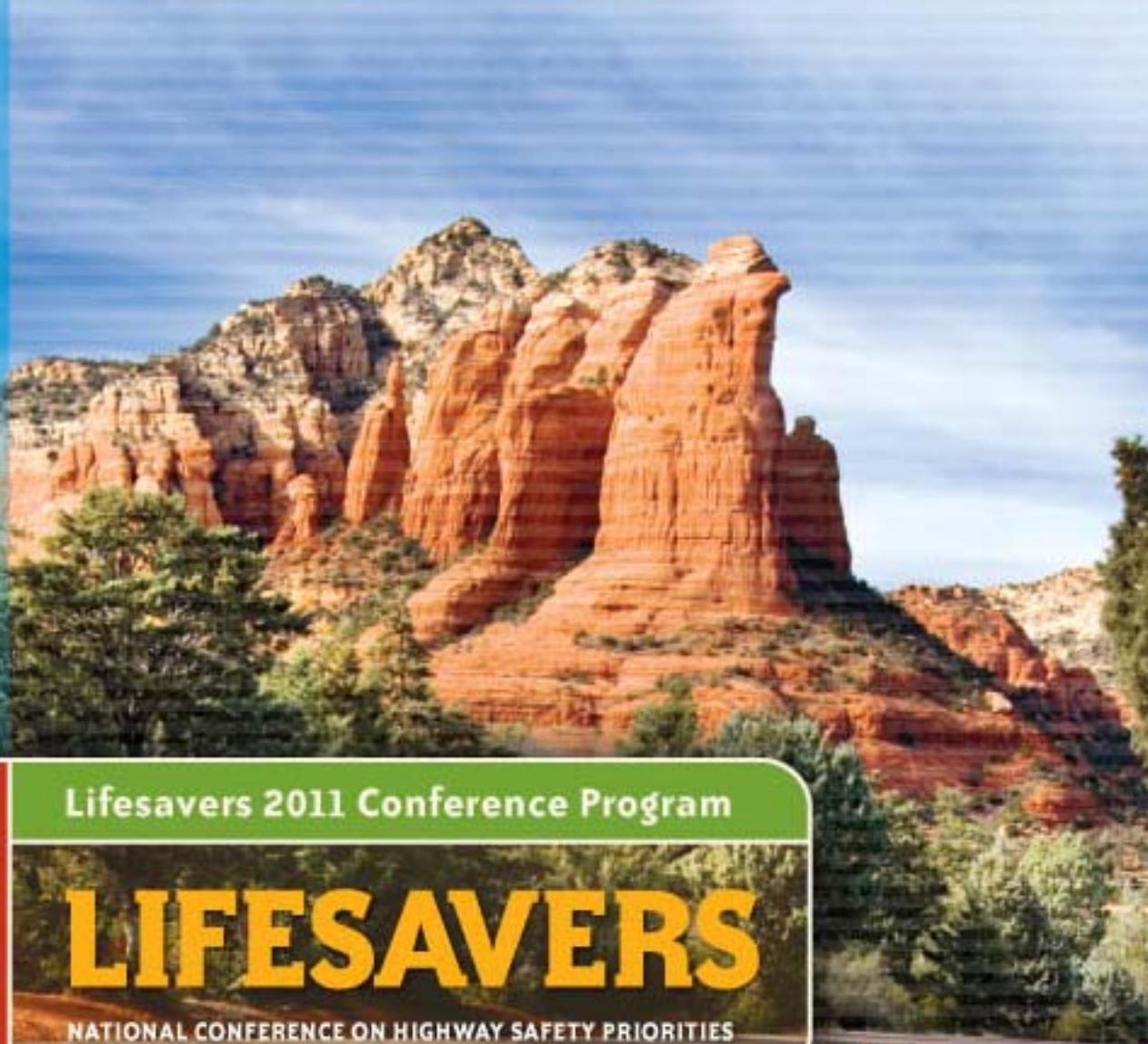
2011



2011



2011



Lifesavers 2011 Conference Program

# LIFESAVERS

NATIONAL CONFERENCE ON HIGHWAY SAFETY PRIORITIES



2011



2011



2011



2011



March 27–29, 2011

Phoenix Convention Center

Phoenix, Arizona

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



MARCH 27th - 29th, 2011 • PHOENIX CONVENTION CENTER



# 2011 Lifesavers Conference

NATIONAL CONFERENCE ON HIGHWAY SAFETY PRIORITIES

Lifesavers is grateful for the support of all our sponsors. We especially want to thank our state sponsor, the Arizona Governor's Office of Highway Safety, for all their volunteer support and for providing the conference bags and notepads.

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**TOYOTA**



**FARMERS**



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## Print Your Handouts at Our Complimentary Station

Print your handouts at our complimentary printing station, located right inside the exhibit hall to your right.

## ACTAR Continuing Education Units

Eleven workshops qualify for ACTAR CEUs (Accreditation Commission for Traffic Accident Reconstruction). See page 22 for more information.

## 7 Workshops = CPS CEUs

Seven workshops offer the opportunity to earn 1.5 CPS CEU hours each. Technicians/Instructors need to log 6 hours every two years, so there is enough opportunity to earn all you need at this conference! See page 8 for more information.





## STATE OF ARIZONA

JANICE K. BREWER  
GOVERNOR

EXECUTIVE OFFICE

March 2, 2011

**Welcome!**

Welcome to Arizona -- and the Lifesavers Conference on Highway Safety Priorities. We are honored that you have chosen Arizona as the site for the premier national highway safety meeting.

Arizona has the toughest laws against impaired driving in the country; and we're proud that Arizona law enforcement officers apply laws regarding seat belts, speeding, and aggressive driving with unparalleled vigor and diligence -- thereby preventing needless tragedies on our streets and highways.

I know Lifesavers has dedicated nearly three decades of commitment to addressing the nation's highway safety problems, and I wish you every success with this year's conference.

I hope you will find time away from the meetings to see the spectacular Arizona landscapes that are waiting for you -- from the Grand Canyon in the north to the saguaro forests of the south, with the red rocks of Sedona in between. In addition, our 22 sovereign Native-American nations offer a unique blend of contemporary and traditional cultures, celebrating Arizona's past and present -- as artists blend Old West and Native American heritages into treasures of creative work, from all eras and in all genres, showcased in galleries, museums, and public places throughout the state.

Once again, welcome and best wishes for a successful conference!

Sincerely,

Janice K. Brewer  
Governor1700 WEST WASHINGTON STREET, PHOENIX, ARIZONA 85007  
602-542-4331 • FAX 602-542-7602



## Program at-a-Glance and Exhibit Hours

*All events are held at the Phoenix Convention Center.*

### Saturday, March 26

8:00am – 4:30pm	Motorcycle Safety and Enforcement Training Pre-Meeting (pre-registration required)	Room North 121A-C
11:00am – 6:00pm	Registration Open	Exhibit Halls North A-C Lobby
12:00pm – 2:00pm	CPS Technical Update and Strategic Discussion Pre-Meeting (pre-registration required)	Room North 122A-C
2:00pm – 6:00pm	Exhibit and Poster Setup	Exhibit Halls North A-C
3:00pm – 5:00pm	CPS Latest Technology Pre-Meeting (pre-registration required)	Room North 122A-C

### Sunday, March 27

7:30am – 5:30pm	Registration Open	Exhibit Halls North A-C Lobby
7:30am – 10:30am	Exhibit and Poster Setup	Exhibit Halls North A-C
9:30am – 10:45am	Opening Plenary	North Ballroom
10:45am – 7:15pm	Exhibit Hall Open	
11:00am – 12:30pm	1st Workshop Session	
12:30pm – 1:45pm	Exhibit Hall Open – Lunch items for sale	
2:00pm – 3:30pm	2nd Workshop Session	
3:30pm – 4:15pm	Complimentary Refreshments and Networking	Exhibit Halls North A-C
4:15pm – 5:15pm	3rd Workshop Session (one-hour session)	
5:15pm – 7:15pm	Welcome Reception in Exhibit Hall and Poster Presentations	Exhibit Halls North A-C

### Monday, March 28

7:30am – 5:00pm	Registration Open	Exhibit Halls North A-C Lobby
8:00am – 4:00pm	Exhibit Hall Open (closed during Plenary and Awards Luncheon)	
8:00am – 8:45am	Continental Breakfast	Exhibit Halls North A-C
9:00am – 10:00am	Keynote Plenary Session	North Ballroom
10:15am – 11:45am	4th Workshop Session	
12:00pm – 1:30pm	NHTSA Awards Luncheon	West Ballroom
1:45pm – 3:15pm	5th Workshop Session	
3:15pm – 3:45pm	Complimentary Refreshments and Networking	Exhibit Halls North A-C
3:45pm – 5:15pm	6th Workshop Session	
4:00pm	Exhibitor Move out	

### Tuesday, March 29

7:30am – 1:30pm	Registration Open	Exhibit Halls North A-C Lobby
8:30am – 10:00am	7th Workshop Session	
10:00am – 10:15am	Break	
10:15am – 11:45am	8th Workshop Session	
12:00pm – 1:15pm	Closing Lunch	West Ballroom
1:00pm – 5:00pm	BIA – Native American Grant Writing (post-conference mtg.)	Room North 125AB

### Wednesday, March 30

8:00am – 5:00pm	BIA – Native American Grant Writing (post-conference mtg.)	Room North 125AB
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# Lifesavers 2011 Program

## Saturday, March 26

**8:00am – 4:30pm**

Motorcycle Safety and Enforcement Training Workshop  
Room: North 121A-C (street level)  
Pre-registration required

**11:00am – 6:00pm**

Registration Open  
Exhibit Halls North A-C Lobby (level 3)

**12:00pm – 2:00pm**

CPS Technical Update and Strategic Discussion Session  
Room: North 122A-C (street level)  
Pre-registration required

**3:00pm – 5:00pm**

CPS Latest Technology Workshop  
Room: North 122A-C (street level)  
Pre-Registration Required

## Sunday, March 27

**7:30am – 5:30pm**

Registration Open  
Exhibit Halls North A-C Lobby (level 3)

**9:30am – 10:45am**

### Opening Plenary Session

North Ballroom (street level) 120C-D

National Honor Guard Ceremony with the Arizona Department of Public Safety and the Phoenix Police Department

**Alberto Gutier**, Director, Arizona Governor's Office of Highway Safety, Phoenix, AZ

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

**Ileana Arias, Ph.D.**, Principal Deputy Director, Centers for Disease Control and Prevention/Agency for Toxic Substances & Disease Registry (CDC/ATSDR), Atlanta, GA

**10:45am – 7:15pm**

Exhibit Hall Open  
Exhibit Halls North A-C Lobby (level 3)

## Sunday, March 27

**11:00am - 12:30pm • 1st Workshop Session**



Occupant Protection for Children

### Inspection Station Update

**Sunday – 11:00am-12:30pm – Room North 120A**

Some inspection stations operate at a highly organized level and may be proprietary while others work on a small scale, are totally free, and serve a specific population. Yet each meets the needs of their community. Leave the session with some new ideas about how to serve people in a downsized organization or in a bad economy. This is good for first time attendees as well as “old timers.”

#### Moderator:

**Judy A. Hammond**, Highway Safety Specialist, NHTSA, Washington, DC

#### Speakers:

**Patrick Ambrose**, CPST-I, Education Committee Chair, NY State CPS Advisory Board, Fredonia, NY

**Marcie Ellis**, Supervisor, Trauma Prevention and Safe Kids, Mercy San Juan Medical Center, Carmichael, CA

**Kathy Harper Moody**, Advocacy Specialist II, CPST/Sr Checker/Special Needs, Children's Hospital of Greenville Hospital System Univ Med Ctr, Children's Advocacy/Safe Kids Upstate, Greenville, SC



Roadway Safety

### Towards Zero Deaths: A National Strategy on Highway Safety

**Sunday – 11:00am-12:30pm – Room North 120C-D**

Toward Zero Deaths: a National Strategy on Highway Safety is an effort to develop a national approach to eliminating highway fatalities as a threat to public and personal health. To be developed with input from a wide range of highway safety stakeholders, the end result of the National Strategy will have two key parts: a national safety plan and an associated outreach program, and a process for implementing the plan.

#### Moderator:

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

#### Speakers:

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

**Ian Grossman**, Director of Government Affairs, American Association of Motor Vehicle Administrators, Arlington, VA

**Robert Hull, PE**, Director of Traffic and Safety, Utah Department of Transportation, Salt Lake City, UT



**Occupant Protection for Children****Outreach to Pre-Teens, Young Teens and Parents****Sunday – 11:00am-12:30pm – Room North 120B**

The OPC world spends lots of time helping kids in car seats and booster seats. Programs are changing and growing to encompass the needs of older and bigger kids who are preparing to use the seat belt or are using the seat belt already. Research shows that as kids age, they are less likely to wear their seat belts. Learn how to address this situation in your community.

**Moderator:**

**Beth Washington**, Coordinator, Safe Kids Tulsa, Children's Hospital at St. Francis, Tulsa, OK

**Speakers:**

**Debora Fulton**, Director, Shands Hospital, Gainesville, FL  
**Johnny Humphreys**, Child Passenger Safety Consultant, Austin, TX  
**Alexis Kagiliery**, Safe Kids Buckle Up Operations Manager, Safe Kids USA, Washington, DC

**Teen Traffic Safety****The Youth View****Sunday – 11:00am-12:30pm – Room North 121A-C**

Hear from youth about projects and programs they have led in their local communities to impact teen traffic safety. These youth will share details about their project from development, to implementation, to evaluation.

**Moderator:**

**Sandra Spavone**, Executive Director, NOYS, Gainesville, VA

**Speakers:**

**Emily Daiell**, Youth, Deer Park Act Out Loud Team, Deer Park, NY  
**Tyler Kraus**, Youth, TTYL I'm Driving Act Out Loud Team, Oviedo, FL  
**Rosemarie Santorelli**, Youth, TTYL I'm Driving Act Out Loud Team, NOYS TDDPLT Member, Sanford, FL  
**Caroline Smith**, Youth, TTYL I'm Driving Act Out Loud Team, Lake Mary, FL  
**Emma Tapada**, Youth, Deer Park Act Out Loud Team, Deer Park, NY

**Data and Research, Occupant Protection for Children, Adult Occupant Protection****Occupant Protection Research on Child, Teen and Adult Vehicle Occupants****Sunday – 11:00am-12:30pm – Room North 124A-B**

Researcher-presenters in this workshop will present findings from three distinctly different studies. Workshop attendees will learn about the results of a night time belt use and impaired driving enforcement project, a survey of tether use with child restraints and a study of proximal causes - restraint use and other causes - of teen crashes.

**Moderator/Speaker:**

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

**Speakers:**

**Allison Curry, Ph.D.**, Director, Epidemiology and Biostatistics, Center for Injury Research and Prevention, The Children's Hospital of Philadelphia, Philadelphia, PA  
**Chris Sherwood**, Senior Research Engineer, Insurance Institute for Highway Safety, Vehicle Research Center, Ruckersville, VA

**Criminal Justice****Power of the Visual - Effective and Descriptive Report Writing for Law Enforcement****Sunday – 11:00am-12:30pm – Room North 125A-B**

This workshop will assist law enforcement to enhance their skills in effectively capturing and describing the three phases of detection in an impaired driving case.

**Moderator:**

**Deena Ryerson**, Traffic Safety Resource Prosecutor, Oregon District Attorneys Association, Salem, OR

**Speakers:**

**Steven Casstevens**, Chief of Police, Cary Police Department, Cary, IL  
**Mark Neil**, Senior Attorney, National District Attorneys Association, National Traffic Law Center, Alexandria, VA

**Criminal Justice****Strategies to Combat Drug Impaired Driving Involving "Legal" Drugs**

Qualifies for ACTAR CEUs

**Sunday – 11:00am-12:30pm – Room North 127A-C**

The use, misuse, and abuse of prescription drugs is at an all time high in our society. Associated with this problem is the impact these medications have on roadways and the dangers of operation of motor vehicles. The workshop will focus on the dangers of prescription drugs and driving.

**Moderator:**

**Jennifer Messick**, Traffic Safety Resource Prosecutor, City of Anchorage, Anchorage, AK

**Speakers:**

**Chuck Hayes**, Program Coordinator, International Association of Chiefs of Police, Salem, OR  
**Ken Stecker**, Traffic Safety Resource Prosecutor, Prosecuting Attys. Association of Michigan, Lansing, MI

**Data and Research, Impaired Driving****Recent Impaired Driving Research****Sunday – 11:00am-12:30pm – Room North 128A-B**

This workshop will highlight recently released and current, ongoing impaired driving research. The panel will describe recently released information from the NHTSA-funded 2007 National Roadside Survey, Georgia DWI court research, New Mexico ignition interlock studies, state comparisons of BAC testing and reporting, among other research.

**Moderator/Speaker:**

**James Hedlund, Ph.D.**, Highway Safety North, Ithaca, NY

**Speakers:**

**James C. Fell, M.S.**, Senior Project Director, Pacific Institute for Research and Evaluation, Beltsville, MD  
**Anthony Ramirez**, Program Director, Pacific Institute for Research and Evaluation, Culverton, MD





## Other Highway Safety Priorities

**Social Media: A Primer****Sunday – 11:00am-12:30pm – Room North 129A-B**

There's no denying social media is a force to be reckoned with and is here to stay. In this session, communications experts will share their secrets and teach you how to maximize the potential of social media, leverage it to your advantage, integrate it in to your existing highway safety communication strategy, and use it to start and participate in conversations with your target markets.

**Moderator/Speaker:**

Elizabeth Graziosi, NHTSA, Washington, DC

**Speakers:**

**Laura Bower, APR**, Director of Public Relations & Social Media, The Tombras Group, Knoxville, TN

**Laura Holloway**, Community Relations Coordinator, Missouri Department of Transportation, Jefferson City, MO



## Other Highway Safety Priorities

**New Pedestrian Safety Law Enforcement Products, Practices and Studies****Sunday – 11:00am-12:30pm – Room North 132A-C**

As one of the three E's of pedestrian safety, enforcement is an important key to reducing crashes and improving safety. This session will examine the new computer-based Pedestrian Safety Training for Law Enforcement, the Florida DOT high visibility pedestrian enforcement operations and the Chicago nighttime pedestrian enforcement study which targeted countermeasures to reduce impaired pedestrian crashes.

**Moderator/Speaker:**

**Shirley Wise**, Regional Alcohol/Impaired Driving Coordinator, NHTSA, Region 10, Seattle, WA

**Speakers:**

**Susan Boda**, Marketing Coordinator, Tindale-Oliver & Associates, Inc., Tampa, FL

**Kiersten Grove**, Chicago Dept. of Transportation, Chicago, IL

**12:30pm – 1:45pm****Lunch – Concession Items for Sale in the Exhibit Hall**

Exhibit Halls North A-C (level 3)

Visit the exhibit hall to see the newest offerings in highway safety! Delicious lunch items are for sale – value priced – grab and go!

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

**2:00pm - 3:30pm • 2nd Workshop Session**

## Occupant Protection for Children

**Update on Airbags***1.5 CEUs offered for CPS technicians. Qualifies for ACTAR CEUs***Sunday – 2:00pm-3:30pm – Room North 120A**

Much more than a decade after airbags were introduced to the American public, they continue to change and adapt to meet our needs. See where airbags are today and where they are going in the future.

**Moderator:**

**Barbara Birkenshaw**, National CPS Board, Volkswagen Group of America, Inc., Rochester Hills, MI

**Speakers:**

**Ryan Hawker**, Dorel Juvenile Group, Foxboro, MA

**Julie Kleinert**, Safety Engineer, General Motors, Warren, MI

**Srinivasan Sundararajan, Ph.D.**, Technical Leader, Ford Motor Company, Dearborn, MI



## Occupant Protection for Children

**OPC and Children With Special Needs***1.5 CEUs offered for CPS technicians***Sunday – 2:00pm-3:30pm – Room North 120B**

New products, programs and research in serving children with special healthcare needs is discussed. See how a state program works and how some local programs continue to innovate to serve their populations.

**Moderator/Speaker:**

**Angela Osterhuber, ED.M**, Project Director, PA Traffic Injury Prevention Project, Media, PA

**Speakers:**

**Angelica Baker**, Injury Prevention Specialist, Phoenix Children's Hospital, Phoenix, AZ

**Kathy Harper Moody**, Advocacy Specialist II, CPST/Sr Checker/Special Needs, Children's Hospital of Greenville Hospital System Univ Med Ctr, Children's Advocacy/Safe Kids Upstate, Greenville, SC

**Laura Novak, MS,OTR**, National Center for Safe Transportation of Children with Special Health Care Needs, Riley Hospital for Children, Indianapolis, IN



## Teen Traffic Safety

**Like Me, Friend Me, Follow Me...How to Use Social Media and Marketing to Reach Teens****Sunday – 2:00pm-3:30pm – Room North 122A-C**

Speakers from the social media fields and experts in marketing to teens will share what works and how to effectively use social media outlets and viral resources to reach teens.

**Moderator:**

**Jason Westerheide**, Social Media Consultant, NOYS, Cincinnati, OH

**Speakers:**

**Andrew Arizpe**, Co-Founder, SchoolTube, St. Louis, MO

**Andrew Roos**, Account Executive, Adwords, Google Elections & Issue Advocacy Team, Ann Arbor, MI

**Cece Wedel**, Campaign Director, The Advertising Council, Washington, DC





Data and Research, Teen Traffic Safety

### Latest Research on Teen Driver Safety

**Sunday – 2:00pm-3:30pm – Room North 124A-B**

This workshop will look at views of teens and parents about licensing policies, teen belt use demonstration programs in the South Central U.S. along with newly developed benchmarks or indicators to help measure progress in addressing the teen driver crash epidemic.

#### Moderator/Speaker:

**Allan Williams, Ph.D.**, Allan F. Williams, LLC, Bethesda, MD

#### Speakers:

**Dennis Durbin, MD, MSCE**, Co-Scientific Director, The Center for Injury Research and Prevention, The Children's Hospital of Philadelphia Research Institute, Philadelphia, PA

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



Impaired Driving

### Ignition Interlock Institute for State Stakeholders

**Sunday – 2:00pm-3:30pm – Room North 126A-C**

NHTSA has held a series of Ignition Interlock Institutes throughout the country focused on each of its regions. The goal of the institute is to bring together key stakeholders from each state to learn best practices on how to most effectively implement state ignition interlock laws.

#### Moderator:

**Shirley Wise**, Regional Alcohol/Impaired Driving Coordinator, NHTSA, Region 10, Seattle, WA

#### Speakers:

**Debra Coffey**, Vice President, Government Affairs, Smart Start, Irving, TX  
**Charles Stephen Hooper**, Director of Operations/Driver Control, Department of Revenue/Colorado DMV, Lakewood, CO

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



Impaired Driving

### How to Increase BAC Testing and Reporting: No Refusal and Other Practices

**Sunday – 2:00pm-3:30pm – Room North 127A-C**

Some offenders try to avoid a conviction by refusing to submit to breath tests. Learn about jurisdictions that are running "No Refusal" programs, under which judges are on call any time of day and night, and they issue a warrant to draw blood from any offender who attempts to refuse. Learn also about jurisdictions that are taking other steps to increase their BAC testing and reporting.

#### Moderator:

**Maureen Perkins**, Program Manager, NHTSA, Washington, DC

#### Speakers:

**Warren Diepraam**, Assistant District Attorney, Montgomery County District Attorneys Office, Conroe, TX

**James Hedlund, Ph.D.**, Highway Safety North, Ithaca, NY



Adult Occupant Protection

### Click It or Ticket: Update and Best Practices

**Sunday – 2:00pm-3:30pm – Room North 128A-B**

The annual Click It or Ticket program remains a core part of the national strategy to increase belt use. Hear an update on NHTSA's plans for 2011 and how you can best coordinate your activities. Also hear about two best practices on this campaign covering enforcement and communications activities.

#### Moderator/Speaker:

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



Native American Issues, Other Highway Safety Priorities

### Federal Partnerships and How They Support Traffic Safety Efforts Within Tribal Communities

**Sunday – 2:00pm-3:30pm – Room North 129A-B**

NHTSA, along with the BIA, CDC and Indian Health Services has facilitated a partnership group comprised of members from each of these agencies for the purpose of collaborating and partnering on traffic safety issues. This session will highlight successful and proposed ventures.

#### Moderator/Speaker:

**Jodee Dennison**, Area Injury Prevention Specialist, Indian Health Service - Office of Environmental Health, Billings, MT

#### Speakers:

**Captain Nancy Bill**, Injury Prevention Program Manager, Indian Health Services, Rockville, MD

**Holly Billie, RS, MPH**, Injury Prevention Specialist, National Center for Injury Prevention and Control, Centers for Disease Control and Prevention, Atlanta, GA

**Robert Esquerra**, Director, BIA Indian Highway Safety Program, Albuquerque, NM

**Craig Genzlinger**, IRR Transportation Specialist, Federal Highway Administration, Helena, MT

**Patricia Tucker**, Program Manager, NHTSA - Region 6, Fort Worth, TX



Distracted Driving

### Distracted Driving: Law and Order

**Sunday – 2:00pm-3:30pm – Room North 132A-C**

Passing and enforcing good laws is a key part of addressing distracted driving. This session will look at efforts across the U.S. and globally to pass texting bans, cell phone bans, and other distracted driving legislation. Hear from an Arizona representative on the challenges in passing distracted driving laws in his state. Participants will also discuss enforcement efforts and challenges with opportunities for audience members to share what's happening in their communities.

#### Moderator/Speaker:

**Susan Kirinich**, Management Analyst, NHTSA, Office of Governmental Affairs, Policy and Strategic Planning, Washington, DC

#### Speakers:

**Steve Farley**, Assistant Minority Leader, Arizona House of Representatives, Phoenix, AZ

**Russ Martin**, Legislative Analyst, AAA, Washington, DC

Visit the exhibit hall for complimentary refreshment breaks.



3:30pm – 4:15pm

**Complimentary Refreshments  
and Networking in the Exhibit Hall**

Exhibit Halls North A-C (level 3)

**4:15pm - 5:15pm • 3rd Workshop Session****Occupant Protection for Children****Pre-Conference Outcomes:  
HWH; Tethers and Boosters****Sunday – 4:15pm-5:15pm – Room North 120B**

A pre-conference session on Saturday was held to brainstorm how we as a group can advance three issues: 1. promoting the “keeping babies rear-facing longer” message; 2. increasing tether use among the public AND in the technician community; and 3. using boosters for the older child past six who does not yet fit the seat belt. Learn what we discovered and how we can move forward.

**Moderator:**

Tess Benham, Program Manager, National Safety Council, Itasca, IL

**Speakers:**

Pat Esslinger, Groupware Facilitator, Chevy Chase, MD

**Other Highway Safety Priorities****Reaching the Millennial Generation****Sunday – 4:15pm-5:15pm – Room North 121A-C**

It is always an effort to reach young drivers, but young drivers today (ages 18 - 24) represent a particular new challenge because of all the technological and social changes that have taken place over the past decade - changes to us but normal life to them. Who are they and how are they different from previous generations? Come hear more about them and how to craft and distribute your safety messages to better reach them.

**Moderator:**

Gaby Duran Gorman, Account Supervisor, The Tombras Group, Washington, DC

**Speakers:**

David Jacobs, Senior VP, Director of Digital Innovation &amp; Strategy, The Tombras Group, Knoxville, TN

Matt Montgomery, Interactive Designer, The Tombras Group, Knoxville, TN

**Earn 13.5 Hours of CPS Technical  
Continuing Education (CEUs)**

At this year's conference there is an opportunity to earn 13.5 hours of CPS technical continuing education (CEUs). Three can be earned while attending the two CPS pre-meetings on Saturday, and seven workshops during the conference 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.

**Other Highway Safety Priorities****Car Crashes & Kids: What Can We Learn  
From Crash Investigation Case Studies****Sunday – 4:15pm-5:15pm – Room North 122A-C**

This session will provide an in-depth look at NHTSA crash investigations of young children who were in child safety restraints but still sustained serious or fatal injuries in crashes, and what we can learn from that to help improve child survival rates. Cases studies will include frontal, side and rollover crashes where the driver or other occupants sustained minor to moderate injuries while the child sustained serious to fatal injuries. It will also look at the relationship between child restraints, the components within the vehicle, and the kinematics of the child in a crash, as well as the differences in injury patterns based on the type of CRS used.

**Moderator:**

Sarah Weissman, Regional Program Manager, NHTSA, Region 2, White Plains, NY

**Speakers:**

Paul Barron, Crash Investigation Specialist, NHTSA, Washington, DC

Dave Bean, Crash Investigation Specialist, NHTSA, Washington, DC

**Impaired Driving****Federal Highway Bill Reauthorization Update****Sunday – 4:15pm-5:15pm – Room North 125A-B**

The six-year federal authorization bill for highways, highway safety, and public transportation – known as SAFETEA-LU - expired in 2009. Political and economic challenges have led Congress to punt on passing another multi-year bill, instead passing several extensions to continue current funding levels and policies. This workshop will focus on the outlook for re-authorization as well as a discussion of the key highway safety issues that are up for debate.

**Moderator:**

Stephanie Manning, Principal, The Manning Group, Leesburg, VA

**Speaker:**

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

**Additional Speakers to be determined****Teen Traffic Safety****Engaging the Learning Styles of Youth****Sunday – 4:15pm-5:15pm – Room North 126A-C**

In order to have safe teen driving messages resonate with and influence the behavior of youth, educators know they need to use strategies that engage the unique learning styles of youth. These strategies also need to blend well into approved school curriculums. Learn about peer-to-peer education and team competition programs used in two high schools that address seat belt use and distracted driving.

**Moderator:**

Jessica Smith, State Coordinator, Arizona SADD, Glendale, AZ

**Speakers:**

Tristan Evarts, Inventioners, Londonderry, NH

Roseanne Deak, Stay Alive AZ

**Criminal Justice****Social Media and its Use as a Tool for Criminal Justice Professionals****Sunday – 4:15pm-5:15pm – Room North 127A-C**

This workshop will address the evolving role of social media and how criminal justice professionals can use it to detect, interdict, and respond to criminal activities in the community.

**Moderator:**

**Tara Schipper**, Traffic Safety Resource Prosecutor, Attorney General's Office, Wisconsin Department of Justice, Madison, WI

**Speakers:**

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

**Kyle Wills**, Officer, Law Enforcement Liaison, Boise Police Department, Boise, ID

**Data and Research, Criminal Justice****Automated Enforcement Issues****Sunday – 4:15pm-5:15pm – Room North 128A-B**

The workshop will provide the participants with the opportunity to learn about automated enforcement technologies and the application of automated speed and red light camera technologies. Additionally, there will be a review of current research based on the effect of automated enforcement systems on crash reduction.

**Moderator:**

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

**Speakers:**

**Wen Hu**, Insurance Institute for Highway Safety, Arlington, VA

**David Kelly**, President and Executive Director, National Coalition for Safer Roads, Washington, DC

**Roadway Safety****Highway Safety Initiatives in Urban Arizona****Sunday – 4:15pm-5:15pm – Room North 129A-B**

An evaluation of highway safety treatments in Phoenix and Tucson will be discussed. The session will feature pedestrian safety innovations including the HAWK signalized pedestrian crossing first developed in Tucson and now approved in the MUTCD, Tucson's other signalized pedestrian and bicycle crossing treatments including experiments on a new pedestrian sensor device geared to adjust signal timing based on actual pedestrian walking speeds. Also featured will be the Phoenix engineering safety treatments including what the intent was and how things turned out, before and after traffic and crash data as well as unintended consequences of the various treatments. Location maps to allow participants to personally view these safety treatments in Phoenix will be provided.

**Moderator:**

**Alberto Gutier**, Director, Arizona Governor's Office of Highway Safety, Phoenix, AZ

**Speakers:**

**Richard Nassi**, Professional Engineer, Northwestern University - Adjunct Instructor, ADOT Southern Traffic Operations, Phoenix, AZ

**Kerry Wilcoxon, PE**, Safety Engineer, City of Phoenix, Dept. Safety and Neighborhood Traffic Section, Phoenix, AZ

**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 27.

**5:15pm – 7:15pm****Welcome Reception and Poster Presentations in the Exhibit Hall**

Exhibit Halls North A-C (level 3)

Sunday evening the Exhibit Hall comes alive when Lifesavers kicks off the 2011 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 Southwestern-style reception with local favorites, and other treats, while you catch up with old acquaintances and network with others working in your field.

There are several buffet stations located in the exhibit hall; check out their locations on the exhibit hall map on page 23. This will remain the same throughout the conference. Buffet tip: the food station closest to the door always has a line, so keep going!

See the list of exhibitors on page 24.

**Monday, March 28****7:30am – 5:00pm****Registration Open**

Exhibit Halls North A-C Lobby (level 3)

**8:00am – 4:00pm****Exhibit Hall Open**

(closed during Keynote Plenary and NHTSA Awards Luncheon)  
Exhibit Halls North A-C (level 3)

**8:00am – 8:45am****Complimentary Continental Breakfast in Exhibit Hall**

Exhibit Halls North A-C (level 3)



Grab some coffee and a continental 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**

North Ballroom (120C-D street level)

**Alberto Gutier**, Director, Arizona Governor's Office of Highway Safety, Phoenix, AZ

**Honorable Tom Horne**, Arizona Attorney General, Phoenix, AZ

**Sandra Spavone**, Executive Director, NOYS, Gainesville, FL

**Tyler Presnell** of Vancouver, WA, suffered life-altering injuries in a 1999 teen driving crash as a 15-year old. More than 10 years later, he is still undergoing surgeries and suffering the long-term effects from brain trauma but has used his experience to talk with teens about driving safety. His compelling story has been an inspiration for many teens to drive more safely, and for lawmakers to adopt laws that can prevent teen driver crashes.

**10:15am - 11:45pm • 4th Workshop Session**

Occupant Protection for Children

**What's New in the Medical Field**

1.5 CEUs offered for CPS technicians

**Monday – 10:15am-11:45am – Room North 120A**

Learn what is happening with the long awaited discharge policy and Safe Transportation of Children statement from the American Academy of Pediatrics; the Cook Children's Community Health Outreach program has found a way to better educate and outreach physician offices and clinic staff.

**Moderator:**

**Bonnie Kozial**, Manager, Committee & Section in Injury, Violence and Poison Prevention, American Academy of Pediatrics, Elk Grove Village, IL

**Speakers:**

**Dennis Durbin, MD, MSCE**, Co-Scientific Director, The Center for Injury Research and Prevention, The Children's Hospital of Philadelphia Research Institute, Philadelphia, PA

**Sharon Evans, RN, BSN, CPN**, Injury Prevention Coordinator, Cook Children's Medical Center, Ft Worth, TX

**Becky Levin, MPH**, Sr Manager, Injury, Violence and Poison Prevention, American Academy of Pediatrics, Elk Grove Village, IL



Distracted Driving

**Distracted Driving Victim Impact Panels****Monday – 10:15am-11:45am – Room North 120C-D**

Modeled on panels used with drunk drivers, distracted driving victim impact panels are being considered for use with distracted driving offenders. Hear about the first panel conducted last fall and how these panels can be used in your community. Family of people killed in distracted driving crashes will also speak so attendees can experience a panel during this session.

**Moderator:**

**Chuck Hurley**, Retired CEO, MADD, Annapolis, MD

**Speakers:**

**Jacy Good**, FocusDriven, White Plains, NY

**Patricia Pena**, FocusDriven, Perkasio, PA

**Jennifer Smith**, President, FocusDriven, River Forest, IL

**Mandi and Alexandra Sorohan**, FocusDriven, Rutledge, GA



Occupant Protection for Children

**Emerging Issues: Fact or Fiction**

1.5 CEUs offered for CPS technicians

**Monday – 10:15am-11:45am – Room North 120B**

Learn about a myriad of issues that face current technicians as they attempt to serve families curbside. Topics include special needs, LATCH, new product features such as HWH and recalls.

**Moderator:**

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

**Speakers:**

**Marilyn Bull, MD, FAAP**, National CPS Board, Riley Hospital for Children at Indiana University Health, Indianapolis, IN

**Denise Donaldson**, Editor, Safe Ride News, Woodinville, WA

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

**Carol Helminski**, Marketing, Car Seats, Graco Children's Products Inc., Div. of Newell Rubbermaid, Bonita Springs, FL

**Jennifer Huebner-Davidson**, National CPS Board, AAA National Office, Heathrow, FL



Criminal Justice

**Mock Trial: How to Effectively Present the Drugged Driving Case in Court**

Qualifies for ACTAR CEUs

**Monday – 10:15am-11:45am – Room North 121A-C**

Mock trials are an effective tool for providing law enforcement and prosecutors with experience in case presentation and obtaining feedback and guidance for improving their trial performance.

**Moderator:**

**Kimberly Overton**, Chief Resource Prosecutor, North Carolina Conference of District Attorneys, Cary, NC

**Speakers:**

**Tim Barker**, Prosecutor Fellow, York County District Attorneys Office, York, PA

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



Impaired Driving

**Power of Parents: It's Your Influence****Monday – 10:15am-11:45pm – Room North 122A-C**

Come learn about this exciting new program focused on teaching kids the dangers of underage drinking. MADD's new program, "The Power of Parents: It's Your Influence," is based on the proven research that helps parents have a constructive dialogue with their children in order to prevent underage drinking.

**Moderator:**

**Kimberly Earle**, CEO, MADD, Irving, TX

**Speakers:**

**Vicki Knox**, Vice President of Programs, MADD, Irving, TX

**Kelly Larkin**, State Executive Director, MADD Arizona, Tucson, AZ

**Complete addresses for moderators and speakers are on the Pre-Registration List.**



## Data and Research

**What's New in Crash Avoidance and Other Vehicle Technologies****Monday – 10:15am-11:45am – Room North 124A-B**

Years ago most vehicle safety technology attention was focused on crash-worthiness - minimizing injury to occupants in the event of a crash. More recently, significant advances have been made in technologies to help prevent a crash from taking place. And, a wide range of telematic devices can have varying effects on crashes and crash outcomes. Hear the latest from our panel of industry experts.

**Moderator:**

**Katherine Yehl**, Director Government Affairs North America, Volvo Car Corporation, House of Sweden, Washington, DC

**Speakers:**

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

**Tom Jeffers**, Vice President, Public Policy, OnStar, Detroit, MI

**Jay Joseph**, American Honda Motor Co., Inc., Torrance, CA

**Adam Kopstein**, Manager, North American Product Safety and Compliance, Volvo Cars of North America, LLC, Rockleigh, NJ



## Teen Traffic Safety

**What's New in Driver Education****Monday – 10:15am-11:45am – Room North 125A-B**

This workshop will showcase recent research and driver education activity including a model program developed by a manufacturer and a report on new driver education assessments being conducted by states.

**Moderator:**

**Debbie Prudhomme**, Driving School Association of the Americas, North Branch, MN

**Speakers:**

**Alexander Hobbach**, Senior Manager, Business Innovation, Daimler Business Innovations Group, Daimler AG, Stuttgart, Germany

**Dan Mayhew**, Traffic Injury Research Foundation, Ottawa, Ontario, Canada

**Nina Jo Saint**, Coordinator, Texas Education Agency, Driver Training Division, Austin, TX



## Teen Traffic Safety

**Rural Traffic Safety Issues for Teen Drivers****Monday – 10:15am-11:45am – Room North 126A-C**

Don't let a back road be your last road! Rural roads have unique risks that teen drivers should be aware of and avoid. This workshop will highlight the rural road risks and what youth leaders are doing to educate their peers about staying safe on rural roads.

**Moderator:**

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

**Speakers:**

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

**Natalie Hayford**, Youth, NOYS/SADD, Andover, MN

**Brittany Kerr**, Past National Officer, Family, Career and Community Leaders of America, Highmore, SD



## Criminal Justice

**Speed and Speed Management: An Integral Component of All Aspects of Traffic Safety***Qualifies for ACTAR CEUs***Monday – 10:15am-11:45am – Room North 127A-C**

This workshop will focus on the importance of speed enforcement as an integral part of reducing traffic crashes, injuries, fatalities, and other crime.

**Moderator:**

**Wil Price**, Highway Safety Specialist, NHTSA, Washington, DC

**Speakers:**

**Pamella Holt, RN, BSN**, St. John's/Kohl's Injury Prevention Center, Springfield, MO

**David Kelly**, President and Executive Director, National Coalition for Safer Roads, Washington, DC

**Lieutenant Elise Souter**, Tucson Police Department, Tucson, AZ

**Kerry Wilcoxon, PE**, Safety Engineer, City of Phoenix, Dept. Safety and Neighborhood Traffic Section, Phoenix, AZ



## Native American Issues, Impaired Driving, Criminal Justice

**Tribal Courts and Creative Sentencing for Impaired Driving Offenders****Monday – 10:15am-11:45am – Room North 128A-B**

Lack of capacity and incarceration space, along with financial burdens imposed by locking up drunk drivers have lead Tribal judges and prosecutors to think "outside the box" when imposing sentences. This workshop will explore some of the methods being used.

**Moderator:**

**Patricia Abeyta**, Program Coordinator, BIA Indian Highway Safety Program, Albuquerque, NM

**Speakers:**

**Judge Rudolph Collins**, Acoma Tribe, Acoma, NM

**Anita Fineday**, Chief Tribal Judge, White Earth Tribe, White Earth, MN

**Korey Wahwassuck**, Associate Judge, Leech Lake Tribal Court, Cass Lake, MN



## Other Highway Safety Priorities

**Changing the (Ped/Bike) World with \$2,500 or Less: Successes and Lessons Learned****Monday – 10:15am-11:45am – Room North 129A-B**

This panel presentation explores how small amounts of money can positively impact pedestrians and bicyclists in a variety of settings. Speakers will discuss activities performed, successes, and lessons learned from mini-grants distributed to communities interested in improving pedestrian and bicyclist safety and walkability. Mini-grants focused on improvements for older adults, K-8 students, and communities in general.

**Moderator:**

**Charlene Oakley**, Program Manager, NHTSA, Region 1, Cambridge, MA

**Speakers:**

**Pam Barth, MRP**, Project Manager, National Center for Safe Routes to School, Chapel Hill, NC

**Nancy Pullen-Seufert, MPH**, Research Associate, UNC Highway Safety Research Center, Chapel Hill, NC

**Laura Sandt**, Associate Director, Pedestrian and Bicycle Information Center, Chapel Hill, NC



**Impaired Driving****Latest Information on Drug Impaired Driving**

Qualifies for ACTAR CEUs

**Monday – 10:15am-11:45am – Room North 132A-C**

Drug impaired driving has recently received increased attention, but how extensive is the problem and what countermeasures are available to address it? The Drug Evaluation and Classification (DEC) and the Advanced Roadside Impaired Driving Enforcement (ARIDE) programs train law enforcement officials so they can recognize drug impaired drivers. Drug and DWI courts closely monitor impaired driving and other criminal offenders, and help address their underlying alcohol and substance abuse problems. More research is needed to better understand the scope and extent of the problem.

**Moderator:****Maureen Perkins**, Program Manager, NHTSA, Washington, DC**Speakers:****Chuck Hayes**, Program Coordinator, International Association of Chiefs of Police, Salem, OR**Joanne Michaels**, Director, National District Attorneys Association, National Traffic Law Center, Alexandria, VA**David Wallace**, Director, National Center for DWI Courts, Alexandria, VA**12:00pm – 1:30pm****NHTSA Awards Luncheon**

West Ballroom (301A-D level 3)

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

**David Manning, Ph.D.**, Regional Administrator, NHTSA Region 9, San Francisco, CA**David L. Strickland**, Administrator, NHTSA, Washington, DC**1:45pm - 3:15pm • 5th Workshop Session****Other Highway Safety Priorities****New NHTSA Communications Strategies and Messages****Monday – 1:45pm-3:15pm – Room North 120A**

NHTSA is developing a range of new safety messages for impaired driving, child passenger safety, and high visibility enforcement campaigns. This session will highlight these new strategies and messages, and describe how the messages were developed from the earliest stages, through focus group results, partner input, to the actual message development. It will also be a time to provide feedback on the development of new materials and resources that will be developed to support the new media messages.

**Moderator/Speaker:****Sue Gorcowski**, Associate Administrator, Communications and Consumer Information, NHTSA, Washington, DC**Speakers:****Alice Mathews**, Senior VP, The Tombras Group, Washington, DC**Cece Wedel**, Campaign Manager, The Advertising Council, Washington, DC**Impaired Driving****Advanced Alcohol Detection Technology Update****Monday – 1:45pm-3:15pm – Room North 120C-D**

You've heard that there is currently a project underway to examine the feasibility of in-vehicle technology which could passively detect whether a driver is impaired. Come to the workshop to learn the latest information about where this technology stands and what more needs to be done in order to develop a technology to eliminate drunk driving.

**Moderator:****J.T. Griffin**, Vice President of Public Policy, MADD, Washington, DC**Speakers:****Susan Ferguson**, Ferguson International, Naples, FL**Dr. Abdullatif (Bud) Zaouk**, Director - Surface Transportation, QinetiQ North America, Waltham, MA**Occupant Protection for Children****Booster Seat Update****Monday – 1:45pm-3:15pm – Room North 120B**

The news this past year about a stagnant booster seat use rate will force us to be more creative and energetic in our communities. Hear from program people about how they are selling the booster seat message locally. Learn about some of the latest booster seat research in the field.

**Moderator/Speaker:****Narinder Dhaliwal, M.A.**, Programs Liaison, Health and Social Policy Institute, Sacramento, CA**Speakers:****Joe Colella**, Director, Traffic Safety Projects, Frederick, MD**Larry Decina**, TransAnalytics, LLC, Quakertown, PA**Erin Kuroiwa**, MHI, Phoenix Children's Hospital, Phoenix, AZ**Criminal Justice****Fatality Investigations: The Need for Coordinated Efforts by Emergency Responders and Prosecutors**

Qualifies for ACTAR CEUs

**Monday – 1:45pm-3:15pm – Room North 121A-C**

Emergency responders have interests and concerns at crash scenes that initially may be in conflict: patient care, scene preservation, and incident management. This workshop will discuss how emergency responders and prosecutors can work together to preserve and gather all necessary evidence and enhance the quality of the fatal crash investigations.

**Moderator:****Joanne Michaels**, Director, National District Attorneys Association, National Traffic Law Center, Alexandria, VA**Speakers:****Joseph McCormack**, Bureau Chief, Bronx District Attorney's Office, Bronx, NY**John Valenzuela**, Assistant Fire Chief, Tempe Fire Department, Tempe, AZ

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



**Impaired Driving****DUI Courts and Close Supervision Practices****Monday – 1:45pm-3:15pm – Room North 122A-C**

What can be done to prevent impaired drivers from re-offending? DWI courts and other close supervision practices seek to break the cycle by addressing offenders' underlying problem of alcohol misuse. Speakers will include an Academy (Mentor) DWI Court, the "24/7" program operating in some rural states, and a comprehensive probation program that focuses especially on impaired drivers.

**Moderator/Speaker:**

**Judge Peggy Hora**, Superior Court of California, NHTSA Judicial Fellow, Walnut Creek, CA

**Speakers:**

**Paul Bachand**, Special Assistant Attorney General, Traffic Safety Resource Prosecutor, Pierre, SD

**Karen Barnes**, Drug Court Supervisor, Phoenix, AZ

**Rocco Pozzi**, Probation Commissioner, Westchester County Intensive Supervision Program, White Plains, NY

**Teen Traffic Safety****How to Reach and Help Parents Help Their Teen Drivers****Monday – 1:45pm-3:15pm – Room North 125A-B**

Previous research has identified the key role parents can play in reducing their teens' crash risk. How can we enhance parents' ability to help their teen become a skilled safe driver? This workshop will identify gaps in parents' skills and knowledge and then look at a couple of different approaches to reaching parents with the information they need to be effective at helping their teens with supervised practice driving and then setting the right rules to protect their teen during first months of independent driving.

**Moderator:**

**Suzanne Hill**, Program Director, Advocacy and Outreach, Center for Injury Research and Prevention, The Children's Hospital of Philadelphia, Philadelphia, PA

**Speakers:**

**Brenda Cockrell**, ES&H Project Manager, Monsanto, St. Louis, MO

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

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

**Teen Traffic Safety****Countermeasures and Interventions Needed to Curb Underage Drinking****Monday – 1:45pm-3:15pm – Room North 126A-C**

This workshop will examine the underage drinking issue from a family court judge and parole officer's perspective and discuss alcohol access issues from a youth's viewpoint.

**Moderator/Speaker:**

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

**Speakers:**

**Elliot Johnson**, Student, Youth Speaker, Family, Career and Community Leaders of America, NOYS TDDPLT Member, Brookings, SD

**Jessica M. Pearce**, Project Coordinator, National Council of Juvenile and Family Court Judges, Reno, NV

**Criminal Justice****Keeping Officers Safe: Preventing Traffic Related Line of Duty Deaths****Monday – 1:45pm-3:15pm – Room North 127A-C**

Line of Duty Deaths of law enforcement officers resulting from traffic crash related have outpaced those resulting from gunfire for several years. This workshop will discuss the importance of occupant protection, compliance with agency driving policies and other safety measures designed to enhance the safety of law enforcement officers in their vehicles.

**Moderator:**

**Fran Santos**, Commander, Tempe Police Department, Tempe, AZ

**Speakers:**

**Craig Floyd**, Chairman and Chief Executive Officer, National Law Enforcement Officers Memorial Fund, Washington, DC

**Pamella Holt, RN, BSN**, St. John's/Kohl's Injury Prevention Center, Springfield, MO

**Native American Issues, Occupant Protection for Children****Educating Native American Communities on Safely Transporting Children****Monday – 1:45pm-3:15pm – Room North 128A-B**

The Indian Health Service has developed several programs in the past few years aimed at introducing the concept of children riding in child safety seats to help keep Native American children safe. These programs were developed to provide basic child passenger safety information to caregivers who only need basic information. This session will highlight the objectives of three current programs (SNAP, Safe Ride and Native CARS) and how they need to work in conjunction with the NHTSA CPS Technician Certification program.

**Moderator:**

**Captain Nancy Bill**, Injury Prevention Program Manager, Indian Health Services, Rockville, MD

**Speakers:**

**Lieutenant Richard Greenwald**, Oglala Sioux Tribe Police Department, Pine Ridge, SD

**Mabel Henderson**, Program Manager, Navajo Department of Highway Safety, Yah Ta Hey, NM

**Nadine Jojola**, Pojoaque, Santa Fe, NM

**Other Highway Safety Priorities****Motorcycle Safety Initiatives and Insurance Data**

Qualifies for ACTAR CEUs

**Monday – 1:45pm-3:15pm – Room North 129A-B**

Motorcycles have gained an increasing amount of attention from transportation officials over the past decade as fatalities have more than doubled since 1997. This panel will examine data from the insurance industry on types of motorcycles, claims and loss experience, and the effect of anti-lock brake systems on motorcycles, and the development of Model National Standards for Entry-Level Rider Training in the United States. It will also showcase a new Standardized Field Sobriety Testing video for law enforcement on the visual detection cues associated with impaired motorcycle operators.



**Moderator:**

**Jim Green**, Deputy Regional Administrator, NHTSA Region 7, Kansas City, MO

**Speakers:**

**Kim Hazelbaker**, Senior Vice President, Highway Loss Data Institute, Arlington, VA

**Brett Robinson**, Vice President, Highway Safety Services, LLC, American Driver and Traffic Safety Education Association, Indiana, PA

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



**Other Highway Safety Priorities, Occupant Protection for Children**

**Kids in Hot Cars**

**Monday – 1:45pm-3:15pm – Room North 132A-C**

At least 49 young children died from hyperthermia while unattended in motor vehicles last year. This workshop will explore the causes along with potential short and long term solutions.

**Moderator:**

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

**Speakers:**

**Janette Fennell**, Founder and President, KidsAndCars.org, Leawood, KS

**Johnny Humphreys**, Child Passenger Safety Consultant, Austin, TX

**Tomi St. Mars, RN, MSN, FAEN**, Section Manager, Injury Prevention and Child Fatality Review, Arizona Department of Health Services, Phoenix, AZ

**3:15pm – 3:45pm**

**Complimentary Refreshments and Networking in the Exhibit Hall**

Exhibit Halls North A-C (level 3)



**3:45am - 5:15pm • 6th Workshop Session**



**Impaired Driving  
Victim Impact Panel**

**Monday – 3:45pm-5:15pm – Room North 120A**

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, MADD, Irving, TX

**Speakers:**

**Beverly Mason-Biggers**, Program Specialist, MADD Southern Arizona, AZ

**Nancy Clay**, AZ



**Roadway Safety  
ITS-Connected Vehicles:  
A Revolutionary New Safety Technology**

*Qualifies for ACTAR CEUs*

**Monday – 3:45pm-5:15pm – Room North 120C-D**

While we are very pleased that the highway fatality numbers have been trending downward in recent years, traffic crashes are still the leading killer of our nation's youth - those aged 4 to 34. However, wireless technologies show real promise for dramatically reducing the highway death and injury toll. Vehicle-to-Vehicle (V2V) communications systems provide 360° situational awareness of other, similarly-equipped V2V vehicles within range. V2V systems are built on a low-cost technology platform that combines Dedicated Short Range Communications (DSRC - a wireless technology similar to WiFi) with Global Positioning System (GPS) technology. Results of a recent DOT analysis indicated that up to 76 percent of all crashes by unimpaired drivers could potentially be addressed by V2V technology. Some driving issues that can be addressed by V2V communications include:

- **Blind Spot Warning**, which warns a driver when they try to change lanes if there is a car in the blind spot.
- **Forward Collision Warning**, which alerts and then warns a driver if they fail to brake when a vehicle ahead of them is stopped or traveling too slowly.
- **Electronic Emergency Brake Lights**, which notify a driver when a hard to see vehicle ahead of them is braking hard.
- **Intersection Movement Assist**, which warns the driver when it is not safe to enter an intersection, for example, when something is blocking a driver's view of opposing traffic.
- **Do Not Pass Warning**, which warns the driver if they attempt to change lanes and pass when there is a vehicle in the opposing lane within the passing zone.
- **Control Loss Warning**, which warns the driver when they are about to lose control of the vehicle.

**Moderator:**

**Mike Pina**, Program Manager Communications and Outreach, RITA – Intelligent Transportation Systems Joint Program Office, Washington, DC

**Speakers:**

**Kevin Dopart**, Manager, Vehicle Systems & Public Safety, Noblis, Washington, DC

**Gregory Krueger**, MDOT Statewide Intelligent Transportation Systems Program Manager, Michigan Department of Transportation, Lansing, MI

**Ray Resendes**, Division Chief, Vehicle to Vehicle and Safety Pilot, NHTSA, Washington, DC

**Workshop Handouts on Our Website**

All speaker handouts sent to us before the conference are posted on the "Workshop Handouts" page of the website at [www.lifesaversconference.org](http://www.lifesaversconference.org). You may print out handouts at our complimentary printing station, located right inside the exhibit hall, to your right.

**Please let us know at Registration if your address has changed!**

**Occupant Protection for Children****CPS in Non-Passenger Cars: Low Speed Vehicles, Ambulances, EMS Issues***1.5 CEUs offered for CPS technicians***Monday – 3:45pm-5:15pm – Room North 120B**

In many parts of the country, low speed vehicles (LSV) can be spotted on the road, sidewalks and footpaths. The question is, can they be used for children and more specifically, for children in car seats? How about children and ATV's. Are they even an issue? What is new in ambulance technology and research? There is a new course for EMTs and they can learn about it here.

**Moderator:**

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

**Speakers:**

**Marilyn Bull, MD, FAAP**, National CPS Board, Riley Hospital for Children at Indiana University Health, Indianapolis, IN

**Kim Herrmann, CPST-I**, Certification Specialist, Safe Kids USA, Ft Myers, FL

**Tomi St. Mars, RN, MSN, FAEN**, Section Manager, Prevention and Child Fatality Review, Arizona Department of Health Services, Phoenix, AZ

**Teen Traffic Safety, Distracted Driving****Impact of Distractions on Teen Driving****Monday – 3:45pm-5:15pm – Room North 121A-C**

Explore actual data to determine impact of distractions on common teen crashes. Highlight programs designed to change behavior related to passenger, cell phone and other distractions.

**Moderator/Speaker:**

**Rusty Weiss**, Director of Programs for Families and External Research, DriveCam, San Diego, CA

**Speakers:**

**Cynthia Burch, MPH**, University of Maryland Baltimore, National Study Center for Trauma and EMS, Baltimore, MD

**Susan Duchak**, Senior Manager Corporate Relations, Allstate Insurance Company, Northbrook, IL

**Suzanne Hill**, Program Director, Advocacy and Outreach, Center for Injury Research and Prevention, The Children's Hospital of Philadelphia, Philadelphia, PA

**Other Highway Safety Priorities****Earned Media: A Rusty Relic Destined for the Dustbin?****Monday – 3:45pm-5:15pm – Room North 122A-C**

The changing nature of communications has led some to say that earned media is becoming as obsolete as the 8-track tape player or a floppy disk. But if used wisely, it can still be a powerful tool to reach your audience and play a vital role in highway safety communications. Come learn how to be savvy with earned media in this ever-changing media environment as several state leaders share their strategies for keeping their toolboxes.

**Moderator/Speaker:**

**Erin Koshut**, Vice President, AkinsCrisp Public Strategies, Huntsville, AL

**Speakers:**

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

**Kathryn Wesolowski**, Program Manager, Rainbow Injury Prevention Center, University Hospitals, Cleveland, OH

**Impaired Driving****Criminal Justice Champions Fighting Impaired Driving****Monday – 3:45pm-5:15pm – Room North 124A-B**

Impaired driving is a complex problem that requires a comprehensive approach, but you don't have to fight this battle alone. Law Enforcement Liaisons (LELs), Traffic Safety Resource Prosecutors (TSRPs), Judicial Outreach Liaisons (JOLs) and Criminal Justice Fellows have expertise, can help provide training and education to criminal justice professionals, and can promote the most current practices for effectively deterring impaired driving.

**Moderator/Speaker:**

**Mark Panos**, Assistant Director, Senior Program Manager, Utah Department of Public Safety, Highway Safety Office, Salt Lake City, UT

**Speakers:**

**Beth Barnes**, Arizona Traffic Safety Resource Prosecutor, Phoenix, AZ

**Judge Peggy Hora**, Superior Court of California, NHTSA Judicial Fellow, Walnut Creek, CA

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

**Sergeant James Partain**, SRTEN Coordinator, Tift County Sheriff's Office, Tifton, GA

**Data and Research****What Research is Telling us About Older Drivers and Crash Risk****Monday – 3:45pm-5:15pm – Room North 125A-B**

Crash risk for older drivers is substantially different than for their younger counterparts. Some of the reasons and actions that may reduce that risk may not be obvious. Hear what three researchers have to say about this increasingly important issue.

**Moderator/Speaker:**

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

**Speakers:**

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

**Dan Mayhew**, Traffic Injury Research Foundation, Ottawa, Ontario, Canada

**Impaired Driving****Tips for Implementing Successful Ignition Interlock Programs****Monday – 3:45pm-5:15pm – Room North 126A-C**

The research is in and ignition interlock devices are proven to reduce DUI recidivism. And while 48 states use these devices in some form, state laws vary widely. This workshop will examine some of the best practices from around the country and show how to make the best use of your state's law.

**Moderator:**

**Erin Holmes**, Research Associate, Traffic Injury Research Foundation, Ottawa, Ontario, Canada

**Speakers:**

**Brett Close**, Operations Manager, Driver Control, Colorado Department of Revenue, Lakewood, CO

**Susan McKinney**, Administrator, Illinois Secretary of State BAID Division, Springfield, IL

**Toby Taylor**, Administrator, State of Oklahoma Board of Tests for Alcohol and Drug Influence, Oklahoma City, OK







## Workshops at-a-Glance



	ROOM	North 120 B	North 121 A-C	North 122 A-C	North 124 A-B	North 125 A-B	North 126 A-C
<b>SUNDAY</b>							
<b>Session #1</b> 11:00am –12:30pm		<b>OPC</b> Outreach to Pre-Teens, Young Teens and Parents	<b>Teen</b> The Youth View		<b>DR, OPC, AOP</b> OP Research on Child, Teen and Adult Vehicle Occupants	<b>CJ</b> Power of the Visual -Effective and Descriptive Report Writing for Law Enforcement	
<b>Session #2</b> 2:00pm –3:30pm		<b>OPC</b> OPC and Children with Special Needs <b>CPS CEUs</b>		<b>Teen</b> Like Me, Friend Me, Follow Me... How to use Social Media and Marketing to Reach Teens	<b>DR, Teen</b> Latest Research on Teen Driver Safety		<b>ID</b> Ignition Interlock Institute for State Stakeholders
<b>Session #3</b> 4:15pm –5:15pm		<b>OPC</b> Pre-Conference Outcomes: HWH; Tethers and Boosters	<b>OHS</b> Reaching the Millennial Generation	<b>OHS</b> Car Crashes & Kids: What We Can Learn From Crash Investigation Case Studies		<b>ID</b> Federal Highway Bill Reauthorization Update	<b>Teen</b> Engaging the Learning Styles of Youth
<b>MONDAY</b>							
<b>Session #4</b> 10:15am –11:45am		<b>OPC</b> Emerging Issues: Fact or Fiction <b>CPS CEUs</b>	<b>CJ</b> Mock Trial: How to Effectively Present the Drugged Driving Case in Court <b>ACTAR CEUs</b>	<b>ID</b> Power of Parents: It's Your Influence	<b>DR</b> What's New in Crash Avoidance and Other Vehicle Technologies	<b>Teen</b> What's New in Driver Education	<b>Teen</b> Rural Traffic Safety Issues for Teen Drivers
<b>Session #5</b> 1:45pm –3:15pm		<b>OPC</b> Booster Seat Update	<b>CJ</b> Fatality Investigations: The Need for Coordinated Efforts by Emergency Responders and Prosecutors <b>ACTAR CEUs</b>	<b>ID</b> DUI Courts and Close Supervision Practices		<b>Teen</b> How to Reach and Help Parents Help Their Teen Drivers	<b>Teen</b> Countermeasures and Interventions Needed to Curb Underage Drinking
<b>Session #6</b> 3:45pm –5:15pm		<b>OPC</b> CPS in Non-Passenger Cars: Low Speed Vehicles, Ambulances, EMS issues <b>CPS CEUs</b>	<b>Teen, DD</b> Impact of Distractions on Teen Driving	<b>OHS</b> Earned Media: A Rusty Relic Destined for the Dustbin?	<b>ID</b> Criminal Justice Champions Fighting Impaired Driving	<b>DR</b> What Research is Telling us About Older Drivers and Crash Risk	<b>ID</b> Tips for Implementing Successful Ignition Interlock Programs
<b>TUESDAY</b>							
<b>Session #7</b> 8:30am –10:00am		<b>OPC</b> Side Impact Protection in Vehicles and Child Restraints <b>CPS CEUs</b> <b>ACTAR CEUs</b>	<b>AOP</b> 85% Belt use – How Do We Continue to Improve?		<b>CJ</b> How Commercial Vehicle Enforcement Can Save Lives	<b>Teen</b> How to Build Successful Teen Driving Coalitions	<b>OHS</b> Beyond the Citation – Older Drivers and Law Enforcement
<b>Session #8</b> 10:15am –11:45am		<b>OPC</b> Using Social Marketing to Reach New Audiences			<b>OHS</b> Creating a Roadmap to Success: A Safe Communities Approach	<b>ID</b> Highlights from the National Law Enforcement Institute	

**KEY TO TRACKS:** **AOP** Adult Occupant Protection; **CJ** Criminal Justice; **DD** Distracted Driving; **DR** Data & Research; **ID** Impaired Driving;

**NA** Native American Issues; **OHS** Other Highway Safety Priorities; **OPC** Occupant Protection for Children; **Rdwy** Roadway Safety; **Teen** Teen Traffic Safety

North 127 A-C	North 128 A-B	North 129 A-B	North 132 A-C	North 120 A	North 120 C-D	SUNDAY
<b>CJ</b> Strategies to Combat Drug Impaired Driving Involving "Legal" Drugs <b>ACTAR CEUs</b>	<b>DR, ID</b> Recent Impaired Driving Research	<b>OHS</b> Social Media: A Primer	<b>OHS</b> New Pedestrian Safety Law Enforcement Products, Practices and Studies	<b>OPC</b> Inspection Station Update	<b>Rdwy</b> Towards Zero Deaths: A National Strategy on Highway Safety	
<b>ID</b> How to Increase BAC Testing and Reporting : No Refusal and Other Practices	<b>AOP</b> Click it or Ticket: Update and Best Practices	<b>NA, OHS</b> Federal Partnerships and How They Support Traffic Safety Efforts Within Tribal Communities	<b>DD</b> Distracted Driving: Law and Order	<b>OPC</b> Update on Airbags <b>CPS CEUs</b> <b>ACTAR CEUs</b>		
<b>CJ</b> Social Media and its Use as a Tool for Criminal Justice Professionals	<b>DR, CJ</b> Automated Enforcement Issues	<b>Rdwy</b> Highway Safety Initiatives in Urban Arizona				MONDAY
<b>CJ</b> Speed and Speed Management: An Integral Component of all Aspects of Traffic Safety <b>ACTAR CEUs</b>	<b>NA, ID, CJ</b> Tribal Courts and Creative Sentencing for Impaired Driving Offenders	<b>OHS</b> Changing the (Ped/Bike) World with \$2,500 or Less: Successes and Lessons Learned	<b>ID</b> Latest Information on Drug Impaired Driving <b>ACTAR CEUs</b>	<b>OPC</b> What's New in the Medical Field <b>CPS CEUs</b>	<b>DD</b> Distracted Driving Victim Impact Panels	
<b>CJ</b> Keeping Officers Safe; Preventing Traffic Related Line of Duty Deaths	<b>NA, OPC</b> Educating Native American Communities on Safely Transporting Children	<b>OHS</b> Motorcycle Safety Initiatives and Insurance Data <b>ACTAR CEUs</b>	<b>OHS, OPC</b> Kids in Hot Cars	<b>OHS</b> New NHTSA Communications Strategies and Messages	<b>ID</b> Advanced Alcohol Detection Technology Update	
<b>CJ</b> DDACTS – Data-Driven Approaches to Crime and Traffic Safety	<b>NA, ID</b> Effectiveness of Impaired Driving Checkpoints in Tribal Communities	<b>OHS</b> Motorcycle Rider and Helmet Laws <b>ACTAR CEUs</b>	<b>DD</b> Stopping Distracted Driving: Beyond Legislation	<b>ID</b> Victim Impact Panel	<b>Rdwy</b> ITS– Connected Vehicles: A Revolutionary New Safety Technology <b>ACTAR CEUs</b>	TUESDAY
<b>CJ</b> Medical Issues for Law Enforcement	<b>NA, DD</b> How Tribes are Overcoming Data Collection Challenges	<b>Rdwy</b> Traffic Incident Management	<b>OHS</b> Innovative Ways to Expand Safe Bicycle and Pedestrian Mobility	<b>OPC</b> Nuevo Asientos/Nuevo Tecnologia (Esta seccion sera en Espanol) <b>CPS CEUs</b>	<b>DR, DD, CJ, Teen</b> Distracted Driving: What the Research Shows <b>ACTAR CEUs</b>	
<b>CJ</b> "Old School DWI": How to Make a Case with a Suspect Who Refuses Everything	<b>Rdwy, NA</b> Road Safety Audits and Their Impact on Native American Reservations	<b>NA, AOP</b> Keys to Conducting Valid Seat Belt Observations within Reservation Communities	<b>OPC, NA</b> CPS for Targeted Audiences			



**Criminal Justice****DDACTS – Data-Driven Approaches to Crime and Traffic Safety****Monday – 3:45pm-5:15pm – Room North 127A-C**

Law enforcement agencies are faced with shrinking budgets, reduced staffing, and competing demands and priorities. The workshop will describe the value of using Data-Driven Approaches to Crime and Traffic Safety to reduce social harm in the community and provide update information on effective use of the DDACTS model.

**Moderator:**

**Debra Piehl**, Project Manager, Data-Driven Approaches to Crime and Traffic Safety, International Association of Directors of Law Enforcement Standards and Training, Charleston, MA

**Speakers:**

**Captain William Hisle**, Shawnee, KS Police Department, Shawnee, KS  
**Brett Railey**, Chief of Police, Winter Park, Florida Police Department, Winter Park, FL

**Native American Issues, Impaired Driving****Effectiveness of Impaired Driving Checkpoints in Tribal Communities****Monday – 3:45pm-5:15pm – Room North 128A-B**

Tribes encounter several difficulties in conducting checkpoints on reservations. This workshop will outline challenges and ways tribal police have overcome them, including the use of Breath Alcohol Testing vehicles (B.A.T. mobiles).

**Moderator:**

**Matthew Pryor**, Special Agent in Charge, BIA Office of Justice Services, District V, Billings, MT

**Speakers:**

**Lieutenant Mark Bach**, Fort McDowell Police Department, Fort McDowell, AZ  
**Sergeant Pernell Brown**, Northern Cheyenne Police Dept., Lame Deer, MT  
**Officer Israel Tsosie**, Navajo Nation Police Department, Window Rock, AZ

**Other Highway Safety Priorities****Motorcycle Rider and Helmet Laws***Qualifies for ACTAR CEUs***Monday – 3:45pm-5:15pm – Room North 129A-B**

DOT-compliant motorcycle helmets are the only proven safety countermeasure that reduces the risk a motorcyclist will experience death or traumatic brain injury during a crash. This panel will share the information that consumers, law enforcement, prosecutors, and State highway safety professionals need to know concerning revisions to Federal Motor Vehicle Safety Standard No. 218, Motorcycle Helmets. It will also look at what happened in North Carolina following the strengthening of its motorcycle helmet use law and include a discussion on the National Transportation Safety Board recommendation to states on motorcycle helmet use laws.

**Moderator:**

**Grant Baldwin**, Director, Division of Unintentional Injury Prevention, CDC, Atlanta, GA

**Speakers:**

**Sarah Z. Garner**, Traffic Safety Resource Prosecutor, North Carolina Conference of District Attorneys, Cary, NC  
**Diane Wigle**, Chief, Safety Countermeasures Division, NHTSA, Washington, DC  
**Nicholas Worrell**, Safety Advocate, NTSB, Office of Communications, Washington, DC

**Distracted Driving****Stopping Distracted Driving: Beyond Legislation****Monday – 3:45pm-5:15pm – Room North 132A-C**

A range of non-law approaches are being used to change driver behavior. Private industry is helping reduce distracted driving through corporate policies that address employee use of cell phones. Hear about resources for companies to implement policies and from a liability lawyer on the consequences for employers who don't take action. Also hear from a new alliance of technology providers who are focused on ways that technology can help address distracted driving.

**Moderator:**

**David Teater**, National Safety Council, Itasca, IL

**Speakers:**

**Todd Clement, Esq.**, Principal, The Clement Firm, TX  
**Daniel Ross**, CEO, Illume Software, Needham, MA  
**Bill Windsor**, Chairman, Network of Employers for Traffic Safety, Columbus, OH

**Tuesday, March 29****7:30am – 1:30pm****Registration Open**

Exhibit Halls North A-C Lobby (level 3)

**8:30am - 10:00am • 7th Workshop Session****Occupant Protection for Children****Nuevo Asientos/Nuevo Tecnología***(New Seats/New Technology) (Esta sección será en Español)**1.5 CEUs offered for CPS technicians***Tuesday – 8:30am-10:00am – Room North 120A**

Durante esta sesión aprenderá sobre la nueva tecnología y los nuevos asientos de seguridad para el niño pasajero. Algunos temas que se van a cubrir es la protección del impacto lateral, los sistemas con seguros internos “lock off” y asientos con arnés internos con un peso limite mayor de 40 libras. Esta sesión es elegible para una unidad de educación continua, para la recertificación.

(This session will be in Spanish) During this session you will learn about new technology and about new child restraints. Some of the topics will include side impact protection, lock-off systems and child restraints with higher weight limits.

**Moderator/Speaker:**

**Wanda Vazquez**, Traffic Safety Liaison - IDOT, El Rincon Community Clinic, Chicago, IL

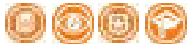
**Speaker:**

**Maria Elena Mazire (Nena)**, Community Outreach Coordinator, NHTSA – Certified Child Passenger Safety, Technician Instructor/Spanish, Safer New Mexico Now, Santa Fe, NM

**Please wear your badge.**



Complimentary printing station for printing conference handouts is located in the exhibit hall.



**Data and Research, Distracted Driving, Criminal Justice, Teen Traffic Safety**

### **Distracted Driving: What the Research Shows**

*Qualifies for ACTAR CEUs*

**Tuesday – 8:30am-10:00am – Room North 120C-D**

Researchers will discuss the latest studies on distracted driving including the demographics of cell phone users and distracted driving enforcement demonstration projects in Hartford, CT and Syracuse, NY.

#### **Moderator/Speaker:**

**James Hedlund, Ph.D.**, Highway Safety North, Ithaca, NY

#### **Speakers:**

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

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

**Linda Cosgrove**, NHTSA, Washington, DC



**Occupant Protection for Children**

### **Side Impact Protection in Vehicles and Child Restraints**

*1.5 CEUs offered for CPS technicians. Qualifies for ACTAR CEUs*

**Tuesday – 8:30am-10:00am – Room North 120B**

It's hard to see an advertisement for a new car or see a box holding a new car seat that does not mention integrated side impact protection within the product. Hear from manufacturers and researchers about how this came about and where the field is going. Plus a new study on child restraint installation errors.

#### **Moderator:**

**Charlene Oakley**, Regional Program Manager, NHTSA Region 1, Cambridge, MA

#### **Speakers:**

**Ryan Hawker**, Dorel Juvenile Group, Foxboro, MA

**Julie Kleinert**, Safety Engineer, General Motors, Warren, MI

**Kathleen Klinich, Ph.D.**, Assistant Research Scientist, University of Michigan Transportation Research Institute, Ann Arbor, MI



**Adult Occupant Protection**

### **85% Belt Use - How Do We Continue to Improve?**

**Tuesday – 8:30am-10:00am – Room North 121A-C**

With belt use rates having reached 85 percent, the challenge for safety advocates increases as they try to reach the remaining hold-outs. Hear speakers discuss several successful efforts to increase usage, such as a comprehensive nighttime enforcement campaign, passage of a primary belt law in Kansas, and research into the impact of higher fines.

#### **Moderator:**

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

#### **Speakers:**

**James Nichols, Pd.D.**, Principal, Nichols and Associates, Vienna, VA

**Marianne Trussell**, Chief Safety Officer, Florida DOT, Tallahassee, FL



**Criminal Justice**

### **How Commercial Vehicle Enforcement Can Save Lives**

**Tuesday – 8:30am-10:00am – Room North 124A-B**

The workshop will focus on the approaches to addressing traffic safety associated with commercial vehicles. The presentations will include a discussion of commercial drivers licensing, teens and trucks, TACT (Ticketing Aggressive Cars and Trucks), and how CMV awareness for law enforcement can enhance overall roadway safety.

#### **Moderator:**

**Jack VanSteenburg**, Director of Enforcement and Compliance, FMCSA, Washington, DC

#### **Speakers:**

**Jack Hegarty**, Lt. Colonel, Arizona Department of Public Safety, Highway Patrol Division, Phoenix, AZ

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

**Randy West**, Director, Driver Programs, Commercial Vehicle Safety Alliance, Greenbelt, MD



**Teen Traffic Safety**

### **How to Build Successful Teen Driving Coalitions**

**Tuesday – 8:30am-10:00am – Room North 125A-B**

Workshop will share the best practices to building coalitions with best chance of true youth engagement. Find out how this will improve your coalition's success, and when and how to involve teens in coalitions. Learn tips from speakers experienced at growing coalitions with purposes including implementing community teen driving programs and advocating for teen driving legislation.

#### **Moderator:**

**Deb Trombley**, Senior Program Manager, National Safety Council, Itasca, IL

#### **Speaker:**

**Sandra Spavone**, Executive Director, NOYS, Gainesville, VA



**Other Highway Safety Priorities**

### **Beyond the Citation - Older Drivers and Law Enforcement**

**Tuesday – 8:30am-10:00am – Room North 126A-C**

The interactions that law enforcement officers have with older people don't have to be limited to the traffic stop or under circumstances where the older person is a crime victim. Local law enforcement often find huge rewards in working with older people, who can be good resources in crime prevention and community outreach efforts related to traffic safety. Come hear what leading law enforcement agencies are doing to keep older drivers safe and active in the community.

#### **Moderator:**

**Chris Broome**, Regional Program Manager, NHTSA, Atlanta, GA

#### **Speakers:**

**Corporal Kelli Brookshire**, Oklahoma County Sheriff's Office, Oklahoma City, OK

**Officer Alan Haywood**, Arizona Department of Public Safety, Phoenix, AZ

**Karen Stegenga**, Crime Prevention Officer, Mesa Police Dept., Mesa, AZ



**Criminal Justice****Medical Issues for Law Enforcement****Tuesday – 8:30am-10:00am – Room North 127A-C**

This workshop will focus on the issues most commonly encountered by law enforcement when assistance is requested from health care providers in conducting investigations. Focus points will include HIPPA regulations, building a dialogue with health care providers, techniques for obtaining health care cooperation, and alternatives for obtaining blood evidence when health care cooperation is limited or non-existent.

**Moderator:**

**Warren Diepraam**, Assistant District Attorney, Montgomery County District Attorneys Office, Conroe, TX

**Speakers:**

**Jim Camp**, Traffic Safety Resource Prosecutor, Tenn. District Attorneys General Conference, c/o Tenn. Dept. of Safety Training Center, Nashville, TN  
**Julie Herges Gapstur, RN, BSN**, Patient Safety Consultant, Healthcare Team Training LLC, Nashville, TN

**Native American Issues, Distracted Driving****How Tribes are Overcoming Data Collection Challenges****Tuesday – 8:30am-10:00am – Room North 128A-B**

Crash and citation data collection continue to be problematic within Tribal organizations. This workshop will highlight those Tribes that have good data collection tools and outline how they are using them in the traffic safety arena.

**Moderator:**

**Robert Esquerro**, Director, BIA Indian Highway Safety Program, Albuquerque, NM

**Speakers:**

**Captain Raymond N. Coriz, Jr.**, Tesuque Tribal Police, Santa Fe, NM  
**Master Sergeant Warren Warrington**, Menominee Police Department, Keshena, WI

**Roadway Safety****Traffic Incident Management****Tuesday – 8:30am-10:00am – Room North 129A-B**

Traffic crashes and congestion incidents are leading causes of on-duty injuries and deaths for law enforcement, firefighters, and towing and recovery personnel. The Federal Highway Administration is working with public and private partners to improve Traffic Incident Management through implementation of the National Unified Goal. This panel will explain various efforts in reducing congestion and delay and improving first responder safety.

**Moderator/Speaker:**

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

**Speakers:**

**Captain Brent Johnson**, Assistant Commander, Operations Support Division, Indiana State Police, Indianapolis, IN  
**Commander Thomas (Tim) Lane**, Law Enforcement Liaison Program Manager, FHWA, Washington, DC

**Other Highway Safety Priorities****Innovative Ways to Expand Safe Bicycle and Pedestrian Mobility****Tuesday – 8:30am-10:00am – Room North 132A-C**

Come hear about exciting ideas and movements getting more people in motion. These efforts provide an opportunity to not only impact entire communities but to engage its members in pedestrian and bicycle safety. This session will address the growth of bike sharing programs, successes of community bike rides, the new Walking Community Award Program, and Safe Routes to School in AZ.

**Moderator:**

**Gina Espinosa-Salcedo**, Deputy Regional Administrator, NHTSA Region 8, Lakewood, CO

**Speakers:**

**Brian Fellows**, SRTS Coordinator, AZ Dept. of Transportation, Phoenix, AZ  
**Lee Jones**, Director of Sales, B-cycle, LLC, c/o Trek Bicycle Corp., Waterloo, WI  
**Laura Sandt**, Associate Director, Pedestrian and Bicycle Information Center, Chapel Hill, NC

10:00am – 10:15am

**Break****10:15am - 11:45pm • 8th Workshop Session****Occupant Protection for Children****Using Social Marketing to Reach New Audiences****Tuesday – 10:15am-11:45am – Room North 120B**

A new world of public education is unfolding before our eyes as a new generation of parents and caregivers finds information (sometimes good, sometimes bad) and direction from social networking sites. Learn to expand beyond posters and brochures to build programs using Facebook, Twitter and other technology.

**Moderator/Speaker:**

**Elizabeth Graziosi**, NHTSA, Washington, DC

**Speakers:**

**Kecia Healy**, CPST-I, carseatblog.com, Monroe, NY  
**Cece Wedel**, The Advertising Council, Washington, DC

**Other Highway Safety Priorities****Creating a Roadmap to Success: A Safe Communities Approach****Tuesday – 10:15am-11:45am – Room North 124A-B**

Learn how federal, state and local safety organizations have found synergy in refining the Safe Communities model to build effective management systems. Over the 12-year history of the Safe Communities program, the question of “Where are we going with this?” has been a frequent question. This is a question that any traffic safety organization must address if it wants to grow and mature into a strong, thriving group. Come hear about a systematic approach that enables local affiliates to develop better road maps to successful traffic injury control systems and programs.

**Moderator:**

**Judy A. Hammond**, Highway Safety Specialist, NHTSA, Washington, DC

**Speakers:**

**Felice Moretti**, Federal Programs Manager, Ohio Dept. of Public Safety, Columbus, OH

**Donna Smith**, Regional Program Manager, NHTSA, Region 5, Matteson, IL

**Carol Thurn**, Program Manager, North Dakota Department of Transportation, Bismarck, ND

**Impaired Driving****Highlights from the National Law Enforcement Institute**

**Tuesday – 10:15am-11:45am – Room North 125A-B**

Come hear highlights from the National Law Enforcement Institute, including the latest on phlebotomy, DDACTS, and what law enforcement officers need to know about ignition interlocks.

**Moderator:**

**Carl McDonald**, MADD, Irving, TX

**Speakers:**

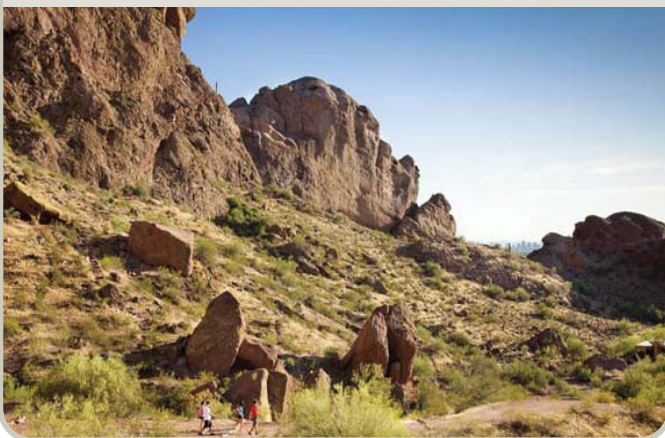
**Beth Barnes**, Arizona Traffic Safety Resource Prosecutor, Phoenix, AZ

**Steve Luce**, Coordinator, Ignition Interlock Program, Washington State Patrol, Seattle, WA

**Debra Piehl**, Project Manager, Data-Driven Approaches to Crime and Traffic Safety, International Association of Directors of Law Enforcement Standards and Training, Charleston, MA

**Cvent Conference Evaluations**

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



Please turn your cell phone off during sessions.

**Criminal Justice****“Old School DWI”: How to Make a Case with a Suspect who Refuses Everything**

**Tuesday – 10:15am-11:45am – Room North 127A-C**

Every officer has dealt with a DWI suspect who refused to do anything: answer questions, perform field sobriety tests, or take a chemical test. This workshop will help law enforcement use all of the tools at their disposal to make a DWI case by employing “good old fashioned” police work.

**Moderator:**

**Susan Glass**, Traffic Safety Resource Prosecutor, Missouri Office of Prosecution Services, Jefferson City, MO

**Speakers:**

**Shawn Clawson**, Police Officer, Springfield Missouri Police Department, Springfield, MO

**Bob Stokes**, Traffic Safety Resource Prosecutor, Office of the Attorney General, Frankfort, KY

**Roadway Safety, Native American Issues****Road Safety Audits and Their Impact on Native American Reservations**

**Tuesday – 10:15am-11:45am – Room North 128A-B**

This session will provide information on road safety audits and highlight those Tribes that have conducted these audits. It would also provide information as to how the Tribes are utilizing the information received as a result of the audits.

**Moderator/Speaker:**

**Rebecca Crowe**, Road Safety Audit Program Manager, Safe Routes to School Program Manager, Federal Highway Administration, Richmond, VA

**Speakers:**

**Sam Thomas**, Transportation & Infrastructure Specialist, Organized Village of Kasaan, Ketchikan, AK

**Dan Nabors, PE**, Senior Transportation Engineer, Vanasse Hangen Brustlin, Inc., Vienna, VA

**Richard Skaggs**, Indian Health Service - Office of Environmental Health, Shiprock, NM

**Native American Issues, Adult Occupant Protection****Keys to Conducting Valid Seat Belt Observations within Reservation Communities**

**Tuesday – 10:15am-11:45am – Room North 129A-B**

The Bureau of Indian Affairs, in conjunction with NHTSA, has conducted three nationwide seat belt surveys in Indian Country. These surveys were designed to provide an overall use rate for all of Indian Country, however they do not provide individual rates for Tribes. The Indian Health Services contracted with UNC to develop a protocol for Tribes to use for conducting surveys on their reservations. This session will discuss and outline the strategies in the updated Seat Belt Observation Protocol for use by Tribal Communities.

**Moderator/Speaker:**

**Patricia Tucker**, Program Manager, NHTSA - Region 6, Fort Worth, TX

**Speakers:**

**Robert Chaffe**, Research Associate, Preusser Research Group, Inc., Oxford, MS

**Donna Gilbert**, Service Unit Sanitarian, Indian Health Service, Many Farms, AZ

**Lynne Thompson**, St Regis Mohawk Tribe, Hogansburg, NY







Occupant Protection for Children, Native American Issues

### CPS for Targeted Audiences

**Tuesday – 10:15am-11:45am – Room North 132A-C**

This session highlights programs developed to meet the needs of a specific audience. Programs for the medical, immigrant, Native American, children on ATVs and school bus populations are discussed.

#### Moderator/Speaker:

**Sarah Haverstick**, Monroe Carrell Jr. Children's Hospital at Vanderbilt, Nashville, TN

#### Speakers:

**Angelica Baker**, Injury Prevention Specialist, Phoenix Children's Hospital, Phoenix, AZ

**Denise Donaldson**, Editor, Safe Ride News, Woodinville, WA

**Daphne Greenlee**, Coordinator, Safe Kids Springfield, Springfield, MO

**Tomi St. Mars, RN, MSN, FAEN**, Section Manager, Prevention and Child Fatality Review, Arizona Department of Health Services, Phoenix, AZ

**12:00pm – 1:15pm**

### Closing Luncheon

West Ballroom (level 3)

Don't miss this closing buffet luncheon when we give a hearty thank you to our host state, Arizona, and say hello to our 2012 hosts from Orlando.

There will also be a special give-away – a two-night stay at the Swan and Dolphin hotel in Orlando for next year's conference!

**Alberto Gutier**, Director, Arizona Governor's Office of Highway Safety, Phoenix, AZ

**Marianne A Trussell**, Chief Safety Officer, Florida Department of Transportation, Tallahassee, FL



### ACTAR Continuing Education Units

Accreditation Commission for Traffic Accident Reconstruction (ACTAR)

Eleven workshops qualify for ACTAR Continuing Education Units. Attendees apply for credit using the ACTAR individual application that is provided on the ACTAR website at <http://actar.org/ceu.html>.

ACTAR does not record fractional CEUs, so applicants need to total all of the ACTAR approved courses that he/she attended. ACTAR will round the total number of hours up to the nearest hour for the CEU award.

## Exhibit Hours and Events

### Saturday, March 26

2:00pm – 6:00pm Exhibit and Poster Setup

### Sunday, March 27

7:30am – 10:30am Exhibit and Poster Setup

10:45am – 7:15pm Exhibit Hall Open

12:30pm – 1:45pm Concession Items for Sale

3:30pm – 4:15pm Complimentary Refreshment Break and Networking

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

### Monday, March 28

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

8:00am – 8:45am Continental Breakfast

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

**Print your handouts!** Complimentary printing station for printing conference handouts is located in the exhibit hall.

#### Posters

See page 27 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.



# Exhibit Hall Map – North Hall A-C





## Exhibitor Listing

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

### Booth No: 506

Jennifer Huebner-Davidson  
**AAA National Office** ☀  
 1000 AAA Drive  
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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

#### **Improving Child Passenger Safety Efforts at a Large Metropolitan Hospital**

Authors: Shelli Stephens-Stidham, Latisha Walker, Mary McCoy, Maria Colunga, and Marissa Rodriguez – Injury Prevention Center of Greater Dallas

In 2008, the Injury Prevention Center of Greater Dallas (IPC) organized a child passenger safety work group to review policies and procedures related to child passenger safety, identify gaps, and coordinate activities to alleviate duplication among departments of Parkland Health & Hospital System (PHHS). Parkland Health & Hospital System in Dallas, Texas is one of the largest public hospital systems in the country, delivering more than 13,000 babies each year. The IPC used survey results to prioritize and coordinate child passenger safety efforts at PHHS, including standardizing and updating all child passenger safety educational materials distributed to pediatric sites through the electronic medical record (EMR). Future plans include extending the information provided through EMR to other departments within PHHS that provide services to families. The IPC is conducting observational surveys of newborns discharged from PHHS, and will analyze the data to differentiate serious misuse and minor misuse of newborns that are improperly restrained. With this information, we plan to advocate for additional policy changes at PHHS regarding newborn discharge.

### Poster 2

#### **Ride Safe Child Passenger Safety**

Authors: Gina Yellow Eagle, Maylynn Warne, and Marybeth Martin – Northern Plains Health Promotion Programs, Great Plains Tribal Chairmen's Health Board

The Indian Health Service (IHS) developed Ride Safe to help tribal communities address

motor vehicle injuries among American Indian and Alaskan Native children. Ride Safe aims to reduce the rate of motor vehicle-related injuries to children aged three to five years, enrolled in participating Tribal Head Start programs, by promoting child restraint use. The Ride Safe training module includes eight guides. Each guide includes activities for a specific group within the tribal Head Start or community. The Ride Safe program will implement the program into urban and Tribal Head Starts.

### Poster 3

#### **Booster Seat Use Increases by 54% Upon Implementation of Law and Social Marketing Campaign**

Authors: Marcia Howell and Beth Schuerman – Alaska Injury Prevention Center

In September 2009, Alaska passed a revision to its seatbelt law. A key element of the legislation was the clarification that most children, between the ages of 4 and 7, need to be secured in a booster seat. Efforts to raise awareness of the new safety requirements were developed by the Alaska Injury Prevention Center with numerous other partnering agencies. Efforts included the development of a "Booster Seat Resource Kit" which was distributed statewide, TV and Radio ads, posters designed by a local artist, presentations to parents, schools, pediatricians and other stakeholders, and multiple community-wide car seat checks with free booster seats distributed to low-income families.

The Alaska Injury Prevention Center (AIPC), with multiple partners, conducted a pre legislation-observational study to determine a baseline measure of appropriate child passenger safety device (CPSD) usage for children ages 4 through 7 years old.

In October 2009 a second observational study was conducted after the revised law became effective and a multi-media campaign had been implemented. The post enactment-observations showed significant gains in appropriate use of child passenger safety devices for all children between the ages of 4 and 7.

The greatest achievements were seen in the results of the one year follow-up observations conducted in August 2010. The follow-up results showed continued improvement in appropriately restrained children.

### Poster 4

#### **Battle of the Belt (BTOB)**

Authors: Lori Moxon, RN, BSN and John C. Lincoln – North Mountain Hospital; Paula Segebarth, RN, BSN – Banner Good Samaritan; Tomi St. Mars RN, MSN, FAEN and Alana Shacter, MPH – Arizona Department of Health Services

Teen driving issues result in higher rates of injury. AZ Dept. of Health identified teen seatbelt use as an injury priority. Driver belt use has been reported as lowest among those transporting passengers of similar ages. A group of trauma centers replicated BTOB program that began in Missouri in 2005. This program uses a peer-to-peer approach. Arizona schools that have participated have shown statistically significant increases in seatbelt use.

### Poster 5

#### **Learn About Three Fascinating Educational Programs in Florida!**

Authors: Jeanette Rouse – Florida Department of Transportation and Susan Boda – Tindale-Oliver & Associates, Inc.

Learn about three fascinating educational programs in Florida! The Dangers of Drinking and Driving (Recipes for the Road); Pedestrian Safety (Flag Program); and Watch out for Bicyclists (No Passing on Right). Come find out how Florida is getting the word out about these hot safety concerns and how the community is responding. You can even be sworn in as a "Walk Wise Ambassador" if you're willing to take the pledge.

### Poster 6

#### **The Dangers of the Open Road: Country & State Roads Deadly for Motorcyclists**

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





This study was designed to examine the distribution of Georgia motorcycle fatalities by road type. Data for the years 2006-2008 were collected from FARS and GDOT. Results found include a higher number of motorcycle fatalities on state highways and county roads in recent years, and a decline of motorcycle fatalities on interstates and city streets. Motorcycle fatalities by road type compare significantly to passenger vehicle fatalities by road type ( $p < .001$ ). Analysis also revealed significant differences when comparing which road types are most dangerous for motorcycle occupants and passenger vehicles involved in crashes ( $p < .001$ ).

### Poster 7

#### An Investigation of Fatal Motorcycle Crashes by Design Type in Georgia from 2006-2008

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

The purpose of this study was to determine the distribution of motorcycle fatalities in the state of Georgia by design type. Motorcycles were grouped into five types based on design characteristics, riding position and engine power. After analysis, it was determined that a majority of motorcycle fatalities occurred on sport or cruiser bikes. Males accounted for a high percentage of driver fatalities, while females accounted for a great number of passenger fatalities.

### Poster 8

#### Poor Economy = Safer Drivers? The Economic Downturn and Driver Behavior in Georgia

Authors: James Barlament, MA; James Bason, PhD; and Carol Cotton, PhD – University of Georgia

From 2005 to 2009 U.S. traffic fatalities dropped by 22.3%, the steepest reduction since World War II. During this period, unemployment rose 82.4% and gasoline prices more than doubled. While vehicle miles traveled (VMT) decreased slightly (by 0.33%) over this period, the fatality rate per VMT dropped 22.6%, indicating that reduced driving is not the only behavior affected by a poor economy. The current study examines these behaviors.

### Poster 9

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

Authors: Carol Cotton, PhD; James Barlament, MA; Chrissy Proctor, BSHP; Courtnee Edgerston, BS; Sarah Shelnutt, BSHP; and Stuart Fors, EdD – University of Georgia

Beginning in FY 2004, 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 seven years, GOHS grantee milestone and objective achievement rates increased 39% and 15%, respectively.

### Poster 10

#### Driving to Improve ALS License Suspension Rates

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

Administrative License Suspension (ALS) serves as a general deterrent and allows for the immediate removal of a motorist's driving privileges prior to a driving under the influence (DUI) criminal trial. Motorists must have the perception the associated penalty (suspension of driver's license) will be certain. If a suspension is routinely reversed during an ALS hearing, the intent of ALS is minimized. This poster determines the primary reasons for license suspension reversal, examines the effects of officer failure to appear, and identifies potential actions to improve suspension rates.

### Poster 11

#### Emergent Themes in Rural Traffic Safety Promotion

Authors: Courtnee Edgerston, BS, College of Public Health; Carol Cotton, PhD; James Barlament, MA; and Stuart Fors, EdD – University of Georgia

Traffic related crashes, injuries, and fatalities in rural areas outpace those in urban areas nationally and in Georgia. Driver behavior, roadway environment, and access to medical care following a crash contribute to the disparity in traffic morbidity and mortality. The

Regional Community Liaison (RCL) project was a four-year pilot project that examined the impact of a community health worker on community readiness for the adoption of traffic safety policies and programs in three separate rural areas in Georgia.

### Poster 12

#### When was the last time you DD'd (Drove Distracted)?

Authors: Sarah Shelnutt, BSHP, Health Promotion and Behavior; Carol Cotton, PhD; and James Barlament, MA – University of Georgia

The 2010 Georgia poll revealed that residents feel cell phone use is the second most important traffic safety problem. About 48% of the cell phone concerns include texting. This poster will show what factors are related to distracted driving and what texting contributes to motor vehicle collisions (MVCs) and fatalities.

### Poster 13

#### Fake ID - 101 Lawrence, Kansas

Authors: Norraine Wingfield, Project Director – Kansas Traffic Safety Resource Office

In Spring 2010 the Kansas Traffic Safety Resource Office, Douglas County Sheriffs Office, Lawrence Police Department, University of Kansas Office of Public Safety, Alcohol Beverage Control, and the New Traditions Coalition (which includes local liquor establishments) formed a partnership to pilot a project to tackle the underage drinking and fake ID use in the college town of Lawrence. The group implemented a "Click It or Ticket" approach to this challenging program. The CLOT philosophy combines enforcement, paid advertising, and earned media to build public awareness. In the Spring semester, the project combined a period of education, using local television, radio, newspaper, both local and college, along with a poster distribution to area businesses. Following the education, periods of enforcement occurred throughout the city at local establishments. Fall semester the project added a highly successful "targeted" Facebook advertising plan where within one hour the ad received 640 clicks. Also added were a student survey which brought data on student awareness of the campaign, as well as adding various law enforcement methods. The Click It or Ticket approach is proving successful in bringing a



combined partnership of law enforcement, community involvement and awareness to the problem of underage drinking.

#### Poster 14

##### **Child Passenger Safety, Community Advocacy and Hospital Initiatives: A Blueprint for Success**

Authors: Medora Susan Jackson, MSSL – Children's Medical Center

This is a retrospective study of the increase in child passenger safety education provided to citizens from 2009 to 2010. In 2010, a partnership was formed between the non-profit hospital, Children's Medical Center, and for-profit hospitals, Centennial Medical Center of Frisco and Baylor Hospital of Frisco, to better educate parents and children about child passenger safety. Employees from each hospital support on-site fitting stations several days per month to better educate more families in the community. This collaboration allows us to serve the social mission of all hospitals more effectively, resulting in an approximate 40% increase of citizens serviced from 2009-2010.

#### Poster 15

##### **The Nez Perce Tribe's Media Campaign to Increase Child Safety Seat Use in the Community**

Authors: Andrianna Albert and Susie Ellenwood, PNP – Nimiipuu Health; Tam Lutz, MPH, MHA; Nicole Holdaway Smith, MPH; Carol Grimes, MPH; and Jodi Lapidus, PhD – Northwest Portland Area Indian Health Board

The Nez Perce tribe has developed and implemented a media campaign to increase child safety seat use on the reservation. The tribe has developed posters and flyers, as well as radio and television public service announcements that involve community members and tribal leaders who support the use of child safety seats. The tribe has also utilized social media networking to facilitate discussion and share information on car seats with the community. The educational materials and PSAs have been favorably reviewed by community focus groups, and the effect on child safety seat use will be evaluated through observational surveys in Spring 2011 and Spring 2013.

#### Poster 16

##### **Confederated Tribes of the Colville Reservation Child Restraint Law Consideration**

Authors: Rebecca Hunt and Zekkethal Vargas-Thomas – Colville Confederated Tribes; Tam Lutz, MPH, MHA; Nicole Holdaway Smith, MPH, Carol Grimes, MPH; and Jodi Lapidus, PhD – Northwest Portland Area Indian Health Board; Beth Ebel, MD, MPH

The confederated tribes of Colville, located in Washington State, have developed a law and order code that amends the tribe's current primary seat belt law to include child safety seat requirements. The law will be proposed to Tribal Council and it is expected to pass. Baseline child safety seat use was determined in Spring 2009, and child safety seat use was higher in an off-reservation portion of the tribal community where drivers were subject to the Washington State law. Child safety seat use in the community will be assessed again in Spring 2011 and Spring 2013 to determine if the law has effectively increased child safety seat use on the reservation.

#### Poster 17

##### **Native Children Always Ride Safe – A Health Education Program of the Shoshone-Bannock Tribes**

Authors: Lee Ann Dixey-Avila and Rebecca Washakie – Shoshone-Bannock Tribes; Tam Lutz, MPH, MHA; Nicole Holdaway Smith, MPH, Carol Grimes, MPH; and Jodi Lapidus, PhD – Northwest Portland Area Indian Health Board

The Shoshone-Bannock Tribes have developed a multi-faceted community outreach program to increase child passenger safety on the Fort Hall Indian Reservation, located in southeastern Idaho. In Spring 2009, the tribe conducted an observational survey and determined that over half of young children were riding completely unrestrained on the reservation. Since then, the tribe has developed a community health program that has made child passenger safety technicians widely available throughout the community, connected with people through health fairs, state fairs, and school functions, and formed partnerships with key tribal and Indian Health Service programs that works with children.

#### Poster 18

##### **Child Passenger Safety & Occupant Protection Education: Partnering with Hospitals**

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

This unique project, now in its tenth year of implementation in the state of Maryland, works to foster partnerships between community child passenger safety (CPS) and occupant protection (OP) advocates and hospitals across the state. Through these partnerships, CPS and OP education is provided to clinical units in order to ensure that all patients interfacing with the health-care system across the state are receiving current, up-to-date information. Project staff design, test, and distribute educational materials targeted to healthcare providers in the hospital setting. In the past year, this project developed an educational resource ("The Infant Car Seat Challenge: An Educational Resource for Neonatal Healthcare Providers" DVD) for NICU and newborn nursery staff who monitor and test newborns in their car seats. This resource has helped to standardize car seat testing across the state to improve the safety of newborns being discharged from hospitals in MD. Additionally, this project provides tailored CPS & OP educational presentations and resources to clinical units in hospitals, including NICUs, newborn nurseries, perinatal units, and emergency departments. Through the work of this project, hospitals across MD are better equipped to promote and ensure the safe transportation of their patients.

#### Poster 19

##### **Motor Vehicle Crash Investigation on the La Courte Oreilles Reservation Utilizing GPS/GIS Technologies**

Author: Amber Marlow – Lac Courte Oreilles Ojibwa Community College

The Lac Courte Oreilles Ojibwa Community College (LCOCC), located in northwest Wisconsin, leveraged funds to maintain a motor vehicle crash investigation utilizing global positioning systems (GPS) and geographic information systems (GIS) technologies on the Lac Courte Oreilles Reservation. The initial investigation in 2002 was a joint project between LCOCC, Lac Courte



Oreilles Health Center, LCO Injury Prevention Coalition, and Indian Health Service. The project is currently updated annually and through the use of up-to-date technology has allowed staff to locate MVCs without leaving the GIS lab. The main reasons for completing the investigation were to identify and target roadway engineering, behavioral, and environmental risk factors of motor vehicle crashes on the Lac Courte Oreilles Reservation. The data allows the Tribe to cross reference observational seat belt usage data and safety awareness campaigns. The data also fulfills eligibility requirements for the Tribe to access grants for safety programs through the Wisconsin Department of Transportation, Indian Health Service, DHHS, and others. Ultimately, the project's goal is to reduce the number of crashes and save lives.

### Poster 20

#### **Making Roads Safer the Apache Way on the San Carlos Apache Reservation**

Authors: Christine Reede and Alejandro Benally – San Carlos Police Department; Stephen Piontkowski and Tim Shelhamer – Indian Health Service

The San Carlos Apache Motor Vehicle Injury Prevention Program began implementing evidence-based strategies in 2004 to reduce alcohol impaired driving, motor vehicle crashes (MVC), and injuries. The strategies used include: sobriety checkpoints, saturation patrols, pursuing more stringent laws (0.08 BAC and primary occupant restraint), and program marketing. The program has established itself locally as a valuable intervention and secured funding from five different sources throughout its seven year history (continuing through 2015) allowing it to add elements over time. Notable program successes include a 17% increase in DUI arrests, a 30% reduction in MVCs with injuries/fatalities, a 39% reduction in nighttime MVCs with injuries/fatalities, a 38% reduction in nighttime MVCs, a 29% in overall MVCs (2004-2010). Data and evaluations support the conclusion that the program is effective in reducing the impact of MVCs in a Native American population; therefore, similar interventions are recommended to other tribal entities.

### Poster 21

#### **Climbing the Ladder to Success: Sustaining a Child Passenger Safety Program in a Native American Community**

Authors: Amanda Parris and Stephen Piontkowski – Phoenix Area Indian Health Service

Motor vehicle crashes are a leading cause of injury and death for Native American children. Restraint use on one Southwestern reservation was well below the national average at 18% for children ages three to five years old. Historically, car seat education and distribution programs were implemented and dissolved on the reservation. Sustaining a child passenger safety (CPS) program in the community was a challenge. Thus, we undertook an initiative to determine how to sustain a tribal CPS program and barriers to sustainability. We did this by conducting key informant interviews with CPS program managers working in tribal communities across the nation (n=12), and leaders of local community health (n=2) and law enforcement programs (n=2). Additionally, two focus groups were conducted with local parents and caregivers of car seat age children (n=13). The results of the initiative yielded eight key elements needed to sustain a CPS program: 1) advocacy; 2) child restraint law; 3) resources; 4) partnerships; 5) policy; 6) accessible services; 7) data and evaluation; and 8) program coordination. The eight key elements to a sustainable tribal CPS program will be presented along with barriers to sustainability and recommendations for overcoming them.

### Poster 22

#### **Comparison of Influences on Seat Belt Use in States**

Authors: Cynthia Augustine and Larry Campbell – RTI International

This poster models factors known to influence seat belt rates across states and discusses how these factors might influence future highway safety survey protocols. We explore if factors that influence seat belt use are consistent between states, and if the populations in different states require different strategies to increase compliance. This research uses a dataset constructed from publicly available information about seat belt use, legislative information, enforcement and demographics.

### Poster 23

#### **Community Strategies to Reduce Impaired Driving: Helping Put Research into Action**

Authors: Kathryn Stewart and LisaMarie Miramontes – Prevention Research Center

A great deal of research has been carried out to identify and evaluate effective policies and practices to reduce alcohol impaired driving. These research findings are not always easily available to policy makers, advocates, and the general public who are trying to create safer community environments. The Prevention Research Center is trying to address the gap between research and practice by developing guidance materials and working directly with communities to put effective policies and practices into place.

Areas that we address include: Location and density of alcohol outlets as related to impaired driving and other alcohol problems; Alcohol pricing policies and traffic safety; Preventing underage alcohol access; and The effects of alcohol advertising.

This poster will provide an overview of some key strategies and information about how to obtain more detailed materials.

### **Mark your calendar for these upcoming meetings:**

**April 15-18, 2012**

Walt Disney World Swan and Dolphin  
Orlando, FL

**April 14-16, 2013**

Colorado Convention Center  
Denver, CO

**April 27-29, 2014**

Gaylord Opryland  
Nashville, TN







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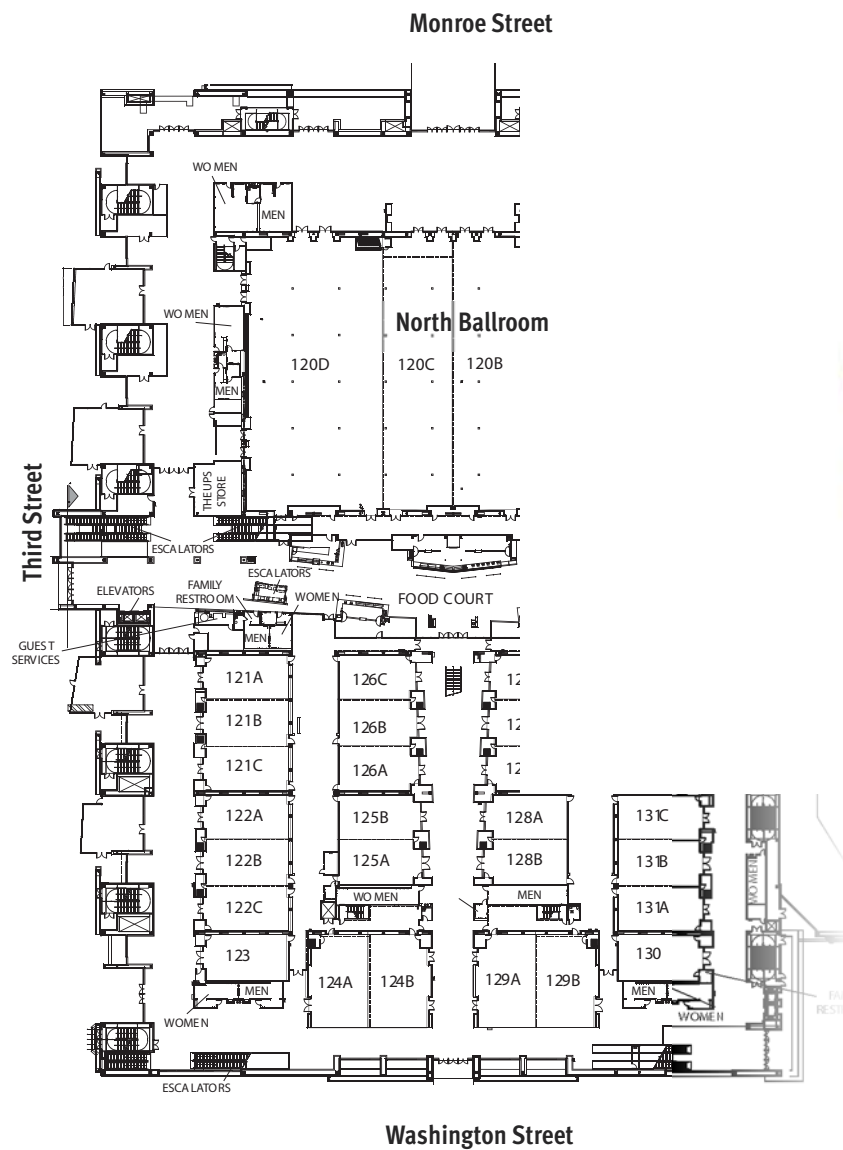
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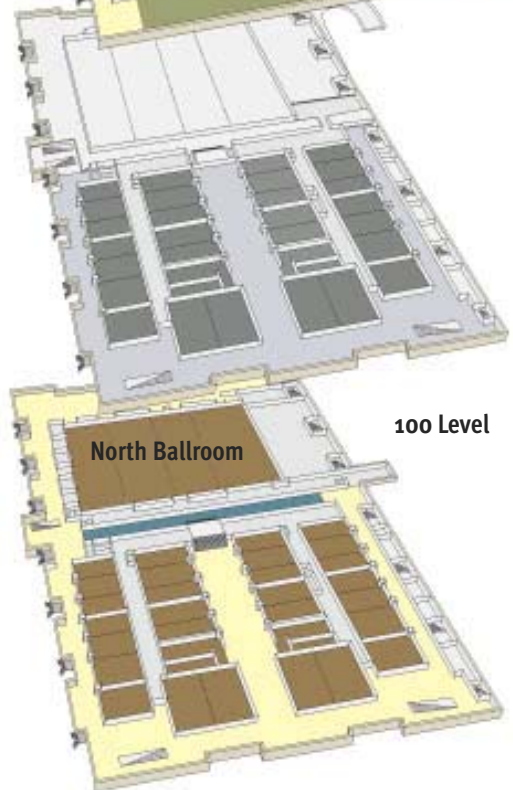
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