

30TH ANNIVERSARY



NATIONAL CONFERENCE ON HIGHWAY SAFETY PRIORITIES

JUNE 14-16, 2012

WALT DISNEY WORLD SWAN AND DOLPHIN

ORLANDO, FLORIDA

CONFERENCE PROGRAM

www.lifesaversconference.org

TAKE NOTE:

CPS CEUs:



At this year's conference there is an opportunity to earn 6.5 hours of CPS technical continuing education units (CEUs). Two can be earned if you attend the CPS Latest Technology Workshop on Wednesday, and three workshop sessions 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.

How Are We Doing?



You will receive an email from RegOnline 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.

NHTSA Luncheon



On Friday, June 15, during the NHTSA Awards Luncheon, we will honor people and organizations who exemplify the highest standards of achievement in the field of traffic safety. The honorees are outstanding representatives of thousands like them who tirelessly give of their time, talents, and energy to make motor vehicle travel safer.

Need a Ride?



Mears Motor Shuttle has a desk located in the Dolphin hotel; stop by to make your return home reservations.

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All events will be held at the Dolphin Hotel, Walt Disney World Swan and Dolphin Resort

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RICK SCOTT
GOVERNOR

June 1, 2012

Greetings!

Welcome to the 30th Annual Lifesavers Conference, the premier national highway safety meeting in the United States dedicated to reducing the tragic toll of deaths and injuries on our nation's roadways. For the last 30 years, Lifesavers has provided a forum that delivers relevant and timely common-sense solutions to critical highway safety challenges. Florida is honored to host this year's prestigious event.

As Governor of our great state, I believe that one life lost is one too many. We are committed to reducing automotive fatalities on our roadways and have taken an aggressive approach regarding traffic safety. As a result, between 2008 and 2010, Florida has successfully reduced motorcycle fatalities by more than 30 percent, reduced alcohol related fatalities by more than 20 percent, and increased seat belt usage to an all time high of 88.1 percent.

Orlando is one of the world's top vacation destinations, entertaining millions of visitors each year. During your stay, I hope you will find the time to enjoy some of the many local attractions and dining establishments, experience the picturesque landscapes in our award-winning state parks, or take part in Orlando's top performing arts venues and museums.

Thank you for all you do to protect the lives of motorists nationwide. Best wishes for a successful conference.

Sincerely,

A handwritten signature in black ink, appearing to read "Rick Scott".

Rick Scott
Governor

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PROGRAM AT A GLANCE & EXHIBIT HOURS

All events will be held at the Dolphin Hotel, Walt Disney World Swan and Dolphin Resort

	TIME	EVENT	LOCATION
Wednesday June 13	8:30am – 5:00pm	Motorcycle Safety and Enforcement Training Pre-Meeting (<i>pre-registration required</i>)	Asia 1
	11:00am – 6:00pm	Registration Open	Atlantic Exhibit Hall Foyer
	2:00pm – 6:00pm	Exhibit and Poster Setup	Atlantic and Pacific C Exhibit Halls
	3:00pm – 5:00pm	CPS Latest Technology Pre-Meeting (<i>pre-registration required</i>)	Southern Hemisphere I
	5:00pm – 6:30pm	What's Next for Traffic Incident and Event Management Session	Asia 2
Thursday June 14	7:00am – 5:30pm	Registration Open	Atlantic Exhibit Hall Foyer
	7:00am – 12noon	Exhibit and Poster Setup	Atlantic and Pacific C Exhibit Halls
	8:15am – 10:00am	Opening Plenary	Northern Hemisphere Ballroom
	10:15am – 11:45am	1st Workshop Session	
	12noon – 6:30pm	Exhibit Hall Open	Atlantic and Pacific C Exhibit Halls
	12noon – 1:15pm	Box Lunch	Atlantic and Pacific C Exhibit Halls
	1:30pm – 3:00pm	2nd Workshop Session	
	3:00pm – 3:45pm	Complimentary Refreshments and Networking	Atlantic and Pacific C Exhibit Halls
	4:00pm – 5:00pm	3rd Workshop Session (one-hour session)	
	5:00pm – 6:30pm	Welcome Reception and Poster Presentations	Atlantic and Pacific C Exhibit Halls
Friday June 15	7:30am – 5:00pm	Registration Open	Atlantic Exhibit Hall Foyer
	8:00am – 4:15pm	Exhibit Hall Open (<i>closed during NHTSA Awards Luncheon</i>)	Atlantic and Pacific C Exhibit Halls
	8:00am – 8:45am	Continental Breakfast	Atlantic and Pacific C Exhibit Halls
	9:00am – 10:30am	4th Workshop Session	
	10:30am – 10:45am	Break	
	11:045am – 12:15pm	5th Workshop Session	
	12:30pm – 1:45pm	NHTSA Awards Luncheon	Northern Hemisphere Ballroom
	2:00pm – 3:30pm	6th Workshop Session	
	3:30pm – 4:15pm	Complimentary Refreshments and Networking	Atlantic and Pacific C Exhibit Halls
	4:15pm	Exhibitor Move out	
Saturday June 16	7:30am – 12:30pm	Registration Open	Atlantic Exhibit Hall Foyer
	7:45am – 8:45am	Closing Breakfast Plenary	Northern Hemisphere Ballroom
	9:00am – 10:30am	7th Workshop Session	
	10:30am – 10:45am	Break	
	10:45am – 12:15pm	8th Workshop Session	

LIFESAVERS 2012 PROGRAM

WEDNESDAY, JUNE 13

8:30am – 5:00pm

Motorcycle Safety and Enforcement Training Pre-Meeting

Pre-registration required

Location: Asia 1 (lobby level)

11:00am – 6:00pm

Registration Open

Atlantic Exhibit Hall Foyer (first level)

2:00pm – 6:00pm

Exhibit and Poster Setup

Atlantic and Pacific C Exhibit Halls (first level)

3:00pm – 5:00pm

CPS Latest Technology Pre-Meeting

Pre-registration required

Location: Southern Hemisphere I (fifth level)

5:00pm – 6:30pm

What's Next for Traffic Incident and Event Management Session

Location: Asia 2 (lobby level)

THURSDAY, JUNE 14

7:00am – 5:30pm

Registration Open

Atlantic Exhibit Hall Foyer (first level)

7:00am – 12noon

Exhibit and Poster Setup

Atlantic and Pacific C Exhibit Halls (first level)

8:15am – 10:00am

Opening Plenary

Northern Hemisphere Ballroom (fifth level)

Lifesavers 30th Anniversary Video

Florida Highway Patrol Honor Guard Ceremony

National anthem sung by Cindy Clark, Orange County Communications Supervisor

Master of Ceremonies

Ananth Prasad, PE, Secretary, Florida Department of Transportation, Tallahassee, FL

Video Remarks

The Honorable Ray LaHood, Secretary, U.S. Department of Transportation, Washington, DC

Welcome

Brett C. Railey, Chief of Police, Winter Park Police Department, Winter Park, FL

Plenary Address

The Honorable Deborah Hersman, Chairman, National Transportation Safety Board, Washington, DC

Jan Withers, National President, Mothers Against Drunk Driving, Washington, DC

THURSDAY, JUNE 14 WORKSHOPS

10:15am – 11:45am

1ST WORKSHOP SESSION



Criminal Justice

The National Law Enforcement Challenge - Redesigned, Refocused and Reenergized

Thursday – 10:15am – 11:45am – Southern Hemisphere I

Since 1992, the National Law Enforcement Challenge has evaluated thousands of traffic law enforcement programs. Of these, hundreds of law enforcement agencies have been recognized for implementing innovative and effective law enforcement efforts. This workshop will highlight the benefits of participating in the NLEC, managed by the IACP working collaboratively with the National Sheriffs Association and Governors Highway Safety Association, through a cooperative agreement with NHTSA, and inform participants of the new data-driven traffic enforcement approach. Also, participants will learn about the new NLEC online application process in addition to paper based submissions.

Moderator:

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

Speakers:

Bob Jacob, Director, Institute of Police Technology and Management, Jacksonville, FL

Capt. Howard Hall, Baltimore County Police Department, Baltimore, MD

Assistant Chief Robert Maynard, California Highway Patrol, Sacramento, CA



Adult Occupant Protection

Advanced Occupant Protection Technology

Thursday – 10:15am – 11:45am – Southern Hemisphere II

Government and industry representatives and the IIHS will review current vehicle crash protection technologies and present exciting plans for the future, such as enhanced crash tests, new air bags, improved seat belts and other systems.

Moderator:

Jessica Jermakian, DSc, Senior Research Scientist, Insurance Institute for Highway Safety, Arlington, VA

Speakers:

Gay Kent, Executive Director, Vehicle Safety and Crashworthiness, General Motors Company, Warren, MI

Kurt Shanks, Senior Manager, Hyundai-Kia America, Superior Township, MI

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

-  Occupant Protection for Children
-  Adult Occupant Protection
-  Occupant Protection for Children
-  Teen Traffic Safety

Pre-Teens and Teens: Keeping Kids in Seat Belts When Parents are Not Around

Thursday – 10:15am – 11:45am – Southern Hemisphere III

Are you trying to broaden your OP outreach to older kids? This session will look at programs that have been designed to attract the attention of teens, pre-teens and their parents to be sure they know to keep using seat belts even when parents are not around.

Moderator:

Mandi Seethaler, CPSTI, Alaska Injury Prevention Center, Anchorage, AK

Speakers:

Norrraine Wingfield, Project Director, Kansas Traffic Safety Resource Office, Topeka, KS

Lorrie Walker, MS, CPS Training Manager and Technical Advisor, Safe Kids Worldwide, Washington, DC

Susan Connor, PhD, Research Manager, University Hospitals Rainbow Babies & Children's Hospital, Cleveland, OH

-  Teen Traffic Safety

What Makes a Difference in Improving GDL Laws?

Thursday – 10:15am – 11:45am – Southern Hemisphere IV/V

Hear the latest research about what makes a strong GDL law and which law provisions have the biggest impact.

Moderator:

Anne McCartt, PhD, Senior Vice President, Research, Insurance Institute for Highway Safety, Arlington, VA

Speakers:

Jim Fell, Senior Research Scientist, Pacific Institute for Research and Evaluation, Calverton, MD

Neil Chaudhary, PhD, Vice President, Preusser Research Group, Inc., Trumbull, CT

Angela Eichelberger, PhD, Research Scientist, Insurance Institute for Highway Safety, Arlington, VA

-  Bicycle/Motorcycle/Pedestrian
-  Criminal Justice
-  Other Highway Safety Priorities
-  Distracted Driving

Bicycle/Pedestrian Law Enforcement – Stepping up to the Plate

Thursday – 10:15am – 11:45am – Australia 3

Examples of combining education and enforcement for a comprehensive approach to bicycle and pedestrian safety.

Moderator:

Providance Nagy, Florida School Crossing Guard Program Administrator, University of Florida, Tallahassee, FL

Speakers:

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

Sgt. Joseph Raulerson, Gainesville Police Department, Traffic Safety Team, Gainesville, FL



Traffic Incident Management/Planned Special Events

Making the Roads Safer

Thursday – 10:15am – 11:45am – Asia 1

To be safe at the scene, outreach, legislation and state safety plans offer ways to ensure the latest practices are shared. Learn the latest about current efforts among agencies to ensure a safe, quick response. The panel will discuss current efforts and practices to improve safety for both the incident responder and driving public.

Moderator/Speaker:

Chief Grady Carrick, Florida Highway Patrol, Jacksonville, FL

Speakers:

Jennifer Walton, PE, ITS Program Manager, University of Kentucky, Kentucky's SHSP and Traffic Incident Management, Lexington, KY

Laurel Radow, Evacuations & Planned Special Events Manager, Federal Highway Administration, US DOT, Washington, DC



Distracted Driving

Enlisting Employers in the Effort to Stop Distracted Driving

Thursday – 10:15am – 11:45am – Asia 5

Many employers are implementing cell phone driving policies for their employee drivers. This session will examine 1) the current landscape of private, state and local government employer policies; 2) the recent FMCSA rule governing cell phone use in commercial vehicles; 3) how organizations have successfully implemented policies; and 4) what tools are available to traffic safety practitioners to encourage and assist with employer policy implementation and risk exposure for companies without policies.

Moderator/Speaker:

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

Speakers:

Bill Bronrott, Deputy Administrator, Federal Motor Carrier Safety Administration, USDOT, Washington, DC

Rob Reynolds, Executive Director & Founding Board Member, FocusDriven, Omaha, NE

Joseph McKillips, CSP, Manager, Commercial Program Support, Global Environmental, Health & Safety, Abbott Laboratories, Abbott Park, IL

Christopher Wagner, Chief of Police, Denville Township Police Department, Denville, NJ



Other Highway Safety Priorities

Regional and State Program Successes

Thursday – 10:15am – 11:45am – Northern Hemisphere E1

Many years ago, community involvement was identified as one of the keys to making traffic safety improvements at the local level. Yet today many coalitions struggle to sustain momentum because of scarce resources and fiercely competitive environments. This workshop offers techniques and strategies to coalitions on how to increase volunteerism, recruit new partners, develop fundraising strategies and successfully advocate for the safety cause.

Moderator:

Terry Schiavone, Region 4 Administrator, NHTSA, Regional Operations and Program Delivery, Atlanta, GA

Speakers:

Andrea Atran, Community Traffic Safety Program Manager, Florida Department of Transportation, Jacksonville Urban Office, Jacksonville, FL

Samuel Aguirre, Traffic Safety Specialist, Texas DOT, Traffic Operations Division, San Antonio, TX

Brett Bailey, Chief of Police, Winter Park Police Department, Winter Park, FL



Criminal Justice

Drivers Licensing and Traffic Safety: Fake, Foreign and Commercial Licenses

Thursday – 10:15am – 11:45am – Northern Hemisphere E2

This workshop will present an overview of current licensing requirements and issues that law enforcement and prosecutors may encounter when these documents are presented at roadside or in establishments.

Moderator:

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

Speakers:

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

Tom Manuel, AAMVA, Arlington, VA

Lt. Jim Wilson, New Hampshire State Liquor Control, Concord, NH



- Three workshop sessions offer the opportunity to earn 1.5 CPS CEU hours each. Technicians/Instructors need to log six hours every two years, so there is enough opportunity to earn all you need at this conference!

See page 1 for more information.



Impaired Driving



Criminal Justice

Comprehensive Systems Overview of DUI 101

Thursday – 10:15am – 11:45am – Northern Hemisphere E3

Without the coordination of the entire criminal justice system DWI offenders often don't get the proper attention the crime deserves. This panel will examine DWI arrest from the criminal justice and driver licensing perspective, from arrest, prosecution, adjudication, driver license sanctions and finally probation and supervision.

Moderator:

Hon. Peggy Fulton Hora (Ret.), NHTSA Judicial Outreach Liaison, Region 9, Walnut Creek, CA

Speakers:

Hon. Mark Atkinson, Texas Judicial Resource Liaison, Texas Center for the Judiciary, Austin, TX

Capt. Teresa Dioquino, Pinellas County Sheriff's Office, Special Operations Division, Largo, FL

Timothy Barker, Chief Deputy Prosecutor / NHTSA Prosecutor Fellow, York County District Attorney's Office, York, PA

Paul Hofmann, National Probation Fellow, NHTSA / American Probation and Parole Association, Denver, CO



Older Drivers

Resources & Tools for Older Drivers & Their Families/Caregivers

Thursday – 10:15am – 11:45am – Northern Hemisphere E4

Attendees will become familiar with the resources available, their value, and how to access them for use at the community level.

Moderator:

Esther Wagner, MA, Older Driver Program Analyst, NHTSA, Washington, DC

Speakers:

Rhonda Shah, AAA Traffic Safety Advocacy, Public Affairs, AAA National Office, Heathrow, FL

Laura Cantwell, Senior Program Specialist, AARP, Tallahassee, FL

Daniel Mayhew, Sr. Vice President, Traffic Injury Research Foundation, Ottawa, Ontario, Canada

Carol Ronis, Senior Manager, Communications, AAA Foundation for Traffic Safety, Washington, DC

12noon – 1:15pm

Box Lunch

Atlantic and Pacific C Exhibit Halls (first level)

Come to the exhibit hall, grab a box lunch, and visit over 100 exhibitors to see the newest offerings in highway safety!

Be sure to check the Winner's Board, located near the exhibit hall entrance, before the hall closes at 4:15pm on Friday to see if you won from the many exhibitor drawings!

1:30pm – 3:00pm

2ND WORKSHOP SESSION

 Criminal Justice

Emerging Trends in Drug Impaired Driving

Thursday – 1:30pm – 3:00pm • Southern Hemisphere I

Drugs other than alcohol are now playing a major and disturbing role in impaired driving incidents throughout the U.S. This workshop will address the DUI drugs problem: prescription drugged driving and driving under the influence of medical marijuana. The presentation will also include an overview of the Advanced Roadside Impaired Driving Enforcement (ARIDE) training and the benefits it provides in assisting in the detection and apprehension of drug-impaired drivers.

Moderator/Speaker:

Stephen Talpins, Esq., CEO and Chairman of the Board, National Partnership on Alcohol Misuse and Crime, Miami, FL

Speakers:

Mike Brown, Director, Office of Impaired Driving and Occupant Protection, NHTSA, Washington, DC

Chuck Hayes, DRE Regional Operations Coordinator, International Association of Chiefs of Police, Alexandria, VA

 Other Highway Safety Priorities  Criminal Justice

Red Light Cameras and Speed: Making the Case for Safety

Thursday – 1:30pm – 3:00pm – Southern Hemisphere II

The session will focus on the appropriate application of automated enforcement technology and how to best implement systems in an effective and publicly acceptable manner. The session will highlight the importance of “political permission” and applying high standards of deployment and program management to develop and maintain public support for automated enforcement systems that focus on traffic safety and crash reduction. Examples of promising practices and discussion by a local law enforcement official describing their automated enforcement program and efforts will be provided.

Moderator/Speaker:

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

Speakers:

Richard (Dick) Miller, Senior Traffic Safety Consultant, M. Davis and Company, Inc., Michigan State Police (Ret.), Broomfield, CO

Joe Kubicki, St. Petersburg Transportation Director, St. Petersburg, FL

David Kelly, Storm King Strategies, Springfield, VA

 Occupant Protection for Children

Special Needs: Working with Atypical Situations and Children (1.5 CEUs)

Thursday – 1:30pm – 3:00pm – Southern Hemisphere III

This workshop provides an opportunity to learn more about transporting children with special healthcare needs. Learn about various issues relative to loaner programs, airline travel and ambulance transport recommendations.

Moderator:

Ralph Salvas, Occupant Protection Grant Manager, Florida Department of Transportation, Tallahassee, FL

Speakers:

Marilyn Bull, MD, FAAP, Morris Green Professor of Pediatrics, Automotive Safety Program, Riley Hospital for Children at Indiana University Health, Indianapolis, IN

Morya Willis, MD, CPS Educator, Shands Hospital for Children at the University of Florida, Gainesville, FL

Allana Pinkerton, CPSI, CPS Instructor, Diono, Puyallup, WA

 Teen Traffic Safety

Improving Teen Driver Safety Through Coalitions

Thursday – 1:30pm – 3:00pm – Southern Hemisphere IV/V

Coalitions come together for many reasons – to influence others, pass legislation, build community support, and create a common voice with a unified message to educate communities. Come hear and learn from those who have created coalitions to accomplish just these things in teen driver safety, with a focus on passing GDL improvements and engaging communities in teen driver safety. We’ll talk about how to identify stakeholders, break through territorial walls, set goals and create action plans, keep members engaged, overcome challenges, and celebrate success.

Moderator:

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

Speakers:

Senator Bruce Starr, Oregon State Senate, Hillsboro, OR

Pam Fischer, MLPA, Principal, Pam Fischer Consulting, Leader, NJ Teen Safe Driving Coalition, Long Valley, NJ

Felicity DeBacco-Erni, Director, PA SADD & PA Teen Safe Driving Coalition Leader, Pennsylvania DUI Association, Harrisburg, PA

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FYI

Visit the exhibit hall for complimentary refreshment breaks



Bicycle/Motorcycle/Pedestrian



Criminal Justice



Other Highway Safety Priorities



Roadway Safety

Motorcycle Safety - The Missing Links

Thursday - 1:30pm - 3:00pm - Australia 3

How to put EMS and engineering to work in your motorcycle safety program.

Moderator:

Edie Peters, Traffic Safety Specialist, Florida Department of Transportation, Tallahassee, FL

Speakers:

Mark Wilson, State Traffic Operations Engineer, Florida Department of Transportation, Tallahassee, FL

Cory S. Richter, Battalion Chief, Indian River County Fire Rescue, Chairman - Florida Bureau of Emergency Medical Services Advisory Council, Vero Beach, FL

Patricia Byers, MD, FACS, Professor of Surgery, Division of Trauma and Surgical Critical Care, The DeWitt Daughtry Family Department of Surgery, Miami, FL



Traffic Incident Management/Planned Special Events

Safety First: Technologies for Traffic Incident Management and Planned Special Events (TIM/PSE)

Thursday - 1:30pm - 3:00pm - Asia 1

Learn the latest regarding how Intelligent Transportation Systems (ITS) and other current and new technology can enhance safety at your event or incident.

Moderator:

Laurel Radow, Evacuations & Planned Special Events Manager, Federal Highway Administration, US DOT, Washington, DC

Speakers:

Linda Dodge, Chief of Staff, ITS Joint Program Office, RITA, US DOT, Washington, DC

Annjanette (Angie) Kremer, Traffic Incident Management Engineer, Michigan Department of Transportation, Lansing, MI

John Tipaldo, PhD, PE, Director of Systems Engineering, NYCDOT, Long Island City, NY

Jim Kranig, Metro RTMC Engineer, Minnesota DOT, Roseville, MN



Teen Traffic Safety

Driver Decals for Youth: The Good and the Bad

Thursday - 1:30pm - 3:00pm - Asia 4

This workshop will take an honest look at a first time state effort to use decals to identify and enforce GDL laws for youth. New Jersey will be highlighted with discussion from varying perspectives, law enforcement, parents and youth.

Moderator/Speaker:

Christopher Wagner, Chief of Police, Denville Township Police Department, Denville, NJ

Speakers:

Bryan Epstein, Youth Leader, SADD, NJ

Allison Curry, PhD, MPH, Director, Epidemiology and Biostatistics, Center for Injury Research and Prevention, The Children's Hospital of Philadelphia, Philadelphia, PA

Anne McCartt, PhD, Senior Vice President, Research, Insurance Institute for Highway Safety, Arlington, VA



Distracted Driving

Our Need to Stay Connected: What Challenges Does This Present to the Traffic Safety Community?

Thursday - 1:30pm - 3:00pm - Asia 5

Unlike other risky driving activities, the ability of electronic communication technology to enable drivers to connect with others makes the devices and the activity socially acceptable and even encouraged. This dynamic may suggest new strategies will be required to mitigate their use in vehicles. This session will include an overview from NHTSA on their December, 2011 National Survey on Distracted Driving Attitudes and Behaviors, and presentations from two behavioral and neurological researchers about their findings in this important area, and suggestions for practitioners dealing with changing driver behavior.

Moderator/Speaker:

Paul Atchley, PhD, Associate Professor and Associate Chair, Undergraduate Studies Director, PhD Program in Cognitive Psychology Department of Psychology, University of Kansas, Lawrence, KS

Speakers:

David Greenfield, PhD, Director, The Healing Center, LLC, The Center for Internet and Technology Addiction, West Hartford, CT

Judy Teater, Founding Board Member, FocusDriven, Spring Lake, MI

Amy Schick, Program Manager, NHTSA, Office of Impaired Driving and Occupant Protection, Washington, DC



Other Highway Safety Priorities

New NHTSA Communication Strategies and Messages

Thursday - 1:30pm - 3:00pm - Northern Hemisphere E1

Over the last year, NHTSA has developed and released a variety of new communication campaigns in both English and Spanish. This session will highlight the new campaigns and materials available from NHTSA including impaired driving, child safety campaigns, distraction efforts, and seat belts. Make sure to also attend the "Get Behind the Campaigns - Free Resources to Help You" workshop to find out how state and local programs can use these materials to enhance their campaigns.

Moderator:

Susan Gorcowski, Associate Administrator, NHTSA, Office of Communications and Consumer Information, Washington, DC

Speakers:

Alice Mathews, Senior Vice President, The Tombras Group, Washington, DC

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



Other Highway Safety Priorities

Cooperative Law Enforcement Initiatives Making a Difference in Addressing Impaired Driving in Indian Country

Thursday – 1:30pm – 3:00pm – Northern Hemisphere E2

Three Tribal cooperative law enforcement programs working to reduce impaired driving in Indian Country will be showcased during this workshop.

Moderator/Speaker:

Matthew Pryor, Special Agent in Charge, BIA/Office of Justice Services, Phoenix, AZ

Speakers:

Elaine Boyd, Program Assistant, Ft. Peck Tribal Police Department, Poplar, MT

Shannon Buhl, Executive Director, Cherokee Nation Marshal Service, Tahlequah, OK

Steve Knispel, Supervisory Police Officer, District V Wind River Agency, Fort Washakie, WY



Impaired Driving



Criminal Justice

Update on Drug Impaired Driving

Thursday – 1:30pm – 3:00pm – Northern Hemisphere E3

The panel will discuss current practices, new research released in the past year, national strategy, and ONDCP's effort to reduce drugged driving.

Moderator:

Candace Lightner, Founder, Mothers Against Drunk Driving; President, We Save Lives, Port Orange, FL

Speakers:

Hon. Kent Lawrence, Judge, NHTSA Judicial Outreach Liaison, Region 4, Athens, GA

Beth Barnes, Arizona Traffic Safety Resource Prosecutor (TSRP), Phoenix City Prosecutor's Office, Phoenix, AZ

Michael Gottlieb, White House Office of National Drug Control Policy, Washington, DC

James Evans, Governmental Affairs Consultant, Gordon Thomas Honeywell, Webmaster/National Issues Director, StopDUID.org, Seattle, WA



Adult Occupant Protection

90% Belt Use - What Next?

Thursday – 1:30pm – 3:00pm – Northern Hemisphere E4

With 14 states and the District of Columbia at or above 90% seat belt use, the question for them is "What are your plans now?"

Moderator/Speaker:

Christopher J. Murphy, Director, California Office of Traffic Safety, Elk Grove, CA

Speakers:

John Webber, Interim Director, Division of Traffic Safety, Illinois Department of Transportation, Springfield, IL

Phil Haseltine, Principal, Haseltine Safety Consulting, LLC, Manteo, NC

3:00pm – 3:45pm

Complimentary Refreshments and Networking

Atlantic and Pacific C Exhibit Halls (first level)

4:00pm – 5:00pm

3RD WORKSHOP SESSION (ONE-HOUR SESSION)



Criminal Justice



Impaired Driving



Other Highway Safety Priorities

Returning Veterans: Unique Traffic Safety Issues for Law Enforcement Officers

Thursday – 4:00pm – 5:00pm – Southern Hemisphere I

Over the last 20 years, the United States has seen one of the largest influxes of combat veterans returning to civilian life. Law enforcement often face unique challenges as these veterans assimilate back into society and the driving sector. Many of these challenges will be discussed as well as strategies for officer safety and effective communication techniques.

Moderator:

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

Speaker:

Lt. Don Marose, Minnesota State Patrol, Saint Paul, MN



Occupant Protection for Children

2012-2013 Enhancements to CPS Curriculum and Available Resources

Thursday – 4:00pm – 5:00pm – Southern Hemisphere II

This one hour session will bring you up to date about the changes currently being made to the certification course. Come with questions and suggestions as the head of the curriculum committee fields input from the audience.

Moderator/Speaker:

Jennifer Huebner-Davidson, Chair, CPS Curriculum Committee, AAA National Office, Heathrow, FL

Speaker:

Norraine Wingfield, Project Director, Kansas Traffic Safety Resource Office, Topeka, KS



Occupant Protection for Children



Criminal Justice

Working with Sheriffs, Local Police and Troopers

Thursday – 4:00pm – 5:00pm – Southern Hemisphere III

Have you had difficulty making contact with law enforcement professionals in your community? Meet members of three different law enforcement branches (state police, local police, sheriff) to better understand how to reach out and engage various law enforcement partners found in your state.

Moderator:

Amy Heinzen, MPH, CPSTI, Outreach Coordinator, All Children's Hospital, Johns Hopkins Medicine, St. Petersburg, FL

Speakers:

Cpl. Marian Adams, PA State Police, Harrisburg, PA

Officer Kevin O'Neill, Lakeville Police Department, Lakeville, MN

Deputy Henry Hunt III, CPSTI, Fairfax County Sheriff's Department, Fairfax, VA



Teen Traffic Safety

What We Know About Teen Driving Skills Programs

Thursday – 4:00pm – 5:00pm – Southern Hemisphere IV/V

Teen driving skills programs have been growing across the country. This workshop will examine best practices of these programs and discuss how they are trying to make a difference in helping teens become safer drivers.

Moderator/Speaker:

William Van Tassel, PhD, AAA, FL

Speakers:

James Graham, Ford Driving Skills for Life, Dearborn, MI

Bill Wade, National Program Manager, Tire Rack Street Survival, Louisville, KY



Traffic Incident Management/Planned Special Events

Training Initiatives for a Safer and Better-Prepared Workforce in Traffic Incident Management and Planned Special Events (TIM/PSE)

Thursday – 4:00pm – 5:00pm – Asia 1

Training provides responders with what they need for a safe, quick response. Learn about the latest national training initiatives, including the new national TIM responder training program, the FHWA Standardized TIM Training Program, Principles on Evacuation (on-line training) and other training opportunities

Moderator/Speaker:

Jim McGee, Nebraska Department of Roads, Omaha, NE

Speakers:

Paul Jodoin, Program Manager, Traffic Incident Management, Federal Highway Administration, Washington, DC

Huaguo Zhou, PhD, PE, Assistant Professor, Department of Civil Engineering, Southern Illinois University Edwardsville, Edwardsville, IL

Anne L. Reshadi, PE, System Operations and Electrical Engineering Section Chief, Wisconsin DOT, Bureau of Traffic Operations, Milwaukee, WI



Impaired Driving



Criminal Justice

Judicial Outreach Liaisons

Thursday – 4:00pm – 5:00pm – Asia 4

This workshop will include state JOLs, and state highway safety office representatives leading a discussion on the role and value of state JOLs. Discussion will also include how JOLs work with law enforcement, prosecutors and the judiciary in general.

Moderator/Speaker:

Hon. Mark Atkinson, Texas Judicial Resource Liaison, Texas Center for the Judiciary, Austin, TX

Speaker:

Hon. Peggy Fulton Hora (Ret.), NHTSA Judicial Outreach Liaison, Region 9, Walnut Creek, CA

Sharon Berlin, MPH, Research Analyst, Traffic Safety Advocacy and Research, AAA National Office, Washington, DC



Distracted Driving

How Can Engineering and Technology Prevent Distracted Driving?

Thursday – 4:00pm – 5:00pm – Asia 5

Small entrepreneurs, large technology providers and wireless carriers are introducing consumer products to help ordinary drivers mitigate distraction caused by wireless device use. This session will include experts in the field who will discuss various engineering and technology countermeasures designed to prevent distracted driving. NHTSA will present new voluntary guidelines for minimizing the distraction potential of in-vehicle devices.

Moderator:

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

Speakers:

Jacy Good, Board Member Crash Survivor, FocusDriven, White Plains, NY

Liza Barth, Web Associate Editor, Autos, Consumer Reports, Yonkers, NY

Matt Howard, Co-Founder and CEO, Zoom Safer, Herndon, VA

Riley Garrott, PhD, Supervisory Mechanical Engineer, NHTSA Vehicle Research and Test Center, East Liberty, OH



Please turn your cell phone off during sessions



Other Highway Safety Priorities

Get Behind the Campaigns - Free Resources to Help You

Thursday – 4:00pm - 5:00pm – Northern Hemisphere E1

Have you ever wondered what free communication resources and assets are out there? NHTSA provides a wealth of resources through its newly redesigned TSM website. Attendees at this workshop will learn how to use free communication materials (PSAs, sample press releases, etc.) and place them in donated space, plus much more.

Moderator/Speaker:

Susan Gorcowski, Associate Administrator, NHTSA, Office of Communications and Consumer Information, Washington, DC

Speakers:

Alice Mathews, Senior Vice President, The Tombras Group, Washington, DC

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

Lucia Sanchez, Public Affairs Specialist, NHTSA, Office of Communications and Consumer Information, Washington, DC

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



Impaired Driving

Victims Impact Panel

Thursday – 4:00pm - 5:00pm – Northern Hemisphere E2

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:

Jan Withers, National President, Mothers Against Drunk Driving, Washington, DC

Speakers:

Flora Price, MADD Polk County Volunteer, Auburndale, FL

Sharon Rivas, MADD Volunteer, Winter Garden, FL



Impaired Driving



Bicycle/Motorcycle/Pedestrian



Criminal Justice

Nighttime Urban Integrated Strategies

Thursday – 4:00pm - 5:00pm – Northern Hemisphere E3

Over the past decade, the Responsible Hospitality Institute (RHI) has been working with urban communities to integrate and develop programs to address impaired pedestrian and driving incidents through downtown development efforts. Strategies highlighted at this session will include valet/security training, staggered alcohol retail service hours, integrated taxi services, day to night parking strategies, controlling pedestrian traffic flow, and others.

Speaker:

James E. Peters, President, Responsible Hospitality Institute, Santa Cruz, CA

5:00pm – 6:30pm

Welcome Reception and Poster Presentations

Atlantic and Pacific C Exhibit Halls (first level)

Thursday evening the exhibit hall comes alive when Lifesavers kicks off our 30th Anniversary conference! Visit over 100 exhibitors and see what's new in the world of traffic safety, and get inspired by visiting the posters and chatting with your peers as they share their latest research and programs. Enjoy the reception 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 27. This will remain the same throughout the conference. Buffet tip: the food station closest to the door always has a line, so try another!

See the list of exhibitors on page 28.

Poster Session

Don't forget to visit the poster displays, located in the Atlantic Exhibit Hall. The presenters will be at their posters from 5:00pm-6:30pm to answer any questions.

See the list of posters on page 31.

FRIDAY, JUNE 15

7:30am – 5:00pm

Registration Open

Atlantic Exhibit Hall Lobby (first level)

8:00am – 4:15pm

Exhibit Hall Open (closed during NHTSA Awards Luncheon)

Atlantic and Pacific C Exhibit Halls (first level)

8:00am – 8:45am

Complimentary Continental Breakfast in Exhibit Hall

Atlantic and Pacific C Exhibit Halls (first level)

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 – 10:30am

4TH WORKSHOP SESSION

 Criminal Justice

Officer Fatalities: Ways to Decrease Our Losses

Friday – 9:00am – 10:30am – Southern Hemisphere I

Traffic-related incidents have been the leading cause of law enforcement officer fatalities for the past 13 years. In 2010, seventy-one officers were killed in traffic-related incidents, an increase of 37 percent from 2009. This workshop will explore the issue from the perspectives of what the data shows, real-world experience with officer injuries, and new partnerships and programs that are seeking solutions to this long-term, largely preventable problem.

Moderator/Speaker:

Steven M. Robbs, Branch Chief, Driver and Marine Division, Federal Law Enforcement Training Center, Glynco, GA

Speakers:

James (Dave) Bean, Crash Investigation Specialist, NHTSA, Washington, DC

Craig Floyd, Chairman and CEO, National Law Enforcement Officers Memorial Fund, Washington, DC

Chief Richard Beary, University of Central FL Police Department, Orlando, FL

 Occupant Protection for Children

Hitting Hyperthermia Hard: A National Initiative to Eliminate Deaths

Friday – 9:00am – 10:30am – Southern Hemisphere II

In 2010, 49 children died when they were unattended in hot cars. That was the worst year on record and those passionate about the issue declared war on hyperthermia deaths to unattended children. Learn about the physiology of the child who suffers from hyperthermia, NHTSA's 2011 regional Talking Tours and their new campaign, Where's Baby? Look Before You Lock, the work being done by the Devereux Florida Front Porch project and Safe Kids Worldwide's national Never Leave Your Child Alone in a Car efforts.

Moderator:

Tess Benham, National Safety Council, Itasca, IL

Speakers:

Leticia Ryan, MD, MPH, FAAP, Asst Professor of Pediatrics and Emergency Medicine, Children's National Medical Center, Washington, DC

Torine Creppy, Chief Program Officer – USA, Safe Kids Worldwide, Washington, DC

Mike Brown, Director, Office of Impaired Driving and Occupant Protection, NHTSA, Washington, DC

Kimberly Miller, Program Manager, Training, Devereux Florida Front Porch, Tampa, FL

 Occupant Protection for Children

Data & Research: What's New in OPC Regulations and Research (1.5 CEUs)

Friday – 9:00am – 10:30am – Southern Hemisphere III

NHTSA has a few irons in the fire relative to FMVSS 213 and 225 so come to this update to learn more about the "Fitment" project and updates to FMVSS 213 and 225. Learn about two research projects, one conducted for NHTSA regarding vehicles and child restraints usability and the other for IIHS discussing booster seat research.

Moderator:

Narinder Dhaliwal, MA, CPS Board Member, Health and Safety Policy Institute, Sacramento, CA

Speakers:

Miriam Manary, Senior Research Associate, University of Michigan Transportation Research Institute, Ann Arbor, MI

Angela Eichelberger, PhD, Research Scientist, Insurance Institute for Highway Safety, Arlington, VA

Carole S. Guzzetta, Highway Safety Specialist, NHTSA, Office of Impaired Driving and Occupant Protection, Washington, DC

 Teen Traffic Safety

Insider's Guide to Working with High Schools: Creative Ways to Engage Students in Traffic Safety

Friday – 9:00am – 10:30am – Southern Hemisphere IV/V

Hear from school leaders, national youth-service organizations and state programs that have successfully involved high schools in traffic safety programs. What's the best way to approach schools? What do schools need to get out of partnerships? How can you increase the number of teens participating in your program?

Moderator/Speaker:

Kelly Browning, PhD, Executive Director, Impact Teen Drivers, Sacramento, CA

Speakers:

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

Martha Mikell, SADD/YOVASO Club Sponsor, Stuarts Draft High School, Stuarts Draft, VA

 Bicycle/Motorcycle/Pedestrian

Innovative Strategies to Reduce Motorcycle Crashes

Friday – 9:00am – 10:30am – Australia 3

Improving motorcycle safety through detection of impaired motorcyclists, the delivery of rider training, and conducting safety checks by law enforcement.

Moderator:

Trenda McPherson, Traffic Safety Specialist, Florida Department of Transportation, Tallahassee, FL

Speakers:

Lt. Jim Halvorsen (Ret), New York State Police, Delmar, NY
Brett Robinson, Vice President, Highway Safety Services, LLC, Indiana, PA
Chris Gonzalez, Collier County Sheriff's Office, Naples, FL



Traffic Incident Management/Planned Special Events

Traffic Incident Management/Planned Special Events-Research and Data Needs

Friday – 9:00am – 10:30am – Asia 1

Though great strides have been made, we still lose far too many incident responders and the driving public to traffic incidents. Learn what research is currently underway and offer your suggestions, based on your experience, on needed research to improve the safety and traffic management at these incidents as well as during planned special events.

Moderator/Speaker:

Walter H. Kraft, DEngSc, PE, Principal, Vannase Hangen Brustlin, Inc., Newark, NJ

Speakers:

Eric Rensel, Project Manager, Gannett Fleming, Inc, Harrisburg, PA
Ira Promise, Chief Technical Sgt, New York State DOT, New York State Police, Hawthorne, NY



Traffic Incident Management/Planned Special Events

The State of the Practice: Putting Information into the Hands of the Practitioners

Friday – 9:00am – 10:30am – Asia 4

The Federal Highway Administration has devoted considerable resources to traffic incident management. Learn the latest on the TIM Program, National Unified Goal, and National TIM Coalition. To show how the national program is being adopted across the country, panelists will discuss how a metropolitan planning organization successfully manages its TIM program.

Moderator/Speaker:

John M. Corbin, PE, PTOE, Director of Traffic Operations, Wisconsin Department of Transportation, Statewide Traffic Operations Center, Milwaukee, WI

Speakers:

Laurie Matkowski, Senior Transportation Engineer, Delaware Valley Regional Planning Commission, Philadelphia, PA
(Past) Chief William Robb, Blackwood Fire Department, Blackwood, NJ



Distracted Driving



Criminal Justice

Distracted Driving, Legislation, Law Enforcement and Penalties

Friday – 9:00am – 10:30am – Asia 5

Passing and enforcing responsible legislation is one key strategy in addressing distracted driving. This session will look at efforts across the U.S. to pass and enforce texting bans, cell phone bans, and other distracted driving legislation. We will hear about NHTSA's high visibility enforcement pilots and share enforcement strategies for passenger and commercial motor vehicles from communities across the country.

Moderator:

Pam Fischer, MLPA, Principal, Pam Fischer Consulting, Leader, NJ Teen Safe Driving Coalition, Long Valley, NJ

Speakers:

Amy Schick, Program Manager, NHTSA, Office of Impaired Driving and Occupant Protection, Washington, DC
Christopher J. Murphy, Director, California Office of Traffic Safety, Elk Grove, CA
Jonathan Adkins, Communications Director, Governors Highway Safety Association, Washington, DC
Lt. Rodney Peterson, Logan City Police Department, Logan, UT
Bonnie Raffaele, Victim Advocate, FocusDriven, Sault St. Marie, MI



Other Highway Safety Priorities



Adult Occupant Protection



Distracted Driving



Impaired Driving

Reaching the Millennial Generation

Friday – 9:00am – 10:30am – Asia 2

It's always an effort to reach young drivers, but young drivers (ages 18-24) are a 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/Speaker:

David Jacobs, Senior Vice President/Director of Innovation and Strategy, The Tombras Group, Knoxville, TN

Speaker:

Cole Mauer, Social Media and Digital Analyst, The Tombras Group, Knoxville, TN



Print Your Handouts at our Complimentary Station, located in the Atlantic Exhibit Hall.



Roadway Safety

Fix the Problem Permanently with Low Cost Safety Countermeasures

Friday – 9:00am – 10:30am – Asia 3

Highway safety programs across the country have played a major role in the decline in fatal and injury crashes by analyzing where safety improvements were needed and by utilizing many low cost safety countermeasures. Problem areas can often be made safer through inexpensive enhancements to the infrastructure. This panel will focus on the successes in implementation of these types of countermeasures in Winston-Salem, NC and Florida.

Moderator:

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

Speakers:

Stanley Polanis, Director of Transportation (Ret), City of Winston-Salem Department of Transportation, Winston-Salem, NC

Joseph Santos, PE, Transportation Safety Engineer, Florida Department of Transportation, Tallahassee, FL



Impaired Driving

Innovative Judges and Their Traffic Offender Programs

Friday – 9:00am – 10:30am – Oceanic 1

A panel of Florida judges will showcase innovative programs that they have implemented for dealing with juvenile and adult traffic offenders. The judges will explain how they have developed their programs with the cooperation of public safety agencies and other criminal justice professionals. The offenders who are the subject of these programs range from those who have committed simple infractions to those charged with criminal traffic offenses including impaired driving. The panelists will explain the impact that these programs have had on their communities and how they can be replicated in other jurisdictions.

Moderator:

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

Speakers:

Hon. Carmine Bravo, State of Florida – Criminal Justice Center, Sanford, FL

Hon. Louis Schiff, Broward County Court Judge, Deerfield Beach, FL

Hon. A.B. Majeed, Brevard County Court Judge, Viera, FL



Criminal Justice

Commercial Motor Vehicle Enforcement: What You Don't Know Can Hurt You

Friday – 9:00am – 10:30am – Oceanic 3

This workshop will explore the mostly unknown connections between CMVs and criminal activity. Topics will include recent serious CMV crashes and the importance of CMV violation enforcement, and interdiction pertaining to organized crime, narcotics and human trafficking.

Moderator:

Jack Van Steenburg, Asst. Administrator and Chief Safety Officer, Federal Motor Carrier Safety Administration, Washington, DC

Speakers:

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

Cpl. Keith Lamey, Delaware State Police MCSAP Unit, Dover, DE

Shannon Chelf, Program Manager, Federal Motor Carrier Safety Administration, National Training Center/Drug Interdiction Assistance Program, Arlington, VA

10:30am – 10:45am

Break

10:45am – 12:15pm

5TH WORKSHOP SESSION



Criminal Justice

Mock Trial: How to Effectively Present the Drugged Driving/Medical Marijuana Case in Court

Friday – 10:45am – 12:15pm – Southern Hemisphere I

Mock trials are an effective tool for providing law enforcement and prosecutors with experience in case presentation and obtaining feedback and guidance for improving their trial performance. The fact scenario will center on a driver impaired by medical marijuana.

Moderator:

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

Speakers:

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

Lt. Jonlee Anderle, Laramie Police Department, Laramie, WY

Karen Wittman, Traffic Safety Resource Prosecutor, Topeka, KS

Hon. Kent Lawrence, Judge, NHTSA Judicial Outreach Liaison, Region 4, Athens, GA



Please wear your badge



Occupant Protection for Children

CPS and Hard To Reach Populations

Friday – 10:45am - 12:15pm – Southern Hemisphere II

Finding a way to get your foot in the door of service organizations or programs that reach underserved child populations can be a challenge. This session highlights programs developed to meet the needs of Head Start, rural and Native American populations, as well as communities faced with natural disasters. Be ready to replicate similar programs in your community.

Moderator:

Sarah Haverstick, Safe Children Program Manager, Monroe Carell Jr. Children's Hospital at Vanderbilt, Nashville, TN

Speakers:

Kristin Rosenthal, Safe Kids Worldwide, Washington, DC

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

Holly Terry, Program Coordinator, University of Arkansas for Medical Sciences, Little Rock, AR

Tomi St. Mars, MSN, RN, CEN, FAEN, Chief, Office of Injury Prevention, Arizona Department of Health Services, Phoenix, AZ



Occupant Protection for Children

CPS in Healthcare

Friday – 10:45am - 12:15pm – Southern Hemisphere III

Working in a hospital or with hospital programs? This session provides an update on the generic discharge plan, and other healthcare related initiatives through a hospital, the AAP and NHTSA. Bring your questions and ideas!

Moderator:

Barbi Harris, RN, National CPS Board, Oceanview, NJ

Speakers:

Marilyn Bull, MD, FAAP, Morris Green Professor of Pediatrics, Automotive Safety Program, Riley Hospital for Children at Indiana University Health, Indianapolis, IN

Bonnie Kozial, Manager, Council on Injury, Violence and Poison Prevention, American Academy of Pediatrics, Elk Grove Village, IL

Rachel Bettinger-Cooney, MPA, LBSW, CPST-I, KidSafe Program Coordinator, Hillcrest Baptist Medical Center, Waco, TX



Teen Traffic Safety



Other Highway Safety Priorities



Roadway Safety

Creating a Safety Culture for Teen Drivers

Friday – 10:45am - 12:15pm – Southern Hemisphere IV/V

Teen drivers may be new to the road but many of the cars they drive and the roads we share with these young drivers aren't so new. Young drivers can participate and learn about hazards and vehicle safety as part of their driver education. Using roadway safety audits and vehicle safety knowledge can help build safety nets and create a safety culture for young drivers that can not only reduce teen traffic crashes but create a new generation of traffic safety leaders.

Moderator/Speaker:

Joe Toole, Senior Technical Advisor, National Organizations for Youth Safety (NOYS), Gainesville, VA

Speakers:

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

Jessica Jermakian, DSc, Senior Research Scientist, Insurance Institute for Highway Safety, Arlington, VA

Roger Wentz, President and CEO, American Traffic Safety Services Association, Fredericksburg, VA



Bicycle/Motorcycle/Pedestrian

State Motorcycle Safety Coalitions

Friday – 10:45am - 12:15pm – Australia 3

The effective use of stakeholder coalitions in elevating the issue of motorcycle safety in strategic planning efforts and the implementation of safety countermeasures.

Moderator:

Lora Hollingsworth, PE, Chief Safety Officer, Florida Department of Transportation, Safety Office, Tallahassee, FL

Speakers:

Edie Peters, Traffic Safety Specialist, Florida Department of Transportation, Tallahassee, FL

Harris Blackwood, Director, Georgia Governor's Office of Highway Safety, Atlanta, GA

Brent Jennings, PE, Highway Safety Manager, Idaho Transportation Department, Boise, ID



Traffic Incident Management/Planned Special Events

Performance Measures for Traffic Incident Management and Planned Special Events (TIM/PSE)

Friday – 10:45am - 12:15pm – Asia 1

Current transportation legislation includes performance measures. Learn more about their future and value and which states have successful performance measures. Other topics include TIM standardized performance measures as well as how to address the challenges of putting performance measures in place. The session will include a presentation on cost management and cost recovery for TIM/PSE.

Moderator:

Steven J. Cyra, PE, PTOE, HNTB Fellow, Associate Vice President, Traffic Operations/ITS, HNTB Corporation, Milwaukee, WI

Speakers:

Brian Hoeft, Director, Regional Transportation Commission of Southern Nevada, Las Vegas, NV

Laurel Radow, Evacuations & Planned Special Events Manager, Federal Highway Administration, US DOT, Washington, DC

Capt. Jeff A. King, Executive Officer, Highway Patrol Division, Arizona Department of Public Safety, Phoenix, AZ



Older Drivers

Life After Driving: Helping Older Drivers Maintain Mobility & Independence

Friday – 10:45am – 12:15pm – Asia 4

Attendees will become familiar with alternative mobility resources available to the restricted or retired driver.

Moderator:

Helen Kerschner, PhD, President & CEO, The Beverly Foundation, Albuquerque, NM

Speakers:

Dennis McCarthy, PhD, Florida International University, Miami, FL

Esther Wagner, MA, Older Driver Program Analyst, NHTSA, Washington, DC

Sherrilene Classen, PhD, MPH, OTR/L, Associate Professor, University of Florida, Gainesville, FL



Impaired Driving



Adult Occupant Protection



Criminal Justice

High Visibility Law Enforcement

Friday – 10:45am – 12:15pm – Asia 5

NHTSA has a long history of encouraging the use of High Visibility Enforcement (HVE). Exactly what is HVE and how can it work for your community? In January 2011, NHTSA convened a panel of field experts who are effectively using HVE to help define and clarify High Visibility Enforcement and create a useful toolkit that will assist others with implementing or enhancing their HVE efforts. This workshop will share the outcomes of the panel and showcase the toolkit.

Moderator/Speaker:

Mike Brown, Director, Office of Impaired Driving and Occupant Protection, NHTSA, Washington, DC

Speakers:

Warren Diepraam, Division Chief, Montgomery County DAO, Conroe, TX

Lt. William A. Brown, Milwaukee County Sheriff's Office, Milwaukee, WI

Michael Boland, Volunteer, Mothers Against Drunk Driving Missouri, St. Louis, MO

Chris Cochran, Assistant Director, Marketing and Public Affairs, California Office of Traffic Safety, Elk Grove, CA



Other Highway Safety Priorities

Influencing International Road Safety

Friday – 10:45am – 12:15pm – Asia 2

Come learn about timely international highway safety research and happenings. This session will provide you with a different perspective on what's being done to save lives on foreign roadways. In particular, this panel will discuss how governments, NGOs and large corporations can impact international road safety.

Moderator:

Amy Schick, Program Manager, NHTSA, Office of Impaired Driving and Occupant Protection, Washington, DC

Speakers:

Anders Lie, Specialist, Traffic Safety Division, Swedish Transport Administration, Borlänge, Sweden

Joseph McKillips, CSP, Manager, Commercial Program Support, Global Environmental, Health & Safety, Abbott Laboratories, Abbott Park, IL

Cathy Silberman, Executive Director, Association for Safe International Road Travel, Rockville, MD



Traffic Incident Management/Planned Special Events

The Safety Business Case for Traffic Incident Management and Planned Special Events (TIM/PSE)

Friday – 10:45am – 12:15pm – Asia 3

A national expert panel will discuss why TIM is a safety program and the crosscutting safety value of effective, coordinated, pre-planned traffic incident and event management efforts. Panel members will discuss how TIM/PSE planning can reduce responder deaths and injuries as well as secondary incidents.

Moderator/Speaker:

Tom Martin, Operations Program Coordinator, I-95 Corridor Coalition, Williamsburg, VA

Speaker:

Jeff Wojtowicz, Senior Research Engineer, Rensselaer Polytechnic Institute, Troy, NY



Impaired Driving



Criminal Justice



Occupant Protection for Children

DUI Child Endangerment

Friday – 10:45am – 12:15pm – Oceanic 1

Are you prepared to provide for children who may be present during a traffic stop or DUI checkpoint with an impaired driver? Driving drunk with a child in the car is a crime that should never happen. And yet one year since legislation passed in New York making it a felony to drive drunk with a child in the vehicle, over 1,400 people have been charged with this crime. This workshop will examine this issue and make recommendations for how states should prepare to see and accommodate children at these activities.

Moderator/Speaker:

Lorrie Walker, MS, CPS Technical Advisor and Training Manager, Safe Kids Worldwide, Washington, DC



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

Speakers:

Timothy McCool, Traffic Safety Specialist, Kansas Traffic Safety Resource Office, Topeka, KS

Susan Malcho, Child Protective Services Division, Seminole County Sheriff's Office, FL

Grant Baldwin, PhD, MPH, Division of Unintentional Injury Prevention, Centers for Disease Control and Prevention, Atlanta, GA

Criminal Justice

Traffic Safety Leadership: Tenets of Traffic Safety and Enforcement for Patrol Officers

Friday – 10:45am – 12:15pm – Oceanic 3

This workshop will explore the research and development of integrating traffic safety as a value within law enforcement agencies of all sizes, emphasizing purpose, quality and skill.

Moderator/Speaker:

Lowell Porter, National Law Enforcement Liaison Program Coordinator, Governors Highway Safety Association, Gig Harbor, WA

Speaker:

Sheldon Greenberg, PhD, Associate Dean, Johns Hopkins University, Division of Public Safety Leadership, School of Education, Columbia, MD

12:30pm – 1:45pm

NHTSA Awards Luncheon

Northern Hemisphere Ballroom (fifth level)

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

Master of Ceremonies

Christopher J. Murphy, Director, California Office of Traffic Safety, Past Chairman, Governors Highway Safety Association, Elk Grove, CA

Remarks and Award Presentations

The Honorable David L. Strickland, Administrator, NHTSA, Washington, DC

Award Citations

Terry Schiavone, Region 4 Administrator, NHTSA, Regional Operations and Program Delivery, Atlanta, GA

2:00pm – 3:30pm

6TH WORKSHOP SESSION



Other Highway Safety Priorities



Adult Occupant Protection



Impaired Driving



Occupant Protection for Children



Teen Traffic Safety

Federal Partnerships Working Together to Support Traffic Safety Efforts Within Tribal Communities

Friday – 2:00pm – 3:30pm – Southern Hemisphere I

NHTSA, along with the BIA, FHWA, CDC and Indian Health Services has facilitated a partnership group for the purpose of coordinating and collaborating on traffic safety issues. This session includes highlights on successful and proposed ventures.

Moderator:

Georgia Chakiris, Regional Administrator, NHTSA Region 6, Fort Worth, TX

Speakers:

Patricia Abeyta, Bureau of Indian Affairs, Indian Highway Safety Program, Albuquerque, NM

Kenny Hicks, Acting Division of Environmental Health Services Director, Indian Health Service Phoenix Area, Phoenix, AZ

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

Tim Penney, Tribal Transportation Program Coordinator, Federal Highway Administration, Office of Policy and Governmental Affairs, Washington, DC



Occupant Protection for Children

Data & Research: Latest Studies in OPC (1.5 CEUs)

Friday – 2:00pm – 3:30pm – Southern Hemisphere II

Data drive dollars, advocacy, further research and eventually policy. This session will explore the newest research data concerning ATVs, non-typical crash data such as backover incidents, national insurance data as well as an update on the National Survey of the Use of Booster Seats which is the only probability-based nationwide child restraint use survey in the United States.

Moderator:

Katrina Altenhofen, MPH, PS, Emergency Medical Services for Children Program Director, Iowa Dept. of Public Health - Bureau of EMS, Washington, IA

Speakers:

James (Dave) Bean, Crash Investigation Specialist, NHTSA, Washington, DC

Timothy Pickrell, Mathematical Statistician, NHTSA, National Center for Statistics and Analysis, Washington, DC

Jessica Jermakian, DSc, Senior Research Scientist, Insurance Institute for Highway Safety, Arlington, VA

Charles Jennissen, MD, University of Iowa Department of Emergency Medicine, Iowa City, IA



Occupant Protection for Children

Ask the Expert - CPS Panel (1.5 CEUs)

Friday – 2:00pm – 3:30pm – Southern Hemisphere III

This session is 100% audience driven. Bring your questions and comments to this open forum as “hot topics” are presented to a panel of speakers. That’s right: no PowerPoints, all discussion.

Moderator/Speaker:

Kerry Chausmer, Certification Director, Safe Kids Worldwide, Washington, DC

Speakers:

Denise Donaldson, Editor, Safe Ride News, Edmonds, WA

Marilyn Bull, MD, FAAP, Morris Green Professor of Pediatrics, Automotive Safety Program, Riley Hospital for Children at Indiana University Health, Indianapolis, IN

Carole S. Guzzetta, Highway Safety Specialist, NHTSA, Office of Impaired Driving and Occupant Protection, Washington, DC

Amy Heinzen, MPH, CPSTI, Outreach Coordinator, All Children’s Hospital, Johns Hopkins Medicine, St. Petersburg, FL

Audrey Eagle, Senior Specialist and CPS Advocate, Chrysler Group, LLC, Auburn Hills, MI

Carol Helminski, National CPS Board – CR Representative, Graco Children’s Products, Bonita Springs, FL

Lorrie Walker, MS, CPS Training Manager and Technical Advisor, Safe Kids Worldwide, Washington, DC

Jennifer Huebner-Davidson, Chair, CPS Curriculum Committee, AAA National Office, Heathrow, FL



Teen Traffic Safety

It’s a Teen’s World After All!

Friday – 2:00pm – 3:30pm – Southern Hemisphere IV/V

It may be a “small world after all” but teen driving safety is important to a teen’s world and they want to be part of the world, making it safer for them and their peers. Attend this session to hear it straight from teens working to make noise for teen traffic safety.

Moderator:

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

Speakers/Youth Leaders:

Scarlet Bradley, Act Out Loud

Sierra Coffey, SADD

Bryan Epstein, SADD

Kayla Lowe, SADD

Sarah Martin, Act Out Loud

Joy McVicker, Teen Safe Driver Program

Emily Shapiro, SADD

JD Willemssen, Teen Safe Driver Program



Bicycle/Motorcycle/Pedestrian



Criminal Justice

Motorcycle Safety Education for Law Enforcement

Friday – 2:00pm – 3:30pm – Australia 3

Comprehensive strategies for law enforcement officers when promoting and enforcing motorcycle safety.

Moderator:

Kenneth Ellis, Traffic Safety Administrator, Florida Department of Transportation, Tallahassee, FL

Speakers:

Sgt. Kim Montes, Public Affairs Officer, Florida Highway Patrol, Orlando, FL

Master Deputy Dominick DeSiato, Hillsborough County Sheriff’s Office, Tampa, FL

Chris Knox, President, The Center for Defensive Driving, Torrance, CA



Traffic Incident Management/Planned Special Events

Traffic Safety at Planned Special Events

Friday – 2:00pm – 3:30pm – Asia 1

Planned special events can bring many thousands of people together to either a single venue or many venues at the same time. Whether a sporting event or the state fair, getting people there and home safely is a priority.

Moderator/Speaker:

Walter Dunn, PE, Principal, Dunn Engineering Associates, P.C., Westhampton Beach, NY

Speaker:

Capt. Robert Duncan, Deland District Commander, Florida Highway Patrol, DeLand, FL



Adult Occupant Protection

Primary Seat Belt Enforcement Legislation

Friday – 2:00pm – 3:30pm – Asia 4

This session will provide information on efforts to upgrade seat belt laws to primary enforcement. Speakers will present on state legislative activities, states that recently upgraded their laws, the relationship of primary seat belt laws to minority ticketing, and the value of grass roots efforts.

Moderator:

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

Speakers:

Mary M. Maguire, Director, Public Affairs and Legislative Affairs, AAA Southern New England, Providence, RI

Neil Chaudhary, PhD, Vice President, Preusser Research Group, Inc., Trumbull, CT

Renee St. Louis, Research Associate, University of Michigan Transportation Research Institute, Ann Arbor, MI

Heather Darby, Coordinator, Minnesota Child Passenger Safety/Occupant Protection, St Paul, MN



Impaired Driving



Other Highway Safety Priorities

Community-Based Self-Sufficient Impaired Driving Programs

Friday – 2:00pm - 3:30pm – Asia 5

NHTSA recently published a document on community-based self-sufficient impaired driving strategies. This workshop will highlight the success of those programs.

Moderator/Speaker:

Delmas Johnson, Senior Consultant, Maryn Consulting, Inc., Washington, DC

Speaker:

Sgt. Shane Rodgers, Albuquerque Police Department, DWI Seizure Unit, Albuquerque, NM



Other Highway Safety Priorities

Social Media is Not a Fad - It's Here to Stay

Friday – 2:00pm - 3:30pm – Asia 2

Now that you're finally comfortable with Facebook and Twitter - now comes a new wave of social media, e.g. Tumblr. If you want to learn about the latest social media tools, or learn tips on how to improve your existing efforts, this is the right workshop for you. We'll provide ideas on how to build and engage your audience and measure impact.

Moderator:

Lucia Sanchez, Public Affairs Specialist, NHTSA, Office of Communications and Consumer Information, Washington, DC

Speakers:

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

Chris Cochran, Assistant Director, Marketing and Public Affairs, California Office of Traffic Safety, Elk Grove, CA



Roadway Safety

National and International Initiatives in Roadway Safety

Friday – 2:00pm - 3:30pm – Asia 3

Learn about new and innovative highway safety programs in the United States and Internationally. The workshop will focus on Toward Zero Deaths: a National Strategy on Highway Safety and the Five Pillars of the Decade of Action for Road Safety.

Moderator:

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

Speakers:

T. Bella Dinh-Zarr, PhD, MPH, Road Safety Director, FIA Foundation, North American Director, MAKE ROADS SAFE, Washington, DC

Brent Wilhite, Transportation Account Supervisor, Penna Powers Brian Haynes, Salt Lake City, UT

Mary Hedges, MPA, Program Manager, National Association of State EMS Officials, TZD Steering Committee, Falls Church, VA



Impaired Driving



Criminal Justice

Ignition Interlock Update

Friday – 2:00pm - 3:30pm – Oceanic 1

Latest news on interlock effectiveness and a discussion of how the state ignition interlock programs are advancing, including the establishment of an association of state ignition interlock program administrators, and state representatives that can discuss efforts they have underway to establish or expand interlock programs.

Moderator/Speaker:

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

Speakers:

Anne McCartt, PhD, Senior Vice President, Research, Insurance Institute for Highway Safety, Arlington, VA

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



Older Drivers

Making the Transition from Driver to Passenger: Signs & Symptoms

Friday – 2:00pm - 3:30pm – Oceanic 3

The aging generation represents a "silver tsunami" of sorts, which has us all wondering how and when to start planning for the transition from driver to passenger.

Moderator/Speaker:

Elin Schold-Davis, American Occupational Therapy Association, Edina, MN

Speakers:

Alice Pomidor, MD, Florida State University, College of Medicine, Tallahassee, FL

Fran Carlin Rogers, Consultant, Carlin-Rogers Consulting, Orlando, FL

Gail Holley, Safe Mobility for Life Program and Research Mgr., Florida Department of Transportation, Tallahassee, FL

3:30pm – 4:15pm

Complimentary Refreshments and Networking

Atlantic and Pacific C Exhibit Halls (first level)

4:15pm

Exhibitor Move out

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	Southern I (Thurs/Fri) Northern E1 (Sat)	Southern II (Thurs/Fri) Northern E2 (Sat)	Southern III (Thurs/Fri) Northern E3 (Sat)	Southern IV/V (Thurs/Fri) Northern E4 (Sat)	Australia 3 (Thurs/Fri/Sat)	Asia 1 (Thurs/Fri/Sat)
THURSDAY						
Session 1 10:15AM – 11:45AM	CJ The National Law Enforcement Challenge – Redesigned, Refocused and Reenergized	AOP Advanced Occupant Protection Technology	OPC/AOP/TN Pre-Teens and Teens: Keeping Kids in Seat Belts When Parents are Not Around	TN What Makes a Difference in Improving GDL Laws?	PED/CJ/OD/TN Bicycle/Pedestrian Law Enforcement – Stepping up to the Plate	TIM Making the Roads Safer
Session 2 1:30PM – 3:00PM	CJ Emerging Trends in Drug Impaired Driving	OHS/CJ Red Light Cameras and Speed: Making the Case for Safety	OPC Special Needs: Working with Atypical Situations and Children 1.5 CPS CEUs	TN Improving Teen Driver Safety Through Coalitions	PED/CJ/RD/OHS Motorcycle Safety – The Missing Links	TIM Safety First: Technologies for Traffic Incident Management and Planned Special Events
Session 3 4:00PM – 5:00PM	CJ/ID/OHS Returning Veterans: Unique Traffic Safety Issues for Law Enforcement Officers	OPC 2012-2013 Enhancements to CPS Curriculum and Available Resources	OPC/CJ Working with Sheriffs, Local Police and Troopers	TN What We Know About Teen Driving Skills Programs		TIM Training Initiatives for a Safer and Better-Prepared Workforce in TIM/PSE
FRIDAY						
Session 4 9:00AM – 10:30AM	CJ Officer Fatalities: Ways to Decrease Our Losses	OPC Hitting Hyperthermia Hard: A National Initiative to Eliminate Deaths	OPC Data & Research: What's New in OPC Regulations and Research 1.5 CPS CEUs	TN Insider's Guide to Working with High Schools: Creative Ways to Engage Students in Traffic Safety	PED Innovative Strategies to Reduce Motorcycle Crashes	TIM Traffic Incident Management/Planned Special Events - Research and Data Needs
Session 5 10:45AM – 12:15PM	CJ Mock Trial: How to Effectively Present the Drugged Driving/Medical Marijuana Case in Court	OPC CPS and Hard to Reach Populations	OPC CPS in Healthcare	TN/OHS/RS Creating a Safety Culture for Teen Drivers	PED State Motorcycle Safety Coalitions	TIM Performance Measures for Traffic Incident Management and Planned Special Events
Session 6 2:00PM – 3:30PM	OHS/AOP/ID/OPC/TN Federal Partnerships–Working Together to Support Traffic Safety Efforts Within Tribal Communities	OPC Data & Research: Latest Studies in OPC 1.5 CPS CEUs	OPC Ask the Expert – CPS Panel 1.5 CPS CEUs	TN It's a Teen's World After All!	PED/CJ Motorcycle Safety Education for Law Enforcement	TIM Traffic Safety at Planned Special Events
SATURDAY						
Session 7 9:00AM – 10:30AM	CJ Designer Drugs: What They Are and the Problems They Create	OPC Public Safety: Targeting Education to Firefighters and Police Officers	OPC Three Hot Buttons Follow Up	TN How to Engage Parents in Their Teen's Driving	PED Creative Approaches to Pedestrian and Bicycle Safety	TIM Learning from Other Disciplines: Cross-Cutting Issues
Session 8 10:45AM – 12:15PM	CJ Data Analysis – The Engine that Drives DDACTS		OPC Reaching Schools & State Agencies with OPC Programs	TN Bringing Drivers Education to 21st Century	TN/AOP/OPC Successful Strategies for Getting Teens to Buckle Up	TIM Case Studies: Traffic Incident Management and Planned Special Events

KEY TO TRACKS: **AOP**–Adult Occupant Protection; **PED**–Bicycle/Motorcycle/Pedestrian; **CJ**–Criminal Justice; **DD**–Distracted Driving; **ID**–Impaired Driving **OPC**–Occupant Protection for Children; **OD**–Older Drivers; **OHS**–Other Highway Safety Priorities; **RS**–Roadway Safety; **TIM**–Traffic Incident Management/Planned Special Events; **TN**–Teen Traffic Safety

Asia 4 (Thurs/Fri/Sat)	Asia 5 (Thurs/Fri/Sat)	Northern E1 (Thurs) Asia 2 (Fri/Sat)	Northern E2 (Thurs) Asia 3 (Fri/Sat)	Northern E3 (Thurs) Oceanic 1 (Fri/Sat)	Northern E4 (Thurs) Oceanic 3 (Fri/Sat)
	DD Enlisting Employers in the Effort to Stop Distracted Driving	OHS Regional and State Program Successes	CJ Drivers Licensing and Traffic Safety: Fake, Foreign and Commercial Licenses	ID/CJ Comprehensive Systems Overview of DUI 101	OD Resources & Tools for Older Drivers & Their Families/Caregivers
TN Driver Decals for Youth: The Good and the Bad	DD Our Need to Stay Connected: What Challenges Does This Present to the Traffic Safety Community?	OHS New NHTSA Communication Strategies and Messages	OHS Cooperative Law Enforcement Initiatives– Making a Difference in Addressing Impaired Driving in Indian Country	ID/CJ Update on Drug Impaired Driving	AOP 90% Belt Use – What Next?
ID/CJ Judicial Outreach Liaisons	DD How Can Engineering and Technology Prevent Distracted Driving?	OHS Get Behind the Campaigns – Free Resources to Help You	ID Victims Impact Panel	ID/CJ/PED Nighttime Urban Integrated Strategies	
TIM The State of the Practice: Putting Information into the Hands of the Practitioners	DD/CJ Distracted Driving, Legislation, Law Enforcement and Penalties	OHS/AOP/DD/ID Reaching the Millennial Generation	RS Fix the Problem Permanently with Low Cost Safety Countermeasures	ID Innovative Judges and Their Traffic Offender Programs	CJ Commercial Motor Vehicle Enforcement: What You Don't Know Can Hurt You
OD Life After Driving: Helping Older Drivers Maintain Mobility & Independence	ID/AOP/CJ High Visibility Law Enforcement	OHS Influencing International Road Safety	TIM The Safety Business Case for Traffic Incident Management & Planned Special Events	ID/CJ/OPC DUI Child Endangerment	CJ Traffic Safety Leadership: Tenets of Traffic Safety and Enforcement for Patrol Officers
AOP Primary Seat Belt Enforcement Legislation	ID/OHS Community-Based Self-Sufficient Impaired Driving Programs	OHS Social Media is Not a Fad – It's Here to Stay	RS National and International Initiatives in Roadway Safety	ID/CJ Ignition Interlock Update	OD Making the Transition from Driver to Passenger: Signs & Symptoms
AOP/CJ/ID Nighttime Belt Enforcement – What's Really Involved	DD What Does the Research Say about Cognitive Distraction and its Role in Crashes?	OHS Spanish Campaigns – More than Translation	RS Moving the Numbers with Strategic Highway Safety Plans	ID Campaign to Eliminate Drunk Driving: Five Years and Going Strong	CJ DUI/DRE Common Defenses and Challenges: What the Law Enforcement Officer Can Expect In the Courtroom
AOP/CJ/PED/OD/TN Crash Avoidance Technologies		OHS/CJ/RS Understanding Speed and Speed Enforcement		ID Power of Parents	OD State Policies & Practices Impacting Older Driver Safety & Mobility

SATURDAY, JUNE 16

7:30am – 12:30pm

Registration Open

Atlantic Exhibit Hall Foyer

7:45am – 8:45am

Closing Breakfast Plenary

Northern Hemisphere Ballroom

Don't miss this closing breakfast plenary where we give a hearty thank you to our host state, Florida, and say hello to our 2013 hosts from Denver.

Master of Ceremonies

John Ulczycki, Group Vice President, Research, Communication, Advocacy, National Safety Council, Itasca, IL

Remarks

Lora Hollingsworth, PE, Chief Safety Officer, Florida Department of Transportation, Safety Office, Tallahassee, FL

Plenary Address

Kate Carr, President and CEO, Safe Kids Worldwide, Washington, DC

Remarks

Darrell Lingk, Director of Office of Transportation Safety, Colorado Department of Transportation, Denver, CO

Trenda McPherson, Traffic Safety Specialist, Florida Department of Transportation, Traffic Safety Office, Tallahassee, FL

SATURDAY

FYI

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

9:00am – 10:30am

7TH WORKSHOP SESSION



Criminal Justice

Designer Drugs: What They Are and the Problems They Create

Saturday – 9:00am – 10:30am – Northern Hemisphere E1

Designer drugs such as Spice and Bath Salts have become some of the prevalent drugs found in drug impaired driving cases. These drugs, and others like them, create a unique challenge for law enforcement, toxicologists and prosecutors. This workshop will discuss the designer drugs, their effects on human performance, legislation regarding these drugs and overall trial preparation for successful adjudication.

Moderator:

Bob Stokes, Traffic Safety Resource Prosecutor, Kentucky Attorney General Office, Frankfort, KY

Speakers:

Amy Miles, Advanced Chemist, Wisconsin State Laboratory of Hygiene, Madison, WI

Tara Jenswold-Schipper, Traffic Safety Resource Prosecutor, Office of the Attorney General, Madison, WI



Occupant Protection for Children

Public Safety: Targeting Education to Firefighters and Police Officers

Saturday – 9:00am – 10:30am – Northern Hemisphere E2

Keeping firefighters and police officers certified and working in OPC is challenging in this difficult economy when cities and municipalities are cutting back. See how some creative departments are addressing the problem and keeping their citizens protected.

Moderator/Speaker:

Bob Wall, Public Education Coordinator, Prince William County Fire & Rescue, Prince William, VA

Speakers:

Robin Butler, Program Manager, Seminole County Dept of Public Safety, Sanford, FL

Deputy Henry Hunt III, CPSTI, Fairfax County Sheriff's Department, Fairfax, VA



Occupant Protection for Children

Three Hot Buttons Follow Up

Saturday – 9:00am – 10:30am – Northern Hemisphere E3

Last year before Lifesavers almost 400 CPS technicians met to brainstorm ideas to address three hot buttons in the field: keeping kids rear-facing longer; keeping kids in harnesses longer; and increasing tether use with the public and with technicians. Since that time, volunteers who agreed to follow up have met and prioritized findings. See the final results that were submitted to NHTSA.

Moderator:

Lorrie Walker, MS, CPS Training Manager and Technical Advisor, Safe Kids Worldwide, Washington, DC

Speakers:

Alexis Kagiliery, East Coast Manager, Safe Kids Worldwide, Boynton Beach, FL

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

Kerry Chausmer, Certification Director, Safe Kids Worldwide, Washington, DC

JJ Current, Safe Kids Worldwide, Washington, DC



Teen Traffic Safety

How to Engage Parents in Their Teen's Driving

Saturday – 9:00am – 10:30am – Northern Hemisphere E4

Research shows that parent involvement in their teen's learning to drive is associated with teens crashing less. How do we get parents more informed and more involved? Parent-to-parent initiatives as well as formal parent orientations, that are tied to teens receiving their learner or school parking permits, are showing promise.

Moderator:

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

Speakers:

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

John Ulczycki, Group Vice President, Research, Communication, Advocacy, National Safety Council, Itasca, IL

Tim Hollister, Parent Advocate, West Hartford, CT



Bicycle/Motorcycle/Pedestrian

Creative Approaches to Pedestrian and Bicycle Safety

Saturday – 9:00am – 10:30am – Australia 3

Attendees will learn about an invigorating local program that influences the behavior of pedestrians and bicyclists as well as national efforts to influence the behaviors of drivers to increase safety for pedestrians and bicyclists.

Moderator:

Jeanette Rouse, Community Traffic Safety Team Program Manager, Florida Department of Transportation, District 7, Tampa, FL

Speakers:

Nancy Pullen-Seufert, MPH, Associate Director, National Center for Safe Routes to School, Chapel Hill, NC

Julie Bond, Senior Research Associate, Center for Urban Transportation Research, University of South Florida, Tampa, FL

Rhonda Shah, AAA Traffic Safety Advocacy, Public Affairs, AAA National Office, Heathrow, FL



Traffic Incident Management/Planned Special Events

Learning from Other Disciplines: Cross-Cutting Issues

Saturday – 9:00am – 10:30am – Asia 1

Much can be learned from what others are doing across the range of transportation and public safety. Sharing experiences helps all to find the cross-cutting issues for Traffic Incident, Planned Special Events, and Work Zone Management and opportunities for public safety and DOT disciplines.

Moderator/Speaker:

Ira Promisel, Chief Technical Sgt, New York State DOT, New York State Police, Hawthorne, NY

Speakers:

Peter C. Cusolito, CEM, CFM, Senior Security & Emergency Preparedness Planner, Vanasse Hangen Brustlin, Inc., Watertown, MA

Ron Moore, Division Chief (Ret.), McKinney Fire Department, TX

Lorenzo Parra, Director - Highway Operations Center, Massachusetts Department of Transportation, Boston, MA

Oladayo (Dayo) Akinoyemi, PE, Manager, Michigan ITS Center, Detroit, Michigan Department of Transportation, Detroit, MI



Adult Occupant Protection



Criminal Justice



Impaired Driving

Nighttime Belt Enforcement - What's Really Involved

Saturday – 9:00am – 10:30am – Asia 4

In this session, speakers will present on successful nighttime belt enforcement efforts in their state and the potential for reducing unbelted fatalities at night.

Moderator:

Carole S. Guzzetta, Highway Safety Specialist, NHTSA, Office of Impaired Driving and Occupant Protection, Washington, DC

Speakers:

Lowell Porter, National Law Enforcement Liaison Program Coordinator, Governors Highway Safety Association, Gig Harbor, WA

Mark Solomon, Vice President, Preusser Research Group, Inc., Oxford, MS

Spencer R. Moore, Deputy Director, Georgia Governor's Office of Highway Safety, Atlanta, GA



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



Distracted Driving

What Does the Research Say about Cognitive Distraction and its Role in Crashes? Why do Researchers Come to Different Conclusions on This Important Issue?

Saturday – 9:00am – 10:30am – Asia 5

There is disagreement among researchers and others within the distracted driving debate about the role of cognitive distraction and the use of hands free devices in crash causation. This session will examine the strengths and limitations of simulator, epidemiological and naturalistic methodologies for examining distracted driving crash causation. Panelists will include researchers from each of the three methodologies. There will be a moderated debate with pre-submitted questions and questions from the audience. Attendees will come away with a better understanding of what role specific research can and should play in their decision making process.

Moderator:

John Lee, PhD, Emerson Electric Quality & Productivity Professor, University of Wisconsin Madison, Madison, WI

Speakers:

David Strayer, PhD, Professor, Cognition and Neural Science, Department of Psychology, University of Utah, Salt Lake City, UT
Shelley Forney, Founding Board Member, FocusDriven, Fort Collins, CO
Anne McCartt, PhD, Senior Vice President, Research, Insurance Institute for Highway Safety, Arlington, VA
Charlie Klauer, PhD, Virginia Tech Transportation Institute, Blacksburg, VA



Other Highway Safety Priorities

Spanish Campaigns - More than Translation

Saturday – 9:00am – 10:30am – Asia 2

2010 Census data shows our nation's Hispanic population grew four times faster than the total U.S. population. Come to this session to gain insight on how to best reach your Spanish-speaking target audiences. Learn from leading industry experts and hear firsthand accounts from states/communities.

Moderator:

Lucia Sanchez, Public Affairs Specialist, NHTSA, Office of Communications and Consumer Information, Washington, DC

Speakers:

Marjorie Marciano, Deputy Director, Safety Education Division, Coordinator, Safe Kids NYC, NYC Department of Transportation, New York, NY
Carlos Alcazar, President & CEO, Hispanic Communications Network, Washington, DC



Roadway Safety

Moving the Numbers with Strategic Highway Safety Plans

Saturday – 9:00am – 10:30am – Asia 3

State and local level leaders have addressed safety improvements by championing the Strategic Highway Safety Plan (SHSP) process. Creating SHSPs in every state was a monumental accomplishment, but turn-

ing the plans into action is challenging, particularly because many states already picked the "low hanging fruit." Future safety improvements will require innovative strategies, creative programs, and, most importantly, strong leadership. This workshop will provide an overview of what's new in SHSPs, some information on the pending surface transportation legislation and examples of two states, Florida and Louisiana, which have achieved successes in crash reduction through the use of the SHSP.

Moderator/Speaker:

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

Speakers:

Jennifer B. Warren, Transportation Specialist, Federal Highway Administration, Washington, DC
Dan Magri, PE, Highway Safety Administrator, Louisiana Department of Transportation and Development, Baton Rouge, LA
Lora Hollingsworth, PE, Chief Safety Officer, Florida Department of Transportation, Safety Office, Tallahassee, FL



Impaired Driving

Campaign to Eliminate Drunk Driving: Five Years and Going Strong

Saturday – 9:00am – 10:30am – Oceanic 1

Last year the Campaign to Eliminate Drunk Driving issued a report to the nation on its five year successes and issued a road map for the nation on how to move forward toward the elimination of drunk driving. This workshop will provide an update on the campaign and new initiatives with regard to the elimination of drunk driving.

Moderator/Speaker:

Robert Strassburger, Chairman, National Board of Directors, Mothers Against Drunk Driving, Washington, DC

Speakers:

J.T. Griffin, Senior Vice President, Public Policy, Mothers Against Drunk Driving, Washington, DC
Capt. Holly Billie, RS, MPH, Injury Prevention Specialist, Centers for Disease Control and Prevention, National Center for Injury Prevention and Control, Atlanta, GA



Criminal Justice

DUI/DRE Common Defenses and Challenges: What the Law Enforcement Officer Can Expect in the Courtroom

Saturday – 9:00am – 10:30am – Oceanic 3

DUI and DUI Drug impaired driving cases are among the most contested cases officers and prosecutors face. This interactive audience participation session will examine and discuss how to anticipate and address many of the common defenses and challenges raised by the defense in such cases.

Moderator:

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

Speakers:

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

Timothy Barker, Chief Deputy Prosecutor / NHTSA Prosecutor Fellow, York County District Attorney's Office, York, PA

10:30am – 10:45am

Break

10:45am – 12:15pm

8TH WORKSHOP SESSION



Data Analysis - The Engine that Drives DDACTS

Saturday – 10:45am - 12:15pm – Northern Hemisphere E1

This workshop will focus on the data a law enforcement agency needs to effectively address crash and crime problems in its jurisdiction, and will discuss innovative ways to analyze that data to best direct deployment of scarce resources.

Moderator/Speaker:

Chris Bruce, President, International Association of Crime Analysts, Danvers, MA

Speaker:

Allen Parrish, PhD, Professor, Center for Advanced Public Safety, University of Alabama, Tuscaloosa, AL



Reaching Schools and State Agencies with OPC Programs

Saturday – 10:45am - 12:15pm – Northern Hemisphere E3

Creative elementary school based CPS programs have proven to be effective in encouraging continued restraint use beyond boosters. Learn about creative programming and gain a better understanding of what works to reach elementary school children through a variety of interactive activities. View an innovative program aimed at reaching state employees responsible for the safe transportation of clients under their care. Learn about ways you can provide outreach to your state and local family service agencies.

Moderator:

Jennifer Booge, Mahube Community Council, Park Rapids, MN

Speakers:

Brent Wilhite, Transportation Account Supervisor, Penna Powers Brian Haynes, Salt Lake City, UT

Norraine Wingfield, Project Director, Kansas Traffic Safety Resource Office, Topeka, KS

Kimberly Kutch, Eds, Community Development Administrator Circuit 20, Department of Children and Families, Fort Myers, FL



Bringing Drivers Education to 21st Century

Saturday – 10:45am - 12:15pm – Northern Hemisphere E4

This workshop will provide a national overview of driver education, including the new national standards, the stakeholders group, and the national strategic plan. Also highlighted will be general recommendations based on four state drivers education assessments and research findings of methods to reach adolescents via a “fresh look.”

Moderator/Speaker:

Jim Wright, Manager, Driver Licensing Program, NHTSA, Washington, DC

Speakers:

Nina Jo Saint, Program Manager, The Driver Education and Training Administrators, Austin, TX

Brett Robinson, Vice President, Highway Safety Services, LLC, Indiana, PA

Dennis Thomas, PhD, Vice President, Dunlap and Associates, Inc., Cary, NC



Successful Strategies for Getting Teens to Buckle Up

Saturday – 10:45am - 12:15pm – Australia 3

This “how-to” workshop will describe state and community programs with proven effectiveness in increasing teen belt use. Programs in both secondary and primary law states will be described.

Moderator:

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

Speakers:

Mark Solomon, Vice President, Preusser Research Group, Inc., Oxford, MS

Master Sgt. Laura Regan, Hillsborough County Sheriff's Office, Community Outreach Division, School Resource Section, Tampa, FL

Robin Layton, Youth Program Coordinator, Mississippi Office of Highway Safety, Ridgeland, MS

Deputy Danny Oliver, Hillsborough County Sheriff's Office, Community Outreach Division, School Resource Section, Tampa, FL



Traffic Incident Management/Planned Special Events

Case Studies: Traffic Incident Management and Planned Special Events (TIM/PSE)

Saturday – 10:45am - 12:15pm – Asia 1

Learn effective traffic incident management techniques from practitioners who have handled various aspects of incidents. These case studies offer first-hand experiences of how agencies found solutions to challenging concerns.

Moderator:

William (Rusty) James, Incident Management Coordinator - Kansas City Scout, Missouri Department of Transportation, Lee's Summit, MO

Speakers:

Kimberly Vasconez, Traffic Incident and Events Management Team Leader, Federal Highway Administration, US DOT, Washington, DC

Walter H. Kraft, DEngSc, PE, Principal, Vannase Hangen Brustlin, Inc., Newark, NJ

Richard Beaubien, Managing Director, Beaubien Engineering, Troy, MI

Dave Bergner, IMSA Representative, National Traffic Incident Management Coalition, Mesa, AZ



Adult Occupant Protection



Bicycle/Motorcycle/Pedestrian



Criminal Justice



Older Drivers



Teen Traffic Safety

Crash Avoidance Technologies

Saturday – 10:45am - 12:15pm – Asia 4

A diverse group of experts will be available for an open forum on current and future vehicle features such as lane departure systems, forward collision warning and vehicle-to-vehicle communications that could lead to substantial reductions in crashes. How many of these features are available now and what can we expect in the future? How will drivers respond to them? Bring your questions and be ready for plenty of dialogue.

Moderator:

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

Speakers:

Jessica Jermakian, DSc, Senior Research Scientist, Insurance Institute for Highway Safety, Arlington, VA

Shawn Sinclair, Automotive Engineer, Automotive Test Center, Consumer Reports, Colchester, CT

Alan Korn, Director, Vehicle Dynamics and Control, Meritor WABCO, Troy, MI

Mary Wroten, Automotive Safety Office, Ford Motor Company, Dearborn, MI

Isaac Litman, CEO, Mobileye Inc., Westbury, NY



Criminal Justice



Roadway Safety



Other Highway Safety Priorities

Understanding Speed and Speed Enforcement

Saturday – 10:45am - 12:15pm – Asia 2

This session will discuss enforcement strategies based on rationally set speed limits, enforcement directed to locations where crashes occur, and the purpose and appropriate application of automated enforcement based on national recommendations and guidelines. Lastly, this session will address public policy issues that speak to credible establishment of speed limits, effective enforcement, and the issue of political permission.

Moderator/Speaker:

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

Speakers:

Richard (Dick) Miller, Senior Traffic Safety Consultant, M. Davis and Company, Inc., Michigan State Police (Ret.), Broomfield, CO

James (Dave) Bean, Crash Investigation Specialist, NHTSA, Washington, DC

Randolph Atkins, PhD, Office of Behavioral Safety Research, NHTSA, Washington, DC



Impaired Driving

Power of Parents

Saturday – 10:45am - 12:15pm – Oceanic 1

MADD's Power of Parents program is designed to help parents have a conversation about underage drinking with their son or daughter. The program is based on sound research from Penn State University and will help prevent future drunk drivers.

Moderator/Speaker:

Vicki Knox, Vice President of Programs, Mothers Against Drunk Driving, Irving, TX

Speaker:

Starla Penick, National Director of Programs, Mothers Against Drunk Driving, Irving, TX



Older Drivers

State Policies & Practices Impacting Older Driver Safety & Mobility

Saturday – 10:45am - 12:15pm – Oceanic 3

"What works" when it comes to preserving safety AND mobility for older drivers.

Moderator:

Jacob Nelson, MPH, MPP, Director, Traffic Safety Advocacy & Research, AAA National Office, Government Relations & Traffic Safety Advocacy, Washington, DC

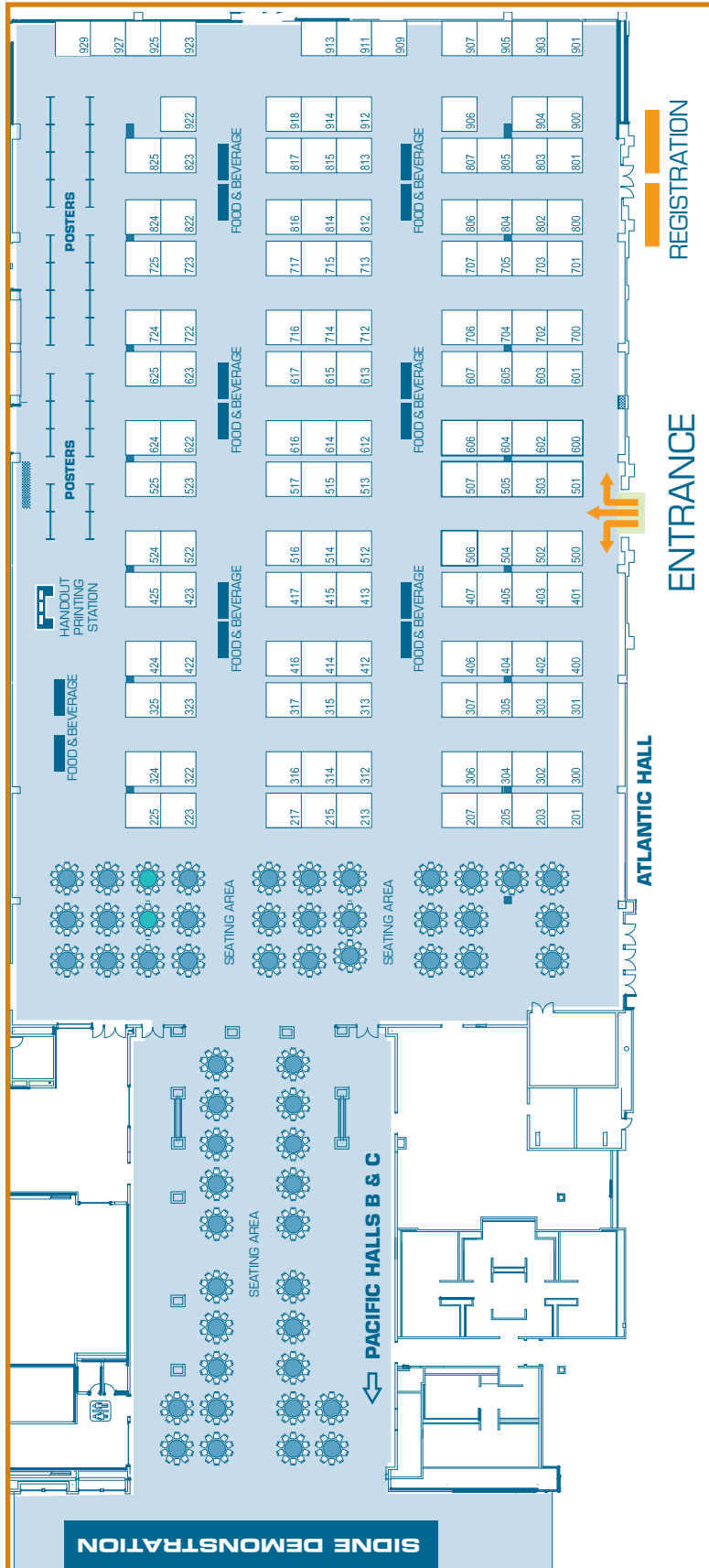
Speakers:

Jane Stutts, Associate Director (Ret.), University of North Carolina Highway Safety Research Center, Chapel Hill, NC

Katherine Freund, Founder and President, ITNAmerica®, Westbrook, ME

Jessica Davenport, AMBER & Silver Alert Coordinator, Florida Department of Law Enforcement, Tallahassee, FL

EXHIBIT HOURS, EVENTS & HALL MAP



Wednesday, June 13

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

Thursday, June 14

7:00am – 12noon Exhibit and Poster Setup

12noon – 6:30pm Exhibit Hall Open

12noon – 1:15pm Box Lunch

3:00pm – 3:45pm Complimentary Refreshments and Networking

5:00pm – 6:30pm Welcome Reception and Poster Presentations

Friday, June 15

8:00am – 4:15pm Exhibit Hall Open
(closed during NHTSA Awards Luncheon)

8:00am – 8:45am Continental Breakfast

3:30pm – 4:15pm Complimentary Refreshments and Networking

Print your handouts!

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

FUTURE LIFESAVERS CONFERENCES:

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POSTER LIST

POSTER 1

The Parent's Supervised Driving Program

Author: Jeff Larson - Safe Roads Alliance and Rhode Island DMV

Parents are the single most important person in influencing teen drivers. Yet, while most states require that parents supervise their teen prior to licensing, few do much to provide them with information to best use that time. Safe Roads Alliance has developed this program in an effort to get information into the hands of every parent about how to better supervise their teens, making them safer, smarter drivers.

POSTER 2

Road Safety 101

Author: Dan Gelinne - UNC Highway Safety Research Center

Road Safety 101 is an online certificate course aimed at teaching the fundamentals of road safety to transportation professionals. The course materials, developed by a national research project, were transformed into a web-based certificate program by the Road Safety Academy at the UNC Highway Safety Research Center and delivered in the fall of 2011. The course provides professionals in the areas of traffic engineering, planning, health, and policy, with a foundation of knowledge on road safety.

POSTER 3

Walk This Way: Building Safer Communities for Child Pedestrians

Authors: Dan Gelinne and Charlie Zegeer - UNC Highway Safety Research Center; Kristin Rosenthal - Safe Kids Worldwide

In the US, pedestrian crashes are a leading cause of death and injury for children ages 1 to 14. Many communities have limited financial and technical resources to make improvements to increase safety for child pedestrians. This presentation will demonstrate how community grants are used by established Safe Kids Task Forces, combined with workshops led by pedestrian safety experts, to make needed improvements of enhancing safety.

POSTER 4

Leveraging Existing Resources to Expand a Pedestrian Safety Education Program

Authors: Catherine Rains, MPH and Nicole Kozma, MPH - St. Louis Children's Hospital

Unintentional injuries are the highest cause of emergency room visits. The Safety Street exhibit teaches children ages 4 to 8 about pedestrian, passenger, and bicycle safety as well as stranger and stray animal awareness in school and community settings. While staying within the same space limitations, additional displays were added to teach home, motor vehicle, playground/sports and water safety to children ages 9 to 11. Learn more about creating and evaluating safety education programs, or expanding an existing program.

POSTER 5

Not Even for a Minute: Sophie's KISS Program Demonstrates Cost-Effective Child Hyperthermia Prevention

Authors: Catherine Rains, MPH and Nicole Kozma, MPH - St. Louis Children's Hospital

Sophie's KISS (Keeping Infants Safe and Secure) promotes infant safety by raising parent awareness about the dangers of leaving their child in the car unattended. Implemented at a hospital safety class, this program educates parents on how to incorporate reminders such as a slap bracelet and a TIPS card into a car safety routine. The unique approach to this intervention maximizes impact while minimizing cost. In addition, the program is portable and can be adapted to different settings in any community.

POSTER 6

Share the Keys with Teen Ambassadors

Authors: Chief Robert James - Northfield & Linwood Police Department; Principal Mark Marrone - Mainland Regional High School; and Principal Moses White - Buena Regional High School

With community support and involvement, high schools in Atlantic County, NJ, are embracing the Share the Keys Parent Teen Safe Driving presentation. The research based, data-driven program is designed to reduce teen crashes by increasing parental knowledge and involvement. The goal is to educate parents about NJ's Graduated Drivers License (GDL), open dialogue between parent and teen, and give parents the skills to enforce the GDL at home. The key has been to train school personnel, law enforcement, parents and teens as co-presenters and then to attach the presentation to parking privileges or prom attendance. The goal is to make each high school self sufficient with community resources for annual implementation. High school students were included and are called Teen Ambassadors in an effort to help create a culture of compliance among their peers. Teen Ambassadors are known as the GDL experts in their school, answering questions and acting as role models.

POSTER 7

Law Enforcement and Verbal Judo Communication: Mixed-Method Approach

Authors: Lorna Keathley - UT Center for Transportation Research; Dr. Virginia Kupritz and Dr. John Haas - UT Communication Studies

Verbal Judo: A Tactical Communication proposes that communication is law enforcement's greatest tool preventing escalation to physical force within the compliance-gaining context. This poster incorporated a mixed-method approach to capture a deeper understanding of the phenomenon. Three research projects included in the poster were: law enforcement interview, communication training videos, and a Verbal Judo Communication online survey.

POSTER 8

MASEP: 40 years of DUI Research and Program Development

Authors: Angela Robertson, Sheena Gardner, and Lee McCluskey - Social Science Research Center, Mississippi State University

The Mississippi Alcohol Safety Education Program (MASEP) is the statewide, court-mandated intervention for first time offenders convicted of driving under the influence (DUI) of alcohol or another drug. The original program, implemented in 1972, was a 10 hour lecture-oriented educational program. Research found that the 1972 curriculum was not effective in reducing DUI recidivism and the program was extensively modified in 1989. Based on ongoing evaluation research, the program has been modified three other times. We will present a description of each version of the MASEP curriculum and how the program has changed over time. Research findings on program effectiveness will also be presented. We compare recidivism rates of people who completed the program with those who did not enroll, and we compare recidivism rates of program completers across the different editions of the MASEP curriculum.

POSTER 9

Metropolitan Planning Organizations – Key Safety Partners

Author: Audrey Wennink - Cambridge Systematics

Metropolitan Planning Organizations (MPOs) conduct transportation planning in U.S. metropolitan areas, and can be key partners on transportation safety planning. For example, the Cheyenne, WY MPO has been a strong safety advocate for the past five years. The MPO develops its own regional safety plan, identifies safety emphasis areas, coordinates multidisciplinary safety teams, and leads community safety projects. Key projects include youth safety belt campaigns at high schools and the community college, outreach on distracted driving to the business community, outreach to seniors on using transit, and identification of high-risk intersections.

POSTER 10

Addition of School Crossing Guards: A Response to the Needs of a High-Risk Pediatric Pedestrian Injury Community

Authors: Gillian Hotz, PhD; Kristian Figueras, MS and Anabel Anon, BS – University of Miami WalkSafe™ Program

Miami-Dade County (MDC) is considered the fourth most dangerous metropolitan area for pedestrians in the United States. A disparity exists between the number of crossing guards posted within the City of Miami when compared to the surrounding areas within the county. On average, there is less than one crossing guard per school in the City of Miami. The WalkSafe™ Program partnered with the CDC, the City of Miami Police Department and the MDC Public School Board to address this issue. As a result, 23 new crossing guard positions were created. This study utilized 12 schools: seven targeted schools received 10 new guards, representing a 111% increase in crossing guard presence, and an awareness campaign; five control schools did not receive any intervention. All schools are representative of high-risk pedestrian injury and fatality communities of low socioeconomic background. The trends of the use of active transportation along with

the change of parent attitudes towards active transportation pre- and post-guard implementation were analyzed. Intersection counts and Safe Routes to School parent surveys were utilized to analyze these trends.

POSTER 11

Experience Counts – Crash and Citation Rate for Newly Licensed Drivers Regardless of Age

Author: Timothy Kerns - University of Maryland Baltimore, National Study Center for Trauma and EMS

In Maryland, there were 14,930 persons ages 25 and over who received their initial drivers license during calendar year 2009. During that same year, there were 787,446 persons who renewed their drivers license or transferred their license to Maryland from another state. Statewide crash and citation data were used to identify Maryland drivers who were involved in a police-reported crash or received a traffic citation during calendar years 2010 and 2011. Crash and citation rates were significantly higher among the newly licensed drivers (6.9/100 vs 3.8/100 for crashes and 15.8/100 vs 10.8/100 for citations). While the rates are lower than those seen in younger drivers, the differences between the two groups suggest GDL programs may be beneficial for all ages groups.

POSTER 12

The Florida Traffic & Bicycle Safety Education Program and Results of an Implementation Study

Authors: John Egberts and Dan Connaughton – University of Florida/Florida Traffic & Bicycle Safety Education Program

The primary goal of the Florida Traffic and Bicycle Safety Education Program (FTBSEP) is to reduce injuries and fatalities by teaching children the knowledge and skills needed to be predictable and competent pedestrians and bicyclists throughout their lives. The FTBSEP provides statewide training workshops that “teach the teachers” about pedestrian and bicycle safety so that they can, in turn, teach their students. The purpose of this pilot study was to survey school district administrators regarding the level of FTBSEP implementation, program strengths/weaknesses, constraints/barriers to program implementation, and community support. This presentation will provide an overview of the FTBSEP and curricula, as well as discuss the results of the pilot study.

POSTER 13

Lessons Learned: Motorcycle Crash Trend in Florida

Authors: Chanyoung Lee, PhD; Achilles Kourtellis, PhD and Pei-sung Lin, PHD - Center for Urban Transportation Research (CUTR) at USF

There is a growing concern regarding the rapid increase in motorcycle rider fatalities in the U.S. Florida is above the national average in the proportion of motorcyclists killed in traffic crashes compared to all traffic fatalities and in the fatality rate per 10,000 registered motorcycles. The study analyzed recent motorcycle crash trends in Florida and discussed potential countermeasures.

POSTER 14

Motorcyclists' Riding Experiences and Attitudes Toward Safety

Authors: Chanyoung Lee, PhD; Joan Pino and Pei-sung Lin, PhD - Center for Urban Transportation Research (CUTR) at USF

Motorcycle crashes, injuries, and fatalities are increasing at a sharper rate than other types of crashes. Over the past few years, a significant improvement on motorcycle safety has been achieved in Florida. The number of motorcycle crashes and fatalities were reduced. However, the number of motorcycle-related fatalities, injuries, and crashes are still high in Florida. To address the problem in an effective and efficient manner, a survey of Florida motorcyclists was conducted. The study summarizes the responses and findings from the 2011 Florida Motorcyclist Survey regarding riding experiences and attitudes toward safety.

POSTER 15

Traffic Incident Management in the DVRPC Region

Authors: Laurie Matkowski and Christopher King - Delaware Valley Regional Planning Commission

As the Metropolitan Planning Organization for the Greater Philadelphia Region, the Delaware Valley Regional Planning Commission (DVRPC) is tasked with addressing highway operations and safety issues. As such, DVRPC has developed a Traffic Incident Management (TIM) program which facilitates Incident Management Task Forces (IMTFs) and provides software applications to improve incident response and foster interagency coordination. This poster will provide a high level view of DVRPC's TIM program and highlight successes throughout its thirteen year history.

POSTER 16

The Effects of Motorcycle Training Courses on Older Riders

Authors: Jeffrey Porter; Carol Cotton, PhD; Matthew Lee Smith, PhD, MPH and James Barlament, MA - Traffic Safety Research and Evaluation Group, The University of Georgia

Fatality reports show an increase in motorcycle crash mortality among older riders. Investigating the behaviors and perceptions of older riders is important to determine factors that may be causing fatality increases. A 2011 TSREG survey sent to 2,000 randomly selected motorcyclists found that only 32% of respondents age 50 and older had completed a rider training course. This poster explores several factors related to training courses among the older rider subpopulation.

POSTER 17

Helmet and Safety Usage in Adult Motorcycle Riders in Georgia

Authors: Carol Cotton, PhD; Ian Horvat, BSHP and Matthew Lee Smith, PhD, MPH - Traffic Safety Research and Evaluation Group, The University of Georgia

Motorcycle riders who wear helmets and other safety equipment are less likely to be involved in a fatal crash than their counterparts who don't utilize such protective devices. In 2011, data was collected

using 2,000 randomly selected motorcycle owners in Georgia. Approximately 99% (n= 523) of study participants reported usually wearing a helmet when riding a motorcycle. Policy interventions to change statewide laws may not always be possible, so improving education should be encouraged.

POSTER 18

Walk the Walk: Are Georgia's Child Pedestrians Safe?

Authors: James Barlament, MA; Sarah Shelnut, PSHP; Jeffrey Porter and Carol Cotton, PhD - Dept. of Health Promotion & Behavior, The University of Georgia

In 2009, the death rate in Georgia for pedestrians under the age of 16 was 0.70 per 100K population compared to the national rate of 0.48. Data for Georgia child pedestrian fatalities were analyzed for the years 2006 to 2010. Out of these, 72% were minority race or ethnicity, and over 75% occurred on urban roads. Only 8% of fatalities occurred in crosswalks, and 65% of fatality locations lacked sidewalks. Out of three school-aged child pedestrian fatalities involved school buses, bus stops, or walking near school. Data presented may be useful in strategic programming for child pedestrian interventions.

POSTER 19

Tuning In to Tuning Out

Authors: Carol Cotton, PhD and Sarah Shelnut, BSHP - College of Public Health, The University of Georgia

The number of pedestrian deaths in the U.S. increased from 4,109 in 2009 to 4,280 in 2010, a 4.2% increase. The number of pedestrian injuries was much greater, rising from 59,000 in 2009 to 70,000 in 2010, a significant 19% increase. This poster will present what factors are related to distracted pedestrian behaviors and what these behaviors contribute to pedestrian injuries and fatalities.

POSTER 20

Fatalities in Georgia: We are Only as Good as the Timeliness of our Data

Authors: Carol Cotton, PhD; James Barlament, MA and Sarah Shelnut, BSHP - The University of Georgia

Timely data is a challenge in traffic safety. For the past three years, the Traffic Safety Research and Evaluation Group (TSREG) has monitored data from daily fatality reports produced by the Georgia Department of Transportation (GDOT) throughout the year. By compiling and analyzing this data TSREG is able to report to the Governor's Office of Highway Safety (GOHS) in real time to aid in funding and resource allocation. Preliminary data and trends for year-end 2011 and through March 2012 are presented in this poster.

POSTER 21

A New Formula for Evaluating Traffic Safety Programs in Georgia

Authors: Carol Cotton, PhD; Evelyn Tuggle; Ian Horvat, BSHP; Jeffrey Porter and James Barlament, MA - Dept. of Health Promotion & Behavior, The University of Georgia

The Traffic Safety Research & Evaluation Group (TSREG) created a scoring and grading system to better capture the success of program funded by the Georgia Governor's Office of Highway Safety. In FFY 2011, programs scored 84% on a weighted mean scale that included objective and milestone achievement, fiscal compliance, and monthly reporting. At endpoint, 19% of programs received an "A+" grade, 23% got an "A," 35% scored a "B," and 23% received a "C." This close examination and clear delineation between successful and unsuccessful efforts put a premium on quality programming, thus raising accountability.

POSTER 22

Passing and Implementing a Tribal Primary Occupant Restraint Law on the San Carlos Apache Reservation

Authors: Christine Reede and Alejandro Benally - San Carlos Tribal Police Dept; Tim Shelhamer and Jon Peabody - Indian Health Service

The San Carlos Apache Tribe is the fifth Indian tribe in Arizona to pass a primary occupant restraint law more stringent than the State of Arizona's secondary occupant restraint law. Such injury prevention leadership is appropriate since motor vehicle-related injury continues to be a serious public health problem for American Indians throughout Arizona. On the San Carlos Apache Reservation in eastern Arizona, this problem is compounded by a very low rate of occupant restraint use. Enacting a primary occupant restraint law is recognized as an effective strategy in reducing motor vehicle-related injuries and in increasing motor vehicle occupant restraint use. While passing a primary occupant restraint law is conceptually simple, the actual process can take years to achieve and often must involve a coordinated effort among many people and programs. We summarize the process involved in passing and implementing a primary occupant restraint law on this Reservation, and delineate the specific roles by activity that the various programs and staff played in this process.

POSTER 23

Reliability and Validity of the CarFit Checklist

Authors: Ashley-Ann Acord, MS, OTR/L; Kristina Baker, MS, OTR/L; Kimberly Broadie, MS, OTR/L; Rachel Sagal, MS, OTR/L; Kate Heyman, MS, OTR/L; Ilana Lakhman, MS, OTR/L; Teresa McIntyre, MS, OTR/L, Holly Ryan, MS, OTR/L and Felicia Smith, MS, OTR/L - Towson University

CarFit is a well-received community education program aimed at optimizing driver/vehicle fit and use of vehicle safety features among older drivers. Hundreds of CarFit events have been held nationwide reaching thousands of seniors, yet the core of the program, the CarFit Checklist did not have established reliability and validity. A study was conducted to examine the psychometric properties and found the checklist to be lacking validity without justification of inclusion of several items. The interrater reliability was below the industry standard due to inconsistent scoring by traffic safety professionals compared to health care professionals as well as in comparison of technicians with differing experience. The checklist needs to be revisited and standardized training curriculum should be developed.

POSTER 24

Exploring Pedestrian Behaviors on a University Campus

Authors: Denise Beyer, Adina Dilman, Melissa Kellner, Julie Kobylerek, Kristen Ritz, Emily Shelley, Chana Steinberg, Emily Wright and Shaina Zweig - Towson University

College students are in the late stage of adolescence and therefore travel across campus exhibiting unsafe pedestrian behaviors with feelings of invincibility. An exploratory study on a suburban campus included 1,903 pedestrians and revealed overwhelmingly unsafe behaviors with 78% not pressing the crosswalk button, 72% not looking both ways before crossing, and 37% not waiting for the crosswalk signal. Interviews and focus groups identified the rationale for the broad use of unsafe behaviors with findings suggesting that college students do not perceive themselves as at-risk combined with a social environment that is overly permissive of risky behavior. Intervention is called for in the form of education, enforcement, and environmental design.

POSTER 25

Booster Seat Saturdays - Raising Awareness for Booster Seat Use

Authors: Danielle Kessenger, Cynthia Dennis, Jessica Winberry and Lesley Seaton - Safe Kids Northeast Florida led by THE PLAYERS Center for Child Health at Wolfson Children's Hospital

From vouchers to distribution, take a look at this innovative approach to providing the community with awareness of the need for booster seats and keeping children in and around cars safely.



- Plan now to visit Denver! Lifesavers will be held April 14-16, 2013 at the Colorado Convention Center in Denver, Colorado.

POSTER 26

Pedestrian Safety!

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

Pedestrian Safety - Taking a look at addressing pedestrian safety in the Tampa Bay area through the 3E's - Educational outreach, Engineering applications, and Enforcement activities.

POSTER 27

Unintentional Injury and Motor Vehicle Crash Mortality among Northwest American Indians and Alaska Natives: Focus on Washington Data and Trends

Authors: Luella Azule, Bridget Canniff, Jenine Dankovchik, Megan Hoopes, Erik Kakuska, Meena Patil and Victoria Warren-Mears - Northwest Portland Area Indian Health Board

American Indians and Alaska Natives (AI/ANs) experience higher mortality from unintentional injuries as compared with the general population, and injury prevention has become a priority area for many Indian health programs. To assess whether injury mortality rates, in particular mortality from motor vehicle crashes, have changed over time, we examined data from Washington, Oregon and Idaho death certificates. Prior to analysis, we corrected race information in death records using probabilistic linkage to a file representing the Northwest urban and tribal AI/AN populations. The data will examine overall rates of unintentional injury mortality, with a particular focus on motor vehicle crashes. We will further look at trends, demographic and geographic differences, and contributing causes in Washington state.

POSTER 28

Small Rural Hospital Makes a Big Difference

Author: Chris Hughes, ASN, RNC-OB, CPSTI - Schneck Medical Center

Schneck Medical Center, a small rural hospital, has significantly lower injury/fatality rates in infants under one year of age. This program has been slowly built over six years. It is now one of the most comprehensive programs in southern Indiana.

POSTER 29

Buckle Up Yurok (BUY) Teen Traffic Safety Coalition

Authors: Carian Walters-Andres, Donoa Stevenson, Joshua Severns, Tyler Gibson, Ashle Eldridge, Peter Gensaw and Madison Voight - Buckle up Yurok Teen Traffic Safety Coalition

Buckle Up Yurok's Youth Leaders depict the Yurok reservation's history of high rates of motor vehicle crash-related deaths and injury; a common story among American Indian reservations. These youths highlight the success the BUY program has achieved in improving traffic safety on these treacherous mountain roads.

POSTER 30

Kaiser Permanente - Hawaii Region Keiki Passenger Safety Program

Authors: Angelita Juan, BS; Geila Fukumitsu, M.Ed., CCLS; Robyn Hasegawa, MD - Kaiser Permanente Hawaii

Kaiser Permanente Hawaii is an HMO with integrated hospital based care and clinics in the community. Kaiser Permanente started its child passenger safety program in 2001. Initially, we started with large community events one to two times a year using our clinics as check up sites. As the program has evolved and expanded, we have integrated education within our system from prenatal classes through the newborn nursery and NICU and into the pediatric and family practice clinics. We are continuing to do checkups but have found that it is more cost effective to have checkups and education booths with targeted community outreach through local preschools, WIC clinics and at community events for families with children rather than having stand alone community checkups. We also do free bike helmet fittings to encourage families with older children to come in for checkups. The outcome is that we are educating more families with children > 1 year age.

POSTER 31

West Virginia Governor's Highway Safety and West Virginia Alcohol Beverage Control Administration - "An Unlikely Partnership"

Authors: Larry Kendall and Charlotte Blankenship - West Virginia Governor's Highway Safety and West Virginia Alcohol Beverage Control Administration

In West Virginia, The Governor's Highway Safety Program (GHSP) and the Alcohol Beverage Control Administration (ABCA) have engaged in a cooperative effort aimed at reducing underage drinking. This cooperation uses a comprehensive approach to address this problem. In West Virginia, there is a split responsibility in enforcing the drinking laws. The ABCA enforces the alcohol laws and administrative rules against its license holders. While the West Virginia state police has enforcement powers over the servers of alcohol, local law enforcement has enforcement powers of the sellers of alcohol in a retail setting.



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

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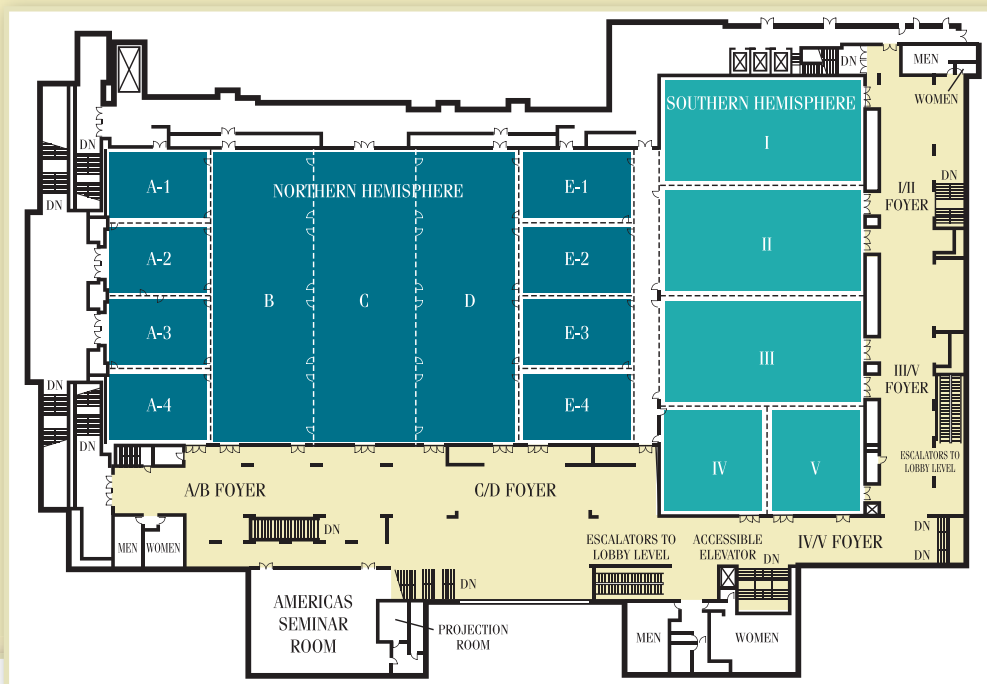
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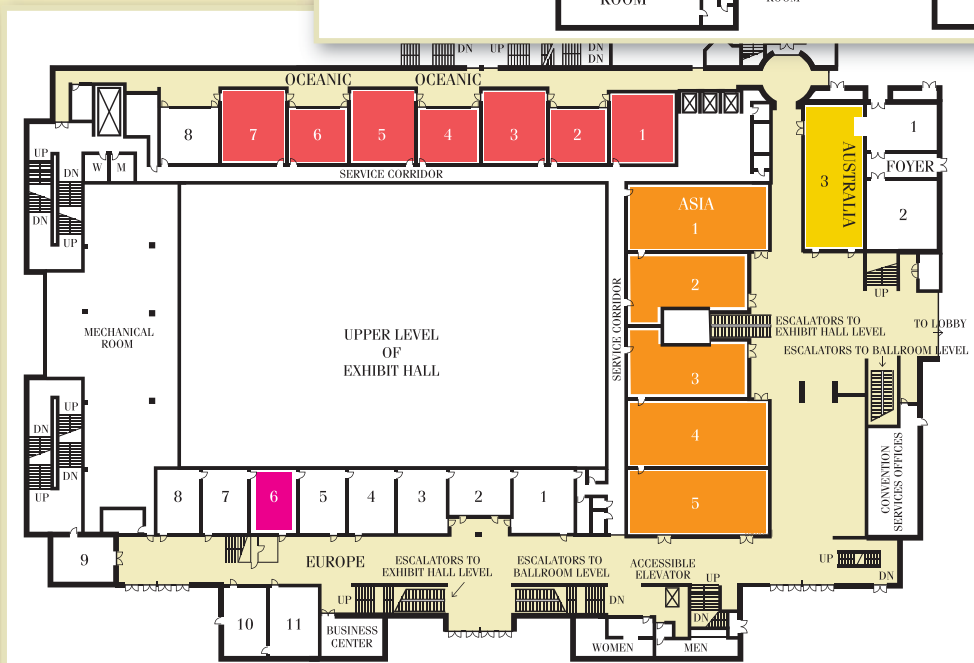
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