

LIFESAVERS 2013

NATIONAL CONFERENCE ON HIGHWAY SAFETY PRIORITIES



COLORADO CONVENTION CENTER • DENVER • APRIL 14-16, 2013

CONFERENCE
PROGRAM

WWW.LIFESAVERSCONFERENCE.ORG

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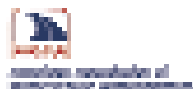
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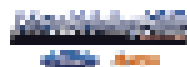


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FYI CPS CEUs:

At this year's conference there is an opportunity to earn 7.5 hours of CPS technical continuing education units (CEUs). Two can be earned if you attend the CPS Latest Technology Workshop on Saturday, three workshop sessions offer 1.5 CEUs each, and one workshop session offers 1 CEU. 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.

FYI

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.

FYI

On Monday, April 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.

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 in the exhibit hall.

FYI

Complimentary internet (WiFi) is available in the common areas of the Convention Center.

STATE OF COLORADO

OFFICE OF THE GOVERNOR

136 State Capitol
Denver, CO 80203 - 1792
Phone (303) 866-2471



John W. Hickenlooper
Governor

April 14, 2013

Greetings:

On behalf of the people of Colorado, it is my pleasure to welcome you to the 31st Annual Lifesavers Conference. We are proud to be able to host this conference in our state.

For the last 31 years, Lifesavers has provided a forum that delivers relevant and timely common sense solutions to critical highway safety challenges. Here in Colorado, we believe that one life lost is one too many and for that reason we are committed to reduce automotive fatalities on our roadways and have taken an incisive approach regarding traffic safety. As a result, between 2009 and 2012, Colorado has successfully reduced alcohol related motorcycles fatalities by 16 percent and increased the seatbelt usage rate for individuals between the ages of 5 and 15 by 10 percent. We can all take pride in these accomplishments.

Thank you for all you do to protect the lives of motorists nationwide. We hope you will find time in your schedule to enjoy some of the many local attractions and dining establishments for an unforgettable experience here in Denver. Once again, we welcome you to Colorado and send our best wishes for a successful conference.

Sincerely,

A stylized, handwritten signature of John W. Hickenlooper in black ink.

John W. Hickenlooper
Governor



PROGRAM AT A GLANCE & EXHIBIT HOURS

All events are held at the Colorado Convention Center

SATURDAY • APRIL 13

TIME	EVENT	LOCATION
9:00am–3:00pm	Mothers Against Drunk Driving's Power of Parents Facilitator Training (pre-registration required)	Room 603
10:00am–2:30pm	School Bus Transportation – Beyond the Basics (pre-registration required)	Room 601
11:00am–6:00pm	Registration Open	Exhibit Hall D Foyer
2:00pm–6:00pm	Exhibit and Poster Setup	Exhibit Hall D
3:00pm–5:00pm	CPS Latest Technology Pre-Meeting (pre-registration required)	Room 605

SUNDAY • APRIL 14

TIME	EVENT	LOCATION
7:30am–5:30pm	Registration Open	Exhibit Hall D Foyer
7:30am–12:00pm	Exhibit and Poster Setup	Exhibit Hall D
8:30am–10:15am	Opening Plenary	Four Seasons Ballroom
10:30am–12:00pm	1st Workshop Session	
12:00pm–6:30pm	Exhibit Hall Open (box lunch)	Exhibit Hall D
1:30pm–3:00pm	2nd Workshop Session	
3:00pm–3:45pm	Complimentary Refreshments and Networking	Exhibit Hall D
4:00pm–5:00pm	3rd Workshop Session (one-hour session)	
5:00pm–6:30pm	Welcome Reception and Poster Presentations	Exhibit Hall D

MONDAY • APRIL 15

TIME	EVENT	LOCATION
7:30am–5:00pm	Registration Open	Exhibit Hall D Foyer
8:00am–4:30pm	Exhibit Hall Open (closed during Awards Luncheon)	Exhibit Hall D
8:00am–8:45am	Continental Breakfast	Exhibit Hall D
9:00am–10:30am	4th Workshop Session	
10:30am–10:45am	Break	
10:45am–12:15pm	5th Workshop Session	
12:30pm–2:00pm	NHTSA Awards Luncheon	Mile High Ballroom
2:15pm–3:45pm	6th Workshop Session	
3:45pm–4:30pm	Complimentary Refreshments and Networking	Exhibit Hall D
4:30pm	Exhibitor Move out	

TUESDAY • APRIL 16

TIME	EVENT	LOCATION
7:30am–12:30pm	Registration Open	Exhibit Hall D Foyer
7:45am–8:45am	Closing Breakfast Plenary	Four Seasons Ballroom
9:00am–10:30am	7th Workshop Session	
10:30am–10:45am	Break	
10:45am–12:15pm	8th Workshop Session	



2013 LIFESAVERS PROGRAM

SATURDAY, APRIL 13

11:00AM – 6:00PM

Registration Open

EXHIBIT HALL D FOYER (UPPER LEVEL)

2:00PM – 6:00PM

Exhibit and Poster Setup

EXHIBIT HALL D (UPPER LEVEL)

PRE-CONFERENCE MEETINGS

Registration required for Pre-conference Meetings

9:00AM – 3:00PM

Mothers Against Drunk Driving's Power of Parents Facilitator Training

ROOM 603 (STREET LEVEL)

10:00AM – 2:30PM

School Bus Transportation – Beyond the Basics

ROOM 601 (STREET LEVEL)

3:00PM – 5:00PM

CPS Latest Technology Workshop

ROOM 605 (STREET LEVEL)

SUNDAY, APRIL 14

7:30AM – 5:30PM

REGISTRATION OPEN

EXHIBIT HALL D FOYER (UPPER LEVEL)

7:30AM – 12:00PM

EXHIBIT AND POSTER SETUP

EXHIBIT HALL D FOYER (UPPER LEVEL)

1ST WORKSHOP SESSION



OCCUPANT PROTECTION FOR CHILDREN

Using Head Start and School-Based Programs to Reach Children

SUNDAY • 10:30AM – 12:00PM

ROOM 401/402

As children age research shows that restraint use drops off. The goal in OPC is to ensure that children of all ages know how to buckle up in cars, even if there is no car seat available. Head Start and schools provide great opportunities to reach children of all ages and parents of all socio-economic levels. Learn about several successful programs that are helping to keep children safe.

MODERATOR:

Helen Arbogast, MPH, CHES, Injury Prevention Program Manager, National Child Passenger Safety Board, Children's Hospital Los Angeles, Los Angeles, CA

SPEAKERS:

Amy Teddy, Program Manager, Injury Prevention, University of Michigan Mott Children's Hospital, Ann Arbor, MI

Noemi Duenas, Child Passenger Safety Director, Pacific Safety Center, Keep 'Em Safe Program, San Diego, CA

Laura Richardson, Community Health Educator, University of Colorado Health, Ft. Collins, CO



CRIMINAL JUSTICE/LAW ENFORCEMENT

Anatomy of a Fatality Collision: What You do Today Matters Tomorrow

SUNDAY • 10:30AM – 12:00PM

ROOM 501/502

Fatal crash investigation and prosecution is a team effort. Go inside the front lines of a real fatal crash investigation with dash cam video, interviews with initial officers on scene and dialogue between law enforcement and prosecutors preparing for court. This compelling presentation will address the essential facts and procedures you need to know to ensure you're prepared to perform your role on the team.

8:30AM – 10:15AM

OPENING PLENARY

FOUR SEASONS BALLROOM (LOWER LEVEL)

Welcome: Colorado's Commitment to Safety

MASTER OF CEREMONIES

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

Colorado State Patrol Honor Guard Ceremony

Members: Captain Tim Keeton Trooper Victor Sergenti
Sergeant Mike Baker Trooper Jeff Gowin

National Anthem sung by Trooper Kelby Sigfried

Enforcing Colorado's Traffic Safety Laws

Scott G. Hernandez, Interim Chief, Colorado State Patrol, Denver, CO

A Safe, Multi-Modal Denver

Crissy Fangenello, Director, Public Works, Denver, Co

Impact! The Carrollton, KY School Bus Crash 25 Years Later

Karolyn Nunnallee, Impaired Driving Advocate, Fort Meade, FL

MODERATOR/SPEAKER:

Sgt. Mark Crandall, Drug Recognition Expert Program State Coordinator, Washington State Patrol, Seattle, WA

SPEAKERS:

Lt. Marcia Harnden, Bellevue Police Department, Bellevue, WA

Amy Freedheim, Senior Deputy Prosecuting Attorney, King County Prosecuting Attorney's Office, Seattle, WA



DISTRACTED DRIVING

What You Need to Know About Distracted Driving

SUNDAY • 10:30AM TO 12:00PM

ROOM 503/504

If you're working to combat distracted driving, this comprehensive overview is a must. Learn about the science of driver distraction, the significance of the threat of mobile devices, common misperceptions about using a cell phone when driving, corporate response and employee policies, the legislative environment, public opinion of cell phone bans, and potential technology solutions.

MODERATOR/SPEAKER:

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

SPEAKERS:

Paul Atchley, PhD, Professor, University of Kansas, Lawrence, KS

Jack Hanley, Executive Director, Network of Employers for Traffic Safety, Vienna, VA



VULNERABLE POPULATIONS

What I Wish I Had Known - Tips and Resources for Developing a Statewide Older Driver Program

SUNDAY • 10:30AM TO 12:00PM

ROOM 505/506

What do you need to know to build an effective older driver safety program? Learn about the natural aging trajectory and its effects on driving, key elements of a state plan, important partnerships, key resources, and potential benefits and outcomes.

MODERATOR:

Jackie Rogers, Senior System Management Specialist, MoDOT, Traffic and Highway Safety Division, Jefferson City, MO

SPEAKERS:

Gail Holley, Safe Mobility for Life Program and Research Manager, Florida Department of Transportation State Traffic Engineering and Operations Office, Tallahassee, FL

Nanette Schieke, Chief, Driver Safety Division, Maryland Motor Vehicle Administration, Glen Burnie, MD

Marla Berg-Weger, PhD, LCSW, Executive Director, Geriatric Education Center, St. Louis, MO



ROADWAY SAFETY

Safety and Traffic Incident Management

SUNDAY • 10:30AM – 12:00PM

ROOM 507

Explore the critical components for safe and efficient Traffic Incident Management programs, the pitfalls to avoid and mitigation strategies for ensuring success when problems arise.

MODERATOR:

Pat Noyes, Principal, Pat Noyes & Associates, Boulder, CO

SPEAKERS:

John Corbin, PE, Director of Traffic Operations, Wisconsin Department of Transportation, Milwaukee, WI

Capt. Jeff King, Arizona Department of Public Safety, Phoenix, AZ

Ryan Rice, Director, Division of Operations, Colorado Department of Transportation, Denver, CO



VULNERABLE POPULATIONS

The Impact of Laws on Safety for Pedestrians and Bicyclists

SUNDAY • 10:30AM – 12:00PM

ROOM 601

Three foot and vulnerable user laws are just two of the legislative initiatives states are enacting to address pedestrian and bicycle safety. Hear from experts about why a comprehensive approach that includes policy development, education, enforcement and incentives is critical for success.

MODERATOR:

Douglas Shinkle, Senior Policy Specialist, National Conference of State Legislatures, Denver, CO

SPEAKERS:

Lisa Sutter, Program Manager, Automated Enforcement Unit, Metropolitan Police Department, Washington, DC

Anthony Gomez, Manager, Violence and Injury Prevention, Public Health-Seattle & King County, Seattle, WA

Charles Brown, MPA, Senior Research Specialist, Alan M. Voorhees Transportation Center, Rutgers, The State University of New Jersey, New Brunswick, NJ

Jeff Tsai, Program Director, Institute for Transportation Research and Education, North Carolina State University, Raleigh, NC



IMPAIRED DRIVING

Ignition Interlocks: A Case Study

SUNDAY • 10:30AM – 12:00PM

ROOM 603

Today, all 50 states have an ignition interlock law, but policies and practices vary widely. This workshop will examine the evolution of Colorado's ignition interlock program - from legislation to implementation and evaluation - and make recommendations for success.

MODERATOR:

Paul Hofmann, NHTSA Probation Fellow, American Probation & Parole Association, Denver, CO

SPEAKERS:

Brett Close, Driver Services Manager, Colorado Department of Revenue/DMV, Lakewood, CO

Stephen Hooper, Driver Control Operations Director, Colorado Department of Revenue/DMV, Lakewood, CO

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Please turn your cell phone off during sessions

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



ADULT OCCUPANT PROTECTION

Nighttime Belt Enforcement: You Have Questions, We Have Answers

SUNDAY • 10:30AM TO 12:00PM

ROOM 605

Nighttime seat belt enforcement is an important and relatively recent occupant protection enforcement strategy, but questions have been raised about its effectiveness. Using a point-counterpoint approach, a "nonbeliever" will ask difficult questions and "believers" will offer positive answers/examples. Conducting nighttime belt enforcement in rural areas will be included in the discussion.

MODERATOR:

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

SPEAKERS:

Mehdi Nassirpour, PhD, Chief, Research and Evaluation, Illinois Department of Transportation, Springfield, IL

Mark Alonge, Executive Director, North Central Highway Safety Network, Inc, Pottsville, PA

Greg Dennison, Law Enforcement Liaison, Kentucky Office of Highway Safety, Frankfort, KY



TEEN TRAFFIC SAFETY

Successful Community Programs Impacting Teen Traffic Safety

SUNDAY • 10:30AM – 12:00PM

ROOM 607

This workshop will highlight several evaluated programs that are positively impacting teen traffic safety.

MODERATOR/SPEAKER:

Lindsey Myers, MPH, Injury and Violence Prevention Unit Manager, Colorado Department of Public Health and Environment, Denver, CO

SPEAKERS:

Sharon Liu, MPS, Manager, Community Prevention Programs, Colorado Department of Human Services, Office of Behavioral Health, Denver, CO

Maile Gray, Executive Director, DRIVE SMART COLORADO, Colorado Springs, CO

Shadia Lemus, Senior Account Manager, Webb Public Relations, Denver, CO



OCCUPANT PROTECTION FOR CHILDREN

Vehicle Manufacturers' Community Education and Outreach Panel

SUNDAY • 10:30AM – 12:00PM

ROOM 702-706

Learn what car companies like GM and Toyota are doing to help educate the public about child occupant protection. Some support research, others offer year-round programs while still others are event-based. Hear from each panelist and ask questions to determine if your community can benefit from their initiatives.

MODERATOR:

Allan Buchanan, Chairperson, National Child Passenger Safety Board, NC Dept. of Insurance/Office of State Fire Marshal, Henderson, NC

SPEAKERS:

Rebecca L. Brown, MD, Director and Co-Founder of Buckle Up for Life Program, Cincinnati Children's Hospital Medical Center, Division of Pediatric Surgery and Trauma Services, Cincinnati, OH

Julie Kleinert, Global Technical Lead for Child Passenger Safety, General Motors, Warren, MI



TEEN TRAFFIC SAFETY

States Get Serious about Driver Education

SUNDAY • 10:30AM – 12:00PM

ROOM 708-712

So you think your state has a good driver education program? Maybe. Some states have attempted to find out by conducting a state driver education assessment. Hear about states that have undergone an assessment and found out how they measure up to the new national administrative standards. You may be surprised by what they learned and how they are leveraging this information.

MODERATOR:

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

SPEAKERS:

Marty Dexter, Coordinator, Driver Training, Vermont Department of Motor Vehicles, Montpelier, VT

Jana Simpler, Director, Delaware Office of Highway Safety, Dover, DE

William Warner, Manager, Driver Education Program, Oregon Department of Transportation, Transportation Safety Division, Salem, OR

Thomas Liberatore, Director, Driver Programs, Maryland Motor Vehicle Administration, Glen Burnie, MD

12:00PM – 1:15PM

BOX LUNCH

EXHIBIT HALL D (UPPER 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 4:30pm on Monday to see if you won one of the many exhibitor drawings!

1:30PM – 3:00PM

2ND WORKSHOP SESSION



OCCUPANT PROTECTION FOR CHILDREN

Using Technology to Gather Data, the New AAP App and GIS Mapping

SUNDAY • 1:30PM – 3:00PM

ROOM 401/402

The days of hard copy checklist forms and data collection are rapidly coming to an end as providers are using electronic tools to gather, collate and report data. Are you considering using an electronic data collection system? If so, this session will enlighten and challenge you.

MODERATOR:

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

SPEAKERS:

Joseph O'Neil, MD, MPH, Developmental Pediatrician, Riley Hospital for Children, Indianapolis, IN

Cpl. Heather Cobler, Colorado State Patrol, Child Passenger Safety Team Colorado, Denver, CO

Tareka Wheeler, Director of U.S. Programs, Safe Kids Worldwide, Washington, DC

DISTRACTED DRIVING

Advancing Distracted Driving Legislation, What Does and Doesn't Work

SUNDAY • 1:30PM – 3:00PM

ROOM 503/504

Getting a distracted driving bill through a state legislature takes a plan, patience and the right players. Get the inside information from those who have successfully passed legislation and learn from policy advisers about how to get started.

MODERATOR/SPEAKER:

Cathy Chase, Senior Director, Governmental Affairs, Advocates for Highway and Auto Safety, Washington, DC

SPEAKERS:

Bonnie Raffaele, Victim Advocate, FocusDriven, Sault Ste. Marie, MI

Brian Newbacher, Director of Public Affairs, AAA East Central, Independence, OH

Joseph Capowski, Retired Faculty and Town Council, University of North Carolina, Town of Chapel Hill, Chapel Hill, NC

Joe Simitian, Santa Clara County Supervisor and former California State Senator, San Jose, CA

VULNERABLE POPULATIONS

Screening and Assessment Tools – The Lay of the Land

SUNDAY • 1:30PM – 3:00PM

ROOM 505/506

Learn about a variety of cognitive and other screening tools used to gauge older adults' fitness to drive. Strengths and weaknesses of the tools will be covered, while care will be taken to highlight that these tools are not to be used in licensing decisions.

MODERATOR/SPEAKER:

Elin Schold Davis, OTR/L, CDRS, Older Driver Initiative Project Coordinator, American Occupational Therapy Association, Minneapolis, MN

SPEAKERS:

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

Jill Rybar, Training, Research and Education for Driver Safety, UC San Diego, La Jolla, CA

COMMUNICATIONS

Reaching Hispanic Populations

SUNDAY • 1:30PM – 3:00PM

ROOM 507

As the Hispanic population continues to grow it is more important than ever to reach this audience in a linguistically and culturally relevant manner. Learn about the latest strategies and Spanish media materials and the process all traffic safety organizations should follow when planning Spanish language campaigns from identifying existing resources to developing creative approaches. Ways to reach the growing bilingual, second-generation, Hispanic audience will also be discussed.

SPEAKER:

Carlos Alcazar, CEO, Hispanic Communications Network, Washington, DC

ROADWAY SAFETY

"Struck-by" Incidents - Data and Mitigation Strategies for Emergency Responders

SUNDAY – 1:30PM TO 3:00PM

ROOM 601

The lives of too many emergency and roadside workers are lost in and around the highway. Reducing the incidence of emergency and roadway workers struck or nearly missed requires both institutional and technological changes in the way business is done on our nation's busy roads. This session will examine "struck-bys," their causes and what can be done to limit them.

MODERATOR:

Tpr. Scott Hinshaw, Colorado State Patrol, Homeland Security Unit, Denver, CO

SPEAKERS:

Dave Bergner, Program Manager, International Municipal Signal Association, Mesa, AZ

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

IMPAIRED DRIVING

Ignition Interlock Update

SUNDAY • 1:30PM – 3:00PM

ROOM 603

New developments in MAP-21 (the federal transportation funding bill), are prompting states to consider policies requiring the use of ignition interlocks for first-offenders. Learn about this new initiative, get the latest update from the Association of Ignition Interlock Program Administrators (AIIPA) and hear about new research and statistics that demonstrate the device's effectiveness in addressing drunk driving.

MODERATOR/SPEAKER:

Richard Roth, Director, Impact DWI, Sante Fe, NM

SPEAKERS:

Toby Taylor, Impaired Driving Programs Coordinator, Oklahoma Highway Safety Office, Association of Ignition Interlock Program Administrators, Oklahoma City, OK

J.T. Griffin, Senior Vice President, MADD, Washington, DC

VULNERABLE POPULATIONS

Bike and Pedestrian Safety Partnerships and Initiatives for Children/Teens

SUNDAY • 1:30PM – 3:00PM

ROOM 605

This interactive session will highlight creative methods for developing pedestrian and bike safety programs for children and teens. Learn about efforts to reduce and prevent injury, community and youth engagement, and collaboration in partnerships.

MODERATOR:

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

SPEAKERS:

Catherine Rains, MPH, Evaluation & Analytics Coordinator, St Louis Children's Hospital, St Louis, MO

Charlotte Claybrooke, Safe Routes to School Coordinator, Washington State Department of Transportation, Olympia, WA

Sandy Spavone, Executive Director, NOYS, Gainesville, VA

Jason Jackman, Program Planner Analyst, Center for Urban Transportation Research, Tampa, FL

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OTHER HIGHWAY SAFETY PRIORITIES ADULT OCCUPANT PROTECTION IMPAIRED DRIVING

Safe Journeys: Reducing Traffic Fatalities in Tribal Communities, A Success Story

SUNDAY • 1:30PM – 3:00PM

ROOM 607

Increasing awareness about the dangers of impaired driving and the importance of proper occupant protection via culturally relevant messaging that supports enforcement saves lives. Learn about the results of a campaign conducted on the Wind River Reservation where fatalities were reduced by nearly 50 percent and how these strategies can work for your state or community.

MODERATOR:

Mario Ramos, Highway Safety Specialist, NHTSA, Lakewood, CO

SPEAKERS:

Cody Beers, Public Relations Specialist, Wyoming DOT, Riverton, WY
Laura Sonderup, Managing Director, Hispanidad Marketing, Denver, CO
John Smith, Director, Division of Transportation, Shoshone and Arapaho Tribes, Fort Washakie, WY



CRIMINAL JUSTICE/LAW ENFORCEMENT

Designer Drugs: What's Out There and What Can Law Enforcement Expect to See

SUNDAY • 1:30PM – 3:00PM

ROOM 702-706

Designer drugs present a multitude of challenges to law enforcement officials. New and changing chemical compounds, internet marketing and widely varying drug and impaired driving laws make these drugs among the most difficult for officers to recognize and appropriately address. Learn about the latest designer and synthetic drugs, including recognizing their signs and symptoms, and how to handle the legal issues and what may be on the horizon.

MODERATOR:

Mark Neil, Senior Attorney, National Traffic Law Center, Alexandria, VA

SPEAKERS:

Chuck Hayes, Project Coordinator/Impaired Driving Programs, IACP, Salem, OR
Sgt. Craig Simpson, Colorado Springs Police, Colorado Springs, CO



TEEN TRAFFIC SAFETY

What's New for Graduated Driver Licensing (GDL)?

SUNDAY • 1:30PM – 3:00PM

ROOM 708-712

Is GDL delaying licensure? Has it affected crash rates of older teens? Has it changed where teens drive? How might MAP-21 affect GDL law? Hear from researchers working to address these and other critical GDL questions.

MODERATOR/SPEAKER:

Ray Bingham, PhD, Research Professor, University of Michigan Transportation Research Institute, Ann Arbor, MI

SPEAKERS:

Scott Masten, California Department of Motor Vehicles, Sacramento, CA
Robert Foss, PhD, Senior Research Scientist, Highway Safety Research Center, University of North Carolina, Chapel Hill, NC
Bruce Hamilton, Manager, Research and Communications, AAA Foundation for Traffic Safety, Washington, DC

3:00PM – 3:45PM

COMPLIMENTARY REFRESHMENTS AND NETWORKING

EXHIBIT HALL D (UPPER LEVEL)

4:00PM – 5:00PM

3RD WORKSHOP SESSION

(one-hour session)



ROADWAY SAFETY

Hitting the Mark: Bringing Precision to Performance Targets

SUNDAY • 4:00PM – 5:00PM

ROOM 401/402

MAP-21 requires states and Metropolitan Planning Organizations to set performance targets for traffic related fatalities and serious injuries. Research shows states and countries that set aggressive yet achievable targets tend to experience a higher level of safety improvement. Noteworthy methods and practices will be discussed for not only meeting the requirement, but also saving lives and reducing injuries on the roadways.

MODERATOR:

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

SPEAKERS:

Robert Hull, PE, Director of Traffic and Safety, Utah Department of Transportation, Salt Lake City, UT
Audrey Wennink, Senior Associate, Cambridge Systematics, Inc., Chicago, IL



CRIMINAL JUSTICE/LAW ENFORCEMENT

Effects of Traffic Enforcement on Other Crime

SUNDAY • 4:00PM – 5:00PM

ROOM 501/502

Communities are confronted with many public safety challenges: from homeland security and violent crime, to illegal drugs and unintentional injuries. Law enforcement resources are being stretched thin in an attempt to deal with these issues. Traffic enforcement has been given a lower priority in many communities despite the fact that traffic crashes result in more deaths, injuries and societal costs. Specific traffic enforcement strategies, such as frequent and highly publicized sobriety checkpoints are effective in reducing impaired driving. Sobriety checkpoints not only result in arrests for impaired driving, but often yield arrests for stolen vehicles, illegal firearms, outstanding warrants and drug violations.

MODERATOR/SPEAKER:

James Fell, Senior Research Scientist, Pacific Institute for Research & Evaluation, Calverton, MD

SPEAKER:

Alex Weiss, PhD, President, Alexander Weiss Consulting, Evanston, IL



CRIMINAL JUSTICE/LAW ENFORCEMENT

Electronic Charging and DWI

SUNDAY • 4:00PM – 5:00PM

ROOM 503/504

System interfacing at its best! Minnesota's eCharging system serves as a "broker" between state and local public safety data systems to electronically validate, transmit and sign DWI forms, complaints and citations. Highlights include biometric signatures, reuse of data and elimination of paperwork. See how processes that took days are now completed with a single key stroke.

MODERATOR:

Sgt. Erik Fadden, Plymouth Police Department, Plymouth, MN

SPEAKERS:

Tom Miller, eCharging Project Manager, Minnesota Bureau of Criminal Apprehension, St. Paul, MN

Jeffery Schwiesow, eCharging DWI Deployment Manager, Minnesota Bureau of Criminal Apprehension, St. Paul, MN

COMMUNICATIONS

Reaching the Millennials

SUNDAY • 4:00PM – 5:00PM

ROOM 505/506

Reaching young drivers 18-24 years of age is a challenge because of all the technological and social changes that have taken place over the past decade. Who are they and how are they different from previous generations? What are brands and organizations doing to remain relevant to this new class of consumer? Learn how to craft and distribute your safety messages so you reach this important audience.

SPEAKER:

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

IMPAIRED DRIVING

Victim Impact Panel

SUNDAY • 4:00PM – 5:00PM

ROOM 507

Traffic fatalities are more than just numbers. Each death is a family member, friend and loved one. Hear from individuals who were dramatically impacted by drunk, distracted and drugged drivers and leverage their stories to reach motorists in your community.

MODERATOR/SPEAKER:

Jan Withers, President, MADD, Washington, DC

SPEAKERS:

Jacy Good, FocusDriven, White Plains, NY

Ed Wood, Deception Pass 3, Morrison, CO

ROADWAY SAFETY

Rural Road Safety Through Traffic Incident Management

SUNDAY • 4:00PM – 5:00PM

ROOM 601

Long distance response to emergency incidents as well as other rural road factors will be explored to show the importance for strong institutional support that allows for an integrated multi-state coordination and response. The National Unified Goal and how best to incorporate sound traffic incident management principles into State Strategic Highway Safety Plans will be discussed.

MODERATOR:

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

SPEAKER:

Jim McGee, MPA, Program Manager, Nebraska Department of Roads, UN-Omaha, Lincoln, NE

ADULT OCCUPANT PROTECTION

86 Percent of Americans are Buckling-up: How do we Build Momentum to Get to 90 Percent?

SUNDAY • 4:00PM – 5:00PM

ROOM 605

In 2012, the national seat belt use rate increased from 84% to 86%, an historic high. However, a more aggressive strategy is needed to move to 90% and beyond. This open forum will give participants the opportunity to share their ideas for achieving this lifesaving goal. Be a part of this exciting discussion to help move the seat belt usage number to an historic high!

MODERATOR:

Maria Vegega, PhD, Chief, Occupant Protection Division, NHTSA, Washington, DC

SPEAKERS:

Michael Prince, Director, Michigan Office of Highway Safety Planning, Lansing, MI

Tracie Mendez, Media Team Leader, Texas Department of Transportation, Austin, TX

OCCUPANT PROTECTION FOR CHILDREN

OPC For Public Safety and First Responders: Ambulance, EMS and HVE (1 CEU)

SUNDAY • 4:00PM – 5:00PM

ROOM 702-706

Child occupants require specialized services when they're treated at the scene of a crash or during a high visibility enforcement initiative. Learn from seasoned technicians how to best serve young children when they're the recipients of care post-event.

MODERATOR:

Angela Osterhuber, MEd, Project Director, PA Chapter, AAP/Traffic Injury Prevention Project, Media, PA

SPEAKERS:

Jonna VanDyk, Program Manager, WA Traffic Safety Commission, Olympia, WA

Jason Kotas, EMS Outreach & Education Manager, Children's Hospital Colorado, Aurora, CO

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Print Your Handouts!
Complimentary station for conference handouts is located in the exhibit hall.



TEEN TRAFFIC SAFETY

Reaching Different Cultures

SUNDAY • 4:00PM – 5:00PM

ROOM 708-712

One message doesn't fit all when it comes to reaching diverse cultures and/or socioeconomic classes of teen drivers. This workshop will address the importance of multicultural programmatic development and implementation in driver education and outreach that meets the needs of an increasingly diverse teen driver population.

MODERATOR:

Hilda Crespo, President, NOYS, ASPIRA Association, Inc., Washington, DC

SPEAKERS:

Patricia J. Larke, EdD, Professor, Texas A&M University, College Stations, TX

Sheila Cozzie, Cultural Liaison, Montana Department of Transportation, Helena, MT

David Arnold, Director, Alcohol Abuse and Impaired Driving Prevention, The BACCHUS Network, Denver, CO

5:00PM – 6:30PM

WELCOME RECEPTION AND POSTER PRESENTATIONS

EXHIBIT HALL D (UPPER LEVEL)

Sunday evening the exhibit hall comes alive when Lifesavers kicks off our 31st conference! Visit over 100 exhibitors and see what's new in the world of traffic safety. Get inspired by viewing 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 the back cover. This will remain the same throughout the conference. Buffet tip: the food station closest to the door always has a line, so keep going!

See the list of exhibitors on page 25.

Poster Session

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

See the list of posters on page 28.

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MONDAY, APRIL 15

7:30AM – 5:00PM

REGISTRATION OPEN

EXHIBIT HALL D FOYER (UPPER LEVEL)

8:00AM – 4:30PM

EXHIBIT HALL OPEN

(closed during NHTSA Awards Luncheon)

EXHIBIT HALL D (UPPER LEVEL)

8:00AM – 8:45AM

COMPLIMENTARY CONTINENTAL BREAKFAST

EXHIBIT HALL D (UPPER 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



OCCUPANT PROTECTION FOR CHILDREN

Innovative OPC Initiatives in Tribal Communities

MONDAY • 9:00AM – 10:30AM

ROOM 401/402

Tribal representatives from California, Arizona and Oklahoma will discuss what activities they are employing to increase restraint use among Native Americans.

MODERATOR:

Capt. Nancy Bill, MPH, CHES, Injury Prevention Program Manager, Indian Health Service, Rockville, MD

SPEAKERS:

Jordan Begay, Injury Prevention Coordinator, Tuba City Regional Health Care Corporation, Tuba City, AZ

Pam Pourier, Injury Prevention Coordinator, Oglala Tribe Dept of Public Safety, Pine Ridge, SD

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

CRIMINAL JUSTICE/LAW ENFORCEMENT

High in Plain Sight: Physical, Visual and Verbal Identifiers for the Possible Drugged Driver

MONDAY • 9:00AM – 10:30AM

ROOM 501/502

Logos, stickers, physical identifiers, and clothing may be utilized by the drugged driver. Do you know what that sticker on the car really means? What is that logo on that hat really telling you? Where did they get it? How is it possibly drug-related? Certain everyday items have gained popularity in the drug world and that list changes every day. This visual presentation will provide the latest information on what to look for and be aware of when approaching a stopped vehicle.

MODERATOR:

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

SPEAKER:

Ofc. Jermaine Galloway, Alcohol Compliance Officer, Boise Police Department, Boise, ID

DISTRACTED DRIVING

New Research on Distracted Driving

MONDAY • 9:00AM TO 10:30AM

ROOM 503/504

Understanding human factors and the science of distracted driving will help traffic safety professionals better address this complex issue. Get a report and current status on SHRP2, one of the largest traffic safety studies ever undertaken, and an update from NHTSA on current and upcoming distracted driving research. Learn what leads people to make the decision to text and drive, and find out if distracted drivers are more likely to engage in other risky driving behaviors.

MODERATOR/SPEAKER:

Jim Hedlund, Special Consultant for Safety Coordination, SHRP 2 - TRB, Ithaca, NY

SPEAKERS:

Bryan Reimer, PhD, Research Scientist, MIT AgeLab, Cambridge, MA

Joel Cooper, PhD, Principal, Precision Driving Research, University of Utah, Salt Lake City, UT

Chris Monk, PhD, Division Chief, Human Factors, NHTSA, Washington, DC

TEEN TRAFFIC SAFETY

Coaching Parents Through Their Teen's Most Dangerous Driving Years

MONDAY • 9:00AM – 10:30AM

ROOM 505/506

Parents play a critical role in helping their teens survive one of the most dangerous times in their lives - when they first get behind the wheel. A parent's responsibility goes well beyond teaching their teens the basics of driving. They must recognize the risks for teens, model safe driving behaviors, teach higher-order driving skills, and set and enforce ground rules that at minimum ensure compliance with their state's graduated driver license program. We'll examine research-based approaches that are successfully engaging parents in taking a leadership role in managing their young driver's experience.

MODERATOR:

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

SPEAKERS:

Garry Lapidus, Director, Injury Prevention Center, Connecticut Children's Medical Center, Hartford, CT

Alex Epstein, Manager, Digital and Social Media-Advocacy, National Safety Council, Itasca, IL

Jean T. Shope, MSPH, PhD, Research Professor, University of Michigan Transportation Research Institute, Ann Arbor, MI



VULNERABLE POPULATIONS

Strategies/Barriers to Grow Bike/Ped Programs

MONDAY • 9:00AM – 10:30AM

ROOM 507

If you're encountering barriers growing bike/ped safety programs, this session is for you! Learn about strategies local communities are using to successfully overcome this and other challenges. Discussion will also examine how bike/ped issues stack up against other highway safety issues and ways to weave bike/ped into the mix.

MODERATOR:

Betsy Jacobsen, Bicycle/Pedestrian/Scenic Byways Section Manager, Colorado Department of Transportation, Denver, CO

SPEAKERS:

Laura Sandt, Senior Research Associate, UNC Highway Safety Research Center, Chapel Hill, NC

Kristin Rosenthal, MEd, MCHES, Program Manager, U.S. Pedestrian Safety, Safe Kids Worldwide, Washington, DC

Krista Nordback, PhD, PE, Portland State University, Portland, OR



OTHER HIGHWAY SAFETY PRIORITIES

Speed Management: Current Issues and Emerging Trends

MONDAY • 9:00AM – 10:30AM

ROOM 601

Speed has a significant impact on safety. The use of data-driven approaches and the application of the DDACTS model to identify problem areas will be discussed, along with effective countermeasures and coordination with traffic engineers, law enforcement and policy makers to reduce speeding-related crashes, injuries and fatalities. A demonstration of the updated "US Limits" program will be featured along with a discussion on speeding's impact on deaths and injuries involving law enforcement officials.

MODERATOR/SPEAKER:

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

SPEAKERS:

Richard Retting, Vice President, Sam Schwartz Engineering, Fairfax, VA

Richard Miller, Inspector, Michigan State Police (Ret); Senior Traffic Safety Consultant, M. Davis & Co., Inc., Philadelphia, PA

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ADULT OCCUPANT PROTECTION

Technologies to Increase Seat Belt Use

MONDAY – 9:00AM – 10:30AM

ROOM 603

Seat belts may be more than fifty years old, but researchers continue to explore ways to ensure vehicle occupants buckle up. Learn about the latest research on enhanced belt reminders and the findings of the national telephone survey on seat belt technologies, including attitudes toward enhanced reminders for front and rear passengers.

MODERATOR:

David Kidd, PhD, Research Scientist, Insurance Institute for Highway Safety, Arlington, VA

SPEAKERS:

Maximo Aviles, Safety Engineering and ITS Technical Manager, BMW North America, Woodcliff Lake, NJ

Chris Monk, PhD, Division Chief, Human Factors, NHTSA, Washington, DC



IMPAIRED DRIVING

No Refusal Weekends

MONDAY • 9:00AM – 10:30AM

ROOM 605

Drunk drivers who refuse to submit to BAC testing are a major problem in many states. MADD and NHTSA are partnering to host a series of meetings dedicated to showing states and localities how to conduct a “No Refusal” event. Get a sneak peak at this highly successful initiative, which requires drunk drivers to submit to BAC testing.

MODERATOR:

Carl McDonald, National Law Enforcement Initiatives Manager, MADD, Irving, TX

SPEAKERS:

Chief Robert Ticer, Avon Police Department, Avon, CO

Warren Diepraam, Chief Vehicular Crimes Prosecutor, Montgomery County District Attorney’s Office, Conroe, TX



OTHER HIGHWAY SAFETY PRIORITIES

Emerging Vehicle Trends: The Future is NOW!

MONDAY • 9:00AM TO 10:30AM

ROOM 607

You can’t pick up a newspaper without hearing about cars that ‘talk’ to each other or drive themselves. Don’t miss this opportunity to learn about the policy and safety implications associated with these new and emerging technologies including autonomous vehicles.

MODERATOR/SPEAKER:

Daniel C. Smith, Senior Associate Administrator for Vehicle Safety, NHTSA, Washington, DC

SPEAKERS:

Rob Strassburger, Vice President, Vehicle Safety and Harmonization, Alliance of Automobile Manufacturers, Washington, DC

Ron Medford, Director of Safety for Self-Driving Cars, Google, Mountain View, CA



VULNERABLE POPULATIONS

Share the Road: Increasing Motorcycle Awareness

MONDAY • 9:00AM TO 10:30AM

ROOM 610/612

Helping drivers understand what it’s like to be a motorcycle rider and vulnerable road user is key to safely sharing the road. Learn how this is integrated into driver training and licensing, about tools and resources that are being used successfully, and get tips for communicating on the road and minimizing blind spots.

MODERATOR:

Sherry Williams, PhD, Director, Quality Assurance & Research, Motorcycle Safety Foundation, Irvine, CA

SPEAKERS:

Timothy Kerns, Database Engineer, University of Maryland - Baltimore, STAR-ORC National Study Center for Trauma and EMS, Baltimore, MD

Patricia Turner, Research Scientist, Texas A&M Transportation Institute, College Station, TX

Ray Ochs, Ed.D, Vice President of Training Systems, Motorcycle Safety Foundation, Irvine, CA

Al Hydeman, Director, Design and Development, Motorcycle Safety Foundation, Irvine, CA



OCCUPANT PROTECTION FOR CHILDREN

Engaging Health Care Professionals in Occupant Protection for Children

MONDAY – 9:00AM TO 10:30AM

ROOM 702-706

Research shows that families rely heavily on health care professionals for information about their child’s safety. Learn about tools that can help technicians talk knowledgeably with health care providers who may not understand or be well versed in child passenger safety. Risk management, program evaluation and community advocacy will also be discussed.

MODERATOR:

Marilyn J. Bull, MD, FAAP, Riley Hospital for Children at IU Health, Indianapolis, IN

SPEAKERS:

Catherine Rains, MPH, Evaluation & Analytics Coordinator, St Louis Children’s Hospital, St Louis, MO

Frank Testa, RN, CPHRM, System Director, Risk Management, Cook Children’s Hospital, Ft Worth, TX

Joseph O’Neil, MD, MPH, Developmental Pediatrician, Riley Hospital for Children, Indianapolis, IN

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



COMMUNICATIONS

Social Media and Highway Safety Lessons Learned

MONDAY • 9:00AM – 10:30AM

ROOM 708-712

Are you ready to jump into social media but don’t know where to start? Looking for lessons learned and practical advice? Gain perspective from those who have successfully added social media to their communications toolbox. From national resources to budgeting tips, you’ll walk away with practical advice on how to make the most of the right mix of channels.

MODERATOR/SPEAKER:

Lucia Sanchez, Public Affairs Specialist, NHTSA, Washington, DC

SPEAKERS:

Mick Mulhern, Program Administrator/Youth Coordinator, Governor’s Traffic Safety Bureau, Iowa Department of Public Safety, Des Moines, IA

Lisa Losness, Program Manager, Idaho Transportation Department, Office of Highway Safety, Boise, ID

10:30AM – 10:45AM

BREAK

10:30AM – 10:45AM

5TH WORKSHOP SESSION



OCCUPANT PROTECTION FOR CHILDREN

What's New in Research, Part I (1.5 CEUs)

MONDAY • 10:45AM – 12:15PM

ROOM 401/402

Every year new research advances the field of occupant protection for children. Researchers will present information on injuries paired with child restraint misuse, new dummy testing and racial disparities in restraint use.

MODERATOR:

Amelia Jensen, Environmental Health Tech/Secretary, Winslow Indian Health Care Center, Winslow, AZ

SPEAKERS:

Nichole Ritchie Orton, MSE, University of Michigan Transportation Research Institute, Ann Arbor, MI

Michelle Macy, MD, MS, Departments of Emergency Medicine and Pediatrics, Child Health Evaluation and Research (CHEAR) Unit, University of Michigan, Ann Arbor, MI

Mark Zonfrillo, MD, MSCE, Children's Hospital of Philadelphia, Philadelphia, PA



CRIMINAL JUSTICE/LAW ENFORCEMENT

Distracted Driving Case Analysis: Effective Police Investigation through Courtroom Presentation

MONDAY • 10:45AM – 12:15PM

ROOM 501/502

This actual case analysis by the lead prosecutors and crash investigator will address the practical investigative and prosecutorial evidence and considerations in a distracted driving fatal crash. Discussion will include creating the timeline of the defendant's actions, obtaining cell phone records, witness identification, use of expert testimony, and research to prove distraction was a cause of the crash.

MODERATOR:

Joanne Thomka, Director, National Traffic Law Center, Alexandria, VA

SPEAKERS:

Tara Jenswold, Assistant Attorney General/TSRP, Wisconsin Department of Justice, Madison, WI

Emily Thompson, Assistant District Attorney, Dane County District Attorney's Office, Madison, WI

Detective Mindy Winter, Madison Police Department, Madison, WI



DISTRACTED DRIVING

The Challenges of Enforcing, Collecting and Reporting Reliable Crash Data

MONDAY • 10:45AM – 12:15PM

ROOM 503/504

Enforcement is essential for combating distracted driving. Learn about best practices for effective and proactive enforcement, and the importance of and challenges associated with collecting distracted driving data during collision investigations.

MODERATOR:

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

SPEAKERS:

Jana Simpler, Director, Delaware Office of Highway Safety, Dover, DE

Sgt. Anthony Mendez, Collision Reconstruction Unit, Delaware State Police, Lewes, DE

Deborah Trombley, Senior Program Manager, Transportation Initiatives, National Safety Council, Itasca, IL



TEEN TRAFFIC SAFETY

Creative Ways to Reach Youth: A Teen Perspective

MONDAY – 10:45AM TO 12:15PM

ROOM 505/506

Teens will present creative ways to engage youth as part of your efforts to improve teen traffic safety and share the inside scoop on the do's and don'ts to consider in your efforts to message safety culture to this generation. Additionally they will share how teens use social networking to reach their peers and offer ideas on how to successfully leverage this important communications channel.

MODERATOR:

Sandy Spavone, Executive Director, NOYS, Gainesville, VA

SPEAKERS:

Lauren Watterson, Youth Leader, Business Professionals of America, Grand Prairie, TX

Marissa Kunerth, Youth Leader, FCCLA, Fulda, MN

Steven Lynchard, Youth Leader, NOYS, Deer Park, NY

Bernardo Velez, Youth Leader, Business Professionals of America, Grand Prairie, TX

Taylor Kenney, Youth Leader, FCCLA, Fulda, MN

Devin Zimmerman, Youth Leader, Business Professionals of America, Spokane, WA



VULNERABLE POPULATIONS

Medical Fitness to Drive

MONDAY • 10:45AM – 12:15PM

ROOM 507

Do you know how medical conditions and medications can affect driving performance? Learn about this growing problem as well as the most recent medical guidelines for fitness to drive developed by NHTSA, AAMFA and AMA.

MODERATOR:

Essie Wagner, Program Analyst, NHTSA, Washington, DC

SPEAKERS:

Debra Carney, Driver's License Supervisor, Iowa Dept. of Transportation, Davenport, IA

Jacob Nelson, MPH, MPP, Director, Traffic Safety Advocacy and Research, AAA, Washington, DC

Carl Soderstrom, MD, Chief, Medical Advisory Board, Maryland Motor Vehicle Administration, Glen Burnie, MD

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VULNERABLE POPULATIONS

Motorcycle Safety and Enforcement

MONDAY • 10:45AM – 12:15PM

ROOM 601

With motorcycle fatalities on the rise, identifying effective techniques and initiatives is essential. State and local experts will discuss motorcycle traffic stops and enforcement of motorcycle safety laws, helmet compliance, DUI, and strategies for working with gang members and reducing street racing.

MODERATOR:

Richard Retting, Vice President, Sam Schwartz Engineering, Fairfax, VA

SPEAKERS:

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

Catherine L. Tress, Western PA Law Enforcement Liaison, PA DUI Association, Harrisburg, PA

Cindy Campbell, Senior Program Manager, Massachusetts Highway Safety Office, Boston, MA

Dominick DeSiato, Deputy Sheriff, Hillsborough County Sheriff's Office, Tampa, FL



ADULT OCCUPANT PROTECTION

Enforcement Strategies for Secondary Law States

MONDAY • 10:45AM – 12:15PM

ROOM 603

The states and individual jurisdictions represented by the speakers have higher than average seat belt use rates, and in many instances, lower unbelted vehicle occupant fatality rates, than their counterparts. The fact that their enforcement efforts are effective in reducing vehicle occupant fatalities is not a surprise, given that the proper use of seat belts is the single most effective means of reducing vehicle occupant fatalities in motor vehicle crashes. You don't have to have a primary enforcement seat belt law to enhance enforcement efforts in your states. Learn best practice protocols and guidelines that can make a difference.

MODERATOR/SPEAKER:

Chief Robert Ticer, Avon Police Department, Avon, CO

SPEAKER:

Kyle Wills, Officer, Boise Police Department, Boise, ID



IMPAIRED DRIVING

Impaired Driving Leadership Model

MONDAY • 10:45AM – 12:15PM

ROOM 605

Moving Ahead for Progress in the 21st Century Act (MAP-21), the Federal transportation bill, incorporates use of the "leadership model" as a criterion for qualifying for grant funds under the impaired driving portion of the new legislation. Learn what states are doing to adopt this model.

MODERATOR:

Kari Kinnard, Highway Safety Specialist, NHTSA Region 5, Matteson, IL

SPEAKERS:

Shelly Baldwin, Program Manager, Washington Traffic Safety Commission, Olympia, WA

Susan Bryant, Principal, LeaderServices, Iowa City, IA



OTHER HIGHWAY SAFETY PRIORITIES

MAP-21: Why It's Important and What You Must Know

MONDAY • 10:45AM – 12:15PM

ROOM 607

What will the future of highway safety funding look like, what's available and how will it directly affect your program? Industry experts from State Highway Safety Offices, the Governors Highway Safety Association and NHTSA will discuss the new highway safety funding legislation (MAP-21) and help you identify what's new and different from state assessments and strategic highway safety planning to a summary grant program.

MODERATOR:

Maggi Gunnels, PhD, MS, Associate Administrator, Regional Operations and Program Delivery, NHTSA, Washington, DC

SPEAKERS:

Kendell Poole, Chairman, Governors Highway Safety Association and Director, Tennessee Governors Highway Safety Office, Nashville, TN

Jennifer Warren, Technical Expert, Federal Highway Administration, Washington, DC

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



CRIMINAL JUSTICE/LAW ENFORCEMENT

Maximizing Your Budget Through Strategic Outreach: The Example of Commercial Driver's License and Motor Vehicle Enforcement

MONDAY • 10:45AM – 12:15PM

ROOM 610/612

As law enforcement agencies work to stretch every dollar, the use of the public as safety partners is more important than ever. Additionally, traditional separations between safety regulators, law enforcement agencies and the courts have given way to a demand for a "one-team" approach to traffic safety. DOT through agencies such as FMCSA, responsible for safety regulation of the nation's commercial motor vehicles, has been a leader in this shift towards partner building through public outreach. The panel will discuss how FMCSA has involved non-profit partners like the National Traffic Law Center to spread its message of CDL enforcement and reporting. Panelists will discuss best practices for team building with non-traditional partners to disperse information and achieve community "buy-in."

MODERATOR:

Kristen Shea, Senior Attorney, National Traffic Law Center, Alexandria, VA

SPEAKERS:

Bill Bronrott, Deputy Administrator, Federal Motor Carrier Safety, U.S. Department of Transportation, Washington, DC

Major Mark Savage, Colorado State Patrol, Commercial Vehicle Safety Alliance, Golden, CO

Jack VanSteenburg, Assistant Administrator & Chief Safety Officer, Federal Motor Carrier Safety Administration, Washington, DC

Coffee can be purchased at the Blue Bear Coffee Cart located in Lobby D of the Convention Center (street level, near registration) during conference hours.



OCCUPANT PROTECTION FOR CHILDREN

Ask The Expert (1.5 CEUs)

MONDAY • 10:45AM – 12:15PM

ROOM 702-706

This popular open forum has no set agenda enabling you to ask expert panelists from the National Child Passenger Safety Board and others questions (technical, operational, program-related) for the benefit of all in the room. Curriculum revision, certification, children with special healthcare needs, diversity, board membership, NHTSA, and much more may be addressed.

MODERATOR:

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

SPEAKERS:

Allan Buchanan, Chairperson, National Child Passenger Safety Board, NC Dept. of Insurance / Office of State Fire Marshal, Henderson, NC

Audrey Eagle, Sr Specialist & CPS Advocate, Chrysler Group LLC, Auburn Hills, MI

Jennifer Huebner-Davidson, Manager, Traffic Safety Programs, AAA, Heathrow, FL

Carol Helminski, National CPS Board, Graco Children's Products, Bonita Springs, FL

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

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

Shashi Kuppa, PhD, Chief, Special Vehicles and Systems Division, NHTSA, Washington, DC

Marilyn J. Bull, MD, FAAP, Riley Hospital for Children at IU Health, Indianapolis, IN



COMMUNICATIONS

Marketing Resources to Support Your Campaigns

MONDAY • 10:45AM – 12:15PM

ROOM 708-712

Have you ever wondered what free communications materials and assets are available? NHTSA and others provide a wealth of materials. Learn how to tap into resources on the traffic safety marketing website (TSM.gov) as well as what other partners have available to help you. Learn how to use and place free communication materials (PSAs, sample press releases, etc.) in donated space, plus much more.

MODERATOR:

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

SPEAKERS:

Lucia Sanchez, Public Affairs Specialist, NHTSA, Washington, DC

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

Maureen Taxter, SVP Consumer Products, Ludorum Inc., Scarsdale, NY

Erin Meluso, President, RADD, Studio City, CA

Doug Everhart, Interim Director & Alcohol Programs Mgr, Health Education Center, University of California - Irvine, Irvine, CA

Shelley Hammond, MMC, Health Communications Specialist, Centers for Disease Control and Prevention, National Center for Injury Prevention and Control, Atlanta, GA

Katie Bishop, Campaign Director, The Advertising Council, Washington, DC

12:30PM – 2:00PM

NHTSA AWARDS LUNCHEON

MILE HIGH BALLROOM (LOWER 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 various safety disciplines will be honored.

MASTER OF CEREMONIES

Kendell Poole, Chairman, Governors Highway Safety Association and Director, Tennessee Governors Highway Safety Office, Nashville, TN

REMARKS AND AWARD PRESENTATIONS

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

AWARD CITATIONS

Bill Watada, Regional Administrator for Region 8, NHTSA, Lakewood, CO

2:15PM – 3:45PM

6TH WORKSHOP SESSION



OCCUPANT PROTECTION FOR CHILDREN

Vulnerable Populations: Serving Minority, Refugee and Native American Families

MONDAY • 2:15PM – 3:45PM

ROOM 401/402

The new challenge for occupant protection for children is to reach families who are unlikely to attend a safety class or checkup event. FARS data confirms that children of color are more likely to be unrestrained and involved in fatal crashes. Learn how targeted messaging and programs are designed to reach these families.

MODERATOR/SPEAKER:

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

SPEAKERS:

Laura Sonderup, Managing Director, Hispanidad Marketing, Denver, CO

Selena Silva, Injury Prevention and Education Coordinator, Children's Hospital Colorado, Aurora, CO

Beth Schuerman, Project Director, Alaska Injury Prevention Center, Anchorage, AK

Visit the exhibit hall for complimentary refreshment breaks

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WORKSHOPS AT A GLANCE

	Room 401/402	Room 501/502	Room 503/504	Room 505/506	Room 507	Room 601
SUNDAY						
SESSION 1 10:30AM – 12:00PM	OPC Using Head Start and School-Based Programs to Reach Children	CJ Anatomy of a Fatality Collision: What You do Today Matters Tomorrow	DD What You Need to Know About Distracted Driving	VP What I Wish I Had Known - Tips and Resources for Developing a Statewide Older Driver Program	RS Safety and Traffic Incident Management	VP The Impact of Laws on Safety for Pedestrians and Bicyclists
SESSION 2 1:30PM – 3:00PM	OPC Using Technology to Gather Data, the New AAP App and GIS Mapping		DD Advancing Distracted Driving Legislation, What Does and Doesn't Work	VP Screening and Assessment Tools – The Lay of the Land	COMM Reaching Hispanic Populations	RS “Struck-by” Incidents – Data and Mitigation Strategies for Emergency Responders
SESSION 3 4:00PM – 5:00PM	RS Hitting the Mark: Bringing Precision to Performance Targets	CJ Effects of Traffic Enforcement on Other Crime	CJ Electronic Charging and DWI	COMM Reaching the Millennials	ID Victim Impact Panel	RS Rural Road Safety Through Traffic Incident Management
MONDAY						
SESSION 4 9:00AM – 10:30AM	OPC Innovative OPC Initiatives in Tribal Communities	CJ High in Plain Sight: Physical, Visual and Verbal Identifiers for the Possible Drugged Driver	DD New Research on Distracted Driving	TN Coaching Parents Through Their Teen's Most Dangerous Driving Years	VP Strategies/Barriers to Grow Bike/Ped Programs	OHS Speed Management: Current Issues and Emerging Trends
SESSION 5 10:45AM – 12:15PM	OPC What's New in Research, Part I (1.5 CEUs)	CJ Distracted Driving Case Analysis: Effective Police Investigation through Courtroom Presentation	DD The Challenges of Enforcing, Collecting and Reporting Reliable Crash Data	TN Creative Ways to Reach Youth: A Teen Perspective	VP Medical Fitness to Drive	VP Motorcycle Safety and Enforcement
SESSION 6 2:15PM – 3:45PM	OPC Vulnerable Populations: Serving Minority, Refugee and Native American Families	OPC Navigating NHTSA: From Research to Regulation to Practice	DD A Teen's Perspective on Effectively Communicating the Dangers of Distracted Driving	ID Drugged Driving Update	RS Traffic Incident Management – Training and Public Outreach Efforts	VP Enhancing Law Enforcement Capacity and Improving Partnerships with Driver Licensing
TUESDAY						
SESSION 7 9:00AM – 10:30AM	OHS Federal Partners: Who Are They and What Do They Do?	CJ/ID DWI Courts: Understanding the Roles and Responsibilities of the Criminal Justice Professionals	DD Educating to Increase Awareness and Reduce Distracted Driving Crashes	ID Investing in Criminal Justice Resources that Benefit All		VP Crash Site Management
SESSION 8 10:45AM – 12:15PM	OHS Innovations in Traffic Records and Data Analysis	CJ Driving Down DUIs: A Data-Driven Multifaceted Approach to Reducing Tragedies	CJ Medical and “Legal” Marijuana: Investigation, Toxicology and Trial Tactics	TN Can Technology Reduce Teen Crashes?		

KEY TO TRACKS: • **AOP** Adult Occupant Protection • **CJ** Criminal Justice • **COMM** Communications
 • **OHS** Other Highway Safety Priorities • **OPC** Occupant Protection for Children • **RS** Roadway Safety
 • **DD** Distracted Driving • **ID** Impaired Driving • **TN** Teen Traffic Safety • **VP** Vulnerable Populations

ROOM 603	ROOM 605	ROOM 607	ROOM 610/612	ROOM 702-706	ROOM 708-712
ID Ignition Interlocks: A Case Study	AOP Nighttime Belt Enforcement: You Have Questions, We Have Answers	TN Successful Community Programs Impacting Teen Traffic Safety		OPC Vehicle Manufacturers' Community Education and Outreach Panel	TN States Get Serious about Driver Education
ID Ignition Interlock Update	VP Bike and Pedestrian Safety Partnerships and Initiatives for Children/Teens	OHS/AOP/ID Safe Journeys: Reducing Traffic Fatalities in Tribal Communities, A Success Story		CJ Designer Drugs: What's Out There and What Can Law Enforcement Expect to See	TN What's New for Graduated Driver Licensing (GDL)?
	AOP 86 Percent of Americans are Buckling-up: How do we Build Momentum to Get to 90 Percent?			OPC OPC For Public Safety and First Responders: Ambulance, EMS and HVE (1 CEU)	TN Reaching Different Cultures
AOP Technologies to Increase Seat Belt Use	ID No Refusal Weekends	OHS Emerging Vehicle Trends: The Future is NOW!	VP Share the Road: Increasing Motorcycle Awareness	OPC Engaging Health Care Professionals in Occupant Protection for Children	COMM Social Media and Highway Safety Lessons Learned
AOP Enforcement Strategies for Secondary Law States	ID Impaired Driving Leadership Model	OHS MAP-21: Why It's Important and What You Must Know	CJ Maximizing Your Budget Through Strategic Outreach: The Example of Commercial Driver's License and Motor Vehicle Enforcement	OPC Ask The Expert (1.5 CEUs)	COMM Marketing Resources to Support Your Campaigns
AOP How Do You Move Toward Primary?	ID Effective Strategies in the Fight Against Impaired Driving in Indian Country	OHS Connecting the Pieces with Highway Safety Plans		CJ Mock Trial: Prosecuting the Prescription Drug Case	TN Best Practices in Intervention Design and Evaluation
VP/RS Life Beyond Driving	AOP How to Increase Seat Belt Use Among Different Population Groups	RS Safety Planning for Planned Special Events		OPC What's New in Research, Part II (1.5 CEUs)	TN Working with High Schools: Resources and Tools to Get You Started or Strengthen Your Existing Program
VP Bridging Sectors: Fostering Collaboration Between Health and Transportation Professionals		OHS Comprehensive Tribal Highway Safety Planning Embraces the 4 E's of Safety		OPC The Life of a Child Restraint: Before, During and After the Bid (1.5 CEUs)	





OCCUPANT PROTECTION FOR CHILDREN

Navigating NHTSA: From Research to Regulation to Practice

MONDAY • 2:15PM – 3:45PM

ROOM 501/502

People new to the field of child occupant protection are often confused by the many acronyms used when referencing the National Highway Traffic Safety Administration's research, regulations and programs. Unravel the lingo, gain insight and knowledge about the agency, and learn about successful programs across the country.

MODERATOR:

Bev Kellner, Program Manager, Texas A&M AgriLife Extension Service Passenger Safety, College Station, TX

SPEAKERS:

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

Daniel C. Smith, Senior Associate Administrator for Vehicle Safety, NHTSA, Washington, DC



DISTRACTED DRIVING

A Teen's Perspective on Effectively Communicating the Dangers of Distracted Driving

MONDAY • 2:15PM – 3:45PM

ROOM 503/504

Want to reach teens and young adults with the distracted driving message? Ensure they're actively involved in the discussion and planning process. Teens and young adults will share what messages and strategies resonate with them and their peers, and discuss effective school-based programs that communicate the dangers of distracted driving.

MODERATOR/SPEAKER:

Paul Atchley, PhD, Professor, University of Kansas, Lawrence, KS

SPEAKERS:

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

Matthew Salit, NOYS, Seekonk, MA

Brian Salit, NOYS, Seekonk, MA

Sandy Spavone, Executive Director, NOYS, Gainesville, VA



IMPAIRED DRIVING

Drugged Driving Update

MONDAY • 2:15PM – 3:45PM

ROOM 505/506

Due to its complexity, drug-impaired driving presents unique research, policy and program challenges. Learn about the latest research (Drug Crash Risk Study), the national strategy framed by MAP-21 (the national transportation funding act), and the Office of National Drug Control Policy's efforts to address this growing traffic safety problem.

MODERATOR:

John Lacey, MPH, Senior Program Director, Pacific Institute for Research and Evaluation, Alcohol, Policy, and Safety Research Center, Calverton, MD

SPEAKERS:

Jacqueline Hackett, Deputy Associate Director for Policy, Office of National Drug Control Policy, Washington, DC

Richard Compton, PhD, Director, Office of Behavioral Safety Research, Washington, DC



ROADWAY SAFETY

Traffic Incident Management - Training and Public Outreach Efforts

MONDAY • 2:15PM – 3:45PM

ROOM 507

The latest TIM training efforts that advocate inter-agency operations and safety will be highlighted. Effective strategies for educating motorists about move-over and move-it laws will also be discussed.

MODERATOR:

Capt. Rob Marone, Colorado State Patrol, Fort Collins, CO

SPEAKERS:

Major Kris Meredith, Colorado State Patrol, Denver, CO

Huaguo Zhou, PhD, Professor, Southern Illinois University Edwardsville, Edwardsville, IL

Laurel J. Radow, Evacuations/Emergencies and Planned Special Events Program Manager, Federal Highway Administration, Washington, DC



VULNERABLE POPULATIONS

Enhancing Law Enforcement Capacity and Improving Partnerships with Driver Licensing

MONDAY • 2:15PM – 3:45PM

ROOM 601

This interactive session will train law enforcement and licensing authorities to better understand, identify and refer older drivers for re-examination. The currently underutilized relationship between law enforcement and licensing authorities will also be discussed.

MODERATOR/SPEAKER:

Chief Robert Ticer, Avon Police Department, Avon, CO

SPEAKERS:

Capt. Lester Elder, Missouri State Highway Patrol, Driver Examination Division, Jefferson City, MO

Darren (Ike) Iketani, Consultant, University of California, San Diego, Woodland, CA



ADULT OCCUPANT PROTECTION

How Do You Move Toward Primary?

MONDAY • 2:15PM – 3:45PM

ROOM 603

How do you make the case for primary? Is it really that critical to apply a primary law to all seating positions? How do you effectively address racial profiling concerns? Learn from states that have recently moved from secondary to primary and the challenges they face as they attempt to answer these questions.

MODERATOR:

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

SPEAKERS:

Rose White, Public Affairs and Traffic Safety Director, AAA Nebraska, Omaha, NE

Anne Teigen, Senior Policy Specialist for Transportation, National Conference of State Legislatures, Denver, CO

IMPAIRED DRIVING

Effective Strategies in the Fight Against Impaired Driving in Indian Country

MONDAY • 2:15PM – 3:45PM

ROOM 605

Learn how multi-jurisdictional checkpoints, BAT Mobiles, electronic data systems, and the media are being used to successfully target impaired driving in Indian Country. These tactics also have potential application in other communities too.

MODERATOR:

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

SPEAKERS:

Ofc. Deirryck Begaye, Traffic Safety Officer, Ramah-Navajo Police Dept., Ramah, NM

Elaine Boyd, Fort Peck Law Enforcement, Fort Peck Assiniboine & Sioux Tribes, Poplar, MT

Lt. Raymond N. Coriz Jr., Jicarilla Apache Police Department, Dulce, NM

Lt. Mark Bach, Patrol Lieutenant, Fort McDowell Police Department, Fort McDowell, AZ

OTHER HIGHWAY SAFETY PRIORITIES

Connecting the Pieces with Highway Safety Plans

MONDAY • 2:15PM – 3:45PM

ROOM 607

There are many acronyms for highway safety plans (HSP, SHSP, HSIP, CVSP). As a highway safety professional it's important to know what these plans are, how they're connected, and their impact on your work and your agency's mission. Learn how states are integrating their HSP and SHSP, as well as other plans, and making coordination work. This is prompting establishment of common goals, collective implementation of appropriate strategies and actions that meet or exceed their state's performance goals, and most importantly, helping to save lives.

MODERATOR/SPEAKER:

Jennifer Warren, Transportation Specialist, Federal Highway Administration, Washington, DC

SPEAKERS:

Mary Damon, Highway Safety Specialist, NHTSA, Region 8, Lakewood, CO

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

Darrin Grondel, Director, Washington Traffic Safety Commission, Olympia, WA

Jana Simpler, Director, Delaware Office of Highway Safety, Dover, DE

CRIMINAL JUSTICE/LAW ENFORCEMENT

Mock Trial: Prosecuting the Prescription Drug Case

MONDAY • 2:15PM – 3:45PM

ROOM 702-706

Drivers impaired by prescription drugs are a lethal presence on our roadways. More and more people are being prescribed medications than ever before. As a result, many jurors aren't making the connection between prescription drugs and impairment and finding that impaired driving from prescription drugs isn't criminal behavior. Learn what information is needed from the police investigation and how officers must effectively prepare for courtroom testimony.

MODERATOR:

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

SPEAKERS:

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

Sarah Garner, Traffic Safety Resource Prosecutor, North Carolina Conference of District Attorneys, Cary, NC

Ofc. Robert Hayes, Patrol Officer, Albany Police Department, Albany, OR

TEEN TRAFFIC SAFETY

Best Practices in Intervention Design and Evaluation

MONDAY • 2:15PM – 3:45PM

ROOM 708-712

Logic models are an effective tool for designing interventions and creating evaluation plans. Set your teen driving program up to succeed by learning how to create a logic model and evaluation plan consistent with the program's services and goals. Learn how one highway safety office used a logic model to design and evaluate a teen driving program for parents that is garnering positive results. Then work hands-on with the speakers to create a logic model for use in your community.

MODERATOR/SPEAKER:

Jessica Mirman, PhD, Behavioral Researcher, Center for Injury Research and Prevention, The Children's Hospital of Philadelphia, Philadelphia, PA

SPEAKER:

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

3:45PM – 4:30PM

COMPLIMENTARY REFRESHMENTS AND NETWORKING

EXHIBIT HALL D (UPPER LEVEL)

4:30PM

EXHIBITOR MOVE OUT

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19

TUESDAY, APRIL 16.

7:30AM – 1:30PM

REGISTRATION OPEN

EXHIBIT HALL D FOYER (UPPER LEVEL)

7:45AM – 8:45AM

CLOSING BREAKFAST PLENARY

FOUR SEASONS BALLROOM (LOWER LEVEL)

Don't miss this closing breakfast plenary where we give a hearty thank you to our host state, Denver, and say hello to our 2014 hosts from Nashville.

MASTER OF CEREMONIES

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

Lifesavers 2014: Join us in Nashville!

Kendell Poole, Chairman, Governors Highway Safety Association and Director, Tennessee Governors Highway Safety Office, Nashville, TN

Leveraging Lifesavers

Jacob Nelson, MPH, MPP, Director, Traffic Safety Advocacy and Research, AAA, Washington, DC

A Colorado Farewell

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

The Blue Bear Café, located in Lobby B of the Convention Center (street level, near the Four Seasons Ballroom) will be open during conference hours for coffee and sandwiches.

A Visitor Information Center is located in Lobby F at the Convention Center (near the Blue Bear).

9:00AM – 10:30AM

7TH WORKSHOP SESSION



OTHER HIGHWAY SAFETY PRIORITIES

Federal Partners: Who Are They and What Do They Do?

TUESDAY • 9:00AM – 10:30AM

ROOM 401/402

Here's your chance to learn first-hand about the resources, work, coordination, and partnership activities performed by the key transportation agencies that you hear and read about every day: the National Highway Traffic Safety Administration (NHTSA), Federal Highway Administration (FHWA), Federal Motor Carrier Safety Administration (FMCSA), Centers for Disease Control (CDC) and the National Transportation Safety Board (NTSB).

MODERATOR/SPEAKER:

Maria Vegega, PhD, Chief, Occupant Protection Division, NHTSA, Washington, DC

SPEAKERS:

Thomas Barth, PhD, Survival Factors Investigator, National Transportation Safety Board, Denver, CO

Jack VanSteenburg, Assistant Administrator & Chief Safety Officer, Federal Motor Carrier Safety Administration, Washington, DC

John Cater, Division Administrator, Federal Highway Administration, Denver, CO

Holly Billie, RS, MPH, Program Manager, Centers for Disease Control and Prevention, Atlanta, GA



CRIMINAL JUSTICE/LAW ENFORCEMENT, IMPAIRED DRIVING

DWI Courts: Understanding the Roles and Responsibilities of the Criminal Justice Professionals

TUESDAY • 9:00AM – 10:30AM

ROOM 501/502

Effective DWI Courts have every component of the criminal justice system at the table working together to ensure public safety and a change in behavior of the repeat DWI offender. At the very least, a team should include a law enforcement officer, a prosecutor, a defense attorney, a judge, a probation officer, and a treatment provider; each with his or her own perspective. But what do they do and what is their role on the team? Examine the roles and responsibilities of several of these critical individuals from professionals who live it every day.

MODERATOR:

David Wallace, Director, National Center for DWI Courts, Alexandria, VA

SPEAKERS:

Hon. Mary Celeste, NHTSA Judicial Outreach Liaison, Denver, CO

Cpl. John Blea, Denver Police Department, Denver, CO

Simone Montoya, Deputy District Attorney, Denver District Attorney's Office, Denver, CO

DISTRACTED DRIVING

Educating to Increase Awareness and Reduce Distracted Driving Crashes

TUESDAY • 9:00AM – 10:30AM

ROOM 503/504

Education is key to changing safety culture. That's why NHTSA, state traffic safety offices, and employers are implementing programs to educate various audiences about the dangers of distracted driving. The how, why and impact of several efforts that can be adopted for use in diverse markets will be discussed along with a companywide policy prohibiting cell phone use by its employees.

MODERATOR:

Jack Hanley, Executive Director, Network of Employers for Traffic Safety, Vienna, VA

SPEAKERS:

Joseph L. McKillips, CSP, Manager, Commercial Program Support, Abbott Park, IL

Andrea Brands, Director, Consumer Safety Education, AT&T, Chicago, IL

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

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

IMPAIRED DRIVING

Investing in Criminal Justice Resources That Benefit All

TUESDAY • 9:00AM – 10:30AM

ROOM 505/506

A Law Enforcement Liaison (LEL), Traffic Safety Resource Prosecutor (TSRP), and State Judicial Outreach Liaison (JOL) will discuss the expertise and resources they provide and how their specialized roles help states and communities address impaired driving and other traffic safety issues.

MODERATOR:

Kari Kinnard, Highway Safety Specialist, NHTSA Region 5, Matteson, IL

SPEAKERS:

Hon. Kent Lawrence, State Judicial Outreach Liaison, Governor's Office of Highway Safety, Athens, GA

Donna Bevacqua-Young, Traffic Safety Resource Prosecutor/Assistant Attorney General, New Mexico Attorney General's Office, Santa Fe, NM

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

VULNERABLE POPULATIONS

Crash Site Management

TUESDAY • 9:00AM – 10:30AM

ROOM 601

The proper management of a motorcycle accident scene involving property damage, injury and/or fatalities is critical. Learn the do's and don'ts of helmet removal, proper documentation and the importance of detailed reporting.

MODERATOR:

Wayne Allard, DVM, Vice President, American Motorcyclist Association, Washington, DC

SPEAKERS:

Colleen Vetere, RN, MPH, Accident Scene Management, Inc, Denver, CO

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

Jason Abraham, Attorney, Jasper Hupy and Abraham, S.C., Milwaukee, WI

Mark Trostel, Driving Safety Advisor, Encana Oil & Gas (USA) Inc., Denver, CO



VULNERABLE POPULATIONS ROADWAY SAFETY

Life Beyond Driving

TUESDAY • 9:00AM – 10:30AM

ROOM 603

A variety of tools are available to help communities and states address the mobility needs of older adults including community design/built environment efforts, public transit, in-vehicle technologies, mobility management, and more. Learn about these alternatives and participate in a discussion examining the 3E's of pedestrian safety (education, engineering, and enforcement).

MODERATOR:

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

SPEAKERS:

Gail Holley, Safe Mobility for Life Program and Research Manager, Florida Department of Transportation State Traffic Engineering and Operations Office, Tallahassee, FL

Jana Lynott, AICP, Senior Strategic Policy Advisor - Transportation and Livable Communities, AARP Public Policy Institute, Washington, DC

Jon Antin, PhD, Director, Center for Vulnerable Road User Safety, Virginia Tech Transportation Institute, Blacksburg, VA



ADULT OCCUPANT PROTECTION

How to Increase Seat Belt Use Among Different Population Groups

TUESDAY • 9:00AM – 10:30AM

ROOM 605

Examine effective strategies for reaching the African American, Hispanic and Native American (NA) populations using the Governors Highway Safety Association report, "A Multicultural Primer For Highway Safety Offices." States will also discuss their outreach approaches for engaging these diverse populations.

MODERATOR:

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

SPEAKERS:

Lt. Mark Bach, Patrol Lieutenant, Fort McDowell Police Department, Fort McDowell, AZ

Capt. Tracie Keese, PhD, Denver Police Department, Denver, CO

Christine Reede, Motor Vehicle Injury Prevention Coordinator, San Carlos Apache Tribal Police Department, San Carlos, AZ

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ROADWAY SAFETY

Safety Planning for Planned Special Events**TUESDAY • 9:00AM – 10:30AM****ROOM 607**

Getting drivers and pedestrians safely to and from a planned special event whether large and complex or small is critical for success. Safety planning and cooperation with other agencies at all levels of government will be discussed.

MODERATOR/SPEAKER:

Robert Brooks, PE, Program Manager, PB Sports and Entertainment, Parsons Brinckerhoff, Boston, MA

SPEAKERS:

Matthew Wager, Director of Operations, Public Works - Traffic Engineering Services, City and County of Denver, Denver, CO

Laurel J. Radow, Evacuations/Emergencies and Planned Special Events Program Manager, Federal Highway Administration, Washington, DC



OCCUPANT PROTECTION FOR CHILDREN

What's New in Research, Part II (1.5 CEUs)**TUESDAY • 9:00AM – 10:30AM****ROOM 702-706**

Research in the field of occupant protection for children yields new data which leads to new program elements. Learn from researchers about data they're gathering related to top tether use with child restraints, whether FMVSS 213 really replicates a true frontal crash and the creation of a supplemental data collection system for children in crashes.

MODERATOR:

Susan Yates, Training Coordinator, Colorado CPS Program, Children's Hospital Colorado, Children's Health Advocacy Institute, Aurora, CO

SPEAKERS:

Dennis Durbin, MD, MSCE, Professor of Pediatrics, University of Pennsylvania School of Medicine, The Children's Hospital of Philadelphia, Philadelphia, PA

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

Matthew R. Maltese, PhD, Director, Biomechanics Research, Children's Hospital of Philadelphia, Philadelphia, PA



TEEN TRAFFIC SAFETY

Working with High Schools: Resources and Tools to Get You Started or Strengthen Your Existing Program**TUESDAY • 9:00AM – 10:30AM****ROOM 708-712**

Learn how to tap into a variety of existing school resources to introduce a new teen driving program or enhance your existing activities. This highly interactive session will showcase a variety of resources and tools.

MODERATOR:

Kathy Bernstein Harris, Regional Coalition Manager, National Safety Council, Itasca, IL

SPEAKERS:

Rick Birt, Ohio State Coordinator, Students Against Destructive Decisions, Columbus, OH

Sharon Pierce, State Advisor, Family, Career and Community Leaders of America, Austin, TX

Brooke Russell, Chief Operating Officer, South Carolina Chapter, National Safety Council, Irmo, SC

Lisa Kons, Continuing Education Coordinator, Minnesota Safety Council, St. Paul, MN

Peter Rusin, Executive Director, Health World Education Ltd., St. Charles, IL

Eliseo Saldivar, Traffic Safety Educator, Algonquin, IL

Sgt. Bob Beres, Commander, Office of Community Relations, South Carolina Highway Patrol, Summerville, SC

.....
10:30AM – 10:45AM

BREAK
.....**10:45AM – 12:15AM****8TH WORKSHOP SESSION**

OTHER HIGHWAY SAFETY PRIORITIES

Innovations in Traffic Records and Data Analysis**TUESDAY • 10:45AM – 12:15PM****ROOM 401/402**

Data is essential to understanding what's happening in your state or community when it comes to traffic safety. Learn what data resources are available and how they can bolster your program through an in-depth look into the world of traffic records.

MODERATOR:

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

SPEAKERS:

Chou-Lin Chen, Director, Office of Traffic Records and Analysis, National Center for Statistics and Analysis, NHTSA, Washington, DC

Timothy Kerns, Database Engineer, University of Maryland - Baltimore, STAR-ORC National Study Center for Trauma and EMS, Baltimore, MD

Plan now to visit Nashville! Lifesavers will be held April 27-29, 2014 at the Gaylord Opryland in Nashville, Tennessee.

CRIMINAL JUSTICE/LAW ENFORCEMENT

Driving Down DUIs: A Data-Driven Multifaceted Approach to Reducing Tragedies

TUESDAY • 10:45AM – 12:15PM ROOM 501/502

The Laramie, WY community has been using a combined education and enforcement media campaign in an effort to reduce DUI crashes. The campaign utilizes data to target strategies at high-risk demographics along with modern marketing concepts. Data from the first full year of the campaign is showing significant progress in this effort to prevent injuries and save lives.

MODERATOR:

Bill O'Leary, Highway Safety Specialist, NHTSA, Washington, DC

SPEAKERS:

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

Rich Lindsey, Lindsey & Associates, Laramie, WY

CRIMINAL JUSTICE/LAW ENFORCEMENT

Medical and "Legal" Marijuana: Investigation, Toxicology and Trial Tactics

TUESDAY • 10:45AM – 12:15PM ROOM 503/504

Learn about investigative techniques to help elicit information from suspect drivers concerning the administration of marijuana, sources, frequency, strains, and other observations. The signs and symptomology of marijuana use to better convey impairment to judges and juries, and trial preparation and methods of evidence presentations will also be discussed.

MODERATOR:

Kristen Shea, Senior Attorney, National Traffic Law Center, Alexandria, VA

SPEAKER:

Chris Halsor, Traffic Safety Resource Prosecutor, Colorado District Attorneys' Council, Denver, CO

TEEN TRAFFIC SAFETY

Can Technology Reduce Teen Crashes?

TUESDAY • 10:45AM – 12:15PM ROOM 505/506

Can technology change teen driving behaviors or help them avoid crashes? Experts will discuss the impact of coaching and crash avoidance technologies on teen driving.

MODERATOR:

Rusty Weiss, Director, Programs for Families, DriveCam, San Diego, CA

SPEAKERS:

Liza Barth, Web Associate Editor - Auto, Consumer Reports, Yonkers, NY

Ray Bingham, PhD, Research Professor, University of Michigan Transportation Research Institute, Ann Arbor, MI

David Kidd, PhD, Research Scientist, Insurance Institute for Highway Safety, Arlington, VA

VULNERABLE POPULATIONS

Bridging Sectors: Fostering Collaboration Between Health and Transportation Professionals

TUESDAY • 10:45AM – 12:15PM ROOM 603

Public health plays a critical role in injury prevention particularly when it comes to promoting the social, environmental and economic factors that make for walkable/bike friendly communities. This interactive session will highlight the benefits of health and transportation officials working together.

MODERATOR/SPEAKER:

Lori Haskett, Director, Bureau of Health Promotion, Topeka, KS

SPEAKERS:

Carolina Gutierrez, PhD, Assistant Director WalkSafe/BikeSafe, University of Miami Miller School of Medicine, Miami, FL

Priti Gautam, MPH, Program Manager, International Pedestrian Safety, Safe Kids Worldwide, Washington, DC

OTHER HIGHWAY SAFETY PRIORITIES

Comprehensive Tribal Highway Safety Planning Embraces the 4 E's of Safety

TUESDAY • 10:45AM – 12:15PM ROOM 607

The Tribal Safety Management System (SMS) Steering Committee is promoting a comprehensive approach to safety that includes the 4 E's (education, enforcement, engineering and emergency medical services). Learn how to incorporate this into tribal highway safety plans to ensure successful coordination and implementation. Effective collaborations between state and non-tribal and tribal traffic safety programs will be highlighted.

MODERATOR:

Greg Schertz, Federal Lands Highway Safety Discipline Leader, Federal Highway Administration, Lakewood, CO

SPEAKERS:

John Smith, Director, Division of Transportation, Shoshone and Arapaho Tribes, Fort Washakie, WY

Adrian Spotted Bird, Fort Peck – Tribes Coordination, Poplar, MT

Frank Gross, PhD, PE, Highway Safety Engineer and Researcher, Vanasse, Hangen, Brustlin (VHB), Inc., Raleigh, NC

OCCUPANT PROTECTION FOR CHILDREN

The Life of a Child Restraint: Before, During and After the Bid (1.5 CEUs)

TUESDAY • 10:45AM – 12:15PM ROOM 702-706

Ever wondered how to write the bid to obtain the best car seat for your program? Questioned whether Americans who go abroad can use their children's car seats in other countries or considered what happens to car seats that get thrown away? If you have these and other questions, this is the workshop for you!

MODERATOR:

Sarah Tilton, Child Passenger Safety Advocate, Britax USA, Charlotte, NC

SPEAKERS:

Jackie Mohr, Executive Director, Drive Smart, Evergreen, CO

Tomi St. Mars, Chief, Office Injury Prevention, AZ Department of Health Services, Phoenix, AZ

Terri Rae Anthony, Safety Advisor, AAA East Central, Pittsburgh, PA

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EXHIBIT HOURS & EVENTS

SATURDAY, APRIL 13

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

SUNDAY, APRIL 14

7:30am–12noon Exhibit and Poster Setup
 12:00pm–6:30pm **Exhibit Hall Open**
 12:00pm–1:15pm Box Lunch
 3:00pm–3:45pm Complimentary Refreshments and Networking
 5:00pm–6:30pm Welcome Reception and Poster Presentations

MONDAY, APRIL 15

8:00am–4:30pm **Exhibit Hall Open**
 (closed during Awards Luncheon)
 8:00am–8:45am Continental Breakfast
 3:45pm–4:30pm Complimentary Refreshments and Networking
 4:30pm Exhibitor Move out

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March 15-17, 2015

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AARP Driver Safety

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Alcohol Monitoring Systems

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jmiller@alcoholmonitoring.com

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Lorraine Cogan
9975 Summers Ridge Rd
San Diego, CA 92121
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BOOTHS 221 & 320

Alliance of Automobile Manufacturers

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BOOTHS 232 & 234

BIA Indian Highway Safety Program

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POSTERS LIST

POSTER 1

Finding Direction for Safety Investments in Local Roads: System Diagnostics and Countermeasure Focus

Author: **Kimberly Vachal**, North Dakota State University

In cooperation with the state transportation department, local road crashes were analyzed to help counties and towns focus efforts to reduce crash death and injury. Local rural roads have the highest injury crash incidence in North Dakota – accounting for only 21% of travel and 49% of serious crashes. Local roads crashes were determined to differ significantly in contributing factors and characteristics compared to other rural roads crashes in the state. A study of crash data quantified factor magnitude in predicting injury crash likelihood considering driver and road factors. Driver behaviors, including impaired driving and seat belt use, had the largest role in likelihood for injury outcomes. Intersections and unpaved road surfaces were found to be most significant in increased likelihood for injury outcomes among the road factors. Findings provide insight for policy decisions and systematic investments; and for more effective decisions at the local level to improve road safety.

POSTER 2

Preventing Injury to our Environment – What is our Role?

Author: **May Romo**, Salt Lake Valley Health Department

Over the last 15 years 1,500,000 car seats have been checked and many replaced due to expiration, unknown history, involved in a crash or no longer useable. Safe Kids data indicates that over 22,000,000 people have been reached and over 550,000 new car seats have been distributed. What we need to ask ourselves is what happens to the discarded car seats? Are they being disposed of in the landfills where they may take up to 1,000 years to decompose due to the various plastics or are we practicing being better stewards of our environment? We work passionately to save children's lives by educating parents on the appropriate use of car seats, but, what is our responsibility and our role as injury prevention educators to work just as passionately to save the environment? Learn how an innovative and successful effort is helping families in Salt Lake to go car seat green.

POSTER 3

Evaluation of Light-Vehicle Driver Education Programs on Sharing the Road with Heavy Vehicles

Authors: **William A. Schaudt**, MS, MBA; **Stephanie Baker**, MPA; and **Tammy Trimble**, PhD, Virginia Tech Transportation Institute

Light-vehicle driver education programs that contain content about heavy-vehicle operation may be helpful in reducing light-vehicle/heavy-vehicle interactions. This three-phased research program was sponsored by the National Surface Transportation Safety Center for Excellence (NSTSC). Phase I surveyed light-vehicle driver education program administrators/teachers in each state in the U.S. to assess the presence of curricula relevant to heavy-vehicle characteristics and procedures for sharing the road. Phase II investigated current light-vehicle driver education programs that contained components on sharing the road with heavy vehicles and developed a best practices document. In addition, a case study was executed to evaluate a light-vehicle driver education program in a single state that did not yet include the components identified in the best practices. The purpose of Phase III is to develop a web-based tool utilizing naturalistic driving videos to provide tips for sharing the road with heavy vehicles.

POSTER 4

Better Tween Passengers ... Safer Teen Drivers

Author: **Susanne Ogaitis-Jones**, MSPH, CHES, CPST, – Maryland Institute for Emergency Medical Services

The behavior of youth ages 10-15 ("Twens") is influenced by many factors including peers, parents and the media while parents say they are influenced by medical providers on car safety. Twens often do risky things in cars such as distracting the driver, not wearing their seat belt, unsafe seating, and riding with unsafe drivers. This intervention has emergency nurses educate twens to decrease their in-and-around-cars risky behavior. The larger goal of the intervention is to lower the risk of a vehicle crash and subsequent injuries to youth, both for when the youth are passengers and for when they become drivers. A variety of strategies are used in the 2 hour intervention: videos, role plays, hands-on exercises and games, and parent & child pledging. This poster will summarize the training and the results from field-testing.

POSTER SCHEDULE AND VIEWING TIMES

SATURDAY • APRIL 13

2:00pm–6:00pm

Exhibit and Poster Setup

Exhibit Hall D

SUNDAY • APRIL 14

12:00pm–6:30pm

Exhibit Hall Open (box lunch)

Exhibit Hall D

5:00pm–6:30pm

Welcome Reception and Poster Presentations

Exhibit Hall D

MONDAY • APRIL 15

8:00am–4:30pm

Exhibit Hall Open

Exhibit Hall D

4:30pm

Exhibitor Move-out, Poster retrieval

POSTER 5

Community Regulation of Alcohol Availability: Evidence of Effectiveness and Challenges for Implementation

Authors: **Kathryn Stewart** and **LisaMarie Miramontes**, Prevention Research Center

Regulation of the availability of alcohol has been found to be a very important factor in alcohol impaired driving, as well as other alcohol related problems. Such factors as minimum purchase age for alcohol, the density and location of alcohol outlets, alcohol service and sales practices, and hours and days of sale of alcohol have all been found to be related to impaired driving. Recent research has added to knowledge about the potential for regulatory strategies to reduce alcohol impaired driving, giving communities additional tools for preventing alcohol related harm. This poster will summarize recent findings about alcohol regulation as related to impaired driving and will describe efforts to disseminate and facilitate the use of this information at the community level. It will also describe some of the barriers to implementation of alcohol regulatory strategies. In particular, it will focus on an ongoing dissemination and education project working with community agencies and organizations in a sample of cities in California

POSTER 6

SAFE: Seatbelts Are For Everyone

Authors: **Norraine Wingfield** and **Laura Moore**, Kansas DOT, Kansas Traffic Safety Resource Office

In a 2009 Kansas Observational Survey only 61% of teens 15-17 years of age wore their seatbelt. The SAFE program was implemented and consisted of a partnership between students, law enforcement and safety advocates. This student driven program consists of educational programming on safety messages such as seatbelt use, distracted driving, underage drinking along with observational seatbelt surveys, pledge cards, rewards and targeted enforcement. Since beginning the program in 2009 it has grown from one county and 6 schools to 42 counties and 102 schools. The state seatbelt use has increased from 61% in 2009 to 78% in 2012.

POSTER 7

Buckling up Our Tribal Communities and Neighbors

Authors: **Christine Reede** and **Alejandro Benally**, San Carlos Tribal Police Department; **Tim Shelhamer** and **Jon Peabody**, Indian Health Service

In 2012, the San Carlos Apache Tribe became the fifth Indian Tribe in Arizona to pass a primary occupant restraint law more stringent than the State's secondary law. A 3-month enforcement grace period following enactment of the law provided the San Carlos Police Department (SCPD) a transition period to ready itself and the public for enforcement of the new law. Grace period activities included: notify and educate the public regarding the new law and the importance of occupant protection, train SCPD staff, and issue only warning citations for violations. After the grace period, full enforcement of the law began. Observed seat belt use increased initially during the grace period and increased more after full enforcement began. The increased seat belt use is encouraging even as fewer citations were issued than expected. Maximizing the effectiveness of the law's enforcement is critical to sustain increased occupant restraint use.

POSTER 8

Planning a Better Motorcycle Safety Outreach

Authors: **Chanyoung Lee**, **Kristin Larsson**, **Debbie Schultz**, and **Pei-Sung Lin**, Center for Urban Transportation Research; **Edie Peters**, Florida Department of Transportation

Over several years, Florida safety coalition has worked with FDOT and various stakeholders to develop and promote public information messages and educational materials for drivers and riders to improve motorcyclist safety and reduce the number of motorcycle crashes and related injuries. This study summarizes the lessons from the previous outreach efforts on motorcycle safety in Florida including the implementation of a statewide motorist awareness and motorcyclist safety outreach program

POSTER 9

The Use of Personal Protective Equipment (PPE) by Motorcyclists in Florida

Author: **Chanyoung Lee**, Center for Urban Transportation Research

Unlike auto or truck, motorcycle provides a minimum protection in traffic crash and motorcyclists usually separate from the motorcycle at some time during a crash. Therefore, it is critical for a rider to have proper personal protective equipment (PPE) to minimize the level of injury when the rider is involved in a crash. PPE includes Federal Motor Vehicle Safety Standard (FMVSS) 218 compliant helmets, a heavy-duty jacket, pants, boots, gloves, and eye protection. To promote the use of PPE, it is desirable to assess the actual use by motorcycle riders in an effective and efficient manner. The study compared the advantages and disadvantages of three different methods: motorcycle rider survey, crash data, and observational survey. The result of PPE use from three methods were presented and discussed.

POSTER 10

Vehicle Dynamic Motion Control to Mitigate Secondary Collisions

Authors: **Byung-joo Kim** and **Huei Peng**, The University of Michigan

In vehicle to vehicle crashes, even a light collision between vehicles can lead to devastating consequences if a driver does not make a proper judgment after an unexpected impact. Electronic Stability Control (ESC) was shown to have positive effects on reducing single vehicle accident; however, its effect on reducing the secondary crash has not been fully developed. The objective of this study is to develop a post-impact vehicle stability control system that regulates both heading angle and lateral deviation from an original driving path, so that the severity of possible subsequent crashes can be reduced. To characterize the vehicle motion after a crash event, an impact force estimation method and a vehicle motion prediction scheme are proposed. If the predicted heading angle is undesirable, and/or a large lateral deviation is expected, then proper differential braking action will be taken to drive the vehicle motion to a desired state. The poster will show simulation and analysis results of the proposed state estimation and prediction algorithm, in addition to control algorithm results.



POSTER 11**Anxiety about Prescription Drugs and Driving**

Authors: **Jeffrey S. Porter, AB**; and **Carol P. Cotton, PhD**, University of Georgia

Many types of prescription drugs are known to impair driving abilities. Benzodiazepines (e.g., Xanax, Valium, Ativan) are among the most prescribed psychoactive drugs and are primarily used to treat anxiety and insomnia. This poster examines the existing research on the effects of benzodiazepines on driving, and presents the most recent and relevant national data from the NHTSA FARS database. Suggestions are made for preventing benzodiazepine-related impaired driving.

POSTER 12**Partners in Safety: Building Relationships with Stakeholders Through Evaluation Support**

Authors: **Carol Cotton, PhD**; **James Barlament, MA**; **Lauren Littleton, BA**; and **Jeffrey Porter, BA**, University of Georgia

Productive and sustained partnerships between stakeholders are vital to effective traffic safety programming at any level. This poster highlights partnerships built at the local and state level by the Traffic Safety Research and Evaluation Group (TSREG) at the University of Georgia through data research and evaluation support, and describes how such partnerships may be formed by other organizations. TSREG is committed to the idea that health promotion programs founded on evidence-based research and systematic evaluation can save lives and prevent injuries. Over the last 15 years it has become a vital part of community health in Athens-Clarke County and surrounding counties through its involvement with police departments, courts, hospitals, University campus events, local school programs, alcohol prevention initiatives, pedestrian and bicycle programs, and Safe Kids organization. Strong leadership, willingness to collaborate, flexibility and common vision have been important factors to nurturing successful relationships in the community

POSTER 13**Pedestrian Behaviors Contributing to Collisions in Georgia**

Authors: **Lauren Littleton, BA**; **Carol Cotton, PhD**; and **James Barlament, MA**, Traffic Safety Research and Evaluation Group, UGA College of Public Health

The purpose of this study is to understand how pedestrians use crosswalks when crossing the street and how their behavior contributes to pedestrian-vehicle collisions. Georgia has the 9th highest pedestrian fatality rate in the U.S., and traffic crashes and fatalities involving pedestrians are increasing. Data was gathered from a review of literature on pedestrian behaviors in different crosswalk types and on law-breaking behaviors

regarding crosswalks. Traffic crash statistics from the Georgia Department of Transportation (GDOT) were also analyzed. Results showed that approximately 40% of pedestrian-vehicle collisions occur when people cross the street midblock, 11% occur when people are walking in the roadway, and 8% occur when people are stopped or standing in the roadway. About 43% of all pedestrian-vehicle collisions in the U.S. are the fault of the pedestrian. To reduce pedestrian-vehicle collisions, more raised pedestrian islands or medians should be constructed on multilane roads.

POSTER 14**Metrics for Local Community Planning and Evaluation: The Case for Observational Measurement of High Risk Rural Sub-Populations in Occupant Safety**

Authors: **James Barlament, MA** and **Steve Davidson, MEd**, Georgia Department of Public Health; **Carol Cotton, PhD**, University of Georgia

This study examined the relevance of non-specific safety belt use data for interventions to rural teens and to pilot a data collection project to provide more specific data to traffic safety stakeholders and educators in rural areas. Twelve (12) high schools in Georgia were chosen for safety belt use observations over a 16 month period. Data revealed a safety belt usage rate of 38.6% among high school teens at the studied high schools. Safety belt usage rates ranged from 9.5% to 66.9%. Despite efforts to target rural areas, programs must specifically target sub populations, especially rural male teens. Because of the wide gap between measured safety belt use in rural Georgia (79.9%) and the studied rural high schools (38.6%), local program planners must assess actual safety belt usage in their high risk rural populations in order to have accurate metrics for intervention programming and education efforts.

POSTER 15**Unseen Dangers: Visibility and Bicycle Safety on Georgia Roads**

Authors: **James Barlament, MA**; **Lauren Littleton, BA**; **Jeffrey Porter, BA**; and **Carol Cotton, PhD**, University of Georgia

While crashes and injuries among bicyclists in Georgia decreased in recent years, fatalities remained stagnant. This study examined the impact of visibility on bicycle crashes, injuries and fatalities in Georgia and to make recommendations for programmatic measures to improve bicyclist conspicuity. Bicycle morbidity and mortality data for the years 2006 to 2013 were gathered from the Fatality Analysis Reporting System (FARS), Georgia Department of Transportation (GDOT), and GDOT Daily Fatality Reports. Research revealed visibility to be the most prevalent contributing factor in serious bicycle crashes. Based on these findings programmatic measures for bicycle safety must focus on bicyclist conspicuity to prevent serious crashes.



POSTER 16**Child Passenger Safety Information and the Role of the Primary Care Physician**

Authors: Danielle Grams; Lauren Corregano, MSW; Allison Curry, PhD; Mark Zonfrillo, MD; Kristy Arbogast PhD; and Jessica Mirman, PhD, The Children's Hospital of Philadelphia

One challenge facing parents is the complexity and the breadth of child passenger safety (CPS) information. Primary care physicians (PCP) could serve a vital role in the communication of CPS information to parents. To determine predictors of parents' CPS knowledge, participants (n=75) with a child under the age of 4 completed a survey to measure: socio-demographic characteristics, CPS knowledge, if their child's PCP ever provided CPS information, and their perceptions of the PCP as a useful CPS resource. 64% of parents perceived PCPs as an important resource. However, neither valuing the PCP as a resource: ($Z = .27$, $p = .79$) nor having prior discussions about CPS information: ($\chi^2 = .05$, $p = .82$) was associated with CPS knowledge. Despite being a valued resource for many parents, prior discussions with PCPs about CPS information did not seem to lead to greater CPS knowledge.

POSTER 17**Parents' Perceptions of Common Problems Teens Face When Learning to Drive**

Authors: Lauren M. Corregano, Kristina Puzino and Jessica H. Mirman, Children's Hospital of Philadelphia, Center for Injury Research and Prevention

Previous research on parenting practices related to injury prevention has revealed that parents have different expectations and provide different guidance to male vs. female children. Little research on this topic exists with respect to teaching teens to drive. Our objective is to examine parents' perceptions of the common problems female and male teens encounter when learning to drive. A retrospective semi-structured interview was administered to n=52 parents at approximately 6 months into the permit period. This exploratory qualitative analysis focuses on parents' responses to: "What are the common problems teens have when learning to drive?" Dyad gender composition might influence how parents' teach their teens how to drive. Results can be used to guide future research to quantify these differences.

POSTER 18**Multi-Measure Performance Assessment and Benchmarking of the Divisions of the Wyoming Highway Patrol**

Authors: Maral Jalili, Graduate Student and Dr. Mehmet E. Ozbek, Assistant Professor, Construction Management Department, Colorado State University

Wyoming Highway Patrol (WHP) is a data-driven organization which uses multiple measures to assess its performance. These measures can be used by WHP to perform comparisons between its 18 divisions in an effort to identify the best performing divisions. However, this process involves the utilization of a single performance measure at a time and may result in difficulties in identifying the overall performance which is characterized by the combination of multiple measures. Therefore, there is a need to develop a performance assessment system that can identify the overall performance of these different divisions in the presence of multiple measures. This poster presents a performance assessment system that is being developed for WHP using an innovative methodology entitled Data Envelopment Analysis. This system can incorporate multiple measures. The results of this research will enable WHP to identify its best-performing (i.e., most efficient) divisions to be able to use those as benchmarks.

POSTER 19**Distracted Walking: A Review of Policies and Data Needs**

Authors: Jamario White, Graduate Student and Dr. Judith Mwakalonge, Assistant Professor, Civil and Mechanical Engineering Technology, South Carolina State University

Pedestrians, much like drivers, have always been engaged in multi-task like using hand-held devices, listening to music, snacking, or reading while walking. The effects are similar to those experienced in distraction behind the wheel of a moving vehicle. However, distracted walking has not received similar interventions and policies to reduce safety related issues. Though the problem is eminent, few to no data is collected for research and quantification of distracted walking. Recognizing the data and research needs on distracted walking, this poster presents a review of the state of practice on policies, programs, data source for current studies, and identifies data collection opportunities and research needs



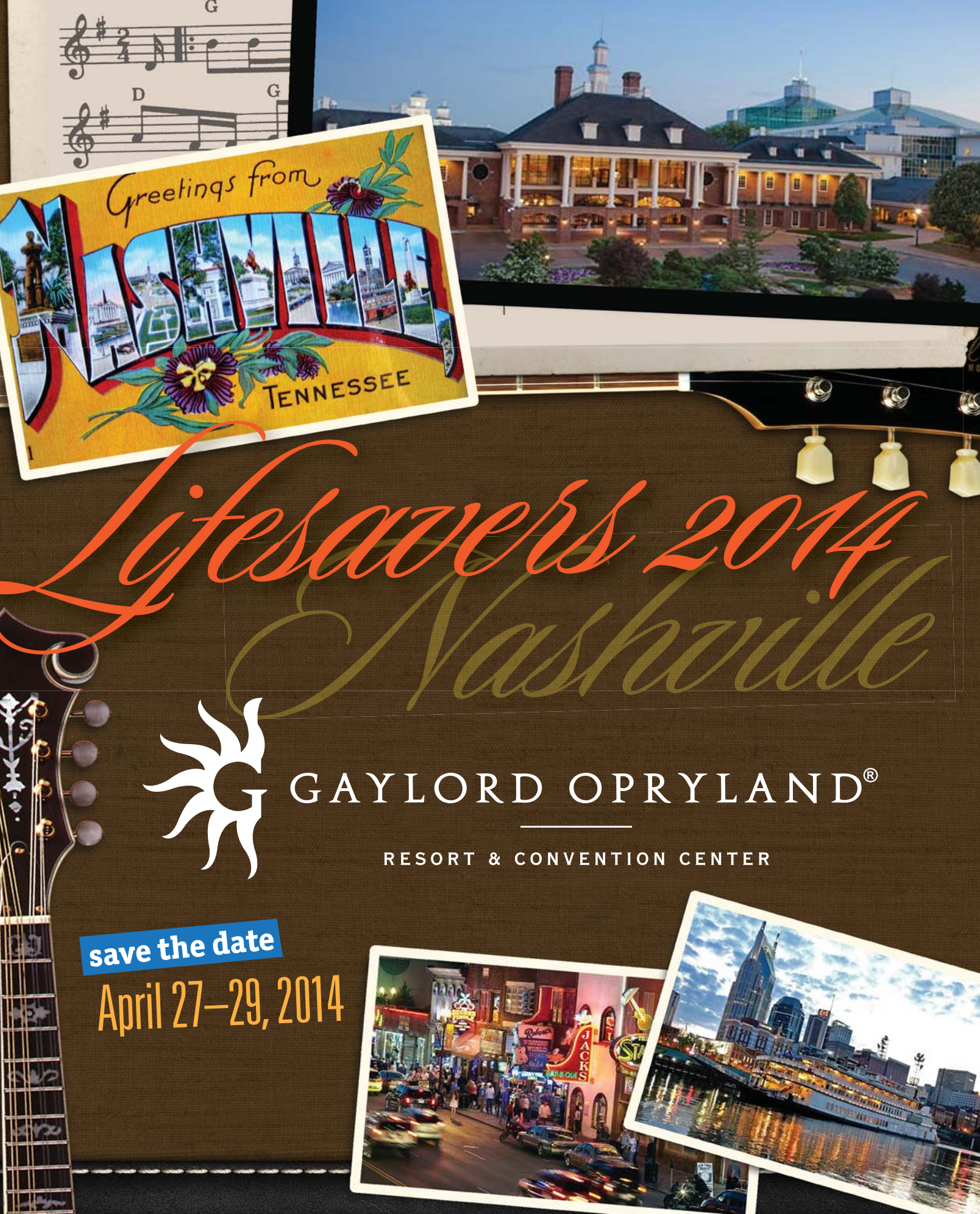
The posters are graphic presentations of the author's program or work. Authors illustrate their findings by displaying graphs, photos, diagrams, and text.

Authors will discuss their work with attendees during the Sunday Welcome Reception and Poster Presentation, from 5:00–6:30pm.

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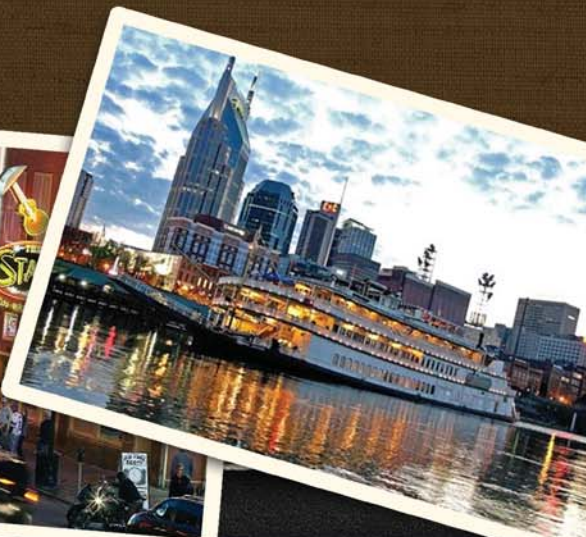


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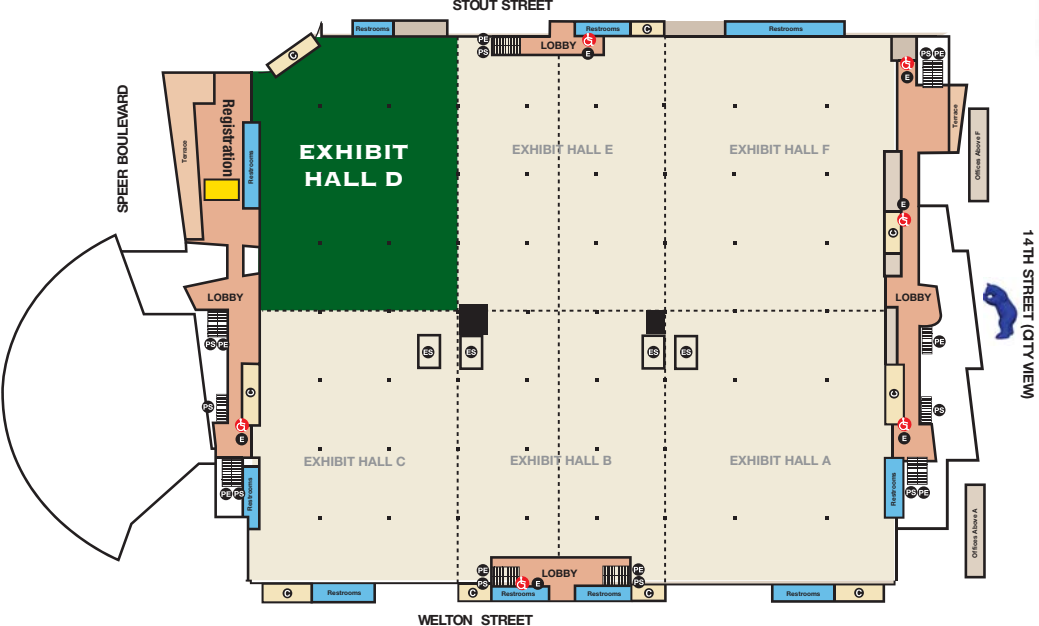
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FLOOR PLAN

COLORADO CONVENTION CENTER



- C** Concessions
- E** Elevators
- ES** Emergency Stairs
- PE** Public Escalators
- PS** Public Stairs

All workshop rooms are located on the street level, exhibits/registration is one level up, and plenaries are down one level.

EXHIBIT LEVEL

MEETING ROOM LEVEL

BALLROOM LEVEL

KEY:



EXHIBITS



WORKSHOPS



SPEAKER READY ROOM



PLENARIES



NHTSA LUNCH



REGISTRATON

