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We especially want to thank our state sponsor, the Tennessee Governor’s Highway Safety Office, for its support and for providing volunteers and conference bags.

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- Centers for Disease Control and Prevention
- Chrysler Group LLC
- Coalition of Ignition Interlock Manufacturers
- Draeger Safety Diagnostics, Inc.
- Ford Driving Skills for Life
- Google
- Johnson & Johnson
- Manufacturers Alliance for Child Passenger Safety
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- National Automobile Dealers Association (NADA)
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- Insurance Institute of Highway Safety
- National District Attorneys Association
- National Transportation Safety Board
- Safe States Alliance
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All events are held at the Gaylord Opryland

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Dear Friends,

On behalf of the State of Tennessee, it is my pleasure to welcome the participants and guests of the 2014 National Lifesavers Conference on Highway Safety Priorities.

For over three decades, Lifesavers has provided a forum that delivers solutions to critical highway safety challenges. I trust that the myriad of workshops and professional development sessions will inform and equip you to help reduce the number of deaths and injuries on our nation’s roadways.

During your stay, I encourage you to explore Nashville and get a taste of all the Volunteer State has to offer. Wherever you travel in Tennessee, you will find friendly people known for authentic Southern hospitality, and eager to invite you back for another visit.

Again, welcome to Tennessee. Crissy and I send our very best wishes and hope this conference is an outstanding success.

Warmest regards,

Bill Haslam
## PROGRAM AT A GLANCE & EXHIBIT HOURS

*All events are held at the Gaylord Opryland*

### SATURDAY • APRIL 26

<table>
<thead>
<tr>
<th>TIME</th>
<th>EVENT</th>
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<tbody>
<tr>
<td>1:00pm – 6:00pm</td>
<td>Registration Open</td>
<td>Ryman C Foyer - River Rail</td>
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<tr>
<td>2:00pm – 6:00pm</td>
<td>Exhibit and Poster Setup</td>
<td>Ryman Hall C</td>
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<tr>
<td><strong>Pre-Conference Workshops (Pre-Registration Required):</strong></td>
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<tr>
<td>9:00am – 4:00pm</td>
<td>Strategic Communication Planning</td>
<td>Canal B</td>
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<td>9:00am – 3:00pm</td>
<td>Mothers Against Drunk Driving’s</td>
<td>Canal A</td>
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<td>9:00am – 4:00pm</td>
<td>Power of Parents Facilitator Training</td>
<td>Canal C</td>
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<td>9:30am – 11:30am</td>
<td>CPS Curriculum Revision and Rollout</td>
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<td>9:00am – 3:00pm</td>
<td>Mothers Against Drunk Driving's</td>
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<td>Bayou E</td>
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<td>12:30pm – 3:30pm</td>
<td><strong>Out of Boosters – The New Frontier: Extending</strong></td>
<td>Bayou E</td>
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<td>4:00pm – 6:00pm</td>
<td><strong>CPS Latest Technology Workshop</strong></td>
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### SUNDAY • APRIL 27

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<td>7:30am – 5:30pm</td>
<td>Registration Open</td>
<td>Ryman C Foyer – River Rail</td>
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<td>7:30am – 12:00pm</td>
<td>Exhibit and Poster Setup</td>
<td>Ryman Hall C</td>
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<td>8:30am – 10:15am</td>
<td><strong>Opening Plenary</strong></td>
<td>Delta Ballroom A</td>
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<td>10:30am – 12:00pm</td>
<td><strong>1st Workshop Session</strong></td>
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<td>12:00pm – 1:00pm</td>
<td>Box Lunch in Exhibit Hall</td>
<td>Ryman Hall C</td>
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<tr>
<td>12:00pm – 6:30pm</td>
<td><strong>Exhibit Hall Open</strong></td>
<td>Ryman Hall C</td>
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<td>1:45pm – 3:15pm</td>
<td><strong>2nd Workshop Session</strong></td>
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<td>3:15pm – 4:00pm</td>
<td>Complimentary Refreshments and Networking in Exhibit Hall</td>
<td>Ryman Hall C</td>
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<tr>
<td>4:15pm – 5:15pm</td>
<td><strong>3rd Workshop Session</strong> (one-hour session)</td>
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<td>5:15pm – 6:30pm</td>
<td><strong>Welcome Reception and Poster Presentations</strong></td>
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### MONDAY • APRIL 28

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<td>Ryman C Foyer - River Rail</td>
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<td>8:00am – 4:30pm</td>
<td><strong>Exhibit Hall Open</strong> (closed during Awards Luncheon)</td>
<td>Ryman Hall C</td>
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<td>8:00am – 8:45am</td>
<td>Continental Breakfast in Exhibit Hall</td>
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<td>9:00am – 10:30am</td>
<td><strong>4th Workshop Session</strong></td>
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<td>10:30am – 10:45am</td>
<td>Break</td>
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<td>10:45am – 12:15pm</td>
<td><strong>5th Workshop Session</strong></td>
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<td>12:30pm – 2:00pm</td>
<td>Public Service Awards Luncheon</td>
<td>Delta Ballroom A</td>
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<td>2:15pm – 3:45pm</td>
<td><strong>6th Workshop Session</strong></td>
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<td>Complimentary Refreshments and Networking in Exhibit Hall</td>
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### TUESDAY • APRIL 29

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<td>Break</td>
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<td><strong>8th Workshop Session</strong></td>
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<td>12:15pm – 1:30pm</td>
<td><strong>Closing Plenary Luncheon</strong></td>
<td>Delta Ballroom A</td>
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2014 LIFESAVERS PROGRAM

SATURDAY · APRIL 26

 registrations
1:00pm – 6:00pm
Registration Open
Ryman C Foyer – River Rail

2:00pm – 6:00pm
Exhibit and Poster Setup
Ryman Hall C

PRE-CONFERENCE MEETINGS
Pre-Registration required for pre-conference meetings

9:00am – 4:00pm
Strategic Communication Planning
Location: Canal B

9:00am – 3:00pm
Mothers Against Drunk Driving’s Power of Parents Facilitator Training
Location: Canal A

9:00am – 4:00pm
CarFit Technician Training
Location: Canal C

9:30am – 11:30am
CPS Curriculum Revision and Rollout (for State OP and OPC Coordinators only)
Location: Bayou E

12:30pm – 3:30pm
Out of Boosters – The New Frontier: Extending Occupant Protection Messaging to Reach Kids 8 to 15
Location: Bayou E

4:00pm – 6:00pm
CPS Latest Technology Workshop
Location: Bayou E

SUNDAY · APRIL 27

registrations
7:30am – 5:30pm
Registration Open
Ryman C Foyer – River Rail

7:30am – 12:00pm
Exhibit and Poster Setup
Ryman Hall C

Opening Plenary
8:30am – 10:15am
Delta Ballroom A

Opening Plenary
Welcome
Master of Ceremonies
Kendell Poole, Director, Tennessee Governor’s Highway Safety Office, Nashville, TN
Tennessee Highway Patrol Honor Guard
National Anthem sung by Abigail Rose

Remarks
John Schroer, Commissioner, Tennessee Department of Transportation, Nashville, TN

V2V: Technology That Makes Driving Safer
Moderator:
Pam Fischer, Principal, Pam Fischer Consulting, Long Valley, NJ

Panelists:
Nathaniel Beuse, Associate Administrator for Vehicle Safety Research, NHTSA, Washington, DC
David Zuby, Executive Vice President and Chief Research Officer, Insurance Institute for Highway Safety, Vehicle Research Center, Ruckersville, VA
Kevin Ro, Director, Technical and Regulatory Affairs – Safety, Toyota North America, Washington, DC

Stop Phoning and Driving
David Teater, Senior Director, Transportation Initiatives, National Safety Council, Itasca, IL
Doug and Pat Ralls, Distracted Driving Advocates, Brentwood, TN

Tweet with us! Lifesavers Conference Planning Committee members will be live-tweeting throughout the conference. Join in the conversation by using the conference hashtag: #LifesaversNashville.
1st Workshop Session

Occupant Protection for Children

What's New in Research, Part 1

Sunday – 10:30AM - 12:00PM  Delta B

New research to understand why some parents and EMS providers skip restraint use for children yielded fascinating and troubling results. The offenders aren’t who you might think! Examine the findings of ambulance transport of infants and young children as well as what parents retain from the laundry list of things they’re told to do at checkup events. Is it the most important thing we want them to do or the easiest? And do parents from one community remember more than those from another? What are the potential gaps in knowledge and practices among EMS providers? Get the answers to these and many other questions, some you probably never thought of, in this highly informative and important session.

Moderator:
Thelma Kuska, BSN,RN,CEN,FAEN, National Child Passenger Safety Board, Palos Heights, IL

Speakers:
Joseph O’Neill, MD, MPH, Developmental Pediatrician, Riley Hospital for Children, Automotive Safety Program, Indiana University School of Medicine, Indianapolis, IN
Rennie Ferguson, MHS, Injury Epidemiologist, Safe Kids Worldwide, Washington, DC
Dana Walraven, CCLS, CPSTI, Manager, Community Health Outreach, Coordinator, Safe Kids Tarrant County, Cook Children’s Health Care System, Fort Worth, TX

Criminal Justice/Law Enforcement

"HIGH"way Driving: Trends in Drugged Driving

Sunday – 10:30AM - 12:00PM  Delta C

Information on the most commonly abused pharmaceuticals and drug trends from a law enforcement perspective will be shared.

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

Speaker:
Adrienne Baker, Associate Director, Law Enforcement Liaison and Education, Purdue Pharma, Stamford, CT

Other Highway Safety Priorities  Communications

Managing the Crash: How to Ensure Responders and Motorists Get Home – and Safely

Sunday – 10:30AM - 12:00PM  Delta D

When a crash occurs, emergency responders not only have to address those directly involved in the incident, but others on the road. Experts in traffic incident management will address three critical areas: the importance and value of multi-discipline training, what constitutes a good state implementation plan and who are the vital partners, and what the public needs to know. The latter will include a discussion of how local highway safety practitioners can best respond to media-gripping motor vehicle events and use this window of opportunity to further the safety message.

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

Speakers:
Capt. Don Nicholson, Tennessee Highway Patrol, Nashville, TN
Frank Horne, Transportation Manager, Tennessee Department of Transportation, Nashville, TN
BJ Doughty, Director of Community Relations and Communications, Tennessee Department of Transportation, Nashville, TN

Occupant Protection for Children

Children In and Around Cars: A Comprehensive Look at Prevention Strategies

Sunday – 10:30AM - 12:00PM  Canal A

Keeping kids safe in cars extends beyond car seats, booster seats and seat belts. Vehicular heatstroke is the leading cause of non-crash vehicle fatalities for kids 14 and younger, while 50 children are backed over by vehicles and 2 die weekly in the U.S. Examine technical, behavioral and educational strategies to limit and stop these preventable tragedies, which often involve a parent or relative behind the wheel.

Moderator:
Robert White, NREMT-P, EMS Community Relations Coordinator, Piedmont Medical Center, Co-Chair Safe Kids York County, Rock Hill, SC

Speakers:
Tareka Wheeler, Director of U.S. Programs, Safe Kids Worldwide, Washington, DC
Aditya Belwadi, PhD, Children’s Hospital of Philadelphia, Philadelphia, PA
David Zuby, Executive Vice President and Chief Research Officer, Insurance Institute for Highway Safety, Vehicle Research Center, Ruckersville, VA

Adult Occupant Protection/Vehicle Technology

Buckle Up: Law Enforcement Successes and Challenges

Sunday – 10:30AM - 12:00PM  Canal B

Sustained enforcement, rear seat belt laws, nighttime enforcement, and integration of seat and drunk driving enforcement are just some of the tools and tactics police officers are using to ensure motorists and their passengers buckle up every ride. Explore successful practices and the challenges associated with seat belt enforcement, as well as the critical impact a decade of “Click It or Ticket!” has had on belt use.

Moderator:
Vernon Betkey, Jr, National Law Enforcement Liaison Program Manager, Governors Highway Safety Association, Washington, DC

Speakers:
Tpr. Jason Marlow, Iowa State Patrol, Mt Pleasant, IA
Lt. Matt Myers, Peachtree City Police Department, Peachtree City, GA
Chief Robert Ticer, Avon Police Department, Avon, CO

Please turn your cell phone off during sessions
Successful Enforcement Campaigns Towards Pedestrian and Bicycle Safety

Sunday – 10:30AM - 12:00PM

Explore how local officials and leaders around the country are successfully implementing pedestrian and bicyclist safety enforcement, with a focus on community trends and best practices.

Moderator:
Kristie Johnson, PhD, Research Psychologist, NHTSA, Washington, DC

Speakers:
David Watson, Executive Director, MassBike, Boston, MA
Capt. Thomas Didone, Traffic Division Director, Montgomery County Police Department, Gaithersburg, MD
Sgt. Joseph Raulerson, Traffic Safety Team, Gainesville Police Department, Gainesville, FL

Adopting Successful Teen Driving Programs from Other States

Sunday – 10:30AM - 12:00PM

So you’d like to implement that proven teen safe driving (or other traffic safety) program in your state or local community, but aren’t sure where or how to start. Learn from program coordinators who’ve taken the plunge as they discuss best practices and the benefits and challenges of choosing, adopting and implementing an established program. Investing 90-minutes in this workshop will not only save you time and money, but reduce the headaches commonly associated with program adaptations!

Moderator:
Felicity DeBacco-Erni, M.Ed., Program Director, PA DUI Association, Harrisburg, PA

Speakers:
Kelly Browning, PhD, Executive Director, Impact Teen Drivers, Sacramento, CA
Stacey Tisdale, Program Manager, Texas A&M Transportation Institute – Teens in the Driver Seat, College Station, TX
Violet Marrero, Manager of Special Projects, New Jersey Division of Highway Traffic Safety, Trenton, NJ

Collection and Use of Data for Pedestrian and Bicycle Safety

Sunday – 10:30AM - 12:00PM

Regardless of mode, having good data is critical for identifying and understanding a specific traffic safety problem and developing effective countermeasures. What are the current trends in data collection for pedestrian and bicycle safety? What are communities doing to collect bike/ped crash data, including near-misses? These questions as well as what can be done to address the data gaps and plan for the future will be addressed.

Moderator:
Bob Schneider, PhD, Assistant Professor, University of Wisconsin - Milwaukee, Department of Urban Planning, Milwaukee, WI

Speakers:
Charlie Denney, Senior Associate, ALTA Planning & Design, Arlington, VA
David Patton, Transportation Planner, Department of Environmental Services, Division of Transportation, Arlington, VA
Betsy Jacobsen, Bicycle/Pedestrian/Scenic Byways Section Manager, Colorado Department of Transportation, Denver, CO

Expanding Your Reach Through Partnerships

Sunday – 10:30AM - 12:00PM

No money? No problem. Traffic safety programs and campaigns should involve working with more than just grantees or using paid advertising. From bloggers to non-profits to statewide associations, there are a host of organizations and people who can share your safety messages. Find out who you can and should be working with to make your efforts more successful.

Moderator/Speaker:
Lynn Sutfin, Public Information Coordinator, Michigan Office of Highway Safety Planning, Michigan State Police, Lansing, MI

Speakers:
Sara George, Public Information Officer, Kentucky Transportation Cabinet, Pikeville, KY
Anne Readett, Chief, Communications Section, Michigan Office of Highway Safety Planning, Michigan State Police, Lansing, MI

Impaired Driving  Distracted Driving

Victim Impact Panel

Sunday – 10:30AM - 12:00PM

Traffic fatalities are more than just numbers. Each death is a family member, friend and loved one. Hear from victim’s impacted by drunk, distracted and drugged driving as they share their stories. Learn how you can work with victim advocates to advance policy and educate the public about the dangers and real impact of engaging in these dangerous behaviors.

Moderator:
Jan Withers, President, MADD, Washington, DC

Speakers:
Brad Bulla, MADD National Board, Executive Committee, Governance Committee, Mothers Against Drunk Driving (MADD), Voices for Victims, Brentwood, TN
Millie Webb, Former National President, Mothers Against Drunk Driving, Nashville, TN
Bonnie Raffaele, KDR/Michigan Teen Safe Driving Coalition, Sault Ste. Marie, MI
Overview of Distracted Driving

Sunday – 10:30AM - 12:00PM
Bayou E

Back by popular demand, experts will present a comprehensive overview of the problem of distracted driving. Topics to be examined include the science of distraction, why mobile communication devices are a specific and significant threat, common misconceptions about cell phones and driving, the legislative environment, the public’s opinion of cell phone bans, and potential technology solutions.

Moderator/Speaker:
David Teater, Senior Director, Transportation Initiatives, National Safety Council, Itasca, IL

Speaker:
Jennifer Pyooge, Principal, Sprattler Group, Governors Highway Safety Association, St. Paul, MN

12:00pm – 1:00pm
Ryman Hall C
Box Lunch

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!

1:45PM – 3:15PM

2nd Workshop Session

Occupant Protection for Children

Bringing At-Risk Community Partners to the OPC Table
Sunday – 1:45PM - 3:15PM
Delta B

Working with at-risk communities can be challenging, but it’s critical for ensuring child safety messages and resources reach families in need. The days of dropping off a pallet of car seats, holding a kick-off event and then leaving the community are gone. Learn to maximize your volunteers, resources and credibility to build an effective, safe and trusted program by partnering with faith-based organizations and community leaders who are working in neighborhoods year-round.

Moderator:
Angela Brown, MBA, Meharry Medical College, Tennessee Child Passenger Safety Center, Nashville, TN

Speakers:
Mauricio Joya, CPST-I, Riley Hospital for Children, Indianapolis, IN
Jennifer Ryan, Director of State Relations, AAA National Office, Washington, DC
Jennifer Booge, CPST, Coordinator, Child Passenger Safety Resource Center, Safe Kids Chapter Coordinator, Park Rapids, MN

Criminal Justice/Law Enforcement

Take 30 for Traffic
Sunday – 1:45PM - 3:15PM
Delta C

Utilizing the Data Driven Approaches to Crime and Traffic Safety (DDACTS) model, the Prince George’s County Police Department (MD) studied fatal and critical injury data and crime clusters involving robberies, burglaries and auto thefts to develop a strategy to better enforce traffic safety. The result was “Take 30 for Traffic.” Officers spend 30 minutes of their tour of duty in designated geographic areas exclusively conducting traffic enforcement. In the first year, fatal crashes fell by more than 20%. Learn about the efforts and resources used to create this successful program.

Moderator:
Vernon Betkey, Jr, National Law Enforcement Liaison Program Manager, Governors Highway Safety Association, Washington, DC

Speaker:
Chief Kevin Davis, Anne Arundel County Police Department, Millersville, MD
**Tools and Resources to Address Medical Fitness to Drive**

**Sunday – 1:45PM - 3:15PM**

The identification, evaluation, and rehabilitation of medically impaired older drivers is a critical public health and safety issue requiring action by government, law enforcement, academia, healthcare, and social service stakeholders. Examine what is being done to address the challenges associated with medical fitness to drive and new and emerging resources designed to aid in the prevention of older driver crashes.

**Moderator:**
Cheryl Irmiter, PhD, LCSW, CADC, Assistant Vice President, Easter Seals, Inc., Chicago, IL

**Speakers:**
- James Stowe, Coordinator, Trauma Injury Prevention, University of Missouri, Frank L. Mitchell Jr., MD Trauma Center, Columbia, MO
- Jodi Olsheski, Executive Director and Gerontologist, The Hartford Center for Mature Market Excellence, Simsbury, CT
- Elin Schold Davis, OTR/L, CDRS, Older Driver Initiative Project Coordinator, American Occupational Therapy Association, Minneapolis, MN
- Gail Holley, Safe Mobility for Life Program and Research Manager, Florida Department of Transportation State Traffic Engineering and Operations Office, Tallahassee, FL

**Dispelling Myths & Exploring Facts: Stopping Large Trucks and Buses is a Lifesaver**

**Sunday – 1:45PM - 3:15PM**

Did you know that on some interstates every fourth vehicle is a big truck? Or that last year in the U.S. commercial motor vehicles transported 34.2 million tons of freight, while bus ridership topped 5 million? Ensuring the safety of CMV operators and their cargo and those they share the road with is critical. Experts will discuss CMV safety and enforcement and the high priority grants available from the Federal Motor Carrier Safety Administration Compliance, Safety and Accountability Program and the CMV Traffic Enforcement Training Program.

**Moderator/Speaker:**
- Jack VanSteenburg, Assistant Administrator & Chief Safety Officer, Federal Motor Carrier Safety Administration, Washington, DC
- Kristen Shea, Senior Attorney, National Traffic Law Center, Alexandria, VA
- Brian Ursino, Director of Law Enforcement, American Association of Motor Vehicle Administrators, Seattle, WA
- Capt. Michael Alexander, Metro Nashville Police Department, Nashville, TN
- Earl Hardy, Senior Policy Advisor, Federal Motor Carrier Safety Administration, Washington, DC

**Upgrading State Laws for all Vehicle Occupants: The Path to Successful Advocacy**

**Sunday – 1:45PM - 3:15PM**

States with primary seat belt laws have higher belt use rates. But getting from secondary to primary is no easy feat. Join with experts for a discussion about how states are working to improve their occupant protection laws. Particular emphasis will be given to exploring the role of communications and the media in successful advocacy efforts.

**Moderator:**
Colonel (Ret.) Daniel W. Kent, Law Enforcement Liaison Program Supervisor, Illinois Department of Transportation, Division of Traffic Safety, Chatham, IL

**Speakers:**
- Mary Maguire, Director, Public and Legislative Affairs, AAA Southern New England, Providence, RI
- Cathy Chase, Vice President, Governmental Affairs, Advocates for Highway and Auto Safety, Washington, DC
- Hon. John Hood, Former Member, Tennessee House of Representatives, Murfreesboro, TN

**Beyond Facebook: Taking Social and New Media to the Next Step**

**Sunday – 1:45PM - 3:15PM**

To reach key audiences with traffic safety messages some states and safety organization have created apps for smartphones and tablets, while others are using Pinterest. What about Instagram, Vine and other social media platforms? Is blogging in your social media toolbox? Are your online tools “mobile-friendly?” Learn what safety practitioners are doing to leverage these emerging communications channels.

**Moderator/Speaker:**
Felice Moretti, Traffic Safety Administrator, Ohio Department of Public Safety, Columbus, OH

**Why and How Employers are Implementing Distracted Driving Policies**

**Sunday – 1:45PM - 3:15PM**

Learn why both a public and private sector employer decided to establish and enforce a policy that prohibits their personnel from using mobile communications
devices while driving. They'll also offer insights into how their policies were implemented and share resources to help others with policy development. Audience members will be invited to share how they're working with organizations to educate management and staff about the dangers of distracted driving.

**Moderator:**
Joseph L. McKillips, CSP, Sr. Manager, Commercial Program Support, Abbott, Abbott Park, IL

**Speakers:**
Deborah Trombley, Senior Program Manager, Transportation Initiatives, National Safety Council, Itasca, IL
Tom Daniel, Global EH&S Leader, Owens Corning, Toledo, OH
Sgt. Michael Henderson, Glendora Police Department, Glendora, CA
Joe Pattison, Program Manager, Johnson & Johnson, Elm Grove, WI

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**Teen Traffic Safety**

**Generation Buckle 🎤**

**Sunday – 1:45PM - 3:15PM**  
Bayou E

Teens have the lowest seat belt use rate of any age group on the road. Learn about programs that are prompting youth to not only promote the importance of seat belt use, but to call on their peers to buckle up every time, every ride. Hear from the adults who developed these initiatives, including how they got into the schools, and from the teens who have been empowered to lead them.

**Moderator:**
Sandy Spavone, Executive Director, Family, Career and Community Leaders of America, Reston, VA

**Speakers:**
Beth Schuerman, Project Director, Alaska Injury Prevention Center, Anchorage, AK
Laura Moore, State SAFE Coordinator, Kansas Traffic Safety Resource Office, Topeka, KS
Meagan Powell and Frankie Hernandez, Youth Leaders, Ottawa High School, Topeka, KS
Mai Chang Vue, Youth Leader, Chugiak High School, Chugiak, AK
Taylor Edmondson, Youth Leader, South High School Anchorage, AK
Cindy Winchester, Adviser; Abby Collins and Craig Collins, Youth Leaders; TEST Club, Cookeville High School, Cookeville, TN

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**3:15pm – 4:00pm**  
**Ryman Hall C**

**Complimentary Refreshments and Networking**

**4:15PM – 5:15PM**  
**3rd Workshop Session (one-hour session)**

**Occupant Protection for Children**

**Diving Into the Newly Revised Curricula: CPS Certification, Special Needs and Ambulance**

**Sunday – 4:15PM - 5:15PM**  
Delta B

Are you up to date on the newly revised child passenger safety materials including the National Child Passenger Safety Training program, Transportation of Children with Special Needs, Transporting Children in an Ambulance, and the Safe Transportation of Children Born Prematurely and with Low Birth Weight curricula? National CPS Board members and certified instructors will highlight new features of each program including the enhancements, instructor tips, how to prepare to teach the new courses, and making the most of available resources.

**Moderator:**
Jennifer Hoekstra, Injury Prevention Program Coordinator, Helen DeVos Children’s Hospital, Safe Kids Greater Grand Rapids, Grand Rapids, MI

**Speakers:**
Marilyn J. Bull, MD, FAAP, Morris Green Professor of Pediatrics, Riley Hospital for Children at IU Health, Automotive Safety Program, Indianapolis, IN
Jennifer Huebner-Davidson, Manager, Traffic Safety Programs, AAA, Washington, DC

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**Criminal Justice/Law Enforcement**

**Understanding the Judicial Perspective on Enhancing Traffic Safety: Common Goal, Different Role**

**Sunday – 4:15PM - 5:15PM**  
Delta C

Even though the judiciary is a separate, co–equal branch of government committed to due process and fundamental fairness, it has a legitimate role to play in advancing traffic safety. Join with recognized experts in gaining an understanding of how the judiciary is a part of the network of criminal justice professionals working to develop and promote effective programs and promising approaches to traffic safety.

**Moderator:**
Erin Inman, Inman Training, Montana City, MT

**Speakers:**
Hon. Earl Penrod, ABA/NHTSA Judicial Fellow, Princeton, IN
Hon. Mary Jane Knisely, District Court Judge, 13th Judicial District, Billings, MT

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**Teen Traffic Safety**

**Out with the Old School - Current Innovative Curricula for Driver Ed**

**Sunday – 4:15PM - 5:15PM**  
Delta D

Educators across the country are developing innovative driver education curricula to engage students, foster parental involvement and better equip the instructor to be more relevant. Learn what’s new, how driver education is being reinvented to meet the needs of today’s novice drivers, and the importance of advocates partnering with classroom and behind the wheel instructors.

**Moderator:**
William (Bill) Warner, Manager, Driver Education Program, Oregon Department of Transportation, Transportation Safety Division, Salem, OR

**Speakers:**
Nina Saint, Education Director, Safeway Driving, Executive Director, DETR, Katy, TX
Richard Hanson, Trainer of Trainers, Traffic Safety Specialist, Western Oregon University, DTS Consulting, Portland, OR
Maureen Nussman, MS, Driver Education/Training Coordinator, NJ Teen Safe Driving Coalition, VP Elect of Health, NJ Association of Health, Physical Education, Recreation, and Dance, Kinnelon, NJ

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

**Poster Dash!**

Sunday – 4:15PM - 5:15PM  
Canal B

For nearly a decade, the Lifesavers Conference has included dozens of stimulating posters highlighting new research, innovative practices and emerging topics. The poster presentation has been expanded this year to include the first-ever Lifesavers “Poster Dash!” in which poster presenters will talk briefly about their poster and why the audience should visit with them to learn more during the Opening Reception in the exhibit hall.

**Moderator:**

Stephanie Davis, Safety Advocate, National Transportation Safety Board, Washington, DC

**Tools & Technology for Pedestrian and Bike Safety**

Sunday – 4:15PM - 5:15PM  
Bayou A

This session will focus on new technological advancements and tools that have been developed to enhance pedestrian safety.

**Moderator:**

Shellie Stephens-Stidham, Director, Injury Prevention Center of Greater Dallas, Dallas, TX

**Speakers:**

Cara Hamann, MPH, PhD, Postdoctoral Research Scholar, University of Iowa Injury Prevention Research Center, Iowa City, IA

Carl Andersen, Connected Vehicle Program Manager, Federal Highway Administration, Washington, DC

Frank Sgambarli, Director, Robert Bosch LLC, Marketing and Product Innovation, Plymouth, MI

**Adult Occupant Protection/Vehicle Technology**

Sunday – 4:15PM - 5:15PM  
Bayou B

Examine the innovative and effective occupant protection approaches that have been developed to increase seat belt use among Native American, African-American and Hispanic motor vehicle occupants. Learn how practitioners can use community venues such as barbershops to deliver innovative programming. Add tools to your belt to educate and engage these diverse populations about the lifesaving importance of buckling up.

**Moderator:**

Irwin Goldzweig, Director, Injury Prevention Team, Meharry Medical College, Department of Family and Community Medicine, Nashville, TN

**Speakers:**

Hannah Ward-Harper, Coordinator, Colorado River Indian Tribes Police Department, CRIT Tribal Motor Vehicle Injury Prevention Program, Parker, AZ

Morya Willis, PhD, Co-Chair, Florida Minority Task Force on Occupant Protection, Alachua, FL

**Diverse Populations: Techniques to Increase Seat Belt Use**

Sunday – 4:15PM - 5:15PM  
Bayou B

Sunday – 4:15PM - 5:15PM  
Canal B

**Impaired Driving**

**.05 vs .08 - What Does the Research Say?**

Sunday – 4:15PM - 5:15PM  
Bayou D

In 2013, the National Transportation Safety Board recommended that states lower the illegal blood alcohol content (BAC) per se limit from .08 to .05. Learn what the science and research says about this proposal, the pros and cons of a lower BAC and what it would mean for your state, and the history of the .08 law. This is sure to be an interesting and lively discussion.

**Moderator:**

Anne McCarl, Sr. Vice President, Insurance Institute for Highway Safety, Arlington, VA

**Speakers:**

Michele Fields, General Counsel, Insurance Institute for Highway Safety, Highway Loss Data Institute, Arlington, VA

Jenny Cheek, National Transportation Safety Board, Washington, DC

**Distracted Driving**

**Tools for Advocates - Engaging Policymakers to Create Change**

Sunday – 4:15PM - 5:15PM  
Bayou E

Best practices in state and federal advocacy will be examined with a focus on learning from those who have successfully passed legislation addressing distraction behind the wheel. Hear from a legislator who will offer insights on effectively engaging state house officials and from policy advisors regarding how to get started. Special emphasis will be given to identifying tools that can be used to help introduce and pass distracted driving legislation.

**Moderator:**

Russ Martin, Manager, State Relations, AAA National Office, Washington, DC

**Speakers:**

Piper Evans, Manager, Government Relations, Public Affairs Council, Washington, DC

Representative Lee Perry, Utah House of Representatives, House District 29, Perry, UT

Bonnie Raffaele, KDR/Michigan Teen Safe Driving Coalition, Sault Ste. Marie, MI

**Welcome Reception and Poster Presentations in Exhibit Hall**

Sunday evening the exhibit hall comes alive when Lifesavers kicks off our 32nd 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 to the right of the exhibit hall entrance. The presenters will be at their posters from 5:15pm-6:30pm to answer your questions.

See the list of posters on page 28.

**Look! Please wear your badge.**
**MONDAY - APRIL 28**

7:30am – 5:00pm  
Ryman C Foyer – River Rail  
Registration Open

8:00am – 4:30pm  
Ryman Hall C  
Exhibit Hall Open  
*(closed during Awards Luncheon)*

8:00am – 8:45am  
Ryman Hall C  
Complimentary Continental Breakfast in Exhibit Hall  
Grab some coffee and a continental breakfast before heading to the workshops! Exhibitors will be there to meet and greet you.

9:00AM – 10:30AM  
4th Workshop Session

### Occupant Protection for Children

**Strategies and Practices for Developing Strong Hospital-Based OPC Programs**  
**Monday – 9:00AM - 10:30AM**  
**Delta B**

Best practices for hospital discharge policies? Check! Car seat policy educational programs? Check! Review your hospital program to make it good? Better? Best! Learn why these topics are vitally important and much more. Engage in a lively discussion that will help you determine what you can and should do to have a first rate hospital-based CPS program.

**Moderator:**  
Dina Morrissey, MD, MPH, Program Coordinator, Injury Prevention Center at Rhode Island Hospital, Safe Kids Rhode Island, Providence, RI

**Speakers:**  
Marilyn J. Bull, MD, FAAP, Morris Green Professor of Pediatrics, Riley Hospital for Children at IU Health, Automotive Safety Program, Indianapolis, IN  
Janet Brooks, CPSTI, Child Advocacy Manager, Primary Children’s Medical Center, Primary Children’s Hospital, Salt Lake City, UT  
William McQuilken, BA, Trauma Prevention Coordinator, Lehigh Valley Health Network, Allentown, PA

### Distracted Driving

**Educating the Public: Best Practices and Promising Approaches**  
**Monday – 9:00AM - 10:30AM**  
**Canal A**

How are states and local communities educating motorists about the risks of driving distracted? What is proving to be effective and how can you duplicate these efforts in your community? Hear from state and local officials who are employing a variety of tactics to address an epidemic on America’s roadways.

**Moderator:**  
Jonathan Adkins, Executive Director, Governors Highway Safety Association, Washington, DC

**Speakers:**  
Kristie Johnson, PhD, Research Psychologist, NHTSA, Washington, DC  
Joel Feldman, Esq., MS, Founder, Casey Feldman Foundation, EndDD.org (End Distracted Driving), Philadelphia, PA  
Sgt. Todd Engwer, New York State Police LEL, Governor’s Traffic Safety Committee, New York State Police, Albany, NY

### Criminal Justice/Law Enforcement

**Marijuana and Driving: Trials and Tribulations**  
**Monday – 9:00AM - 10:30AM**  
**Delta C**

As the use of marijuana expands and is legalized in some states, so does concerns about drugged driving. What are the effects of THC on driving? What investigative tools are currently available? Is a "medical marijuana" card an affirmative defense? How can a prosecutor conduct voir dire on a marijuana case? What evidence and witnesses are needed for a successful prosecution? Explore the investigation and prosecutorial challenges associated with suspected marijuana impaired driver.
**Vulnerable Populations**

**Older Drivers and New In-Vehicle Technologies**

**Monday – 9:00AM - 10:30AM**

Canal C

Advancements in automotive safety technology will continue to gain importance in the coming years as the number of older, active drivers grows. Current safety system developments reflect a convergence of aerospace and automotive technology and design integration, producing intelligent transportation systems that promote lifelong safe driving. Learn how these new technologies not only hold promise for addressing the safety of this vulnerable population, but prompt challenges, too.

**Moderator:**

Richard Wallace, Director, Transportation Systems Analysis, Center for Automotive Research, Ann Arbor, MI

**Speakers:**

James Foley, Senior Principal Engineer, Toyota Collaborative Safety Research Center, Ann Arbor, MI

Bryan Reimer, PhD, Research Scientist, MIT AgeLab, Associate Director of the New England University Transportation Center, Cambridge, MA

Anders Eugensson, Director, Volvo Cars, Gothenburg, Sweden

**Other Highway Safety Priorities**

**Native American Programs, Working Together for Tribal Safety**

**Monday – 9:00AM - 10:30AM**

Canal E

Traffic fatalities and injury severely impact the quality of life in Indian Country. Statistics are consistently higher than the rest of the nation as a whole. Many federal and Tribal agencies including NHTSA, FHWA, the CDC, and the Indian Health program partner to help save lives and reduce traffic-related injuries. Learn about the various funding sources and Tribal programs and activities, and their impact on the people who live and work on the Oglala Sioux Pine Ridge Reservation.

**Moderator:**

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

**Speakers:**

Kenith LePranksc, Governor's Highway Safety Program Team Leader, Federal Highway Administration, Office of Federal Lands Highway, Washington, DC

Connie Johnson, Oglala Sioux Tribe - Department of Public Safety, Pine Ridge, SD

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

**Vulnerable Populations**

**Engineering for Health: Enhancements & Partnerships for Pedestrian and Bicycle Safety**

**Monday – 9:00AM - 10:30AM**

Bayou A

Learn about road infrastructure and engineering enhancements that are being implemented to ensure the safety of pedestrians and cyclists across the nation. Experts will highlight innovative and effective infrastructural enhancements designed specifically to address pedestrian and bike safety, and discuss key partnerships and initiatives that are contributing to the success of these enhancements.

**Moderator:**

Jamila Porter, MPH, Director, Programs and Evaluation, Safe States Alliance, Atlanta, GA

**Speakers:**

Stefanie Seskin, Deputy Director, National Complete Streets Coalition, Smart Growth America, Chicago, IL

Kyle Wagenschutz, Bicycle/Pedestrian Coordinator, City of Memphis, Memphis, TN

Scott Bricker, Executive Director, America Walks, Portland, OR

Philip Pugliese, Director, Active Living and Transportation Network, Chattanooga, TN

**Other Highway Safety Priorities**

**Adult Occupant Protection/Vehicle Technology**

**Air Bags Everywhere? The Latest on New Tests, Rules and Technologies to Protect Vehicle Occupants**

**Monday – 9:00AM - 10:30AM**

Bayou B

Hear from leading government and automotive safety experts on new technologies, tests and regulations that are protecting motor vehicle occupants.

**Moderator:**

David S. Zuby, Chief Research Officer and Executive Vice President, Insurance Institute for Highway Safety, Ruckersville, VA

**Speakers:**

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

Kevin Ro, Director, Technical and Regulatory Affairs – Safety, Toyota North America, Washington, DC

Nathaniel Beuse, Associate Administrator for Vehicle Safety Research, NHTSA, Washington, DC

**Criminal Justice/Law Enforcement**

**"Am I Detained?" Handling Difficult Scenarios Roadside**

**Monday – 9:00AM - 10:30AM**

Bayou C

Thanks to mobile devices, the Internet is flooded with video shot by suspects in traffic stops and checkpoints. This footage sometimes shows officers in a less than favorable light. Explore specific problem scenarios encountered by officers during these events including attempts by suspects to “set up” the officer for a civil lawsuit claiming a breach of constitutional rights, baiting the officer into violence or other improper conduct, and challenging officers’ overall authority and techniques to handle them. Fourth Amendment principles will also be discussed as they relate to the contact and detention of suspected impaired drivers.

**Moderator:**

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

**Speakers:**


Steve Dillard, Governor’s Highway Safety Association, Law Enforcement Liaison East Tennessee, Chattanooga, TN
Impaired Driving

Drugged Driving: What’s Driving the Numbers
Monday – 9:00AM - 10:30AM Bayou D
Drugged driving is an emerging issue that is grabbing headlines. Just how big is this problem and what do we know about countermeasures that work?

Moderator:
Brian Ursino, Director of Law Enforcement, American Association of Motor Vehicle Administrators, Seattle, WA

Speakers:
Hon. Mark R. Rosekind, PhD, Member, National Transportation Safety Board, Washington, DC
Michael Botticelli, M.Ed., Acting Director, Office of National Drug Control Policy, Washington, DC
Chuck Hayes, Project Coordinator/Impaired Driving Programs, IACP, Salem, OR
John H. Lacey, MPH, Center Director, Pacific Institute for Research and Evaluation, Calverton Center, Calverton, MD

Teen Traffic Safety

Latest Research in Assessing Teen Driving Skill: Validating Tools
Monday – 9:00AM - 10:30AM Bayou E
A variety of PC-based, in-vehicle technology and on-road tools are being developed to assess teen driving skills. What do all these approaches measure and how should they be used? Learn what researchers are discovering about the effectiveness of these complementary approaches to assessing young driver skill.

Moderator:
Bill Van Tassel, PhD, Manager, Driver Training Programs, AAA National Office, Heathrow, FL

Speakers:
Daniel McGehee, PhD, Director, Human Factors & Vehicle Safety Research Division, University of Iowa, Iowa City, IA
Donald Fisher, PhD, Professor and Head, Department of Mechanical and Industrial Engineering, University of Massachusetts, Amherst, MA
Dennis Durbin, MD, MSCE, Professor of Pediatrics, University of Pennsylvania School of Medicine, The Children’s Hospital of Philadelphia, Philadelphia, PA

10:30am – 10:45am
Break

10:45AM – 12:15PM

5th Workshop Session

Occupant Protection for Children

What’s New In Research, Part 2 (1.5 CEUs)
Monday – 10:45AM - 12:15PM Delta B
Take a look inside the vehicle and examine the physical characteristics of the back seat relative to car seat size through a virtual “fitment.” Examine LATCH hardware and placement to determine if they impact correct use, and learn how posture is analyzed for comfort and potential extremity injury to children using a harnessed car seat. Discover how manufacturers use this research to design new products.

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

Speakers:
Aditya Belwadi, PhD, Children’s Hospital of Philadelphia, Philadelphia, PA
Kathleen Klinich, PhD, University of Michigan, Ann Arbor, MI
Curtis Strong, Director, New Product Development, Britax, Fort Mill, SC

Criminal Justice/Law Enforcement

The Sovereign Citizen Movement and Traffic Safety: Identification, Investigation and Prosecution
Monday – 10:45AM - 12:15PM Delta C
Law enforcement officials encounter a number of issues and potentially life-threatening problems when conducting a traffic stop involving a vehicle operated by a self-professed sovereign citizen. Active sovereign groups in North Carolina will be examined to gain an understanding of specific tactics and jargon used by these individuals. Recent examples of police interaction with other sovereign citizens in U.S. jurisdictions will also be discussed.

Moderator:

Speaker:
Cpl. Benjamin Byrne, Apex Police Department, North Carolina Information Sharing & Analysis Center (ISAAC), Apex, NC

Criminal Justice/Law Enforcement

Automated Enforcement Technologies: Creating Transparency in Program Operations
Monday – 10:45AM - 12:15PM Delta D
The best red light camera and automated speed enforcement programs are driven by a need to improve safety while ensuring that the public is fully informed about how the system operates well before the first citation is issued. Join a comprehensive review of automated enforcement programs from a public policy perspective that is reflected in communication, transparency and fairness in administration and management. An overview of issues associated with automated enforcement from a national and local perspective will also be discussed.

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

Speakers:
Wil Price, Highway Safety Specialist, NHTSA, Washington, DC
Monica Worth, President, Voice Associates, LLC, Sperryville, VA
Trevor Hall, Managing Director, Road Safety Support; Secretary, ACPO Road Policing Enforcement Technology Committee; Coordinator, ACPO National Safer Roads Partnerships, Billericay, England

Visit the exhibit hall for complimentary refreshment breaks
Distracted Driving

New Findings from Distracted Driving Research
Monday – 10:45AM - 12:15PM

Researchers who are working in the distracted driving arena will discuss and demystify the research methods. They’ll review the findings of a landmark study conducted by the AAA Foundation for Traffic Safety, which challenges the notion that drivers are safe and attentive as long as they have their hands on the wheel and eyes on the road. And they’ll provide an update on the Strategic Highway Research Program (SHRP 2), one of the largest research efforts ever undertaken to improve highway safety by understanding driving behaviors.

Moderator/Speaker:
Paul Atchley, PhD, Professor, University of Kansas, Lawrence, KS

Speakers:
David Strayer, Professor, University of Utah, Salt Lake City, UT
Bryan Reimer, PhD, Research Scientist, MIT AgeLab, Associate Director of the New England University Transportation Center, Cambridge, MA

Vulnerable Populations

Enhancing Law Enforcement and Administrative Capacity for Older Driver Safety
Monday – 10:45AM - 12:15PM

Law enforcement performs an integral role in identifying and assessing older driver capability. However, the law enforcement community must work with established civilian and government agencies to develop strategies and solutions to meet the mobility needs of older persons. This session will highlight how law enforcement and state agencies can share the responsibility of keeping older drivers safe on the road through staff training, statewide planning and incident management.

Moderator:
Chief Robert Ticer, Avon Police Department, Avon, CO

Speakers:
Nanette Schieke, Chief, Driver Safety Division, Maryland Motor Vehicle Administration, Glen Burnie, MD
D. R. "Ike" Iketani, Consultant, University of California San Diego, Training, Research, and Education for Driving Safety (TREDS) Group, Woodland, CA
James Stowe, Coordinator, Trauma Injury Prevention, University of Missouri, Frank L. Mitchell Jr., MD Trauma Center, Columbia, MO

Other Highway Safety Priorities

When the Feds Show Up - Managing Communications Following a Major Crash
Monday – 10:45AM - 12:15PM

Learn what to expect in the days immediately following a major crash in your community and how to prepare for your role in dealing with the media, family members, prosecutors, local officials, and the National Transportation Safety Board. Learn strategies to proactively manage the communications process throughout the entire investigation. This includes coordinating press conferences, releasing crash information and communicating with the victims’ relatives.

Moderator:
Kelly Nantel, Director of Public Affairs, National Transportation Safety Board, Washington, DC

Speakers:
Joseph McCormack, Esq., New York TSRP, Bronx District Attorney’s Office, Vehicular Crimes Bureau, Bronx, NY

Adult Occupant Protection/Vehicle Technology

Reframing Occupant Protection: Strategies to Improve Seat Belt Use
Monday – 10:45AM - 12:15PM

Are 10,000 unbelted deaths annually acceptable? Did you know that more than half of passenger vehicle fatalities in the U.S. are not restrained and that in some states unbelted deaths are as high as 70%? Ensuring that every motor vehicle occupant buckles-up regardless of seating position is critical. This workshop will explore national efforts to re-frame the OP issue and how national, state and local safety health officials can partner to reduce unbelted fatalities and save lives. National leaders need input on how to reframe the crucial, but sometimes overlooked, unbelted fatality issue. Come take part in a lively, participative discussion.

Moderator:
Mike Brown, Director, NHTSA, Washington, DC

Speakers:
Jake Nelson, MPH, MPP, Director, Traffic Safety Advocacy & Research, AAA, Washington, DC
Maria Vegega, PhD, Chief, Occupant Protection Division, NHTSA, Washington, DC
Stephanie Davis, Safety Advocate, National Transportation Safety Board, Washington, DC

Gaylord Restaurant Discount!
Show your badge at the following Gaylord Opryland restaurants to receive a 20% discount (on food only): Cascades, Ravello, Solario, Old Hickory, Fuse, Findley’s and Jack Daniel’s.
Impaired Driving | Criminal Justice/Law Enforcement

**No Refusal**

**Moderator:**
Carl McDonald, National Law Enforcement Initiatives Manager, MADD, Irving, TX

**Speakers:**
Hon. Phyllis McMillen, Judicial Outreach Liaison, NHTSA Region 5, Waterford, MI
Beth Barnes, Arizona GOHS Traffic Safety Resource Prosecutor, Phoenix City Prosecutor’s Office, Phoenix, AZ
Warren Diepraam, Chief Vehicular Crimes Prosecutor, Montgomery County District Attorney’s Office, Conroe, TX

**Technology Applications to Reduce Impaired Driving**

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

**Speakers:**
David Kelly, Executive Director, Coalition of Ignition Interlock Manufacturers, Washington, DC
Officer Jayme Derbyshire, Coordinator, Chemical Test for Alcohol Unit, Montgomery County Police Department, Gaithersburg, MD
Kate Lavery, Assistant District Attorney, Hamilton County (11th Judicial District), Chattanooga, TN

**Creative Approaches to GDL Enforcement - Overcoming the Challenge**

**Moderator:**
Amy Artuso Heinzen, MPH, CPSTI, National CPS Board Secretariat, National Safety Council, Tampa, FL

**Speakers:**
Angela Eichelberger, PhD, Insurance Institute for Highway Safety, Ruckersville, VA
Kathleen Klinich, PhD, University of Michigan, Ann Arbor, MI
Cristina Echemendia, Safety Standards Engineer, NHTSA, Washington, DC

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

- **March 15-17, 2015**
  - Hyatt Regency Chicago, Chicago, IL
- **April 3-5, 2016**
  - Long Beach Convention Center, Long Beach, CA
## WORKSHOPS AT A GLANCE

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<td>Bringing At-Risk Community Partners to the OPC Table</td>
<td>Take 30 for Traffic</td>
<td>High in Plain Sight: Current Alcohol, Drug and Concealment Trends and Identifiers</td>
<td>How to Use Data to Develop and Evaluate Your CPS Program</td>
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<td>1 hour session</td>
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<td>Marijuana and Driving: Trials and Tribulations</td>
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<td>Enhancing Law Enforcement and Administrative Capacity for Older Driver Safety</td>
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<td>Session #5</td>
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<td>The Sovereign Citizen Movement and Traffic Safety: Identification, Investigation and Prosecution</td>
<td>Automated Enforcement Technologies: Creating Transparency in Program Operations</td>
<td>Educating the Public: Best Practices and Promising Approaches</td>
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<td>10:45am – 12:15pm</td>
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<td>The HIPPA Battlefield: Combat Strategies, Blood Draws and Medical Records</td>
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<td>Older Drivers and New In-Vehicle Technologies</td>
<td>The Great Debate: Why and How Should Motorcycle Enforcement Be Conducted?</td>
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<td>Building Capacity: How to Grow, Maintain and Keep Technicians Active</td>
<td>Eight Questions a Prosecutor/Officer Should Ask When Finding a Cell Phone at a Crash Scene</td>
<td>Delayed Licensure: Trends, Impact and Solutions</td>
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### KEY TO TRACKS:
- **AOP**: Adult Occupant Protection/Vehicle Technology
- **CJ**: Criminal Justice/Law Enforcement
- **COMM**: Communications
- **DD**: Distracted Driving
- **ID**: Impaired Driving
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<td>VP Collection and Use of Data for Pedestrian and Bicycle Safety</td>
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<td>AOP Driverless Cars, Cars That “Talk” to Each Other, Forward Collision Warning and More</td>
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**Criminal Justice/Law Enforcement**

**The HIPPA Battlefield: Combat Strategies, Blood Draws and Medical Records**

**Monday – 2:15PM - 3:45PM**

Explore the myth of HIPAA as it relates to law enforcement and develop a working knowledge of an important segment of the Health Insurance Portability and Affordability Act that’s ignored by most health care agencies – the law enforcement exception. Learn techniques for addressing problems in the development of medical-law enforcement protocols and how to establish positive working relationships with medical facilities in your jurisdiction.

**Moderator:**
Duane Kokesch, Senior Attorney, National Traffic Law Center, Alexandria, VA

**Speakers:**
Julie Gapstur, RN, BSN, Senior Consultant, Synensis, LLC, Nashville, TN

**Explaining LATCH and Labeling Curbside (1.5 CEUs)**

**Monday – 2:15PM - 3:45PM – Delta D**

Technicians spend countless hours curbside educating parents and caregivers about the importance of properly using child restraints in their vehicles. But it isn’t a simple discussion and there are no shortcuts to providing accurate information. While new car seat labels should make it easier for parents to know when to switch their child’s restraint from lower anchors to seat belts, they still have plenty of questions. Hear from child restraint and vehicle manufacturers about how to best address parents’ questions and concerns.

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

**Speakers:**
Denise Donaldson, Editor, Safe Ride News, Edmonds, WA  
Dave Sander, Engineer, Evenflo Company Inc. - Member of MACPS, Miamisburg, OH  
Barbara Birkenshaw, Specialist, Volkswagen Group of America, Inc., Auburn Hills, MI

**Distracted Driving**

**Criminal Justice/Law Enforcement**

**Distracted Driving Enforcement: What’s New? What’s Working?**

**Monday – 2:15PM - 3:45PM**

Enforcing distracted driving laws is challenging, but not impossible. Federal, state and local enforcement experts will discuss the latest efforts to effectively enforce hand-held cell phone and texting laws with a goal of changing driver behavior.

**Moderator:**
Mike Brown, Director, NHTSA, Washington, DC

**Speakers:**
Lt. Steve Walsh, Massachusetts State Police, Andover, MA  
Major Jim Hutcherson, Tennessee Highway Patrol, Nashville, TN  
Sgt. Rory DeRocco, Danbury Police Department, Danbury, CT

**Safety Cultures, Perceptions and Attitudes - The Impact on Highway Safety**

**Monday – 2:15PM - 3:45PM**

Every 13 minutes someone dies on our nation’s roadways, while more than 2.3 million suffer serious injury annually in car crashes. Most people understand the risks of distraction, drowsiness, impaired driving, and other unsafe behaviors and they condemn others for being risky, but they refuse to apply what they know to their own behavior. Is our nation’s safety culture – our beliefs and values – one that views traffic safety as a priority? Participate in a frank discussion of people’s attitudes and perceptions towards highway safety presented from a national and state perspective. Learn how the findings of recent research should influence your education and intervention campaigns.

**Moderator:**
Amy Schick, Highway Safety Specialist, NHTSA, Washington, DC

**Speakers:**
Kristie Johnson, PhD, Research Psychologist, NHTSA, Washington, DC  
Tammy Enix, Research Associate, Center for Transportation Research, University of Tennessee, Knoxville, TN  
Bruce Hamilton, Manager, Research and Communications, AAA Foundation for Traffic Safety, Washington, DC  
Linda Daugherty, Assistant Director of the Center for Applied Research and Evaluation, University of Tennessee in Knoxville, Knoxville, TN

**Motorcycle Enforcement Be Conducted?**

**Monday – 2:15PM - 3:45PM**

Motorcycle safety enforcement techniques, such as those employed in support of the recently piloted multi-state, Impaired Riding Crackdown demonstration project, tend to foster either optimism or disdain. Join in the ongoing and always lively debate on why and how motorcycle enforcement should be conducted.

**Moderator:**
Lt. Randy Ailey, Blount County Sheriff’s Office, Maryville, TN

**Speakers:**
Wayne Allard, DVM, Vice President, American Motorcyclist Association, Washington, DC  
Chris Knox, President, The Center for Defensive Driving, Torrance, CA  
Jim Halvorsen, Motorcycle Safety Consultant, Delmar, NY

**Occupant Protection for Children**

**Monday – 2:15PM - 3:45PM – Delta C**

What’s Working?

**Monday – 2:15PM - 3:45PM – Delta C**

ander Barabara Pirkenshaw, Senior Engineer, NHTSA, Washington, DC  
Mike Palumbo, Managing Editor, Safe Kids USA, Washington, DC  
Tammy Sand, Special Assistant to the Director, NHTSA, Washington, DC

**Explaining LATCH and Labeling Curbside**

**Monday – 2:15PM - 3:45PM – Delta C**

Manufacturers about how they used their data to direct their efforts, engage partners, including enforcement and public health officials, and target resources to achieve positive outcomes. Learn how strategic planning is driving exciting results and fostering greater opportunities for safe interaction between motorists, pedestrians and bicyclists.
Moderator:
Leslie Meehan, Director of Healthy Communities, Nashville Area Metropolitan Planning Organization, Nashville, TN

Speakers:
Suzanne Carlson, Pedestrian Program Manager, Milhouse Engineering at Chicago Department of Transportation, Chicago, IL
Noah Budnick, Deputy Director, Transportation Alternatives, New York, NY
Trenda McPherson, State Bicycle/Pedestrian Safety Program Manager, Florida Department of Transportation, Tallahassee, FL

Adult Occupant Protection/Vehicle Technology

Motorcoach Safety: First Ever Comprehensive Regulations to Protect all Riders – Belts are on the Way
Monday – 2:15PM - 3:45PM  Bayou B
Almost 700 million motorcoach passenger trips are taken each year, which is nearly as many as domestic passenger airline trips. Yet before the first-ever comprehensive set of regulations was enacted in MAP-21, these vehicles did not provide many of the standard occupant protection and crash avoidance safety requirements now common in passenger motor vehicles. In November 2013, NHTSA issued the first of the MAP-21 rules, requiring three-point seat belts at all seating positions on all new inter-city buses operated in the U.S. by November 2016. Hear from experts in the field about efforts to enact these provisions and others on the horizon.

Moderator:
Cathy Chase, Vice President, Governmental Affairs, Advocates for Highway and Auto Safety, Washington, DC

Speakers:
Nathaniel Beuse, Associate Administrator for Vehicle Safety Research, NHTSA, Washington, DC
Michele Beckjord, Senior Accident Investigator – Forensics, National Transportation Safety Board, Office of Highway Safety, Denver, CO
John Betts, Bus Safety Advocate, Bryan, OH

Teen Traffic Safety

Systematic Approach to Traffic Safety Programs: Design, Selection, Evaluation
Monday – 2:15PM - 3:45PM  Bayou C
Developing a successful teen driver safety program doesn’t just happen, it takes careful planning, testing and ongoing evaluation. Learn how logic models – a systematic planning process that involves goal setting, metrics, – are used to build and implement traffic safety programs. Following a review of the step-by-step process, participate in a hands-on activity to draft a young driver safety logic model. Working in small teams you’ll focus on one of two goals: safety belt use or following GDL provisions. With support from the panelists, teams will craft and share elements of their logic models.

Moderator:
Suzanne Hill, Program Director – Outreach and Advocacy, Center for Injury Research and Prevention at the Children’s Hospital of Philadelphia, Philadelphia, PA

Speaker:
Flaura Koplin Winston, MD, PhD, Scientific Director, Center for Injury Research and Prevention at the Children’s Hospital of Philadelphia, Philadelphia, PA

Impaired Driving

Ignition Interlock Technology: An Update for States
Monday – 2:15PM - 3:45PM  Bayou D
Ignition interlocks represent one of the best technologies available to stop drunk drivers. Almost all states require some convicted drunk drivers to install interlocks, and increasingly states are extending the requirement to first-time offenders. Learn what states are doing to improve their interlock programs, what the latest research says and what you can do in your own state to get more offenders using interlocks and driving sober.

Moderator:
David Kelly, Executive Director, Coalition of Ignition Interlock Manufacturers, Washington, DC

Speakers:
Maureen Perkins, Highway Safety Specialist, NHTSA, Washington, DC
Tara Casanova-Powell, Senior Research Associate, Preusser Research Group, Trumbull, CT
J.T. Griffin, Senior Vice President, MADD, Washington, DC

Communications

Guerrilla Tactics: Putting a New Spin on Traffic Safety
Monday – 2:15PM - 3:45PM  Bayou E
Keeping the public and media interested in traffic safety stories, especially impaired driving crackdowns and seat belt mobilizations, is an ongoing challenge. Proven examples from across the country of how to put a new spin on an old traffic safety story will be showcased. Don’t miss this opportunity to jumpstart your creativity!

Moderator:
Jeremy Gunderson, Highway Safety Specialist, NHTSA, Office of Safety Programs, Washington, DC

Speakers:
Helen Knipe, Communication Program Coordinator, Utah Highway Safety Office, Salt Lake City, UT
Lucia Sanchez, Public Affairs Specialist, NHTSA, Washington, DC
Marsha Scott, Driver Behavior Program Manager, Texas Department of Transportation, Traffic Operation, Traffic Safety Section, Austin, TX

3:45pm – 4:30pm  Ryman Hall C
Complimentary Refreshments and Networking in Exhibit Hall

4:30pm
Exhibitor Move out

Mark your calendar!
March 15-17, 2015
Hyatt Regency Chicago, Chicago, IL
April 3-5, 2016
Long Beach Convention Center, Long Beach, CA
TUESDAY - APRIL 29

8:30am – 1:00pm Ryman C Foyer – River Rail
Registration Open

9:00AM – 10:30AM

7th Workshop Session

Occupant Protection for Children
Building Capacity: How to Grow, Maintain and Keep Technicians Active
Tuesday – 9:00AM - 10:30AM Delta B
Finding it difficult to keep technicians actively involved in your CPS program? Having trouble getting technicians to volunteer at car seat check events due to competing priorities or a lack of interest? Learn about creative approaches to mentoring new and seasoned technicians including how to get and keep them involved in local programs as well as increase their participation, motivate them to enhance their skills and knowledge, and maintain their certification.

Moderator:
Sgt. Brian Cooper, Carol Stream Police Department, Carol Stream, IL

Speakers:
Kerilee Burton, Occupant Protection Training Coordinator, Utah Highway Safety Office, Salt Lake City, UT
Christy Bailey, CPST-I, City of Westerville, Car Seat Foundation, Johnstown, OH
Holly Terry, Program Coordinator, University of Arkansas for Medical Sciences, Little Rock, AR

Criminal Justice/Law Enforcement Distracted Driving
Eight Questions a Prosecutor/Officer Should Ask When Finding a Cell Phone at a Crash Scene
Tuesday – 9:00AM - 10:30AM Delta C
Officers often find cell phones at the scene of a crash and can glean information from these mobile devices that’s critical to an investigation. Join in a discussion of the eight basic questions every officer or prosecutor should ask about a crash-scene cell phone. Then use the answers to these questions to collect additional evidence utilizing online tools and social networking sites. Leverage what you learn to improve your next investigation, streamline search warrant applications and gather and convey compelling courtroom evidence.

Moderator:
Susan Glass, Deputy Director/Traffic Safety Resource Prosecutor, Missouri Office of Prosecution Services, Jefferson City, MO

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

Teen Traffic Safety
Delayed Licensure: Trends, Impact and Solutions
Tuesday – 9:00AM - 10:30AM Delta D
Recent surveys suggest that teens are waiting longer to get their driver’s licenses. Explore the latest research examining why teens are delaying licensure and the impact of age and experience on crash and citation rates. Implications for graduated driver licensing programs will be discussed.

Moderator:
Justin McNaull, Vice President, I Drive Safely, Vienna, VA

Speakers:
Anne McCarth, Sr. Vice President, Insurance Institute for Highway Safety, Arlington, VA
Allison Curry, PhD, MPH, Children’s Hospital of Philadelphia, Philadelphia, PA
Brian Tette, Senior Research Associate, AAA Foundation for Traffic Safety, Washington, DC

Distracted Driving
What the Auto and Consumer Electronics Industries are Doing to Address Distracted Driving
Tuesday – 9:00AM - 10:30AM Canal A
Some contend that technology will provide the means to end distracted driving. So what are the auto and consumer electronics industries doing to address a problem that spans all age groups? Examine efforts underway to equip our cars and mobile devices for safer driving in the connected age. Explore new technologies, as well as the impact of cognitive distraction on driver and passenger safety.

Moderator:
Michael Cammissa, Director of Safety, Association of Global Automakers, Inc., Washington, DC

Speakers:
Douglas Longhitano, Safety Research Manager, American Honda Motor Co., Inc., Raymond, OH
Sarah Hiple Cardinale, Manager, Product Safety, Nissan North America, Franklin, TN
Troy Coopriore, Chief Engineer, Advanced IDI, Delphi Electronics and Safety, Troy, MI
Dave Wilson, Sr. Director, Technology & Standards, Consumer Electronics Association, Arlington, VA

Music and Dancing – Monday night visit the Wildhorse for live entertainment and free line dancing lessons. It’s only a $10 roundtrip to downtown Nashville if you show your Lifesavers badge at the Concierge desk when purchasing tickets.
Vulnerable Populations

Baby Boomers: The Next Older Drivers?
Tuesday – 9:00AM - 10:30AM Canal C

Due to their active lifestyle, “Baby Boomers” are demanding a level of mobility that far outpaces any previous generation. As they age, Boomers are creating and facing significant transportation challenges, including a system that lacks many features that will accommodate the level of mobility and safety they desire and expect. Explore education and transportation innovations designed to accommodate this dynamic older driver age group.

Moderator:
Lisa D’Ambrosio, PhD, Research Scientist, MIT AgeLab, Cambridge, MA

Speakers:
Josh Dunning, Partnership Development Advisor, AARP Driver Safety, Washington, DC
Gary Toth, Senior Director, Transportation Initiatives, Project for Public Spaces, New York, NY

Other Highway Safety Priorities

Perspectives on Speed Management – Looking at Speed from a New Angle
Tuesday – 9:00AM - 10:30AM Canal E

The effects of speed on crash severity and the risk of death are well known. Still, the number of traffic deaths that are speed-related – nearly 10,000 last year – remains constant. While speed is often thought of as a traffic-safety issue, there’s clearly a public health perspective that cannot be overlooked. In addition to the traditional approaches (engineering and enforcement) this workshop will address speed management with a focus on how it impacts our health and quality of life.

Moderator:
Amy Schick, Highway Safety Specialist, NHTSA, Washington, DC

Speakers:
Libby Thomas, Senior Research Associate, University of North Carolina, Highway Safety Research Center, Chapel Hill, NC
Sarah Vichensont, NHTSA Public Health Fellow, Association of Schools and Programs of Public Health (ASPPH), Washington, DC
Representative, Centers for Disease Control and Prevention, Atlanta, GA

Communications

Marketing Resources to Support Your Campaigns
Tuesday – 9:00AM - 10:30AM Bayou C

Whether you’re a CPS Technician, a law enforcement officer, or a general safety advocate, did you know a wealth of free communication resources and assets are available from NHTSA and many other organizations? Learn how to tap into resources on the traffic safety marketing website (TSM.gov) as well as what other partners have to offer. Gather intel on free resources as well as learn how to use and place free materials including PSAs, sample press releases and more in donated space. Don’t miss this popular and highly interactive workshop; it’s a must for every traffic safety practitioner, not just those tasked with promotion!

Moderator/Speaker:
Susan Gorcowski, Associate Administrator for Communications and Consumer Information, NHTSA, Washington, DC

Speakers:
Lucia Sanchez, Public Affairs Specialist, NHTSA, Washington, DC
Gaby Duran-Gorman, Account Director, The Tombras Group, Washington, DC
Erin Meluso, President, RADD, Studio City, CA
Laurel J. Radow, Evacuations/Emergencies and Planned Special Events Program Manager, Federal Highway Administration, Washington, DC
Dana Vielmetti, Campaign Manager, The Advertising Council, Washington, DC
Alice Mathews, SVP/Account Group Director, The Tombras Group, Washington, DC
Marian Novak, California Coalition Manager, RADD Studio City, CA

Impaired Driving

Increasing Visibility of Impaired Driving Enforcement
Tuesday – 9:00AM - 10:30AM Bayou D

Examine six high visibility enforcement (HVE) case studies from across the U.S. focusing on enforcement strategies, visibility elements, operation, resources, use of media, educational components, funding, and community support. Barriers and strengths will also be addressed with a goal of helping local, state and regional law enforcement agencies secure the tools needed to successfully implement HVE strategies or modify existing ones.

Moderator:
Caroline Cash, Highway Safety Specialist, NHTSA, Washington, DC

Speakers:
Lt. William Brown, Milwaukee County Sheriff’s Office, Milwaukee, WI
Richard Holt, DRE Coordinator, Tennessee Governor’s Highway Safety Office, Crossville, TN
James Fell, Senior Research Scientist, Pacific Institute for Research & Evaluation, Calverton, MD
Occupant Protection for Children

Creative CPS Partnerships and Programs: New Ideas, New Approaches

Tuesday – 9:00AM - 10:30AM

Bayou E

Doing things the way they’ve always been done in child passenger safety just won’t cut it anymore. High energy campaigns and the demand by parents and caregivers for instant access to information that will help them make critical decisions about their children’s safety are the new norm. Discover how working with a big retailer can pay huge dividends and why partnering with a state highway safety office can help your program not only remain active, but grow. Nontraditional approaches will be discussed including effective use of social media and internet related resources. Come prepared to share your creative ideas for engaging parents and partnering with public and private entities.

Moderator:
Suzanne Grace, Injury Prevention Coordinator, National CPS Board, Maine Medical Center/Safe Kids Maine, Windham, ME

Speakers:
Kecia Healy, CPST-I, Orange County Traffic Safety, Monroe, NY
Robert Archuleta, Director, New Mexico Department of Transportation, Traffic Safety Division, Santa Fe, NM
Kristy Rigby, Occupant Protection Program Manager, Utah Department of Public Safety - Highway Safety Office, Salt Lake City, UT

10:30am – 10:45am

Break

10:45AM – 12:15PM

8th Workshop Session

School Buses: Regulations and Best Practices

Tuesday – 10:45AM - 12:15PM

Delta B

Keeping children safe on school buses has been a topic of debate and discussion for more than three decades. How many times have you been asked by parents and others, “why aren’t there seat belts on school buses?” New regulations, recent bus crash test findings, best practices for transporting kids safely to and from school, and wheelchair transport will be highlighted. Plus, you’re likely to come away with a new response to the “belts on buses” question the next time you’re asked.

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

Speakers:
Denise Donaldson, Editor, Safe Ride News, Edmonds, WA
Charlie Vits, SafeGuard/IMMI, Westfield, IN
Heidi Kessler, PT, ATP, Pediatric PT Asst. Manager, Monroe Carell Jr Children’s Hospital at Vanderbilt, Nashville, TN

Criminal Justice/Law Enforcement

Returning Veterans: Unique Traffic Safety Issues for Law Enforcement

Tuesday – 10:45AM - 12:15PM

Delta C

Over the last 20 years, the U.S. has experienced one of the largest influxes of combat veterans returning to civilian life in our nation’s history. Law enforcement officials often face unique challenges as veterans are assimilated back into society and the driving sector. Many of these challenges will be discussed as well as strategies for officer safety and effective communication techniques.

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

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

Teen Traffic Safety

Parents and GDL Compliance: Current Trends and Elements of a Good Parent Program

Tuesday – 10:45AM - 12:15PM

Delta D

Parental enforcement of and compliance with the proven provisions of graduated driver licensing can reduce teen crash risk. But are parents disregarding or easing up on the provisions too soon? Examine parents’ understanding of the risks associated with non-compliance and why it matters, what is known or suspected about the current level of compliance through data analysis and other methods, and how to build an education program that better encourages compliance among parents and teens. Technology to help parents monitor compliance with a focus on supervised practice driving will also be highlighted.

Moderator/Speaker:
Robert Scopatz, PhD, Senior Transportation Analyst, VHB Inc., Inver Grove Heights, MN

Speakers:
Jeff Larson, President, Safe Roads Alliance, Wellesley, MA
Pam Fischer, MLA, Leader, NJ Teen Safe Driving Coalition, Pam Fischer Consulting, Long Valley, NJ

Other Highway Safety Priorities

Implementing Recent Changes in Drivers Licensing Laws

Tuesday – 10:45AM - 12:15PM

Canal E

Eleven states and the District of Columbia now allow undocumented immigrants to secure driver’s licenses, while many more are considering similar measures. Advocates say it’s a matter of public safety since many individuals, especially those in areas lacking public transportation, end up driving without a license to get to work or school. Critics argue it rewards those who are here illegally and won’t necessarily create safer drivers. Join in a discussion of this timely and highly charged topic and how it could impact highway safety.

• Complete addresses for moderators and speakers are on the Pre-Conference Attendee List.
• Speakers were correct at time of printing; some substitutions may be made.
Moderator:
Ian Grossman, Vice President, Member Services & Public Affairs, American Association of Motor Vehicle Administrators (AAMVA, Arlington, VA)

Speakers:
Philip Dacey, Director of External Affairs, Maryland Motor Vehicle Administration, Glen Burnie, MD
Christopher Caras, Driver Services Bureau Chief, Utah Department of Public Safety, Salt Lake City, UT
Wesley Goo, Deputy Director, Licensing Operations, California Department of Motor Vehicles, Sacramento, CA

Vulnerable Populations Criminal Justice/Law Enforcement
Training: An Effective Tool for ALL Motorcycle Safety Stakeholders
Tuesday – 10:45AM - 12:15PM Bayou A
Training is often viewed as a foundational safety benchmark that benefits only new motorcycle riders. However, numerous studies and initiatives confirm that training benefits not only new cyclists, but experienced riders, licensing agency personnel and law enforcement officials. Learn what training initiatives hold promise for improving motorcycle safety for riders of all experience levels.

Moderator/Speaker:
Steve Garets, Director, TEAM OREGON, Oregon State University, Corvallis, OR

Speaker:
Andy Krajewski, Director, Driver Safety, Maryland Motor Vehicle Administration, Glen Burnie, MD

Impaired Driving Criminal Justice/Law Enforcement
Controlled Party Dispersal and Source Investigation: A Strategy to Combat Impaired Driving
Tuesday – 10:45AM - 12:15PM Bayou D
Many law enforcement agencies use source investigations to determine where alcohol was purchased and/or consumed following an alcohol-related fatality. However, recent research points to the need for model protocols and training information. Workshop participants will learn how the California ABC’s Target Responsibility for Alcohol Connected Emergencies (TRACE) works, including successes and lessons learned, and review the program toolkit. Underage drinking parties pose a large risk due to binge drinking, impaired driving and other faulty decision making. Participants will learn how to run a successful, pro-active party patrol and controlled dispersal, including engaging community members and incorporating follow-up.

Moderator:
Linda Fisher-Lewis, PhD, Highway Safety Specialist, NHTSA, Washington, DC

Speakers:
Capt. Thomas Didone, Traffic Division Director, Montgomery County Police Department, Gaithersburg, MD
Lori Ajax, Chief Deputy Director, Department of Alcoholic Beverage Control, Sacramento, CA
Sgt. Wesley Kuhl, Arizona Dept. of Liquor Licenses and Control, Phoenix, AZ

Closing Plenary Luncheon
Delta Ballroom A
12:15pm – 1:30pm
Join with your colleagues as we give a well-deserved thank you to our Nashville hosts and say howdy to our 2015 hosts from Chicago.

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

Musical Entertainment
Roger Cook, Singer, Songwriter and Humorist

A Nashville Farewell
Megan Buell, Public Information Officer, Tennessee Governor’s Highway Safety Office, Nashville, TN

Lifesavers 2015: Join us in Chicago!
Tonya Loker, Illinois Governor’s Highway Safety Representative, Director, Illinois Department of Transportation’s Division of Traffic Safety, Springfield, ILL

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

2015 Lifesavers
Chicago
Lifesavers · March 15-17, 2015

Hyatt Regency
151 East Wacker Drive
Chicago, IL

For visitor information visit:
www.choosechicago.com/things-to-do/

Registration and exhibit information will be available in November at www.lifesaversconference.org
Exhibit Hours & Events

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

**SUNDAY**
7:30am–12:00pm  Exhibit and Poster Setup
12:00pm–6:30pm  Exhibit Hall Open
12:00pm–1:00pm  Box Lunch
3:15pm–4:00pm  Complimentary Refreshments and Networking
5:15pm–6:30pm  Welcome Reception and Poster Presentations

**MONDAY**
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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Washington, DC 20005
Phone: 202-942-2057
davidson@nationalaaa.com

BOOTH 254
American Traffic Safety Services Foundation
Lori Diaz
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Fredericksburg, VA 22406
Phone: 540-368-1701
lori.diaz@atssa.com

BOOTH 215
American Trucking Associations, Inc.
Amanda Folk
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Arlington, VA 22203
Phone: 703-838-1836
afolk@trucking.org

BOOTH 308
Animated Traffic Law Center
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Eugene, OR 97405
Phone: 541-485-9831
kurt@animatedtraffictlaw.org

BOOTH 213
Baby Trend
Brad Mattarocci
1607 S Campus Ave
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Phone: 909-773-0018
bradleym@babytrend.com

BOOTH 221 & 223
BIA - Indian Highway Safety Program
Ethelene Sandoval
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Albuquerque, NM 87104
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ethelene.sandoval@bia.gov

BOOTH 203
Bridgestone Americas Tire Operations, LLC
Crystal Shelton
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Nashville, TN 37214
Phone: 615-937-3288
sheltoncystal@batsu.com

BOOTH 205
Bridgestone Teens Drive Smart
Leslie Wilhite
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wilhiteleslie@batsu.com

BOOTH 405 & 407
Brex Child Safety, Inc.
Sarah Tilton
4141 Pleasant Rd
Fort Mill, SC 29708
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sarah.tilton@brex.com

BOOTH 216
California Alcoholic Beverage Control - TRACE Program
Diana Fouts-Guter
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Sacramento, CA 95834
Phone: 916-928-9870
Diana.fouts-guter@abc.ca.gov

BOOTH 529
CDC/National Center for Injury Prevention and Control
Holly Billie
4770 Buford Hwy NE, MS F62
Atlanta, GA 30341
Phone: 770-488-4712
hb3@cdc.gov

BOOTH 520
Chicco
Julie Prom
julie.prom@artsana.com

BOOTH 729
CJ’s Kids LLC
Cheryl Jenkins
902 Commonwealth Ave
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Phone: 801-809-6423
cheryljenkins@gmail.com

BOOTH 626
Clek
Trudy Slaight
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trudy@clekinc.com

BOOTH 726
CMI, Inc.
Tom Settles
316 E 9th St
Owensboro, KY 42303
Phone: 270-685-6362
wssettles@alcoholtest.com

BOOTH 404
Commercial Vehicle Safety Alliance
Rob Pate
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Phone: 301-830-6150
power1229@yahoo.com

BOOTH 321 & 420
Cybex/Regal Lager, Inc
Jeffrey Durkee
1100 Cobb Place Blvd NW, Ste 120
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jeff@regallager.com

BOOTH 526
Digital Ally
Donnie Hendrickson
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Phone: 913-814-7774
dkatie.ware@digitalallyinc.com

BOOTH 509
digiTICKET by Saltus Technologies
Eric Fultz
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Phone: 918-392-3902
eric.fultz@saltustecnologies.com

BOOTH 603 & 605
Diono, LLC
Allana Pinkerton
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Fuyallup, WA 98337
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allana.pinkerton@diono.com

BOOTH 525
Distraction Advocate Network
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jenn@distractionadvocatenetwork.org

BOOTH 615 & 617
Dorel Juvenile Group
Daniel Dias
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Foxboro, MA 02035
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ddias@djugusa.com

BOOTH 714 & 716
Draeger Safety Diagnostics, Inc.
Marilyn Coker
4040 W Royal Ln, Ste 136
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Phone: 469-242-8108
marilyn.coker@ddraeger.com

BOOTH 507
Alere Toxicology
Fred Delfino
12 Ryan Dr
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Phone: 860-872-4967
fred.delfino@alere.com

BOOTH 506
Alliance of Automobile Manufacturers
Lori Johnson
803 7th St NW, Suite 300
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ljohnson@autoalliance.org

BOOTH 205
Bridgestone Teens Drive Smart
Leslie Wilhite
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Brex Child Safety, Inc.
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Diana.fouts-guter@abc.ca.gov

BOOTH 529
CDC/National Center for Injury Prevention and Control
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Phone: 770-488-4712
hb3@cdc.gov

BOOTH 520
Chicco
Julie Prom
julie.prom@artsana.com

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CJ’s Kids LLC
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cheryljenkins@gmail.com

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Clek
Trudy Slaight
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trudy@clekinc.com

BOOTH 726
CMI, Inc.
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wssettles@alcoholtest.com

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Commercial Vehicle Safety Alliance
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power1229@yahoo.com

BOOTH 321 & 420
Cybex/Regal Lager, Inc
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Kennesaw, GA 30144
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BOOTH 526
Digital Ally
Donnie Hendrickson
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Lenexa, KS 66219
Phone: 913-814-7774
dkatie.ware@digitalallyinc.com

BOOTH 509
digiTICKET by Saltus Technologies
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BOOTH 603 & 605
Diono, LLC
Allana Pinkerton
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Phone: 205-298-0688
allana.pinkerton@diono.com

BOOTH 525
Distraction Advocate Network
Jennifer Smith
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River Forest, IL 60301
Phone: 708-334-3058
jenn@distractionadvocatenetwork.org

BOOTH 615 & 617
Dorel Juvenile Group
Daniel Dias
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Foxboro, MA 02035
Phone: 508-216-1844
ddias@djugusa.com

BOOTH 714 & 716
Draeger Safety Diagnostics, Inc.
Marilyn Coker
4040 W Royal Ln, Ste 136
Irving, TX 75063
Phone: 469-242-8108
marilyn.coker@ddraeger.com

BOOTH 507
Alere Toxicology
Fred Delfino
12 Ryan Dr
Ellington, CT 06029
Phone: 860-872-4967
fred.delfino@alere.com

<table>
<thead>
<tr>
<th>BOOTH 325</th>
<th>The DSAA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sharon Fite</td>
<td>3125 Wilmington Pike</td>
</tr>
<tr>
<td>Kettering, OH 45429</td>
<td>Phone: 800-270-3722</td>
</tr>
<tr>
<td><a href="mailto:spostgo@aol.com">spostgo@aol.com</a></td>
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<thead>
<tr>
<th>BOOTH 530</th>
<th>DUI Detection</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stuart Bogema</td>
<td>1100 Ravenna Cove</td>
</tr>
<tr>
<td>Collierville, TN 38017</td>
<td>Phone: 901-931-8715</td>
</tr>
<tr>
<td><a href="mailto:scbog@verizon.net">scbog@verizon.net</a></td>
<td></td>
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<thead>
<tr>
<th>BOOTH 211</th>
<th>ECA-SSI Simulator Systems Intl.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Todd Roberts</td>
<td>5538 S 125th E Ave</td>
</tr>
<tr>
<td>Tulsa, OK 74146</td>
<td>Phone: 918-256-4500</td>
</tr>
<tr>
<td><a href="mailto:vehicle@eca-ssi.com">vehicle@eca-ssi.com</a></td>
<td></td>
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<thead>
<tr>
<th>BOOTH 423</th>
<th>EndDD.org - End Distracted Driving</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dianne Anderson</td>
<td>469 Ridge Ln</td>
</tr>
<tr>
<td>Springfield, PA 19064</td>
<td>Phone: 215-285-9145</td>
</tr>
<tr>
<td><a href="mailto:didoeslaw@aol.com">didoeslaw@aol.com</a></td>
<td></td>
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<thead>
<tr>
<th>BOOTH 505</th>
<th>Evenflo</th>
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<tbody>
<tr>
<td>Patsy Pilcher</td>
<td>225 Byers Rd</td>
</tr>
<tr>
<td>Miamisburg, OH 45342</td>
<td>Phone: 800-768-6077</td>
</tr>
<tr>
<td><a href="mailto:ppilcher@bellsouth.net">ppilcher@bellsouth.net</a></td>
<td></td>
</tr>
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<thead>
<tr>
<th>BOOTH 608</th>
<th>Family, Career and Community Leaders of America</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sandy Spavone</td>
<td>1910 Association Dr</td>
</tr>
<tr>
<td>Reston, VA 20191</td>
<td>Phone: 703-476-4900</td>
</tr>
<tr>
<td><a href="mailto:spavone@gmail.com">spavone@gmail.com</a></td>
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<table>
<thead>
<tr>
<th>BOOTH 428</th>
<th>Federal Motor Carrier Safety Administration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nichole Causey</td>
<td>1200 New Jersey Ave SE</td>
</tr>
<tr>
<td>Washington, DC 20590</td>
<td>Phone: 202-366-0627</td>
</tr>
<tr>
<td><a href="mailto:elizabeth.seke@dot.gov">elizabeth.seke@dot.gov</a></td>
<td></td>
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<table>
<thead>
<tr>
<th>BOOTH 209</th>
<th>Federal Railroad Administration, Dept. of Transportation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marilyn Wing</td>
<td>1200 New Jersey Ave SE</td>
</tr>
<tr>
<td>Washington, DC 20590</td>
<td>Phone: 202-493-6299</td>
</tr>
<tr>
<td><a href="mailto:monica.shaw@dot.gov">monica.shaw@dot.gov</a></td>
<td></td>
</tr>
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<table>
<thead>
<tr>
<th>BOOTH 628 &amp; 630</th>
<th>FedEx Ground</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brian Neal</td>
<td>1000 FedEx Dr</td>
</tr>
<tr>
<td>Moon Township, PA 15108</td>
<td>Phone: 412-262-7350</td>
</tr>
<tr>
<td><a href="mailto:brian.neal@fedex.com">brian.neal@fedex.com</a></td>
<td></td>
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<thead>
<tr>
<th>BOOTH 425</th>
<th>Foundation for Advancing Alcohol Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Devin Burke</td>
<td>2345 Crystal Dr, Suite 710</td>
</tr>
<tr>
<td>Arlington, VA 22202</td>
<td>Phone: 202-637-0077</td>
</tr>
<tr>
<td><a href="mailto:Devin.Burke@responsibility.org">Devin.Burke@responsibility.org</a></td>
<td></td>
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<tr>
<th>BOOTH 328, 329, 330 &amp; 331</th>
<th>General Motors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jennifer Eccleston</td>
<td>300 Renaissance Ctr,</td>
</tr>
<tr>
<td>MC-482-C20-D76</td>
<td>Detroit, MI 48265</td>
</tr>
<tr>
<td>Phone: 313-665-2139</td>
<td><a href="mailto:jennifer.eccleston@gm.com">jennifer.eccleston@gm.com</a></td>
</tr>
</tbody>
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<thead>
<tr>
<th>BOOTH 300</th>
<th>GM / OnStar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cathy Bishop</td>
<td>400 Renaissance Ctr,</td>
</tr>
<tr>
<td>MC-482-039-B32</td>
<td>Detroit, MI 48265</td>
</tr>
<tr>
<td>Phone: 313-667-6757</td>
<td><a href="mailto:cathy.bishop@onstar.com">cathy.bishop@onstar.com</a></td>
</tr>
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<thead>
<tr>
<th>BOOTH 430</th>
<th>Graco Children’s Products (A Newell Rubbermaid Company)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carol Helmsini</td>
<td>14547 Lieto Ln</td>
</tr>
<tr>
<td>Bonita Springs, FL 34135</td>
<td>Phone: 239-676-9375</td>
</tr>
<tr>
<td><a href="mailto:carol.helmsini@gracobaby.com">carol.helmsini@gracobaby.com</a></td>
<td></td>
</tr>
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<table>
<thead>
<tr>
<th>BOOTH 502</th>
<th>Helmets R Us</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eileen Bell</td>
<td>2705 Pacific Ave</td>
</tr>
<tr>
<td>Tacoma, WA 98402</td>
<td>Phone: 253-627-2121</td>
</tr>
<tr>
<td><a href="mailto:eileen@helmetsrus.net">eileen@helmetsrus.net</a></td>
<td></td>
</tr>
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<table>
<thead>
<tr>
<th>BOOTH 727</th>
<th>Illinois Department of Transportation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lisabeth Granzeau</td>
<td>1340 N 9th St</td>
</tr>
<tr>
<td>Springfield, IL 62702</td>
<td>Phone: 217-558-0568</td>
</tr>
<tr>
<td><a href="mailto:llib.granzeau@illinois.gov">llib.granzeau@illinois.gov</a></td>
<td></td>
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<thead>
<tr>
<th>BOOTH 531</th>
<th>I'm Safe! - Child Safety Solutions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wendy Gordon</td>
<td>PO Box 1403</td>
</tr>
<tr>
<td>Rockland, ME 04841</td>
<td>Phone: 207-226-3870</td>
</tr>
<tr>
<td><a href="mailto:wendy@imsafe.com">wendy@imsafe.com</a></td>
<td></td>
</tr>
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<table>
<thead>
<tr>
<th>BOOTH 609</th>
<th>IMMI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jason Boyer</td>
<td>1881 US 31 N</td>
</tr>
<tr>
<td>Westfield, IN 46074</td>
<td>Phone: 317-896-9531</td>
</tr>
<tr>
<td><a href="mailto:jboyer@imminet.com">jboyer@imminet.com</a></td>
<td></td>
</tr>
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<table>
<thead>
<tr>
<th>BOOTH 730</th>
<th>Impact Teen Drivers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zoe Schuler</td>
<td>2030 V St</td>
</tr>
<tr>
<td>Sacramento, CA 95818</td>
<td>Phone: 916-733-7432</td>
</tr>
<tr>
<td><a href="mailto:zoe@impactteendrivers.org">zoe@impactteendrivers.org</a></td>
<td></td>
</tr>
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<table>
<thead>
<tr>
<th>BOOTH 426</th>
<th>IN3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bob McCullough</td>
<td>3000 Kent Ave</td>
</tr>
<tr>
<td>West Lafayette, IN 47906</td>
<td>Phone: 765-404-7034</td>
</tr>
<tr>
<td><a href="mailto:bob@in3applications.com">bob@in3applications.com</a></td>
<td></td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>BOOTHS 621, 623 &amp; 625</th>
<th>Innocorp, Ltd</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jamie Stebbeds</td>
<td>PO Box 930064</td>
</tr>
<tr>
<td>Verona, WI 53593</td>
<td>Phone: 608-848-5570</td>
</tr>
<tr>
<td><a href="mailto:jamie.stebbeds@fatalfusion.com">jamie.stebbeds@fatalfusion.com</a></td>
<td></td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>BOOTH 231</th>
<th>Institute of Police Technology &amp; Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bob Jacob</td>
<td>12000 Alumni Dr</td>
</tr>
<tr>
<td>Jacksonville, FL 32224</td>
<td>Phone: 904-620-4786</td>
</tr>
<tr>
<td><a href="mailto:ljacob06@yahoo.com">ljacob06@yahoo.com</a></td>
<td></td>
</tr>
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<table>
<thead>
<tr>
<th>BOOTH 310</th>
<th>Intoximeters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tim Breuer</td>
<td>2081 Craig Rd</td>
</tr>
<tr>
<td>St. Louis, MO 63146</td>
<td>Phone: 314-429-4000</td>
</tr>
<tr>
<td><a href="mailto:sales@intox.com">sales@intox.com</a></td>
<td></td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>BOOTH 225</th>
<th>Julius Thomas Jr. Foundation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lawrence Jones</td>
<td>P.O. Box 8624</td>
</tr>
<tr>
<td>Stockton, CA 95208</td>
<td>Phone: 916-969-2062</td>
</tr>
<tr>
<td><a href="mailto:portrait@history200.com">portrait@history200.com</a></td>
<td></td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>BOOTH 214</th>
<th>Kids Embrace</th>
</tr>
</thead>
<tbody>
<tr>
<td>Steve Saxton</td>
<td>1052 Buming Bush Dr</td>
</tr>
<tr>
<td>Greenwood, IN 46143</td>
<td>Phone: 320-492-6288</td>
</tr>
<tr>
<td><a href="mailto:steven@kidsembrace.com">steven@kidsembrace.com</a></td>
<td></td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>BOOTH 427</th>
<th>KidsAndCars.org</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sondra Morgan</td>
<td>7532 Wyoming St</td>
</tr>
<tr>
<td>Kansas City, MO 64114</td>
<td>Phone: 507-429-9931</td>
</tr>
<tr>
<td>sondramorganevent.com</td>
<td></td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>BOOTH 510</th>
<th>Laser Technology, Inc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bryan Willis</td>
<td>6912 S Quentin St</td>
</tr>
<tr>
<td>Centennial, CO 80112</td>
<td>Phone: 303-649-1000</td>
</tr>
<tr>
<td><a href="mailto:sbewinger@laser-tech.com">sbewinger@laser-tech.com</a></td>
<td></td>
</tr>
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<table>
<thead>
<tr>
<th>BOOTH 715</th>
<th>LexisNexis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Claire Louise Southcombe</td>
<td>1000 Alpharetta Dr</td>
</tr>
<tr>
<td>Alpharetta, GA 30005</td>
<td>Phone: 661-212-7375</td>
</tr>
<tr>
<td><a href="mailto:claire.southcombe@lexisnexis.com">claire.southcombe@lexisnexis.com</a></td>
<td></td>
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<table>
<thead>
<tr>
<th>BOOTH 201</th>
<th>Life Changing Experiences/MCP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kenneth Bain</td>
<td>4045 Payne Rd</td>
</tr>
<tr>
<td>High Point, NC 27265</td>
<td>Phone: 336-740-0550</td>
</tr>
<tr>
<td><a href="mailto:kenneth.bain@mobilincenmapark.com">kenneth.bain@mobilincenmapark.com</a></td>
<td></td>
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<thead>
<tr>
<th>BOOTH 506</th>
<th>Mercury Distributing</th>
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</thead>
<tbody>
<tr>
<td>Dolores Votrubka</td>
<td>305 Lake Rd</td>
</tr>
<tr>
<td>Medina, OH 44256</td>
<td>Phone: 800-815-6330</td>
</tr>
<tr>
<td><a href="mailto:dvotrub@mercedistributing.com">dvotrub@mercedistributing.com</a></td>
<td></td>
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<thead>
<tr>
<th>BOOTH 731</th>
<th>MPH Industries Inc.</th>
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</thead>
<tbody>
<tr>
<td>Dalia Wood</td>
<td>316 E 9th St</td>
</tr>
<tr>
<td>Owensboro, KY 42303</td>
<td>Phone: 888-689-9222</td>
</tr>
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<th>BOOTH 627</th>
<th>National Bus Sales &amp; Leasing, Inc.</th>
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<td>PO Box 6549</td>
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<tr>
<td>Marietta, GA 30065</td>
<td>Phone: 770-756-4274</td>
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<th>BOOTH 324</th>
<th>National Center for DWI Courts</th>
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<tr>
<td>Cliff Jacobs</td>
<td>1029 N Royal St, Suite 201</td>
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<tr>
<td>Alexandria, VA 22314</td>
<td>Phone: 571-384-1867</td>
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<td><a href="mailto:cjaweb@nacdc.org">cjaweb@nacdc.org</a></td>
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<th>BOOTH 702</th>
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<tr>
<td>Mark Medawar</td>
<td>99 Jericho Turnpike, Suite 203</td>
</tr>
<tr>
<td>Jericho, NY 11753</td>
<td>Phone: 516-453-2413</td>
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<td><a href="mailto:mark.medawar@mobileye.com">mark.medawar@mobileye.com</a></td>
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<th>BOOTH 731</th>
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<td>Dalia Wood</td>
<td>316 E 9th St</td>
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<tr>
<td>Owensboro, KY 42303</td>
<td>Phone: 888-689-9222</td>
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**POSTERS LIST**

The posters are graphic presentations of the author’s program or work and they 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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<tr>
<th>Poster 1</th>
<th>Impact of a Parental/Teen Orientation on Driver Safety</th>
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<tr>
<td>Authors: Shari Willis, James McCall and Peter Rattigan - Rowan University</td>
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<td>Vehicular crashes are the number one cause of teen deaths, and improving teen driver safety is the primary route to changing that statistic. Providing authentic experiences that assist in developing collaborative processes between parents and their teens in the acquisition of safe driving skills is a critical factor. This research project examines effectiveness of a parent/teen driving orientation program and its impact on attitudes and knowledge of driving of parents and their teen. Orientation sessions focus on how and why increased parental involvement with their teen driver is of significant importance. The results demonstrate that when parents are informed and engaged in the GDL process that they feel more confident about enforcing, and are better able to implement the requirements and assist their teens in the driving process. Results also demonstrate teens value and respond to parent engagement in their driver education.</td>
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<th>Poster 2</th>
<th>Utilizing Linked Crash Data to Develop a Commercial Truck Enforcement Training &amp; Toolkit</th>
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<tr>
<td>Authors: Jennifer Gazzillo; Robin Riessman, MPH; and Michael Knodler Jr., PhD - University of Massachusetts</td>
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<td>This research effort initially examined the causation of crashes involving CMVs based on a Massachusetts linked data set containing crash, citation and inspection sources. In order to aid police in their effort to increase traffic enforcement of commercial trucks and buses, a targeted list of crash characteristics was created, utilizing comparisons between ‘at fault’ drivers of commercial and passenger vehicles. Based on the information discovered using this data driven problem identification strategy, a national classroom and online training is being developed in partnership with the FMCSA. In addition, along with these training materials, other relevant resources are being compiled in ‘TForce;’, a national web based toolkit. The goal of ‘TForce’ is to provide law enforcement officers with a central repository for all commercial drivers licensing, safety and CMV-specific regulation resources and training materials that may be needed to safely and effectively stop a commercial truck or bus.</td>
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<td>Authors: Mojtaba Ale Mohammadi and V.A. Samaranayake, Missouri University of Science and Technology</td>
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<td>This study systematically evaluates the changes in motor vehicle crashes occurred on the Missouri interstate highways following the implementation of Missouri’s Strategic Highway Safety Plan (MHSHP) through the years 2004-2007. This study presents a new and simple approach to evaluating the effects of the Missouri’s safety plans on roadway crashes. The models developed for the various collision types and crash severities were used to estimate the expected number of crashes at roadway segments in 2008 assuming with and without the implementation of MHSHP. This procedure estimated significant reductions of 10% in overall number of crashes and 30% reduction for only fatal crashes. The theoretical results indicate that the MHSHP was a successful policy in reducing the number of crashes and decreasing the fatalities by reducing the most severe collision types like head-on crashes.</td>
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<th>Poster 4</th>
<th>Hasbro Children’s Hospital Inpatient Child Passenger Safety (CPS) Screening Program</th>
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<tr>
<td>Authors: Dina Morrissey, MD – Safe Kids Rhode Island; Christina McRoberts, RN - Hasbro Children’s Hospital; and Michael Mello, MD, MPH - The Injury Prevention Center at Rhode Island Hospital</td>
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<td>Motor vehicle crashes are the leading cause of death for children between the ages of 1 and 14. It is well established that correct use of a child safety seat (CSS) can reduce the risk of fatal injury by up to 71%. We formulated a series of six questions focused on child passenger safety that were incorporated into the Hasbro Children’s Hospital (HCH) nursing admission assessment. The questions must be answered for all children under the age of 13 years that are admitted to HCH. If a patient screens “positive” an electronic referral is automatically sent to the car seat program at the Injury Prevention Center (IPC). Referrals are reviewed and categorized by the level of urgency. Urgent referrals are attended to prior to discharge whenever possible. All caregivers are offered CPS educational materials as well as contact information for the IPC car seat program prior to discharge.</td>
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<th>Poster 5</th>
<th>Planning Community Strategies for DUI Prevention: A Web-Based Roadmap</th>
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<tr>
<td>Authors: Kathryn Stewart and Lisa Marie Miramontes - Prevention Research Center</td>
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<td>Many communities are concerned about alcohol impaired driving but have not been able to sift through the array of potential prevention strategies, bring the essential organizations to the table, and take the needed actions. The Prevention Research Center is developing a web-based tool that communities can use to guide them towards effective action. The tool structures a streamlined planning process for communities. It uses logic models and research results to help communities focus on the most effective strategies. It helps them identify local resources and key actors in their community and it provides a format for developing step-by-step action plans. This poster will describe the tool.</td>
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<th>Poster 6</th>
<th>Safety and Human Factors of Adaptable Stop Displays Using Connected-Vehicle Infrastructure</th>
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<tr>
<td>Authors: Alexandria M. Noble and Thomas A Dingus - Virginia Tech Transportation Institute</td>
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<td>Adaptable traffic signs have been proposed by some transportation professionals to improve travel time, reduce air pollution, and increase fuel economy. With the advent of connected vehicle technology, we have the ability to alter the state of traffic signs based on surrounding conditions, using vehicle-to-infrastructure (V2I) communications. V2I communications would allow traditional physical traffic signs to be replaced with electronic in-vehicle displays. The application of the adaptive stop sign would be particularly at un-signalized intersections where there are traditionally high rates of severe crashes caused by driver inattention or by missing the stop sign all together. By moving the displays inside the vehicle, intersection signage is less likely to be missed and collisions can be avoided.</td>
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**Posters are located in the Exhibit Hall – Ryman Hall C**

**Poster Setup Times:**
- Saturday 2:00pm – 6:00pm
- Sunday 7:30am – 12:00pm

**Poster Viewing Times:**
- Sunday 12:00pm – 6:30pm
- Monday 8:00am – 4:30pm (closed during Awards Luncheon)

**Poster Retrieval Time:**
- Monday 4:30pm
**Poster 7**  
Identification of Common Data Elements in the Large Truck Crash Causation Study Investigations and Commercially-Available Onboard Monitoring Systems  
Authors: Trintje Laurel Marburg, Jeffrey S. Hickman, and Richard J. Hanowski - Virginia Tech Transportation Institute  
At the heart of traffic safety is the identification of factors leading to crashes. With this knowledge, interventions can be developed to mitigate or prevent these factors. Post-hoc crash reconstruction, such as the Large Truck Crash Causation Study (LTCCS) and naturalistic driving studies have provided much information on crash genesis. However, another source of data that may shed light on crash genesis is currently unavailable to transportation safety researchers. Numerous commercial motor vehicle and transit fleets use onboard safety monitoring (OBSM) systems to monitor driving behavior. Data from video-based OBSM systems could be used by researchers to evaluate crash genesis and address some of the limitations in post-hoc crash reconstruction. The current study created a data directory of common data elements in the LTCCS and commercially-available OBSM systems. This is the first step in developing an approach to use both data sources to assess crash genesis and inform future countermeasures.

**Poster 8**  
Recidivism Rates for a Motivation-Enhancing Intervention Versus Other or No Program  
Authors: Mark Nason, Pamela A. Stafford, Blair Beadnell and David B. Rosengren - Prevention Research Institute (PRI), Michele A. Crisafuli - University of Maryland, Baltimore County and PRI  
After being arrested for operating a motor vehicle under the influence of alcohol or drugs (OUI), many offenders will continue to drive impaired and be rearrested. Research has pointed to brief interventions that focus on enhancing motivation as effective tools for reducing OUI recidivism. This poster summarizes evaluations from four different locations. These assessed OUI recidivism following participation in a motivational group-delivered intervention. The motivational program was Prime For Life® (PFL), a widely-used group delivered intervention for this population. All four evaluations showed lower recidivism for PFL completers, either in comparison to OUI offenders who did not complete a program or to those taking an alternative program not based on motivational techniques.

**Poster 9**  
Collisions Hurt - Safety Doesn’t  
Author: Garren A Burbank - Navajo Division of Transportation, Department of Highway Safety  
The Navajo DOT implements all partners of the 4E’s (Engineering, Enforcement, Education and EMS). With enforcement our division collects Motor Vehicle Crash (MVC) reports annually from all seven Police Districts on the Navajo Nation. In addition, data is collected from the states of Arizona, New Mexico and Utah - Traffic Records Departments that get included in the overall report. Collected data locates all Cause, Collision and Driver/Traffic Actions on all state and BIA road routes. Enforcement will soon participate in a pilot project in 2014 with entitled system called, “Traffic Records and Criminal Software” program. This software will improve the overall collection of MVC reports in a timely manner. When collected, the data will be used for road improvements throughout the Navajo Nation. This method will monitor safety concerns for potential Road Safety Assessments (RSA) plus bring awareness to Law Enforcement of potential types of MVCs.

**Poster 10**  
Tools to Conduct Source Investigations  
Authors: R.J. Etrick and Holly Torske - Pacific Institute for Research & Evaluation's Underage Drinking Enforcement Training Center; Sergeant Wes Kuhl, National Liquor Law Enforcement Association  
Source investigations provide law enforcement agencies and community organizations with critical information that serves as the foundation for identifying the places where alcohol may have been illegally sold or consumed prior to an incident in order to prevent future underage drinking and/or impaired driving. This collaborative poster will showcase the National Liquor Law Enforcement Association’s (NLLEA’s) work with the National Highway Traffic Safety Administration (NHTSA) to create an online toolkit for conducting source investigations following vehicle crashes, and the Office of Juvenile Justice and Delinquency Prevention’s (OJJDP’s) work through the Underage Drinking Enforcement Training Center’s (UDETC’s) newest distance learning course, which focuses on the importance and methodology of conducting source investigations that involve underage drinking events. The poster will define source investigations, identify potential sources of data and share the components of the no-cost NLLEA and UDETC tools available to support source investigations.

**Poster 11**  
Changing Holiday Driving Behavior with “Recipes for the Road”  
Authors: Jeanette Rouse - Florida Department of Transportation; Laura Molennor - Tindle-Oliver & Associates, Inc.; Becky Gage - Mothers Against Drunk Driving  
For 10 consecutive years, the Florida Department of Transportation has created Recipes for the Road. This unique collection of non-alcoholic drink recipes is provided to promote community awareness of the consequences of drinking and driving on our Florida roads. The recipes inspire party planners and restaurant owners to offer alternative drinks so fun memories are created. What makes this edition special? Our theme is you hold the key to your future, make the right choice! Each addition comes with a key. MADD (Mothers Against Drunk Driving) has partnered with us for the last five years. Real, heart-wrenching stories from impaired drivers in the Tampa Bay area are presented in the book, giving it a “local” feeling. Extra for the 10th anniversary edition is a fold out centerfold that reveals the population, DUI crashes, DUI injury crashes, and DUI fatal crashes for the five Florida counties that the book is distributed in. This year 15,000 copies of the book were distributed via MADD, public libraries, AAA, local universities, law enforcement agencies, and 100 copies were given to every restaurant/bar that participated.

**Poster 12**  
Distracted Walking: Are You a “Petextrian?”  
Authors: Lauren D. Littleton, A.B. and Carol P. Cotton, PhD - Traffic Safety Research and Evaluation Group, College of Public Health, University of Georgia  
In recent years much of the focus in traffic safety has been on distracted driving, but distracted walking can be just as dangerous. Inattentiveness may be responsible for 10-15% of all pedestrian deaths. A total of 997 pedestrians were observed while crossing the street in a mid-sized city to collect data on factors such as type of distraction, cross time, use of crosswalk, and traffic signal obedience. Types of distraction observed including talking or texting on a mobile phone, glancing down at a phone, talking with other pedestrians, and using headphones. Nearly half of all pedestrians (48.6%) performed some type of distracted activity while crossing a street. Distraction increases crossing time and unsafe crossing behaviors, putting pedestrians at great risk. Texting was associated with the greatest risk. These findings suggest the need for education efforts to increase pedestrian attentiveness.

**Poster 13**  
Texting While Driving Laws in the Southeast  
Authors: Carol P. Cotton, PhD and Daniel C. Dallas, MPH - Traffic Safety Research and Evaluation Group, College of Public Health, University of Georgia  
Over 10% of fatal crashes are caused by drivers who are distracted while on the road. Our study compared legislation passed by Southeastern states to combat these behaviors. The data indicates a strong connection between the length of time a texting while driving ban has been in place and reducing fatalities, especially for teen drivers. States which have passed a texting while driving ban have experienced steady, modest reductions in their overall fatalities. South Carolina, the only state in the region not to pass texting while driving ban, has experienced a significant increase in both overall and teen driver fatalities.

**Poster 14**  
Stop Means Stop: Georgia Drivers & School Bus Stop Arm Laws  
Authors: Darrell Robinson, MS and Carol P. Cotton, PhD - Traffic Safety Research and Evaluation Group, College of Public Health, University of Georgia  
To investigate the high rates of Georgia motorists that illegally pass school buses, drivers were assessed on their knowledge and awareness, attitudes, and degree of compliance related to Georgia school bus stop arm laws. The present research sought to identify driver characteristics that may influence these outcomes as well as to analyze the relationships between the outcome variables.
**POSTER 15**
Drug Involved Traffic Fatalities
Authors: Daniel C. Dallas, MPH and Carol P. Cotton, PhD - Traffic Safety Research and Evaluation Group, College of Public Health, University of Georgia

The proportion of traffic fatalities caused by drivers impaired by drugs is increasing. Nearly one third of all reported drug tests which are run on drivers involved in fatal crashes are positive for one or more mind altering substance other than alcohol. This represents a steady increase over the past 10 years. Another similarly troubling trend is that only one in three drivers involved in these crashes has results from a drug test recorded. Traffic safety advocates must target other substance abuse in the same way as alcohol abuse has been targeted in the past. Increasing the proportion of conclusive drug screenings would dramatically improve our understanding of this issue and empower law enforcement and legislators to prevent more of these incidents.

**POSTER 16**
18 and Out of the House: Using College Environments to Reduce Alcohol-Related Traffic Harm
Authors: Megan Hopkins, Ian Newman, Linda Major and Duane Shell - Nebraska Prevention Center for Alcohol & Drug Abuse/Nebraska Collegiate Consortium, University of Nebraska - Lincoln

Colleges and universities are an untapped resource for providing traffic safety prevention programs especially for driving under the influence, to the young adult population. The Nebraska Collegiate Consortium to Reduce High-Risk Drinking (NCC) includes 26 institutions of higher education in the state working to reduce high-risk drinking by implementing environmental strategies on their campus and in the community. The NCC colleges reach the vast majority of young people in the state and the programs developed and implemented would be impossible without the consortium and a shared philosophy that all programs should be environmentally focused, data based, apply best practice principles and be monitored carefully to identify success and failure. The NCC experience suggests that colleges provide a way to reach the young adult population that is at highest risk for negative traffic safety outcomes, especially those associated with drinking and driving.

**POSTER 17**
Driver Education and Reduced Teen Crashes and Traffic Violations
Authors: Duane F. Shell, Ian M. Newman, Ana Lucia Cordova-Cazar, Mengyang Wang, and Jill M. Heese - Nebraska Prevention Center for Alcohol & Drug Abuse, Dept of Educational Psychology, University of Nebraska - Lincoln

The common perception in the public health and traffic safety field is that driver education has little or no impact on crashes; however, data from prior evaluations is mixed on whether driver education produces benefits in terms of fewer crashes or violations. This study was an epidemiological cohort study using a census of all 151,880 teen drivers in Nebraska receiving a provisional license from 2003 to 2010. Teens taking driver education had lower odds of having crashes and injury or fatal crashes and lower odds of receiving a moving violation or alcohol related violation. Lower prevalence was evident in the first two years of driving at ages 16 and 17 when teen crash and fatality rates are highest. Lower prevalence for the driver education group was still evident after 8 years of driving. The results support the efficacy of formal educational interventions as a public health tool.

**POSTER 18**
Effects of Safety Belt and Alcohol Impairment on Head Injury and Hospitalization Costs Among Crash Victims in Illinois
Authors: Medhi Nassirpour, PhD - Illinois Department of Transportation; Wei Wu and Dan Moore - University of Illinois at Springfield

Using the 2010 linked crash and hospital discharge data, this report intends to provide data and information on cost and medical outcomes of occupant’s motor vehicles who were injured in motor vehicle crashes and hospitalized in Illinois hospitals. Specifically the report contains data and information on discharge costs, average charges, average length of stay, primary injuries, types of crash controlling for demographics (age and gender), expected payment source, discharge status, belt status, collision type, alcohol involvement, vehicle type, road type and several other characteristics. Based on the linked data, a total of 60,674 people involved in crashes were identified to be admitted and discharged from Illinois hospitals. There were 56,020 ED discharges and 4,654 inpatient discharges. Overall the mean charges for traffic injury for inpatient and ED discharges were $68,371 and $4,374 respectively. To identify possible determinants of hospital charges and length of stay, several vehicle related factors, demographic characteristics, belt status, alcohol impairment status were tested through structural equation models. Results of path models indicate that belt status and impairment, degree of injuries, demographics tend to be important factors in explaining head injuries as well as hospital charges. Results and policy implications are discussed.

**POSTER 19**
Colville Tribes increase child safety seat use on reservation through a new tribal law, community outreach, and a media campaign
Authors: Bernadine Phillips and Rebecca Hunt – Colville Confederated Tribes; Nicole Holdaway Smith, Tam Lutz, and Jodi Lapidus – NPAHB

The Colville Confederated Tribes, in Washington State, was one of six tribes to implement the Native Children Always Ride Safe study. The tribe collected baseline child safety seat information from observational surveys in 2009, then implemented a reservation-wide intervention to increase proper child restraint use that included a media campaign (posters, billboards, radio PSAs), Child Passenger Seat Technician community outreach, a program to provide seats to low income families, and possibly most exciting, in August 2011, the Colville Tribal Council ratified a new primary tribal child safety seat law and order code and fine. Observational surveys were repeated in 2011 and 2013. From 2009-2011, proper child restraint use on-reservation increased from 44% to 61%, post intervention, and was maintained two years later. The increase at Colville was significantly higher than comparison tribes who had yet to implement interventions, and is a step toward reducing motor vehicle fatalities at Colville

**POSTER 20**
Seatbelts Are For Everyone
Author: Laura Moore - Kansas Department of Transportation, Kansas Traffic Safety Resource Office

In 2008 the SAFE program started in one county and six schools when the Kansas Observational Survey showed that 61% of teens 15-17 years of age wore their seatbelts. SAFE is comprised of a partnership between students, law enforcement and safety advocates. This student driven program includes traffic safety messaging focusing on seatbelts, distracted driving, and underage drinking while using observational seatbelt surveys, pledge cards, rewards and targeted enforcement to enhance the campaign. SAFE has since grown to be in 55 counties and 125 schools across Kansas. In the five years since SAFE was established, the state teen seatbelt use has increased by 19% to a staggering 90%!

**POSTER 21**
Hands-on Young Drivers Course Reduce ADEs
Authors: Janice Williams - Carolinas Medical Center and Joanna York - Mid Atlantic Emergency Medical Associates

A hands-on driving class (CATS) was provided one year post drivers education to a convenience population with six hands-on skill building activities taught on a closed course. Compared to a control group, adverse driving events both self reported and as seen in a motor vehicle records four months post were lower for the intervention group. Barriers were gradient of importance to participate compared to social obligations and space allocation. Facilitators were embedded in a college class offering to reduce registration difficulties and use of community officers to teach skills. Recommendations include a larger study of effect, measurement of which exercises that lead to change, and options of other ways to offer skill building exercises to this population.

**POSTER 22**
Developmental and Intellectual Disabilities
Authors: Stephanie Bovis; Gillian Hotz, PhD; and Carolina Gutierrez, PhD - University of Miami

Objective: to evaluate the WalkSafe Special Education (SPED) Program, an injury prevention pedestrian safety curriculum for children with disabilities. Data was collected from five public schools in the Miami-Dade County during the 2013 school
year, and analyzed. There were 127 children who participated in the knowledge assessment surveys. A total of 107 children between the ages of 3 and 12 years old that completed both pre- and post- knowledge assessment. All participants were taught the curriculum in self-contained classrooms for children with disabilities at public elementary schools. A paired t-test was performed (n=45) indicating a statistically significant positive change in students’ achievement on the knowledge assessments from pre- to post-testing (t(45) = -2.82, p = 0.007). Conclusions: The WalkSafe SPED program was shown to be effective in knowledge gain specifically in; crossing safely with signals, pedestrian signal meanings, safest place to cross, and unsafe place to cross the street.

**POSTER 23**

**Analysis of Comfort in Forward-Facing vs. Rear-Facing Child Restraint System**

Authors: John Bolte IV, PhD; Julie Bing, MS; Meagan Ila, BS; Yeonsu Ryu - The Center for Child Injury Prevention Studies

American Academy of Pediatrics (AAP) and National Highway Traffic Safety Administration (NHTSA) recommend that children are rear-facing until age 2 in an automotive vehicle. However, many children switch to forward-facing before age 2. One of the main reasons for this switch is due to the parents’ concern regarding the child’s comfort in a rear-facing child restraint system (FFCRS). The objective of this study was to identify the comfort level of children around the age of 24 months in FFCRS to support AAP and NHTSA guidelines. There were two different phases to this study: static lab test, and real-world driving pilot study. For each phase, the subjects’ movements in both forward-facing (FF) and rear-facing (RF) configurations were recorded with a video camera. Feedback provided by the parents was also collected. The results suggest that the comfort scores are largely comparable in both forward-facing vs. rear-facing for static and driving studies.

**POSTER 24**

**Quantifying CRS Compatibility in the Vehicle Seat Environment**

Authors: Julie Bing, John H. Bolte, and Amanda Agnew - The Ohio State University, Injury Biomechanics Research Center

Not every child restraint system (CRS) fits into every vehicle. Physical incompatibilities between CRS and vehicles can be an underlying source of CRS installation and misuse problems. This study identifies the most common sources of incompatibility between a set of 59 CRS and 61 vehicles currently on the market. Extensive dimensional data were collected from each CRS and vehicle, and then key dimensions were compared across all 3,599 theoretical CRS/vehicle combinations in order to quantify potential fit problems. The most common compatibility problem was the base angle of rear-facing CRS. Only 57.4% of rear-facing CRS/vehicle combinations were compatible in this aspect. Other areas where compatibility was less than ideal include CRS height (70.0% compatibility for forward-facing CRS), clearance space behind front row seats (73.2% compatibility for rear-facing CRS), and top tether length (93.2% compatibility).

**POSTER 25**

**Snow!!**

Authors: David Brown, Jesse Norris, Terry Beau Elliott, Randy K. Smith - Center for Advanced Public Safety, University of Alabama

The northern two-thirds of Alabama suffered a crippling snow and ice event the last week of January 2014. The snow gridlocked major cities, motorist abandon vehicles, and traffic accidents increased dramatically. An analysis of the snow’s impact on traffic safety offers insight to saving lives. Comparing the winter storm week of January 2014 to the same week of January 2013: Overall crashes increased 40%; Crashes in rural areas rose from 25% to 38% of all crashes; Rural fatal crashes significantly increased from 29% for the week in 2013 compared to 81% during the storm week; Severe crash density dramatically shifted from urban areas with dense traffic to rural areas where speed becomes a factor; and Ambulance response time is also a factor in severity of crashes, especially in rural areas - Response times less than 10 minutes were down dramatically, and response times between 11-30 minutes increased.

**POSTER 26**

**Thinking Outside the Metal Box: Child Passenger Safety Extends Beyond the Proper Installation and Use of Child Restraints in Vehicles. How Parents Interact with other Vehicular Traffic Also Affects Child Passenger Safety**

Authors: Sandra Hicks, Christine Mullan, Vicki Dagnan, Joyce Philips-Minter and Amanda Bradley - Knoxville Police Department

As Child Passenger Safety Technicians we’ve spent time and effort preparing and teaching parents in the Knoxville area about the importance of car restraints and how to protect their children in the car. We now need to look outside of the vehicle and see what could be done to ensure everyone’s safety while travelling in our local area. Knoxville has five Interstate routes that converge on the city: I-40, I-75, I-140, I-275, and I-640. Knoxville contains more Interstate routes than any other city in the state of Tennessee and this means that safe driving, especially around large semi-trucks is of particular importance. We plan to study the number and causes of crashes involving semi-trucks in our local area. The information gleaned can then be used to inform parents of the dangers and advise them of possible driving habits they should adopt in order to keep their families safe.

**POSTER 27**

**Aggressive Driver Profile Zones and Crash Frequency: A Case Study in Prince George's County Maryland**

Authors: Ian Tangert, Brittni Landgraff, Danielle Huston-Hakey, Josh Hyde, Kainat Khan, Marriam Khan, and Cindy Chan - Washington College

Based on patterns of aggressive driving gleaned from transportation safety literature, a team of students from Washington College compiled the locations of traffic citations and warnings typically associated with aggressive driver behavior in Prince George’s County Maryland for 2013. Several spatial analysis methods were used to classify and group traffic violation data into high priority areas where aggressive driving occurs most frequently. The students were then able compare these high priority areas with crash locations and analyze the effectiveness of traffic patrolling in regards to crash rates.

**POSTER 28**

**Kohl's Cares in Southern Colorado — A Community Engagement Model**

Author: Kirsten Taylor, MA, CPS, EMT-B — Memorial Hospital, University of Colorado Health

It takes a village to protect our children — and in Southern Colorado, the Kohl’s Cares Car Safety Program is at the hub of all things child passenger safety. Currently in its fourth year of grant funding at Memorial Hospital, University of Colorado Health, the Kohl’s Cares Car Safety Program has helped protect the lives of 2,800 children whose car seats have been checked with the support of nearly 50 local organizations. This infographic lays out the main players, highlighting replicable successes throughout a diverse culture in a focused geographic setting.

**POSTER 29**

**Detection of Drugs in Oral Fluid Using DDS2 and Quantisal at the Roadside**

Authors: Allison Veitenheimer, MS and Jarrad R. Wagner, PhD — School of Forensic Sciences, OSU Center for Health Sciences; Tara Valouch — City of Tulsa Police Department Forensic Laboratory; Christine Moore, PhD — Immunalysis Corporation

Oral fluid has been shown to provide a viable alternative to blood for roadside testing. It offers rapid, observable, and non-invasive collection and provides under the influence evidence in DUl cases. Volume adequacy can be a challenge when collecting oral fluid due to drug usage, disease, oral hygiene, exercise, age, etc. This study used the Alere DDS2 handheld roadside oral fluid testing device to detect drugs in oral fluid during routine DUl traffic stops in Tulsa, Oklahoma. Oral fluid samples were also collected using a Quantisal device and were tested via ELISA and LC-MS/MS. These results were compared with the State’s evidentiary test result from blood or urine, if collected. DDS2 results correlate well with confirmatory ELISA and LC-MS/MS findings, and a roadside oral testing device can serve as a preliminary screen to aid police officers in DUl detection.
Incorporating Distracted Driving Education at Car Seat Checks
Authors: Robyn Hasegawa, M D and Angelita Juan, BS, CCLS – Kaiser Permanente— Hawaii Region
A “game” used at Senior Fairs to test reflexes was adapted to demonstrate to children and parents changes in their reaction time when distracted. We are using this to educate families about distracted driving at our child passenger safety check-ups and community health fairs.

Pedestrian and Bicycle Safety in Florida
Authors: Wanda Tison and Paul Simpson - University of Florida
The Pedestrian and Bicycle Safety Resource Center is funded by a grant from the FDOT. Florida has one of the highest fatality rates for pedestrians and bicyclist in the country. We are committed to help reduce the numbers. We provide bicycle helmets, educational and promotional material, free of charge, throughout the State of Florida. The items are used as tools and incentives to aid in teaching safety. The items are available to schools, groups and individuals dedicated to safety.

“The Forgotten Child” - Using Data to Drive Practice in Child Passenger Safety. Are We Missing the Mark??
Author: Amber Kroecker, MPH, CPST - Safe Kids Huron Valley Coordinator, University of Michigan, Mott Children’s Hospital
Motor vehicle crashes are a leading cause of death and disability among children age 4-8 in the U.S., and the second leading cause of injury-related admissions at C.S. Mott Children’s Hospital. How do we know we are properly allocating precious resources to the most at-risk population in child passenger safety? We evaluated our trauma registry for pediatric motor vehicle crash admissions ages 0-17. Results indicated 35 (9%) admissions for 0-3 year olds and 55 (14%) admissions for 4-8 year olds (2007-2012). This data was compared with our current rates of car seat inspection appointments in the community. Booster seat inspections made up less than 10% of total inspections, the bulk being infant and convertible seats. This exposed a gap in highest injury risk and age (4-8) versus resource allocation to children 0-3. Outcome measures include targeted booster seat campaign and increased collaboration with preschools to increase booster seat usage.

Digital Devices – Placing Teen Pedestrians at Risk? A Peer to Peer Intervention
Author: Amber Kroecker, MPH, CPST - Safe Kids Huron Valley Coordinator, University of Michigan, Mott Children’s Hospital
Teens account for half of all pedestrian deaths. In the last five years, there has been a 25% increase in pedestrian injuries in teens sixteen to nineteen. 78% of teens age twelve to seventeen have a cell phones and it is hypothesized this may pose an increased risk of distracted walking. Safe Kids Huron Valley (SKHV) participated in a national observational study of teen pedestrians. The coalition partnered with a Youth Advisory Committee (YAC) at a middle school to develop and implement an intervention. With guidance from SKHV the YAC developed two survey questions for their peers. Results from this survey were used to direct the intervention. The students initiated a poster contest as well as a video campaign for implementation at their school. Observations of children at the same locations in the spring were used to determine the impact of the education on reducing the use of distracting technologies.

GHSP/ABCA: Joining Forces to Combat Underage Drinking
Authors: Barbara Lobert – Division of Motor Vehicles and Charlotte Blankenship – West Virginia Alcohol Beverage Control Administration
In 2002, the West Virginia Alcohol Beverage Control Administration (WVABC) and the West Virginia Governor’s Highway Safety Program (WVGHSP) united to combat underage drinking and address other highway safety issues involving alcohol. This collaboration has resulted in increased compliance checks and better coordination with law enforcement agencies across the state. Enforcement activity coincides with peak seasons of underage drinking and complements national campaigns facilitated by NHTSA. The Dream Saver program yielded positive results and received national attention by the Insurance Institute for Highway Safety. The two state agencies formed the WV Collegiate Initiative to Address High Risk Alcohol Use (WCIA) among college students. This statewide organization has achieved positive results. The WVABC supports the GHSP with the statewide SADD organization. Grant funding from WVHSP and State Farm has allowed the ABCA to purchase the only DUI Simulator in the state.

Injured Walking Home: Examining Pedestrian Injury Crashes in Baltimore City Neighborhoods
Authors: Abreee Johnson; Angela Comer, MPH; and Timothy Kerns, MS – University of Maryland, Baltimore, National Study Center for Trauma and EMS
Over the past five years, an average of 875 pedestrian involved crashes has occurred within Baltimore City, Maryland. In 2012 alone, 800 pedestrians suffered injury from such collisions, 8 resulting in fatality. Baltimore City pedestrian crashes account for 32% of Maryland’s total yearly pedestrian crashes. As part of the Maryland Strategic Highway Safety Plan, the Pedestrian Emphasis Area Team identified four strategies for combating the problem, one of which was to “develop model processes to identify and prioritize high-incident locations”. In partnership with the Maryland Highway Safety Office and the Baltimore City Department of Transportation, analysis has been conducted on the city’s pedestrian crashes to determine those neighborhoods with not only a higher incidence of crashes but also a high incidence of driver and pedestrian residence. The next step will be to involve local stakeholders and partners to improve pedestrian and motorist awareness and behavior by focusing on these high incident neighborhoods.

Buckling Up in Indian Country:” Preliminary Evaluation of San Carlos Apache Tribe Occupant Restraint Efforts
Authors: Christine Reede and Alejandro Benally – San Carlos Police Department, Patsy Sniezy – San Carlos Community Health Representatives program, Jose Velascosoltero and Jon Peabody - Indian Health Service
Initial planning to increase occupant restraint use on the San Carlos Apache Reservation began in 2000. In 2004, one Tribal program began to focus on child passenger safety, specifically a car seat program. Subsequent efforts to enact a primary occupant restraint law resulted in a new law in 2012. The remainder of 2012 focused on transitioning to enforcement of the new law. The first full year of enforcement was in 2013. The new law was the final portion of the original plan. After one full year of enforcing the new law, we conducted a preliminary evaluation to determine if we followed the plan, and if there are any short term changes in occupant restraint use. We found that we closely followed the plan, seat belt use increased by 236%, and car seat use increased approximately 160%.

Effective Results Through Law Enforcement Injury Prevention
Author: Hannah Ward-Harper - Colorado River Indian Tribes Police Department, Tribal Motor Vehicle Injury Prevention Program
The Colorado River Indian Tribe Tribal Motor Vehicle Injury Prevention Program is a four-year grant-funded project through the Centers for Disease Control and Prevention to focus on reducing motor vehicle crash injuries and fatalities in the Colorado River Indian Tribes community. The program is administered through the CRIT Police Department. The two objectives that CRIT TMWPP focused on were reducing MVC injuries/fatalities due to incidences of drunk driving and lack of seatbelt use. Presenter will explain how effective results were reached despite working in a rural community, on a limited budget and staff. Presenter will advocate that outreach/education, marketing, law enforcement efforts, policy change, and network building is the foundation for a successful program. Having a unified system that includes these components creates the most effective results. Presenter will explain how this program can be replicated and tailored to any community with an interest in motor vehicle injury prevention.
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