

NATIONAL CONFERENCE ON HIGHWAY SAFETY PRIORITIES



\*\*\*  
CONFERENCE PROGRAM  
\*\*\*

March 15-17, 2015 • Hyatt Regency Chicago  
[www.lifesaversconference.org](http://www.lifesaversconference.org)

This Program Belongs to:

NATIONAL CONFERENCE ON HIGHWAY SAFETY PRIORITIES

MARCH 15-17, 2015 • HYATT REGENCY CHICAGO



WWW.LIFESAVERSCONFERENCE.ORG

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## Lifesavers Launches Mobile App!

### Download Instructions

**For iPhone (plus iPad & iPod Touch) and Android devices:** Visit your App Store or Google Play on your device and search for "Lifesavers Conference."

**For All Other Device Types (including BlackBerry, Windows, and all other web browser-enabled devices)**

From your Smartphone, visit <http://m.core-apps.com/lifesavers> to view the web version of the app and, on some devices, bookmark the page for later.

Or, scan the QR Code:



**Tweet with us!** Lifesavers Conference Planning Committee members will be tweeting throughout the conference. Join in the conversation by using the hash tag: #Lifesavers2015



OFFICE OF THE GOVERNOR

JRTC, 100 W. RANDOLPH, SUITE 16-100  
CHICAGO, ILLINOIS 60601

**BRUCE RAUNER**  
GOVERNOR

March 15th-17th, 2015

Greetings!

As Governor of the State of Illinois, I am pleased to welcome everyone gathered for the Lifesavers National Conference on Highway Safety Priorities.

Illinois is proud to host the premier national conference on highway safety issues and priorities. As a result of innovative ideas that have come from the professionals attending this conference, great strides have been made in reducing fatalities and injuries on our roadways. With in-depth workshops and expert panel members, there is no doubt even more progress will be made this year. Thank you all for your dedication to highway safety and for your participation in Lifesavers 2015.

I would like to offer a special welcome to those traveling from outside of Illinois for this event. During your stay, I encourage you to explore and discover the many sites and attractions this great state has to offer. From historic landmarks and world-renowned museums, to first-class dining and theater experiences, there is truly a wide array of interests represented across the Land of Lincoln.

On behalf of the citizens of Illinois, I extend my best wishes for a successful conference.

Sincerely,

A handwritten signature in dark ink, reading "Bruce Rauner".

Bruce Rauner  
Governor



# PROGRAM AT A GLANCE & EXHIBIT HOURS

*All events are held at the Hyatt Regency Chicago*

TIME	EVENT	LOCATION
<b>Saturday, March 14</b>		
1:00PM – 6:00PM	Registration Open	Grand Registration Desk
2:00PM – 6:00PM	Exhibit and Poster Setup	Riverside Center
Pre-Conference Workshops (pre-registration required):		
9:00AM – 3:00PM	Death Notification: Delivering the News with Compassion for the Bereaved and Concern for the Messenger	Columbus IJ
9:00AM – 3:00PM	Mothers Against Drunk Driving's Power of Parents Facilitator Training	Columbus AB
1:00PM – 4:00PM	Strategic Communications in Today's Communications Ecosystem	Columbus GH
2:30PM – 5:00PM	CPS Boot Camp: The Good, The Bad and the Ugly	Columbus CDEF
<b>SUNDAY, March 15</b>		
7:30AM – 5:30PM	Registration Open	Grand Registration Desk
7:30AM – 12:00PM	Exhibit and Poster Setup	Riverside Center
8:30AM – 10:15AM	<b>Opening Plenary</b>	Grand Ballroom
10:30AM – 12:00PM	<b>1st Workshop Session</b>	
12:00PM – 6:00PM	<b>Exhibit Hall Open</b>	Riverside Center
12:00PM – 1:30PM	"Taste of Chicago" lunch in Exhibit Hall	Riverside Center
1:30PM – 3:00PM	<b>2nd Workshop Session</b>	
3:00PM – 3:30PM	Complimentary Refreshments and Networking in Exhibit Hall	Riverside Center
3:45PM – 4:45PM	<b>3rd Workshop Session</b> (one-hour session)	
5:00PM – 6:00PM	Welcome Reception and Poster Presentations	Riverside Center
<b>MONDAY, March 16</b>		
7:30AM – 5:00PM	Registration Open	Grand Registration Desk
8:00AM – 4:30PM	<b>Exhibit Hall Open</b> (closed during Awards Luncheon)	Riverside Center
8:00AM – 8:45AM	Continental Breakfast in Exhibit Hall	Riverside Center
9:00AM – 10:30AM	<b>4th Workshop Session</b>	
10:30AM – 10:45AM	Break	
10:45AM – 12:15PM	<b>5th Workshop Session</b>	
12:30PM – 2:00PM	<b>Public Service Awards Luncheon</b>	Grand Ballroom
2:15PM – 3:45PM	<b>6th Workshop Session</b>	
3:45PM – 4:30PM	Complimentary Refreshments and Networking in Exhibit Hall	Riverside Center
4:30PM	Exhibitor Move Out	
<b>TUESDAY, March 17</b>		
8:30AM – 1:00PM	Registration Open	Grand Registration Desk
9:00AM – 10:30AM	<b>7th Workshop Session</b>	
10:30AM – 10:45AM	Break	
10:45AM – 12:15PM	<b>8th Workshop Session</b>	
12:15PM – 1:30PM	<b>Closing Plenary Luncheon</b>	Grand Ballroom



# LIFESAVERS 2015 PROGRAM

## Saturday, March 14

1:00PM-6:00PM

### Registration Open

Grand Registration Desk – Gold Level

2:00PM-6:00PM

### Exhibit and Poster Setup

Riverside Center – Purple Level

## Pre-Conference Workshops

(pre-registration required)

9:00AM – 3:00PM

### Death Notification: Delivering the News with Compassion for the Bereaved and Concern for the Messenger

Columbus IJ

1:00PM – 4:00PM

### Strategic Communications in Today's Communications Ecosystem

Columbus GH – Gold Level

9:00AM – 3:00PM

### Mothers Against Drunk Driving's Power of Parents Facilitator Training

Columbus AB – Gold Level

2:30PM – 5:00PM

### CPS Boot Camp: The Good, The Bad and The Ugly

Columbus CDEF – Gold Level

## Sunday, March 15

7:30AM – 5:30PM

### Registration Open

Grand Registration Desk – Gold Level

7:30AM – 12:00PM

### Exhibit and Poster Setup

Riverside Center – Purple Level

8:30AM – 10:15AM

### OPENING PLENARY

Grand Ballroom – Gold Level



#### Welcome

##### *Master of Ceremonies*

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

##### **Illinois State Police Honor Guard Unit**

Lt. Steven Riesenberg, Illinois State Police, Bagpiper  
National Anthem sung by the Children of Peace School Choir

#### Welcome to Illinois

Randall S. Blankenhorn, Acting Secretary, Illinois Department of Transportation, Springfield, IL

##### **Illinois' Commitment to Safety**

John Cullerton, President, Illinois State Senate

##### **Mission Moment**

Amy Mendelson, Pedestrian Safety Advocate, Chicago, IL

### CPS CEUs:



At this year's conference there is an opportunity to earn 5.5 hours of CPS technical continuing education units (CEUs). A "passport" will be provided at the conference. The passport is kept by the technician so they can provide it if they are selected for a CEU audit at time of recertification. Attendees must stay for the entire workshop and have their passport stamped on the way out (not more than 10 minutes remaining). Replacement passports will not be available. An additional CEU is earned by visiting selected exhibitors in the Exhibit Hall to have your "passport" stamped. Passports are available in the two child restraint (CR) Manufacturers' Latest Technology workshops held on Sunday.



10:30AM - 12:00PM

## 1ST WORKSHOP SESSION

Vulnerable Populations

### Keeping Adult Roadway Users Safe Via Community-Based Coalitions

**Sunday, 10:30AM - 12:00PM Columbus AB (East Tower)**

Traffic safety coalitions are often successful in developing creative partnerships that leverage a variety of resources to reduce injuries involving older drivers and pedestrians. Members include community organizations, government, law enforcement, business, transportation providers, public works, driver licensing agencies, education, health, and injury prevention. Learn how to build and grow a local coalition as well as implement effective initiatives from members of state and intra-state coalitions.

#### Moderator:

**Jill Rybar, MPH**, Deputy Director, Training, Research and Education for Driving Safety (TREDs), University of California, San Diego, LaJolla, CA

#### Speakers:

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

**Rick Fuls**, Illinois Secretary of State's Office, Springfield, IL

**Kim Snook**, Director, Office of Driver Services, Iowa Department of Transportation, Ames, IA

Communications

Teen Traffic Safety

### Social Media: the Language of Millennials

**Sunday, 10:30AM - 12:00PM Columbus C-F (East Tower)**

The social media landscape changes daily. Internet users are no longer just sharing information through Facebook, Twitter and YouTube but also through platforms like Vine, Instagram, Pinterest, and more. Learn how to leverage these tools to reach millennials - 18 to 29 year-olds who have an exceedingly high crash risk - with critical traffic safety messages and campaigns.

#### Moderator:

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

#### Speakers:

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

**Heather Jeffreys**, Marketing Specialist, North Carolina Department of Transportation, Raleigh, NC

**Neal Thurman**, Account Supervisor, Trozzolo Communications Group, Kansas City, MO

Vulnerable Populations

### Motorcycles and Integrated Technology on Highways

**Sunday, 10:30AM - 12:00PM Columbus GH (East Tower)**

Intelligent Transportation Systems (ITS) is a term that's been around for decades, but how are motorcycles factored into the work being conducted in that arena? How can motorcycles communicate with other vehicles within an ITS environment? Speakers will discuss how naturalistic studies are aiding in the development of ITS technologies for motorcycles and how ITS can aid in helping identify risk exposure for motorcyclists.

#### Moderator:

**Shane McLaughlin, PhD**, Research Scientist, Virginia Tech Transportation Institute, Blacksburg, VA

#### Speakers:

**Erin Flanigan, PE**, Principal, Cambridge Systematics, Bethesda, MD

**Randolph Atkins, PhD**, Social Science Researcher, NHTSA, Washington, DC

Other Highway Safety Priorities

Communications

Criminal Justice/Law Enforcement

### Who Is the NTSB and Why Are They at the Scene of My Crash?

**Sunday, 10:30AM - 12:00PM Columbus IJ (East Tower)**

While many expect to see NTSB investigators at the scene of an airplane crash or train derailment, most don't realize that investigating highway crashes is part of the agency's mission, too. Learn about the new NTSB investigative process, what investigators are looking for, and how an NTSB investigation might be conducted parallel with yours. Learn how to prepare for your role in dealing with the media, family members, prosecutors, local officials, and the NTSB. Learn strategies for 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:

**Jennifer Morrison**, Highway Accident Investigator-in-Charge, National Transportation Safety Board, Washington, DC

**Captain Ronnie Hampton**, Troop Commander, Futures, Capabilities and Plans, Oklahoma City, OK

**Master Sgt. Robert Story**, Illinois State Police, Downers Grove, IL

**Donna Kelly**, First Assistant, McHenry County State's Attorney's Office, Woodstock, IL

Adult Occupant Protection/Vehicle Technology

### Putting Data to Work to Enhance, Pass Seat Belt Laws

**Sunday, 10:30AM - 12:00PM Columbus KL (East Tower)**

Data is one of the most powerful and compelling tools highway safety advocates have to push for passage of stronger seat belt laws. For instance, ensuring that elected officials know the extent of their state's unbelted fatality problem, as well as who is likely to ride unbelted (i.e., teens, who have the highest crash risk of any age group, impaired drivers), can sway even the most steadfast detractor. Hear how government and private sector officials are leveraging data to persuade legislators and other leaders to improve occupant protection laws and programs in their states.

#### Moderator/Speaker:

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

#### Speakers:

**Ruth Shults, PhD, MPH, CAPT, USPHS**, Senior Epidemiologist, Injury Center, Centers for Disease Control and Prevention, Atlanta, GA

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

**Jim Hanni**, Executive Vice President, Public Affairs, AAA Allied Group, Lawrence, KS

Adult Occupant Protection/Vehicle Technology

### Stopping the Crash Before It Happens: Collision Avoidance Technology & More

**Sunday, 10:30AM - 12:00PM Crystal A (West Tower)**

The future is now! Hear from experts about technologies that are making their way into cars and onto the roadways that has the potential to significantly mitigate crashes and improve highway safety.

#### Moderator:

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

#### Speakers:

**Matt Moore**, Vice President, Highway Loss Data Institute, Arlington, VA

**John Capp**, Director, Active Safety Electronics, Global Vehicle Engineering, General Motors, Warren, MI

**Stephen Buckley**, Senior Technical Fellow - Electrical Engineering, Chrysler, Auburn Hills, MI

SUNDAY

5



## Marijuana Impaired Driving Cases – Overcoming Challenges

**Sunday, 10:30AM – 12:00PM Crystal B (West Tower)**

Marijuana impaired driving cases are extremely challenging and highly litigated. The medical marijuana movement and efforts to legalize its use have not only increased the number of cases but have impacted the public's perception of these prosecutions. Learn about the unique challenges these cases pose and why they are often treated differently by judges, jurors and even some prosecutors. Explore strategies and practical tips for successful investigation and prosecution.

### Moderator:

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

### Speakers:

**Beth Barnes**, Arizona GOHS Traffic Safety Resource Prosecutor, Phoenix City Prosecutor's Office, Phoenix, AZ

**Erin Inman**, Traffic Safety Specialist, Inman Training, Helena, MT



## Friends Don't Let Friends Drive Distracted: Keeping Teens Safe Through Peer-Led Approaches

**Sunday, 10:30AM – 12:00PM Crystal C (West Tower)**

Distraction and inattention caused not only by technology, but also passengers are leading causes of teen car crashes. Hear from youth and their advisers on how to develop and implement peer-to-peer programs that address driver distraction and truly resonate with teens. Strategies focusing on the increasing problem of distracted pedestrians will also be discussed.

### Moderator:

**Jurek Grabowski**, Research Director, AAA Foundation for Traffic Safety, Washington, DC

### Speakers:

**Judy Weber-Jones**, Driver Education Instructor, Gibson City-Melvin-Sibley High School, Gibson City, IL

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

**Logan Melgosa**, State President, Family, Career and Community Leaders of America (FCCLA), Barron, WI

**James Fairfield**, Student, Gibson City-Melvin-Sibley High School, Gibson City, IL

**Cayley Wilson**, Student, Gibson City-Melvin-Sibley High School, Gibson City, IL

**Kennedy Gwin**, Student, Hoquiam High School, Hoquiam, WA

**Hunter Watson**, Student, University High School, Spokane, WA



## Distracted Driving Overview: New Issues and Emerging Trends

**Sunday, 10:30AM – 12:00PM Regency A (West Tower)**

While distracted driving isn't a new issue, there are new aspects and trends that are important for safety professionals to note. Distraction has possibly played a role in the increasing number of deaths of pedestrians and other more vulnerable road users. On the positive side, states and communities are actively addressing distracted driving and best practices/promising approaches have emerged. We will provide an overview of distracted driving with a particular emphasis on recent developments.

### Moderator:

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

### Speakers:

**Pam Fischer**, Principal, Pam Fischer Consulting, Hackettstown, NJ

**Jake Nelson**, Director, Traffic Safety Advocacy & Research, AAA, Washington, DC



## A Fresh Look at Sobriety Checkpoints, a Proven Countermeasure

**Sunday, 10:30AM – 12:00PM Regency B (West Tower)**

High visibility sobriety checkpoints conducted in conjunction with paid and/or earned media are a proven countermeasure for deterring drunk drivers. Join in a panel discussion about how events in Ferguson and New York City are affecting high visibility enforcement (HVE) efforts across the nation. Also, learn about new research conducted by the Insurance Institute for Highway Safety discussing what communities are doing to support HVE and hear how states without sobriety checkpoints can help move legislators toward passing laws that allow this proven strategy.

### Moderator:

**Caroline Cash**, Highway Safety Specialist, NHTSA, Washington, DC

### Speakers:

**Capt. Thomas Didone**, Traffic Division Director, Montgomery County Police Department, Gaithersburg, MD

**Angela Eichelberger, PhD**, Senior Research Scientist, Insurance Institute for Highway Safety, Ruckersville, VA

**Darrin T. Grondel**, Director, Washington Traffic Safety Commission, Olympia, WA



## CR Manufacturers' Latest Technology Panel, Part 1 (1.5 CEUs)

**Sunday, 10:30AM – 12:00PM Regency CD (West Tower)**

The first half of this popular workshop enables attendees to hear a very brief presentation from 7 child restraint (CR) manufacturers as they highlight technology changes to their products. Attendees gain 1.5 CEUs from this session. An additional CEU (a maximum of 3 CEUs are earned by attending Part 1 and 2 of the panel and an additional 1 CEU is earned by visiting exhibitors in the Exhibit Hall for a total of 4 CEUs) helps technicians meet recertification requirements. Attendees receive their "passports" at the end of the session and keep passports in the event of a re-certification audit.

### Moderator:

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

### Speakers:

**Courtney Barry**, Child Passenger Safety Advocate, Chicco USA, Lancaster, PA

**Trudy Slaght, CPST, CRST-IT**, Child Passenger Safety Advocate, Clek, Inc., Toronto, ON

**Jeffrey Durkee, CPST**, Director of Sales, CYBEX/Regal Lager Inc., Kennesaw, GA

**Vera Fullaway**, CPS Advocate, Safe Traffic Systems, Inc., Franklin Park, IL

**Tony Jerisha**, Product Trainer & Advocate/CPS Instructor, RECARO Child Safety, LLC, Auburn Hills, MI

**Sarah Tilton CPST-I**, Child Passenger Safety Advocacy Manager, Britax USA, Fort Mill, SC

**Carol Helmski**, Marketing, Car Seats & Communications, Graco Children's Products, A Newell Rubbermaid Company, Bonita Springs, FL



### Address Change?

Please let us know at registration if your address has changed



12:00PM – 1:30PM

## "TASTE OF CHICAGO" LUNCH



Riverside Center Exhibit Hall – Purple Level

Join us for lunch on Sunday afternoon as we take a culinary tour of Chicago featuring traditional cultural fare from the Polish, Mexican, and Italian neighborhoods of the city along with Chicago's signature deep dish pizza, hot dogs and famous Eli's Cheesecake on a Stick.

Be sure to check the Winner's Board, located near the exhibit hall entrance, before the hall closes at 4:30 PM on Monday to see if you won one of the many exhibitor drawings!

1:30PM – 3:00PM

## 2ND WORKSHOP SESSION



Vulnerable Populations

### Performance Measures Matter: Tips and Techniques for Collecting & Leveraging Bike/Pedestrian Data

Sunday, 1:30PM - 3:00PM Columbus AB (East Tower)

Knowledge is Power. Learn how to go beyond old school traffic counts and police reports to design useful performance measures, secure funding and plan robust evaluations for your pedestrian and bicycle safety programs. Hear about new methods for getting accurate pedestrian and bicyclist counts, while gaining an understanding of the data sources (and how to access them) that can help you gain an accurate understanding of your bike and pedestrian safety issues. Spoiler Alert: Police reports are useful for determining high risk areas and whether a safety device was used, but EMS/hospital reports are better for determining the severity of injuries. This session is appropriate and useful for all – regardless of your data comfort level!

#### Moderator/Speaker:

**Marcia Howell**, Executive Director, Alaska Injury Prevention Center, Anchorage, AK

#### Speakers:

**Jeff Frkonja, MPA**, Senior Consultant, RSG, Inc., Chicago, IL

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



Impaired Driving



Communications

### Mobilizing the Public to Report Impaired Drivers

Sunday, 1:30PM – 3:00PM Columbus C-F (East Tower)

Engaging the public to report impaired drivers is a proven tool for improving the safety of all roadway users. Join with representatives from MADD, the research community and law enforcement to learn how to develop and sustain year-round, community mobilization campaigns that empower citizens to act. Examples of successful, evaluated campaigns will be discussed along with how to partner with police and what is required to ensure an initiative is viable for the long-term.

#### Moderator:

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

#### Speakers:

**Capt. Thomas Didone**, Traffic Division Director, Montgomery County Police Department, Gaithersburg, MD

**Andy Murie, CEO**, MADD Canada, Oakville, ON

#### ALL TRACKS

### Building Evaluation into Your Teen-Led and Other Traffic Safety Programs

Sunday, 1:30PM – 3:00PM Columbus GH (East Tower)

In this age of accountability and measurement, your ability to secure grant funding and attention for community and school-based programs will depend on whether you can prove they work to change and/or influence your target audience's behavior. Learn practical methods for incorporating basic evaluation into all your safety programs—even those not focused on teens. Hear about SADD's new strategic plan for program evaluation, the National Safety Council's evaluation strategies, and the evaluation experience of one grassroots program.

#### Moderator/Speaker:

**Rick Birt**, Development Officer, Students Against Destructive Decisions, Marlborough, MA

#### Speakers:

**Jona Johnson**, Executive Director and Co-Founder, Alexa's Hugs, Loveland, CO

**Lorrie Lynn**, Program Manager, National Safety Council, Chicago, IL

#### ALL TRACKS

### Embracing Your Shoestring Budget: Penny-Pincher Communications

Sunday, 1:30PM – 3:00PM Columbus IJ (East Tower)

Acknowledging your budget limitations from the onset can open doors to non-traditional media engagements and executions that generate strong exposure. But it's important to recognize that the strategies used in large-scale programs like "Click It Or Ticket" are going to be significantly different than those employed for a small pedestrian safety campaign. Learn how you can leverage even the smallest budget to generate big impact from expert penny pinchers.

#### Moderator:

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

#### Speakers:

**Valerie Salinas-Davis**, CEO, EnviroMedia, Austin, TX

**Nancy White**, Director, Public Relations, AAA, Washington, DC



Vulnerable Populations



Impaired Driving



Criminal Justice/Law Enforcement

### Rx for Safety: The Medically Impaired Driver...Connecting the Dots

Sunday, 1:30PM – 3:00PM Columbus KL (East Tower)

If not managed properly, physical and medical conditions – impaired vision, lack of flexibility, reduced reaction time, dementia, diabetes, seizures, sleep disorders – can increase an older driver's crash risk. Increased use of medications is also common as a person ages. Join with experts who will discuss the facts and what agencies are doing locally to help older drivers understand the risks while properly managing their health. States that have a mandatory reporting law will also be examined, along with law enforcement's role, and how local transportation officials are dealing with an aging population and growing concerns about older driver safety.

#### Moderator:

**Kim Snook**, Director, Office of Driver Services, Iowa Department of Transportation, Ames, IA

#### Speakers:

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

**Linda Hill, MD, MPH**, Director, Training, Research, and Education for Driving Safety (TRENDS), University of California, San Diego, San Diego, CA

**Elin Schold Davis, OTR/L, CDRS**, Older Driver Initiative Project Coordinator, American Occupational Therapy Association, Bethesda, MD



## Can Technology Convince the Hardcore Seat Belt Naysayer?

**Sunday, 1:30PM – 3:00PM** **Crystal A (West Tower)**

With national seat belt use now at 87 percent, how do we convince the hardcore naysayers to buckle up every trip? Is technology such as belt reminders and assurance systems the answer? Get the low down from government and industry experts on new and future advances that may help us ensure that all motor vehicle occupants, even those who typically ride unrestrained, fasten their seat belts.

### Moderator:

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

### Speakers:

**Katherine Yehl**, Director, Volvo Cars, Washington, DC

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

**Maria Vegega, PhD**, Chief, Occupant Protection Division, NHTSA, Washington, D.C.



## Why You Don't See What You Thought You Saw: Limitations of Mobile Video Recording

**Sunday, 1:30PM – 3:00PM** **Crystal B (West Tower)**

Law enforcement agencies across the nation are using video to document key information. But does the video tape tell the whole story particularly when it comes to traffic stops involving impaired drivers? Explore why video recordings may not be the best evidence in court, ways to improve video recording of events, and how to explain “the video doesn't lie” defense argument when the recording doesn't adequately capture the actions of the defendant in impaired driving cases.

### Moderator:

**Melissa Shear, Esq.**, Traffic Safety Resource Prosecutor; Assistant Attorney General, Office of the Attorney General, Washington, DC

### Speaker:

**Sgt. Christopher Andreacola**, Tucson Police Department, Impaired Driver Enforcement Unit, Tucson, AZ



## What Role Can the Judiciary Play in Your State's Efforts to Reduce Impaired Driving?

**Sunday, 1:30PM – 3:00PM** **Crystal C (West Tower)**

Hear from judges who have experience in impaired driving prevention and learn the valuable role of the judiciary in programs ranging from participation on ID task forces and DWI courts, to serving as Judicial Outreach Liaisons (JOLs). Perceived barriers to judicial participation in programs and training courses as well as the Model Code of Judicial Conduct and how to create a balanced and inclusive approach will be discussed. Learn how judges are using their experience and knowledge to help communities further engage other judges in ID prevention. Position descriptions and performance measures for state JOLs, resources to help you select and deploy a JOL in your state, and available training for DWI courts will be provided.

### Moderator:

**Hon. Mary Jane Knisely**, District Court Judge, 13th Judicial District, Billings, MT

### Speakers:

**Hon. Neil Axel**, Judge (ret.), Columbia, MD

**Hon. Patrick Bowler**, Judge (ret.), Michigan Judicial Outreach Liaison, Grand Rapids, MI

**Hon. Earl Penrod**, ABA/NHTSA Judicial Fellow, Princeton, IN



## Leveraging the Latest Research to Inform Your Distracted Driving Message

**Sunday, 1:30PM – 3:00PM** **Regency A (West Tower)**

Hear about the newest findings from distracted driving research, and how it can enhance your own efforts to address distracted driving. The expert panel will review recently published research on the demands associated with controlling built-in and portable technology using voice commands while driving. Also, hear the results from the initial distracted driving study conducted using data from the Strategic Highway Research Program's (SHRP 2) naturalistic driving study.

### Moderator/Speaker:

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

### Speakers:

**Dillon Funkhouser**, Senior Research Engineer, University of Michigan Transportation Research Institute (UMTRI), Ann Arbor, MI

**Randall Commissaris, PhD**, Associate Professor, Wayne State University, Detroit, MI



## What's New in Alcohol and Drugged Driving Research

**Sunday, 1:30PM, 3:00PM** **Regency B (West Tower)**

Drug impairment is a growing issue in many states and communities, particularly with the loosening of restrictions on marijuana use. Plus, drunk driving continues to claim over 10,000 lives annually. Hear about the findings of three important studies—Drug and Alcohol Crash Risk, 2013-14 National Roadside Survey of Alcohol and Drug Use, and Effects of Marijuana Legalization in Washington on Drivers' Drug and Alcohol Use—designed to help practitioners and police officers target their resources to combat impaired driving.

### Moderator:

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

### Speakers:

**Amy Berning**, Research Psychologist, NHTSA, Office of Behavioral Safety Research, Washington, DC

**Tara Kelley-Baker**, Senior Research Scientist, Pacific Institute for Research & Evaluation, Calverton, MD

**John H. Lacey, MPH**, Senior Research Scientist, Pacific Institute for Research and Evaluation, Calverton Center, Calverton, MD



## CR Manufacturers' Latest Technology Panel, Part 2 (1.5 CEUs)

**Sunday, 1:30PM – 3:00PM** **Regency CD (West Tower)**

The second half of this popular workshop enables attendees to hear a very brief presentation from 7 different child restraint (CR) manufacturers as they highlight technology changes to their products. Attendees gain 1.5 CEUs from this session. An additional CEU (a maximum of 3 CEUs are earned by attending Part 1 and 2 of the panel and an additional 1 CEU is earned by visiting exhibitors in the Exhibit Hall for a total of 4 CEUs) helps technicians meet recertification requirements. Attendees receive their “passports” at the end of the session and keep passports in the event of a re-certification audit.

### Moderator:

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

## Speakers:

**Allana Pinkerton**, Global Safety Advocate, Diono, Puyallup, WA  
**Mike Gillett**, Nuna Baby Essentials, Alexandria, VA  
**Daniella Brown**, CPST-I, Child Passenger Safety Advocate, UPPAbaby, Hingham, MA  
**Courtney Yin Duke**, Director, Regulatory and Engineering Compliance, Orbit Baby, Inc., Newark, CA  
**Ryan Hawker**, Car Seats Marketing Director, Dorel Juvenile, Foxboro, MA  
**Shayne Merritt**, Merritt Manufacturing, Bargersville, IN  
**Sarah Haverstick**, CPSTI, Safety Advocate, Evenflo Company, Inc., Miamisburg, OH

3:00PM – 3:30PM

**Complimentary Refreshments and Networking**  
**Riverside Center Exhibit Hall – Purple Level**

3:45PM – 4:45PM

## 3RD WORKSHOP SESSION (ONE-HOUR SESSION)

 Vulnerable Populations

 Criminal Justice/Law Enforcement

### Technology & Enforcement Strategies to Prevent Bike and Pedestrian Injuries

**Sunday, 3:45PM – 4:45PM** **Columbus C-F (East Tower)**

How is technology improving bicycle and pedestrian safety and enhancing enforcement strategies? Communities that are leveraging technology to improve bike and pedestrian safety will be highlighted with a particular focus on Rectangular Rapid Flashing Beacons (RRFB), Hybrid Crosswalk systems, and side guards, which are installed on large trucks to protect bicyclists and pedestrians from falling underneath the vehicle.

#### Moderator:

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

#### Speakers:

**William Marshall**, CEO, VP Business Development, Electrotechnics Corporation (ELTEC), Marshall, TX  
**Alex Epstein, PhD**, General Engineer, Volpe, The National Transportation Systems Center (U.S. DOT), Cambridge, MA

 Other Highway Safety Priorities

### Safety Data Uses and Issues for the Native American Nations

**Sunday, 3:45PM – 4:45PM** **Columbus GH (East Tower)**

Hear what the Native American nations are doing with data to address their unique traffic safety needs and challenges, and make Indian Country safer.

#### Moderator:

**Lesa Way**, Injury Prevention Specialist, South East Alaska Regional Health Consortium, Sitka, AK

#### Speakers:

**Norma Bowman**, Department Manager, Navajo Nation DOT-Highway Safety, Window Rock, AZ  
**Danielle Lippert**, Health Education Specialist, California Rural Indian Health Board, Inc., Sacramento, CA  
**Lawrence Robertson**, Director, Indian Highway Safety Program, Albuquerque, NM

## ALL TRACKS

### Poster Dash! 60 Minutes That Will Change Your Life

**Sunday, 3:45PM – 4:45PM**

**Columbus IJ (East Tower)**

For nearly a decade, the Lifesavers Conference has included stimulating posters highlighting new research, innovative practices and emerging topics. The poster presentation has been expanded to include the Lifesavers “Poster Dash!” in which poster presenters with a similar topic will be assigned to a specific roundtable where presenters and attendees 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 Shaw**, Safety Advocate, National Transportation Safety Board, Washington, DC

 Occupant Protection for Children

### Habla Espanol? Effectively Engaging Hispanic Families

**Sunday, 3:45PM – 4:45PM**

**Columbus KL (East Tower)**

Is it hard to reach and maintain your Hispanic communities involved in child passenger safety? As CPS advocates, let's network and share the experiences we have faced within these communities.

#### Moderator/Speaker:

**Wanda Vazquez**, CPST-I, Traffic Safety Liaison, Illinois Department of Transportation, Rincon Family Services, Chicago, IL

#### Speaker:

**Mauricio Joya**, Riley Hospital for Children, Indianapolis, IN

 Impaired Driving

 Vulnerable Populations

### Victim Impact Panel: Working With Survivors

**Sunday, 3:45PM – 4:45PM**

**Crystal A (West Tower)**

Traffic fatalities are more than just numbers. Each death is a family member, friend, and loved one. This panel shares stories from victim advocates working to address impaired driving and pedestrian safety.

#### Moderator:

**Colleen Sheehy-Church**, National President, MADD, Irving, TX

#### Speakers:

**Dawn Early**, Program Coordinator, MADD, Downers Grove, IL  
**Andrew Kudelka**, Advocate, Martha Gonzalez Memorial Committee, Chicago, IL  
**Cristy Pirc**, Volunteer, MADD, Downers Grove, IL

 Criminal Justice/Law Enforcement

 Impaired Driving

### Prosecuting DUI Cases By Effectively Using the SFST Manual

**Sunday, 3:45PM – 4:45PM**

**Crystal B (West Tower)**

Ensuring that law enforcement and prosecutors understand the recent updates to the Standardized Field Sobriety Testing Manual is essential for efficiently and effectively prosecuting motorists charged with DUI. Hear from experts who will walk you through key manual changes as well as discuss how it can be used to prepare for effective courtroom testimony.

#### Moderator/Speaker:

**Todd Hayes**, Senior Traffic Safety Resource Prosecutor, Prosecuting Attorneys' Council of Georgia, Atlanta, GA

#### Speakers:

**Deena Ryerson**, Traffic Safety Resource Prosecutor, Oregon Department of Justice, Salem, OR  
**Sgt. Robert Hayes**, Albany Police Department, Albany, OR



## Policy and Enforcement Strategies to Prevent Underage Drinking

Sunday, 3:45PM – 4:45PM

Regency A (West Tower)

Alcohol is still a factor in a number of fatal teen crashes. And when it comes to drugs and driving, teens may not make the connection between driving high and driving impaired. Examine the problem of alcohol and drug-impaired driving for teens. Then take a look at two programs that have made an impact on reducing underage impaired driving including one community's efforts to use a high visibility enforcement program to address the problem.

### Moderator/Speaker:

**Mark Wolfson, PhD**, Professor, Wake Forest University School of Medicine, Winston Salem, NC

### Speakers:

**Craig Phillips, CPS**, Prevention Specialist, Seven Counties Services, Inc., Louisville, KY

**Gloria Mansfield Averill**, Target Zero Manager, Pierce County Community Connections, Tacoma, WA



## Driving High: How Colorado & Washington are Addressing Legalized Marijuana

Sunday, 3:45PM – 4:45PM

Regency CD (West Tower)

More permissive marijuana laws and an increase in drug abuse – both illegal and prescription – raise many challenges for the highway safety community. Hear how Colorado and Washington State are responding to legalization of marijuana use and learn about the national response to drug-impaired driving.

### Moderator:

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

### Speakers:

**Lt. Col. Kevin Eldridge**, Colorado State Patrol, Lakewood, CO

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

**Courtney Popp**, Traffic Safety Resource Prosecutor, Washington State, Legal Advisor, King County Sheriff's Office, Seattle, WA



## But My Law is Secondary! New Approaches to Overcoming This Hurdle

Sunday, 3:45PM – 4:45PM

Regency B (West Tower)

Hampered, frustrated by your state's secondary seat belt law? What can you do to bolster morale among battle weary law enforcement and safety advocates? Learn how states are overcoming these and other hurdles including low fines, limited support from top leadership, and no media coverage to ensure that the public understands the importance of proper restraint.

### Moderator:

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

### Speakers:

**Beverly Reicks**, President/CEO, National Safety Council, Nebraska, Omaha, NE

**Chief Robert Ticer**, Avon Police Department, Avon, CO



5:00PM – 6:00PM

## WELCOME RECEPTION AND POSTER PRESENTATIONS

Riverside Center Exhibit Hall – Purple Level

Sunday evening the exhibit hall comes alive when Lifesavers kicks off our 33rd 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 page 24. This will remain the same throughout the conference. Buffet tip: The food station closest to the door always has a line, so keep going!

Sunday evening's "Mocktail Reception" will feature our signature mocktail for this year's conference that is sure to be refreshing.

See the list of exhibitors on page 25.

### Poster Session

Don't forget to visit the poster displays located in the exhibit hall. The presenters will be at their posters from 5:00PM to 6:00PM to answer your questions.

See the list of posters on page 28.



### Complimentary WiFi

Complimentary WiFi is available in the common areas of the Hyatt Regency for hotel guests (not in the workshop rooms).



### Public Service Awards Luncheon

On Monday, March 16, during the Public Service Awards Luncheon, we will honor people and organizations who exemplify the highest standards of achievement in the field of traffic safety. The honorees are outstanding representatives of thousands who tirelessly give of their time, talents and energy to make travel safer.



# Monday, March 16

7:30AM – 5:00PM

## Registration Open

Grand Registration Desk – Gold Level

8:00AM – 4:30PM

## Exhibit Hall Open

(closed during Public Service Awards Luncheon)

Riverside Center Exhibit Hall – Purple Level

8:00AM – 8:45AM

## Complimentary Continental Breakfast

Riverside Center Exhibit Hall – Purple Level

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

 Vulnerable Populations

### Real World Solutions (you can implement today) for Addressing Older Drivers

Monday, 9:00AM – 10:30AM Columbus AB (East Tower)

There is much discussion concerning older drivers and mobility, and it's often difficult to separate the facts from the myths. This workshop will review how the aging process affects the skills and abilities necessary for safe driving and discuss existing programs that conference attendees can take home and replicate. Best practices will include the formation of statewide coalitions, health care assessments, education and training opportunities, survey feedback from consumers and promotion of this important issue - all with the goal of helping older drivers extend their safe driving years.

#### Moderator:

**Anita Lorz Villagrana**, Manager, Community Affairs and Traffic Safety, Automobile Club of Southern California (AAA), Costa Mesa, CA

#### Speakers:

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

**Charlene Sligting, MPA**, Public Affairs Specialist, AAA, Chicago, IL

 Vulnerable Populations

### Officials That “Get It:” Making Communities Pedestrian & Bike-Friendly

Monday, 9:00AM – 10:30AM Columbus C-F (East Tower)

Don't miss this opportunity to hear from a panel of local elected officials from across the country who have prioritized walking and biking in their communities. Join them for a lively and informative discussion about how they've built public support for walking and biking, utilized creative funding and policy approaches to advance pedestrian and bicycle-friendly city planning, and succeeded in leading communities that emphasize livability, connectivity and safety for all roadway users.

#### Moderator:

**Barbara McCann**, Director, Office of Safety, Energy and Environment, USDOT, Washington, DC

#### Speakers:

**Mayor John Lundell**, Coralville, IA

**Michael Wojcik**, City Councilman, Rochester, MN

**Robbie Webber**, Senior Associate, State Smart Transportation Initiative, Madison, WI

 Distracted Driving

### Taking Action: From Tragedy to Advocacy

Monday, 9:00AM – 10:30AM Columbus GH (East Tower)

Hear from those who have been personally affected by distracted driving. Learn how their advocacy work can help you effect change in your states and communities.

#### Moderator/Speaker:

**David Teater**, Senior Director, Transportation Initiatives, National Safety Council, Itasca, IL

#### Speakers:

**Officer Gretchen Morgan**, Paducah Police Department, Paducah, KY

**Russell Hurd**, Highway Safety Advocate, Heather's Highway, Abington, MD

**Rob Reynolds**, Advocate, C.A.R. Alliance, Omaha, NE

 Adult Occupant Protection/Vehicle Technology

 Teen Traffic Safety

 Occupant Protection for Children

### Working With the Medical and Public Health Communities to Increase Occupant Protection

Monday, 9:00AM – 10:30AM Columbus IJ (East Tower)

The medical community plays a critical role in helping to ensure that children, teens, adults, and seniors buckle up every trip. Seasoned medical experts will discuss how they're working with highway safety professionals to take occupant protection programs to a whole new level.

#### Moderator:

**Laura Dunn**, Manager, Research and Communications, AAA Foundation for Traffic Safety, Washington, D.C.

#### Speakers:

**Joanne Fairchild, RN**, Injury Prevention Nurse Consultant, Trauma Nurses Talk Tough Program, Legacy Emanuel Trauma Center, Portland, OR

**Stewart Wang, MD, PhD**, Endowed Professor of Surgery, University of Michigan Health Systems, Director, International Center for Automotive Medicine, Ann Arbor, MI

**Katrina Hubbard, RN, BSN**, Community Health Specialist, Northwestern Medicine, Winfield, IL

#### Prize



Prize for Your Lifesavers Conference Bag! Stop by the Illinois Department of Transportation booth in the Exhibit Hall and show them your oldest Lifesavers Conference bag. The winner will be announced at the Monday afternoon refreshment break in the Exhibit Hall.

MONDAY

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## ALL TRACKS

**State Highway Safety Assessments – How to Use Them as a Blueprint for Success and Changing CULTURE!****Monday, 9:00AM – 10:30AM Columbus KL (East Tower)**

How do you change the traffic safety culture in your state or community? Have you conducted a statewide assessment of a particular behavioral safety issue and then not known how to move forward with the recommendations? Hear from states that have successfully enacted recommendations from a state highway safety assessment prompting truly beneficial results. Also included will be a discussion of traffic safety culture, and how this key issue represents a challenge and an opportunity to highway safety partners. This workshop is a must for state DOTs, highway safety offices and other public and private sector agencies seeking ways to improve their safety culture as well as collaborate with partners.

**Moderator:****Caroline Cash**, Highway Safety Specialist, NHTSA, Washington, DC**Speakers:****Ted Minall**, Law Enforcement Liaison, Contractor, NHTSA, Region 1, New England Traffic Safety, LLC, South Burlington, VT**Susan Bryant**, Principal, LeaderServices, Iowa City, IA**Jay Otto, MS**, Research Scientist/Manager of the Center for Health and Safety Culture, Montana State University, Bozeman, MO

Impaired Driving



Criminal Justice/Law Enforcement



Occupant Protection for Children

**Advocating for Impactful DUI Child Endangerment Laws****Monday, 9:00AM – 10:30AM Crystal A (West Tower)**

Drunk driving with a child in the car is a form of child abuse. Yet each year, drivers make thousands of trips that threaten children's lives by driving impaired and with unrestrained children. Learn about current state laws and what makes a law strong and enforceable. Recent research will highlight the percent of children killed by a drinking driver by state, law type and strength. Hear from a prosecutor how child endangerment, abuse and neglect are introduced into the courtroom and how efforts by law enforcement affect courtroom decisions. Leave with new tools and the ability to advocate for an effective law and policy. Learn how to properly document child endangerment, abuse and neglect cases for successful litigation.

**Moderator:****Lorrie Walker**, Training Manager and Technical Advisor, Safe Kids Worldwide, Washington, DC**Speakers:****Tara Kelley-Baker, PhD**, Senior Research Scientist, Pacific Institute for Research & Evaluation, Calverton, MD**Cathy Chase**, Vice President, Governmental Affairs, Advocates for Highway and Auto Safety, Washington, DC**Thomas Kimball**, Traffic Safety Resource Prosecutor, Tennessee District Attorneys General Conference, Nashville, TN

Occupant Protection for Children

**Addressing the Transportation Needs of Infants and Children with Special Needs****Monday, 9:00AM – 10:30AM Crystal B (West Tower)**

Health care professionals face a variety of situations as they meet the needs of children with both short and long-term special transportation needs. One in ten (about 6 million) ambulance transports involve a child, yet standardized care is not always available. Practitioners face frequent challenges when caring for children with special needs and case study presentations will enable you to be

part of the hospital discharge planning and solutions. Additionally, babies today often spend long hours sleeping in car seats that can compromise health. This session addresses your exposure to medical situations you'll experience involving compromised children.

**Moderator:****Thelma Kuska, BSN, RN, CEN, FAEN**, Member, National Child Passenger Safety Board, Palos Heights, IL**Speakers:****Teresa Stewart, MS, MPH**, Sleep Consultant, Maternal and Child Health Educator, and Child Safety Advocate, Teresa Stewart: Family Solutions, Boston, MA**Cynthia Wright-Johnson, MSN, RN**, Director, Maryland EMS for Children, Maryland Institute for Emergency Medical Services Systems (MIEMSS), Baltimore, MD**Marilyn J. Bull, MD, FAAP**, Morris Green Professor of Pediatrics, Riley Hospital for Children at IU Health, Automotive Safety Program, Indianapolis, IN

Teen Traffic Safety

**New Insights on the Effectiveness of Driver Education & Training****Monday, 9:00AM – 10:30AM Crystal C (West Tower)**

Thanks to AAA's recent study of the effectiveness of driver education on teen behavior in Oregon and Manitoba (the first of its kind in many years), there's expert consensus that driver education and training should be integrated into graduated driver licensing as a multi-phase process. Join in a discussion on how to move driver education and training from a best practice framework to practical implementation. Also learn about the new recommendations for national online driver education standards.

**Moderator:****Justin McNaul**, Vice President, Government Affairs, I Drive Safely, Vienna, VA**Speakers:****Daniel Mayhew**, Senior Researcher and Advisor, Traffic Injury Research Foundation, Ottawa, ON**Bill Van Tassel, PhD**, Manager, Driver Training Programs, AAA National Office, Heathrow, FL

Criminal Justice/Law Enforcement

**Enhancing Response to Traffic Incidents Through Public Safety Consolidation****Monday, 9:00AM – 10:30AM Regency A (West Tower)**

One of the challenges of traffic incident management is to enhance communication and cooperation across disciplines. In recent years there has been significant progress in this area but there are gaps, particularly between law enforcement and firefighting organizations. In part because each group has a unique mission, and, on occasion, those missions conflict. This presentation examines communities that have fully integrated public safety departments in which most or all staff are cross-trained in law enforcement, firefighting and EMS. The session will explore how this organizational model can be used to enhance traffic incident management.

**Moderator:****Vernon Betkey, Jr.**, National Law Enforcement Liaison Program Manager, Governors Highway Safety Association, Washington, DC**Speakers:****Chief Jeff Hadley**, Director, Kalamazoo Public Safety, Kalamazoo, MI**Alex Weiss, PhD**, President, Alexander Weiss Consulting, Evanston, IL



Occupant Protection for Children



Criminal Justice/Law Enforcement

## Curbside Law Enforcement Training Opportunities

**Monday, 9:00AM – 10:30AM**

**Regency B (West Tower)**

This session is designed to help local law enforcement agencies improve their child passenger safety knowledge base through non-certification short course training opportunities. Join us and hear about ways to enhance your curbside skills and increase support to your community.

### Moderator:

**Robert D. White, NREMT-P**, Assistant Chief, Piedmont Medical Center EMS, Co-Chair Safe Kids York County, Rock Hill, SC

### Speakers:

**Sgt. Lance Mitchell**, Knox County Sheriff's Office, Rockland, ME

**Kasandra Borchardt**, Police Officer, WI Rapids Police Department, Wisconsin Rapids, WI

**Robin Rivera**, Community Traffic Safety Project Coordinator, North Central Highway Safety Network, Pottsville, PA



Criminal Justice/Law Enforcement

## Law Enforcement Professionalism: Doing the Right Things to the Right People for the Right Reasons

**Monday, 9:00AM – 10:30AM**

**Regency CD (West Tower)**

Officers are routinely confronted with tough questions involving when and how to interact with citizens, during and after a traffic stop, and when and what to charge them with. Prosecutors must also use their resources as professionally and effectively as possible. This workshop will address the ethical and professional framework in which these decisions are made and offer practical guidance to enable police and prosecutors to effectively discharge their duties.

### Moderator:

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

### Speakers:

**Det. Michael Jennings**, DWI Coordinator, Austin Police Department, Austin, TX

**Joseph McCormack, Esq.**, New York Traffic Safety Resource Prosecutor, Bronx District Attorney's Office, Vehicular Crimes Bureau, Bronx, NY

**W. Clay Abbott**, DWI Resource Prosecutor, Texas District & County Attorneys Association, Austin, TX

**10:30AM – 10:45AM**

**Break**

**10:45AM – 12:15PM**

## 5TH WORKSHOP SESSION



Other Highway Safety Priorities



Criminal Justice/Law Enforcement

## LARGE Vehicles = LARGE Crashes = LARGE Problems

**Monday, 10:45AM – 12:15PM**

**Columbus AB (East Tower)**

Trucks, buses and other large vehicles pose a unique set of challenges for all roadway users. When these big vehicles crash, it causes LARGE problems for everyone. What tools are available to help first responders efficiently and effectively mitigate these crashes and get traffic moving? Learn about a recently released curriculum from the Federal Motor Carrier Safety Administration that sheds new light on these crashes, new interventions for law enforcement officials tasked with preventing these LARGE problem and state programs that really DO work.

### Moderator:

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

### Speakers:

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

**Lt. Lee S. Bailey**, New Kent County Sheriff's Office, New Kent, VA

**Lt. Colonel Dereck Stewart**, Tennessee Highway Patrol, Nashville, TN

### ALL TRACKS

## Is Anybody Listening? Reaching the Right Audience with the Right Message

**Monday, 10:45AM – 12:15PM**

**Columbus C-F (East Tower)**

Minnesota and Florida are using segmentation to better analyze their data and identify high-risk drivers and motorcyclists. Learn why segmentation is so important – particularly as traffic safety professionals are asked to do more with less – along with how to do it (it's not as hard as you think). State officials will share how they're leveraging the process to develop and implement effective strategies and messages that are resonating with the right audience.

### Moderator:

**Rowena Patrick**, Vice President, Campaign Director, The Advertising Council, Washington, DC

### Speakers:

**Chanyoung Lee, PhD**, Research Scientist, Center for Urban Transportation Research, Tampa, FL

**Hal Campbell, Ed.D**, Evaluation Coordinator, Minnesota Department of Public Safety/Office of Traffic Safety, St. Paul, MN

**Kevin Raines**, Principal, Corona Insights, Denver, CO

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### Speaker Handouts

All speaker handouts received before the conference are posted on the "Workshops/Handouts" page of the website at [www.lifesaversconference.org](http://www.lifesaversconference.org). Handouts can also be found on the mobile app.



### Public Service Awards Luncheon

On Monday, March 16, during the Public Service Awards Luncheon, we will honor people and organizations who exemplify the highest standards of achievement in the field of traffic safety. The honorees are outstanding representatives of thousands who tirelessly give of their time, talents and energy to make travel safer.



## Partnerships & Strategies for Leveraging the 3 E's for Bike and Pedestrian Safety

**Monday, 10:45AM – 12:15PM Columbus GH (East Tower)**

It's an exciting time as interest and investment in walking and bicycling continue to expand. Plus, working in the individual silos of the 3 E's of traffic safety are out. What's "in" this year and beyond is collaboration and partnership among not only federal, state and local transportation officials, but also community groups and individual advocates. Hear about best practices that are sparking collaboration between education, enforcement and engineering-focused organizations, public health officials and community members. Working together, they are identifying pedestrian and bicycle safety problems and implementing traffic safety solutions.

### Moderator:

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

### Speakers:

**Suzanne Carlson**, Pedestrian Program Manager, Milhouse Engineering, Chicago Department of Transportation, Chicago, IL

**Rob Viola**, Senior Project Manager, Division of Transportation Planning and Management, New York City DOT, New York City, NY

**Andrea Atran**, Community Traffic Safety Specialist, Florida Department of Transportation, Jacksonville, FL

**Dean Scott**, Program Manager, NHTSA, Region 7, Kansas City, MO



## States and the Motorcycle Safety Incubators

**Monday, 10:45AM – 12:15PM Columbus IJ (East Tower)**

Program evaluation - what's that? Tighter budgets and greater program scrutiny are the new norm. Learn what states are doing to better evaluate their own and grant-funded motorcycle safety programs and how the measurement of outcomes and impact is driving future investments.

### Moderator:

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

### Speakers:

**Sam Cole**, Safety Communications Manager, Colorado Department of Transportation, Denver, CO

**William Schneider, PhD**, Associate Professor, Civil Engineering, University of Akron, Akron, OH

**Andrew Krajewski**, Project Manager, SMSA and Highway Safety Services, Walkersville, MD



## How Am I Doing? Using Data to Plan and Evaluate Your OP Program

**Monday, 10:45AM – 12:15PM Columbus KL (East Tower)**

Think your occupant protection program is hitting all the right marks? A useful way to know and make the necessary adjustments is by conducting an honest analysis of your program that evaluates what is and isn't working. Hard data is critical to that effort. Leading researchers and state safety officials will discuss how they are using data to evaluate and strategically focus their occupant protection programs.

### Moderator:

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

### Speakers:

**Eric Jackson, PhD**, Associate Research Professor, Director, Connecticut Transportation Safety Research Center, Connecticut Transportation Institute, Storrs, CT

**Ted Minall**, Law Enforcement Liaison, Contractor, NHTSA, Region 1, New England Traffic Safety, LLC, South Burlington, VT

**Kristy Rigby**, Director, Highway Safety Office, Utah Department of Public Safety, Salt Lake City, UT



## New School Based Safety/Educational Programs: Getting Your Foot in the Door

**Monday, 10:45AM – 12:15PM Crystal A (West Tower)**

Everyone wants access to students through schools but it often seems impossible as testing, standards and restrictions keep us out! How do you get your message heard above the rest and have a chance to work with students and parents through the school network? Come hear from people who have been successful reaching students in schools.

### Moderator:

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

### Speakers:

**Andy Pilgrim**, Professional Race Car Driver, Traffic Safety Education Foundation, Boca Raton, FL

**Kelly Powell**, Director, Safe Kids Palm Beach County, Community Partners, West Palm Beach, FL

**Diana Imondi Dias**, Traffic Safety Education Specialist, AAA Northeast, Providence, RI



## Implementing DUI No Refusal

**Monday, 10:45AM – 12:15PM Crystal B (West Tower)**

Drunk drivers who refuse to provide a BAC sample provide a real challenge to law enforcement and a major threat to public safety. DUI refusal rates in some states exceed 80%. "No Refusal" events provide a way for law enforcement to get blood samples (on-call judges authorize search warrants) and allow prosecutors to obtain convictions. Learn what's involved in conducting these highly publicized events that greatly increase the chances of drunk drivers being caught, arrested and convicted.

### Moderator:

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

### Speakers:

**Warren Diepraam**, Assistant District Attorney, Waller County, Texas

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

**Jennifer Cifaldi**, Assistant State's Attorney, Adams County, Quincy, IL



### Please

- **Wear your badge**
- **Turn your cell phone off during sessions**
- **Visit the exhibit hall for complimentary refreshment breaks**



## Serving Rural Families: Understanding Issues, Implementing Solutions

**Monday, 10:45AM – 12:15PM** **Crystal C (West Tower)**

Rural areas can pose tremendous occupant protection challenges. This workshop will share valuable data driven information on rural and tribal communities that have limited occupant protection resources and tools. Learn how they address vehicle passenger safety by tailoring programs to meet community needs. See how they keep their CPS technicians active and informed and then use those technicians to do outreach. Hear about a well designed Technician Proxy program that meets specific needs and results in increased state technician retention rates.

### Moderator:

**Carol Meidinger**, Member, National CPS Board, Bismarck, ND

### Speakers:

**Allan Buchanan**, Injury Prevention Specialist, NC Dept. of Insurance/Office of State Fire Marshal, Henderson, NC

**Jennifer Booge, CPST**, Coordinator, Child Passenger Safety Resource Center, Safe Kids Chapter Coordinator, Park Rapids, MN



Adult Occupant Protection/Vehicle Technology



Criminal Justice/Law Enforcement



Communications

## Effectively Enforcing & Messaging to Increase Rural Seat Belt Use

**Monday, 10:45AM – 12:15PM** **Regency A (West Tower)**

Rural areas in many states have disproportionately lower seat belt use rates compared to their suburban and urban counterparts. Recruiting and maintaining full participation from small municipal police departments and county agencies has often proved difficult due to a lack of understanding of the extent of the problem coupled with limited resource allocation. Learn how using targeted messaging rather than widely distributed TV/radio ads is the more efficient and effective way to engage a rural audience and bolster seat belt use.

### Moderator:

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

### Speakers:

**Pat Hoyer**, Bureau Chief, Iowa Governor's Traffic Safety Bureau, Iowa Department of Public Safety, Des Moines, IA

**Scott Jones**, Sr. System Management Specialist, Department of Transportation, Traffic & Highway Safety Division, Jefferson City, MO

**Sgt. Cory Carpenter**, Smithfield Police Department, Smithfield, RI



Teen Traffic Safety

## Helping Parents Make Good Choices: Optimizing Supervised Driving

**Monday, 10:45AM – 12:15PM** **Regency B (West Tower)**

Parents play a critical role in influencing their teens' driving behavior. Learn how your safety program can help parents understand and enforce the provisions of graduated driver licensing, effectively supervise their teen's practice driving, and choose, based on the latest research from the Insurance Institute for Highway Safety, the safest vehicle for their inexperienced driver. Strategies for getting parents involved during the learner stage of driving including a research-based, parent-teen orientation and an interactive web-based guide to help parents practice with their teen will be showcased

### Moderator/Speaker:

**Kathy Bernstein**, Sr. Manager, Teen Driving Initiatives, National Safety Council, Itasca, IL

### Speakers:

**Flaura Winston, MD, PhD**, Scientific Director, Center for Injury Research and Prevention, The Children's Hospital of Philadelphia, Philadelphia, PA

**James McCall, PhD**, Assistant Professor, Rowan University, Glassboro, NJ

**Angela Eichelberger, PhD**, Senior Research Scientist, Insurance Institute for Highway Safety, Ruckersville, VA



Criminal Justice/Law Enforcement



Impaired Driving

## DUI Silver Bullets

**Monday, 10:45AM – 12:15PM** **Regency CD (West Tower)**

Like Vampire hunters of legend and lore, this session will provide today's DUI hunters with the "silver bullets" to handle troublesome defense attorneys. Learn how to build a winning case through complete evidence gathering, innovative roadside interviews conducted before the driver exits the vehicle and follow-up investigations. A study of question strings for use during roadside investigations along with a discussion of timing is included to improve evidence gathering. In addition, direct examination and courtroom techniques will be presented to greatly increase the likelihood of success at trial.

### Moderator:

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

### Speaker:

**Jim Camp**, Traffic Safety Resource Prosecutor, Tennessee District Attorneys General Conference, Nashville, TN

**12:30PM – 2:00PM**

## PUBLIC SERVICE AWARDS LUNCHEON

**Grand Ballroom – Gold Level**

Join the National Highway Traffic Safety Administration as it honors those who through their dedication and passion for traffic safety are saving lives on our roadways every day. Safety professionals from across the nation will be honored.

### Master of Ceremonies

Bill Bell, Executive Director, Office of Highway Safety, Kentucky Transportation Cabinet, & Treasurer, Governors Highway Safety Association, Washington, DC

### Remarks & Awards Presentation

Mark A. Rosekind, PhD., Administrator, NHTSA, Washington, DC

### Award Citations

Mike Brown, Director, Office of Occupant Protection & Impaired Driving, NHTSA

MONDAY

15



# WORKSHOPS AT A GLANCE

	Columbus AB East Tower	Columbus C - F East Tower	Columbus GH East Tower	Columbus IJ East Tower	Columbus KL East Tower
<b>SUNDAY</b>	<b>VP</b> Keeping Adult Roadway Users Safe Via Community-Based Coalitions	<b>COMM/TN</b> Social Media: The Language of Millennials	<b>VP</b> Motorcycles and Integrated Technology on Highways	<b>OHSP/CJ/LE/COMM</b> Who Is the NTSB and Why Are They at the Scene of My Crash?	<b>AOP/VT</b> Putting Data to Work to Enhance, Pass Seat Belt Laws
<b>Session 1</b> 10:30AM - 12 Noon					
<b>Session 2</b> 1:30PM - 3:00PM	<b>VP</b> Performance Measures Matter: Tips and Techniques for Collecting & Leveraging Bike/Ped Data	<b>ID</b> Mobilizing the Public to Report Impaired Drivers	<b>ALL TRACKS</b> Building Evaluation into Your Teen-Led and Other Traffic Safety Programs	<b>ALL TRACKS</b> Embracing Your Shoe-String Budget: Penny-Pincher Communications	<b>VP/ID/CJ/LE</b> Rx for Safety: The Medically Impaired Driver... Connecting the Dots
<b>1 hour session</b>					
<b>Session 3</b> 3:45PM - 4:45PM		<b>VP/CJ/LE</b> Technology & Enforcement Strategies to Prevent Bike and Pedestrian Injuries	<b>OHSP</b> Safety Data Uses and Issues for the Native American Nations	<b>ALL TRACKS</b> Poster Dash! 60 Minutes That Will Change Your Life	<b>OPC</b> Habla Espanol? Effectively Engaging Hispanic Families
<b>MONDAY</b>	<b>VP</b> Real World Solutions You can Implement Today for Addressing Older Drivers	<b>VP</b> Officials That "Get It": Making Communities Pedestrian & Bike-Friendly	<b>DD</b> Taking Action: From Tragedy to Advocacy	<b>AOP/VT/OPC</b> Working With the Medical and Public Health Communities to Increase Occupant Protection	<b>ALL TRACKS</b> State Highway Safety Assessments: How to Use Them as a Blue Print for Success and Changing CULTURE!
<b>Session 4</b> 9:00AM - 10:30AM					
<b>Session 5</b> 10:45AM - 12:15PM	<b>OHSP/CJ/LE</b> LARGE Vehicles= LARGE Crashes= LARGE Problems	<b>ALL TRACKS</b> Is Anybody Listening? Reaching the Right Audience with the Right Message	<b>VP</b> Partnerships & Strategies for Leveraging the 3 E's for Bike and Pedestrian Safety	<b>VP</b> States and the Motorcycle Safety Incubators	<b>AOP/VT/OPC</b> How Am I Doing? Using Data to Plan and Evaluate Your OP Program
<b>Session 6</b> 2:15PM - 3:45PM		<b>VP/CJ/LE</b> DUI or Dementia, Older Driver Medical Impairments	<b>AOP/VT/CJ/LE</b> Unbelted: Perspectives on Nighttime Enforcement Strategies	<b>VP</b> Teachable Moments and Advances in Motorcycle Rider Training	<b>OHSP/CJ/LE</b> How Safe is YOUR Roadside?
<b>TUESDAY</b>		<b>DD</b> An App for That? How Employers are Using Technology and Education to Address Distracted Driving	<b>VP</b> Successful Strategies to Ward Off Repeat or to Pass Motorcycle Helmet Laws		<b>VP</b> Fewer Fatalities Involve Older Drivers. Is the Problem Solved?
<b>Session 7</b> 9:00AM - 10:30AM					
<b>Session 8</b> 10:45AM - 12:15PM		<b>AOP/VT/CJ/LE</b> Leveraging LELs to Bolster Law Enforcement Support of Your Occupant Protection Program	<b>VP</b> New Approaches to Accommodate Older Pedestrians	<b>VP</b> Bike Share Programs: Promoting Ridership & Ensuring Rider Safety	<b>OHSP/AOP/VT/ID</b> Seat Belts and Impaired Driving - Costly Public Health Threats

## WORKSHOP CODES

## ALL TRACKS

## AOP/VT

Workshop content relevant  
across all tracks.  
Adult Occupant Protection/  
Vehicle Technology

## CJ/LE

Criminal Justice/  
Law Enforcement

## COMM

Communications

## DD

Distracted Driving

## ID

Impaired Driving

## OHSP

Other Highway Safety Priorities

## OPC

Occupant Protection  
for Children



Crystal A West Tower	Crystal B West Tower	Crystal C West Tower	Regency A West Tower	Regency B West Tower	Regency CD West Tower
<b>AOP/VT</b> Stopping the Crash Before It Happens: Collision Avoidance Technology & More	<b>CJ/LE/ID</b> Marijuana Impaired Driving Cases – Overcoming Challenges	<b>TN/DD</b> Friends Don't Let Friends Drive Distracted: Keeping Teens Safe Through Peer-Led Approaches	<b>DD/VP</b> Distracted Driving Overview: New Issues & Emerging Trends	<b>ID/CJ/LE</b> A Fresh Look at Sobriety Checkpoints, a Proven Countermeasure	<b>OPC</b> CR Manufacturers' Latest Technology Panel, Part 1 <b>CEU 1.5</b>
<b>AOP/VT</b> Can Technology Convince the Hard Core Seat Belt Naysayer?	<b>CJ/LE</b> Why You Don't See What You Thought You Saw: Limitations of Mobile Video Recording	<b>CJ/LE/ID</b> What Role Can the Judiciary Play in Your State's Efforts to Reduce Impaired Driving?	<b>DD/COMM</b> Leveraging the Latest Research to Inform Your Distracted Driving Message	<b>ID/CJ/LE</b> What's New in Alcohol and Drugged Driving Research	<b>OPC</b> CR Manufacturers' Latest Technology Panel, Part 2 <b>CEU 1.5</b>
<b>ID/VP</b> Victim Impact Panel: Working With Survivors	<b>CJ/LE/ID</b> Prosecuting DUI Cases By Effectively Using the SFST Manual		<b>TN/ID/CJ/LE</b> Policy and Enforcement Strategies to Prevent Underage Drinking	<b>AOP/VT/CJ/LE</b> But My Law is Secondary! New Approaches to Overcoming This Hurdle	<b>ID/CJ/LE</b> Driving High: How Colorado & Washington Are Addressing Legalized Marijuana
<b>ID/CJ/LE/OPC</b> Advocating for Impactful DUI Child Endangerment Laws	<b>OPC</b> Addressing the Transportation Needs of Infants and Children with Special Needs	<b>TN</b> New Insights on the Effectiveness of Driver Education & Training	<b>CJ/LE</b> Enhancing Response to Traffic Incidents Through Public Safety Consolidation	<b>OPC/CJ/LE</b> Curbside Law Enforcement Training Opportunities	<b>CJ/LE</b> Law Enforcement Professionalism: Doing the Right Things to the Right People for the Right Reasons
<b>OPC/TN</b> New School Based Safety/Educational Programs: Getting Your Foot in the Door	<b>ID/CJ/LE</b> Implementing DUI No Refusal	<b>OPC</b> Serving Rural Families: Understanding Issues, Implementing Solutions	<b>AOP/VT/CJ/LE/COMM</b> Effectively Enforcing & Messaging to Increase Rural Seat Belt Use	<b>TN</b> Helping Parents Make Good Choices: Optimizing Supervised Driving	<b>CJ/LE/ID</b> DUI Silver Bullets
<b>OPC</b> The OPC Mix: Daycare, Boosters and Community Education	<b>DD/COMM/CJ/LE</b> Innovative & Effective Distracted Driving Enforcement and Communications Strategies	<b>TN/CJ/LE</b> Strategies to Increase GDL Enforcement and Compliance	<b>ID</b> Benefits and Challenges of Ignition Interlocks for First Offenders	<b>ALL TRACKS</b> Reducing Liability at Your Community Event	<b>CJ/LE/ID</b> Concentrates, Edibles, Popular Drug E-Devices & Their Relationship/Popularity With Impaired Driving
<b>ALL TRACKS</b> Free Marketing Resources to Support Your Campaign	<b>CJ/LE/ID</b> Marijuana: The Gateway... to Legitimacy?	<b>ALL TRACKS</b> Making the Most of Your State Highway Safety Office	<b>OPC</b> Court Education Programs and CPS: What Works?	<b>TN</b> Protecting Older(18+) Novice Drivers	<b>ID/TN</b> Best Practices in Addressing Underage Drinking
	<b>CJ/LE/ID</b> Oral Fluid in DUID Cases	<b>TN</b> Adopting Successful Teen Safe Driving Programs from Other States	<b>DD/TN</b> Do As I Say, Not As I Do: Working With Parents to Educate the Next Generation of Drivers	<b>OPC</b> What's New in OPC Research <b>CEU 1.5</b>	<b>OPC</b> Lower Connectors and Tethers for Children Update <b>CEU 1.5</b>

**2:15PM - 3:45PM****6TH WORKSHOP SESSION**

Vulnerable Populations



Criminal Justice/Law Enforcement

**DUI or Dementia, Older Driver Medical Impairments****Monday, 2:15PM - 3:45PM****Columbus C-F (East Tower)**

Older medically impaired drivers often exhibit behaviors resembling DUI, attracting the attention of law enforcement. It can be difficult to distinguish cognitive impairment during a traffic stop without a targeted assessment. Training, Research and Education for Driving Safety at the University of California, San Diego, collaborated with the California Highway Patrol and the California Department of Motor Vehicles to develop and deliver a POST-certified training for law enforcement. Don't miss this opportunity to update your skill set and knowledge, as well as experience a demonstration of a clinically-proven tool to assist officers in assessing a driver's cognitive awareness.

**Moderator:**

**Elin Schold-Davis, OTR/L, CDRS**, Older Driver Initiative Project Coordinator, American Occupational Therapy Association, Bethesda, MD

**Speakers:**

**Linda Hill, MD, MPH**, Director, Training, Research, and Education for Driving Safety (TREDS), University of California, San Diego, San Diego, CA

**D. R. "Ike" Iketani**, Consultant, University of California San Diego, Training, Research, and Education for Driving Safety (TREDS) Group, Woodland, CA

**Jill Rybar, MPH**, Deputy Director, Training, Research and Education for Driving Safety (TREDS), University of California, San Diego, LaJolla, CA



Adult Occupant Protection/Vehicle Technology



Criminal Justice/Law Enforcement

**Unbelted: Perspectives on Nighttime Enforcement Strategies****Monday, 2:15PM - 3:45PM****Columbus GH (East Tower)**

Nearly 50% of motor vehicle occupants killed in crashes are unbelted and many of these crashes occur at night. Learn how those "on the ground" are attacking the problem through nighttime seat belt enforcement details, which differ markedly from their daytime counterparts. Police agencies must employ new enforcement techniques to detect violations that often include drug and/or alcohol impairment and the apprehension of criminals.

**Moderator:**

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

**Speakers:**

**Richard Retting**, Principal, Sam Schwartz Engineering, Falls Church, VA

**Richard Holt**, DRE Coordinator, Tennessee Governor's Highway Safety Office, Crossville, TN

**Kenneth Trull**, Deputy Director, Louisiana Highway Safety Commission, Baton Rouge, LA



Vulnerable Populations

**Teachable Moments and Advances in Motorcycle Rider Training****Monday, 2:15PM - 3:45PM****Columbus IJ (East Tower)**

Rider training remains one of the most viable options for reaching a niche audience with lifesaving highway safety information and best practices. While rider training has been around for more than 40 years, hear how new technologies are providing new ways to deliver and teach safety education, as well as test curriculum efficacy.

**Moderator:**

**Sherry Williams, PhD**, Committee Chair, Transportation Research Board Motorcycles and Mopeds Committee, Cypress, CA

**Speakers:**

**Ray Ochs, EdD**, Vice President of Training Systems, Motorcycle Safety Foundation, Irvine, CA

**Lorrie Laing**, Principal, Cambridge Systematics, Columbus, OH



Other Highway Safety Priorities



Criminal Justice/Law Enforcement

**How Safe is YOUR Roadside?****Monday, 2:15PM - 3:45PM****Columbus KL (East Tower)**

Crashes and deaths alongside the roadway and in work zones are a major threat claiming the lives of police officials, emergency responders, DOT and private sector employees, and motorists on a daily basis. Learn about new and proven initiatives to prevent these deaths and serious injuries including "MOVE OVER" give 'em room laws; Illinois's approach to establishing, controlling and monitoring work zone speeds; and implementation of the second phase of a highway incident management operational and training guide.

**Moderator:**

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

**Speakers:**

**Geno Koehler**, Policy and Safety Manager/Permit Unit Chief, Illinois Department of Transportation, Springfield, IL

**John Benda**, General Manager, Illinois Tollway, Downers Grove, IL

**Sgt. Brad Sprague**, Illinois State Police, Springfield, IL



Occupant Protection for Children

**The OPC Mix: Daycare, Boosters and Community Education****Monday, 2:15PM - 3:45PM****Crystal A (West Tower)**

Research shows that parents have great interest in selecting a car seat for a newborn but as kids age they spend less time thinking about and requiring restraint use for the older child. Divide your thinking in this workshop as we look at a Kansas training specific to transporting kids in childcare. Our second presenter will discuss using social marketing to increase booster seat use for parents with low education attainment and finally we will look at kids 4-7 and how they are considered "forgotten children" as they do not use recommended booster seats.

**Moderator:**

**Dina Morrissey, MD, MPH, CPSTI**, Research Associate, Injury Prevention Center at Rhode Island Hospital, Coordinator, Safe Kids Rhode Island, Providence, RI

**Speakers:**

**Nathan Warren-Kigenyi, MPH**, Research Analyst, Traffic Safety Research & Analysis, AAA National Office, Washington, DC

**Amanda Horner**, Kansas Traffic Safety Resource Office, Topeka, KS

**Amber Kroeker, MPH, CPST**, Injury Prevention Health Educator, University of Michigan, Mott Children's Hospital, Ann Arbor, MI



Distracted Driving



Communications

## Innovative & Effective Distracted Driving Enforcement and Communications Strategies

**Monday, 2:15PM – 3:45PM**
**Crystal B (West Tower)**

What can be done to successfully enforce distracted driving laws? How best to raise awareness about the issue and enforcement efforts will be discussed by state and local officials from across the country who are and have implemented new strategies. Hear and see what communications materials are available, from national, state and local communities highlighting enforcement and social norming messages. Take home tons of ideas and lessons learned. This session will include examples of work done in Connecticut via their anti-texting enforcement project.

### Moderator:

**Liza LeMaster**, Highway Safety Specialist, Occupant Protection Division, NHTSA, Washington, DC

### Speakers:

**Alison Kirk**, Community Relations Officer, Delaware Office of Highway Safety, Dover, DE

**Sgt. Ken Miller**, Patrol Executive Officer, Farmington Police Department, Farmington, CT

**Officer Mark McCullough**, San Diego Police Department, San Diego, CA



Teen Traffic Safety



Criminal Justice/Law Enforcement

## Strategies to Increase GDL Enforcement and Compliance

**Monday, 2:15PM – 3:45PM**
**Crystal C (West Tower)**

While getting states to adopt the key components of graduated driver licensing remains a priority, there are promising approaches to increase teen compliance with current GDL laws. New Jersey's decal requirement is associated with a sustained decrease in crash rates for teen drivers since its implementation in 2010. Maryland Health Department is partnering with school districts to implement a GDL orientation that parents must attend in order for their teens to obtain on-campus parking permits. And in Minnesota, new parent orientation and supervised driving requirements are now in effect. Learn how these states implemented these programs and the impact they're having on teen driver safety.

### Moderator:

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

### Speakers:

**Allison Curry, PhD, MPH**, Children's Hospital of Philadelphia, Philadelphia, PA

**Maura Rossman, MD**, Health Officer, Howard County Health Department, Ellicott City, MD

**Richard Lichenstein, MD**, Professor of Pediatrics, University of Maryland School of Medicine, American Academy of Pediatrics, Maryland Chapter, Baltimore, MD

**Michael Rugani**, Research & Evaluation Manager, Minnesota Office of Traffic Safety Research & Evaluation, St. Paul, MN



Impaired Driving

## Benefits and Challenges of Ignition Interlocks for First Offenders

**Monday, 2:15PM – 3:45PM**
**Regency A (West Tower)**

In 2006, safety groups began advocating for the installation of ignition interlocks devices (IIDs) for all convicted drunk drivers. At the time, only New Mexico required them, but nearly a decade later 24 states, including Illinois, currently mandate IIDs. Experts will discuss the benefits and challenges of these laws and their impact in keeping drunk drivers off the road.

### Moderator:

**Erik Strickland**, Government Relations Manager, Governors Highway Safety Association, Washington, DC

### Speakers:

**Angela Coleman**, Executive Director, Commission on Virginia Alcohol Safety Action Program, Richmond, VA

**J.T. Griffin**, Chief Government Affairs Officer, MADD, Washington, DC

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

### ALL TRACKS

## Reducing Liability at Your Community Event

**Monday, 2:15PM – 3:45PM**
**Regency B (West Tower)**

Mention the word "liability" and watch as people react in fear. Thousands of public safety education and community events are held as trained, often certified professionals educate families. This session uses a videotaped discussion between David Strickland, former NHTSA Administrator, and Alan Korn, former Safe Kids attorney, as they highlight ways to reduce personal and agency liability through planning, training, quality assurance, and documentation. Two "live" presenters will share how their professional work incorporates liability strategy into daily activities. This session is a "must" for public and private entities and those who worry about their personal risks as public educators.

### Moderator:

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

### Speakers:

**Carol Meidinger**, Member, National CPS Board, Bismark, ND

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



Criminal Justice/Law Enforcement



Impaired Driving

## Concentrates, Edibles, Popular Drug E-Devices & Their Relationship/Popularity With Impaired Driving

**Monday, 2:15PM – 3:45PM**
**Regency CD (West Tower)**

This session will break down the new and sweeping drug trend of marijuana concentrates, edibles and e-device usage. This new trend has been rapidly evolving and can be very difficult to detect due to the product type, lack of odor and new concealment methods.

### Moderator:

**Jeff Sifers**, Traffic Safety Resource Prosecutor, Oklahoma District Attorneys Council, Oklahoma City, OK

### Speaker:

**Officer Jermaine Galloway**, Alcohol Compliance Officer, Boise Police Department, Boise, ID

**3:45PM – 4:30PM**

## Complimentary Refreshments and Networking

**Riverside Center Exhibit Hall – Purple Level**
**4:30PM**

## Exhibitor Move Out



MONDAY

19

# Tuesday, March 17

8:30AM – 1:00PM

## Registration Open

Grand Registration Desk – Gold Level

9:00AM – 10:30AM

## 7TH WORKSHOP SESSION



Distracted Driving

### An App for that? How Employers are Using Technology and Education to Address Distracted Driving

Tuesday, 9:00AM – 10:30AM Columbus C-F (East Tower)

Traffic safety professionals are doing their best to combat distracted driving through education, enforcement and engineering. At the same time, employers are combating the growing liability associated with employees' distracted driving habits through the use of apps, educational programs and policy adoption. Join in the conversation as experts explore how the two worlds of distracted driving injury prevention and employers striving to prevent these behaviors can best "collide" and contribute to the Toward Zero Death goal. Learn what you can do to partner with business to address distraction in your community.

#### Moderator:

**David Teater**, Senior Director, Transportation Initiatives, National Safety Council, Itasca, IL

#### Speakers:

**Linda Hill, MD, MPH**, Director, Training, Research, and Education for Driving Safety (TREDs), University of California, San Diego, San Diego, CA

**Andy Johnson, ARM, CSP**, Executive Vice President-Principal, Captive Resources LLC, Schaumburg, IL

**Olen Vanderleeden**, Vice President, Sales and Business Development, Aegis Mobility, Vancouver, BC



Vulnerable Populations

### Successful Strategies to Ward Off Repeal or to Pass Motorcycle Helmet Laws

Tuesday, 9:00AM – 10:30AM Columbus GH (East Tower)

Regardless of where you stand on the issue of mandatory motorcycle helmet laws, the process is similar for maintaining a law and spearheading a campaign to repeal an existing one. Join in the discussion and share legislative war stories and the arguments and techniques being used by both camps to bolster support.

#### Moderator:

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

#### Speakers:

**Carol Flannagan, PhD**, Co-Director, Center for the Management of Information for Safe and Sustainable Transportation, University of Michigan Transportation Research Institute (UMTRI), Ann Arbor, MI

**Douglas Shinkle**, Program Principal, National Conference of State Legislatures, Denver, CO



Vulnerable Populations

### Fewer Fatalities Involve Older Drivers. Is the Problem Solved?

Tuesday, 9:00AM – 10:30AM Columbus KL (East Tower)

Why have projections about mounting motor vehicle fatalities involving older drivers failed to materialize? Are vehicles safer? Is there better information and access to alternative transportation? Are medical referrals and/or more discriminating license renewal policies helping to remove unsafe older drivers from the road or are they simply self-regulating? Experts will examine the projected trends in crash and fatality data; the relationships between driver capabilities, driver behavior and roadway safety; and discuss best practices in applying human factors to improving the safety of older drivers.

#### Moderator/Speaker:

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

#### Speakers:

**Mary Riseling**, Policy Analyst, Illinois Secretary of State's Office, Springfield, IL

**Laura Dunn**, Manager, Research and Communications, AAA Foundation for Traffic Safety, Washington, DC

#### ALL TRACKS

### Free Marketing Resources to Support Your Campaign

Tuesday, 9:00AM – 10:30AM Crystal A (West Tower)

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 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:

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

#### Speakers:

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

**Erin Meluso**, President, RADD, Studio City, CA

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

**Alice Mathews**, Managing Director, The Tombras Group, Washington, DC

**Rowena Patrick**, Vice President, Campaign Director, The Advertising Council, Washington, DC

**Elizabeth Graziosi**, Marketing Specialist, NHTSA, Washington, DC

**Martha Wilcox**, Chief Marketing Officer, Safe Kids Worldwide, Washington, DC

**Lynda Morrissey**, Director, Marketing and Communications, Network of Employers for Traffic Safety, Principal, Morrissey Communications, LLC, Portage, MI

**Maureen Vogel**, Media Relations Coordinator, National Safety Council, Itasca, IL

**Amy Artuso, MPH, CPSTI**, National CPS Board Secretariat, National Safety Council, Itasca, IL





## Marijuana: The Gateway...to Legitimacy?

**Tuesday, 9:00AM – 10:30AM**

**Crystal B (West Tower)**

Today's political environment demands law enforcement solutions that increase legitimacy with the community, stretch already-strained resources and make roadways safer from a growing number of drug and alcohol-impaired drivers. Using marijuana legalization and impaired driving as a jumping off point, this session will examine past evidence-based success stories in traffic safety and the concepts of Procedural Justice to equip you to "sell" your traffic safety program via targeted education and traffic emphasis patrols. When we have widespread buy-in of traffic enforcement, legitimacy increases and everyone wins!

### Moderator:

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

### Speakers:

**Courtney Popp**, Traffic Safety Resource Prosecutor, Washington State, Legal Advisor, King County Sheriff's Office, Seattle, WA

**Sgt. Andrew McCurdy**, King County Sheriff's Office, Seattle, WA



ALL TRACKS

## Making the Most of Your State Highway Safety Office

**Tuesday, 9:00AM – 10:30AM**

**Crystal C (West Tower)**

Have you heard about MAP-21 and still wonder how it relates to you and your program? Is a BUY AMERICA requirement limiting the child seats and tools you need to do your job or build your training kit? Would you like to know more about successful statewide car seat distribution programs? If you answered YES to any of these questions, this workshop is for you! State Highway Safety Offices (SHSO) have a vested interest in promoting proven, data-driven traffic safety programs. Our presenters will share how they work with their SHSO to build and manage programs through grant management, strategic planning, maintainable distribution, and evaluation efforts.

### Moderator:

**Shawn Vovericz**, Caseworker, Chester County Dept. of Children, Youth and Families, West Chester, PA

### Speakers:

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

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

**Jess Albracht**, Traffic Safety Liaison, Illinois Department of Transportation, Springfield, IL



## Court Education Programs and CPS: What Works?

**Tuesday, 9:00AM – 10:30AM**

**Regency A (West Tower)**

Education, enforcement and adjudication take another road to ensure CPS law offenders learn how to protect their children. Court systems in Illinois and North Carolina are using CPS technicians in permanent fitting stations to reach the caregivers that are least likely to attend a car seat check event or fitting station. Learn from New Jersey about their road to updating their CPS legislation. Key takeaways will include how to work within existing legislation, update legislation and form new partnerships with the court system and highway safety office in your state.

### Moderator:

**Suzanne LeDoyen**, Public Health Educator, Wake County Human Services, Raleigh, NC

### Speakers:

**Joshua DeFisher**, Occupant Protection Programs Coordinator, NC Governor's Highway Safety Office, Raleigh, NC

**Kelly Ransdell**, Deputy Director, NC Department of Insurance- OSFM, Director, Safe Kids NC, Raleigh, NC

**Cathleen Lewis**, Regional Director, AAA Northeast, Florham Park, NJ

**Sgt. Clare Pfotenhauer**, Safety Education Manager, Public Information Office, Illinois State Police, IL



## Protecting Older (18+) Novice Drivers

**Tuesday, 9:00AM – 10:30AM**

**Regency B (West Tower)**

Is it time to consider extending the age requirements of graduated driver licensing (GDL) to older teens? Many teens are getting licensed after turning 18, and in nearly every state, these teens are not participating in the staged learning approach offered by GDL. Get an update on the latest trends in teen licensure, driving and crash rates. In a panel discussion, hear perspectives from several states about approaches to protect this age group of novice drivers.

### Moderator:

**Ruth Shults, PhD, MPH, CAPT, USPHS**, Senior Epidemiologist, Injury Center, Centers for Disease Control and Prevention, Atlanta, GA

### Speakers:

**Allison Curry, PhD, MPH**, Children's Hospital of Philadelphia, Philadelphia, PA

**Pam Fischer**, Principal, Pam Fischer Consulting, Hackettstown, NJ

**Angie Ward**, Program Manager, Washington Traffic Safety Commission, Olympia, WA

**Kathleen Widmer**, Office of the Illinois Secretary of State, Traffic Safety Unit, Chicago, IL



## Best Practices in Addressing Underage Drinking

**Tuesday, 9:00AM – 10:30AM**

**Regency CD (West Tower)**

Underage drinking is a huge problem among high school students and on college campuses. Learn about research-based interventions to address underage drinking that target parents and how the Nebraska Collegiate Consortium to Reduce High-Risk Drinking is implementing campus and community-based environmental strategies. The Illinois State Police will also discuss their alcohol countermeasure enforcement NITE patrols.

### Moderator/Speaker:

**Ralph Hingson, DSc, MPH**, Director, National Institute on Alcohol Abuse and Alcoholism, Division of Epidemiology and Prevention Research, Bethesda, MD

### Speakers:

**Megan Hopkins**, Program Manager, Nebraska Prevention Center for Alcohol and Drug Abuse, University of Nebraska - Lincoln, Lincoln, NE

**Lt. Col. James Winters**, Illinois State Police, Springfield, IL

**10:30AM – 10:45AM**

**Break**



**10:45AM - 12:15PM****8TH WORKSHOP SESSION**

 Adult Occupant Protection/Vehicle Technology  Criminal Justice/Law Enforcement

**Leveraging LELs to Bolster Law Enforcement Support of Your Occupant Protection Program****Tuesday, 10:45AM - 12:15PM Columbus C-F (East Tower)**

A key ingredient of successful occupant programs is the support of local law enforcement agencies that are typically recruited and guided by Law Enforcement Liaisons or LELs. How many Law Enforcement Liaisons does a state need, what qualifications should an LEL candidate have, and what tools and resources – data, incentives, equipment – will they need to effectively do their job? State officials and LELs will share best practices addressing these and other key issues along with techniques for recruiting and partnering with local, county and state law enforcement agencies to address belt use.

**Moderator:**

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

**Speakers:**

**Tim Roberts**, Florida Law Enforcement Liaison III, Institute of Police Technology and Management (IPTM), Tallahassee, FL

**Glenn Cramer**, Law Enforcement Liaison, NHTSA Region 10, Seattle, WA

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

 Vulnerable Populations

**New Approaches to Accommodate Older Pedestrians****Tuesday, 10:45AM - 12:15PM Columbus GH (East Tower)**

Having to give up the keys, coupled with new intersection designs can be confusing and dangerous for older adults who are now walking rather than driving. What can be done to ensure that older pedestrians have the information they need to safely traverse local roadways? Best practices for educating older pedestrians as well as improving infrastructure for those on foot such as more extensive and complete sidewalks, improved pedestrian intersections and crossings, and technologies that support older walkers will be examined. Current practices will be discussed from the perspective of accessibility, multimodal mobility, environmental justice, and sustainability.

**Moderator:**

**Rebecca Crowe**, Transportation Specialist, Federal Highway Administration, Richmond, VA

**Speakers:**

**Gene Amparano, PE**, Safety Engineer, Federal Highway Administration, Kansas City, MO

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

**Bruce Hamilton**, Director of Safety and Research Programs, Roadway Safety Foundation, Washington, DC

 Vulnerable Populations

**Bike Share Programs: Promoting Ridership & Ensuring Rider Safety****Tuesday, 10:45AM - 12:15PM Columbus IJ (East Tower)**

Since 2007, more than 35 cities have implemented bike share systems to provide residents and visitors healthy transportation options. What's even more impressive is that users have made more than 23 million trips without a single fatality. With

many potential disadvantages – inexperienced riders, few or no helmets, riders unfamiliar with streets, and high traffic urban environments – how have these programs achieved such a remarkable safety record? Learn how bike share systems are using education, infrastructure enhancements and partnerships to get people to ride safely.

**Moderator:**

**Ken McLeod**, Legal Specialist, The League of American Bicyclists, Washington, DC

**Speakers:**

**Sean Wiedel**, Assistant Commissioner, Chicago Department of Transportation, Chicago, IL

**Holly Houser**, Executive Director, Pronto Cycle Share, Seattle, WA

 Adult Occupant Protection/Vehicle Technology  Other Highway Safety Priorities

 Impaired Driving

**Seat Belts and Impaired Driving – Costly Public Health Threats****Tuesday, 10:45AM - 12:15PM Columbus KL (East Tower)**

Traffic safety issues pose a serious and well documented threat to the nation's public health. Governmental and private agencies have been working non-stop to address this threat from a public health perspective. This workshop will provide an update on some of the most recent, high profile developments of policy approaches and research on traffic safety from the public health perspective: increasing collaboration among transportation and public health partners; effects of safety belt and alcohol impairment on head injury and hospitalization costs among crash victims in Illinois; and statewide data needs of the future: focusing on how will you report serious injuries.

**Moderator:**

**Kelly Hardy, PE**, Program Manager for Safety, AASHTO, Washington, DC

**Speakers:**

**Carol Flannagan, PhD**, Co-Director, Center for the Management of Information for Safe and Sustainable Transportation, University of Michigan Transportation Research Institute (UMTRI), Ann Arbor, MI

**Robert Hull**, Engineer for Traffic and Safety, TRB, Utah Department of Transportation, Washington, DC

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

 Criminal Justice/Law Enforcement

 Impaired Driving

**Oral Fluid in DUI Cases****Tuesday, 10:45AM - 12:15PM Crystal B (West Tower)**

While law enforcement agencies in several countries have implemented saliva collection and analysis, communities in the US are gradually conducting field studies in various driving populations. This workshop will provide data to support the use of oral fluid as a biological sample for detecting drugs in drivers; provide results from research projects in the US; and present guidance and protocols for the performance of field studies using oral fluids.

**Moderator:**

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

**Speakers:**

**Amy Miles**, Forensic Toxicologist, Wisconsin State Laboratory of Hygiene, Madison, WI

**Christine Moore, PhD, DSc, DABCC**, Vice President, Toxicology Research & Development, Immunalysis Corporation, Pomona, CA



## Adopting Successful Teen Safe Driving Programs from Other States

**Tuesday, 10:45AM – 12:15PM Crystal C (West Tower)**

Back by popular demand, this workshop showcases three successful programs (new ones for 2015) that are ready to be adapted for use in other states. Learn how your safety colleagues in Virginia, New Jersey and Kansas are using the behavior change and other models to develop and evaluate peer-to-peer and partnership programs with law enforcement and schools. They will also share how they are using a youth advisory council, social media, recruitment, training, and other strategies to implement programs that deliver key traffic safety messages to teens.

### Moderator:

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

### Speakers:

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

**Diana Starace, BS, CPST-I**, Coordinator, Injury Prevention Program and Safe Kids Middlesex County, Robert Wood Johnson University Hospital, New Brunswick, NJ

**Mary King**, Program Manager, Youth of Virginia Speak Out, Salem, VA



## Do As I Say, Not As I Do: Working with Parents to Educate the Next Generation of Drivers

**Tuesday, 10:45AM – 12:15PM Regency A (West Tower)**

How much of an influence do parents have on their teen drivers? How do a parent's driving and technology habits influence their children? How will a teen's technology habits impact their driving habits? In this session we will look at what the numbers reveal about the proportion of distracted driving among adults and teens and the increase in distracted walking and bicycling amongst teens and pre-teens. Speakers will also share information on programs and products designed to help parents teach their children about the dangers of driving distracted and how to be better role models.

### Moderator:

**Elizabeth Vermette**, Director, Traffic Safety Programs, National Organizations for Youth Safety, Manassas, VA

### Speakers:

**Carlos Sarmiento**, Community Traffic Safety Program Coordinator, Florida DOT, Miami, FL

**Tristan Nunez**, Professional Racecar Driver, The Dnt txt n drV Foundation, Boca Raton, FL

**Joel Feldman, Esq., MS**, Founder, EndDD.org - End Distracted Driving/Casey Feldman Foundation, Philadelphia, PA



## What's New in OPC Research (1.5 CEUs)

**Tuesday, 10:45AM – 12:15PM Regency B (West Tower)**

Wondering what's new this year in child occupant protection research? A lot has happened since last year's Lifesavers Conference. Don't miss this important session which will include the latest on what pediatricians know about child passenger safety and the new American Academy of Pediatrics recommendations, and the role technology and research play in injury prevention.

### Moderator:

**Alexis Kagiliery**, Program Manager, Safe Kids Worldwide, Washington, DC

### Speakers:

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

**Mark Zonfrillo, MD, MSCE**, Associate Director of Research, Division of Emergency Medicine, Center for Injury Research and Prevention, Children's Hospital of Philadelphia, Philadelphia, PA



## Lower Connectors and Tethers for Children Update (1.5 CEUs)

**Tuesday, 10:45AM – 12:15PM Regency CD (West Tower)**

There are currently efforts underway to improve correct use of lower connectors and tethers including rulemaking, design changes and education efforts. This session is intended to provide the most up-to-date information from industry and government on these recent and proposed changes. It will include information about new labeling requirements, lower anchor weight limits and new regulatory and consumer information efforts to improve usability. Join us as we clarify the changes soon to be seen by consumers.

### Moderator:

**Amy Artuso, MPH, CPSTI**, National CPS Board Secretariat, National Safety Council, Itasca, IL

### Speakers:

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

**Dave Sander**, Engineer, Evenflo Company, Inc., Member, Manufacturers Alliance for Child Passenger Safety, Miamisburg, OH

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

**12:15pm – 1:30PM**

## CLOSING PLENARY LUNCHEON

**Grand Ballroom – Gold Level**



Join with the Lifesavers Conference Planning Committee and your colleagues as we give a well-deserved thank you to our host city and state and say hello to our 2016 hosts from Long Beach.

### Master of Ceremonies

J.T. Griffin, Chief Government Affairs Officer, MADD, Washington, DC

### Keynote Address

Deborah A. P. Hersman, President & CEO, National Safety Council, Itasca, IL

### A Chicago Farewell

Jeff Heck, Interim Director, & Lisabeth Granzau, Illinois Co-chair, Division of Traffic Safety, Illinois Department of Transportation, Springfield, IL

### California Here We Come!

Rhonda Craft, Director, California Office of Traffic Safety, Elk Grove, CA

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### Give us your feedback!

Once your return home, you'll receive an email from Lifesavers asking you to evaluate the 2015 conference. Your opinion is important to us, so please complete the evaluation. We use your input to plan future conferences. If you provide your name and email address on your survey, we'll send you a link to access the 2015 conference attendee list.

# EXHIBIT SCHEDULE & FLOOR PLAN

## Saturday, March 14

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

## Sunday, March 15

7:30AM–12:00PM Exhibit and Poster Setup

12:00PM–6:00PM **Exhibit Hall Open**

12:00PM–1:30PM “Taste of Chicago” Lunch

3:00PM–3:30PM Complimentary Refreshments and Networking

5:00PM–6:00PM **Welcome Reception and Poster Presentations**

## Monday, March 16

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



■ Indicates exhibit hall pillar positions.

# EXHIBITORS

Lifesavers appreciates the support of the following exhibitors. Sponsors of Lifesavers are highlighted with a ★.

## Booth 416

### **AAIM - Alliance Against Intoxicated Motorists**

Rita Kreslin  
870 E Higgins Rd, Suite 131  
Schaumburg, IL 60173  
Phone: 847-240-0027 x12  
rita@aaim1.org

## Booth 213

### ★ **ADEPT Driver**

Richard Harkness  
2374 Maritime Dr  
Elk Grove, CA 95758  
Phone: 916-509-8012  
richard@adeptdriver.com

## Booth 307

### **Alcolock USA**

Bill Shepherd  
10952 Santa Monica Blvd  
Los Angeles, CA 90025  
Phone: 310-231-3650  
bshepherd@alcolockusa.com

## Booth 1113

### **Alere Toxicology**

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

## Booth 111

### **Alliance of Automobile Manufacturers, Inc.**

Ashley Johnson  
803 7th St NW, Suite 300  
Washington, DC 20001  
Phone: 202-326-5514  
ajohnson@autoalliance.org

## Booths 1105 & 1107

### ★ **American Association of Motor Vehicle Administrators (AAMVA)**

Eric Dunn  
4401 Wilson Blvd, Suite 700  
Arlington, VA 22203  
Phone: 703-908-5891  
edunn@aamva.org

## Booth 1021

### **American Traffic Safety Services Foundation**

Melanie McKee  
15 Riverside Pkwy, Ste 100  
Fredericksburg, VA 22406  
Phone: 540-368-1701  
melanie.mckee@atssa.com

## Booth 1216

### **American Trucking Associations**

Subrina Ghorashi  
950 N Glebe Rd, Suite 210  
Arlington, VA 22203  
Phone: 703-838-1836  
sghorashi@trucking.org

## Booth 1103

### **Animated Traffic Law Center**

Kurt Jansen  
PO Box 5197  
Eugene, OR 97405  
Phone: 541-485-8931  
kurt@animatedtrafficlaw.org

## Booth 1033

### **Astro Optics, LLC**

Gary Kinberg  
1901 N Roselle Rd, Ste 800  
Schaumburg, IL 60195  
Phone: 847-488-9151  
heather@astrooptics.com

## Booth 1019

### **Behavior Data Systems, Ltd.**

Melanie Karca  
2400 N Central Ave, Suite 200  
Phoenix, AZ 85004  
Phone: 602-234-3506  
melanie@bdslltd.com

## Booths 1020 & 1022

### **Britax Child Safety, Inc.**

Sarah Tilton  
4140 Pleasant Rd  
Fort Mill, SC 29708  
Phone: 704-409-1695  
Sarah.Tilton@britax.com

## Booth 418

### **Centers for Disease Control and Prevention**

Ruth Shults  
4770 Buford Highway NE, MS F 62  
Atlanta, GA 30341  
Phone: 770-488-4638  
rshults@cdc.gov

## Booth 200

### **Chicco**

Courtney Barry  
1826 William Penn Way  
Lancaster, PA 17601  
Phone: 717-735-6200  
chiccocps.usa@artsana.com

## Booth 412

### **Cincinnati Children's**

Becky Montenegro  
3333 Burnet Ave, ML 3019  
Cincinnati, OH 45229  
Phone: 513-636-7865  
rebecca.montenegro@cchmc.org

## Booth 1215

### **Clek**

Trudy Slaght  
226 Lesmill Rd  
Toronto, ON M3B 2T5  
Phone: 416-479-3951  
trudy@clekinc.com

## Booth 1214

### **CML, Inc.**

Pamela Hagan  
316 East Ninth St  
Owensboro, KY 42503  
Phone: 270-685-6294  
pjhagan@alcoholtest.com

## Booths 1225 & 1227

### **Cybex/Regal Lager, Inc**

Jeffrey Durkee  
1100 Cobb Place Blvd, Suite 120  
Kennesaw, GA 30144  
Phone: 770-955-5060  
jeff@regallager.com

## Booth 1200

### **Digital Ally Inc.**

Jim Hendrickson  
9705 Loiret Blvd  
Lenexa, KS 66219  
Phone: 913-814-7774  
sales@digitalallyinc.com

## Booth 1101

### **digitICKET by Saltus Technologies**

Eric Fultz  
907 S Detroit Ave, Suite 820  
Tulsa, OK 74105  
Phone: 918-392-3904  
ericf@saltustech.com

## Booth 211

### **Diono, LLC**

Allana Pinkerton  
PO Box 43544  
Birmingham, AL 35243  
Phone: 205-542-5304  
allana.pinkerton@diono.com

## Booth 1206

### **Document Logistix**

Dan Chiappe  
12701 W State Hwy 29, Suite 3  
Liberty Hill, TX 78642  
Phone: 512-345-4600  
Dan.Chiappe@Document-Logistix.com

## Booths 1231 & 1233

### **Dorel Juvenile**

Daniel Dias  
25 Forbes Blvd, Unit 4  
Foxboro, MA 02035  
Phone: 508-216-1844  
ddias@djgusa.com

## Booths 300 & 301

### **Draeger Safety Diagnostics**

Brooke Harrington  
4040 W Royal Ln, Suite 136  
Irving, TX 75063  
Phone: 866-385-5900  
brooke.harrington@draeger.com

## Booth 305

### **Driving School Association of the Americas**

Sharon Fife  
3125 Wilmington Pike  
Kettering, OH 45429  
Phone: 937-294-7206  
spostigo@aol.com

## Booth 1132

### **ELTEC**

Susan Marshall  
1310 Commerce St  
Marshall, TX 75672  
Phone: 903-938-1901  
susan@elteccorp.com

## Booth 1122

### **EndDD.org (End Distracted Driving)**

Joel Feldman  
469 Ridge Ln  
Springfield, PA 19064  
Phone: 215-285-9145  
info@EndDD.org

## Booth 110

### **Evenflo Company, Inc.**

Patsy Pilcher  
PO Box 1046  
Cullman, AL 35056  
Phone: 800-768-6077  
evenflosales@worldsafe.net

## Booth 1115

### **Favorite Studios Inc**

Karen Favorite  
155 St Johns Business Pl, Ste 203  
St Augustine, FL 32095  
Phone: 904-219-8030  
karen@favorite-studios.com

## Booth 1201

### **Federal Motor Carrier Safety Administration**

Nichole Causey  
1200 New Jersey Ave SE  
Washington, DC 20590  
Phone: 202-366-0627  
elizabeth.sekle@dot.gov



#### Booth 1208

##### **Federal Railroad Administration, Department of Transportation**

Monica Shaw  
11200 New Jersey Ave  
Washington, DC 20590  
Phone: 202-493-6299  
monica.shaw@dot.gov

#### Booth 517

##### **★ Ford Motor Company**

Thomas Artushin  
330 Town Center Dr  
Dearborn, MI 48126  
Phone: 313-323-9937  
tartushi@ford.com

#### Booth 316

##### **Foundation for Advancing Alcohol Responsibility**

Devin Burke  
2345 Crystal Dr, Suite 710  
Arlington, VA 22202  
Phone: 202-637-0077  
devin.burke@responsibility.org

#### Booth 105

##### **★ General Motors/OnStar**

Sherry LeVeque  
400 Renaissance Ctr, MC 482 D 14 A76  
Detroit, MI 48265  
Phone: 313-665-8278  
Sherry.levaque@onstar.com

#### Booth 1213

##### **Graco Children's Products, A Newell Rubbermaid Co.**

Carol Helminski  
14547 Lieto Ln  
Bonita Springs, FL 34135  
Phone: 239-676-4375  
carol.helminski@newellco.com

#### Booth 1109

##### **Hauck**

Jay Prentice  
212 A Wilkinson Rd  
Brampton, ON L6T 4M4  
Phone: 905-455-2288  
jay@gtbaby.com

#### Booth 411

##### **Health Communications, Inc., The TIPS Program**

Patti Parker-Forbes  
1400 Key Blvd, Suite 700  
Arlington, VA 22209  
Phone: 800-438-8477  
Parker-forbesp@gettips.com

#### Booth 1104

##### **Helmets R Us**

Eileen Bell  
2705 Pacific Ave  
Tacoma, WA 98402  
Phone: 253-627-2121  
eileen@helmetsrus.net

#### Booth 419

##### **IHSCDEA**

Steve Scott  
721 Penn Blvd  
Lindenhurst, IL 60046  
Phone: 847-356-3684  
novasscott@aol.com

#### Booth 1207

##### **★ Illinois Division of Transportation Safety**

Lisabeth Granzau  
1340 N 9th St  
Springfield, IL 62702  
Phone: 217-558-0568  
lib.granzau@illinois.gov

#### Booth 317

##### **I'm Safe! - Child Safety Solutions**

Wendy Gordon  
PO Box 1403  
Rockland, ME 04841  
Phone: 207-226-3870  
wendy@imsafe.com

#### Booth 1000

##### **IMMI**

Charlie Vits  
18881 US 31 N  
Westfield, IN 46074  
Phone: 317-867-8219  
jjeffs@imminet.com

#### Booth 1210

##### **Impact Teen Drivers**

Randy Block  
2030 V St  
Sacramento, CA 95818  
Phone: 916-733-7432  
kbrowning@impactteendrivers.org

#### Booth 1108, 1110, 1112

##### **Innocorp**

Tara Schroeder  
PO Box 930064  
Verona, WI 53593  
Phone: 800-272-5023  
tara.schroeder@fatalvision.com

#### Booth 617

##### **Institute of Police Technology & Management (IPTM)**

Leonard Jacob  
12000 Alumni Dr  
Jacksonville, FL 32224  
Phone: 904-620-4786  
ljacob06@yahoo.com

#### Booth 1204

##### **Intoximeters, Inc.**

Tanya Hood  
2081 Craig Rd  
Saint Louis, MO 63146  
Phone: 314-429-4100  
thood@intox.com

#### Booth 1030

##### **Kids In Danger**

Laura Nikolovska  
116 W Illinois, 4E  
Chicago, IL 60654  
Phone: 312-595-0649  
laura@kidsindanger.org

#### Booth 1102

##### **KidsAndCars.org**

Janette Fennell  
7532 Wyoming St  
Kansas City, MN 64114  
Phone: 816-216-7085  
sondra@KidsAndCars.org

#### Booth 417

##### **Laser Technology, Inc.**

Jim Jablonski  
6912 S Quentin St  
Centennial, CO 80112  
Phone: 303-649-1000  
jjablonski@lasertech.com

#### Booth 102

##### **LexisNexis Risk Solutions**

Clare Louise Southcombe  
1000 Alderman Dr  
Alpharetta, GA 30005  
Phone: 919-280-7852  
clare.southcombe@lexisnexis.com

#### Booth 218

##### **Life Changing Experiences/Mobile Cinema Park**

Kenneth Bain  
PO Box 16322  
High Point, NC 27261  
Phone: 336-740-0530  
kenneth.bain@mobilecinemapark.com

#### Booth 1232

##### **Lifeloc Technologies**

Sarah Struble  
12441 W 49th Ave, Suite 4  
Wheat Ridge, CO 80033  
Phone: 303-431-9500  
nicolag@lifeloc.com

#### Booth 400

##### **LightGuard Systems, Inc.**

Donna Cook  
2292 Airport Blvd  
Santa Rosa, CA 95403  
Phone: 707-542-4547  
donna@lightguardsystems.com

#### Booth 1205

##### **Long Beach CVB**

Barbara Ajemian, CMP  
301 E Ocean Blvd, #1900  
Long Beach, CA 90802  
Phone: 562-495-8334  
barbia@longbeachcvb.org

#### Booth 302

##### **McCav Air Brake Warning**

Vince Cavaliere  
5916 Danielle Drive  
Fredericksburg, VA 22407  
Phone: 540-842-2944  
vincecav@comcast.net

#### Booth 1100

##### **Mercury Distributing**

Nadine VanCamp  
305 Lake Rd  
Medina, OH 44256  
Phone: 330-723-4739  
nvancamp@mercurydistributing.com

#### Booth 311

##### **Merritt Manufacturing, Inc.**

Shayne Merritt  
2146 N Rd 400 West  
Bargersville, IN 46106  
Phone: 317-409-0148  
info@eztether.com

#### Booth 314

##### **Miami Valley Hospital**

David Garcia  
1 Wyoming St  
Dayton, OH 45409  
Phone: 937-208-3196  
dvgarcia@premierhealth.com

#### Booth 306

##### **★ Michelin North America**

Stephanie Tarbet  
One Parkway South  
Greenville, SC 29615  
Phone: 864-458-4548  
stephanie.tarbet@us.michelin.com

#### Booth 108

##### **MPH Industries**

Dalia Wood  
1417 Carylake Circle  
Columbus, OH 43240  
Phone: 270-929-5814  
drwood@mphindustries.com

#### Booth 1219

##### **National Alliance**

Jim Hulihan  
2000 W Magnolia Blvd, Suite 207  
Burbank, CA 91506  
Phone: 818-848-1980  
jhulihan@ca.rr.com

#### Booth 1133

##### **National Center for DWI Courts**

Cliff Jacobs  
1029 N Royal St, Suite 201  
Alexandria, VA 22314  
Phone: 571-384-1867  
cjacobs@nadcp.org

#### Booths 205 & 207

##### **National Highway Traffic Safety Administration**

Tarzieh Larkins  
1200 New Jersey Ave SE  
Washington, DC 20590  
Phone: 888-327-4236  
tarzieh.larkins@dot.gov

#### Booth 1223

##### **★ National Organizations for Youth Safety**

Karen Patti  
9401 Battle St  
Manassas, VA 20110  
Phone: 703-991-2126  
kpatti@noys.org

#### Booth 1120

##### **The National Road Safety Foundation**

Michelle Anderson  
18 E 50th St  
New York, NY 10022  
Phone: 212-837-4854  
info@nrsf.org

#### Booth 1211

##### **★ National Safety Council**

Kathy Bernstein  
1121 Spring Lake Dr  
Itasca, IL 60143  
Phone: 630-775-2301  
kathy.bernstein@nsc.org





## Booths 1001 & 1002

### ★ Nationwide Insurance

William Windsor  
One Nationwide Plaza, MC 1-32-301  
Columbus, OH 43215  
Phone: 614-668-3686  
windsob@nationwide.com

## Booth 1209

### NC Governor's Highway Safety Program

Heather Jeffreys  
215 E Lane St  
Raleigh, NC 27601  
Phone: 919-733-3083  
dnail@ncdot.gov

## Booth 414

### National Transportation Safety Board

Stephanie Shaw  
490 L'Enfant Plaza East, SW  
Washington, DC 20594  
Phone: 202-314-6014  
stephanie.shaw@ntsb.gov

## Booth 1026

### ★ Nuna Baby Essentials

Michael Gillett  
99 Canal Center Plaza, Suite 222  
Alexandria, VA 22314  
Phone: 484-797-2301  
mike.gillett@nuna.eu

## Booth 201

### Operation Click

Nicholas Pyan  
PO Box 1033  
Crystal Lake, IL 60039  
Phone: 815-301-7663  
npyan@operationclick.com

## Booth 1212

### Operation Lifesaver

Tammy Wagner  
200 W Adams, Suite 310  
Chicago, IL 60606  
Phone: 312-353-6203  
tammy.wagner@dot.gov

## Booth 1203

### Orbit Baby, Inc.

Courtney Duke  
8678 Thornton Ave  
Newark, CA 94560  
Phone: 510-574-8618  
courtney@orbitbaby.com

## Booth 519

### PAS Systems International, Inc

Jarel Kelsey  
1616 Princess Anne  
Fredericksburg, VA 22401  
Phone: 540-372-3431  
lcalderon@pasintl.com

## Booth 1229

### Pedestrian and Bicycle Information Center

James Gallagher  
730 Martin Luther King Jr. Blvd, Ste 300  
Chapel Hill, NC 27599  
Phone: 919-843-7007  
james@hsrsrc.unc.edu

## Booth 312

### PIRE

Anthony Ramirez  
11720 Beltsville Dr, Suite 900  
Beltsville, MD 20705  
Phone: 301-755-2742  
ramirez@pire.org

## Booths 318 & 319

### RECARO

Kinsey Johnson  
1600 Harmon Rd  
Auburn Hills, MI 48326  
Phone: 248-239-1845  
kinsey.johnson@recaro-cs.com

## Booth 413

### Roadside Survival

Walt Brinker  
2089 Wilbur St  
Eastover, NC 28312  
Phone: 281-703-2881  
walt\_brinker@hotmail.com

## Booth 1114

### Roadway Safety Foundation

Cathleen Gillen  
1101 14th St NW, Suite 750  
Washington, DC 20005  
Phone: 202-857-1203  
cathlygillen@roadwaysafety.org

## Booth 304

### Robotronics

Philip Weeks  
1610 W 1600 S  
Springville, UT 84663  
Phone: 801-489-4466  
pweeks@robotronics.com

## Booth 415

### RU2 Systems, Inc.

Kenneth Brown  
2631 N Ogden Rd  
Mesa, AZ 85215  
Phone: 480-982-2107  
kbrown@ru2systems.com

## Booth 1131

### SADD

Christopher Egan  
255 Main St, Suite 208  
Marlborough, MA 01752  
Phone: 508-481-3568  
cegan@sadd.org

## Booth 309

### SafeKey Corporation – Technology That Saves Lives

Jim Rennie  
4409 Heritage Hills Drive  
Bloomington, MN 55437  
Phone: 877-920-8230  
jim@safekeycorporation.com

## Booth 1119

### ★ Safe Kids Worldwide

Wes Bender  
1870 Veteran Ave, #117  
Los Angeles, CA 90025  
Phone: 310-231-0273  
wbender@safekids.org

## Booth 1111

### Safe Ride News Publications

Denise Donaldson  
PO Box 38  
Edmonds, WA 98020  
Phone: 206-849-8151  
denise@saferidenews.com

## Booth 1221

### Safe Traffic System, Inc.

Vera Fullaway  
10201 Pacific Ave  
Franklin Park, IL 60131  
Phone: 847-233-0365  
vera@safetrafficsystem.com

## Booth 1024

### SafetyBeltSafe U.S.A.

Stephanie Tombrello  
Box 553  
Altadena, CA 91003  
Phone: 310-222-6860  
stombrello@carseat.org

## Booth 310

### Shriners Hospitals for Children

Sahar Hassani  
2211 N Oak Park Ave  
Chicago, IL 60707  
Phone: 708-508-9326  
shassani@shrinenet.org

## Booth 1134

### Simulator Systems International

Todd Roberts  
5358 S 125th E Ave, Ste C  
Tulsa, OK 74146  
Phone: 918-250-4500  
troberts@simulatorsystems.com

## Booths 1032 & 1034

### ★ Smart Start, Inc.

Felicia Thompson  
500 E Dallas Rd  
Grapevine, TX 76051  
Phone: 972-621-0252  
fthompson@smartstartinc.com

## Booths 116 & 118

### Stalker Radar

Greg Chambers  
2609 Technology Dr  
Plano, TX 75074  
Phone: 972-398-3780  
sales@stalkerradar.com

## Booth 308

### ★ StopDistractions.org

Jennifer Smith  
PO Box 6743  
River Forest, IL 60305  
Phone: 708-334-3058  
jsmith@stopdistractions.org

## Booth 315

### Texas A&M Transportation Institute - Teens in the Driver Seat

Russell Henk  
1100 NW Loop 410, Ste 400  
San Antonio, TX 78213  
Phone: 210-979-9411  
r-henk@tamu.edu

## Booth 313

### ThinkFirst National Injury Prevention Foundation

Debby Gerhardstein  
1801 N Mill St, Suite F  
Naperville, IL 60563  
Phone: 630-961-1400  
dbg@thinkfirst.org

## Booth 202

### Tire Rack Street Survival

Bill Wade  
1805 Rosewood Ave  
Louisville, KY 40204  
Phone: 502-649-4871  
bill.wade@streetsurvival.org

## Booths 104 & 106

### TjohnE Productions, Inc.

Timothy John  
2836 Belleglade Ct SE  
Grand Rapids, MI 49546  
Phone: 877-295-5559  
ltjohn@aol.com

## Booth 403

### ★ Toyota

Cindy Knight  
19001 S Western Ave, MS HQ 40  
Torrance, CA 90501  
Phone: 310-468-2170  
cindy\_knight@toyota.com

## Booth 520

### Transportation Safety Institute

Christine Lawrence  
6500 S MacArthur  
Oklahoma City, OK 73169  
Phone: 405-954-7198  
christine.lawrence@dot.gov

## Booth 1031

### UPPAbaby

Daniella Brown  
60 Sharp St  
Hingham, MA 02046  
Phone: 781-467-6994  
daniella@uppababy.com

## Booth 1234

### Virginia Tech Transportation Institute

Ceci Elpi  
3500 Transportation Research Plaza  
Blacksburg, VA 24061  
Phone: 540-231-1015  
celpi@vtti.vt.edu

## Booth 303

### Virtual Driver Interactive.com

Pam LeFevre  
4505 Golden Foothill Pkwy  
El Dorado Hills, CA 95762  
Phone: 877-746-8332  
plefevre@driverinteractive.com

# POSTERS

Located in the Riverside Center Exhibit Hall, authors will be available to discuss their work Sunday evening from 5:00 PM–6:00 PM. General viewing will be on Sunday from 12:00 PM to 5:00 PM and Monday from 8:00 AM to 4:30 PM.

## Poster 1

### **U in the Driver Seat – A Peer-to-Peer Pilot Program for Decreasing Car Crashes by College Students**

Author: **Stacey M. Tisdale**, University of Houston-Victoria

U in the Driver Seat is a peer-to-peer safe driving program designed to be activated on college campuses by students to encourage the 18–24 age group to drive safely. The Texas A&M Transportation Institute (TTI) held focus groups and found a peer-to-peer effort targeted toward the college-aged audience showed potential in communicating the driving dangers this group faces and ultimately improving driver behavior. Tasks included: Conducting pre- and post-assessments of driving risk awareness and self-reported driving behavior; performing field observations of seat belt use and driver's use of electronic device(s); establishing a leadership team at each campus; and providing safety messages and educational items to the teams. Objectives included: Gaining a better understanding of risk awareness and attitudes toward driving dangers; measuring success of P2P messaging and activities for a college-aged audience; increasing understanding of safety messaging and design elements effective with this age group; and improving the program model.

## Poster 2

### **Exploring Teen Pedestrian Behaviors and Attitudes**

Authors: **Rennie W. Ferguson, MHS**, and **Kristin Rosenthal, MEd**, Safe Kids Worldwide

Every hour a teen pedestrian is killed or injured in the U.S., and while teens account for one-third of the population of children in the U.S., they make up two-thirds of the pedestrian fatalities. Safe Kids Worldwide surveyed 1,040 teenagers ages 13 to 18 to explore teen walking behaviors and teens' experiences as pedestrians. Forty percent of teens said they have been hit or nearly hit by a car, bike or motorcycle while walking. Fifty percent of teens said they cross the street while distracted by a mobile device. The proportion of teens who said they text while crossing the street was two times greater among teens who have been hit or almost hit (18%), compared to those who said they haven't been hit or nearly hit (8%). More education is needed about the risk of distraction while walking.

## Poster 3

### **Ace's Adventure and Richie's Neighborhood: A prospective randomized trial of a video game as an educational tool for pediatric injury prevention**

Authors: **Veronica N. Orr, BS**, and **MM Knudson, MD**, University of California

To our knowledge, our research represents the first randomized study to compare a novel educational video game versus traditional didactics as a method to educate children regarding traffic safety. We performed a prospective randomized study of 348 participants from second and third grades enrolled in 15 schools across the Los Angeles Unified School District. We discovered that our Ace's Adventure video game shared equal efficacy to traditional didactics in educating children about pedestrian safety. Additionally, children who participated in the video game displayed a greater number of appropriate behaviors while being observed on a simulated

street. Our results support innovative ways of teaching, such as through the use of video games, as a method to change the approach to injury prevention. In particular, the ease of use and ability to widely disseminate video games provides the potential to decrease the incidence of traffic-related injuries among children worldwide.

## Poster 4

### **Traffic Safety Impact of Legalized Marijuana**

Authors: **Daniel C. Dallas, MPH**, and **Dr. Carol P. Cotton, PhD**, University of Georgia

Recently, marijuana sale has been decriminalized in some state legislatures. This poster examines the impact this trend has had on traffic safety in states which currently allow recreational use. Data from the Fatality Analysis Reporting System and the Department of Justice were analyzed for the prevalence of marijuana use and the number of traffic fatalities attributable specifically to marijuana related impairment. This analysis indicates that legalization of recreational marijuana may impact on the number of fatalities in a negative way, but not reverse the overall decreases in traffic fatalities which have been realized nationwide over the past 10 years. The recommendation that DUI laws must be updated in order to reflect this changing dynamic and include a measurable limit for THC, similar to a BAC limit, is discussed.

## Poster 5

### **The Enforcement Dilemma: Law Enforcement & Georgia's Texting While Driving Law**

Authors: **Carol P. Cotton, PhD**, and **Darrell Robinson, MS**, Traffic Safety Research and Evaluation Group, College of Public Health, University of Georgia

In 2010, Georgia lawmakers enacted a texting while driving (TWD) ban. A total of 778 Georgia law enforcement officers were surveyed twice, one year (N = 283) and three years (N = 495) following implementation of the law. The survey assessed officers' awareness, attitudes and behaviors related to the law and its enforcement. While most respondents believed that the law would have a positive effect on traffic safety, few believed that it was an effective deterrent against TWD. Approximately 88% of officers in both years found the law difficult to enforce and believed a total ban on hand-held devices would facilitate enforcement of TWD.

## Poster 6

### **A Crash Course in Danger: Contributing Factors of Collisions in a College Town**

Author: **Darrell Robinson, MS**, Traffic Safety Research and Evaluation Group, College of Public Health, University of Georgia

In 2012, 2,826 collisions involving 5,349 crash victims were recorded in Athens, GA, home of the University of Georgia. Data from local law enforcement crash reports were compiled and analyzed to determine locations with the highest number of collisions as well as major contributing factors. Almost 40% of crashes occurred on US highways and routes or state routes. The most common contributing factor of collisions was following too closely, which accounted for 17.3% of total collisions. The vast majority of crashes (99.2%) involved motor vehicle drivers or bicyclists, while <1% involved pedestrians. Demographic variables and times of collision are presented.



## Poster 7

### What You Don't Know Might Hurt Me: An Assessment of Bicycle Safety

Authors: **Breanna Miller, BS Ed, Carol Cotton, PhD, and Darrell Robinson, MS**, Traffic Safety Research and Evaluation Group

Bicycle-related fatalities on US roadways have increased by 9% since 2011. This study examined the knowledge about bicycle-related laws, behaviors of drivers and bicyclists using the roadways together, and perceptions of bicyclists and drivers of their safety while on the roadways. A random sample of 229 roadway users revealed that a higher percentage of bicyclists have more favorable bicycle-related attitudes, than did car drivers. When assessing the knowledge of bicycle-related laws, bicyclist reported a greater knowledge of the laws than did car drivers. However, 78.2% of the total number of participants believed traffic laws pertaining to bicycle safety were not comprehensive enough to keep bicyclists safe. These findings suggest bicycle awareness and education programs, along with potential policy implications could increase the overall safety of riding bicycles on paved roadways.

## Poster 8

### A Step Beyond S.T.E.P.

Authors: **Amanda Horner**, Kansas Traffic Safety Resource Office, and **Dave Corp**, Kansas Department of Transportation

Voluntary law enforcement periods for seatbelt and DUI violations have risen over the last three years in Kansas which has resulted in more citations and better seatbelt usage. How did they do it? Two little words: Thank you. Kansas began a tradition of Law Enforcement Lunches with the main purpose of thanking law enforcement for their work as well as providing data of what their efforts have accomplished and awards, with the help of AAA, to further congratulate departments across Kansas.

## Poster 9

### Analysis of the Strategic Highway Safety Plans' Incorporation of Cultural Diversity Among the 50 States

Authors: **Nina Jo Saint**, Graduate Student, and **Dr. Patricia Larke**, Texas A&M University, Dept. of Teaching, Learning and Culture

This poster examines how states' strategic highway safety plans incorporate cultural diversity in their highway safety countermeasures to reduce motor vehicle traffic crashes, deaths and injuries. In 29 states, twenty percent or more of the motor vehicle deaths were people of color (Latino, African American, Asian/Pacific Islander and Native American/Alaskan Native). In an examination of the 50 states and the District of Columbia's strategic highway safety plans, at least 40 states included at least one of the cultural diverse themes in its state's strategic highway safety plan. The cultural diversity themes identified used the words: cultural, diverse, bilingual, language, multicultural population, sub-groups/groups, race ethnicity, demographic, language other than English, and specific ethnicity and minority.

## Poster 10

### Profiling Teen Driver Risk from Crashes and Traffic Violations

Authors: **Ana Lucía Córdova-Cazar**, Survey Research and Methodology Program, Gallup Research Center; and **Duane F. Shell** and **Ian M. Newman**, Nebraska Prevention Center for Alcohol and Drug Abuse, Department of Educational Psychology

Although increasingly growing in social behavioral research, latent class analysis has not been used to analyze data on crashes and citations involving teen drivers. This poster illustrates how latent class analysis can be useful to

uncover "profiles" of teen drivers in relation to their risk propensity for crashes and citations using data from a sample of 13,213 Nebraska teens who obtained their intermediate stage Provisional Operator's Permit (POP) in a Graduated Driver Licensing system between January 1, 2003 and December 31, 2009. Logistic regression was employed to predict profile membership from taking or not taking driver education, age of full licensing, and demographics. LCA identified four classes with three distinct risk profiles. Risk classes could be predicted from demographic information but not uniquely, suggesting the presence of underlying psychological risk factors. Taking driver education reduced the likelihood of being in all risk classes.

## Poster 11

### Hu'rzu so ma ah" (Tightening the Belt): Implementing Effective Strategies to Increase Occupant Restraint Use on the Hopi Reservation

Authors: **Greg Sehongva**, Hopi Tribe, Motor Vehicle Injury Prevention Program; **Laverne Dallas**, Hopi Community Health Services; and **George Carroll** and **Jon Peabody**, Indian Health Service, Office of Environmental Health & Engineering

Motor vehicle injury is a significant problem among Arizona's Native Americans, including on the Hopi Reservation. Occupant restraint use reduces the risk of injury in a motor vehicle crash. The Hopi Tribe received funding to address this health disparity by implementing effective strategies to increase occupant restraint use (seat belts and child safety seats) over a 4-year period (FY-11 to FY-14). The strategies included routine child safety seat clinics, community education and program promotion via local media, enactment of a Tribal occupant restraint law, and coordination with law enforcement on occupant restraint checkpoints. Initial evaluation indicates the program was successful. Over the 4 years, observed seat belt use increased 36% and observed child safety seat use increased 32%. The Tribe enacted an occupant restraint law. Six enforcement checkpoints and 36 child safety seat clinics were held, with a total of 596 child safety seats distributed.

## Poster 12

### Self-Reported Alcohol-impaired Driving Among Adults in the United States, 2012

Authors: **Ruth A. Shults, PhD, MPH, Amelia C. Jewett, MPH, Tanima Banerjee, MS, and Gwen Bergen, PhD**, Injury Center, Centers for Disease Control and Prevention

We estimated the prevalence of alcohol-impaired driving (AID) among adults using 2012 data from the Behavioral Risk Factor Surveillance System (BRFSS). AID was assessed by asking, "During the past 30 days, how many times have you driven when you perhaps had too much to drink?" Annualized weighted estimates and rates of AID episodes were calculated for the United States and by state. In 2012, 0.8% of women and 2.8% of men reported at least one AID episode in the past 30 days. The number of AID episodes was estimated to be 121 million annually. Annualized AID rates varied more than 4-fold across states, from 217 per 1000 population in Utah to 995 per 1000 population in Hawaii. States in midsection generally had higher AID rates than those in the south and northeast. These results can aid states in monitoring trends in AID and intervening with groups at greatest risk.

## Poster 13

### Baltimore City Crime and Crash: A Positive Relationship

Authors: **Robert “Tony” Oesterling** and **Ian Tangert**, Washington College

Within Baltimore City neighborhoods, as the number of crashes increase, so does the number of crimes. In a basic regression analysis, over a three year period, using the number of crashes in a neighborhood as the explanatory variable and the number of crimes as the dependent variable, there is a positive statistical relationship showing that for every crash, the number of crimes increases by two. Using neighborhood crash counts as indicators of neighborhood crime counts produces a model with 75% explanatory power. The crash rate stands as a reasonably good indicator of crime rates in Baltimore City neighborhoods. Building from this exploratory analysis, Washington College GIS, in partnership with the Maryland Highway Safety Office and Baltimore City Police, will perform a DDACTS analysis for high crash corridors within Baltimore City and will analyze how enhanced traffic enforcement and more police presence affects crime in surrounding areas.

## Poster 14

### Predictive Linear Risk Terrain Model for Enhanced DUI Enforcement

Authors: **Reggie Dyer** and **Robert “Tony” Oesterling**, Washington College

Washington College is supporting the Maryland State Police's DUI team with geographic data and analysis to reduce impaired driving in the Baltimore and D.C. metropolitan areas of Maryland. We are using multiple data sources (citations, crashes, liquor licenses, etc.) to develop a model to make risk projections for linear roads. The goal is to help identify road segments that should be targeted for saturation patrols in order to reduce DUI incidents. Utilizing network analyst, all data has been transformed to linear road segment based data. Citation data have been routed from the location of the DUI to the offender's home address, crash data have been aggregated by 1 mile road segments, and liquor licenses have been prioritized and given service areas (a network based radius of roads with possible DUI traffic). Our model will take all of these factors and return high risk road segments for DUI traffic enforcement.

## Poster 15

### Using Data to Develop a Public Health Approach to Prevent Drugged Driving

Authors: **John Carnevale, PhD**, Carnevale Associates, and **Richard Landis, MSW**, Advocates for Human Potential, Inc. (AHP)

Drugged driving is an emerging problem that must be better understood. Enforcement approaches that are effective at reducing the prevalence of drunk driving are not adequate for dealing with the problem of drugged driving, and existing data systems describing the nature and extent of drugged driving fail to fully inform policy and programs. This poster discusses the importance of addressing drugged driving within the context of a public health framework, treating its cause and consequences as a point of departure for improved policy and program responses. The poster will introduce the Drugged Driving National Minimum Data Set (NMDS) on Drugged Driving that is being developed as a tool to fully inform policy issues related to drugged driving. In addition, the poster demonstrates the practicality of a public health approach supported by expanded knowledge gleaned from the Drugged Driving NMDS to support policy impact analysis.

## Poster 16

### Motor Vehicle Safety as a Team Effort: A Pilot Seat Distribution Program

Author: **Chantel Ponder, MPH**, Children's Hospital Los Angeles

It's a known fact that only 1 out of 4 car seats are correctly installed. There is a constant desire to effectively remedy this epidemic through education and outreach. At Children's Hospital Los Angeles (CHLA), we have taken steps to collaborate with a government entity in order to reach more people and distribute an even greater number of seats with a pilot seat distribution program. Through this collaboration with the Los Angeles (LA) County Department of Public Health, we've been able to make connections and reach regions of LA County that are normally out of our reach. With a goal of servicing each of the 5 supervisorial districts through classes and check events, highway safety is thoroughly addressed and tackled. This program emphasizes the importance of effectively using government relationships to help communities. It sets the platform to address highway safety to all communities despite location or socioeconomic status.

## Poster 17

### The Safe Streets Program: Preventing At-Risk Students From Motor Vehicle Related Injuries

Author: **Mina Farag**, Children's Hospital Los Angeles, Injury Prevention Program

Motor vehicle-related crashes are one of the leading causes of morbidity and mortality in children 19 years old and younger. Every year, approximately 900 children under age 19 are killed. In addition, 51,000 children are injured as pedestrians, and 5,300 of them are hospitalized because of their injuries. The main objective of the Children's Hospital Los Angeles Safe Streets Project, funded through the University of Southern California (USC) Good Neighbors Campaign grant, is to educate USC students, students ages 5-17, parents, teachers, and communities about pedestrian and vehicle safety. Elementary school students (5-8 years old) and their parents will learn about CPS best practices. Middle school students (10-14 years old) will learn about pedestrian safety and the dangers of being a distracted pedestrian through a “Distracted Pedestrian Obstacle Course.” The Drunk/Distracted Driving program is designed to prevent destructive driving behaviors among high school students (15-17 years old).

## Poster 18

### Safe Summers: Adapting Evidence-based Injury Prevention to Zip Codes of High Trauma Incidence

Authors: **Nicole Kozma, MPH**, **Greta Todd, MA**, **Catherine Rains, MPH**, **Brianna Egbuka, BS**, and **Melody Schaeffer, BS**, St. Louis Children's Hospital

In 2011, a zip code level analysis of a pediatric hospital trauma registry was conducted to identify zip codes with the highest injury incidence among children. To increase outreach efforts to these zip codes, the hospital's interactive cityscape safety program was adapted to bring safety education to summer camp programs. A representative sample of summer camp participants took a pre-and post-test about knowledge of bicycle, car, and pedestrian safety, stranger and stray animal awareness. Pre- and post-test scores for participants increased by an average of 16.6% (p-value<0.001). Participants increased knowledge in each of the eight questions. There was a statistically significant Chi-square result (p-value <.001) for 6 out of 8 questions from the summer curriculum. This program is effective in increasing the overall knowledge of pedestrian safety among participants and using a trauma registry analysis is an effective way of identifying areas of high need.





## Poster 19

### West Virginia Governor's Highway Safety Program and West Virginia Alcohol Beverage Control Administration "An Unusual Partnership"

Authors: **Charlotte Blankenship**, WV Alcohol Beverage Control Administration, and **Beau Evans**, WV Region 2 Highway Safety Program

The West Virginia Governor's Highway Safety Program (WVGHSP) and the West Virginia Alcohol Beverage Control Administration (WVABCA) are and have been partnered together for several years working on reducing underage drinking and DUIs along West Virginia roadways. The WVGHSP is funding specific activities, allowing the WVABCA to conduct underage compliance checks all over the state. Areas of targeted enforcement and universities have been the primary areas of interests. Statistics have shown increases and decreases over the past five years. The combined efforts of both the agencies have proved beneficial for our state and the programming efforts of other states that are doing similar collaborations.

## Poster 20

### What do we Know for Sure? Feedback from Newly Endorsed Riders Through Motorcycle Training in Florida

Authors: **Dr. Chanyoung Lee** and **Dr. Jan Si-Won**, Center for Urban Transportation Research (CUTR) and **Edie Peters**, The Florida Department of Transportation

A survey of Basic Rider Course (BRC) graduates was conducted to collect feedback regarding course content and identify new strategies to improve motorcycle safety. According to the survey, about 25 percent of students who attended a BRC stated that they have been riding and need a motorcycle endorsement. Overall, respondents were satisfied with the quality of the motorcycle training course and they agreed that the course helped them to improve general riding skills as well as other motorcycle riding knowledge. The majority of respondents stated that they would recommend the BRC course to experienced motorcycle riders.

## Poster 21

### A Simulation Model Predicting the Impact of Laws on Alcohol-Impaired Driving Fatal and Non-Fatal Crashes Among Underaged Drivers

Authors: **E. Romano**, **M. Scherer**, **J. Fell** and **E. Taylor**, Pacific Institute for Research and Evaluation

Based on historical data and scientific knowledge, Simulated Driving While Intoxicated (SIMDWT) is a no-cost Excel-based modeling tool that allows users to simulate how changing existing laws or implementing new laws, policies and programs in their jurisdiction may impact underage alcohol-related crashes (fatal and non-fatal) among teens aged 15 to 20 years old over the next 10 years. Results are displayed in a series of easy-to-understand summary graphs and number of estimated lives saved and lost each year as a result of changing existing laws or implementing new laws or policies. Though anyone may find SIMDWT to be informative, the program was designed specifically as a tool for researchers, advocates and policy makers to aid in determining what laws and policies may be most beneficial in their jurisdiction. An expansion of the model to serve other states and one specific community (San Diego, CA) is under development.

## Poster 22

### How Effective are U.S. Child Endangerment Laws as They Pertain to Drinking Drivers Transporting Young Children?

Authors: **Tara Kelley-Baker**, **Eduardo Romano**, **Sue Thomas**, and **Ryan Treffers**, Pacific Institute for Research and Evaluation

Recent research has shown that trends in young passenger injuries transported by a drinking driver old enough to be their parent have not changed over three decades, despite significant vehicle enhancements such as improved child restraints and implementation of better traffic safety policies. The 170,000 children injured and over 200 killed each year escape the public's attention. These injuries occur despite many states having DUI-Child Endangerment Laws (DUI-CELS) in place. Funded by the NIAAA, this study conducted legal research to characterize DUI-CELS in each state, examining years between 2000 and 2010; and examined their effectiveness in preventing child injuries or fatalities. We concluded DUI-CELS were not effective. The reasons for this are likely related to the population's lack of understanding of the law, limited if any enforcement and its potential use as a plea-bargain tool. Realistic alternatives to amend the existing legal and enforcement framework are needed.

## FUTURE LIFESAVERS CONFERENCES

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**Long Beach, CA**  
April 3-5



**2017**  
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- Complete addresses for moderators and speakers are on the Pre-Conference Attendee List.
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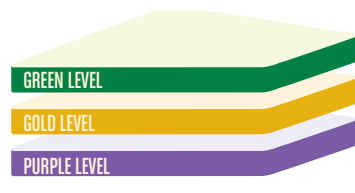


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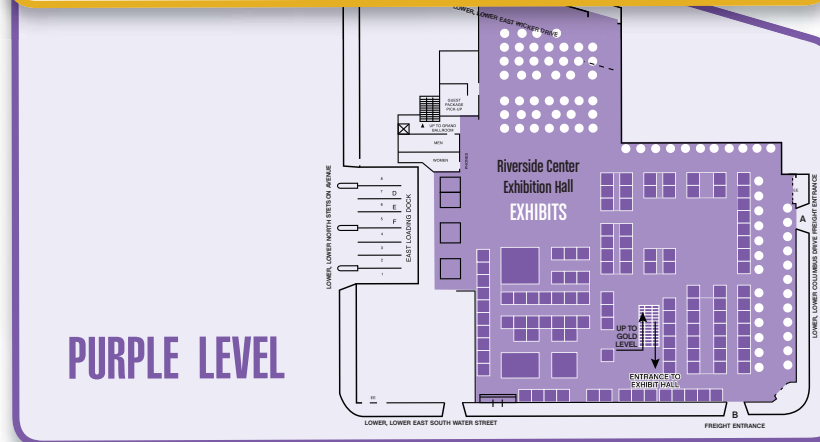
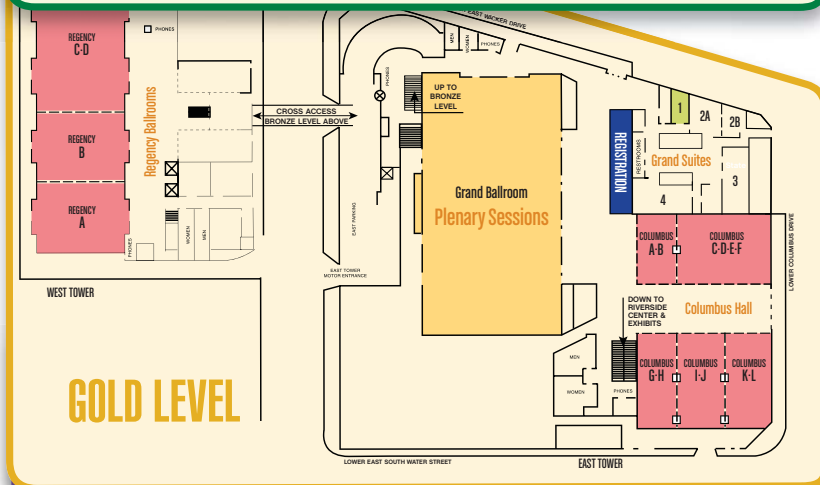
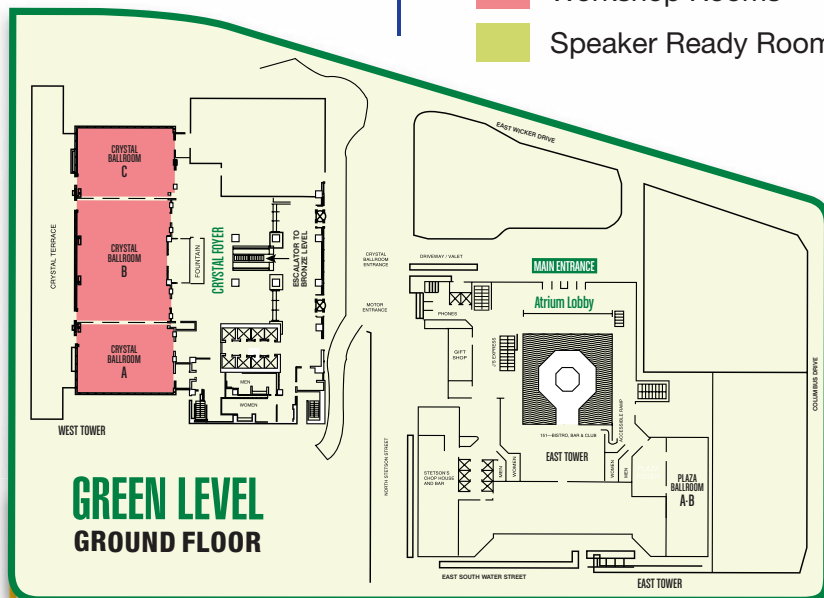
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