Lifesavers is Grateful for the Support of Our Sponsors

We especially want to thank our state sponsor, the California Office of Traffic Safety, for its support and for providing volunteers.

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American Honda Motor Co., Inc.
Coalition of Ignition Interlock Manufacturers
The Conor Lynch Foundation
FCA US LLC
FIA Foundation
FIA – Formula E Championship
Google
It Can Wait Speakers Bureau (StopDistractions.org)
Johnson & Johnson
Mothers Against Drunk Driving
National Association for Stock Car Auto Racing
National Automobile Dealers Association (NADA)
National Safety Council
Westat, Inc.

Thanks also goes to the following organizations that participate in the conference planning process:

- Children’s Hospital of Philadelphia
- eDriving
- Governors Highway Safety Association
- Injury Prevention Center of Greater Dallas
- Insurance Institute for Highway Safety
- LMG Holdings, Inc.
- National Association of Attorneys General
- National District Attorneys Association
- National Highway Traffic Safety Administration
- National Transportation Safety Board
- SADD
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OFFICE OF THE GOVERNOR

April 3, 2016

Lifesavers National Conference

On behalf of the state of California, I am pleased to welcome you to the 2016 Lifesavers National Conference on Highway Safety Priorities. It is an honor for California to host the Lifesavers Conference on the 50th anniversary of the Highway Safety Act.

This conference offers an important opportunity for highway safety professionals across the country to share innovative ideas, best practices, and advance the collective goal of saving lives. The mission of creating safe, multi-modal transportation options through grants and targeted programs is a priority for California and the nation as a whole.

During your stay I encourage you to explore the many attractions the Golden State has to offer. Best wishes for a successful conference.

Sincerely,

Jerry Brown

EDMUND G. BROWN JR.
# National Conference on Highway Safety Priorities

All events are held at the Long Beach Convention Center.

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<td>Then and Now: Looking Forward</td>
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**GIVE US YOUR FEEDBACK!** Once you return home, you’ll receive an email from Lifesavers asking you to evaluate the 2016 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 2016 conference attendee list.
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Registration Open

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Pre-registration required for preconference meetings
9:00AM – 5:00PM
Rm 102ABC
CPS Restraint Systems on School Buses
National Training
9:00AM – 4:00PM
Rm 101A
CarFit Technician Training
9:00AM – 4:00PM
Rm 101B
ADTSEA/Michelin Tire Safety Workshop

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Then and Now: Looking Forward
1:00PM – 4:00PM
Rm 201B
Strategic Communications in Today’s Communications Ecosystem
5:30PM – 6:30PM
Rm 201A
Traffic Safety Scholars Orientation

Sunday, April 3

7:30AM – 5:30PM
Promenade Lobby
Registration Open

7:30AM – 12:00PM
Exhibit Halls A/B
Exhibit and Poster Setup

OPENING PLENARY
8:30AM – 10:15AM • Pacific Ballroom

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

Presentation of Colors/National Anthem
California Highway Patrol Southern Division Honor Guard
International Children’s Choir of Long Beach

Welcome to California
Brian P. Kelly, Secretary, California State Transportation Agency, Sacramento, CA

50 Years of Highway Safety
Anthony Fox (via videotape), Secretary, U.S. Department of Transportation, Washington, DC
Joseph A. Farrow, Commissioner, California Highway Patrol, Sacramento, CA
Adrian Lund, President, Insurance Institute for Highway Safety, Arlington, VA

Mission Moment
Colleen Sheehey-Church, President, Mothers Against Drunk Driving, Irving, TX

On Monday, April 4, 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.
Sunday, April 3

10:30AM – 12:00PM

1st WORKSHOP SESSION

Seat Belt Messaging for Diverse Populations
Sunday • 10:30AM - 12:00PM 101 A

Minority populations continue to have lower seat belt usage rates than their White counterparts and are over-represented in motor vehicle crash-related injuries and deaths. Explore proven methods for increasing belt use among diverse populations through community outreach.

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

Speakers:
Nicole Booker, Public Health Fellow, Association of Schools & Programs of Public Health (ASPPHA)/NHTSA, Washington, DC
Cody Beers, Senior Public Relations Specialist, Wyoming Department of Transportation, Riverton, WY
Lawrence Robertson, Program Director, BIA-OJS-Indian Highway Safety Program, Albuquerque, NM

Asleep at the Wheel? Most of Us Have Driven Drowsy
Sunday • 10:30AM - 12:00PM 103 A-B

Most drivers have found themselves tired or asleep while driving. Learn about the latest science and public policy approaches being explored to address drowsy driving.

Moderator:
Richard Compton, PhD, Director Behavioral Safety Research, NHTSA, Washington, DC

Speakers:
J. Stephen Higgins, Phd, Senior Human Performance Investigator, National Transportation Safety Board, Washington, DC
Jennifer Pearce, Victim Advocate, Washington, DC

Child Restraint Manufacturers: Latest Technology #1 (1.5 CEU)
Sunday • 10:30AM - 12:00PM 104 A

Child restraint manufacturers, big and small, will showcase their newest car seats, changes in established products and latest injury prevention technology. This year we have the added bonus of hearing from a company that designs, develops and manufactures the seating and child restraint systems that the bus manufactures use. Don’t miss this informative session!

Moderator:
Carole Guzzetta, Highway Safety Specialist, NHTSA, Washington, DC

Speakers:
Sarah Haverstick, CPSTI, Safety Advocate, Evenflo Company, Inc., Miamisburg, OH
Carol Helmsinki, Marketing, Car Seats & Communications, Graco Children’s Products, A Newell Rubbermaid Company, Bonita Springs, FL
Tony Jerisha, CPSTI, Advocate/Product Trainer, Recaro Child Safety, Auburn Hills, MI
Charles Vits, CPST, Market Development Manager, SafeGuard/IMMI, Westfield, IN
Sarah Burns, CPST, Customer Service Manager, Orbit Baby, an Ergobaby Company, Newark, CA
Bob Wall, CPSTI, Global Advocate, Nuna Baby Essentials, Washington, DC
Jody Malone, CPST, Product Development, Baby Trend, Ontario, CA

Learning to Speak & Leverage Social Media
Sunday • 10:30AM - 12:00PM 101 B

The Millennials (born 1980 - 2000) and GenXer’s (born 1965 - 1984), your newest target audience, are still having and raising children while getting all of their information via social media streaming on their hand-held devices. Are you speaking their language? Bring your smartphone and learn how to take better photos for posting and maximize tweets so you engage with your target audience. (If you don’t know what a tweet is, we’ve reserved a seat for you in the front row). Learn best practices, how to track norms and get the most out of the time and effort you invest in this critical communications tool from experts in the field who are using social media on a daily basis.

Moderator:
David Jacobs, SVP/Director of Digital Strategy, The Tombras Group, Knoxville, TN

Speakers:
Thomas Bukowski, MPA, MA, Associate Digital Content Producer, National Safety Council, Itasca, IL
Siobhann Mansour, VP, Director of Media and Digital Marketing, Glass Agency, Sacramento, CA
Lisa Flowers, MSM, SMS, Community Relations Officer/Public Information Officer, Delaware Office of Highway Safety, Dover, DE

Distracted Driving Partnerships Between Local Organizations & School-based Peer-led Programs
Sunday • 10:30AM - 12:00PM 102 A-C

Learn how local grassroots organizations such as law enforcement and health care systems are partnering with peer-led groups to bring traffic safety programs to local schools and youth programs into the community. Who found who and how? Hear from youth leaders and their community partners.
**Welcome to the Party! Designer Drugs, Stash Compounds, Logos, Drug Clothing & More**

**Sunday - 10:30AM - 12:00PM  104 B**

Join the Tall Cop, as he reveals the latest designer drug trends, logos, terms, clothing, stash compartments and identifiers, and discusses the connection between the sweeping popularity of the Electronic Dance Music culture and substance abuse. He’ll review the various types of identifiers and trends on individuals, vehicles, events, and retail locations such as bars and event centers; the popularity of e-devices that can be used for public drug use; and how stash compartments are hidden in plain sight. Local and national examples and visual aids will be on display throughout the session.

**Moderator:**
Melissa Shear, Esq., Traffic Safety Resource Prosecutor, Assistant Attorney General, District of Columbia’s Office of the Attorney General, Washington, DC

**Speaker:**
Officer Jermaine Galloway, Tall Cop Says Stop, Boise, ID

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**Distracted Driving**

**Distracted Driving in 2016: A Q&A Session with Leading Distracted Driving Researchers**

**Sunday - 10:30AM - 12:00PM  104 C**

Brief reviews of the most recent observational and naturalistic driving studies provide a backdrop for an extended question and answer session with prominent distracted driving researchers. Their differing perspectives on this complex topic and the implications of their research findings are sure to prompt significant discussion and learning.

**Moderator:**
Michael L. Brown, Director, Office of Impaired Driving & Occupant Protection, NHTSA, Washington, DC

**Speakers:**
- Bryan Reimer, PhD, MIT AgeLab, Cambridge, MA
- David Strayer, PhD, Professor, University of Utah, Salt Lake City, UT
- Robert Scopatz, PhD, Senior Transportation Analyst, VHB, Inc, Inver Grove Heights, MN
- David Kidd, PhD, Senior Research Scientist, Insurance Institute for Highway Safety, Arlington, VA

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**Statewide Strategies for Supporting an Aging Population**

**Sunday - 10:30AM - 12:00PM  201 A**

What’s the latest data and research? What do you need to know to build an effective older driver safety program? Learn about the natural aging trajectory and its effects on driving, critical elements of a state plan, important partnerships, key resources, and potential benefits and outcomes. Attendees that may be new to the older driver safety world will hear about today’s hot topics from leading experts. Participants will have the opportunity to submit questions in advance and engage a panel of experts in an entertaining and useful question and answer session and open discussion.

**Moderator:**
Nanette Schieke, MPA, Chief, Driver Safety Division, Maryland Department of Transportation / Motor Vehicle Administration, Glen Burnie, MD

**Motorcycle Helmets: New NHTSA Standards, Research & Enforcement**

**Sunday - 10:30AM - 12:00PM  201 B**

Motorcycle helmets are proven effective in reducing and preventing traumatic brain injury. However, mandatory helmet use laws are unpopular, many states no longer have all rider helmet laws and those that do have a high use of non-compliant or novelty helmets. What are the NHTSA standards which lead to the designation of a helmet as DOT-compliant? What is a novelty helmet? What are the challenges of enforcing helmet laws and how can law enforcement officers win a DOT-compliant motorcycle helmet case in court? Learn about the new motorcycle helmet safety standard FMVSS 218, review the incidence of fake helmet use, epidemiological data on their effectiveness, and laboratory testing to evaluate their impact performance, and discuss how to enforce DOT-compliant helmet laws.

**Moderator:**
Douglas Shinkle, Transportation Program Director, National Conference of State Legislatures, Denver, CO

**Speakers:**
- David Thom, MS, Senior Consultant, Collision and Injury Dynamics, El Segundo, CA
- Chris Knox, President, Center for Defensive Driving, Vancouver, WA
- Dan Petterson, Ed.D., President & CEO, Skilled Motorcyclist Association – Responsible, Trained and Educated Riders, Inc. (SMARTER), Scottville, MI

**Every Life Matters: Take-Away Tools & Activities to Foster Collaboration for Community Pedestrian-Bicycle Efforts**

**Sunday - 10:30AM - 12:00PM  202 A-C**

Learn how traffic safety educators and specialists, law enforcement officers, and advocates can use varying tools and approaches, in tandem with engineering countermeasures, to advance community-based collaboration and meaningful pedestrian and bicyclist safety outcomes. Featured tools and ways to use them include: the GHSA report (Everyone Walks: Understanding and Addressing Pedestrian Safety) and NHTSA’s new resource (Primer on Pedestrian and Bicycle Safety), an overview of pedestrian and bicycle safety engineering and behavioral countermeasures (for non-engineers). Featured activity is Iowa’s local law enforcement and how they are working with engineers and educating the public to address and influence pedestrian, bicyclist and motorist safety behaviors. Referenced tools include the U.S. Department of Transportation’s Pedestrian and Bicyclist Road Safety Assessments Final Report, the Mayors’ Challenge, and Vision Zero, each discussed in detail in other conference sessions.

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

**Speakers:**
- Heidi Coleman, JD, Chief, Behavioral Research, NHTSA, Washington, DC
- Capt. Marti Reilly, Uniform Services Bureau, Sioux City Police Department, Sioux City, IA
- Pam Fischer, MLPA, CPST, Principal, Pam Fischer Consulting, Hackettstown, NJ

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**LET EVERYONE KNOW WHO YOU ARE!**
Please wear your badge.

Do you know an undergraduate or graduate student who may be interested in learning about or pursuing a career in traffic safety? The 2017 Traffic Safety Scholars Program provides awards up to $1,000 to undergraduate/graduate students to help defray the cost of attending the Lifesavers Conference on Highway Safety Priorities. Set for March 26-28 in Charlotte, North Carolina, students will not only learn about highway safety issues from leading experts, but also network with the largest gathering of highway safety professionals anywhere in the country.

To be eligible for a scholarship, the student must be enrolled on a full- or part-time basis at an accredited college or university during the 2016-17 academic year in any field of study. Applications are judged on the basis of completeness and a 500-1,000 word essay addressing traffic safety. Priority is given to students who submit poster presentations to the Lifesavers Conference discussing highway safety research initiatives.

Help us get the word out about the Traffic Safety Scholars Program by sharing this information with your college and university contacts. Direct them to the Lifesavers website at www.lifesaversconference.org where they can learn more about the program and access the 2017 scholarship application link this fall.
**Occupant Protection for Children**  

**Learn More About Seat Belts on School Buses, a Hot Button Topic (1 CEU)**

**Sunday • 1:30PM - 3:00PM**

104 A

Did you know school bus seats are now built to house adjustable shoulder/lap belts protecting big teens as well as children in car seats and boosters? An expert panel will address new seating technology, the associated crash dynamics and the revised NHTSA school bus curriculum as well as the role buckling up plays on retaining bus drivers and significantly decreasing student behavior violations. Buckled kids ease parent fears, and open dialogue and wallets, too. Learn how you can help make school bus safety a top priority in your community.

**Moderator:**

Lorrie Walker, MSc, CPSTI, Training Manager & Technical Advisor, Safe Kids USA, Washington, DC

**Speakers:**

Charles Vits, CPST, Market Development Manager, SafeGuard/IMMI, Westfield, IN

Kristin Poland, PhD, Senior Biomechanical Engineer, National Transportation Safety Board, Washington, DC

Anna Borges, California State Director, California Department of Education, CA

**Criminal Justice/Law Enforcement**

**Strategies for Reducing Line of Duty Deaths & Improving Officer Safety**

**Sunday • 1:30PM - 3:00PM**

104 B

Traffic fatalities have been a leading cause of police officer line of duty deaths for more than a decade. While the risk of crashing is greater for law enforcement than the general public, many of these deaths are preventable and result from lack of seat belt use, distraction or fatigue. Learn about the extent of the problem and engage in a discussion about the common issues that contribute to these crashes, health and wellness strategies for improving officer safety, and current wellness trends affecting the general population that are amplified by the time and exposure law enforcement officers spend behind the wheel protecting their communities.

**Moderator:**

Todd Hoose, Highway Safety Specialist, NHTSA, Washington, DC

**Speakers:**

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

Monika Ramnarayan, MPH, Public Health Fellow, Association of Schools & Programs of Public Health (ASPSPHA)/NHTSA, Washington, DC

Nick Breul, Director, Officer Safety, Wellness & Research Division, National Law Enforcement Officers Memorial Fund, Washington, DC

**Occupant Protection for Children**

**Test Your Knowledge: Transporting Kids in Ambulances (1 CEU)**

**Sunday • 1:30PM - 3:00PM**

104 C

One in ten ambulance transports involve a child. A gap exists between standard occupant restraint practices for children in these versus other motor vehicles. Improving existing protocols, procedures and training for EMS providers is essential. CPS technicians can assist in the education and demonstration of best practices. Meet the experts, gain practical knowledge and pick up resources to take home and share.

**Moderator:**

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

**Speakers:**

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

Kevin Gallagher, NRP, Designer, Ambulance Seating & Restraint Systems, Phoenix, AZ

**Older Drivers**

**Aging in Place: Helping Older Drivers Maintain Mobility & Independence**

**Sunday • 1:30PM - 3:00PM**

201 A

Access to affordable and reliable transportation for the elderly is a concern for many communities and more options are needed to enhance the ability of older adults to live more independently. This session will explore the full spectrum of offerings and the challenges that seniors face as they transition from driving to using transit, taxi voucher and volunteer ride programs, and walking. Learn about community-driven and person-centered solutions that reflect the interests and needs of older adults, caregivers and transportation stakeholders in the planning, development and operation of senior transportation services that embrace livability with “how-to” action plans, best practices and successes that can be replicated locally.

**Moderator:**

Jill Cooper, MSW, Co-director, UC Berkeley Safe Transportation Research and Education Center, Berkeley, CA

**Speaker:**

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

**A Social Change**

**Connecting the Dots: From the Road to the Courtroom**

**Sunday • 1:30PM - 3:00PM**

202 A-C

This unique workshop will feature the re-enactment of a distracted driving case to help you better understand how crash reconstruction, education and enforcement are reviewed and presented in a court of law. Take away practical insights and best practices for designing education programs and enforcement strategies that make for a strong court case.

**Moderator/Speaker:**

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

**Speakers:**

Hon. Earl Penrod, JD, MJS, Judge/Judicial Fellow, American Bar Association/NHTSA, Oakland City, IN

Howard Guess, JD, Deputy City Attorney, San Diego City Attorney’s Office, San Diego, CA

Eric Ganci, Esq., APC, DUI Trial Lawyer, San Diego, CA

Officer Jim Bettencourt, California Highway Patrol, San Marcos, CA

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

Officer Emilio Ramirez, San Diego Police Department, Traffic Division/Fleet Safety, San Diego, CA
New & Improved Courtroom Tools to Reduce Impaired Driving

**Sunday • 1:30PM - 3:00PM**

Courts and prosecution play a critical role in stopping drunk driving. Explore how DUI courts and court monitoring programs can help reduce drunk driving in your community and how you can take advantage of new training opportunities.

**Moderator:**

Caroline Cash, Highway Safety Specialist, Office of Impaired Driving & Occupant Protection, NHTSA, Washington, DC

**Speakers:**

James Eberspacher, Director, National Center for DWI Courts, Alexandria, VA
Hon. Patrick Bowler, Judge, Judicial Outreach Liaison, Greenville, MI

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

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**3:00PM – 3:30PM**

**Exhibit Halls A/B**

**Complimentary Refreshments and Networking**

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Roadworthy Cars & Teens: Optimizing a Vehicle’s Safety for Teen Drivers

**Sunday • 3:45PM - 4:45PM**

Teen driver safety programs often focus on teen driver behavior and correcting unsafe driving practices, but the vehicle also plays a crucial role in teen driver safety. Learn about existing and new vehicle features and maintenance practices that can help teens drive more safely and keep them safe if things go wrong. The Insurance Institute for Highway Safety will discuss the factors that influence which vehicles parents purchase for their teens and the safest yet affordable vehicles that parents can buy now. Michelin will describe how vehicle tires contribute to safety, and their Beyond Roadworthy Cars & Teens: Optimizing a Vehicle’s Safety for Teen Drivers

**Moderator:**

William Van Tassel, PhD, Manager, Driver Training Programs, AAA National Office, Heathrow, FL

**Speakers:**

Michael Fanning, Director, Sustainable Development, Michelin North America, Greenville, SC
David Kidd, PhD, Senior Research Scientist, Insurance Institute for Highway Safety, Arlington, VA
MaryAnn Beebe, Engineering Specialist, Global Vehicle Safety/General Motors, Warren, MI

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Think Outside the Trash: Car Seat Recycling

**Sunday • 3:45PM - 4:45PM**

Give the environment a boost! Today’s parents know a lot about saving the environment, but for eco-minded consumers who want to manage their outdated car seats respectfully, recycling is a challenge. Few options are available for recycling car seats that contain rigid plastic, hard foam and metal. An expert panel will show you how to get started, expand partnerships, keep car seats out of landfills and incinerators, and sleep better at night knowing that car seats that once protected children aren’t harming the environment.

**Moderator:**

Patricia Corwin, BS, Operations Manager, Injury Biomechanics Research Center/ Site Coordinator, Center for Child Injury Prevention Studies, The Ohio State University Wexner Medical Center, Columbus, OH

**Speakers:**

Heidi Heflin, PhD, Mn, CPSTI, Special Needs, Program Consultant, SafetyBeltSafe USA, Redondo Beach, CA
May Romo, CPST, Injury Prevention Coordinator/Safe Kids, Safe Kids Salt Lake County Coalition/Salt Lake County Health Dept., Murray, UT
Nichole Beebe, Vice President-Account Representative, Pro Polymers Group, Morgan, Utah

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Poster Dash! 60 Minutes That Will Change Your Life

**Sunday • 3:45PM - 4:45PM**

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!” at which poster presenters with a similar topic are assigned to a specific roundtable where they will have 15 minutes to present their work and talk directly with attendees.

**Moderator:**

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

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Bike Share Programs: The Benefits & Successes

**Sunday • 3:45PM - 4:45PM**

Explore how communities are successfully implementing bike share programs and the positive health, economic and safety benefits of doing so.

**Moderator/Speaker:**

Kate Fillin-Yeh, Bike Share Program Director, National Association of City Transportation Officials, New York City, NY

**Speakers:**

Rubina Ghazarian, Transportation Planning Associate II, City of Los Angeles Department of Transportation, Los Angeles, CA
Adrian Lipscombe, PhD Candidate, University of Texas, Austin, TX

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Alcohol Education & Enforcement in Ames, Iowa & Iowa State University

**Sunday • 3:45PM - 4:45PM**

Addressing drinking among college students takes a team effort and a multi-pronged approach. Learn how to develop a team to enforce alcohol laws and educate young adults about alcohol safety, how to conduct useful compliance checks to help keep alcohol out of the hands of underage drinkers, and explore ways to work with landlords to keep them and the hosts accountable for nuisance parties. Educating employees about safe bar operations and ID checks will also be discussed.

**Moderator:**

Prathna Mehta, Traffic Safety Resource Prosecutor, California District Attorneys Association, Sacramento, CA

**Speaker:**

Sgt. Mike Arkovich, Ames Police Department, Ames, Iowa
**Why We Do What We Do**

**Sunday • 3:45PM - 4:45PM**

Fatal crashes involving drunk drivers are a part of the job and far too common. How can officers, prosecutors and advocates, the forgotten victims, cope with the trauma and tragedy of these preventable crashes particularly when it involves a child or a fellow officer? Learn how one of these victims dealt with the loss of his father, a police officer struck and killed by a drunk driver, and how it affected his life and work, and hear the story of his co-worker, Officer Kevin Will, who was run down by a drunk driver in a crash almost identical to his father’s.

**Moderator:**
Phil Rennick, JD, Traffic Safety Resource Prosecutor, California District Attorneys Association, Ladera Ranch, CA

**Speaker:**
Don Egdorf, Senior Police Officer, Houston Police Department, Houston, TX

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**A Needs Assessment Tool to Identify At-Risk Aging Drivers**

**Sunday • 3:45PM - 4:45PM**

Gain a better understanding of the knowledge, community practice and issues faced by healthcare and social service professionals addressing concerns with aging at-risk drivers through a discussion of Florida’s Safe Mobility for Life Coalition’s strategic approach which includes development and dissemination of a needs assessment tool to aid in the prevention and early recognition of aging at-risk drivers. Also learn about other resources available to assist aging drivers and their families from states doing similar work.

**Moderator:**
Anita Villagran, BS Public Health, MBA, Manager, Public Affairs, Community Affairs & Traffic Safety, Automobile Club of Southern California, Costa Mesa, CA

**Speakers:**
Gail Holley, Safe Mobility for Life Program & Research Manager, Florida Department of Transportation, State Traffic Engineering & Operations Office, Tallahassee, FL
James Stowe, PhD, Instructor in Medicine, Washington University, St. Louis, MO

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**The Latest in Motorcycle Research that Could Impact States**

**Sunday • 3:45PM - 4:45PM**

The outcomes of three research projects addressing crash causation, lane-splitting and linking crash reports to hospital outcome data have implications that could impact how your community addresses motorcycle safety. The researchers will present their study findings and engage in a dialogue with participants regarding how they can use this information to reduce the severity and/or frequency of crashes in their state.

**Moderator:**
Scott McKnight, Program Director, Pacific Institute for Research and Evaluation, Calverton, MD

**Speakers:**
Cynthia Burch, MS, MPH, Senior Epidemiologist, National Study Center for Trauma & EMS, University of Maryland, Baltimore, MD
Chanyoung Lee, PE, AICP, PTP, Program Director, University of South Florida, Center for Urban Transportation Research, Tampa, FL
Jim Ouelett, President, Motorcycle Accident Analysis, Playa del Ray, CA

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**Pedestrian & Driver Distraction: Prevalence & Risk of Distraction While Crossing**

**Sunday • 3:45PM - 4:45PM**

Recently completed NHTSA research that incorporated several unique features including real time, synchronized observation of pedestrians and drivers as they navigated intersection crossings will be examined to better understand the problem of distracted walking and driving and how to address it.

**Moderator:**
Jeri Dye Lynch, President/Founder, The Conor Lynch Foundation, Sherman Oaks, CA

**Speakers:**
Ema Yamamoto, AICP, Asset Manager, Streets Department, City of Philadelphia, Philadelphia, PA
Robert Scopatz, PhD, Senior Transportation Analyst, VHB, Inc., Inver Grove Heights, MN
Heidi Coleman, JD, Chief, Behavioral Research, NHTSA, Washington, DC

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**Driver Alcohol Detection System for Safety**

**Sunday • 3:45PM - 4:45PM**

In June 2015, NHTSA Administrator Mark Rosekind joined hundreds of volunteers and victims from Mothers Against Drunk Driving for the global launch of the Driver Alcohol Detection System for Safety or DADSS. The goal is to create a seamless passive technology that prevents a drunk driver from operating a vehicle. This workshop will feature a technical and practical update on the program and its potential to save 7,000 lives annually.

**Speaker:**
Michael L. Brown, Director, Office of Impaired Driving & Occupant Protection, NHTSA, Washington, DC

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**Welcome Reception and Poster Presentations**

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 where on the exhibit hall map on the back cover. This will remain the same throughout the conference. Buffet tip: The food station closest to the door always has a line, so keep going!

See the exhibitors on page 25.

**Poster Presentations**

Don’t forget to visit the poster displays located in the exhibit hall. The presenters will be at their posters throughout the reception to answer your questions.

See the posters on page 28.
Monday, April 4

7:30AM – 5:00PM
Promenade Lobby
Registration Open

8:00AM – 4:30PM
Exhibit Halls A/B
Exhibit Hall Open
(closed during Public Service Awards Luncheon)

8:00AM – 8:45AM
Exhibit Halls A/B
Complimentary Continental Breakfast
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

Other Highway Safety Priorities & Criminal Justice/Law Enforcement

**Truck & Bus Traffic Enforcement: Changing Driving Behaviors One Stop at a Time**

Monday • 9:00AM - 10:30AM 101 A

Law enforcement officials have a duty and responsibility to enforce traffic laws, but do they have the knowledge and skills to safely and effectively conduct large truck and bus vehicle stops after observing an illegal and/or unsafe driving behavior? Join experts from key organizations tasked with addressing truck and bus safety for a lively discussion that will benefit law enforcement and state highway safety officials and safety advocates.

**Moderator:**
Jack Van Steenburg, Chief Safety Officer & Assistant Administrator, Federal Motor Carrier Safety Administration (FMCSA), Washington, DC

**Speakers:**
Don Nail, MBA, Director, North Carolina Governor's Highway Safety Program, Raleigh, NC
Keith Ternes, Project Manager, International Association of Directors of Law Enforcement Standards & Training, Fargo, ND
Chief Brett Railey, Winter Park Police Department / President, Florida Police Chiefs Association, Winter Park, FL

**First Know Your Community: Qualitative Approaches for Strategic Program Planning**

Monday • 9:00AM - 10:30AM 101 B

How many ways can you tell the public to buckle their seat belts, put down the phone, or don’t drink and drive? Just because you’re tasked with promoting the same traffic safety issues each year doesn’t mean it has to be boring! Freshening up your messaging doesn’t mean starting from scratch. Join with state campaign veterans and award winning traffic safety PR professionals to discuss how to breathe new life into your safety initiatives. Learn about making Hollywood productions within government budgets, why government sponsored campaigns don’t need to look like something from 1985, and how smoking marijuana cars, tarantulas and zombies can work for you. See how to use new channels to get the word out and plan for multiple years’ campaigns. Come prepared to share your new ideas!

**Moderator/Speaker:**
Chris Cochran, Assistant Director, Marketing & Public Affairs, California Office of Traffic Safety, CA

**Speakers:**
Sam Cole, MPA, Communications Manager, Traffic Safety, Colorado Department of Transportation, Denver, CO
Amanda Brown, MBA, Public Information Officer, Tennessee Governor’s Highway Safety Office, Nashville, TN
Lori Proso, CEO, Proso Communications, Roseville, CA

**Advanced Vehicle Technologies: What Are They & How Do They Work?**

Monday • 9:00AM - 10:30AM 102 A-C

Vehicle technologies are advancing at a rapid pace and becoming increasingly more prominent in cars on the road today. Leading experts will provide an overview of the latest crash avoidance technologies and their effect on safety, and discuss advancements in automated technology and the potential mobility transformation that is on the horizon.

**Moderator:**
Michael L. Brown, Director, Office of Impaired Driving & Occupant Protection, NHTSA, Washington, DC

**Speakers:**
Ron Medford, Director of Safety, Google Self-Driving Car Program, Google Inc., Mountain View, CA
Brian Latouf, Director, Field Product Investigations & Evaluations, General Motors, Warren, MI
Ryan Posten, Associate Administrator, Vehicle Safety Research, NHTSA, Washington, DC

**Teen Traffic Safety**

Monday • 9:00AM - 10:30AM 103 A-B

This interactive workshop provides participants with basic skills to conduct a simple qualitative program assessment modeled after recent work conducted in Pennsylvania. In 2015, a series of community assessments were conducted to explore teen driver safety outreach program dissemination and implementation. Learn about the qualitative assessment strategies used to gather community stakeholders’ perspectives on issues facing teen drivers and their perceived impact of driver safety programs on teens and how this information will be used to develop a strategic evaluation plan for teen driver safety programming. One key learning from this project was the need for programs to better leverage community connections and coalitions. Hear from a local PA traffic safety organization that is successfully partnering to further the goals of its teen driver safety initiative.

**Moderator/Speaker:**
Linda Fleisher, PhD, MPH, Senior Scientist, Children’s Hospital of Philadelphia, Philadelphia, PA

**Speakers:**
Katherine Halkyard, MPH, CHES, Clinical Research Coordinator, Children’s Hospital of Philadelphia, Philadelphia, PA
Wayne Harper, Director, Center for Traffic Safety, York, PA
Monday – 9:00AM - 10:30AM

Welcome to the Party! Designer Drugs, Stash Compartments, Logos, Drug Clothing & More (Repeat)

Moderator:
Melissa Shear, Esq., Traffic Safety Resource Prosecutor, Assistant Attorney General, District of Columbia’s Office of the Attorney General, Washington, DC

Speakers:
Officer Jermaine Galloway, Tall Cop Says Stop, Boise, ID

What’s New in Drug-Impaired Driving

Moderator:
Jennifer Ryan, Director, State Relations, AAA, Washington, DC

Speakers:
Anne McCartt, PhD, Senior Vice President, Research, IIHS, Arlington, VA
Jim Hedlund, PhD, Principal, Highway Safety North, Ithaca, NY
J.T. Griffin, Chief Government Affairs Officer, MADD, Washington, DC

Motorcycle Safety

The Risks & Growing Push to Allow Off-road Vehicles on Public Roads

Monday – 9:00AM - 10:30AM

Learn about the growing state and national trend to permit the use of off-road vehicles on public roads and the risks associated with on-road use. Data will be presented to help you develop safety programs to reduce the frequency and severity of injuries associated with off-road vehicle use and advocacy programs to oppose legislation allowing on-road use.

Moderator:
Eric Teoh, Senior Statistician, Insurance Institute for Highway Safety, Arlington, VA

Speakers:
Rachel Weintraub, Legislative Director & General Counsel, Consumer Federation of America, Washington, DC
Gerene Denning, PhD, Research Scientist, Emergency Medicine, University of Iowa, Iowa City, IA
George MacDougall, Northern California Grant Administrator, California State Parks, Off-Highway Motor Vehicle Recreation Division, Sacramento, CA

Connecting the Dots: From the Road to the Courtroom (Repeat)

Monday – 9:00AM - 10:30AM

This unique workshop will feature the re-enactment of a distracted driving case to help you better understand how crash reconstruction, education and enforcement are reviewed and presented in a court of law. Take away practical insights and best practices for designing education programs and enforcement strategies that make for a strong court case.

Moderator/Speaker:
Liza LeMaster, Highway Safety Specialist, Occupant Protection Division, NHTSA, Washington, District of Columbia

Speakers:
Hon. Earl Penrod, JD, MJS, Judge/Judicial Fellow, American Bar Association/NHTSA, Oakland City, IN
Howard Guess, JD, Deputy City Attorney, San Diego City Attorney's Office, San Diego, CA
Eric Ganci, Esq., APC, DUI Trial Lawyer, San Diego, CA
Officer Jim Bettencourt, California Highway Patrol, San Marcos, CA
Officer Mark McCullough, San Diego Police Department, San Diego, CA
Officer Emilio Ramirez, San Diego Police Department, Traffic Division/Fleet Safety, San Diego, CA

Wrong-Way Driving Crashes: What Can You Do to Prevent Them?

Monday – 9:00AM - 10:30AM

One of the most serious types of crashes are collisions involving vehicles traveling the wrong way on high speed divided highways. Although relatively rare, wrong-way collisions tend to be severe events. While alcohol impaired drivers on weekend nights are a primary cause of these crashes, older drivers are over-represented as well. Wrong-way driving events also put law enforcement at increased risk as options presented to help you develop safety programs to reduce the frequency and severity of injuries associated with off-road vehicle use and advocacy programs to oppose legislation allowing on-road use.

Moderator:
Don Karol, National Resource Specialist, Office of Highway Safety, National Transportation Safety Board, Washington, DC

Speakers:
John Holzhauser, PE, TE, Senior Transportation Engineer, California Department of Transportation (Caltrans), Sacramento, CA
Robert Ritter, PE, Team Leader, Office of Safety, Strategic Integration Team, Federal Highway Administration, Washington, DC
5th WORKSHOP SESSION

Safety Takes Synergy: Lessons & Successes from the Pedestrian Injury Prevention Action Team Program

Monday • 10:45AM - 12:15PM 101 A

Decreasing pedestrian injuries and fatalities requires strong partnerships between a variety of agencies at the state and local level. Developed by the Safe States Alliance and funded by NHTSA, the Pedestrian Injury Prevention Action Team Program is designed to enhance statewide pedestrian safety efforts by helping practitioners strengthen partnerships and align efforts between those working in public health, transportation, education, law enforcement, and advocacy. Action Team members will describe how they’re using multidisciplinary collaborations to successfully advance initiatives that align with local pedestrian safety plans. Learn how you can engage partners across a variety of disciplines to achieve shared goals and ensure that pedestrian safety efforts are meaningful and impactful.

Moderator/Speaker:
Jamila Porter, MPH, Director, Programs and Evaluation, Safe States Alliance, Atlanta, GA

Speakers:
Wendy Alfsen, JD, Executive Director, California Walks, Oakland, CA
Mike Hostler, Tribal Transportation Planner, Hoopa Valley Tribe, Hoopa, CA
Lloyd Jordison, RN, Health Education Coordinator, Madison County Health Department, Berea, KY
Officer Robert McCool, MS, Program Manager, Kentucky Injury Prevention and Research Center, Lexington, KY

Research on Drug Impaired Driving

Monday • 10:45AM - 12:15PM 103 A-B

Several important new studies examine drug-impaired driving. Hear the latest research on the effects of marijuana on driving, the effects of legalizing marijuana, new methods in oral fluid testing, and enforcement of drug-impaired driving.

Moderator:
Richard Compton, PhD, Director, Behavioral Safety Research, NHTSA, Washington, DC

Speakers:
Amy Berning, Research Psychologist, NHTSA, Washington, DC
Jurek Grabowski, Director of Research, AAA Foundation for Traffic Safety, Washington, DC

Taking Distracted Driving by Storm

Monday • 10:45AM - 12:15PM 102 A-C

Tackling distracted driving requires a collaborative approach among the 4 E’s. Explore several educational efforts that include partnering with businesses, involving the community, distributing education cards, and sparking friendly competition between businesses and high schools. Learn how law enforcement is attacking the problem by using spotters in DOT vehicles and buses to catch drivers in the act. Hear about the “Go Pro” initiative that is being used to tape distracted driving violations and other creative ways to collect evidence and learn how these projects helped to change the traffic safety culture and prompted legislation to dramatically increase the fine for repeat texting offenders.

Moderator/Speaker:
Kristine Hernandez, MBA, Minnesota Toward Zero Deaths Program Coordinator, Minnesota Department of Transportation, Rochester, MN

Speakers:
Lt. Heath Dienger, Minnesota State Patrol, Rochester, MN
Lisa Kons, Continuing Education Coordinator - Traffic Programs, Minnesota Safety Council, St. Paul, MN

Rethinking How We Train & Assess Young Novice Drivers

Monday • 10:45AM - 12:15PM 104 A

The U.S. has begun to implement national standards for classroom, on-road and on-line driver education and training. Can we also improve how we assess whether a new driver has the necessary skills to not crash? Learn about NHTSA-recognized standards for today’s driver ed, a recent evaluation of driver ed in Nebraska, as well as a new method of testing driver ed that is being used in several states.

Moderator:
Kevin Lewis, Director, Driver Programs, American Association of Motor Vehicle Administrators (AAMVA), Arlington, VA

Speakers:
Flaura Koplin Winston, MD, PhD, Scientific Director, Center for Injury Research & Prevention, Children’s Hospital of Philadelphia, Philadelphia, PA; Professor of Pediatrics, Perelman School of Medicine, University of Pennsylvania, Philadelphia, PA
Dennis Thomas, PhD, Vice President, Dunlap and Associates, Inc., Cary, NC
Duane Shell, PhD, Research Professor, University of Nebraska-Lincoln, Lincoln, NE
Dan Mayhew, Senior Research Scientist & Advisor, Traffic Injury Research Foundation, Ottawa, ON

TWEET WITH US!

Lifesavers Planning Committee members will be tweeting throughout the conference. Join in by using hashtag #Lifesavers2016.
**Portland’s Innovative Share the Road Safety Class**

**Monday • 10:45AM - 12:15PM**

A former judge, trauma nurse, and police officer explain how they worked collaboratively with the courts, law enforcement, public health, transportation, traffic safety, and bicycle and pedestrian advocates to create Portland’s highly successful Share the Road Safety Class, which has educated more than 28,000 people about traffic law and safety issues that apply to ALL road users. They’ll describe how they did it, how they’re keeping it going and how you can implement a similar program in your community to reduce traffic violations and crashes and improve safety.

**Moderator:**
Joseph McCormack, New York State Traffic Safety Resource Prosecutor; Speaker:
Officer James Sorensen, Portland Police Bureau, Portland, OR

**Speakers:**
Kari Chapman, Public Relations Director, Proso Communications, Roseville, CA
Jerry Hirsch, Editor and VP of Content, Trucks.com, Orange County, CA

**Cultivating Strategic Traffic Safety Partnerships**

**Monday • 10:45AM - 12:15PM**

What are the benefits of using traffic safety partnerships to address occupant protection? How are they organized and can they help with seat belt enforcement? Local and national leaders will share their insights for incorporating partnerships into your state or local highway safety program.

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

**Speakers:**
Phyllis Agran, MD, MPH, FAAP, Professor, Department of Pediatrics, University of California – Irvine School of Medicine; Founder Executive/Medical Director, Clinic in the Park, Orange, CA
Andrea Atran, MA, CPM, Community Traffic Safety Specialist, Florida Department of Transportation, Jacksonville, FL
Lt. Christina Faulkner, BS, Special Programs, Tennessee Department of Safety & Homeland Security, Lawrenceburg, TN

**Teamwork That WORKS! Everyone Can Partner to Solve Problems**

**Monday • 10:45AM - 12:15PM**

From the patrol officer and chief to the district attorney, county administrator, and grant provider, everyone wants to prevent crashes and save lives. Explore common issues such as police DWI processing, search warrant requirements, blood testing labs, and educational opportunities to learn everyone on the law enforcement team can help each other work toward preventable fatalities. From your Traffic Safety Resource Prosecutor and Law Enforcement Liaison to your state Impaired Driving Taskforce, Chiefs Association and the National Traffic Law Center, there are plenty of hands to make the work lighter. Sometimes you just need to know who to call.

**Moderator:**
Joanne Thomka, NAGTRI Program Counsel, National Association of Attorneys General, Washington, DC

**Speaker:**
Joseph McCormack, New York State Traffic Safety Resource Prosecutor; Bureau Chief, Bronx District Attorneys Office, Bronx, NY

**How to Get Your Foot in Your School District’s Door**

**Monday • 10:45AM - 12:15PM**

Does your state require safety education as a condition of graduation? Whether your focus is occupant protection, bicycles, pedestrians, or teen driving, experts will discuss how to get your foot in the door by aligning your safety education program with a school district’s guidelines and mandated curriculum standards. Teachers struggle with competing programs, limited time and standardized testing, but welcome free resources that sync with what they must teach. Explore creative ways to help them while helping save lives through community and school collaboration.

**Moderator:**
Diana Imondi Dias, CPSTI, Traffic Safety Education, Public Affairs Specialist, AAA Northeast, Providence, RI

**Speakers:**
Phyllis Larimore, BSN, MPH, CPSTI, Program Coordinator – Injury Free Coalition for Kids, Children’s Mercy Hospital, Kansas City, MO
Julie Brewer, CPST, Assistant Director, iCube, Tennessee Technological University, Cookeville, TN
Eric Stern, Administrator, The School District of Palm Beach County, West Palm Beach, FL

**Media Relations: 2016 & Beyond**

**Monday • 10:45AM - 12:15PM**

In this era of the 24-hour news cycle, citizen journalism and cell phone cameras, the way media relations professionals pursue and obtain press coverage has changed. Reporters are increasingly stretched thin due to limited resources, shorter deadlines and multiple beats, and rely on expert sources for information and story ideas. Join in an interactive Q&A session a reporter working the traffic safety beat and a public relations pro who will offer advice on how to reach out to and interact with reporters, get media coverage and position yourself as a trusted resource for traffic safety information.

**Moderator:**
Kara Macek, Communications Director, Governors Highway Safety Association, Washington, DC

**Speakers:**
Kari Chapman, Public Relations Director, Proso Communications, Roseville, CA
Jerry Hirsch, Editor and VP of Content, Trucks.com, Orange County, CA

**Laws Won’t Get the Job Done, Unless They’re Enforced**

**Monday • 10:45AM - 12:15PM**

A good law requires support from three key entities – the legislators who sponsor and support it, police who are tasked with enforcing it, and the judges who must adjudicate it when a violator appears in their courtroom. Learn how the three work together by examining new and existing child passenger safety legislation and receive practical tips and guidance to evaluate how your state is doing when it comes to involving all three groups. Experts will also discuss how to assess the political climate when it comes to modifying or strengthening existing laws.

**Moderator:**
Sgt. Laurie Ludovici, CPSTI, Officer in Charge - Planning, Research & Accreditation Unit, Rhode Island State Police, North Scituate, RI

**Speakers:**
Traci Rebiojo, Traffic Education Officer, Livermore Police, Livermore, CA
Kate Bernacki, MPH, Coordinator, Vehicle Occupant Safety Program, California Department of Public Health, Sacramento, CA
Cathleen Lewis, Director of Public & Government Affairs, AAA Northeast, Florham Park, NJ
## National Conference on Highway Safety Priorities

### WORKSHOPS

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<td>Session 1</td>
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<td>10:30 am—12 noon</td>
<td>Seat Belt Messaging for Diverse Populations</td>
<td>Learning to Speak &amp; Leverage Social Media</td>
<td>Distracted Driving Partnerships Between Local Organizations &amp; School-based Peer-Led Programs</td>
<td>Asleep at the Wheel? Most of Us Have Driven Drowsy</td>
<td>Child Restraint Manufacturers: Latest Technology #1 CEU 1.5</td>
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<td>Session 2</td>
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<td>1:30 pm—3:00 pm</td>
<td>Effective Implementation of Ignition Interlock Programs</td>
<td>Exploring the Next Frontier in Social Media</td>
<td>Police Traffic Enforcement Today &amp; Tomorrow</td>
<td>Wisdom from Youth: Life after Traffic Court</td>
<td>Learn More About Seat Belts on School Buses, a Hot Button Topic CEU 1</td>
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<td>Session 3</td>
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<td>3:45 pm—4:45 pm</td>
<td>Poster Dash! 60 Minutes That Will Change Your Life</td>
<td>Bike Share Programs: The Benefits &amp; Successes</td>
<td>Think Outside the Trash: Car Seat Recycling</td>
<td>Roadworthy Cars &amp; Teens: Optimizing a Vehicle’s Safety for Teen Drivers</td>
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<td>Session 4</td>
<td>Truck &amp; Bus Traffic Enforcement: Changing Driving Behaviors One Stop at a Time</td>
<td>Freshening Up Your Public Education Efforts &amp; Campaigns</td>
<td>Advanced Vehicle Technologies: What Are They &amp; How Do They Work?</td>
<td>First Know Your Community: Qualitative Approaches for Strategic Program Planning</td>
<td>Child Restraint Manufacturers: Latest Technology #2 CEU 1</td>
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<td>9:00 am—10:30 am</td>
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<td>10:45 am—12:15 pm</td>
<td>Safety Takes Synergy: Lessons &amp; Successes from the Pedestrian Injury Prevention Program</td>
<td>Taking Distracted Driving by Storm</td>
<td>Wisdom from Youth: Life after Traffic Court</td>
<td>Rethinking How We Train &amp; Assess Young Novice Drivers</td>
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<td>2:15 pm—3:45 pm</td>
<td>Distracted Driving Education: Are We Using the Right Language?</td>
<td>Victim Impact Panel</td>
<td>Poster Dash! 60 Minutes That Will Change Your Life</td>
<td>Implementing Effective Parent-involved Teen Driving Programs</td>
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<td>Session 7</td>
<td>Success Stories from the Mayors’ Challenge for Safer People &amp; Safer Streets</td>
<td>Data &amp; Enforcement, Smart Idea Today!</td>
<td>Free/Low-Cost Resources for Promoting Public Awareness</td>
<td>Impaired Driving Prevention: Focusing on Youth &amp; Charting Progress in Reducing DUI</td>
<td>Research: What We Know &amp; How We Know It #1</td>
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<td>9:00 am—10:30 am</td>
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<td>10:45 am—12:15 pm</td>
<td>Low Cost, Effective Local Law Enforcement Strategies for Adult Occupant Protection</td>
<td>Reinvigorating GDL Advocacy</td>
<td>A Formula for Advancing Distracted Driving Legislation: The Good, the Bad, &amp; the Ugly</td>
<td>Child Restraint Manufacturers: Latest Technology #2 CEU 1</td>
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### WORKSHOP CODES

- ALL TRACKS: Workshop content relevant across all tracks
- AOP/VT: Adult Occupant Protection/Vehicle Technology
- COMM: Communications
- CJ/LE: Criminal Justice/Law Enforcement
- DD: Distracted Driving
- ID: Impaired Driving
- MS: Motorcycle Safety
- OD: Older Drivers
- OHSP: Other Highway Safety Priorities
- OPC: Occupant Protection for Children
- PB: Pedestrian/Bicycle Safety
- TN: Teen Traffic Safety
# AT A GLANCE

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<td>Strategies for Reducing Line of Duty Deaths &amp; Improving Officer Safety</td>
<td>Test Your Knowledge: Transporting Kids in Ambulances <strong>CEU 1</strong></td>
<td>Aging in Place: Helping Older Drivers Maintain Mobility &amp; Independence</td>
<td>Closing Occupant Protection Loopholes</td>
<td>Connecting the Dots: From the Road to the Courtroom</td>
<td>New &amp; Improved Courtroom Tools to Reduce Impaired Driving</td>
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<td>Alcohol Education &amp; Enforcement in Ames, Iowa &amp; Iowa State University</td>
<td>Why We Do What We Do</td>
<td>A Needs Assessment Tool to Identify At-Risk Aging Drivers</td>
<td>The Latest in Motorcycle Research That Could Impact States</td>
<td>Pedestrian &amp; Driver Distraction: Prevalence &amp; Risk of Distraction While Crossing</td>
<td>Driver Alcohol Detection System for Safety</td>
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<td>Portland’s Innovative Share the Road Safety Class</td>
<td>The Risks &amp; Growing Push to Allow Off-road Vehicles on Public Roads</td>
<td>Connecting the Dots: From the Road to the Courtroom (Repeat)</td>
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<td>Automated Speed Enforcement: Responsible Mgmt. of Technology That Produces Positive Results</td>
<td>Enhancing Traffic Safety: Engaging &amp; Educating the Judiciary</td>
<td>Doing it Right: Leveraging Data &amp; Evaluation to Develop Pedestrian Safety Projects</td>
<td>Rural Seat Belt Enforcement</td>
<td>Getting &amp; Keeping Kids in Booster Seats</td>
<td>No More Business as Usual: Mixing It Up to Reach Diverse Populations</td>
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<td>Special Needs: Beyond What You Learned in Your Certification Class <strong>CEU 1</strong></td>
<td>The Future of Motorcycle Rider Training</td>
<td>Strategies for Addressing Impaired Driving Refusals</td>
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6th WORKSHOP SESSION

Distracted Driving Education: Are We Using the Right Language?

Monday • 2:15PM - 3:45PM 101 A

Education requires communication, but how well are we communicating? Explore different approaches for speaking with employees, teens and parents. Learn about a distracted driving curriculum that has been overwhelmingly successful in Southern California workplaces, how to get through to parents about modeling distraction-free driving for their children, and what does and doesn’t work when speaking with teens. At the end of the session, you’ll be better equipped to develop programs targeted to the audience you’re trying to reach.

Moderator/Speaker:
Joel Feldman, Esq., MS, President & Founder, End Distracted Driving (EndDD.org), Springfield, PA

Speakers:
Linda Hill, MD, MPH, Professor, University of California, San Diego, Training, Research and Education for Driving Safety (TREDS), San Diego, CA
Gianni Iona, Member, National Student Leadership Council, Students Against Destructive Decisions (SADD), Hawley, PA
Skylar Yoder, Youth Correspondent Advisor, National Organizations for Youth Safety (NOYS), Ithaca, NY
Officer Jake Sanchez, California Highway Patrol, San Diego, CA

Toward Zero Deaths, More Than a Slogan

Monday • 2:15PM - 3:45PM 101 B

In traffic safety, we’re all working toward the day when our job is done and no one is killed or injured in a traffic crash, but some remain skeptical about the Toward Zero Deaths and Vision Zero initiatives. There is mounting evidence that adopting evidence-based strategies at the local, state and national level can effectively reduce these tragedies. We can do better – and communicating our ultimate goal can motivate safety partners to reach this vision. Learn about the national Toward Zero Deaths initiative, how a State successfully adopted this vision, and the program outcomes in a major city that is committed to zero deaths. Take home tools to help your community or state start reducing crashes and achieving the vision of zero deaths.

Moderator:
Robert Ritter, PE, Team Leader, Office of Safety, Strategic Integration Team, Federal Highway Administration, Washington, DC

Speakers:
Kristy Rigby, Director, Utah Department of Public Safety – Highway Safety Office, Salt Lake City, UT
Michelle Kaucic, MPA, CPSI, Director of Strategic Communications, New York City Department of Transportation, New York, NY
Leah Shahuim, Director, Vision Zero Network, San Francisco, CA
Brian Roberts, PE, Executive Director, National Association of County Engineers, Washington, DC

Communicating in a Crisis: Learning from Your Peers

Monday • 2:15PM - 3:45PM 101 A-B

It happens to the best of us. A poorly chosen public remark, a public awareness campaign gone wrong, a checkpoint incident that goes viral – sometimes traffic safety professionals are faced with a full-blown media crisis. Join with traffic safety professionals who have lived it and will talk candidly about what went wrong, how they weathered the storm and what they’ve learned in the process.

Moderator/Speaker:
John Crisp, President & CEO, CRISP Communications, Nashville, TN

Speakers:
Kendell Poole, Principal, KPoole Strategic Relations, Old Hickory, TN
Karen Aldana, Director of Public Affairs, NHTSA, Washington, DC

NEED HELP WITH THE MOBILE APP?

Come to the Mobile App Help Desk at Lifesavers Registration in the Promenade Lobby. Use the Mobile App to complete Workshop Evaluations.
Implementing Effective Parent-Involvement in Teen Driving Programs

Monday • 2:15PM - 3:45PM 104 A

Programs that empower parents with awareness of the graduated driver licensing process and the critical role of supervised practice driving, along with actionable tools, should be a critical component of every state’s teen driver safety strategy. Explore what elements are considered to be essential for these programs to be effective at better supporting parents to decrease teen crash risk. Hear how two community-based programs find and engage parents. CheckPoints, a parent-teen driving agreement program, has been exploring various pathways (driver education, website promotion, primary care providers) to determine the most effective way to reach parents. Oregon’s Trauma Nurses Talk Tough engages parents through health system mailing lists and by partnering with driver education schools and insurers.

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

Speakers:
Joanne Fairchild, RN, Trauma Nurses Talk Tough Program, Legacy Emanuel Hospital, Portland, OR
Cathy Bowles, Trauma Nurses Talk Tough Family Education Coordinator, Legacy Emanuel Hospital, Portland, OR
Jean Shope, BSN, MSPH, PhD, Research Professor Emerita, University of Michigan Transportation Research Institute & School of Public Health, Ann Arbor, MI

Tips for Working in a Legalized Marijuana World

Monday • 2:15PM - 3:45PM 104 B

Explore what prosecutors can learn from states currently battling legal recreational marijuana. Those on the front line will offer trial tips, discuss jury issues and explain how prosecutors can help guide legislation once it’s legal or while the issue is pending.

Moderator:
Ashley Schluck, Traffic Safety Resource Prosecutor, Wyoming Highway Safety Program; Laramie City Attorney’s Office, Laramie, WY

Speakers:
Jennifer Knudsen, Esq., Traffic Safety Resource Prosecutor, Colorado District Attorneys’ Association, Denver, CO
Courtney Popp, JD, Traffic Safety Resource Prosecutor; Legal Advisor, Advanced Training Unit, King County Sheriff’s Office, Burien, WA
Deena Ryerson, Traffic Safety Resource Prosecutor, Oregon Department of Justice, Salem, OR

Enhancing Traffic Safety: Engaging & Educating the Judiciary

Monday • 2:15PM - 3:45PM 104 C

The criminal justice system plays a vital role in traffic safety, but the role of the courts is misunderstood and underappreciated by many including some judges. As a result, the judiciary is often not involved when traffic safety issues are discussed and strategies developed. To promote engagement, NHTSA developed the Fellows/Judicial Outreach Program which promotes the importance of engaging with the judiciary and considering their perspective in traffic safety matters. This session will discuss the importance of funding and supporting judge to judge education on cutting edge topics such as technology and evidence-based sentencing tools, the legitimacy of judicial involvement in ethical collaboration with other criminal justice/traffic safety stakeholders, and the effectiveness of the Fellows/JOL program at the regional and state level with a goal of encouraging its adoption by every region and state.

Moderator:
Caroline Cash, Highway Safety Specialist, Office of Impaired Driving & Occupant Protection, NHTSA, Washington, DC

Speakers:
Hon. Earl Penrod, JD, MJS, Judge/Judicial Fellow, American Bar Association/NHTSA, Oakland City, IN
Hon. Phyllis McMullen, Judge, 6th Circuit Court of the State of Michigan, Waterford, MI

Doing It Right: Leveraging Data & Evaluation to Develop Pedestrian Safety Projects

Monday • 2:15PM - 3:45PM 201 A

Effective pedestrian safety programs require careful data analysis coupled with a comprehensive approach that includes not only education, enforcement and engineering but evaluation to ensure it’s appropriate and effective. A growing incidence of pedestrian and distracted driving crashes in Baltimore City spawned the creation of a pedestrian safety social marketing campaign that used formative evaluation and behavior change program planning principles, as well as environmental and enforcement strategies. In Memphis, SafeKids worked with FedEx to address high pedestrian injury rates at an elementary school by examining crosswalks, street corners and signs to determine which countermeasures could have the biggest impact on safety. Using these initiatives as models, learn how comprehensive pedestrian safety initiatives can and should be implemented and evaluated to ensure they are outcome-driven and have maximum impact.

Moderator/Speaker:
Kristin Rosenthal, MEd, MCHES, CPSTI, Program Manager, Road Safety, Safe Kids Worldwide, Washington, DC

Speakers:
Andrea Gielen, ScD, ScM, Professor & Director, Johns Hopkins Center for Injury Research and Policy, Baltimore, MD
Susan Helms, RN, MALS, Director, Injury Prevention & Safe Kids Mid-South, Le Bonheur Children’s Hospital, Memphis, TN
Nadji Kirby, Safe Routes to School Coordinator, Montgomery County Department of Transportation, Gaithersburg, MD

Rural Seat Belt Enforcement

Monday • 2:15PM - 3:45PM 201 B

Seat belt use remains a significant issue in rural areas. Explore proven enforcement strategies states are employing to effectively address this ongoing challenge.

Moderator:
Keri Gibson, CPSI, CHES, Occupant Protection Program Manager, State of Utah, Salt Lake City, UT

Speakers:
Joshua DeFisher, Occupant Protection Program Manager, North Carolina Governor’s Highway Safety Program, Raleigh, NC
Monti Allsup, Law Enforcement Liaison, Wyoming Highway Safety Office, Cheyenne, WY

Speaker Handouts
All speaker handouts received before the conference are posted on the “Workshops” page of the website at www.lifesaversconference.org.
## Getting & Keeping Kids in Booster Seats

**Monday • 2:15PM - 3:45PM**

202 A-C

Ever been asked, “until what age/weight/height should a child ride in a booster seat?” Do parents seem to worry less about the correct use of boosters than they do about correct use of car seats? Explore the issues technicians face and viable solutions for educating parents and children about proper booster seat use. Successful booster seat education and distribution programs will be highlighted, along with research that shows that parents are less likely to attend an inspection station for assistance with a booster seat.

**Moderator:**
Mark Van Horn, CPSTI, Safe Kids Nebraska, Chadron, NE

**Speakers:**
- Merissa Yellman, CPSTI, Program Coordinator, Injury Prevention Center of Greater Dallas, Dallas, TX
- Amber Kroeker, MPH, CPST, Child Injury Prevention Program Coordinator, Randall Children’s Hospital at Legacy Emanuel, Portland, OR
- Kelly Powell, CPSTI, Program Director, Safe Kids Palm Beach County, Riviera Beach, FL

### No More Business as Usual: Mixing It Up to Reach Diverse Populations

**Monday • 2:15PM - 3:45PM**

203 A-C

Can you explain the difference between economic and cultural diversity? Engaging diverse populations can pose tremendous occupant protection challenges as well as impact your seat belt surveys and funding. Explore successful programs that have increased seat belt and child restraint use among economically and culturally diverse populations including foreign students, tribal members, refugees, and visitors. Learn how to use social media to engage with and meet the needs of these unique communities and obtain helpful tips and resources for working with tribal communities that have limited resources.

**Moderator:**
Jennifer Booge, CPST, Coordinator, Child Passenger Resource Center, Mahube-Otwa Community Action Partnership, Park Rapids, MN

**Speakers:**
- Tam Lutz, MPH, MHA, Native CARS Co-Investigator/Director, Northwest Portland Area Indian Health Board, Portland, OR
- Lorrie Walker, MSc, Training Manager & Technical Advisor, Safe Kids USA, Washington, DC
- Noemi Duenas, CPSTI, Child Passenger Safety Instructor, Chula Vista, CA

### Tuesday, April 5

#### 8:30AM – 1:00PM

**Promenade Lobby**

Registration Open

#### 9:00AM – 10:30AM

**7TH WORKSHOP SESSION**

**Pedestrian/Bicycle Safety • Communications • Criminal Justice/Law Enforcement**

**Success Stories from the Mayors’ Challenge for Safer People & Safer Streets**

**Tuesday • 9:00AM - 10:30AM**

101 A

Discover how cities are leveraging U.S. DOT Secretary Anthony Foxx’s Mayor’s Challenge to improve and increase biking and walking. Explore how these cities plan to sustain these efforts, as well as new activities that were initiated as a result of their participation in the Challenge.

**Moderator:**
John Lundell, Mayor, City of Coralville, Coralville, IA

**Speakers:**
- Scott Curry, AICP, CNUa, Urban Designer & Pedestrian Program Manager, City of Charlotte, Charlotte, NC
- Shea Eccleston-Banwell, Public Works Manager, City of Glendale, Glendale, CA
- Emma Newman, Transportation Planner, City of Springfield, Springfield, OR

### Data and Enforcement, A Smart Idea Today!

**Tuesday • 9:00AM - 10:30AM**

101 B

Data are not just numbers. Learn how traffic safety professionals are using data to effectively respond to and even predict traffic crashes, and how it enables them to “target” their efforts to combat specific traffic safety problems.

**Moderator:**
Michelle Atwell, Highway Safety Specialist, Enforcement & Justice Services, NHTSA, Washington, DC

**Speakers:**
- Dan Smiley, Chief Deputy Director, California Emergency Medical Services Authority, Sacramento, CA

### FYI

**RING! RING!**

Please turn off your cell phone during sessions

**NEED A WIFI CONNECTION?**

Complimentary WiFi is available in the exhibit hall and Promenade and Arena lobbies.
**Free/Low-Cost Resources for Promoting Public Awareness**

**Tuesday • 9:00AM - 10:30AM**

102 A-C

This tremendously popular session is returning for Lifesavers 2016! Meet with representatives of organizations and government agencies to learn about the variety of free and low-cost resources available to traffic safety professionals. Previous participants have included the Ad Council, RADD, NHTSA, Safe Kids Worldwide, the National Safety Council, and Children's Hospital of Philadelphia.

**Moderator:**
Sue Gorowski, MA, Associate Administrator, Office of Communications & Consumer Information, NHTSA, Washington, DC

**Impaired Driving Prevention: Focusing on Youth & Charting Progress in Reducing DUI**

**Tuesday • 9:00AM - 10:30AM**

103 A-B

Youth impaired driving prevention strategies rely heavily on one-shot demonstrations and other activities focusing on the risks and consequences of impaired driving. This session will focus on how the impact of these activities can be greatly enhanced by coordinating them with school-based substance abuse prevention. Also learn how the DWI Dashboard tool can help states chart their progress in reducing impaired driving.

**Moderator:**
Caroline Cash, Highway Safety Specialist, Office of Impaired Driving & Occupant Protection, NHTSA, Washington, DC

**Speakers:**
Liz LeMaster, Consultant, LG Consulting & Training, Hall, NY
Rob Lillis, Research Consultant, Evaluometrics Research, Canandaigua, NY
Robyn Robertson, President & CEO, Traffic Injury Research Foundation, Ottawa, ON

**Research: What We Know & How We Know It #1**

**Tuesday • 9:00AM - 10:30AM**

104 A

This workshop provides evaluated research you can use to develop or refresh your CPS program. Learn about a national study that explored CPS knowledge among emergency nurses and if car seat safety is routinely addressed as they care for pediatric patients, regardless if admitted following a crash. The important issue of heatstroke will be addressed by a well-known meteorologist and national resource who maintains the only comprehensive database on the issue. In addition, discover how bystander behavior has changed as well as perceptions on the heatstroke issue. Learn which countermeasures might have the greatest impact on reducing the risk of injury to children in crashes by using analysis of a crash database linked with ratings of state child restraint laws.

**Moderator:**
Amy Artuso, MPH, CPSTI, Program Manager, National Safety Council, Itasca, IL

**Speakers:**
Jan Null, CCM, Certified Consulting Meteorologist, San Jose State University, Saratoga, CA
Kathleen Klinich, PhD, Associate Research Scientist, University of Michigan Transportation Research Institute, Ann Arbor, MI
Thelma Kuska, BSN, RN, CEN, FAEN, Member, National Child Passenger Safety Board, Palos Heights, IL

**Automated Speed Enforcement: Responsible Management of Technology that Produces Positive Results**

**Tuesday • 9:00AM - 10:30AM**

104 B

Automated speed enforcement (ASE) has been controversial for more than two decades, but the use of ASE technology to support traditional enforcement efforts is a proven tool. Used appropriately, ASE can reduce road speeds, crashes and the nature and severity of injuries. An overview of an effective and well-managed ASE program in Montgomery County, Maryland supported by independent research conducted by the Insurance Institute for Highway Safety and the National Highway Traffic Safety Administration, will show how this technology can be deployed in a responsible manner as part of a comprehensive approach to speed enforcement that makes improving traffic safety the top priority.

**Moderator:**
Dave Daggett, JD, Transportation Safety Resource Prosecutor, Maryland State’s Attorneys’ Association, New Market, MD

**Speakers:**
Capt. Tom Didone, Traffic Division Director, Montgomery County Police Department, Gaithersburg, MD
Randy Atkins, PhD, Social Science Researcher, NHTSA, Washington, DC

**Body Cameras 101 & Their Utilization in DUI Cases**

**Tuesday • 9:00AM - 10:30AM**

104 C

Learn how law enforcement officers and prosecutors are implementing a body-worn camera program and dealing with corresponding legal issues, including using video to prove an impaired driving case. Areas that will be covered include: pros and cons of on-scene video, video retention and storage, duty to preserve and discovery issues, FOIA requests, use as evidence, redacting, and invasion of privacy claims.

**Moderator:**
Duane Kokesch, Director, National Traffic Law Center, National District Attorneys Association, Alexandria, VA

**Speakers:**
Dave Radford, Esq., Traffic Safety Resource Prosecutor, California District Attorneys Association, Sacramento, CA
Sgt. Brian Strickland, Kitty Hawk Police Department; Law Enforcement Liaison, North Carolina Governor’s Highway Safety Program, Kitty Hawk, NC

**Still Improving! What’s Working to Push Seat Belt Use Higher?**

**Tuesday • 9:00AM - 10:30AM**

201 A

A number of states are making significant progress increasing their seat belt usage rates. Explore strategies to push seat belt use rates higher including targeting low belt use groups, encouraging greater enforcement participation, tapping new media, and strengthening laws.

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

**Speakers:**
Harris Blackwood, Director, Georgia Governor’s Office of Highway Safety, Atlanta, GA
Kenneth Trull, MPA, Deputy Director, Louisiana Highway Safety Commission, Baton Rouge, LA
Keri Gibson, CPSI, CHES, Occupant Protection Program Manager, State of Utah, Salt Lake City, UT
Talking to Teens about Distracted Driving in a Way That Makes a Difference

**Tuesday · 9:00AM - 10:30AM**
202 A-C

Why are teens overrepresented in distracted driving crashes and how can you use the results of recent research to talk to teens and parents about this disturbing trend? Explore the results of a naturalistic driving study that provides insight about how limited driving experience and risk taking contribute to teen distracted driving crashes. Review work that highlights how teen passengers are a significant source of distraction for teen drivers. Discuss the results of an on-road experiment that used a smartphone application to reduce or eliminate unsafe driving behaviors by teens.

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

**Speakers:**
Charlie Krauer, PhD, Lead, Teen Risk and Injury Prevention Group, Virginia Tech Transportation Institute, Blacksburg, VA
Nichole Morris, PhD, Principal Researcher, HumanFIRST Laboratory / University of Minnesota, Minneapolis, MN
Jurek Grabowski, Director of Research, AAA Foundation for Traffic Safety, Washington, DC

Class is in Session: Innovative School Policies that Support Teen Driver Safety

**Tuesday · 9:00AM - 10:30AM**
203 A-C

Teens spend a significant amount of time at school. This session provides an overview of school-based policies and interventions aimed at reducing teen driver crash risk, such as later school start times, school resource officer involvement, and peer-to-peer programming efforts. Hear from experts and school-based advocates about opportunities to positively impact teen drivers and the challenges associated with implementing school-based policies and programs.

**Moderator:**
Pam Fischer, MLPA, CPST, Principal, Pam Fischer Consulting, Hackettstown, NJ

**Speakers:**
Kyla Wahlstrom, PhD, Senior Research Fellow, University of Minnesota, Minneapolis, MN
Mo Canady, Executive Director, National Association of School Resource Officers, Hoover, AL
Kaylee Williams, SADD Student of the Year Emeritus, SADD, Pittsburg, PA

Low Cost, Effective Local Law Enforcement Strategies for Adult Occupant Protection

**Tuesday · 10:45AM - 12:15PM**
101 A

The perceived risk of receiving a ticket is proven to motivate the public to buckle up. Learn about simple, low-cost and effective local law enforcement programs that are changing perceptions and clearly conveying that police officers are focused on seat belt enforcement.

**Moderator:**
Mark Solomon, MS, Vice President, PRG, Inc., Oxford, MS

**Speakers:**
Chief Art Ealum, Owensboro Police Department, Owensboro, KY
Beth Loflin, Planner, Mississippi Office of Highway Safety, Ridgeland, MS
Jana Simpler, Director, Delaware Office of Highway Safety, Dover, DE

Reinvigorating GDL Advocacy

**Tuesday · 10:45AM - 12:15PM**
101 B

Strategic planning for legislative advocacy is critical for the successful enactment and implementation of stronger GDL policy. Learn the outcomes of a recent symposium of experts and stakeholders that prioritized GDL components most likely to pass and make a significant difference in teen driver safety. Get a state legislator’s perspective on how to overcome GDL “fatigue.” Then learn about a GDL Planning Resource that is being developed to help state agencies responsible for GDL and state-based advocates in their future efforts to improve teen driver safety.

**Moderator/Speaker:**
Troy Costales, Governor’s Highway Safety Representative, Oregon Department of Transportation, Salem, OR

**Speakers:**
Dan Mayhew, Senior Research Scientist & Advisor, Traffic Injury Research Foundation, Ottawa, ON
Hon. Jim Frazier, Assembly Member / Chair, Assembly Transportation Committee, California State Assembly, Sacramento, CA

A Formula for Advancing Distracted Driving Legislation: The Good, the Bad & the Ugly

**Tuesday · 10:45AM - 12:15PM**
103 A-B

A step-by-step guide to advancing distracted driving legislation from developing a diverse coalition of interested parties and identifying and working with subject matter experts to engaging the media and passing legislation. Experts discuss the main components of a legislative campaign including identifying champions representing key stakeholders (insurance, cellular carriers, corporations), using grassroots activities to spark media coverage, coordinating advocacy/lobbying activities, leveraging national/regional data to address legislative objections, partnering with victim advocates, and negotiating trade-offs.

**Moderator:**
Elizabeth Vermette, Director of Programming, SADD, Inc., Marlborough, MA

**Speakers:**
Jennifer Smith, Founder, Executive Director, StopDistractions.org, River Forest, IL
Kate Huddleston, Chief of Staff, Office of Texas State Representative Tom Craddick, Austin, TX
Janet Brooking, Executive Director, DRIVE SMART Virginia, Richmond, VA

**10:30AM – 10:45AM**

**Break**

**MODERATOR AND SPEAKER INFO**

Complete addresses for moderators and speakers are on the Pre-conference Attendee List.

Speakers were correct at time of printing; some substitutions may be made.
Research: What We Know & How We Know It #2 (1 CEU)
Tuesday • 10:45AM - 12:15PM  104 A
Want to enhance your understanding of the technical issues surrounding CPS? Learn about the results of work on tether routing, childhood travel exposure and its effects on seat belt use, and “virtual surrogate” child restraint models. The connection between restraint use and state CPS legislation will also be discussed.
Moderator:
Emily Lee, CPSTI, Injury Prevention Specialist, Cincinnati Children’s Hospital Medical Center, Cincinnati, OH

Speakers:
Shashi Nambisan, PhD, PE, Professor, Center for Transportation Research, University of Tennessee, Knoxville, TN
Kathleen Klinich, PhD, Associate Research Scientist, University of Michigan Transportation Research Institute, Ann Arbor, MI
Jessica Jermakian, DSc, Senior Research Scientist, Insurance Institute for Highway Safety, Arlington, VA

Special Needs: Going Beyond What You Learned in Your Certification Class (1 CEU)
Tuesday • 10:45AM - 12:15PM  104 B
Selecting restraints for children with special healthcare needs can be challenging. Expand your product knowledge, hear innovative ways to reach families beyond schools and hospitals, and commit to building your skills. Learn what is available for children with short or long-term disabilities, as well as the emerging issue of autism. Plan, promote and execute a successful special needs community event and inspection station, and learn how to address the atypical needs of your target population by making technology work for you when a specially trained CPST is not available.
Moderator:
Angela Brown, MBA, CPSTI, Program Manager, Meharry Medical College, Nashville, TN

Speakers:
Helen Arbogast, CPSTI, CHES, MPH, Manager, Injury Prevention, Children’s Hospital Los Angeles, Los Angeles, CA
Tammy Franks, MA, Child Passenger Safety Coordinator, Randall Children’s Hospital at Legacy Emanuel, Portland, OR
Marissa Rodriguez, BS, CPSTI, Injury Prevention Coordinator, Children’s Health, Children’s Medical Center Dallas, Dallas, TX

Applying Principles of Pharmacology & Drug Effects to Cannabinoids in DUI Arrests, Investigations & Prosecutions
Tuesday • 10:45AM - 12:15PM  104 C
Experts will discuss the pharmacology of cannabinoids and their intended effects and undesirable side effects including their impact on driving. The signs of cannabis intoxication observed during drug influence evaluations and roadside sobriety tests, with a focus on the similarities and differences between cannabis and its synthetic counterpart will be addressed to help prosecutors feel more confident about decisions made when trying DUI Cannabis cases. Colorado’s approach to addressing DUI Cannabis cases will also be explored.
Moderator:
Duane Kokesch, Director, National Traffic Law Center, National District Attorneys Association, Alexandria, VA

Speakers:
Jennifer Knudsen, Esq., Traffic Safety Resource Prosecutor, Colorado District Attorneys’ Association, Denver, CO
Officer Alan Ma, Drug Recognition Expert Instructor / Police Officer, Denver Police Department / Traffic Operations Bureau / DUI/DRE Unit, Denver, CO

Motorcycle Safety
The Future of Motorcycle Rider Training
Tuesday • 10:45AM - 12:15PM  201 A
Motorcycle rider training programs have existed since the 1960s with little change in the method of delivery until recently. What we know about crash data, how adults learn, the proliferation of on-line learning, and increased student demands/expectations have created challenges which are being addressed. Explore success stories from the changing faces of motorcycle rider training, learn what some organizations are doing to redefine rider education, and join in an open discussion on the future of rider training programs.
Moderator:
Brett Robinson, Executive Director, National Association of State Motorcycle Safety Administrators; Vice-President, Highway Safety Services, LLC, Indiana, PA

Speakers:
Sunshine Beer, Director, Idaho STAR Motorcycle Safety Program, Boise, ID
Bobby Craig Moss, Highway Safety Specialist / Motorcycle Safety Program Manager, North Carolina Governor’s Highway Safety, Raleigh, NC
Francis Ludwig, Commander, Navy Region Southwest, U.S. Navy, San Diego, CA

Strategies for Addressing Impaired Driving Refusals
Tuesday • 10:45AM - 12:15PM  202 A-C
Potential DUI offenders who refuse to cooperate with law enforcement by complying with the request for breath tests pose a serious challenge in reducing drunk driving. This workshop will examine ways to deal with DUI refusals in your community in order to get drunk drivers off the road and effectively prosecute and convict these cases.
Moderator:
Carl McDonald, National Law Enforcement Initiatives Manager, MADD, Irving, TX

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

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Speaker:
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Recognize that when potential DUI refusals refuse to cooperate, law enforcement might be faced with a significant challenge. This workshop will examine ways to deal with DUI refusals in your community in order to get drunk drivers off the road and effectively prosecute and convict these cases.

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## EXHIBIT HOURS AND EVENTS

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<td>Lunch</td>
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POSTERS

Poster 1

DUID Prevalence in Colorado’s DUI Citations
Authors: Ed Wood - DUID Victim Voices and Stacy Salomonsen-Sautel, PhD – University of Florida

Court records of all vehicular homicide (VH) and vehicular assault (VA) cases in Colorado in 2013 were reviewed to determine causes, as determined by law enforcement officers, and the judicial results. This may be the first measure of Colorado’s DUID prevalence that relies upon impairment measures, rather than surveys or lab tests. The review revealed: 1. At least 30% of DUIDs were due to drugs, 63% of which were combined with alcohol; 2. DUID convictions were highest for DUI-alcohol and lowest for DUI-drugs; 3. The mean time to draw a blood sample was 2.2 hours for consensual draws, but 3.8 hours for draws requiring a warrant; 4. The primary cause of DUID is polydrug use. Marijuana (with no other reported intoxicants) was the fifth most common cause of DUID.

Poster 2

Delays in DUID Blood Testing: Impact on Cannabis DUID Assessments
Authors: Ed Wood – DUID Victim Voices; Ashley Brooks-Russell, MPH, PhD – Colorado School of Public Health; and Phillip Drum – Kaiser Permanente

Delays in obtaining a blood sample to test for drugs are inevitable, especially in cases requiring warrants. Court records for Colorado’s vehicular homicide and vehicular assault cases in 2012 were reviewed to determine the time between dispatch of a law enforcement officer and the taking of a blood sample. The mean time was 2.32 hours. Comparing these delay times with published blood clearance rates for marijuana’s THC, a driver smoking marijuana at the time of a crash would likely test below the 5 ng/ml standards of Washington, Colorado, and Montana. Laboratory test results from Washington and Colorado confirm that the majority of cannabinoid positive drivers arrested on suspicion of DUID test below 5 ng/ml. Now we know why.

Poster 3

Safety Ambassador Program: Students Teaching Students About Safety
Authors: Diana Starace and Carol Lavitt – Safe Kids Middlesex County, Robert Wood Johnson University Hospital

The Safety Ambassador Program (SAP) trains high school students, called Safety Ambassadors or SAs, to educate 1st and 2nd graders about specific injury risks such as pedestrian safety, safety in and around cars, bicycle/helmet safety and falls prevention. Twenty-three Middlesex, NJ high schools and 27 elementary schools are currently participating in this county-wide program. Since its inception in 2008, 780 Safety Ambassadors have educated 16,375 1st and 2nd graders. The SAP is designed to improve students’ knowledge of injury risks and prevention strategies. It provides the SAs with opportunities to develop self-confidence, along with verbal communication, presentation and leadership skills.

The goal of SAP is to raise awareness of and decrease unintentional childhood injuries through a cross-age tutoring intervention focusing on prevention. Data from process and outcomes evaluation conducted over the past seven years demonstrates positive feedback and success, including increases in safety knowledge and changes in attitude and behavior among both age groups.

Poster 4

Who’s Not Driving Among U.S. High School Seniors: A Closer Look at Race/Ethnicity, Socioeconomic Factors and Driving Status
Authors: Ruth A. Shults, PhD, MPH – National Center for Injury Prevention and Control; Tanima Banerjee, MS – University of Michigan School of Nursing; and Timothy Perry, MS – University of Michigan Institute for Social Research

Associations among race/ethnicity, socioeconomic factors and driving status in a nationally representative sample of >26,000 U.S. high school seniors were examined using the 2012 and 2013 Monitoring the Future surveys. Twenty-three percent of high school seniors did not drive during an average week; 14% of white students were non-drivers compared with 40% of black students. Minority students were 1.8 to 2.5 times more likely to be non-drivers than their white counterparts, and students who had no earned income were 2.8 times more likely to be non-drivers than those earning an average of ≥$36 a week. The findings suggest that many young people from minority or lower socioeconomic families who learn to drive are doing so after their 18th birthday and, therefore, do not take advantage of the safety benefits provided by graduated driver licensing. Innovative approaches may be needed to improve safety for these young novice drivers.

Poster 5

Using Smartphone Technology to Advance Car Seat Installation: Learning from Parents About What They Need in a CRS Mobile App
Authors: Linda Fleisher, PhD, MPH; Katherine Halkyard, MPH; and Flaura Winston, MD PhD – Children’s Hospital of Philadelphia; Marisol Norris, MA, MT-BC – Drexel University; and Lorrie Walker – Safe Kids Worldwide

This project included a formative evaluation to explore parents and caregivers perceptions of proper car seat installation and the potential use of Smartphone applications to improve car seat installation as well as the development of a mobile app to address these challenges. The formative research, including focus groups and a national survey, served as a foundation for the development of a prototype specifically geared to support parents and caretakers in their efforts to keep their kids safe in a motor vehicle. A mixed-methods study was conducted, including focus groups and an online national survey using Amazon’s Mechanical Turk service. Additionally, investigators observed and debriefed parents and caregivers who reviewed a prototype of a mobile tool. Twenty-one caregivers from primary care pediatric practices participated in the focus groups and 1,251 participated in the online national survey. Participant responses supported the value of a mobile tool for the car seat installation process, and recommendations were suggested for app content and features. The car seat app prototype was then developed from these findings and user-tested among a small group of parents. Findings support the need for a mobile app to assist parents/caregivers with car seat installation.

Poster 6

Distracted Driving Research Database and Research Tool
Authors: Ashleigh Tran, Paul Atchley and Ali Salehinejad – University of Kansas

This project intended to create and publish a visualization tool of driving performance research for the purpose of understanding and communicating how distraction impacts crashes. Fifty years of research was used and an inclusion/exclusion criterion was applied to create a sample of studies that evaluated driving performance. Distractions and performance measures were defined and studies were read and categorized. The final product yielded 342 studies. Across all measures, 1,297 distractions to degrade driving, 54 found distraction to improve driving, and 257 found no performance effect on distraction. One result found that texting had no results that improved driving, but 115 measures degraded driving and 9 found no performance effects on driving. This project has implications for a wide audience, as the intent was to create a comprehensive database and tool that presented data in an understandable manner to allow consumers to form opinions based on research.
Poster 7
Improving School Bus Safety in North Carolina
Author: Derek Graham – North Carolina Department of Public Instruction

The Public Schools of North Carolina have taken a multi-faceted approach to protecting children as they get on and off the school bus through education (public service announcements, student and bus driver training), engineering (a new driver’s hand signal, an extended stop arm pilot, improved lighting), and enforcement (camera systems to catch stop arm violators and targeted law enforcement efforts).

Poster 8
A Successful Feedback Loop in Developing Teen-Centric Safety Information
Author: Stacey Tisdale – Texas A&M Transportation Institute (TTI)

Finding ways to communicate to the public about traffic safety can be challenging. To engage a teen audience, Teens in the Driver Seat (TDS) has spent years developing a feedback loop to understand what teens are learning, telling their peers, and how they communicate the message of safe driving through their grassroots efforts. TDS monitors the teens’ activities through a variety of feedback opportunities, then uses this information to develop and improve activities and materials that are used to further teen engagement and sharing. This feedback loop creates buy-in and trust from the teens and is the basis for a successful partnership between a research organization (TTI) and teens.

Poster 9
Mindless Driving: Linking Trait Absentmindedness to Risky Driving Behavior
Authors: Derek Albert1,2,3, MSc (C); Julien Jarret1,4 BSc; Martin Paquette1,4, PhD; Thomas G. Brown2,3, PhD; and Marie Claude Ouimet1, PhD
1University of Sherbrooke, Longueuil 2McGill University, Montreal 3Douglas Mental Health University Institute, Montreal 4University of Montreal, Montreal

Risky driving is a well-known factor in road traffic crashes and the leading cause of death among young people. Mind wandering (i.e., shifting attention from the environment and tasks to unrelated thoughts) impairs driving performance and driver visual attention. Those who are prone to mind wandering (i.e., trait absentmindedness) also experience more routine task errors, but whether trait absentmindedness also predicts risky driving behavior is unknown. We hypothesized that trait absentmindedness would positively predict risky driving and negatively predict visual attention. Young drivers aged 18-21 (N=30) completed the Sustained Attention to Response Task and the Daydreaming Frequency Scale to measure trait absentmindedness. Driving simulation gauged risky driving via mean speed and eye tracking quantified visual attention. A positive correlation predicting 32% of the variance confirmed the hypothesized link between trait absentmindedness and risky driving. Trait absentmindedness is a strong marker of risky driving among young drivers and could inform targeted interventions.

Poster 10
Requiring Ignition Interlock Devices for All Drunk Driving Convictions Reduces Alcohol-Involved Crash Deaths
Authors: Elinore J. Kaufman, MD and Douglas J. Wiebe, PhD – University of Pennsylvania

Alcohol-impaired drivers are involved in 11,000 crash deaths annually in the US. Ignition interlock devices (IIDs) require drivers to pass a breath analysis test before starting their cars, but the impact of these interlocks and interlock requirements on crash deaths is not known. From 2004-2013, 18 states made interlocks mandatory for all drunk driving convictions. We investigated the impact of this universal interlock requirement on alcohol-involved crash deaths. Data from the National Highway Traffic Safety Administration for 1999-2013 was used to compare alcohol-involved crash death rates in states before and after policy implementation to states without a policy. The average, adjusted rate of alcohol-involved crash deaths was 4.7 per 100,000 populations in states with the universal interlock requirement, compared to 5.5 in states without, an absolute reduction of 0.8 (0.1, 1.5) deaths per 100,000 per year and a 15% reduction in alcohol-involved crash deaths. IIDs are a life-saving technology that merit wider use.

Poster 11
Louisiana’s Regional 4E Approach to Saving Lives: The Goal is Destination Zero Deaths

Louisiana is paving the way in traffic safety with Destination Zero Deaths (ZZD), a multidisciplinary initiative to reduce motor vehicle-related fatalities and serious injuries. The Louisiana Department of Transportation and Development (DOTD), Louisiana Highway Safety Commission (LHSC) and Louisiana State Police (LSP) partner to address the state’s top four emphasis areas: occupant protection, impaired driving, crashes involving young drivers, and infrastructure and operations. To mobilize efforts at the local level, the state uses a regional 4E approach (engineering, enforcement, education and emergency medical services) where parish and city stakeholder participation is key. Hence, the Louisiana DOTD partnered with the Metropolitan Planning Organizations (MPOs) to establish nine regional coalitions across the state. Each coalition is comprised of local experts and advocates working collaboratively to develop and implement regional action plans based off of the SHSP. This bottom-up approach has proven to be highly effective.

Poster 12
Making a Difference: A 5 Year Review of Georgia Traffic Safety Grantees
Author: Amanda McGill – University of Georgia, College of Public Health

Each year, the Georgia Governor’s Office of Highway Safety (GOHS) awards grants to qualified organizations to fund programs to reduce morbidity and mortality resulting from traffic crashes. Beginning in FY2004, the Traffic Safety Research and Evaluation Group (TSREG) at the University of Georgia began evaluating grantees and GOHS’ achievement as a whole. Past studies have shown an increase in objective achievement (69% to 83%) and milestone achievement (52% to 71%) from the midpoint evaluation to the endpoint evaluation based on feedback provided to grantees. GOHS funded 34 counties for five straight years from 2004 to 2008. Grantees in these counties achieved 85% of objectives, and fatality rates in these counties dropped 9.2%. The current presentation continues this evaluation from 2011 to 2015, which allows for further understanding of the impact of this evaluation process and whether the positive trend continues.

Poster 13
Driver or Passenger? Elderly Driving Facts in Georgia
Authors: Carol P Cotton, PhD, Amanda McGill, MA and Breanna Miller, BS – University of Georgia, College of Public Health

Georgians aged 65 or older are overrepresented in fatal crashes. In 2010, 13% of the state’s population was over 65, however, 17.4% of highway fatalities involved this older group. This overrepresentation continued into 2014, with 12.4% of the population over 65 years of age, and 15.8% of the fatalities involving this same demographic group. A closer analysis of the data allows us to understand some of the important characteristics of this population that will help traffic safety professionals address the unique characteristics of, and challenges posed by, this growing older age group. The dangers faced and presented by older drivers is an important and urgent topic to understand.

Poster 14
Taking to the Streets: An Observational Bicycle Study
Authors: Breanna Miller, BSEd and Carol P Cotton, PhD – Traffic Safety Research and Evaluation Group

Are bicyclists law abiding roadway users? This five month study examined and answers this question. Bicycle traffic was observed at more than 20 intersections in a medium sized metropolitan area. An astounding 80.9% of bicyclists were obeying the law! Variables such as helmet usage, riding with or against traffic, and whether the bicyclists were on or off the roadway were assessed.
Poster 15

“But, I Didn’t See Him!” An Assessment of Bicycle Collisions in Georgia

Authors: Darrell Robinson, MS, Amanda McGill, MA and Carol P. Cotton, PhD - University of Georgia

In order to investigate the high occurrences of bicycle crashes in Georgia, bicycle crash data were sampled from 19 counties representing 15 major metropolitan and micropolitan areas for 2011-2015. During this time, 2,536 bike crashes were recorded within the selected counties with 1,893 cyclists injured and 30 killed. While there were more male cyclists involved in crashes, analyses revealed that female cyclists were more likely to be injured and were significantly younger than male cyclists. Additionally, middle aged cyclists (45-64 years old) were more likely to be in fatal crashes. Further demographic information and contributing factors are presented as well as practical implications for the data.

Poster 16

“No More Bloody Ads” Research Leads to New Way of Reaching Men With Impaired Driving Prevention Messaging

Authors: Kurt Erickson - Washington Regional Alcoholic Program and Kevin Tuerff - EnviroMedia. Partners include Checkpoint Strikeforce, Maryland Department of Transportation, Virginia Highway Safety Office, and Lake Research

In 2015, the Washington (DC) Regional Alcohol Program launched a new research-based campaign designed to prevent impaired driving. Qualitative research revealed that members of the target audience (males 21-34) did not respond well to previous messaging which focused on flashing red lights and blood from deadly car crashes. The focus group research clearly pointed to the need for a new direction — one that de-emphasized a fear of police and moved toward humor, tips and relatable campaign tactics. This need for a new direction led to the “Beautiful Ride” campaign in Maryland and Virginia. Post-campaign research showed Beautiful Ride produced dramatic results. For instance, the number of people who frequently or sometimes plan for a sober ride jumped from 63% to 77%.

Poster 17

Overcoming Road Blocks: Maintaining a Hospital Based Car Seat Program

Author: Christina L. Hughes, BSN, RNC-OB, CPSTI - Schneck Medical Center

There are many road blocks that can impede the progress of a hospital-based car seat program. Management changes, recertification rates, staff turnover, parent participation, American Academy of Pediatrics guidelines, and physical environment are some of the major obstacles. Schneck Medical Center has encountered. Defining some of these road blocks and providing ideas for ways to work around them are explored to help other programs avoid being mired down in barriers like those encountered by Schneck Medical Center.

Poster 18

Survive the Ride: Preventing Motorcycle and Scooter Injuries and Fatalities

Authors: Alejandro D Badilla, Degino A Capellan, Katherine Saed, Tara Irani, Patricia M Byers, MD, FACS and Edward Lineen, MD, FACS - University of Miami

Survive the Ride is a safety and educational prevention program developed in 2011 at the Ryder Trauma Center by trauma surgeon Patricia M. Byers, MD, FACS. This program focuses on secondary (post-injury) and tertiary (pre-hospital) interventions to reduce future crashes, decrease injury severity, and prevent crash recidivism in riders. Various methods, including educational modules, interviews, and hands-on training are employed. Secondary intervention provides educational modules to motorcycle and scooter crash victims, while examining crash patterns and behaviors. Tertiary intervention delivers triage and injury-related training to teams of trained emergency services personnel (EMS), emergency medicine physicians, and hospital staff. A trained trauma surgeon instructs these teams on motorcycle-crash specific techniques with optimization of triage and care.

Poster 19

Alcohol Beverage Control & Highway Safety Partnership: Mission – Underage Drinking Prevention

Authors: Beau Evans - WV Highway Safety and Charlotte Blankenship - WV Alcohol Beverage Control

The West Virginia Alcohol Beverage Control Administration and local West Virginia Governor’s Highway Safety Coordinators are teaming up to combat underage drinking at on and off-premise locations and driving under the influence. Grant funding from National Alcohol Beverage Control Association and NHTSA is utilized by both organizations to reduce underage drinking rates, increase responsible beverage service trainings, reduce crashes related to underage impaired drivers, and the continuance of data collection to track targeted, rural sections within the state needing extra enforcement and public education. Support from local prevention coalitions have been shown to provide much needed support for the movement. Without a collaborative team effort from all parties, this issue would spiral out of control.

Poster 20

Study of Drivers’ Behavior at Red Light Cameras Intersections

Author: Fatemeh Baratian-Ghorghi - Auburn University

One technology that appears to offer a solution to the problem of red light running (RLR) and resulting crashes is the red light camera (RLC). RLCS at intersections are gaining widespread popularity. Currently, an estimated 467 individual communities run RLC programs in the U.S. On April 2013, four intersections in Opelika, Alabama were equipped with these cameras. The primary objective of this study is to evaluate the effectiveness of the Opelika RLC program on drivers’ behavior. In the first step, the complete process of extracting RLR crash data from Critical Analysis and Reporting Environment (CARE) was explained to identify target crashes. A total of 2,391 drivers’ responses to clearance intervals were collected at the intersections with and without RLCs to study the driver’s behavior change. It was found that the tendency to stop increased following the installation of RLCs. The clearance time used by drivers approaching an RLC was estimated to be one-half second shorter than at intersections without RLCs.

Poster 21

Effects of Median Widths on Wrong-Way Incidents on Multilane Divided Highways

Authors: Jin Wang, Huaguo Zhou, Mahdi Pour-Rouholamin and Rod E. Turochy - Auburn University

In the Manual on Uniform Traffic Control Devices (MUTCD), the median-width breakpoint, 30 feet, is specified to determine treatments of a median opening, where most wrong-way entries occur on multilane divided highways, as one or two separate intersections. However, it was established based on experience of transportation agencies instead of scientific research. This study evaluated the effects of median widths on wrong-way incidents on multilane, divided highways. A two-step approach was used: 1) analyzing the correlation between median widths and wrong way driving (WWD) based on crash records; and 2) re-evaluating the median-width breakpoint by sight distance analyses for drivers on crossovers and traffic control device examinations, based on field reviews and measurements. It was found median widths have a significant impact on WWD. A new methodology was developed for median-opening treatment determinations with median widths, grade changes, and cross-section profiles. Recommendations were made for MUTCD revisions to prevent WWD.

Poster 22

OSA Treatment Compliance is Associated with Truck Crash Risk

Authors: Duan Liu, Derek Toso, Stephen Burks, Rebecca Haider and Jon Anderson – University of Minnesota, Morris

This study evaluates the effect of an employer-mandated obstructive sleep apnea (OSA) diagnosis and treatment program on the risk of serious, preventable heavy truck crashes. Having OSA prevents patients from getting fully restful sleep; untreated OSA has been associated with strongly increased crash risk in the motoring public, and treatment is associated with reducing that risk. The research uses a matched case-control approach and focuses on the risk of crashes in the period after each case was diagnosed. It’s found that OSA-positive drivers who fail in treatment adherence have a five-fold increase in the risk of serious preventable crashes over controls, while treatment-adherent drivers are statistically similar to controls. Most non-adherent drivers quit or are discharged, and under current regulations they can work at other firms by keeping their diagnosis private. Thus the results suggest the need for a Federal policy requiring OSA screening, diagnosis and treatment adherence of all commercial drivers.
Poster 23
Medical Costs Associated With OSA Adherence in Truck Drivers
Authors: Dasha Pokutnaya and Natalie Hughes – University of Minnesota, Morris
Obstructive sleep apnea (OSA) is a condition in which airflow to the lungs is repeatedly interrupted during sleep. Among the estimated 3.9 million active U.S. commercial drivers, 17% to 28% or 0.7-1.1 million are expected to have OSA based on prevalent studies conducted within the trucking industry. The majority of these drivers are thought to be undiagnosed and untreated. The present study addresses one of the financial effects of an employer-mandated OSA program at a motor carrier and the associated changes in medical insurance costs. This study examined the differences in mean medical costs for drivers who have been diagnosed with OSA, by treatment adherence characteristics, as compared with a matched control group of drivers who were screened as high priority for a diagnosis (likely to have OSA) but who had not been diagnosed. The hypothesis that drivers who adhere to the mandated OSA treatment will have lower medical insurance costs than controls was tested.

Poster 24
Engagement vs. Distraction: Rethinking Secondary Task Risk in Automated Vehicle Operation
Authors: Laura Farrell and Rich Hanowski – Virginia Tech Transportation Institute
Innovative advancements in automated vehicles (AVs) have been met with much excitement and praise, and states are considering AV legislation with goal of reducing vehicular collisions. Despite this development, there is still much to be understood about AV operations, including machine-to-human transitions. This requirement for transition works under the assumption that humans will be ready to take over as well as be sufficiently aware to understand and execute the correct action. Previous driving performance research has mainly focused on reduction of mental demand. However, this technology invites a discussion of how to engage the driver to be ready to retake control. The poster discussion represents a step towards understanding current AV perceptions for education and awareness strategies. This is in the hopes of advancing knowledge to inform communities about the significance of engagement, as the driver’s ability to disengage or reengage on command represents a step towards understanding current AV perceptions for education and awareness strategies.

Poster 25
The Role of Age as a Moderator Between Hazardous Drinking and Mental Illness
Author: Andrew Tatch – Mississippi Alcohol and Safety Education Program, Social Science Research Center, Mississippi State University
Cultural narratives, supplemented and supported by scholarly research, contend that individuals use substances such as alcohol as a means of self-medication. More specifically, individuals consume substances to suppress uncomfortable or negative emotional states. However, limited attention has been given to this phenomenon over the life course. Using self-reported data from over 10,000 individuals from a court mandated DUI Intervention program in Mississippi, the role of age as a moderator between indicators of mental illness and hazardous alcohol consumption was explored. Analyses reveal that the relationship between mental illness and hazardous drinking varies over the life course, with older individuals having stronger associations between both anxiety and depression and hazardous alcohol consumption. Intervention efforts should consider age specific motivations for hazardous drinking to more effectively reduce impaired driving.

Poster 26
Impacts of Click It Or Ticket Campaign and Saturation Patrol on Nighttime Seat Belt Usage
Authors: Kwaku F. Boakye and Shashi Nambisan – University of Tennessee-Knoxville
This study summarizes efforts and resulting outcomes in the first year of an ongoing 3-year initiative to evaluate the impact of law enforcement based interventions (Click It Or Ticket [CIOT] and Saturation Patrol) aimed at increasing nighttime seat belt use in Tennessee. Before and after nighttime seat belt use observations were conducted in 4 waves at 36 sites in 5 counties in East Tennessee in 2015. Nighttime seat belt use rates increased significantly (2.8%) after the annual CIOT campaign while the rates remained unchanged when saturation patrol intervention was adopted. The overall nighttime seat belt use rates ranged between 61% and 84% with higher percentages among females occupants. Occupants of pickup trucks were observed to have the lowest seat belt use rates across the 4 study waves. This study, sponsored by the Centers for Disease Control, provides valuable information to guide the development, implementation and evaluation of enforcement activities to improve nighttime seat belt usage rates.

Poster 27
Racial and Ethnic Differences in Licensing and Police-Reported Crashes Among Adolescents and Young Adults
Authors: Meghan Kirk – Dornsife School of Public Health, Drexel University and The Center for Injury Research and Prevention, The Children’s Hospital of Philadelphia; Kristi B. Metzger, MPH, Melissa Pfeiffer, MPH, and Allison Curry, PhD – The Center for Injury Research and Prevention, The Children’s Hospital of Philadelphia
The aim of this study was to compare rates of driver licensing and police-reported crashes among various racial/ethnic subgroups of adolescents ages 16 to 25 in New Jersey between 2006 and 2014. A linked database – The New Jersey Traffic Safety Outcomes (NJ-TSO) database – previously created from three administrative sources – (1) the NJ Motor Vehicle Commission’s (MVC) Licensing Database, (2) the NJ Department of Transportation’s (DOT) Crash Database, and (3) electronic health records of The Children’s Hospital of Philadelphia (CHOP) patients – was utilized. A retrospective cohort study, with the cohort identified as over 62,000 patients, was conducted. Race/ethnicity was determined from CHOP electronic health records and parent education level was used as a proxy for individual-level socio-economic status (SES). Multivariable modeling by survival analyses was used to examine associations between race/ethnicity and SES and time to licensure as well as time to crash involvement.

Poster 28
Evaluating Rural Emergency Medical Service (EMS) Performance
Authors: Zhaoxiang He and Xiao Qin – University of Wisconsin Milwaukee
When a crash causes a traumatic injury, the patient’s survivability depends largely on the timely response and the quality of the Emergency Medical Service (EMS). In rural areas, the rescue task is more challenging as the highway network is sparse and the travel distance is longer. Establishing EMS performance measures is critical for improving a rural community’s access to these services and eliminating systemic inequalities. In this study, NEMSIS data were used to amplify two approaches to establishing data-driven performance measures: timely service delivery and service area coverage, both of which are dependent on mobility and the accessibility of the transportation network. Particular focus is on achieving better service performance by optimizing EMS station locations.

Poster 29
Prioritization of Highway Project Locations: A Case Study Using Analytic Network Process
Authors: Md Asif Raihan, Priyanka Alluri and Albert Gan – Florida International University, and Rax Jung – Florida’s Turnpike Enterprise
Highway project location prioritization is a process through which the most desirable locations are ranked from a number of competitive locations based on specific criteria. Transportation agencies have been prioritizing highway project locations using a simple scoring method which assigns fixed weight for each criterion. This approach does not account for correlation between criteria and cannot efficiently consider qualitative measures. The Analytic Network Process (ANP), an advanced multi-criteria decision-making technique, addresses these issues. The ANP breaks down a decision problem into logical order and addresses the interaction among the decision making multi-criteria, the alternatives, and the overall goal. It reduces the risk of undue weight of any one criterion on decision making, and can effectively consider subjective judgments in a systematic way. Nonetheless, it has not been applied by transportation agencies. This study aims to demonstrate the potential of the ANP in prioritizing highway project locations using a case study.
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### National Conference on Highway Safety Priorities

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

* Speakers were correct at time of printing; some substitutions may be made.
WHY ATTEND LIFESAVERS?

**Education & Training**
- 80+ workshops in 11 tracks
- Hot topics, latest trends and cutting edge programs
- Experts, practitioners and national leaders in traffic safety

**Networking**
- Formal and informal peer exchange with over 1,800 attendees
- Safety professionals attending from AAA, AAMVA, FHWA, FMCSA, GHSA, IIHS, MADD, NDAA, NHTSA, NSC, NTSB, SKW, USDOT, and the auto and insurance industries

**Exhibits**
- 100+ companies and government agencies
- State-of-the-art products and services
- Posters presenting new research and initiatives in highway safety

WHO ATTENDS LIFESAVERS?

- Local, state, and federal highway safety officials
- Law enforcement and first responders
- Child safety advocates, technicians and instructors
- Private and non-profit program providers
- Victim advocates
- Auto and insurance industry leaders
- Public health professionals
- Safety and injury prevention specialists
- Students, researchers and academics

**2017 Workshop Tracks**
- Adult Occupant Protection/Vehicle Technology
- Communications
- Criminal Justice/Law Enforcement
- Distracted Driving
- Impaired Driving
- Motorcycle Safety
- Occupant Protection for Children
- Older Drivers
- Other Highway Safety Priorities
- Pedestrian/Bicycle Safety
- Teen Traffic Safety

Registration and exhibit information, along with the tentative schedule, will be available at [www.lifesaversconference.org](http://www.lifesaversconference.org) in early September.

Accommodations:
- Special rates for Lifesavers attendees range from $179–$199. A complete list of hotels will be posted early September.
- All are located within walking distance of the Charlotte Convention Center, the site of all Lifesavers activities. Visit the Travel/Hotel page for reservation links.

Questions? Call 703-922-7944, lofgren@meetingsmgmt.com

FYI: The NASCAR Museum is located downtown and connected to the convention center. NASCAR Hall of Fame Site: [www.nascarhall.com](http://www.nascarhall.com)

Charlotte Site: [www.charlottesgotalot.com](http://www.charlottesgotalot.com)
Charlotte Convention Center
501 S. College St
Charlotte, NC 28292

Whether you’re a novice or seasoned safety professional, Lifesavers is for you!
Mark Your Calendar for These Future Lifesavers Conferences:

2017
March 26-28
Charlotte, NC
Charlotte Convention Center
Conference: Lifesavers for Those Future

2018
April 22-24
San Antonio, TX
San Antonio Convention Center

2019
March 31–April 2
Louisville, KY
Louisville Convention Center

More information and registration details can be found on the official conference websites.