N G \* EXHIBITION \* EDUCATION

# 2018 CONFERENCE

EXHIBITION \* EDUCATION

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San Antonio, Texas · April 22–24

NATIONAL CONFERENCE ON HIGHWAY SAFETY PRIORITIES

THIS PROGRAM BELONGS TO:

WWW.LIFESAVERSCONFERENCE.ORG



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# Thank you...

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- ★ SADD, Inc.
- \* Safe Kids Worldwide
- The Children's Hospital of Philadelphia

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# Your Feedback is Important!

Please complete the workshop evaluations using the mobile app - your feedback is important to us and used to plan next year's conference!

Just Download the App... It's Fast, Easy and Convenient!



# STATE OF TEXAS OFFICE OF THE GOVERNOR

As Governor of Texas, it is my pleasure to welcome all in attendance to the 2018 Lifesavers National Conference on Highway Safety Priorities hosted by the Texas Department of Transportation.

I commend your ongoing commitment to providing a safe transportation system, including advances in highway safety engineering and public awareness campaigns for all who travel throughout our great nation.

As the largest annual gathering of highway safety professionals in the country, the Lifesavers National Conference provides new insights that are critical in maintaining a reliable and integrated transportation system which enables the efficient movement of people and goods.

I applaud the dedication of all attending this year's conference. By working together, you are making sure our roadways stay safer and stronger for the future.

To those of you from out of town, please be sure to enjoy everything San Antonio has to offer. Whether your interests lie in great music, fantastic food or deep history of the Lone Star State, the Alamo City has something for everyone.

First Lady Cecilia Abbott joins me in hoping you all have an enjoyable and informative conference.

Sincerely,

Greg Abbott Governor

2x alphat

### **Liability/Photography Waiver**

By registering for the 2018 Lifesavers Conference, you agree and acknowledge that you are participating in Lifesavers Conference events and activities of your own free and intentional will. You acknowledge this freely and knowingly and that you are, as a result, able to participate in Lifesavers Conference events and hereby assume responsibility for your own well-being.

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# PROGRAM AT A GLANCE & EXHIBIT HOURS

All events are held at the Henry B. Gonzalez Convention Center

TIME	EVENT	LOCATION
Saturday, April	21	
11:00am - 6:00pm	Registration Open	West Registration
12:00pm - 6:00pm	Exhibit and Poster Setup	Exhibit Hall 4B
3:30pm - 5:30pm	Traffic Safety Scholars Orientation/Reception (invitation only)	Rm 206
Preconference Worksh	ops (pre-registration required):	
8:00am - 5:00pm	Safe Travel for All Children: Transporting Children with Special healthcare Needs	Offsite
8:30am - 12:00pm	Traffic Occupant Protection Strategies (TOPS)	Rm 210
9:00am - 4:00pm	CarFit Technician Training	Rm 212
1:00pm - 4:30pm	Distracted Driving Enforcement Strategies Training	Rm 210
1:00pm - 3:00pm	Communicating Effectively: Techniques, Everyday Strategies and Mentoring	Rm 214
Sunday, April 2	2	
7:30am - 5:00pm	Registration Open	West Registration
7:30am - 11:00am	Exhibit and Poster Setup	Exhibit Hall 4B
8:00am - 8:30am	Coffee BreakLila Cockr	ell Theater Lobby
8:30am - 10:15am	Opening PlenaryLila	a Cockrell Theater
10:30am - 12:00pm	1st Workshop Session	
12:00pm - 6:00pm	Exhibit Hall Open	Exhibit Hall 4B
12:00pm - 1:30pm	Lunch and Exhibit Networking	Exhibit Hall 4B
1:30pm - 3:00pm	2nd Workshop Session	
3:00pm - 4:00pm	Complimentary Refreshments and Networking Hour	Exhibit Hall 4B
4:00pm - 5:00pm	Power Hour	
	3rd Workshop Session	
	Poster Presentations	Exhibit Hall 4B
Additional Events:		
5:15pm - 7:00pm	Aging Driver Safety Networking Meeting	Rm 207
5:15pm - 6:15pm	Older Driver Panel Networking	Rm 206
5:15pm - 6:15pm	Reduce Teen Crashes - A Tennessee Tech Initiative	Rm 213
5:15pm - 6:30pm	Texas Teen Safe Driving Coalition Meeting	Rm 212
6:00pm - 8:00pm	Sunday Evening Networking Event for OPC Attendees: National CPS Board & Certification Curriculum 20th Anniversary	Rm 214BC



### There is an opportunity to earn 6.5 hours of CPS technical continuing education units (CEUs)

at this year's conference. "Passports" are available in the two Child Restraint Manufacturers Latest Technology workshops held on Sunday and at the Certification booth in the exhibit hall. Technicians keep their passport so they can provide it if selected for a CEU audit at time of recertification. Attendees must stay for the entire workshop and have their passport stamped on the way out (not more than 10 minutes remaining). Replacement passports will not be available.

An additional CEU is earned by visiting selected exhibitors in the Exhibit Hall and having your passport stamped.

TIME EVENT LOCATION

### **Monday, April 23** 7:30am - 5:00pm 8:00am - 4:30pm 8:00am - 8:45am Continental Breakfast in Exhibit Hall ......Exhibit Hall 4B 9:00am - 10:30am 4th Workshop Session 10:30am - 10:45am **Break** 10:45am - 12:15pm 5th Workshop Session 12:30pm - 2:00pm 6th Workshop Session 2:15pm - 3:45pm Complimentary Refreshments and Networking ......Exhibit Hall 4B 3:45pm - 4:30pm 3:45pm - 4:15pm 4:30pm **Exhibitor Move out Additional Events:** 4:30pm - 5:30pm 4:30pm - 6:00pm 5:00pm - 6:00pm 5:00pm - 6:00pm **Tuesday, April 24** Coffee Break .......Meeting Level (outside workshop rooms) 8:30am - 9:00am 8:30am - 1:00pm 9:00am - 10:30am 7th Workshop Session 10:30am - 10:45am **Break** 10:45am - 12:15pm 8th Workshop Session Closing Plenary Luncheon ......Bridge Hall 12:30pm - 1:30pm **Additional Events:** 1:30pm - 3:30pm Tribal Transportation Safety Management Steering Committee Meeting ..........Rm 205

### MARK YOUR CALENDAR FOR FUTURE LIFESAVERS CONFERENCES:

2019

Louisville, KY

March 31-April 2

Louisville Convention Center

2020

Tampa, FL
April 5-April 7

Tampa Convention Center

2021

Long Beach, CA

March 31-April 2

Long Beach Convention Center 2022

Chicago, IL

March 13-15

Hyatt Regency Hotel









# LIFESAVERS 2018 PROGRAM

# **SATURDAY • APRIL 21**

**Registration Open** 

**Exhibit and Poster Setup** 

11:00am - 6:00pm • West Registration

12:00pm - 6:00pm • Exhibit Hall 4B

# **Preconference Workshops**

These meetings are being held in conjunction with the conference. Pre-registration is required; there is no on-site registration.

Friday, April 20

Safe Travel for All Children: Transporting Children with Special Healthcare Needs

8:00am - 5:00pm

Robert B. Green Campus, University Health System, 903 W Martin

Saturday, April 21

Safe Travel for All Children: Transporting **Children with Special Healthcare Needs** 

8:00am - 5:00pm

Robert B. Green Campus, **University Health System, 903 W Martin**  Traffic Occupant Protection Strategies (TOPS)

8:30am - 12:00pm Rm 210

**CarFit Technician Training** 

9:00am - 4:00pm Rm 212

**Distracted Driving Enforcement Strategies Training** 

1:00pm - 4:30pm Rm 210

**Communicating Effectively: Techniques, Everyday Strategies and Mentoring** 

1:00pm - 3:00pm **Rm 214BC** 

# Additional Events (Sunday April 22 through Tuesday April 24)

Aging Driver Safety Networking Meeting

Sunday, 5:15pm - 7:00pm

Rm 207

**TxDOT Southwest PIO Branch Meeting** Monday, 4:30pm - 5:30pm

Rm 205

Older Driver Panel Networking Meeting

Sunday, 5:15pm - 6:15pm

Rm 206

**Powdered Alcohol: A Bad Mix for Texas (1.5 CEUs)** Monday, 4:30pm - 6:00pm

Rm 207

Reduce Teen Crashes - A Tennessee Tech Initiative

Sunday, 5:15pm - 6:15pm

Rm 213

Safe Kids Coalition Meeting (invitation only)

Monday, 5:00pm - 6:00pm

Rm 213

**Texas Teen Safe Driving Coalition Meeting** 

Sunday, 5:15pm - 6:30pm

Sunday, 6:00pm - 8:00pm

Rm 212

**Texas Statewide CPS Networking Meeting** 

Monday, 5:00pm - 6:00pm

Rm 212

**Networking Event for OPC Attendees:** National CPS Board & Certification Curriculum

20th Anniversary

**Rm 214BC** 

**Tribal Transportation Safety Management Steering Committee Meeting** 

Tuesday, 1:30pm - 3:30pm Rm 205



### **Community Education Credit**

This year 4 Occupant Protection for Children workshops will offer community education credit that counts toward recertification.

Participating in at least one community event (education) is required for recertification for both child passenger safety technicians and instructors. Recertifying technicians can earn community education credit by attending a one hour (minimum) educational session(s), live or online.

# **SUNDAY • APRIL 22**

**Registration Open** 

**Exhibit and Poster Setup** 

**Coffee Break** 

7:30am - 5:00pm • West Registration

7:30am - 11:00am • Exhibit Hall 4B

8:00am - 8:30am • Lila Cockrell Theater Lobby

### **OPENING PLENARY**

8:30am - 10:15am • Lila Cockrell Theater

### Master of Ceremonies

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

### **Presentation of Colors/National Anthem**

San Antonio Police Department and Bexar County Sheriff's Department

Major Lynn Burriss Webler, Chaplain, United States Army Reserve, Fort Sam Houston, TX

### **Welcome to the Lone Star State**

Shirley Gonzales, Mayor Pro Tem (Councilwoman), City of San Antonio, San Antonio, TX

Laura Ryan, Commissioner, Texas Department of Transportation & CEO, Purdy Motors USA, Austin, TX

### The Road to Zero

Deborah Hersman, President & CEO, National Safety Council, Itasca, IL

Constable Trever Nehls, Fort Bend County Precinct 4, Fort Bend, TX **Leland Jacobson,** Parent Advocate, Sugar Land, TX

### 10:30AM - 12:00PM

### 1st WORKSHOP SESSION



### The Nuts & Bolts of Building Powerful Partnerships

### Sunday · 10:30am - 12:00pm

We can't do it alone. Partnerships are vital to improving the safety of our roads, and it's not just about the money. Symbiotic partnerships can help you build effective coalitions, increase your reach and learn how to leverage innovative approaches used by other agencies, businesses and organizations. Take a deep dive into the Ato-Z of building successful partnerships, from identifying your partnership goals, to looking beyond the traffic safety world to find unexpected partners, to strategies for approaching the right partners and nurturing relationships to achieve results.

### Moderator/Speaker:

Sam Cole, MPA, Traffic Safety Communications Manager, CO DOT, Denver, CO **Speakers:** 

**Ashley Bischoff, MAS, Vision Zero Education & Outreach Coordinator, Austin** Transportation Department, Austin, TX

Noelle Hunter, PhD, Executive Director, KY Office of Highway Safety, Frankfort, KY Nicole Waldheim, Associate, Cambridge Systematics, Washington, DC

# O Distracted Driving

### Mining Driver Survey Data to Influence Distracted **Driving Legislation & Program Development**

### Sunday · 10:30am - 12:00pm

Using data to identify the dangers that plague our roadways and develop countermeasures to address them is not a new phenomenon. But collecting and mining new and relevant data, such as what's now available via the 3rd edition of the National Survey on Distracted Driving Attitudes and Behaviors (NSDDAB), is essential for continued understanding and progress. Explore what the NSDDAB reveals about this complex problem and how to use the findings to help influence legislative efforts and contribute to program development.

Kelly Nantel, VP, Communications & Advocacy, National Safety Council, Itasca, IL

Tara Gill, Director of State Programs, Advocates for Highway & Auto Safety, Washington, DC

Kristie Johnson, PhD, Research Psychologist, Office of Behavioral Safety Research, NHTSA, Washington, DC

### **2019 Traffic Safety Scholars Program**

Help Us Engage With the Next Generation of Traffic Safety Professionals

Do you know an undergraduate or graduate student who may be interested in learning about or pursuing a career in traffic safety? The 2019 Traffic Safety Scholars (TSS) Program will award scholarships of up to \$1,000 to undergraduate and graduate students to help defray the cost of attending the Lifesavers Conference, March 31-April 2 in Louisville, Kentucky. 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, a student must be enrolled on a full- or part-time basis at an accredited college or university during the 2018-19 academic year pursuing any field of study. Applications are judged on the basis of completeness and an essay addressing a traffic safety topic. Priority will be given to students who submit poster presentations to the Lifesavers Conference discussing highway safety research initiatives.

Help us get the word out about the TSS Program by sharing this information with your college and university contacts. Direct them to the Lifesavers website at lifesaversconference.org where they can learn more about the program and access the link to the 2019 scholarship application this fall.





# Impaired Driving Enforcement Saves Lives: Be Your Department's Leader

### Sunday · 10:30am - 12:00pm

207

Strong and effective enforcement is critical for reducing impaired driving. Learn about the newest enforcement tools that can help you be a force multiplier for your agency. Also learn to recognize different personality traits of impaired drivers and adapt the investigation approach to obtain their cooperation. And review tips for improving the public's perception of law enforcement.

### Moderator

**Ron Replogle,** Colonel (Ret.), MO State Highway Patrol, National Law Enforcement Initiatives Manager, MADD, Irving, TX

### Speakers:

**Sarah Garner,** Traffic Safety Resource Prosecutor, NC Conference of District Attorneys, Whiteville, NC

**Lt. Eric Sweden,** SFST, DRE Instructor, Paramedic, Raleigh Police Department, Raleigh, NC

Joe Turner, DRE Instructor (Ret.), Turner Training & Consulting, Muncie, IN

Pedestrian/Bicycle Safety Criminal Justice/Law Enforcement



# Putting Data to Work Solving Community Bike & Pedestrian Safety Problems

### Sunday · 10:30am - 12:00pm

212

Learn what national, state and local data tell us about bicyclist and pedestrian safety and how it can be used cost-effectively and collaboratively through efforts undertaken by NHTSA, the Federal Highway Administration and the Governors Highway Safety Administration. Whether your state or community is just beginning to address non-motorized safety or has been working on the issue for years, you'll learn about evidence-based actions that can improve the safety of all roadway users in your community.

### **Moderator:**

**Cara Hamann, PhD, MPH,** Faculty Associate, Injury Prevention Research Center, University of IA, Iowa City, IA

### Speakers:

Lauren Blackburn, AICP, Senior Project Manager, VHB Engineering Firm, Raleigh, NC Pam Fischer, MLPA, CPST, Principal, Pam Fischer Consulting, Hackettstown, NJ Kate Holwerk, LCI, Bicycle & Pedestrian Program Tech, Louisville Metro, Louisville, KY



### **Leveraging Research to Improve Motorcyclist Safety**

Sunday · 10:30am - 12:00pm 213

Motorcyclist fatalities accounted for 5,286 deaths in 2016, the highest number since 2008. A deep understanding of motorcycle crashes and crash trends is essential for developing appropriate countermeasures. Learn about U.S. motorcycle trends and current motorcycle behavioral safety research sponsored by NHTSA. Researchers at the Texas Transportation Institute will review the findings of a comprehensive, multi-year analysis of motorcycle crashes in the Lone Star State that reveals the complex nature of these crashes. You'll also hear new insights on how crash avoidance technology in passenger vehicles could reduce motorcycle crashes.



**WiFi** Complimentary WiFi is available in all public space.

### Moderator:

John Marshall, Director, Office of Safety Programs, NHTSA, Washington, DC

### Speakers:

**Jeremy Gunderson**, Highway Safety Specialist, NHTSA, Washington, DC **Eva Shipp**, **PhD**, Research Scientist/Program Manager - Crash Analytics Team, TX A&M Transportation Institute, College Station, TX

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

Adult Occupant Protection/Vehicle Technology

Occupant Protection for Children ( Engineering

# Automated Vehicle Technologies - Understanding What's Here Now & Its Impact on Safety

### Sunday · 10:30am - 12:00pm

214A

Vehicle technology is changing rapidly making it difficult to keep up with all the new features automakers are adding to their latest models to enhance safety and the driving experience. Explore technologies that are on the road today, how they work and how drivers interact with them; and new research that delves into driver performance and experience using these systems, including important findings from NTSB investigations.

### Moderator/Speaker:

**Erik Strickland,** Safety Specialist, National Transportation Safety Board, Washington, DC

### Speakers:

Hillary Abraham, Research Specialist, MIT AgeLab, Cambridge, MA

Jake Fisher, Director of Auto Testing, Consumer Reports, Colchester, CT

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

Occupant Protection for Children

# **CPS & Vehicle Manufacturers Latest Technology** (Round 1) (CEU 1.5)

### Sunday · 10:30am - 12:00pm

214BC

You are invited to meet the first panel of child restraint (CR) manufacturers, large and small, as they showcase their newest car seats, changes to established products and the latest injury prevention technology.

### Moderator

**Laura Dunn, MPH, CPST-1,** Highway Safety Specialist, Office of Occupant Protection, NHTSA, US DOT, Washington, DC

### Speakers:

**Daniel Dias, CPST-I,** Brand Ambassador & Trade Show Manager, Dorel Juvenile, Charlotte, NC

**Vera Fullaway, CPST-I,** CPS Advocate/Customer Service Manager, Safe Traffic System, Inc, Franklin Park, IL

**Tony Jerisha, CPST-I,** Advocate Manager, Lead CPS Instructor, Kids Embrace, Joliet, IL **Shayne Merritt**, President, Merritt Manufacturing, Inc., New Whiteland, IN

**Sarah Tilton, CPST-I,** Director, Consumer Advocacy, Britax Child Safety, Inc., Fort Mill, SC

Bob Wall, CPST-I, Global Advocate, Nuna Baby Essentials, Washington, DC

Evolving Safety Priorities & Solutions Criminal Justice/Law Enforcement

(A) Engineering

# Fast & Furious Won't Get Us to Zero: Solutions for Combating Speed

### Sunday · 10:30am - 12:00pm

214D

For more than two decades, speeding has been a factor in 30 percent of all motor vehicle fatalities. A new National Transportation Safety Board (NTSB) study found that while the relationship between speed and crash involvement is complex and



**Engineering Icon** - indicates a workshop with engineering content. Appropriate for all attendees.

affected by driver age, road type, alcohol impairment, road design and other factors, the relationship between speed and injury severity is consistent and direct, it increases crash risk and injury severity. Despite what we know about the dangers of speeding, more than 40 states have speed limits of 70 mph or higher. Join panelists including the NTSB study authors, researchers and DOT representatives for a discussion about policies and proven and underutilized countermeasures to combat this pervasive problem.

### Moderator:

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

### Speakers:

Randolph Atkins, PhD, Social Science Researcher, NHTSA, Washington, DC
Nathan Doble, Transportation Research Analyst, National Transportation Safety Board,
Washington, DC

lan Reagan, PhD, Senior Research Scientist, Insurance Institute for Highway Safety, Arlington, VA



### Sunday · 10:30am - 12:00pm

217A

Just like the Vampire hunters of legend and lore this session will provide today's DUI hunters with the "silver bullets" to effectively ward off troublesome DUI defense attorneys. You'll learn how to better prepare for victory at trial through innovative roadside investigations and interviews involving conversation rather than interrogation with a study of suggested question strings for use roadside along with a discussion of the importance of the timing of that questioning. Learn about direct testimony techniques that will make SFSTs relevant to the jury and follow up investigation used to build a winning case through more complete evidence gathering, as well as how to improve your impaired driving investigative and trial presentation skills.

### Moderator:

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

### Speaker:

Jim Camp, JD, (DA, ADAG, TSRP Ret.), Principal, Dynamic Messages LLC, Nashville, TN

**(Exploring Safety Priorities & Solutions** 

### Bringing a Rideshare Program to an Area Near You

### Sunday · 10:30am - 12:00pm

217B

On-demand rideshare programs such as Lyft and Uber have given millions of urbanites a way to get home safely after drinking, benefitting all roadway users. But finding a participating driver can be difficult or downright impossible in many suburban or rural areas. Learn how communities are successfully bringing ondemand rideshare programs to town.

### Moderator:

Anne McCartt, PhD, Insurance Institute for Highway Safety (Ret.), Ballston Spa, NY

### Speakers:

**Kurt Erickson,** President & CEO, Washington Regional Alcohol Program, Falls Church, VA

**Tommy Hayes,** Senior Policy Partnerships Manager, Lyft, San Francisco, CA **Nadia Anderson, PhD,** Manager, Public Policy, Road & Traffic Safety, Uber, San Francisco, CA



Workshop moderators and speakers were accurate at time of printing; substitutions may have been made!

### Teen Traffic Safety

### **Are They Really Ready for a Driver License?**

### Sunday · 10:30am - 12:00pm

2170

How new drivers are tested is changing and more directed to preventing crashes among the newly licensed. Explore how Ohio's Bureau of Motor Vehicles is using a validated virtual driving test to assess applicants' ability to avoid a collision. See how they have integrated this into the workflow of busy licensing centers, including pilot evaluation results. Also learn about the Driver Competency Assessment, a validated on-road exam conducted by driving schools to assess higher order driving skills and preparedness to drive without supervision. Some states are also implementing 3rd party testing to alleviate the congested licensing centers. How are they working to keep this process objective and effective at only licensing applicants who have the skills to avoid crashing? Wrapping up will be a representative from American Association of Motor Vehicle Administrators to help synthesize these resources for action.

### Moderator/Speaker:

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

### Speakers:

**Kevin Lewis,** Director, Driver Programs, American Association of Motor Vehicle Administrators, Arlington, VA

**David Muma, CDI, DRS, DCA,** Owner, Century Driving Group, Holland, MI **Don Petit,** Registrar, OH Bureau of Motor Vehicles, Columbus, OH

**Nina Jo Saint, MS,** Executive Director, Driver Education & Training Administrators; The Foundation for Safe Driving, Katy, TX

### ♠ Aging Drivers ♠ Criminal Justice/Law Enforcement ♠ Communications

# Real World Solutions for Keeping Aging Drivers Safely on the Road

### Sunday · 10:30am - 12:00pm

217D

This interactive roundtable session will provide you the opportunity to learn about innovative ideas, and proven programs and best practices for addressing aging drivers with medical conditions; forming a diverse older driver coalition; building successful partnerships; and providing ridesharing for seniors. Educational and training opportunities that are helping aging persons extend their safe driving years will also be discussed.

### Moderator:

Debbie Tahiri, Traffic Safety Specialist, TX DOT, Waco, TX

### Speakers:

Rose Boyd, Program Manager, TN Highway Safety Office, Nashville, TN

Daniel Callas, President, TransOptions, Cedar Knolls, NJ

**Julia Davies, MPH, CHES,** Mature Driver Program Coordinator, Baylor Scott and White Health, Waco, TX

Maile Gray, Executive Director, Drive Smart CO, Colorado Springs, CO

Janet Hoelscher, Mature Driver Coordinator, Baylor Scott & White Hillcrest, Waco, TX

Ravonne McCray, MS, Mature Driver Program Coordinator, Baylor Scott & White Hillcrest, Waco, TX

**Sondra Wiedenfeld/Brent Murry,** Elder Care Specialists, Keeping Us Safe/Senior Driver Essentials, Richmond, TX

### LUNCH

12:00pm - 1:30pm Exhibit Hall 4B



# Come to the exhibit hall, grab lunch and visit over 100 exhibitors to learn about the newest offerings in highway safety!

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

### 2ND WORKSHOP SESSION



### **Innovative Campaigns that Prompt Action**

### Sunday · 1:30pm - 3:00pm

205

What campaigns are highway safety offices and organizations using to help drive behavioral change? Buckle your seat belts! During this fast-paced and visually oriented session you'll see and hear examples of innovative marketing campaigns highway safety offices, advocates and organizations are using to make people take

### Moderator:

**Dorene Ocamb, Esq,** Sr. Director of Integrated Marketing, MADD, Irving, TX

Brittany Bunkers, Account Executive, Lawrence & Schiller, Sioux Falls, SD Kathryn Faraci, Highway Safety Office Supervisor, CT DOT, Newington, CT

Sgt. Todd Engwer, Law Enforcement Liaison, Governors Traffic Safety Committee; Buckle Up New York Program Coordinator, NY State Police, Albany, NY

Cpl. Kyle Wills, CPST-I, Law Enforcement Liaison, Boise Police Department, Boise, ID



### **Tapping into Teens to Prevent Distracted Driving**

### Sunday · 1:30pm - 3:00pm

Learn how to tap into the power, energy and creativity of teens to prevent distracted driving. Teen leaders from some of the nation's top youth organizations will share how they're using research, education and advocacy to address this problem with their peers, parents, other adult influencers, and state and federal elected officials.

### Moderator/Speaker:

Joel Feldman, Esq., MS, President, EndDD.org, Springfield, PA

Emma Murray-Clasen, Safety Advocate, TextLess Live More, Montpelier, VT Sohan Shah, Youth Advocate, SADD, Seven Hills, OH Snehi Shah, Youth Advocate, SADD, Seven Hills, OH



### **Leveraging New Research to Combat Impaired Driving**

### Sunday · 1:30pm - 3:00pm

Nearly one in three crash deaths in 2016 involved a drunk driver; new research findings can help address this pervasive problem. The findings of the first-ever naturalistic study of alcohol-impaired driving will be examined. You'll also review research that examines whether it's practical to install interlocks on motorcycles, how interlock recorder data can be used to manage offenders and evaluate programs, and whether Washington State's interlock law is increasing interlock installations and reducing recidivism.

David Kelly, Executive Director, Coalition of Ignition Interlock Manufacturers, Springfield, VA

Randolph Atkins, PhD, Social Science Researcher, NHTSA, Washington, DC Anne McCartt, PhD, Insurance Institute for Highway Safety (Ret.), Ballston Spa, NY Ryan Smith, PhD, Research Scientist, VA Tech Transportation Institute, Blacksburg, VA

### 🕼 Aging Drivers 🙆 Adult Occupant Protection/Vehicle Technology

(C) Criminal Justice/Law Enforcement (A) Engineering

### **Building Effective Aging Driver Interventions: Do You Have All the Right Pieces?**

### Sunday · 1:30pm - 3:00pm

212

Drivers 65 and older are the fastest growing segment of the driving population and at greater risk for injuries and fatalities. They are also a diverse population requiring interventions tailored to meet their unique needs. What do you need to know to better understand aging drivers and help them remain safely mobile? An expert panel will offer a "more complete" view of the aging driver that takes into account the latest research and rapidly changing environmental and policy landscape. You'll also learn about interventions that can help keep aging drivers safe and mobile; innovative alternatives to driving from autonomous vehicles to public/private transit partnerships; and the critical role of public health, healthcare, engineering, enforcement, and education.

Lila Ralston, MPH, Project Coordinator, Traffic Safety Research & Evaluation Group, University of GA, Athens, GA

### Speakers:

Elizabeth Head, MPH, Deputy Director, Injury Prevention Program, GA Department of Public Health, Atlanta, GA

Guohua Li, MD, DrPH, Professor & Director, Center for Injury Epidemiology & Prevention, Columbia University, New York, NY

Toni Miles, MD, PhD, Professor, University of GA, Athens, GA

Johanna Zmud, PhD, Senior Research Scientist, TX A&M Transportation Institute, Washington, DC

Amelia Hayes, PE, Safety & Traffic Operations Specialist, Federal Highway Administration, Dallas, TX

### 📵 Evolving Safety Priorities & Solutions 😇 Criminal Justice/Law Enforcement

( Impaired Driving ( Engineering

### Why Does Wrong-Way Driving Happen & What We Can Do About It?

### Sunday · 1:30pm - 3:00pm

214A

Wrong-way crashes account for only about three percent of collisions on highspeed divided highways, but they're far more likely than other crashes to be deadly. Roadway design improvements, signage and impaired driving efforts have been used to help prevent these crashes, but they continue to happen, killing innocent people. Learn what traffic safety experts regionally (Alabama and Texas) and across the country are doing to address this persistent, yet preventable problem.

### Moderator:

Melisa Finley, PE, Research Engineer, TX A&M Transportation Institute, College Station, TX

### Speakers:

John Gianotti, PE, Transportation Engineer, TX DOT, San Antonio, TX Yang Ouyang, PE, PTOE, Traffic Engineer, North Texas Tollway Authority, Plano, TX Jin Wang, PhD, Professor, Samuel Ginn College of Engineering, Auburn University, Auburn, AL

### ( Occupant Protection for Children

### **CPS & Vehicle Manufacturers Latest Technology** (**Round 2**) (CEU 1.5)

### Sunday · 1:30pm - 3:00pm

214BC

Welcome back! Meet the second panel of child restraint (CR) manufacturers, large and small, as they showcase the newest car seats, changes to established products and the latest injury prevention technology. Visit with Round 1 and 2 manufacturers at their exhibit booths during the conference and earn an additional CEU.



On Monday, April 23, during the Public Service Awards Luncheon, we will honor people and organizations who exemplify the highest standards of achievement in traffic safety. The honorees are outstanding representatives of the thousands who tirelessly give of their time, talent and energy to make travel safer.

### Moderator:

Laura Dunn, MPH, CPST-I, Highway Safety Specialist, Office of Occupant Protection, NHTSA, US DOT, Washington, DC

### Speakers:

Courtney Barry, CPST-I, Child Passenger Safety Advocate, Chicco USA, Lancaster, PA Daniella Brown, CPST-I, Safety Advocate, UPPAbaby, Rockland,

Sarah Haverstick, CPST-I, Safety Advocate, Goodbaby International, Miamisburg, OH Carol Helminski, CPST-I, Marketing, Graco Children's Products (Newell Brands), Bonita Springs, FL

Brad Mattarocci, General Manager, Baby Trend, Ontario, CA

Monica Burgos-Valdes, CPST, Consumer Adviser, Doona USA, Miami, FL

### (iii) Criminal Justice/Law Enforcement (iii) Impaired Driving

### **After the Conviction: Using Evidence-Based Practices** to Reduce High Risk Drunk Driver Recidivism

### Sunday · 1:30pm - 3:00pm

When it comes to effectively addressing high risk drunk drivers, criminal conviction and incarceration do not change criminal behavior or reduce recidivism. In fact, after incarceration, many return to their communities, and without appropriate intervention, are likely to re-offend. What's the answer? Learn about the newest evidence-based practices for effectively supervising high risk drunk drivers after their conviction and assessment tools to determine their risk, needs and behavioral characteristics. Examine best practices in community supervision strategies, alcohol countermeasure technologies, DWI Courts, and alcohol treatment programming to help criminal justice and treatment professionals maximize their effectiveness in reducing risk to the community.

### Moderator:

Jennifer Knudsen, Esq., Traffic Safety Resource Prosecutor, CO District Attorneys' Council, Denver, CO

### Speakers:

Mark Stodola, Probation Fellow, American Probation & Parole Association, Phoenix, AZ Diane Bull, JD, Judge, County Criminal Court at Law No. 11, Houston, TX Jim Eberspacher, Director, National Center for DWI, Courts, Alexandria, VA

### (IIII) Criminal Justice/Law Enforcement

### Tactics in Traffic: Making Smarter, Safer & More **Successful Traffic Stops**

### Sunday · 1:30pm - 3:00pm

217A

Traffic stops are one of the most common and dangerous actions performed by police officers. Regardless of where you work, if you have a roadway in your jurisdiction – danger lurks! This highly informative and powerful Calibre Press course utilizes videos and illustrations to demonstrate how officers are injured and killed during traffic stops. While the course is designed to be dynamic, practical and fun, it takes the subject of officer safety seriously. Learn how to implement new tactics and techniques to increase your confidence and dramatically improve your safety skills.

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

Chief Scott Hughes, Writer/Instructor, Calibre Press, Glen Ellyn, IL

### (C) All Tracks

### **Vision Zero: Moving from Vision to Action**

### Sunday · 1:30pm - 3:00pm

217B

Vision Zero helps states, regions and communities define road safety in a simple way: No loss of life is acceptable. Many U.S. states and cities are following Sweden's lead and adopting a zero fatalities goal. But after establishing a goal, what's next? What does it take to move from vision to real action? Explore how to create actionable plans, build and maintain momentum with stakeholders and decision makers, and coordinate the work of engineering, education, enforcement, EMS and other sectors to end traffic violence in our communities.

### Moderator:

Stephen Ratke, PE, Safety Engineer, Federal Highway Administration, USDOT, Austin,

### Speakers:

Ashley Bischoff, MAS, Vision Zero Education & Outreach Coordinator, Austin Transportation Department, Austin, TX

Kristine Hernandez, MBA, Minnesota Toward Zero Deaths Program Coordinator, MN DOT Office of Traffic, Safety & Technology, Rochester, MN

**Rebecca Pacini**, AICP, Principal Transportation Planner, City of San Antonio, San Antonio, TX

### Adult Occupant Protection/Vehicle Technology

© Criminal Justice/Law Enforcement @ Communications

### **Impactful Law Enforcement Initiatives for Increasing Seat Belt Use**

### Sunday · 1:30pm - 3:00pm

Refocusing efforts to bolster seat belt use when traffic enforcement levels are declining is challenging. Learn how a law enforcement agency took the lead in organizing a community coalition that promoted seat belt use, and how another department in a secondary law state implemented an innovative high visibility enforcement initiative to reach non-belt users.

James Sanders, Law Enforcement Liaison, Region 6, NHTSA, Mansfield, TX

### Speakers:

Sgt. Brian Hirt, Traffic Division, Hutchinson Police Department, Hutchinson, KS Liza Lemaster-Sandbank, MPA, Highway Safety Specialist, Occupant Protection Division, NHTSA, Washington, DC

John Tomlinson, Highway Safety Manager, ID Office of Highway Safety, Boise, ID

### Teen Traffic Safety

### **Brag, Borrow & Steal: Community Programs Addressing Teen Traffic Safety**

### Sunday · 1:30pm - 3:00pm

217D

How do you give teen safe driving program providers the opportunity to share what they're doing with the Lifesavers audience? Use a 90-second TED talk format to pique the audience's interest, then move into a round table format where they can learn more about the programs that appeal to them. It's sure to be a rapid-fire, yet informative session that will not only give speakers that submitted workshop proposals the opportunity to showcase their initiatives, but also other providers as time permits.

### Moderator/Speaker:

Pam Fischer, MLPA, CPST, Principal, Pam Fischer Consulting, Hackettstown, NJ

### Speakers:

Chelsie Hubicsak- Muldowney, Teen Driver Program Coordinator, Injury Prevention Center in the Children's Hospital at Dartmouth-Hitchcock, Lebanon, NH

Maurice Long, Injury Prevention Specialist, Arkansas Children's Hospital, Little Rock, AR

Georgianne Marks, MPH, Director of Community Outreach & Education, Texans Standing Tall, Austin, TX

Jennifer Metoyer, Traffic Investigator, Murrieta Police Department, Murrieta, CA Dan Worley, RED Program Coordinator, Baylor Scott & White Medical Center Hillcrest, Waco, TX



# Complimentary Refreshments and Networking Hour



3:00pm - 4:00pm Exhibit Hall 4B

# 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 refreshments while you catch up with old acquaintances and network with others working in your field.

See the list of exhibitors on page 36

### **Poster Presentations**

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

Poster descriptions can be found on page 29

### 4:00PM - 5:00PM

# 3RD WORKSHOP SESSION POWER HOUR



### **Messaging in a New Era**

### Sunday · 4:00pm - 5:00pm

In this time of information overload and short attention spans, it's hard to get traffic safety messages heard. Some organizations are using humor, others rely on storytelling, and still others feel that great visuals help get the message across. However, when trying new messaging, it can be a fine line between a great campaign and one that disappoints or offends. Join the discussion as we examine the benefits and pitfalls of different approaches to messaging, from campaigns that have worked to efforts that have fallen flat, and learn how you can make your message shine.

### Moderator:

**Russ Rader,** Senior VP, Communications, Insurance Institute for Highway Safety, Arlington, VA

### Speakers:

Najah Casimir, Active Transportation Coordinator, City of Boston, Boston, MA

Susan McMeen, Director, Office of Communications & Consumer Information, NHTSA,
Washington, DC

**Katie Mueller, CPST-I,** Chief of Programs, OK Highway Safety Office, Oklahoma City, OK **Alex Wiebel,** Traffic Safety Specialist, KS Traffic Safety Resource Office, Topeka, KS

Olistracted Driving Criminal Justice/Law Enforcement

Evolving Safety Priorities & Solutions Teen Traffic Safety

Pedestrian/Bicycle Safety Engineering

### Understanding & Combating the Biology Driving Our Urge to Text, Talk & Snap Behind the Wheel

### Sunday · 4:00pm - 5:00pm

Studies confirm that people know using a cell phone while driving is dangerous yet they do it anyway. Why the disconnect? Cell phones and their applications are designed to stimulate the pleasure centers of the brain, so drivers talk and text behind the wheel because the reward appears to outweigh the risk What can we do about it? Learn how apps are designed to stimulate the brain from a Silicon Valley expert and how distracted driving programs and prevention tools must be designed to combat this problem so drivers are compelled to stow their phones.

Moderator:

Jennifer Smith, Founder, CEO, StopDistractions.org, River Forest, IL

### Speaker:

Ramsay Brown, Chief Operations Officer, Boundless Mind, Los Angeles, CA

(Criminal Justice/Law Enforcement

### **Making Progress in Eliminating Impaired Driving**

### Sunday · 4:00pm - 5:00pm

207

The rate of drunk driving fatalities in the U.S. has fallen significantly over the past 25 years, but what will it take to completely eliminate the problem? Hear the results of the National Academies of Sciences, Engineering, and Medicine study on ways to accelerate the nation's progress in reducing alcohol-impaired driving fatalities, including interventions, programs and policies. Also review highlights from NHTSA's Report to Congress on marijuana and driving, including detection and measurement methods and the challenges to setting a per se level.

### Moderator:

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

### Speakers

Randolph Atkins, PhD, Social Science Researcher, NHTSA, Washington, DC Steven Teutsch, MD, MPH, Adjunct Professor, Fielding School of Public Health, University of CA, Los Angeles, Los Angeles, CA

M. Kit Delgado, MD, MS, Assistant Professor of Emergency Medicine & Epidemiology, Perelman School of Medicine, University of PA, Philadelphia, PA

### **(iii)** All Tracks

### **The Healing Power of Victim Impact Panels**

### Sunday · 4:00pm - 5:00pm

212

Victim Impact Panels (VIP) share first-hand accounts of the long-term effects of traffic deaths to create empathy and understanding among the offenders about the harm they caused to victims and the community and to prevent future tragedies from occurring. Panels give victims and survivors the opportunity to speak briefly about the crash and how it has affected their lives, fostering healing and a renewed emotional, mental, and spiritual well-being.

### Moderator

205

Colleen Sheehey-Church, National President, MADD, Irving, TX

### Speakers:

Melissa Wandall, President, National Coalition for Safer Roads, Bradenton, FL Nancy Pratt, Advocate & Volunteer, MADD, Salado, TX
Terri Teague, Program Coordinator, MADD, Austin, TX

(IIII) Criminal Justice/Law Enforcement

### Below 100

### Sunday · 4:00pm - 5:00pm

214A

Over the past two decades, motor vehicle-related incidents have accounted for approximately 25% more law enforcement deaths than gunfire. Tragically, many officers have died after falling into patterns of behavior often facilitated by department culture. Learn how law enforcement agencies are leveraging the non-profit Below 100 program to address these high-risk behaviors and successfully change attitudes. Join with Below 100 faculty to learn how and where preventable line-of-duty losses and injuries are occurring and what you and your agency can do to prevent them.

### Moderator

John Marshall, Director, Office of Safety Programs, NHTSA, Washington, DC

### Speakers:

**Rob Beidler**, Undersheriff, Snohomish County Sheriff's Office, Everett, WA **Dale Stockton**, Executive Director, Below 100, Oceanside, CA



Water stations are located in the hallways outside the workshop rooms and in the exhibit hall.



# Forgetting Children in Cars, Why Does It Happen & How Can We Prevent It?

### Sunday · 4:00pm - 5:00pm

214BC

Most people can't imagine how a responsible caregiver forgets a child in a car, but more than 50% of these deaths are unintentional and can happen to anyone under the right circumstances. So how does this happen? A memory expert who has studied child vehicular heatstroke from a neurobiological perspective will explain why, while the founder of the Texas Heatstroke Task Force will explain what you can do to educate parents, caregivers and the public about how to prevent it. You'll also hear from a parent who never thought it would happen to him and the work he is doing to prevent other families from experiencing a similar tragedy. (Community Education Credit)

### Moderator:

Dina Burstein, MD, MPH, CPST-I, Research Associate, RI Hospital, Providence, RI

### Speakers:

**David Diamond, PhD,** Professor, University of South FL, Tampa, FL **Johnny Humphreys, CPSI,** Chair, TX Heatstroke Task Force, Austin, TX **Leland Jacobson,** Parent Advocate, Sugar Land, TX



# Automated Commercial Motor Vehicles: Safely Moving into the Future

### Sunday · 4:00pm - 5:00pm

214D

Commercial motor vehicles (CMVs) are essential for delivering goods, shuttling people and keeping our economy rolling. Just like private passenger vehicles, self-driving is coming to the trucking industry as highly automated and autonomous vehicles are being tested and touted as the way to handle increasing urban density, the demand for flexibility in transportation options and expectations for overnight delivery to our doorsteps. They may even arrive on our roads before autonomous passenger vehicles. But there are known safety issues that must be addressed as well as unknown hazards yet to be identified. Explore where we are today, what to expect when automated CMVs come to your state and how all roadway users must prepare to safely share the road.

### Moderator:

**Peter Kurdock,** Director of Regulatory Affairs, Advocates For Highway & Auto Safety, Washington, DC

### Speakers:

**Wiley Deck,** Director of Governmental Affairs, US DOT, Federal Motor Carrier Safety Administration, Washington, DC

Lane Kidd, Managing Director, The Trucking Alliance, Washington, DC Sam Loesche, Legislative Representative, Teamsters, Washington, DC



# Protecting Young Drivers: The Latest Developments in Legislation & Where We Go from Here

### Sunday · 4:00pm - 5:00pm 217A

Join with a graduated driver licensing (GDL) pioneer as he peppers a panel of experts with questions about recent advocacy efforts to improve state teen driving laws in California and other states and the findings from the latest GDL and young driver safety research. You'll also be invited to query the experts in this talk show style format.

### **Moderator:**

Allan Williams, PhD, President, Allan F. Williams, LLC., Bethesda, MD

### Speakers:

**Allison Curry, PhD, MPH,** Senior Scientist & Director of Epidemiology & Biostatistics, Center for Injury Research & Prevention, Children's Hospital of Philadelphia, Philadelphia, PA

**Steve Barrow,** Co-Chair & Program Director, CA Coalition for Children's Safety & Health, CA Unintentional Injury Prevention Strategic Plan Project, Antelope, CA

**Rebecca Weast,** Research Scientist, Insurance Institute for Highway Safety, Ruckersville, VA



# Not-in-Traffic Crashes & Incidents, Is the Data Telling the Full Story?

### Sunday · 4:00pm - 5:00pm

217B

On average nearly 1,900 people are killed and 92,000 more are injured annually in non-traffic motor vehicle crashes, according to the most recent data from NHTSA. These figures do not include fatalities and injuries from motor vehicle non-crash incidents. Not-in-traffic crashes and incidents occur on both public and private roadways such as parking lots, driveways, and tribal lands. They injure and kill children and adults of all ages. Frequently caused by issues such as speed, distraction, lack of visibility, impairment, and improper restraint use, not-in-traffic fatalities and injuries are challenging to capture and quantify. This data cannot be ignored when capturing the breadth of overall motor vehicle involved fatalities and injuries. Learn how not-in-traffic events occur, and the solutions for improving safety and data collection.

### Moderator:

Marietta Bowen, Team Leader, NHTSA, Washington, DC

### Speakers:

**Gerene Denning, PhD,** Research Scientist, Emergency Medicine, University of IA, Iowa City, IA

Janette Fennell, BA, President & Founder, KidsAndCars.org, Bala Cynwyd, PA Jordan Vandjelovic, MPH, Injury Epidemiologist, Rocky Mountain Tribal Epidemiology Center, Billings, MT

### All Tracks

### **Explore Safe & Walkable San Antonio**

### Sunday · 4:00pm - 5:00pm Meet in Registration Area

Explore downtown San Antonio on foot with local traffic safety professionals who will highlight pedestrian and bicycle safety improvements the city has planned or implemented to keep people moving safely. It's a terrific way to get some exercise, experience the city and expand your knowledge of proven roadway safety countermeasures! Meet at 3:45pm in the Lifesavers Conference Registration area, located at West Registration. Wear comfortable shoes and fill your water bottle!

### **Tour Guides**

**Alex Carroll,** Active Transportation Planner, Alamo Area Metropolitan Planning Organization, San Antonio, TX

**Mandy Fultz,** Safe Kids San Antonio Coordinator, University Health System, San Antonio, TX

**Rebecca Pacini, AICP,** Principal Transportation Planner, Transportation & Capital Improvements, City of San Antonio, TX

**Jennifer Northway,** Director, Adult & Pediatric Injury Prevention, University Health System, San Antonio, TX

### All Tracks

# The Happy Hour: Exploring New Traffic Safety Research, Initiatives & Issues

### Sunday · 4:00pm - 5:00pm

**Exhibit Hall** 

Here's your chance to interact directly with individuals who are doing cutting edge research, developing and implementing innovative safety practices, or exploring emerging issues that have the potential to save lives on our roadways. Check out this year's robust array of traffic safety posters where you just might find the perfect new initiative, policy or program to help prevent crashes or change behavior in your state or community.



### **Wear Your Name Badge**

Your name badge is required to enter all plenary sessions, workshops and the exhibit hall.

# **MONDAY • APRIL 23**

### **Registration Open**

7:30am - 5:00pm West Registration

### **Exhibit Hall Open**

(closed during Public Service Awards Luncheon)

8:00am - 4:30pm Exhibit Hall 4B

### **Complimentary Continental Breakfast**

8:00am - 8:45am Exhibit Hall 4B



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

O Distracted Driving

### Mobilizing Your Community to Combat Distracted Driving

### Monday · 9:00am - 10:30am

Education and awareness are at the front line in the fight against distracted driving. But it takes a village to spread the word and change a culture. Learn about successful local and statewide initiatives to combat distracted driving that mobilize community members to take action. You'll be armed with strategies and ideas that you can replicate in your own state and/or community.

### Moderator:

Elizabeth Vermette, Director of Programs, SADD, Marlborough, MA

### Speakers:

Chief Charles Ferry, New Castle Police Department, Chappaqua, NY

**Simera Reynolds, M.Ed,** Traffic Safety Specialist/ Occupant Protection Coordinator, Highway Safety Office, NDOT, Lincoln, NE

**John Saunders,** Director, VA Highway Safety Office, VA Department of Motor Vehicles, Richmond, VA

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# Virtual Community Policing: Law Enforcement & Social Media

### Monday • 9:00am - 10:30am

From dancing cops to public safety announcements to memorials for fallen colleagues, the number of law enforcement officers and agencies using social media to build relationships with their community and get public safety messages out is growing daily. Learn how law enforcement agencies are using Facebook, Twitter, Instagram, NextDoor, online video, and other social channels to engage constituents, recruit new cadets and change the conversation about policing. Panelists will share what has worked for them, how they handle the legal and administrative challenges, and tips for working with a team that may have no formal communications background.

### Moderator:

**Sandra Brandon,** Public Information Officer, Montgomery County Sheriff's Office, Clarksville, TN

### Speakers:

Capt. Tyler Chandler, MOL, Mt. Juliet Police Department, Mt. Juliet, TN
Tod Hileman, Technical Trooper/Public Information Officer, Kansas Highway Patrol, Hays, KS
Tpr. Robert Purdy, Public Affairs Officer, KY State Police, Richmond, KY

(impaired Driving (iii) Criminal Justice/Law Enforcement

**(1)** Evolving Safety Priorities & Solutions

# Best Practice E-Warrant Systems for DUI & DUID Enforcement

### Monday · 9:00am - 10:30am

207

All law enforcement officers know that time is of the essence when obtaining a warrant allowing blood to be drawn from alcohol-impaired or drug-impaired drivers. The good news is that technology is making it easier and faster to obtain blood testing warrants. Learn how your agency can set up an efficient systems to secure electronic warrants when blood testing is necessary as speakers review research, best practices, and case studies.

### **Moderator:**

Diane Wigle, Chief, Impaired Driving Division, NHTSA, Washington, DC

### Speakers

**Chuck Hayes,** Project Manager, DECP Western Region, International Association of Chiefs of Police, Salem, OR

**Erin Holmes, MA,** Director of Traffic Safety, Foundation for Advancing Alcohol Responsibility, Arlington, VA

Sgt. Doug Opferbeck, City of Phoenix, Phoenix, AZ

**Kent Therkelsen, MA,** FBINA, Product Manager, MN Bureau of Criminal Apprehension, MN Justice Information Services, St. Paul, MN

(Impaired Driving (in Criminal Justice/Law Enforcement

### Using State Task Forces to Strengthen Impaired Driving Systems

### Monday · 9:00am - 10:30am

212

Texas and Oklahoma are having remarkable success using statewide task forces to identify gaps in their impaired driving system and lead major changes to reduce impaired driving. Learn how this approach can work in your state.

### Moderator:

Sam Sinclair, MPA, Highway Safety Specialist, Region 6, NHTSA, Fort Worth, TX

### **Speakers**

**Paige Ericson-Graber,** Associate Transportation Researcher, TX A&M Transportation Institute, College Station, TX

Paul Harris, Director, OK Highway Safety Office, Oklahoma City, OK

**Lisa Robinson,** Senior Program Manager, Employer Traffic Safety Programs, National Safety Council, Ponca City, OK

**Lt. Joe Williams,** Impaired Driving Liaison Task Force, OK Highway Patrol, Oklahoma City, OK

Aging Drivers Pedestrian/Bicycle Safety Communications

### **Collaborating to Improve Aging Driver Safety & Mobility**

### Monday · 9:00am - 10:30am

213

Collaboration can be a simple and effective tool to help improve the safety, access and mobility of aging road users including drivers, passengers, pedestrians, bicyclists, motorcyclists, transit riders, and golf cart operators over the age of 65. Learn about the critical role collaboration plays in delivering successful aging road user programs



### **Mobile App Help Desk**

Visit the help desk located at registration for questions about using the Lifesavers mobile app.

in Florida, Georgia and Maryland. Experts from these states will outline their strategic approach for developing effective tools to educate and train stakeholders about resources available to benefit aging road users, that you can apply to your own state and local programs.

### Moderator:

Anita Lorz Villagrana, BS Public Health, MBA, Manager, Public Affairs & Traffic Safety, Automobile Club of Southern CA, Costa Mesa, CA

### Speakers:

Elizabeth Head, MPH, Deputy Director, Injury Prevention Program, GA Department of Public Health, Atlanta, GA

Gail Holley, Safe Mobility for Life Program Manager, FL DOT, Tallahassee, FL Nanette Schieke, MPA, Chief, Driver Safety Division, Motor Vehicle Administration, MD DOT, Glen Burnie, MD

Adult Occupant Protection/Vehicle Technology

(iii) Criminal Justice/Law Enforcement

### **Strategies for a Successful Occupant Protection Program**

### Monday • 9:00am - 10:30am

The national daytime seat belt use rate is currently 90%, but state rates range from the high 60s to the mid-90s. Plus, some states have high unrestrained fatality rates, while it's considerably lower for others. Learn about proven strategies for improving your state or community's seat belt usage rate and reducing unrestrained fatalities.

### Moderator:

**Liza Lemaster-Sandbank, MPA,** Highway Safety Specialist, Occupant Protection Division, NHTSA, Washington, DC

### Speakers:

Chris Sharman, MPAff, Senior VP, Sherry Matthews Advocacy Marketing, Austin, TX **Stephanie Shaw,** Safety Advocate, National Transportation Safety Board, Washington, DC Dennis Thomas, PhD, Vice President, Dunlap & Associates, Inc., Cary, NC

### (iii) Criminal Justice/Law Enforcement (iii) Impaired Driving (iii) Teen Traffic Safety

### **Concentrates, Waxes, Oils & Trends**

### Monday · 9:00am - 10:30am

214BC

Struggling to detect marijuana concentrates or whether marijuana is laced or being vaped in an edible form? This primer led by the Tall Cop will begin with baseline information about concentrates and what they are, and quickly move to a discussion of the trends associated with concentrated marijuana and its impairment. He'll also discuss and show new marijuana products, as well as drug clothing associated with marijuana strains and concentrates.

### Moderator:

Chris Daniels, Traffic Safety Resource Prosecutor, IN Prosecuting Attorneys Council, Indianapolis, IN

### Speaker:

Jermaine Galloway, Owner/Trainer, Tall Cop Says Stop, Boise, ID

**(III)** Evolving Safety Priorities & Solutions

Adult Occupant Protection/Vehicle Technology Engineering

### **Automated Vehicles: Where Are the Blind Spots?**

### Monday · 9:00am - 10:30am

The rise of autonomous vehicle technology has increased the number of vehicles on our roadways equipped with radar, lidar and cameras giving them the ability to potentially see and be prepared for everything or V2X: other cars and trucks, infrastructure, and pedestrians and bicyclists. While individual safety technology has proven to be effective in reducing fatalities and injuries, are autonomous vehicles and their reliance on complex interdependent systems truly ready for prime time? Explore what still needs to be done to ensure that these automated vehicles and V2X interactions get top marks for safety and lead to consumer acceptance.

### Moderator/Speaker:

Erik Strickland, Safety Specialist, National Transportation Safety Board, Washington, DC

Paul Hemmersbaugh, Chief Counsel for Autonomous Vehicles & Transportation as a Service, General Motors, Washington, DC

Brittney Kohler, Program Director, Transportation & Infrastructure, National League of Cities, Washington, DC

Peter Kurdock, Director of Regulatory Affairs, Advocates for Highway & Auto Safety, Washington, DC



### The Power of Parental Involvement: Evaluated **Community Implementation**

### Monday · 9:00am - 10:30am

217A

We know parents play a critical role in helping to lower their teens' crash risk. But how to effectively engage and support parents in teaching and monitoring their novice drivers remains a challenge for traffic safety practitioners. Wisconsin Children's Hospital has been implementing The Children's Hospital of Philadelphia-developed Teen Driving Plan Program and will share lessons learned from adapting a researchbased program for community deployment. Rhode Island now mandates that a parent session be part of driver education. Learn what was involved in passing that legislation and the logistics of providing this instruction and the intended outcomes. Also get a sneak peek at an in-vehicle monitoring and feedback study completed at the Virginia Tech Transportation Institute.

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

### Speakers:

**Lloyd Albert,** Senior VP, Public & Governmental Affairs, AAA Northeast, Providence, RI Charlie Klauer, PhD, Lead, Teen Risk & Injury Prevention Group, VA Tech Transportation Institute, Blacksburg, VA

Deena Liska, M.Ed, CPST-I, Teen Driving Coordinator, Children's Hospital of Wisconsin, Milwaukee, WI

Pedestrian/Bicycle Safety 🕲 Communications 😇 Criminal Justice/Law

### **Building Support for Bicyclist & Pedestrian Safety**

### Monday · 9:00am - 10:30am

Enforcement 🔕 Engineering

217B

Sometimes what pedestrian and bicyclist advocates deem urgent and necessary isn't perceived in the same way by decision makers or the general public. This disconnect results in a lack of action and more injuries. What is needed to build political will along with agency and public support to bridge this divide? Learn how to get the ear and commitment of elected officials, change organizational mindsets and earn the public's backing from a local advocacy group that strategically engaged with elected officials and created a broad-based plan to build community support. Also explore how cities are addressing speed limits and other political hot potatoes by focusing on school zones, and how a state Department of Transportation is using short- and long-term safety improvements to change minds about the importance of pedestrian and bicyclist safety.

### Moderator:

**John Lundell, MA,** Research Associate, University of IA Injury Prevention Research Center, Coralville, IA

### Speakers:

Nancy Pullen-Seufert, MPH, Director, National Center for Safe Routes to School, UNC Highway Safety Research Center, Chapel Hill, NC

Bianca Thorpe, PE, Capital Programs Manager, City of San Antonio, San Antonio, TX Jessica Wilson, Transportation Program Supervisor, TN DOT, Nashville, TN



**Engineering Icon** - indicates a workshop with engineering content. Appropriate for all attendees.



# **Building Bridges into Diverse & Underserved Communities**

### Monday · 9:00am - 10:30am

217C

Are you trying to expand your program's outreach into diverse and underserved communities? Take note, they are not one and the same. Learn how advocates effectively expanded their programs to reach these distinctly different populations using strategies that address cultural barriers while being sensitive to each community's unique and real needs. (Community Education Credit)

### Moderator

**Angela Brown, MBA, CPST-I,** Program Manager, Meharry Medical College, TN Child Passenger Safety Center, Nashville, TN

### Speakers:

**Jackie Bain, CPST,** Community Health Specialist, DE General Health District, Delaware, OH

**Lara McKenzie, PhD, MA,** Associate Professor of Pediatrics, Research Institute at Nationwide Children's Hospital, Center for Injury Research & Policy, Columbus, OH

**Jerrod Moore**, Injury Prevention Program Coordinator, Albuquerque Area Southwest Tribal Epidemiology Center, Albuquerque, NM



# **Leveraging Uncommon Partnerships to Expand & Promote CPS Programs**

### Monday • 9:00am - 10:30am

217D

Don't work harder, work smarter! Broaden your child passenger safety program's reach through partnerships that promote resource sharing, making it easier for multiple audiences to access your services. Atypical, real-world child passenger safety program partnerships and their impact will be showcased. (Community Education Credit)

### Moderator:

Brian Jones, Deputy Regional Administrator, Region 6, NHTSA, Fort Worth, TX

### Speakers:

**Rachel Charney, MD,** Associate Professor of Pediatric Emergency Medicine & Medical Director of Director Preparedness, Saint Louis University & SSM Cardinal Glennon Children's Hospital, Saint Louis, MO

**Capt. Randy Chhabra, CPST-I,** Paramedic, Austin-Travis County EMS, Austin, TX **Patrick Hoye,** Bureau Chief, Governor's Traffic Safety Bureau, Department of Public Safety, Des Moines, IA

10:30am - 10:45am Break





Look for Lifesavers Planning Committee members wearing a Lifesavers lapel pin. The list of committee members can be found on page 1.



### **Tweet with Us!**

Lifesavers Planning Committee members will be tweeting throughout the conference. Join in the conversation by using the hashtag #Lifesavers2018.

### 10:45ам - 12:15рм

### 5th WORKSHOP SESSION

© Communications © Aging Drivers © Criminal Justice/Law Enforcement

Impaired Driving Teen Traffic Safety

# Beyond *Just Say No*: Crafting Effective Drugged Driving Campaigns

### Monday · 10:45am - 12:15pm

205

Drug-impaired driving is on the rise, and with it the need to develop messaging to address this dangerous behavior. However, the list of substances that contribute to drug-impaired driving is long, user profiles are diverse and there's no single message that will work in all circumstances. Explore research examining public awareness and attitudes about this growing problem, as well as the messaging being developed to combat driving under the influence of prescription drugs, marijuana-impaired driving and opioid abuse.

### Moderator/Speaker:

**Sue Gorcowski, MA,** Associate Administrator Office of Communications & Consumer Information, NHTSA, Washington, DC

### Speakers:

**Sam Cole, MPA,** Traffic Safety Communications Manager, CO DOT, Denver, CO **David Ocamb, MA,** Account Planner, GDC Marketing and Ideation, San Antonio, TX **Franklin Garcia**, Director, Traffic Safety Division, NM DOT, Santa Fe, NM

# Distracted Driving Pedestrian/Bicycle Safety Teen Traffic Safety

# **Examining & Implementing Effective Evidence-Based Strategies to Reduce Distracted Driving**

### Monday · 10:45am - 12:15pm 20

Many injury prevention programs are designed based on assumptions rather than proven behavior change theories or implemented with little evidence of effectiveness. The Injury Prevention Committee of the Texas Governor's EMS & Trauma Advisory Council conducted an extensive literature review of distracted driving prevention programs and ranked intervention strategies based on their effectiveness in preventing injuries and deaths caused by distracted driving. They'll share what they learned to help you develop and implement a program that not only makes the best use of your resources, but truly works.

### Moderator/Speaker:

**Shelli Stephens-Stidham, MPA**, Director, Community Health Impact, Parkland Health & Hospital System, Dallas, TX

### Speakers:

Cara Hamann, PhD, MPH, Faculty Associate, Injury Prevention Research Center, University of IA, Iowa City, IA

**Belinda Hernandez, PhD,** Assistant Professor, Health Science Center, Houston School of Public Health, University of TX, San Antonio, TX

**Stewart Williams, CPST-1,** Injury Prevention Manager, Dell Children's Medical Center, Austin, TX

( Impaired Driving ( Criminal Justice/Law Enforcement

**(b)** Evolving Safety Priorities & Solutions

### **New & Proven Approaches to Address Repeat DUIs**

### Monday · 10:45am - 12:15pm

207

Motor vehicle crashes are the leading cause of death for veterans, especially in the first few years after returning home, and the problem is increasing among young veterans. Explore how judges are merging Veterans Courts and DWI Courts to reduce impaired driving among veterans. Learn how some Canadian jurisdictions are using short-term vehicle impoundment to reduce recidivism. Take a fresh look at using the proven tools of screening, assessment, pre-trial actions, and court supervision to deal with repeat DUI offenders.

### Moderator:

Melissa Fitzgerald, Director, Advancing Justice Initiative of National Association of Drug Court Professionals, Alexandria, VA

### **Speakers:**

Heather French-Henry, Deputy Commissioner, KY Department of Veterans Affairs, Louisville, KY

Hon. John Kennedy, JD, Judge (Ret.), Region 2, Judicial Outreach Liaison ABA/NHTSA, York, PA

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







### **EMS & TIMS: Setting the Scene for Saving Lives**

### Monday · 10:45am - 12:15pm

A roadway crash scene is one of the most dangerous places for first responders. Join with emergency medical service and traffic incident management system experts to discuss strategies for improving crash scene safety through effective communication, mitigating backups and secondary crashes, and training roadway maintenance operations personnel how to safely participate in traffic incident management.

Joseph Schmider, EMT, State EMS Director, TX Department of State Health Services, Austin, TX

### Speakers:

Dave Bergner, MA, PWLF, Principal, Monte Vista Associates, LLC, Mesa, AZ Eric Buchanan, MPA, Traffic Safety Unit Sergeant, Apex Police Department, Apex, NC Cory Skoczen, Safety Services Manager, OH Turnpike & Infrastructure Commission,



Motorcycle Safety (5) Criminal Justice/Law Enforcement (1) Engineering



### **Comprehensive Motorcycle Safety Programs: How Does Your State Stack Up?**

### Monday · 10:45am - 12:15pm

213

All states develop and implement a comprehensive highway safety program, reflective of their demographics, crash and other pertinent trends, to reduce traffic crashes, fatalities, and injuries on public roads. What should those plans address when it comes to motorcycle safety? The NHTSA Highway Safety Program Guideline No. 3, Motorcycle Safety, which describes the components a state should include in their efforts to comprehensively address motorcycle safety and the criteria that each program component should meet, was recently updated. Learn what has changed since the quideline was first released more than a decade ago, what's included in NHTSA's 5-year motorcycle safety plan, and hear from two states that have developed and are implementing 5-year motorcycle safety strategic plans.

### Moderator:

Lorrie Laing, Principal / Director, National Transportation Safety Practice, Cambridge Systematics, Columbus, OH

### Speakers:

Jeremy Gunderson, Highway Safety Specialist, NHTSA, Washington, DC

Chan-Young Lee, PhD, AICP, PTP, Program Director, Center for Urban Transportation Research at University of South FL, Tampa, FL

Mike Manser, PhD, Human Factors Program Manager, TX A&M Transportation Institute, Austin, TX



**Visit Exhibit Hall 4B for complimentary** refreshment breaks.

Adult Occupant Protection/Vehicle Technology

(Criminal Justice/Law Enforcement) (Distracted Driving

### Driver Distraction, It's Happening **Inside Patrol Vehicles, Too**

### Monday · 10:45am - 12:15pm

214A

Today's patrol vehicles are equipped with an array of technology from multiple radio systems, mobile data terminals, cameras, and license plate readers, to LIDAR, RADAR, personal and agency cell phones, and more. Law enforcement agencies are grappling with how to mitigate driver distractions within patrol vehicles and, at the same time, leverage this technology to maximize officer effectiveness. Learn how law enforcement policies on officer use of in-vehicle technology are evolving and about training now available in Texas to better prepare officers to use this technology safely.

### Moderator:

Richard Miller, Senior Traffic Safety Consultant, M. Davis & Company, Inc., Broomfield, CO

### Speakers:

Garry Parker, Law Enforcement Liaison, Texas Municipal Police Association, Austin, TX Wil Price, Highway Safety Specialist, National Center for Statistics & Analysis, Office of Data Acquisition, NHTSA, Washington, DC

Chief Leland Strickland, Deputy Chief, Arlington Police Department, Arlington, TX

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# Clearing the Haze! Drug Indicators,

### **Impairment & Concealment** Monday · 10:45am - 12:15pm

214BC

During this don't miss session, the Tall Cop will break down reoccurring and newer drug and impairment trends from vapes, and stash compartments, to clothing references and popular street drugs. He'll also address drug lacing including opioids and the dangers laced street drugs pose to ALL first responders.

### Moderator:

Chris Daniels, Traffic Safety Resource Prosecutor, IN Prosecuting Attorneys Council, Indianapolis, IN

### Speaker:

Jermaine Galloway, Owner/Trainer, Tall Cop Says Stop, Boise, ID

(a) Evolving Safety Priorities & Solutions (b) Criminal Justice/Law Enforcement

( Impaired Driving

### .05% BAC: Adopting a Global Solution to Combat Drunk Driving

### Monday · 10:45am - 12:15pm

214D

We've made tremendous progress in reducing drunk driving fatalities. However, those gains have slowed, if not stalled over the past decade and alcohol impaired driving continues to be a factor in one third of all traffic fatalities. Approximately 100 countries have lowered their blood alcohol concentration (BAC) standard to .05% BAC or lower, resulting in a reduction in alcohol-related crashes and fatalities. In the U.S., no state had employed this strategy until Utah adopted a .05% BAC last year. Will a lower BAC standard coupled with all-offender ignition interlock device law help in the state's efforts to combat a leading cause of traffic deaths? Join in a spirited discussion of Utah's new law, what research tells us, and why .05% BAC is a valuable tool in the fight to eliminate drunk driving fatalities.

### Moderator/Speaker:

James Fell, MS, Principal Research Scientist, National Opinion Research Center, The University of Chicago, Bethesda, MD

### Speakers:

Bella Dinh-Zarr, PhD, MPH, Member, National Transportation Safety Board, Washington, DC

Tyson Skeen, Traffic Safety Resource Prosecutor, UT Prosecution Council, Murray, UT Rep. Norm Thurston, PhD, UT House of Representatives, Provo, UT



### Vacation Travel Risks & What Parents Need to Know (CEU 1.5)

### Monday · 10:45am - 12:15pm

217A

Family vacation may mean trading the car, van or SUV for a recreational vehicle (RV), using public transportation or hopping on a plane. Explore challenges parents face when on vacation and what they need to know to safely transport their precious cargo in on-demand rideshare vehicles such as Uber and Lyft, and when traveling by plane, or in RVs.

### **Moderator:**

**Thelma Kuska, BSN, RN, CPST-I, CEN, FAEN,** 2014-2016 Member, National Child Passenger Safety Board, Palos Heights, IL

### Speakers:

**Laura Barowski,** Assistant Researcher, TX A&M Transportation Institute, College Station, TX

**Catherine Burnett,** Aviation Safety Inspector, Federal Aviation Administration, Washington, DC

James DeCarli, PhD, MPH, MPA, MCHES, CPST, CEO/Injury & Neuroepidemiologist, Pro Consumer Safety, Los Angeles, CA



# Does Technology Help or Hinder Bike & Pedestrian Safety?

### Monday · 10:45am - 12:15pm

2171

Innovations in technology are fundamentally re-shaping the way we drive and plan for transportation safety and mobility. What does this mean for non-motorized road users; will it result in fewer collisions with motor vehicles or actually exacerbate the problem? This session will review current and emerging automated and connected vehicle technology and explore their potential positive and negative ramifications for pedestrians and bicyclists.

### Moderator/Speaker:

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

### Speakers:

**Eric Thorn, PhD,** Manager R&D, Southwest Research Institute, San Antonio, TX **Shawn Turner,** Senior Research Engineer & Division Head, TX A&M Transportation Institute, College Station, TX



**(iii)** Evolving Safety Priorities & Solutions

### **Sleepy, Speeding & Not Using Seat Belts**

### Monday · 10:45am - 12:15pm

217

This interactive, youth-centered session will showcase peer-to-peer programs that address drowsy driving, speeding and restraint use. The speakers will facilitate mini-versions of their programs with the audience (you will serve as the speaker's peer) to illustrate how to deliver teen risk factor content and engage with young people. The moderator will then invite the audience to question the speakers about program development, delivery content, and more to help them develop or improve their own youth programs. Don't miss this opportunity to learn from teens and their champions – the audience you're trying to reach!

### Moderator:

**Bailey Bindle,** SADD National College Advisory Council, SADD (Students Against Destructive Decisions), Brownville, NE

### Speakers:

**Felicity DeBacco Erni, M.Ed,** Project Director, PA SADD State Coordinator, PA DUI Association, Harrisburg, PA

**Russell Henk, PE,** Program Manager, Youth Transportation Safety Program, TX A&M Transportation Institute, San Antonio, TX

### ( Occupant Protection for Children

### **Tethers: Free, Available & Unused (CEU 1.5)**

### Monday · 10:45am - 12:15pm

217D

Tethers on forward facing car seats reduce head excursion and add significant protection in crashes for children riding forward-facing. So why, almost 20 years after becoming standard equipment in passenger vehicles, are tethers used by only half of parents to secure their forward-facing children in car seats? Join in a discussion examining what parents believe about tethers, what it will take to ensure they recognize that tether use is critical for correct installation, and research being conducted to better understand this underutilized tool.

### Moderator

Lorrie Walker, MS, Training & Technical Advisor, Safe Kids Worldwide, Washington, DC

### Speakers:

**Terry Emerson, CPST,** Child Passenger Safety Board Member, Director of Quality Assurance, Dorel, Columbus, IN

**Jennifer Pelky, CPST,** Senior Engineer, Interior Safety & Crashworthiness, Toyota Motor North America, Saline, MI

Paula Raymond, MA, Senior Associate Scientist, Toxcel, LLC, Gainesville, VA

### Public Service Awards Luncheon 12:30pm - 2:00pm

Hemisfair Ballroom





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

### Emcee

**Lee Axdahl**, Treasurer, Governors Highway Safety Association & Director, South Dakota Office of Highway Safety, Pierre, SD

### **Remarks and Award Presentations**

**Jack Danielson,** Executive Director, National Highway Traffic Safety Administration, Washington, DC

### **Award Citations**

**Brian Barnard,** Director, Governmental Affairs, Policy and Strategic Planning, National Highway Traffic Safety Administration, Washington, DC



Contact information for moderators and speakers is provided on the preconference attendee list, emailed to you in advance of Lifesavers.



Rate the speakers in each workshop session using the Lifesavers mobile app.

# M O N

### **6TH WORKSHOP SESSION**



### **Pay Attention! Limiting In-Vehicle Distractions**

### Monday · 2:15pm - 3:45pm

206

Cell phones aren't the only technology distracting drivers. In-vehicle infotainment systems that use audio/video interfaces, touchscreens, keypads and other devices to deliver entertainment and information are taking driver's attention away from the road as well. Learn about a new infotainment rating system developed by tracking drivers' visual scanning patterns moments before near-crashes and crashes. Delve into the findings of a study that examines how age significantly affects how well a driver can manage the demands associated with using voice and visual-manual interfaces to make calls.

### Moderator/Speaker:

lan Reagan, PhD, Senior Research Scientist, Insurance Institute for Highway Safety, Arlington, VA

### Speakers:

**Paul Atchley, PhD,** Dean of Undergraduate Studies, Professor of Psychology, University of South Florida, Tampa, FL

**William Horrey, PhD,** Traffic Research Group Leader, AAA Foundation for Traffic Safety, Washington, DC

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

(S) Impaired Driving (D) Criminal Justice/Law Enforcement (S) Engineering

# Recreating the Unknown: Impaired Driving Crash Investigation & Reconstruction

### Monday · 2:15pm - 3:45pm

20

Take an in-depth look at major fatal highway crash investigations involving alcohol or drug impairment, including a tractor-trailer crossover collision with a bus in Oklahoma, a tractor-trailer work zone crash in Tennessee, and a crash involving nine bicyclists in Michigan. Learn how investigators gather evidence to determine the role played by alcohol and/or drugs, including synthetic cannabinoids; the specific impairing substances involved; and the relative contribution of fatigue and substance impairment.

### Moderator:

Leah Walton, Safety Advocate, National Transportation Safety Board, Washington, DC

### Speakers

**Kenneth Bragg,** Senior Investigator, National Transportation Safety Board, Washington, DC

**Dennis Collins,** Senior Accident Investigator, National Transportation Safety Board, Washington, DC

Frank Sloup, MS, Deputy Sheriff, Pinal County Sheriff's Office, Glendale, AZ

### **Deliver Motorcycle Safety Messages that Get Results**

### Monday · 2:15pm - 3:45pm

21

Today's media allows you to share information, ideas, and personal messages with the masses or to a targeted, even micro-targeted, audience. Learn how states partnered with NHTSA Region 8 to use a #Safe2Sturgis hash tag to raise awareness of motorcycle safety and engage with motorcyclists traveling to the annual Sturgis motorcycle rally; and how a local project uses paid digital and social media, and email outreach to improve awareness of sobriety checkpoints in high-motorcycle-crash locations. Successful strategies that provide simple, low-cost ways to include motorcycle safety in other traffic safety partner initiatives including law enforcement and driver education programs will also be discussed.

### **Moderator:**

Lee Axdahl, Director, SD Office of Highway Safety, Pierre, SD

### Speakers:

**Sunshine Beer,** Director, ID STAR Motorcycle Safety Program, Boise, ID

**Alan Scott McKnight,** Program Director, Pacific Institute for Research & Evaluation, Calverton, MD

**Laura Sonderup,** Managing Director & Senior Strategist, Heinrich Marketing, Inc., Denver, CO

© Pedestrian/Bicycle Safety © Communications

### **Using Data to Address Distracted Walking**

### Monday · 2:15pm - 3:45pm

214A

Injuries resulting from distracted walking are becoming so common, that the National Safety Council added them to its annual injury statistics report in 2015. Learn how to quantify the extent of the problem in your community and take action by conducting a pedestrian observational survey and implement public policy initiatives. Examine how one community used distracted walking data to move away from an outdated, ineffective program to one that is not only impactful, but also fosters relationships with major donors.

### Moderator/Speaker:

**Kristie Johnson, PhD,** Research Psychologist, Office of Behavioral Safety Research, NHTSA, Washington, DC

### Speakers:

**Marisa Auguste, MS,** Behavioral Analyst, CT Transportation Safety Research Center, Storrs, CT

**Anthony Green,** Director, Public Policy, Safe Kids Worldwide, Washington, DC **Sha Mamun, PhD,** Statistical Analyst, CTTransportation Safety Research Center, Storrs. CT

**Lee Penny, MHA,** Manager, Safe Kids Upstate, The Bradshaw Institute for Community Child Health & Advocacy, Greenville, SC

© Criminal Justice/Law Enforcement

# DDACTS: A Business Model that Works to Reduce Crashes & Social Harm

### Monday · 2:15pm - 3:45pm

214B0

Has your law enforcement agency adopted the Data Driven Approaches to Crime and Traffic Safety or DDACTS business model? Learn how the International Association of Directors of Law Enforcement Standards and Training (IADLEST) and the Texas Department of Transportation are leveraging this proven business model to reduce not only crime, but also crashes through a renewed and focused emphasis on traffic enforcement. Explore how law enforcement agencies in the Texas cities of Allen and Cleburn are using DDACTS to spark 18.6% and 13% reductions, respectively, in crashes.

### **Moderator:**

**Tiffany Watson, Esq.,** Staff Attorney, National District Attorneys Association, Arlington, VA

### Speakers:

**Commander (Ret.) Daniel Howard, MA CPM,** Texas-DDACTS, Project Manager, International Association of Directors of Law Enforcement Standards & Training, Riverton, NJ

Larry Krantz, Police Traffic Services Program Manager, TX DOT, Austin, TX

Garry Parker, Law Enforcement Liaison, Texas Municipal Police Association,
Austin. TX



Water stations are located in the hallways outside the workshop rooms and in the exhibit hall.

# WORKSHOPS AT A GLANCE

	205	206	207	207 212 213		Sun/Mon: 214A Tues: 210	
SUNDAY Session 1 10:30am-12pm	COM Nuts & Bolts of Building Powerful Partnerships	<b>DD</b> Mining Driver Survey Data	ID Impaired Driving Enforcement Saves Lives	PBS Using Data to Solve Bike/Ped Safety Problems	MS Leveraging Research for Motorcyclist Safety	AOP/VT Automated Vehicle Technologies	
<b>Session 2</b> 1:30pm-3:00pm	COM Innovative Campaigns that Prompt Action	DD Tapping into Teens to Prevent Distracted Driving	ID New Research to Combat Impaired Driving	<b>AD</b> Building Effective Aging Driver Intervention		<b>ESPS</b> Wrong-Way Driving: Why Does It Happen?	
<b>Session 3</b> (One Hour) <b>4:00pm-5:00pm</b>	<b>COM</b> Messaging in a New Era	DD Biology Driving Our Urge to Text, Talk Behind the Wheel	ID  Making Progress in Eliminating Impaired Driving	<b>ID</b> Victim Impact Panel		<b>CJ/LE</b> Below 100	
Session 4 9:00am-10:30am	Mobilizing to Combat Distracted Driving	<b>COM</b> Virtual Policing: Law Enforcement & Social Media	Best Practice E-Warrant Systems for DUI & DUID	Using State Task Forces for Impaired Driving Systems	AD Improving Aging Driver Safety & Mobility	AOP/VT Strategies for Occupant Protection Program	
<b>Session 5</b> 10:45am-12:15pm	COM Beyond Just Say No: Crafting Drugged Driving Campaigns	Evidence-Based Strategies to Reduce Distracted Driving	ID New Approaches to Address Repeat DUIs	ESPS EMS & TIMS: Setting the Scene for Saving Lives	MS Comprehensive Motorcycle Safety Programs	AOP/VT Driver Distraction, It's Happening Inside Patrol Vehicles	
Session 6 2:15pm-3:45pm		<b>DD</b> Pay Attention! Limiting In-Vehicle Distractions	ID Crash Investigation & Reconstruction		MS Motorcycle Safety Messages that Get Results	<b>PBS</b> Using Data to Address Distracted Walking	
Session 7 9:00am-10:30am	COM Communicating with Diverse Communities	Employee Programs to Reduce Distracted Driving	Training/Technical Assistance for Ignition Interlock Programs	<b>TN</b> Distracted Driving Among Teens, Data & Solutions	AOP/VT Solutions for Occupant Protection in Rural Areas	<b>PBS</b> Protecting Children on Their Way to/from School	
<b>Session 8</b> 10:45am-12:15pm	ESPS Achieving Zero, A Plan for Success	Cutting Edge Distracted Driving Enforcement Efforts	ID Meet the Challenge when Marijuana Is Legalized	<b>TN</b> Latest Buzz on Teen Impaired Driving Trends/ Programs	AOP/VT Belts, Speeding, Distraction: Can Vehicle Technologies Help?	<b>PBS</b> Cops in the Crosswalk	

214BC	214D	217A	217B	217C	217D	
OPC CPS & Vehicle Manufacturers (Round 1) (CEU 1.5)	ESPS Fast & Furious Won't Get Us to Zero	<b>CJ/LE</b> DUI Silver Bullets	<b>ID</b> Bringing Rideshare to an Area Near You	<b>TN</b> Are They Really Ready for a Driver License?	AD Real World Solutions for Aging Drivers	Sunday 4:00pm-5:00pm Safe & Walkable San Antonio
OPC CPS & Vehicle Manufacturers (Round 2) (CEU 1.5)	<b>CJ/LE</b> After Conviction: Reducing Drunk Driver Recidivism	<b>CJ/LE</b> Tactics in Traffic: Smarter, Safer Traffic Stops	<b>PBS</b> Vision Zero: Moving from Vision to Action	AOP/VT Law Enforcement Initiatives to Increase Seat Belt Use	<b>TN</b> Brag, Borrow, Steal: Programs for Teen Traffic Safety	Meet in Registration Area  ••••  A Happy Hour – New Traffic Safety Research
OPC Forgetting Children in Cars: Why Does It Happen?	ESPS Automated Commercial Motor Vehicles	<b>TN</b> Protecting Young Drivers: Latest in Legislation	<b>ESPS</b> Not-in-Traffic Crashes: Is Data Telling the Full Story?			(Posters) Exhibit Hall  Track Key:
<b>CJ/LE</b> Concentrates, Waxes, Oils & Trends	ESPS Automated Vehicles: Where Are the Blind Spots?	<b>TN</b> Power of Parental Involvement	<b>PBS</b> Building Support for Bike/Ped Safety	<b>OPC</b> Building Bridges into Diverse & Underserved Communities	<b>OPC</b> Leveraging Partnerships for CPS Programs	Adult Occupant Protection/Vehicle Technology  AD Aging Drivers  COM
<b>CJ/LE</b> Clearing the Haze! Drug Indicators, Impairment & More	ESPS .05% BAC: Adopting a Global Solution for Drunk Driving	OPC Vacation Travel Risks (CEU 1.5)	<b>PBS</b> Does Technology Help or Hinder Bike/Ped Safety?	<b>TN</b> Sleepy, Speeding & Not Using Seat Belts	OPC Tethers: Free, Available & Unused (CEU 1.5)	Communications  CJ/LE  Criminal Justice/ Law Enforcement  DD
CL/E DDACTS: A Model to Reduce Crashes & Social Harm	<b>ESPS</b> Asleep at the Wheel: Understanding Drowsy Driving	<b>TN</b> Country Road, Take Me Home: Teen Rural Driving Risks	AD Understanding Conditions Impacting Aging Drivers	AOP/VT Tactics for Nighttime Seat Belt Enforcement	OPC New Technology? Yes, Please! (CEU 1)	Distracted Driving  ESPS Evolving Safety Priorities & Solutions  ID Impaired Driving
		<b>CJ/LE</b> Anticipating & Combating Marijuana Impairment Defenses	<b>CJ/LE</b> Road Wise: Training for the Zero Injury Culture	<b>ESPS</b> A Public Health Approach to Traffic Safety	<b>OPC</b> No PhD Needed to Evaluate Your Program!	MS Motorcycle Safety  OPC Occupant Protection for Children  PBS
		OPC School Bus Transportation (CEU 1)	<b>CJ/LE</b> Law Enforcement Partnership Forums	<b>CL/LE</b> Operation Southern Shield: Combating Speeding Fatalities	OPC Car Seat Laws, Best Practice & Instructions (CEU 1)	Pedestrian/ Bicycle Safety TN Teen Traffic Safety



# Asleep at the Wheel - Understanding & Preventing Drowsy Driving

### Monday · 2:15pm - 3:45pm

214D

Ask any driver if he's ever driven when tired and the answer is likely a resounding YES! According to a new AAA study, the percentage of crashes involving drowsiness is nearly eight times higher than federal estimates indicate. Just like drunk, drugged and distracted driving, drowsy driving is impaired driving that merits our attention. Drowsy driving is particularly acute for young drivers; law enforcement, health care and shift workers; truck drivers; and even new parents. Join with representatives from the medical, research and advocacy communities for an in-depth discussion about the science of sleep and its impact on driving, the medical conditions affecting sleep, policy approaches to preventing drowsy driving, and practical steps you can take and share with others to ensure a good night's sleep and safe driving.

### Moderator:

Indira Gurubhagavatula, MD, MPH, Associate Professor of Medicine, Division of Sleep Medicine, Perelman School of Medicine, University of PA Medical Center, Philadelphia, PA

### Speakers:

**Binal Kancherla, MD,** Pediatric Pulmonologist, Baylor College of Medicine, Houston,

**Shannon Sullivan, MD,** Clinical Associate Professor, Stanford University, Redwood City, CA



### Country Road, Take Me Home: Addressing Rural Driving Risks for Teens

### Monday · 2:15pm - 3:45pm

217A

The dangers facing rural teen drivers are unique: different roadways, limited alternatives, and often a different culture. "Backroads" are often the most likely scenes for a teen crash. This session will focus on promising practices, programs, and resources that are available to teen leaders and their adult support networks who find themselves in rural communities. Participants will leave with a greater understanding of adult/youth partnerships and programmatic resources available, as the country roads take them home.

### Moderator/Speaker:

Audrey Allums, Grants Bureau Chief, MT DOT, Helena, MT

### Speakers:

Maggie Culp, VP, Public Relations, Maumelle High School, Family, Career and Community Leaders of America, North Little Rock, AR

**Ashley Turner,** VP, Public Relations, Family, Career & Community Leaders of America, Inc., Reston, VA

**Sommer Wilmeth,** Student Leadership Council (SLC), SADD, Moorhead, MN

**Sgt. Jeffery Sgro,** School Resource Officer (SRO), South Fayette Twp. School District; President, PA Association of SROs, Morgan, PA



# Working Together to Understand & Address Conditions Impacting Aging Drivers

### Monday · 2:15pm - 3:45pm

217

Staying active and connected with friends, family and neighbors can promote healthy aging, but functional impairments, medical conditions and medications can impact an individual's performance behind the wheel resulting in unsafe driving. Keeping aging adults mobile, while ensuring they and others on the road are safe is a balancing act that depends on the efforts of a broad range of stakeholders. A panel of experts will discuss current older driver and medical review practices; licensing policies; the role of DMV's and law enforcement; and the value of shared resources, including a review of the Clearinghouse for Older Road User Safety (ChORUS) and how it provides solutions to keep aging drivers safe.

### Moderator/Speaker:

**Kim Snook**, Director, Office of Driver Services, Iowa DOT (Ret.) Consultant, TransAnalytics Health & Safety Services, LLC, Maquoketa, IA

### Speakers:

**Debra Carney**, Driver Fitness Officer, Driver & Identification Services, IA DOT, Ankeny, IA **Anne Dickerson**, **PhD**, **OTR/L**, **SCDCM**, **FAOTA**, Professor, East Carolina University, Greenville, NC

**Ike Iketani**, Assistant Chief (Ret.), Consultant, Training, Research & Education for Driving Safety, University of CA, San Diego, Woodland, CA

**Elin Schold-Davis, OTR/L,** CDRS, Coordinator, Older Driver Institute, American Occupational Therapy Association, Edina, MN

Adult Occupant Protection/Vehicle Technology

(iii) Criminal Justice/Law Enforcement

# Proven Tactics for Conducting Effective Nighttime Seat Belt Enforcement

### Monday · 2:15pm - 3:45pm

217C

Law enforcement's attention on occupant protection shouldn't be limited to daytime hours since half of all traffic crashes happen between 6:00pm and 6:00am, and more than 50% of motor vehicle occupants killed during those hours are unrestrained. But what does it take to conduct effective nighttime seat belt enforcement? Review the findings of recently completed nighttime seat belt enforcement programs that include a primer on how to set up, conduct, and evaluate these efforts.

### Moderator:

Brian Jones, Deputy Regional Administrator, Region 6, NHTSA, Fort Worth, TX

### Speakers

**Capt. Tom Didone,** Director, Traffic Division, Montgomery County (MD) Police Department, Gaithersburg, MD

**Katie Womack,** Senior Research Scientist, TX A&M Transportation Institute, College Station, TX

**Richard Miller,** Senior Traffic Safety Consultant, M. Davis & Company, Inc., Broomfield, CO

### **Occupant Protection for Children**

### New Technology? Yes, Please! (CEU 1)

### Monday · 2:15pm - 3:45pm

217D

Car seat manufacturers continually add features to improve their products' crashworthiness and ease of use. Take a deep dive into how several technologies work and the impact they're having on the ever-changing car seat landscape. Also explore the pros and cons of using an electronic checklist in the field including findings from recent events.

### Moderator:

**Carina Ortiz,** Community Relations Specialist, Bakersfield Police Department, Bakersfield, CA

### Speakers:

Daniel Dias, CPST-I, Brand Ambassador & Trade Show Manager, Dorel Juvenile, Charlotte, NC

**Sarah Haverstick, CPST-I,** Safety Advocate, Goodbaby International, Miamisburg, OH **Holly Terry, BS, CPST-I,** Program Manager, University of AR for Medical Sciences, Little Rock, AR

# Complimentary Refreshments and Networking



3:45pm - 4:30pm Exhibit Hall 4B

### 4:30pm

**Exhibitor Move out** 

# **TUESDAY • APRIL 24**

### **Coffee Break**

8:30am - 9:00am

**Meeting Level** (outside workshop rooms)

### **Registration Open**

8:30am - 1:00pm West Registration

### 9:00am - 10:30am

### 7th WORKSHOP SESSION

### All Tracks

### **Communicating Effectively with Diverse Communities**

### Tuesday · 9:00am - 10:30am

20

While it is possible to translate traffic safety campaigns into different languages or change the actors to represent different races or ethnicities, it doesn't guarantee your message will reach your target audience. Talking to diverse groups about traffic safety presents challenges, but also opportunities. Panelists representing both Tribal and Hispanic communities will explore cultural differences in developing effective traffic safety campaigns; when, where and how to communicate with different constituent groups; and when it's a good idea to bring in the experts.

### Moderator:

**Laura Sonderup,** Managing Director & Senior Strategist, Heinrich Marketing, Inc., Denver, CO

### Speakers:

Cody Beers, Senior Public Relations Specialist, WY DOT, Riverton, WY

**Howard Brown,** Director, WRIC Department of Transportation, Shoshone & Arapaho Tribes Wind River Inter-Tribal Council DOT, Arapahoe, WY

Victoria Mendoza, Language Supervisor, Heinrich Marketing, Denver, CO Matt Sonderup, Account Executive, Heinrich Marketing, Inc., Denver, CO

### (C) All Tracks

# Promising Employee Programs to Reduce Distracted Driving (& other Road Safety Issues) On & Off the Job

### Tuesday · 9:00am - 10:30am 2

Employers are a grossly underutilized partner in addressing traffic safety. Partnering with companies to adopt and enforce strong policies, provide educational programming and incentivize employees is an important strategy for changing driving behavior. Focusing on all employees - not just fleet drivers - and encouraging safety practices both on and off the job are essential for creating a culture of safety. An employee programs manager, an insurance industry representative and an employer, will share insights and best practices for partnering with businesses to help them develop a comprehensive initiative to address distracted driving and other traffic safety problems. Learn what tools are available to help a company start a traffic safety program, what distracted driving controls insurance companies expect business to put in place, and how to address the common excuses or challenges a company may have for not adopting traffic safety policies and procedures. The panelists will also discuss the consequences of distracted driving claims, what losses may not be covered by insurance, whether cell phone bans reduce productivity and many other employer-related issues.

### Moderator:

Janet Brooking, Executive Director, DRIVE SMART Virginia, Richmond, VA

### Speakers

**Lisa Robinson,** Senior Program Manager, Employer Traffic Safety Programs, National Safety Council, Ponca City, OK

**Rob Stiles, CSP, ABCP,** Senior Vice President, Marsh & McLennan Agency, Richmond, VA

Phil Wilson, Vice President / General Manager, Columbia Gas of Virginia, Chester, VA

### ( Impaired Driving ( Criminal Justice/Law Enforcement

# New Training & Technical Assistance to Support Ignition Interlock Programs

### Tuesday • 9:00am - 10:30am

20

Learn about the newest, evidence-based tools for strengthening your state's alcohol ignition interlock program, including NHTSA's newly-released online training for law enforcement personnel; a Texas Department of Transportation-sponsored training program for law enforcement and probation officers, prosecutors, and judges; and the Traffic Injury Research Foundation's DWI Dashboard tool.

### Moderator/Speaker:

**Jennifer Huebner Davidson,** Highway Safety Specialist, Impaired Driving Division, NHTSA, Washington, DC

### Speakers:

**Jena Prescott, MPSA**, Associate Transportation Researcher, TX A&M Transportation Institute, College Station, TX

**Robyn Robertson, MCA,** President & CEO, Traffic Injury Research Foundation, Ottawa, ON, Canada



# Distracted Driving Among Teens, Latest Data & Solutions

### Tuesday • 9:00am - 10:30am

212

Teen drivers 15 to 19 years of age are overly represented in fatal crashes involving distraction, according to NHTSA. But how much do you really know about the problem and how can you best address it? First, review the findings of a Centers for Disease Control & Prevention study of texting while driving among U.S. high school students in 35 states using data from the Youth Risk Behavior Surveillance System. Then examine the findings of Virginia Tech research on the effects of secondary task engagement on novice adolescent's driving performance and crash risk. Discover how an incentive-based app that rewards drivers for undistracted miles driven is working based on evaluation conducted by Texas A&M. Finally, learn about rollout of the ImpactTeen Driving program in Texas and how it's working in other states to educate and mobilize teens.

### Moderator:

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

### Speakers:

**Kelly Browning, PhD,** Executive Director, Impact Teen Drivers, Sacramento, CA **Russell Henk, PE,** Program Manager, Youth Transportation Safety Program, TX A&M Transportation Institute, San Antonio, TX

Charlie Klauer, PhD, Lead, Teen Risk & Injury Prevention Group, VA Tech Transportation Institute, Blacksburg, VA

**Motao Zhu, MD, MS, PhD,** Associate Professor, Nationwide Children's Hospital, OH State University, Columbus, OH



**Engineering Icon** - indicates a workshop with engineering content. Appropriate for all attendees.

Adult Occupant Protection/Vehicle Technology



# Finding Solutions for Addressing Occupant Protection in Rural Areas

### Tuesday · 9:00am - 10:30am

One in five Americans live in a rural area, but they account for more than half of all traffic crash fatalities. Rural residents exhibit lower seat belt use rates than their urban counterparts resulting in a high percentage of unrestrained fatalities. Learn about the latest research on low belt use in rural areas. Hear about two statewide programs targeting low belt use in rural areas and what law enforcement liaisons can do to encourage traffic safety in rural areas.

### Moderator:

Neil Chaudhary, PhD, CEO, Preusser Research Group, Trumbull, CT

### Speakers:

**Laurie Beck, MPH,** Epidemiologist, Centers for Disease Control & Prevention, Atlanta, GA

**Patrick Hoye,** Bureau Chief, Governor's Traffic Safety Bureau, Department of Public Safety, Des Moines, IA

**Norraine Wingfield, BA, CPST-I,** Director of Traffic Safety, KS Traffic Safety Resource Office, Topeka, KS

Pedestrian/Bicycle Safety Communications

@ Occupant Protection for Children 🔕 Engineering

### **Protecting Children on Their Way to & from School**

### Tuesday · 9:00am - 10:30am

Ensuring a safe and healthy route to school for all children is the goal of the Child Health Initiative. A panel of experts will present the initiative and share domestic and global best practices, including urban street designs that prioritize safety where children live, learn and play. They will highlight strategies that increase safety while also providing access to healthier and sustainable modes of transport, and what advocates can do to help protect children on our roads.

### Moderator/Speaker:

Natalie Draisin, Director, North American Office & United Nations Representative, FIA Foundation, Arlington, VA

### Speakers:

**Anna Bray,** Transportation Associate, World Resources Institute Ross Center, Washington, DC

Torine Creppy, President, Safe Kids Worldwide, Washington, DC

Melinda Hanson, MUP, Deputy Director, Global Designing Cities Initiative, NACTO-GDCI. New York, NY

**Michael Kodransky,** Director of Global & U.S. Initiatives, Institute for Transportation & Development Policy ITDP), New York, NY

Nancy Pullen-Seufert, MPH, Director, National Center for Safe Routes to School, UNC Highway Safety Research Center, Chapel Hill, NC

### Anticipating & Combating Marijuana Impairment Defenses

### Tuesday • 9:00am - 10:30am

217

Current defenses in some cannabis-related cases involve the validation of Standardized Field Sobriety Tests (SFSTs), toxicology and psychosis, making it harder for prosecutors to get SFSTs admitted. Experts will share practical tips and knowledge to help law enforcement officials recognize the cues of marijuana impairment and investigate these cases, as well as how to anticipate and combat the legal defenses in court including best practices for providing officer testimony.

### Moderator:

**Tom Kimball, JD,** Director, National Traffic Law Center, National District Attorneys Association, Arlington, VA

### Speakers:

**Jennifer Knudsen, Esq.,** Traffic Safety Resource Prosecutor, CO District Attorneys' Council, Denver, CO

Carson Nuss, Technical Trooper, Kansas Highway Patrol, Wichita, KS

(iii) Criminal Justice/Law Enforcement

### Road Wise: Training for the Zero Injury Culture

### Tuesday · 9:00am - 10:30am

217B

More officers are killed and injured in and around their vehicles than by felonious assaults. To drastically reduce these numbers, a cultural shift must occur when it comes to roadway activities. This Calibre Press course focuses on roadway dangers that include everything from operating motor vehicles on patrol, pursuits and emergency responses to positioning on stops, directing traffic and assisting on accident scenes. As Gordon Graham notes, "If it's predictable, it's preventable." Learn tools for preventing the unnecessary injuries and deaths that occur all too frequently.

### Moderator

**Jennifer Cifaldi, JD,** Traffic Safety Resource Prosecutor, IL DOT, University of IL Springfield, Quincy, IL

### Speaker

Jonathan Davis, Instructor, Calibre Press, Glyn Ellyn, IL

**(C)** All Tracks

210

# A Public Health Approach to Reducing Unsafe Roadway User Behaviors

### Tuesday • 9:00am - 10:30am

217C

Despite advances in vehicle safety, roadway design, and law enforcement and public outreach efforts, motor vehicle crashes continue to be a leading cause of death for all Americans. Recognizing that reaching zero requires a comprehensive approach, learn how the public health community model for injury prevention can be used to address traffic safety, whatever the issue. Experts will set the scene by demonstrating U.S. progress to overcoming traffic crash injuries compared to 19 other countries, and then address how the model's key components - collaboration, partnership and community capacity building - are instrumental for reducing the incidence of injury and promoting injury-reducing behaviors. Take away a new perspective and expand your tools for addressing the epidemic of traffic fatalities and injuries.

### Moderator:

**Bella Dinh-Zarr, PhD, MPH,** Member, National Transportation Safety Board, Washington, DC

### Speakers:

**Ginna Jones,** Prevention & Technical Assistance Coordinator, Department of Public Health & Environment, Denver, CO

**James Fell, MS,** Principal Research Scientist, National Opinion Research Center, The University of Chicago, Bethesda, MD

**Erin Sauber-Schatz, PhD, MPH,** Team Lead, Transportation Safety Team, Centers for Disease Control & Prevention, Atlanta, GA

**Pina Violano, PhD, MSPH, RN-BC, CCRN, CPST,** Manager, Injury Prevention, Community Outreach & Research, Yale-New Haven Hospital; Co-Director & Principle Investigator, Injury Free Coalition for Kids of New Haven, Yale-New Haven Children's Hospital, New Haven, CT



### **Wear Your Name Badge**

Your name badge is required to enter all plenary sessions, workshops and the exhibit hall.

### **(29)** Occupant Protection for Children

### You Don't Need a PhD to Evaluate Your Program!

### Tuesday · 9:00am - 10:30am

217D

Is it time to evaluate, expand or modify your CPS program? Learn how to use evidence-based programs to stabilize your technician base, incorporate new evaluation strategies, and expand or cultivate new partnerships. Apply these new concepts to your program to maximize its full potential and take it to the next level without reinventing the wheel! (Community Education Credit)

### Moderator:

Michael Morris, CPST, Child Passenger Technician, UNC/REX Health Care, Knightdale, NC

### Speakers:

**Linda Brees, MS,** Director, Bradshaw Institute for Community Child Health & Advocacy, Greenville Health System, Greenville, SC

**Heidi Heflin, RN, MN, CPST-I, P**rogram Consultant, SafetyBeltSafe USA, Redondo Reach, CA

Michelle Macy, MD, MS, Assistant Professor, Emergency Medicine & Pediatrics, University of MI, Ann Arbor, MI

### **Break**

10:30am - 10:45am

### 10:45ам - 12:15<sub>РМ</sub>

### 8TH WORKSHOP SESSION

**(a)** All Tracks

### **Achieving Zero, A Plan for Success**

### Tuesday · 10:45am - 12:15pm

20!

Achieving a goal of zero roadway fatalities involves far more than adopting a slogan and implementing a handful of countermeasures. To get there, your state or community must have a comprehensive strategy with measurable goals and objectives that are supported by a broad cross section of stakeholders. This dynamic process must also be flexible to accommodate new data, issues, partners, and technology. Learn about a comprehensive Texas effort targeting drivers and passengers of all ages, how to successfully work with state highway safety offices to drive down the numbers, and the value of using the NHTSA guidance publication, *Countermeasures That Work*.

### Moderator:

Brent Jennings, PE, Principal, Jennings Consulting, LLC, Eagle, ID

### Speakers:

**Rachel Bettinger-Cooney, MPA, LBSW, CPST-I,** Trauma Outreach & Prevention Supervisor, Baylor Scott & White Hillcrest Medical Center, Waco, TX

**Kristie Johnson, PhD,** Research Psychologist, Office of Behavioral Safety Research, NHTSA, Washington, DC

**Kara Macek**, Senior Director of Communications & Programs, Governors Highway Safety Association, Washington, DC



Rate the speakers in each workshop session using the Lifesavers mobile app.

### ighthal Distracted Driving ighthal Justice/Law Enforcement

### **Cutting Edge Distracted Driving Enforcement Efforts**

### Tuesday · 10:45am - 12:15pm

206

Finding it difficult to enforce your state's distracted driving laws? Hear about the results of a NHTSA report on the successful enforcement strategies of texting laws in Connecticut and Massachusetts. Learn first-hand insights from officers in Illinois, Tennessee and Texas who are using effective enforcement strategies.

### Moderator/Speaker:

**Liza Lemaster-Sandbank, MPA,** Highway Safety Specialist, Occupant Protection Division, NHTSA, Washington, DC

### Speakers:

Sgt. Brian Cluever, Traffic Safety Bureau, Carol Stream Police Department, Carol Stream, IL

**Det. Patrick Oborski**, Austin Police Department, Georgetown, TX **Lt. Bill Miller**, Public Information Officer, TN Highway Patrol, Nashville, TN

Impaired Driving Criminal Justice/Law Enforcement

Evolving Safety Priorities & Solutions

### Meeting the Challenge when Marijuana Is Legalized

### Tuesday · 10:45am - 12:15pm

207

Increasingly, states are on the front lines in dealing with the challenges that accompany legalizing the recreational use of marijuana. Hear how legalization is affecting the impaired driving system in states, especially enforcement, and how states are meeting the challenge.

### Moderator:

Diane Wigle, Chief, Impaired Driving Division, NHTSA, Washington, DC

### Speakers:

**Hoon Chang, LLM,** Traffic Safety Resource Prosecutor, Orange County District Attorney's Office, Santa Ana, CA

**Jennifer Knudsen, Esq.,** Traffic Safety Resource Prosecutor, CO District Attorneys' Council, Denver, CO

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

Teen Traffic Safety (2) Impaired Driving

# The Latest Buzz on Teen Impaired-Driving Trends & Programs

### Tuesday · 10:45am - 12:15pm

21:

Join the conversation as a panel of experts address the at-risk age groups of young teens (15-18) and older teens/young adults (18-25). Explore what the SHRP2 In-Car Naturalistic driving study reveals about youth and impaired driving, and what we can learn about binge drinking and driving by college students from a Centers for Disease Control and Prevention analysis of the Youth Risk Behavior Surveillance System's (YRBSS) data. You'll also hear from SADD's Student of the Year, who will share his own experiences as a college freshmen and offer effective, age-specific approaches.

### **Moderator:**

Richard Birt, President & CEO, SADD, Washington, DC

### Speakers

Dylan Mullins, Student of the Year, SADD, Marlborough, MA

**Erin Sauber-Schatz, PhD, MPH,** Team Lead, Transportation Safety Team, Centers for Disease Control & Prevention, Atlanta, GA

Ryan Smith, PhD, Research Scientist, VA Tech Transportation Institute, Blacksburg, VA



Speaker handouts received before the conference are posted on the Lifesavers Website Workshops/Handouts page (www.lifesaversconference.org) and the mobile app.

Adult Occupant Protection/Vehicle Technology Distracted Driving

**(•)** Evolving Safety Priorities & Solutions **(©)** Occupant Protection for Children

Teen Traffic Safety ( Engineering

# Belts, Speeding & Distraction - How Can Vehicle Technologies Help?

### Tuesday · 10:45am - 12:15pm

Human error contributes to more than 90% of today's crashes. Behavioral-focused countermeasures such as public awareness campaigns, strong laws and highly visible enforcement are proven countermeasures for addressing risky behaviors. But what about the vehicle? Learn about vehicle-based technologies that have the potential to counteract human behaviors that contribute to crashes and injuries. Emphasis will be given to examining technologies developed to address several of the biggest contributors to crashes and injuries – failure to buckle up, speeding and distraction.

### Moderator:

**Kristin Kingsley,** Director of Safety, Alliance of Automobile Manufacturers, Washington, DC

### Speakers:

John Capp, Director, Global Safety Strategy & Vehicle Programs, General Motors, Warren, MI

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

Charlie Klauer, PhD, Lead, Teen Risk & Injury Prevention Group, VA Tech Transportation Institute, Blacksburg, VA

Pedestrian/Bicycle Safety Criminal Justice/Law Enforcement

### © Communications

### **Cops in the Crosswalk**

### Tuesday · 10:45am - 12:15pm

Enforcement is critical for preventing pedestrian injuries and deaths, but not the only thing. Discover how adding complementary low cost engineering treatments can support enforcement efforts like Pedestrian Safety Enforcement (PSE) which uses police officers as pedestrians. This "Cops in the Crosswalk" method is helping law enforcement officials objectively and effectively reinforce crosswalk laws in their communities. Other strategies that will be discussed include using multifaceted approaches to change the driving culture on a community wide basis and how to motivate the community to win solid support for the program. Law enforcement will also learn how to use data to better understand and target multiple threat pedestrian crashes in their communities and come up with workable solutions to address them.

### Moderator/Speaker:

**Det. Arnold Anderson,** Community Traffic Safety Coordinator - Leader, Essex County College Public Safety Academy, Teen Safe Driving Coalition of NJ, Cedar Grove, NJ

### Speakers:

**Ofc. Rheannon Cunningham,** Austin Police Department, Austin, TX **Ron Van Houten, PhD,** Professor of Psychology, Western MI University, Kalamazoo, MI

⊚ Occupant Protection for Children ⊚ Criminal Justice/Law Enforcement

### **School Bus Transportation: Times Are Changing (CEU 1)**

### Tuesday · 10:45am - 12:15pm 217

Changes in social norms and state laws can impact school bus transportation. This session takes a closer look at how improvements in traffic safety laws and industry standards impact transporting children of all ages and the caregiver's perception of safety on the bus. We will look at children under age two, children with special transportation needs and Child Safety Restraint Systems (CSRS) on buses. Experts will discuss real-world experiences with lap and shoulder belts on buses, grassroots programming efforts, new resources and best practices. This workshop could be especially beneficial for individuals who work in school-based transportation or have a desire to learn more about the issue.

### Moderator:

**Jennifer Booge, CPST-I,** CPS Resource Center Coordinator, Mahube-OTWA, Park Rapids, MN

### Speakers:

**Denise Donaldson, CPST-I,** Publisher, Safe Ride News Publications, Greenbank, WA **Charles Vits, CPST,** Market Development Manager, SafeGuard /IMMI, Westfield, IN **Beth Warren,** Coordinator, Occupant Safety Programs, TX Department of Public Safety, Austin. CO

(iii) Criminal Justice/Law Enforcement

# Law Enforcement Partnership Forums: What We Learned & Next Steps

### Tuesday · 10:45am - 12:15pm

217B

Over the past 18 months, NHTSA conducted law enforcement partnership forums across the country to identify obstacles to sustained traffic enforcement and potential solutions. Following a brief overview of the forum's goal and structure, learn what was gleaned from these sessions including the challenges and potential solutions as well as current and future steps that NHTSA and its partners at the Governors Highway Safety Association and the International Association of Chiefs of Police will take to advance this important effort.

### Moderator

**Romana Lavalas, JD,** Senior Attorney, National District Attorneys Association, Arlington, VA

### Speaker:

210

**Michael Morris, MAS,** Law Enforcement Liaison, NHTSA Region 2, Egg Harbor Township, NJ

© Criminal Justice/Law Enforcement Evolving Safety Priorities & Solutions

# **Operation Southern Shield: Collaborating to Combat Speeding Fatalities**

### Tuesday · 10:45am - 12:15pm

217C

Developed by NHTSA Region 4 and its state partners to curb the increase in fatalities, this five-state, multi-agency initiative utilizes the proven countermeasure of high-visibility enforcement coupled with public outreach to address speeding and other traffic violations to reduce crashes, injuries and fatalities. Join with representatives from participating states and agencies to examine the call for action, what worked including how they successfully engaged the media and worked together across state lines, lessons learned, and the program's impact via a review of preliminary data.

### Moderator

**Tom Kimball, JD,** Director, National Traffic Law Center, National District Attorneys Association, Arlington, VA

### Speakers:

Carmen Hayes, MS, MSM, Regional Administrator, NHTSA Region 4, Atlanta, GA
Sam Meriwether, Highway Traffic Safety Program Manager, Law Enforcement & Traffic
Safety Division, AL Department of Economic & Community Affairs, Montgomery, AL

**Harris Blackwood, CPST,** Director/Governor's Representative, GA Governor's Office of Highway Safety, Atlanta, GA

**LaToya Grate, AICP,** Highway Safety Program Administrator, Office of Highway Safety & Justice Programs, SC Department of Public Safety, Blythewood, SC

**Kevin Hager,** Assistant Program Management Administrator, TN Highway Safety Office, Nashville, TN



### WiFi

Complimentary WiFi is available in all public space.

### **Occupant Protection for Children**

# Good, Better, Best: Laws, Best Practice & Car Seat Instructions (CEU 1)

### Tuesday · 10:45am - 12:15pm

217D

Rear facing until age 2? Rear facing until age 3? Turn them around at one year? What's best practice? What does the data show? Having a hard time explaining to parents and caregivers why their respective state's child passenger safety law may differ from the child safety seat manufacturers' instructions that are based on FMVSS 213? What should a technician focus on – the law, best practice or manufacturer instructions? Learn how information used to craft state laws can become quickly outdated due to new research, the latest products and changing data, and why the technician re-certification process that requires continuing education is so important. Don't miss this opportunity to see if your skills are keeping pace with what you should be telling parents!

### Moderator/Speaker:

**Marilyn Bull, MD,** Morris Green Professor of Pediatrics, Riley Hospital for Children, Indianapolis, IN

### Speakers:

Richard Kent, PhD, Professor, University of VA, Charlottesville, VA

Julie Mansfield, MS, CPST, Research Engineer, OH State University, Columbus, OH

### Closing Plenary Luncheon 12:30pm - 1:30pm Bridge Hall





Learn about a critical ingredient for getting to zero, give a well-deserved thank you to our host city and state, and say hello to our 2019 hosts from Kentucky.

### **Master of Ceremonies**

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

### **Leading to Zero**

**Brigadier General (Ret.) Joe E. Ramirez, Jr.**, Commandant, Texas A&M Corps of Cadets, College Station, TX

### **Adios San Antonio**

**Terry Pence**, Director, Traffic Safety Section, Texas Department of Transportation, Austin, TX

### Lifesavers 2019: And we're off to Louisville, KY!

**Michael Schwendau,** Assistant Director, Kentucky Office of Highway Safety, Frankfort, KY

# Download the Conference Mobile App



- For iPhone and Android devices, visit the App Store or Google Play via your device and search for "Lifesavers Conference."
- Or simply scan QR Code.
- This is the same app used in 2017, so if you downloaded it last year you're all set!
- Be sure to accept push notifications so you will receive update messages during the conference.

### Find Help at the Mobile App Help Desk

Visit the help desk located at registration for questions about using the Lifesavers mobile app.

# **Evaluate Us...A Better Conference for You!**

- Please complete the workshop evaluations using the mobile app. We use your input to plan next year's conference, so please take the time to tell us how we did.
- Not able to use our App? Once you return home, you'll receive an email from Lifesavers asking you to evaluate the 2018 conference.
- Include your name and email address on your evaluation, and you'll receive a link to access the 2018 conference attendee list.

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# RESEARCH POSTERS

Located in Exhibit Hall 4B, authors will be available to discuss their work Sunday afternoon during the networking hour from 3:00pm to 4:00pm. Also, on Sunday during the Power Hour, 4:00pm to 5:00pm, a poster session designed to showcase the posters will be held in the Exhibit Hall for attendees to hear presentations from the poster authors. General viewing will be on Sunday from 12:00pm to 5:00pm and Monday from 8:00am to 4:30pm.

### Poster 1

# Effects of Red Light Running Camera Systems Installation and Then Deactivation on Intersection Safety

Authors: Myunghoon Ko, Srinivas Geedipally, Troy Walden & Robert Wunderlich, Texas A&M Transportation Institute

The safety impacts of red-light running camera (RLC) system installation and then deactivation at 48 intersections in Houston, Texas was examined along with the spillover effect at nearby non-treated intersections after the deactivation. To accomplish study objectives, an Empirical Bayes before-after analysis was used. The results indicated statistically significant collision reductions on all red-light running (RLR) crash types (37%) as well as right-angle RLR crashes (47%) at the treated intersections after RLC activation. By way of comparison, the RLC deactivation analysis indicated that crashes increased by 20% for all RLR crash types and by 23% in right-angle RLR crashes at the formerly treated intersections. After deactivation, all severity RLR crashes increased more than expected at nearby non-treated intersections, which indicates the possibility of an adverse spillover effect. Overall, removing RLC treatments results in a negative reaction to the safety benefits that the treatment provides when it is in place and actively working and to the nearby intersections where the treatment has not been implemented. This study helps define the effects that RLCs have on safety at signalized intersections after installation and deactivation.

### Poster 2

# An Efficient Platooning Strategy for Mixed String of Regular and Autonomous Vehicles

Authors: Sina Arefizadeh & Alireza Talebpour, Texas A&M University

Platooning is expected to elevate the efficiency of operating a mixed string of regular and autonomous vehicles. Speed limits change frequently in the transportation network due to safety-related considerations. In a human driver system of transportation, these speed fluctuations can potentially result in changing traffic flow pattern, travel time unreliability and a decrease in safety. The current research showed that a mixed string of vehicles can enhance traffic flow and safety in comparison to a zero automation scenario. According to the simulation, the level of safety increased significantly with some level of automation and decreasing in the variation of vehicle speed.

### Poster 3

### Modeling the Risk of Wrong-Way Driving Entry at the Exit Ramp Terminals of Full Diamond Interchanges

Authors: Md Atiquzzaman and Huaguo Zhou, Auburn University

Wrong-way driving (WWD) crashes are a critical safety issue on freeways. Although these crashes are rare and random, they often result in severe injuries and/or fatalities. Typically, exit ramp terminals are the initial point of entry for wrong-way (WW) drivers on freeways. Therefore, it is important for transportation agencies to identify the exit ramp terminals with a higher possibility of WW entries and apply safety countermeasures to reduce their occurrence. However, the random nature

of WWD crashes and the difficulty identifying the actual entry point makes it hard for transportation agencies to assess the risk of WWD at a particular exit ramp terminal and apply countermeasures accordingly. This study developed mathematical models for predicting the risk of WW entries at exit ramp terminals of full diamond interchanges. The geometric design features, usage of traffic control devices, area type where the interchanges are located, and Annual Average Daily Traffic at the exit ramp terminals with or without history of WWD were used as potential predictors of WW entry. These models can be used to assess the risk of WW entries at exit ramp terminals and identify possible countermeasures.

### Poster 4

# **Evaluation of Strategies to Reduce Motor Vehicle Collision Mortality Disparities in Rural Populations**

Author: Jeffrey Rollman, Johns Hopkins Bloomberg School of Public Health

Large disparities exist in the incidence and mortality of trauma among rural populations. While less than 20% of Americans live in rural areas, rural fatalities account for over 50% of all motor vehicle collision fatalities. This research analyzed approaches to reduce the disparity in motor vehicle collision mortality in rural areas. A PubMed database search was conducted using the following Medical Subject Headings: "Rural Population" or "Rural Health Services" and "Emergency Medical Services" and "Wounds and Injury." The 85 results were narrowed to 30 by excluding non-English publications, literature published before 2000 and foreign literature that did not pertain to the U.S. Next, an iterative/inductive approach was used to obtain relevant grey literature and statistical sources referenced in the literature. Fourteen key publications were found that directly related to the objectives discussing three primary strategies: prevention through improved traffic enforcement, upgraded road engineering, and increased availability of emergency medical services. Though all of these strategies are evidence-based, traffic enforcement was found to yield the highest mortality reduction and the lowest cost.

### Poster 5

# Estimation of Motor Vehicle Exposure at Highway-Rail Grade Crossings with Traffic Simulation

Authors: Huiyuan Liu & Aemal Khattak, University of Nebraska-Lincoln

Safety at the junction of highways and rails has been a concern for a long time and highway-rail grade crossing (HRGC) safety models have been around since the 1940s. One of the main ingredients of these models is the annual average daily traffic (AADT), an estimate of vehicular use of roadways that serves as a measure of exposure of motor vehicles to crashes with trains in HRGC safety models. This paper considers a conceptually more relevant measure of vehicular exposure to traininvolved crashes at HRGCs – the portion of AADT that actually encounters trains at HRGCs, termed as (AADT)TP in this research. However, obtaining (AADT)TP for a large number of HRGCs is difficult in practice. A simulation-based method to estimate (AADT)TP for a study location including validation of the results with field-observed data is discussed. A comparison between the use of AADT and (AADT)TP in several HRGC safety models shows the possibility of reaching different conclusions. This paper argues for preferring the results obtained by using the conceptually more relevant (AADT)TP and provides suggestions for future employment of the simulation-based method in a more generalized manner.

### Performance Evaluation of Speed Reduction Compliance Strategies in School Zones Using a Driving Simulator

Authors: **Enid Colon Torres** & **Didier Valdes Diaz**, University of Puerto Rico at Mayaguez

School zone speed compliance has become a critical issue in the U.S., Puerto Rico (P.R.) and many other places around the world. The University of Puerto Rico at Mayaguez is working on the evaluation of possible solutions to the lack of speed compliance and safety on school zones. A survey will be conducted in P.R. and the U.S to determine how well the driver population understands the information provided through signage and pavement markings around school zones. The results of this survey will provide information to determine what strategies could be used to improve speed compliance.

### Poster 7

# Commercial Vehicle Parking's Influence on Interstate Ramp Crashes

Authors: **Alexandra Boggs, Amin Mohamadi** & **Christopher Cherry,** University of Tennessee

Interstate ramps are the location of more crashes per mile than any other roadway segment, yet, commercial vehicles (CMV) drivers are often left with the last option of parking along these segments for off-duty rest to meet federal hours-of-service (HOS) regulations. Past literature evaluated the shortage of CMV parking at facilities and examined characteristics of freeway ramp crashes. However, little research has studied the influence of the CMV parking deficiency on crash frequency along the ramps. This study examined 179 police reported parked CMV-involved crashes on 1,221 rural and urban ramps in Tennessee. Various ramp attributes and public and private parking facilities utilization rates were used to study the crash features and whether there is a correlation present among the crash frequency and ramp attributes. Approximately one-third of the collisions on interchange ramps had a parking facility utilization rate of 90% or greater, and 23 ramps (15.8%) were adjacent to parking facilities that were at or over-capacity. Several ramp characteristics were significantly associated with an increase in crash frequency, illustrating the impact of the CMV parking shortage on the safety of ramps and the need for more parking facilities or better real-time information.

### Poster 8

# Interchange Deceleration Lane Design Based on Naturalistic Driving Speed and Deceleration Rates

Authors: Dan Xu, Huaguo Zhou & Chennan Xue, Auburn University

The objective of this work is to determine naturalistic driving speeds and deceleration rates on three different deceleration lanes and off-ramps locations on I-75 in Florida, based on Naturalistic Driving Study (NDS) database. NDS provides insight into driver behavior based on a wide-ranging collection of data related to driver, the vehicle, and the environment, whereas previous studies of this subject relied primarily on crash data, radar data, and computer simulations. The analysis included speed distribution along freeway deceleration lanes and off-ramps based on polynomial regression models; drivers' deceleration behavior, including brake pedal usage, deceleration rate distribution, and comparisons with The American Association of State Highway and Transportation Officials (AASHTO) Green Book assumptions; and minimum deceleration lane lengths based on naturalistic deceleration rates. Key findings included: 20% to 25% speed reduction on deceleration lanes when compared with 75% to 80% on off-ramps; deceleration rates on deceleration lanes and off-ramps were lower than those assumed by the Green Book; and deceleration lanes can be shorter when off-ramps are long enough (e.g., greater than 1,200 ft).

### Poster 9

# **Determining Optimum Speed Limit Reduction** in Freeway Work Zones

Author: Sneha Roy, University of Kentucky

This study aims to propose a set of procedures to establish optimum speed limit reductions to be deployed at freeway work zones. These work zones are classified as traffic critical work zones by the Iowa Department of Transportation due to their high average annual daily traffic, potential to cause major traffic hindrances and delays in the event of an incident, and presence of state border bridges. Due to severe impacts these work zones pose on operating traffic, it is imperative to quantify safety risks associated with these construction operations from the standpoint of crash frequency and severity. As work zones on freeways are dynamically progressing operations, it is often difficult to extract exact information regarding construction activity in place at a specific point in time. A number of transient variables which are expected to be drivers of crash counts and crash severity are often challenging to ascertain, rendering work zone characteristic databases relatively fuzzy. The primary goal of this study was to mine the highest possible work zone resolution detail through available resources and ink this information to other typical traffic safety metrics to envision the effect of various categories of speed limit decreases on the frequency and severity of crashes.

### Poster 10

# Accessibility of State-Level Driver's License Records for Use in Scientific Research

Authors: **Meghan Kirk** & **Rania Mansour**, Centre for Injury Research and Prevention, The Children's Hospital of Philadelphia; and **Evan Anderson** & **Allison Curry**, Perelman School of Medicine, University of Pennsylvania

We aimed to conduct the first legal mapping study that systematically measured the attributes of state laws regulating the release of driver licensing and motor vehicle crash data for scientific research. Legal statutes pertaining to the release of data from each of the four data sources (driver licensing, crash, birth, death) were obtained from law.justia.com or LexisNexis. The following search terms for driver licensing records were used: ('record' AND 'vehic\*'; 'license' AND 'record'; and 'record' OR 'license' AND 'vehic\*' OR 'driver'. This was repeated using analogous search phrases for the other sources. A trained abstractor utilized the derived legal text to answer a set of questions from an a priori codebook generated by the project team followed by a double coding process conducted by a separate abstractor to ensure reliability. The codebook questions were also separated by person type (e.g., researcher, government employee, general public) to determine if accessibility changes based on person-factors. Results included the number and names of states that allow access to bulk individual-level license data, any conditions or limitations to this access, whether or not a fee is associated with obtaining these records, and whether these answers change based on person type.

### Poster 11

# Segmentation Strategy to Better Understand Your Target Population: A Case Study

Authors: **Siwon Jang, Chanyoung Lee** & **Kaitlyn French**, University of South Florida; and **Kevin Rains** & **Mollie Boettcher**, Corona Insights

Targeted segmentation has been used in public health settings to develop effective messages and intervention strategies and to choose the most appropriate communication channels for each segment. When marketing messages are customized for subgroups of the population that have been segmented according to relevant demographic and behavioral characteristics, these messages are more favorably received and more likely to elicit the intended response than mass marketed messages. To identify differences within the motorcyclist population and to develop targeted motorcycle safety campaigns, a statewide survey was conducted

in Florida in 2015. Motorcyclists (N=2,634) completed a 40-question survey, and Cluster Analysis was performed using Ward's variance to create homogenous groups based on respondents' attitudes toward helmet use, perceptions of other motorists, and concerns for their own safety. Five segment priorities (Groups A-E) were determined based on attitudinal question analysis. These findings confirm that distinct motorcyclist subcultures exist and suggest that motorcycle safety campaigns should target specific subpopulations. Some riders may be more motivated by safety messages, while other may be less amenable to traditional safety campaigns. These findings can be used to create more targeted and persuasive messages. Future research should look at additional demographic factors and rider opinions to create new clusters.

### Poster 12

### **Developing a Hopi Strategic Highway Safety Plan (HSHSP), One is Too Many**

Authors: **Gregory Sehongva**, Hopi Department of Health & Human Services; and **Andrea Tsatoke**, Indian Health Service, United States Public Health Service

According to the Centers for Disease Control and Prevention, unintentional injury was the leading cause of death in Arizona for American Indians and Alaska Natives of all ages from 1999-2016, with motor vehicle-related the leading specific injury type. In 2015, the Hopi Tribe partnered with key stakeholders to develop a Hopi Strategic Highway Safety Plan (HSHSP) that identified issues and priorities to improve transportation safety and reduce the number of motor vehicle-related fatalities and injuries on the Hopi Reservation. The HSHSP uniquely incorporated the 4 E's (engineering, enforcement, emergency services, and education) and is a comprehensive plan that identified common emphasis areas, prevention strategies and stakeholder involvement. Since the development of the plan, a majority of the issues have been or continue to be addressed. Additionally, the HSHSP helps the Hopi Tribe identify safety priorities, grants, budgets, strategic planning needs; and build partnerships.

### Poster 13

# Measuring the Traffic Safety Culture of Texas: 2017 Results

Authors: Neal Johnson & Katie Womak, Texas A&M Transportation Institute

The concept of traffic safety culture attempts to measure how much traffic safety is highly valued and rigorously pursued by society. The Texas A&M Transportation Institute is in its fourth iteration of a survey to measure the safety culture in the state of Texas. The survey covers: perceived severity of traffic safety problems, support for countermeasures, acceptability of certain driving behaviors, and self-reports of driving behavior. This poster includes a summary of 2017 results and comparisons of this data to previous years.

### Poster 14

# Research in Progress: A Study of Distractive Effects of Technology on Patrol Officers

Authors: Neal Johnson & Katie Womak, Texas A&M Transportation Institute

This study will assess the distractive effects of police cruiser technology on patrol officers. Three types of data will be collected: archival collision data from two metropolitan area law enforcement agencies that employ approximately 1,000 sworn officers; a self-report survey to measure patrol officers' perceived level of distraction from technology in the police cruiser; and observational data from a

pilot study with researchers logging patrol officer's technological distractions during a normal shift. All three datasets will be evaluated and compared to provide insight into the frequency and severity of technological distraction among patrol officers to reduce occupational driving safety risks.

### Poster 15

### Machine Learning Approach to Secondary Tasks Identification Using Observed Driving Performances in SHRP2 Naturalistic Driving Study

Authors: **Sogand Karbalaieali** & **Osama Osman**, Louisiana State University; **Mustafa Hajij**, University of South Florida; and **Sherif Ishak**, University of Alabama in Huntsville

According to NHTSA, there were 3,450 distraction-related deaths in 2016, accounting for 9.2% of total fatalities. Distracted driving tasks are activities such as calling, texting, and interaction with passengers. The SHRP 2 Naturalistic Driving Study (NDS) has been widely used to investigate the impact of secondary tasks on the likelihood of crashes. This study investigated the effect of secondary tasks on the observed driving patterns. Machine learning techniques were applied to detect the type of secondary tasks. The driving parameters from the SHRP 2 NDS are speed, lateral and longitudinal acceleration, yaw rate, and pedal position. These parameters were sampled from baseline, crash, and near-crash events. The data were processed for missing values, normalized and standardized to use in training and testing sets. Applied classification methods used included Nearest Neighbor, Random Forest, Support Vector Machine, etc. A bi-level hierarchical classification was adapted to detect the type of secondary tasks. First, the engagement in secondary tasks versus normal driving was detected. Second, supervised classification techniques were used to identify the type of secondary task. The results indicated that the Random Forest outperforms other methods with the accuracy of 73.5% for calls, 78.2% for texting, and 90.3% for interaction with passengers.

### Poster 16

### Understanding the Psychological Factors Underlying Smartphone-Related Distracted Driving: An Exploratory Analysis Using a Nationwide Survey

Authors: Raymond Gerte, Karthik Konduri, Annesha Enam & Nikhil Ramachandran, University of Connecticut

As smartphone technology begins to reach sizable levels of market saturation, distracted driving, and more specifically smartphone related distraction is a primary concern for safety officials. In the U.S., where smartphone ownership is approximately 77% for adults, cell phone-related distracted driving is a problem. However, the expanded capabilities and ever-growing market of applications offered by smartphones opens the door for additional form of distraction. In response to this, lawmakers have attempted to address distraction through the implementation of various levels of mobile phone bans or restrictions. Existing research points to the lackluster influence of these laws. In an effort to better characterize and understand distracted driving behaviors, this research explores emailing and accessing social networks (Facebook, Twitter, Instagram, etc.,) while driving. The exploration into the behaviors is coupled with investigation into the psychological factors that underlie those behaviors. Utilizing the Theory of Planned Behavior as the foundation, a nationwide survey was conducted to measure email and social network usage behaviors and the individuals' attitudes towards them. The goal of this work is to use the understanding of underlying attitudes toward these behaviors to help policy makers target approaches to curb risky behavior.



### **Mobile App Help Desk**

Visit the help desk located at registration for questions about using the Lifesavers mobile app.

### **Influencing Change on Distracted Driving**

Author: Nikhil Ramachandran, University of Connecticut

This research discusses how we influence change through distracted driving campaigns employed by states across the U.S. The research targeted a sample of 500 people in various states, representing multiple income levels and age groups. The relationship between knowledge symmetry of distracted driving laws and the respective ad campaigns utilized in each state concerned was examined. Local governments and organizations can use this information to understand the distribution of specific ad campaigns and how they are received. With this knowledge, they may be able to adjust future programs to properly address the problem of distracted driving.

### Poster 18

# Mediational Influence of Significant Others on College-aged Students' Distracted Driving Behaviors

Authors: **Neha Trivedi** & **Kenneth Beck**, University of Maryland School of Public Health

Texting while driving is prevalent among college-aged students despite distracted driving laws. Social Norms Theory suggests that individual behaviors are often influenced by perceptions of how their social groups act. Proximal sources of social influence, such as significant others (SO), may be more likely to influence college-aged students. Perceived SO texting behaviors were investigated to determine if they mediate the perceived risk of texting while driving and past month texting while driving behaviors among college-aged students.

### Poster19

### **Effects of Daylight Savings Time on Vehicle Crashes**

Authors: Angela Kitali & Priyanka Alluri, Florida International University

Daylight savings time takes place each year from 2:00 a.m. on the second Sunday of March (clocks move forward by one hour) and from 2:00 a.m. on the first Sunday of November (clocks move back by one hour). Promoted as a tool to conserve energy, the one-hour clock shift is associated with a variation in roadway crashes. Previous research has reported counter-intuitive findings on the effects of daylight savings time on traffic crashes where some studies erroneously extrapolated short-term effects to long-term conditions. The objective of this study was to examine the short-term effects of clock change (following the beginning and end of daylight savings time) on traffic crash frequencies. Using Florida crash data for 1983-2015, where crash data for the week before and the week following the time change were collected, The Bayesian estimation t-test was used to compare the difference in crash frequency following the clock shift due to daylight savings time. Results showed that the change to daylight savings time resulted in a significant increase vehicle crashes during the Fall.

### Poster 20

# Selective Benefit from Brief Motivational Interviewing in Driving While Intoxicated Recidivist Subgroups

Authors: **Nathaniel Moxley-Kelly** & **Thomas Brown**, McGill University; and **Marie Claude Ouimet**, University of Sherbrooke

In previous research, we established the efficacy of brief motivational interviewing (BMI) in reducing driving while intoxicated (DWI) related behaviors in recidivists, and identified two clinically significant subgroups within the DWI recidivist population in which distinct psychological and neurobiological mechanisms underpin their risk taking behavior, a "pure" DWI type (pDWI) and a DWI plus other

risky driving type (MIXED). Hypothesizing that BMI holds selective benefits for one driver subgroup, this study investigated the selective benefits of two distinct treatments on these different subgroups. Data from a randomized controlled trial of BMI in DWI recidivists was used to prospectively partition participants into pDWI and MIXED subtypes, and then to test for interactions between subtype membership and exposure to BMI or CTL interventions on self-report and biological measures of alcohol misuse over a one-year follow-up, and documented traffic violations over a five-year follow-up. We determined that pDWI offenders receiving BMI had a significantly greater reduction in alcohol misuse (p < 0.05, d = 0.59) than pDWI offenders exposed to CTL. These results indicated that significant selective benefit of BMI can be predicted by the offender subtypes examined here.

### Poster 21

# Earlier Screening and Brief Intervention to Prevent Alcohol-Related Harms Among College Students

Author: Tammy Peck, Texans Standing Tall

Positive outcomes are observed when using Screening and Brief Intervention (SBI) as a tool to prevent risky and underage drinking on college campuses. Though typically administered after an alcohol-related injury or violation has occurred, Texans Standing Tall's (TST) innovative program allows campuses to proactively implement SBI outside of a judicial or healthcare setting. Evaluation of the program consistently shows that students experience fewer negative consequences associated with their drinking after participating. In addition to being a useful prevention tool, administering SBI in this setting is also a good way to reach a diverse range of students who might not otherwise have access to this resource. TST offers campuses the option of having students complete a pre-test immediately before SBI, a survey regarding the SBI process, and then complete a post-test six-weeks later. This evaluation measures perceptions of SBI and any changes in drinking behavior. Among the students who initially screened positive for risky drinking, most explored options for change during the intervention and, of these, most committed to try to make these changes.

### Poster 22

### Place of Last Drink: Alcohol Consumption Patterns in Minnesota

Authors: **Tara Helm, MPH** Candidate, University of Minnesota, Twin Cities, School of Public Health; and **Amber Smith, MPH CPP,** North Memorial Medical Center, Partnership for Change

Alcohol use has significant public health implications that affect traffic safety. The consumption of alcohol can cause substantial harm to the health of others besides the drinker. Enforcement of alcohol consumption limits and laws are effective strategies for preventing alcohol-related deaths. A successful strategy to reduce alcohol-related harm – Place of Last Drink (POLD)—was implemented in Minnesota in 2007 to help law enforcement agencies determine the commonly identified place of last drink locations and other alcohol patterns. POLD attempts to improve policies within city ordinances, to discourage over-service of alcoholic beverages at restaurants and bars, and to recognize other patterns or practices that contribute to impaired driving. By interpreting the data collected by law enforcement officers, communities can identify and target alcohol problems and use valuable law enforcement resources in the best capacity. POLD data from 2014 to 2017 was analyzed to show alcohol consumption patterns including demographic information about the offender and commonly cited cities of offense.

### Planning for the Texas SBIRT Program for Alcohol Impaired Drivers: Developing Expectations about Intervention Intensity Demands

Author: Charles Mathias, UT Health San Antonio

Driving while intoxicated (DWI) offenses are prevalent and associated with severe consequences. One promising new approach that is gaining support is Screening, Brief Intervention, and Referral to Treatment (SBIRT) for addressing the intractable DWI rates. A recent National Academies of Science report promotes SBIRT for addressing DWI and a number of states are incorporating SBIRT into their impaired driver plans (e.g. Texas, Michigan). This poster describes new findings on the distribution alcohol screener scores (AUDIT) among 982 adults recently arrested for DWI and extrapolates corresponding level of intervention intensity required to address Texas DWI rates. The median audit score was 9 and approximately 58% of the sample reported risky, harmful, or dependent alcohol use ratings. The corresponding proportion by intervention intensity were: Alcohol Education 41%; Simple Advice, 33%; Brief Intervention & Continued Monitoring, 10%; and Brief Intervention and Referral to Treatment, 16%. Extrapolating to Texas DWI rates, nearly 16,000 DWI cases would require brief intervention. Methods of delivering SBIRT in the DWI context are discussed along with implications for policy development around SBIRT for alcohol-impaired drivers.

### Poster 24

# Alcohol Beverage Control & Highway Safety Pathways to Reducing Underage Drinking & Driving

Authors: **Beau Evans**, West Virginia Governor's Highway Safety Program; and **Tim Deems** & **Charlotte Blankenship**, West Virginia Alcohol Beverage Control Administration

The West Virginia Alcohol Beverage Control Administration (ABCA) and the West Virginia Governor's Highway Safety Program (GHSP) teamed up to combat underage drinking at on and off-premise locations and driving under the influence. ABCA and GHSP are using grant funding from the National Alcohol Beverage Control Association, NHTSA, and State Farm to reduce underage drinking rates, increase responsible beverage service trainings, reduce underage impaired driver-involved crashes, and continuously collect data to track targeted, rural sections within the state needing extra enforcement and education. Support from local prevention coalitions has been shown to provide much needed support for the movement at the grassroots level. Without a collaborative team effort from all parties, this issue would easily spiral out of control.

### Poster 25

# Effects of Alcohol Pricing Regulations on Vehicle Crash Outcomes: Protocol for a Systematic Review

Authors: **Victor Puac-Polanco** & **Charles Branas**, Department of Epidemiology, Columbia University

Alcohol use is a major risk factor for motor vehicle crashes. Progress in reducing the proportion of alcohol-related highway deaths in the U.S. has slowed since the 1990s despite the implementation of measures addressing alcohol-impaired driving. Alcohol remains a significant contributor to crash risk, crash severity, and severe injuries from motor vehicle collisions when compared to other drugs. However, scientific evidence is absent about systematic reviews examining the

effect of alcohol pricing regulation on vehicle crashes. The main objective of this systematic review is to determine whether alcohol pricing regulations have an effect on vehicle crash outcomes. Using the Preferred Reporting Items for Systematic reviews and Meta-Analyses for Protocols (PRISMA-P), we will answer the central question of whether alcohol pricing regulations have a beneficial effect on reducing vehicle crash outcomes and submit the findings to a peer-reviewed journal for publication. This systematic review will provide evidence-based data on the effect of alcohol pricing regulations on vehicle crash outcomes which can be used to help to reduce the burden associated with alcohol-related crashes.

### Poster 26

# Why Don't We Test More Drunk Drivers For Other Drugs?

Authors: **Lila Ralston** & **Carol Cotton,** Traffic Safety Research & Evaluation Group, University of Georgia

The odds of being the driver in a fatal crash are 13 times higher for a driver under the influence of alcohol, but 23 times higher for someone under the influence of both alcohol and drugs. Yet despite expert recommendations and the ongoing opioid epidemic, rates of drug testing of drivers remain low in many states, and drivers testing positive for alcohol are often not tested further. Various technical and legal barriers have been shown to prevent drug testing of drivers. In this analysis, state rates of drug testing after fatal crashes were compared using 2016 Fatality Analysis Reporting System data. Rates of drug testing after fatal crashes ranged from 2% to 92% for fatally injured drivers, and from 0.6% to 30% for surviving drivers. Analysis determined that a state's drug testing rate was unrelated to the severity of that state's drug problem, as measured by 2016 Centers for Disease Control overdose death rate data (r(48)=.25, p>.05). Accurate assessment of drugged driving requires that more drivers be tested for drugs, even when they test positive for alcohol. This would enable states to allocate adequate resources for drug countermeasures. Detecting drugged driving could allow earlier and more effective intervention, and decrease the risk of accidental exposure to substances like fentanyl.

### Poster 27

### **Older Passengers: Keeping Grandma Safe**

Authors: Lila Ralston & Carol Cotton, Traffic Safety Research & Evaluation Group, University of Georgia; and Darrell Robinson, University of Georgia

Although much research has focused on older drivers, older passengers are also at increased risk of death in traffic crashes. Understanding the specific risk factors could help decrease fatalities in the 65-and-older age group. Using 2016 Fatality Analysis Reporting System data for vehicle occupants age 65 and older in fatal crashes, this analysis looked at which factors (age, sex, seating position, vehicle type, and restraint use) affected risk of death. The data set included occupants in specific seating positions (left front, left rear, right front, right rear) in passenger cars, minivans, SUVs, and pickup trucks. Analysis revealed that belted occupants were more than three times as likely to survive as unbelted occupants. Minivans, SUVs and pickups were each approximately 60% safer than passenger cars. Risk of death was highest for occupants in the left front (58%) and right rear (60%) seating positions; right front and left rear seating positions were safer, with risk of death in both positions approximately 50%. Risk of death increased by 6% for each year over age 65. Fatality risk was equal for men and women. Recommendations are given for improving older occupant safety.



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# **Buckling Up In The Back: Backing Primary Enforcement Laws**

Authors: **Charles Warnock**, University of Georgia; and **Carol Cotton**, Traffic Safety Research & Evaluation Group, University of Georgia

Seat belts save lives, but wearing one in the rear seat is not required by law in most states. Although primary front seat-belt laws for adults have been widely instituted, primary rear seat-belt legislation for those over 16 years of age has not been as popular. Evidence shows that primary enforcement laws are effective at reducing fatalities for front-seat drivers and passengers, but limited study has focused on rear-seat passenger fatalities in states with different seat belt enforcement laws. Unrestrained, rear-seat fatality ratios for states that have adopted primary rear seat belt legislation with those that have not were compared. The Fatality Analysis Reporting Systems online database base was used to review occupant data for 2014-2016. States that instituted a rear-seat, primary seat-belt law had unrestrained fatality ratios 18.5% (p<0.005) lower than those that had not adopted similar legislation. This provides evidence that rear-seat, primary seat belt laws should be more widely considered as states establish zero fatality goals.

### Poster 29

### **Chinle Service Area Child Passenger Safety Program**

Authors: **Charlotte Hadley,** Chinle Service Unit Injury Prevention Program, Chinle Comprehensive Health Care Facility; and **Tina Yazzie,** Chinle Service Unit Injury Prevention Program - Pinon Health Care

Chinle Health Promotion's Injury Prevention program distributes free car seats to clients who met eligibility requirements. Measures of this program had been limited to inventory and distribution rates. In fiscal year 2017, the program implemented a three-pronged approach to measure the environment, education and enforcement as it relates to the program. Distribution data was assessed to determine the program's impact on the environment, as well as education since it is embedded into the distribution. The program worked in collaboration with the Chinle Police Department to begin implementing enforcement; baseline observation data demonstrates how the this approach worked in the first-year of implementation.

### Poster 30

# Occupant Restraint Checkpoints: A Venue to Collect and Compare Child Restraint Use Data

Authors: Andrea Tsatoke, Rebekah Abangan & Rachel Stokes, Indian Health Service, United States Public Health Service

Child restraint (CR) use is an effective strategy for preventing or reducing injury to children involved in crashes. In this Indian Health Service (IHS) Unit, past methods to measure CR use have been inconsistent and not represented of the entire population. Road-side observational CR surveys, similar to seat belt surveys, often do not allow visual determination of CR use in a vehicle back seat. Observations of CR use at specific facilities such as Head Start schools may also not represent the entire child population. A method using occupant restraint checkpoints for estimating CR use and correct CR was developed and used in a 2016 and 2017 checkpoint in a Arizona Tribal community. The method provides better representative data because it includes a sample of the child population randomly captured in the checkpoint. Division of Environmental Health Services staff at one Phoenix Area Service Unit coordinated an occupant restraint checkpoint with the police department and the Community Health Representative program whose staff are CPS technicians. An occupant restraint checkpoint provides a venue for collecting population based estimates for both CR use and correct CR use.

### Poster 31

# North Dakota Youth Occupant Protection Survey: 2016 Pilot Design and Implementation

Authors: **Kimberly Vachal** & **Laurel Benson**, North Dakota State University; and **Larissa Wolf Necklace**, Standing Rock Sioux Tribe

An observational field study was conducted to measure youth occupant restraint use in North Dakota. The restraint use rate creates a benchmark for safety stakeholders working to instill positive traffic safety behaviors as common practice. Overall, 1,669 vehicles with occupants under the age of 15 were observed. The youth occupant protection use rate was 95.7% in 2016. The youngest group was more often restrained at 99.2%; 4 to 9-year old use was 95.1%; and 10 to 14-year-old was 92.6%. By vehicle type, the highest rate was among youth in SUVs at 97.4% with use in cars and vans slightly lower at 96.84% and 95.6%, respectively. Restraint in pickup trucks was lowest, with more than one in each 10 youth unrestrained. Driver use was positively associated with youth passenger restraint. Both driver and youth were restrained in 81.6% of cases. Ongoing evaluation provides critical feedback for programs and policy designed to increase youth occupant safety.

### Poster 32

### Patient Safety Does Not Stop at the Curbside: Program to Increase Child Passenger Safety Knowledge in Nursing Practice & A Step Towards Meeting the California Hospital Mandates

Author: Heidi Heflin, SafetyBeltSafe U.S.A.

Correctly used child restraints provide substantial protection; however, research has revealed a 93% incorrect child restraint usage rate for newborns at hospital discharge (Hoffman; 2015). California medical facilities are required to provide child passenger safety (CPS) education. Although nurses provide the majority of that education, few receive training in CPS and there is little coverage of CPS in nursing education. There is a need for nurse training programs to address this gap. A one-hour webinar was developed to include all necessary content for nurses to educate families in accordance with the CA Hospital Mandate. Participants were recruited through local nursing organizations and medical facilities. The webinar presentation was offered in ten sessions attended by >450 participants. The effectiveness of the program was assessed through a 9-question pre- and post-test of participants' knowledge. Results showed substantial gaps and misconceptions in the knowledge of basic CPS recommendations among maternal & child health nurses; and that a one-hour webinar was effective in increasing knowledge and understanding of key CPS concepts.

### Poster 33

# The Native Cars Atlas: A Web-based Tool to Improve Child Safety Seat Use in Tribal Communities

Authors: **Candice Jimenez, Tam Lutz** & **Nicole Smith,** Northwest Portland Area Indian Health Board; and **Jodi Lapidus,** Oregon Health & Science University

The Native Children Always Ride Safe (CARS) study was a successful community-based participatory research study that increased the percent of children age 8 and younger riding in age and size appropriate restraints in Northwest Tribes. Tribes led collection of qualitative and quantitative data that was leveraged to design and implement community interventions to increase child passenger restraint use. Interventions included community education and outreach, media campaigns, health education, changes in public health practices and law, law enforcement training, and electronic health record programming. These successful interventions along with the tools and processes developed from the study were tested and are now accessible in an online toolkit, the Native CARS Atlas, which is designed to assist tribes implement and evaluate evidence-based interventions to improve child passenger restraint use on or near tribal

lands. The Native CARS Atlas is unique because it is guided by the voice of tribal experts who led the work and implemented the study in their communities. Demonstrating the translation potential of Native CARS interventions into other tribal communities is an essential step toward reducing the disparity in motor vehicle injuries and fatalities experienced by American Indian and Alaska Native children in the U.S.

### Poster 34

### Motorcycle Safety Policy and Implementation: A Case Study of the Top Five and Bottom Five States for Motorcycle Fatalities

Author: Deja Jackson, University of Florida

This study seeks to examine a variety of factors that play a role in policy and leadership related to the implementation of performance-based approaches and evidence-based countermeasures such as the National Agenda for Motorcycle Safety, NHTSA'S Highway Safety Program Guideline No. 3, and the Towards Zero Death vision that are specific to enhancing and improving motorcycle safety. This can facilitate a better understanding of the policy framework for improving motorcycle safety and engage policymakers and political leaders as well as institutions at various levels in the application of these approaches. This study the top and bottom for motorcycle fatalities (Florida, California, Texas, North Carolina, South Carolina, South Dakota, Vermont, Alaska, Rhode Island, and North Dakota) to gain a better understanding of the challenges and opportunities associated with public policy that improves motorcycle safety. In an attempt to compare the extent of policy implementation across states, an assessment tool will be developed and tested as it relates to NHTSA'S Highway Safety Program Guideline No. 3 for each of the study states.

### Poster 35

# An Examination of the Impact of Increasing Commercial Parking Utilization on Cyclist Safety in Urban Environments

Authors: Masoud Ghodrat Abadi & David Hurwitz, Oregon State University

There is little research on the behavioral interaction between bicycles and trucks in bicycle lanes and commercial vehicle loading zones in the U.S. Understanding these interactions is important for preempting increasing conflicts between truckers and cyclists. In this study, a bicycling simulator experiment examined bicycle and truck interactions. The experiment was successfully completed by 48 participants. The bicycling simulator collected data regarding a participant's velocity, lane position, and acceleration. Three independent variables were included in this experiment: pavement marking (white lane marking, solid green, and dashed green), signage (with and without a truck warning sign), and truck maneuver (no truck in load zone, truck parked in load zone, and truck pulling out of load zone). The following bike-truck interactions were observed from the simulation: bicyclists had the highest mean velocity when there was a white lane marking and no warning sign; and the lowest mean velocity when there was a solid green pavement, no warning sign, and an exiting truck. Of the three independent variables, truck maneuvering (parked and exiting) increased lateral movements, while solid green pavement markings decreased lateral variability.

### Poster 36

# The Connected Bicycle: Technology Enhancements to Promote Safer Cycling through Smart City and Connected Vehicle Communications

Authors: Michael Jenkins, Dan Duggan & Alex Negri, Charles River Analytics

This poster presents the latest work in progress in a U.S. Department of Transportation Federal Highway Administration-funded effort to bring bicycles (and other vulnerable transportation users) onto connected vehicle networks while also exploring the potential feasibility for advanced cyclists assistance systems (ACAS). MAIN-ST is

focused on advancing the technology necessary to equip bicycles with wireless connectivity to allow them to broadcast a basic safety message (BSM) so that other connected vehicles and infrastructure are aware of their current state in a shared roadway environment. In addition, MAIN-ST is incorporating technology to receive and parse messages from other connected entities to enable intuitive and non-distracting on-bike multimodal alerting to promote safer cyclist decisions as potentially hazardous situations are detected in the riding environment. The poster provides an understanding of the latest technology that allows vulnerable transportation users to take advantage of vehicle-to-vehicle or vehicle-to-infrastructure (V2X) networks, while also providing a significantly enhanced ability for other connected entities to identify and track these users in connected environments. Examples of what is feasible on bicycles with respect to deploying advanced autonomous vehicle capabilities and communications are included along with example cases for enhancing shared roadway safety for cyclists, motorists, and other users.

### Poster 37

# **Increasing Teen Social Media Engagement** in Traffic Safety

Authors: **Stacey Tisdale** & **Gabriella Medina**, Texas A&M Transportation Institute

Teens in the Driver Seat(R) (TDS) undertook a one-year evaluation of social media communication geared towards the TDS teen audience. TDS instituted a focused, planned social media outreach effort including dedicated staff, creation and maintenance of a messaging calendar, purchasing scheduling and tracking software, and evaluation of related metrics and results. The goal of the plan was to increase social media metrics and related reach. The analysis was performed to assess: if the investment of related time and resources was worthwhile; and which (if any) elements produced the best results, and if so, related insights as to impact/reach and associated details. This evaluation identified several "lessons learned" that the Youth Transportation Safety Program (YTS) will use to plan and execute social media messaging and share with other teen safety outreach initiatives.

### Poster 38

# **Examining the Interaction between Social Influence and Distraction on Young Driver's Behavior**

Authors: **Fangda Zhang, Shashank Mehrotra** & **Shannon Roberts,** University of Massachusetts Amherst

Motor vehicle crashes are the leading cause of death for 15 to 20-year-olds. Young drivers are vulnerable to the impact of passengers, especially peer passengers, and thus have a higher crash risk. It has been proven that perceived risky behavior of close friends was the best psychosocial predictor of risk. Additionally, young drivers (18-20 years of age) have the highest involvement in distraction-related crashes. The objective of this study was to examine the effect of social influence and driver distraction on young drivers' behavior. Instead of focusing on transportation infrastructure design, this issue was investigated from a human factors perspective. Twenty-four pairs of participants (48 people total) took part in the study. Participants drove in pairs and by themselves while completing different distraction tasks. Driving behavior was recorded through the driving simulator and an eye-tracker. Preliminary results showed that the presence of a passenger did not significantly effect drivers' behavior. However, other social influence factors – stimulating companionship, friendship, gender, and their interactions – did significantly affect young drivers' behavior. Therefore, social influence impacts young drivers' behavior, while the presence of a passenger alone does not.

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### Omiga, Inc.

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### **Booth 906**

### Otto Trading Inc

Adem Kutlug 1921 Carnegie Ave, Suite C Santa Ana, CA 92705 714-540-5595 ottotradeinc@gmail.com unimedmassager.com

### Booth 807

### **PAS Systems** International

James Mullikin PO Box 330 Fredericksburg, VA 22404 540-322-6054 jmullikin@pasintl.com pasintl.com

### Booth 932

### Resame, Inc.

Linnea Kornberg 718 E Mason St Santa Barbara, CA 93103 805-568-0227 2Linnea.k@resqme.com Resqme.com

### Booth 827

### **SADD**

Rick Birt 1440 G St NW Washington, DC 20005 937-308-5646 rbirt@sadd.org sadd.org

### **Booth 703**

### Safe Kids Worldwide

Wes Bender 1255 23rd St NW, Suite 600 Washington, DC 20037 323-640-5954 wbender@safekids.org safekids.org

### Booth 754

### Safe Ride News **Publications**

Denise Donaldson PO Box 136 Greenbank, WA 98253 206-849-8151 denise@saferidenews.com saferidenews.com

### Booth 833

### Safe Traffic System, Inc.

Vera Fullaway 10201 Pacific Ave Franklin Park, IL 60131 303-378-2932 vera@safetrafficsystem.com safetrafficsystem.com

### Booth 759

### SafetyBeltSafe U.S.A.

Stephanie Tombrello PO Box 553 Altadena, CA 91003 310-318-5111 stombrello@carseat.org carseat.org

### Booth 606

### **Shepherd Center**

Emma Harrington 2020 Peachtree Rd Atlanta, GA 30309 404-698-6428 Emma. Harrington@shepherd.org shepherd.org

### **Booth 781**

### **Simulator Systems** International

Jennifer Martin 5358 S 125th E Ave, Ste C Tulsa, OK 74146 918-250-4500 jmartin@simulatorsystems.com simulatorsystems.com

### **Booth 843**

### **Smart Start**

Michelle Whitaker 500 E Dallas Rd Grapevine, TX 76051 469-735-4709 michelle.whitaker@smartstartinc.com smartstartinc.com

### Booth 645

### **Smartox**

**Duffy Nabors** 4850 Plaza Dr Irving, TX 75063 888-711-9906 duffy.nabors@smartox.com smartox.com

### **Booth 856**

### Stalker Radar

Shirley Wright 855 E Collins Blvd Richardson, TX 75081 972-801-4849 shirley@stalkerradar.com stalkerradar.com

### **Booth 744**

### **Teens in the Driver Seat**

Rubiana Mares 727 Tx Transprtn Inst 3135 TAMU College Station, TX 77843 210-979-9411 r-mares@tti.tamu.edu t-driver.com

### Booth 756

### **Tenstim LLC**

Oguz Tatlilioglu 582 Tam O Shanter Las Vegas, NV 89109 424-386-9455 tenstimllc@gmail.com tenstim.com

### Booth 918

### **Texans Standing Tall**

Stephanie Stutts 2211 S IH-35, Suite 201 Austin, TX 78741 512-442-7501 sstutts@texansstandingtall.org texansstandingtall.org

### Booth 863-865

# **Texas Department of Transportation**

Terry Pence 118 E Riverside Dr Austin, TX 78704 512-765-1313 terry.pence@txdot.gov TXdot.gov

Shana Thomas 512-284-2093 shana.thomas@txdot.gov

### Booth 820

### The National Road Safety Foundation

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

### **Booth 835**

### ThinkFirst National Injury Prevention Foundation

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

### Booth 941

# TjohnE's ThinkFast Interactive

Linda John 2836 Belleglade Ct SE Grand Rapids, MI 49546 877-295-5559 Ijtjohne@aol.com ThinkFastInteractive.com

### **Booth 668**

### **Uber**

Kayla Whaling 1455 Market St, 4th Fl San Francisco, CA 94102 214-729-3594 whaling@uber.com uber.com/newsroom/

### Booth 714

### **U-Haul International**

John Heiland 2727 N Central Ave Phoenix, AZ 85004 602-326-9771 john\_heiland@uhaul.com uhaul.com

### Booth 715

### **UPPAbaby**

Daniella Brown 276 Weymouth St Rockland, MA 02370 781-467-6994 daniella@uppababy.com uppababy.com

# Booth 873 USAA

Rebekah Nelson 9800 Fredericksburg Rd San Antonio, TX 78288 210-488-2603 rebekah.wohl@usaa.com USAA.com

### Booth 655

# USDOT/Transportation Safety Institute

Christine Lawrence 6500 S MacArthur Blvd Oklahoma City, OK 73169 405-954-3159 TSI@dot.gov tsi.dot.gov

### Booth 602

### **Virtual Driver Interactive**

Pam LeFevre 5137 Golden Foothill Pkwy, Suite 150 El Dorado Hills, CA 95762 916-225-2852 plefevre@driverinteractive.com driverinteractive.com



# IT'S FIESTA TIME!

# FIESTA SAN ANTONIO

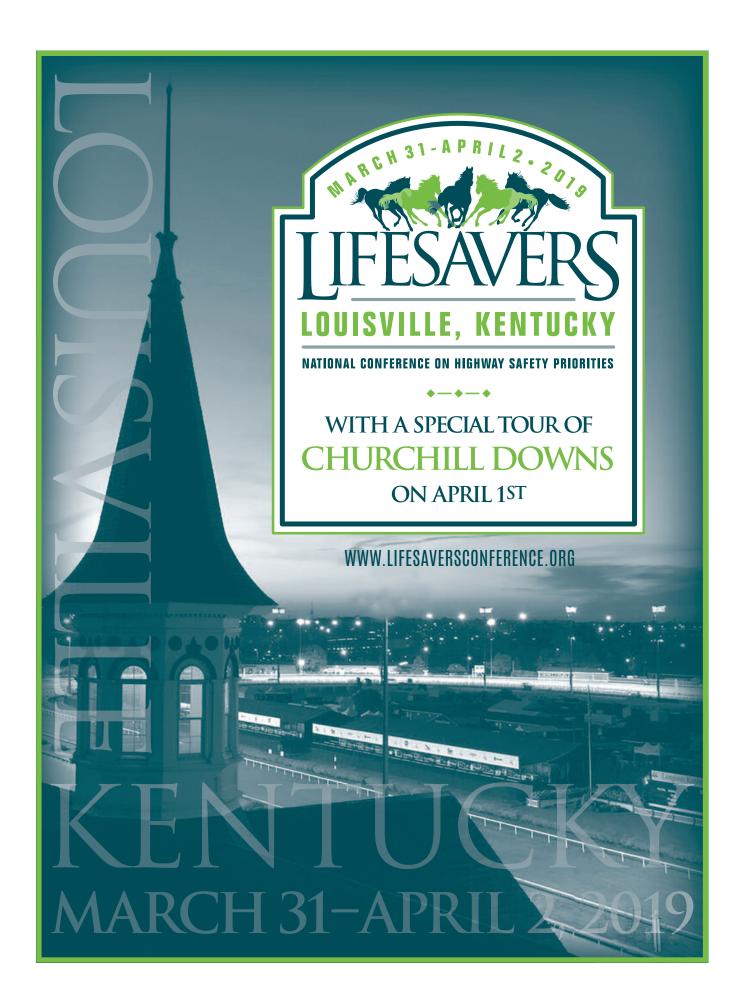


Stands selling sizzling fajitas. Majorettes strutting as military bands march. Cascarones, colorful eggshells filled with confetti, dotting the crowds with prismatic color as they're broken. Extravagantly decorated floats. Music—mariachi, blues, jazz, rock, country—coming from everywhere. These are just some of the sights and sounds of San Antonio's Fiesta, our extravagant 11-day citywide party. This year marks the event's 126th anniversary, and we're pulling out all the stops to make it the most exciting, entertaining and unforgettable Fiesta of all time.

Visit **www.fiesta-sa.org** for a complete list of Fiesta events and descriptions, and get a taste of the festivities with photos and videos from previous years.



Need help navigating the downtown area? Just ask one of the friendly and knowledgeable Centro Hospitality Ambassadors in the bright yellow shirts!



# EXHIBIT HOURS & EVENTS

### **EXHIBIT HALL 4B**

### Saturday, April 21

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

### Sunday, April 22

7:30am – 11:00am Exhibit and Poster Setup

12:00pm - 6:00pm Exhibit Hall Open

12:00pm - 1:30pm Lunch and Exhibit Networking

3:00pm – 4:00pm Complimentary Refreshments

and Networking Hour

4:00pm – 5:00pm A Happy Hour – New Traffic

Safety Research - Poster Session

### **Monday, April 23**

8:00am - 4:30pm Exhibit Hall Open

(closed during Awards Luncheon)

8:00am - 8:45am Continental Breakfast

in Exhibit Hall

3:45pm – 4:30pm Complimentary Refreshments

and Networking

4:30pm Exhibitor Move Out

# Mark Your Calendar For These Future Lifesavers Conferences:

2019 Louisville, KY

March 31-April 2

2020 **Tampa**, FL

April 5-April 7

2021 Long Beach, CA

March 31-April 2

2022 Chicago, IL

March 13-15

