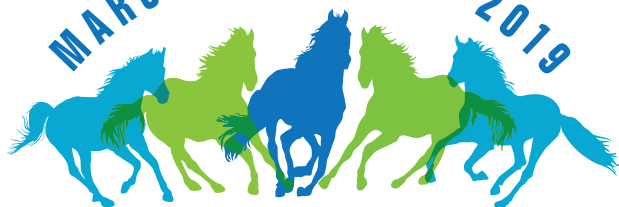


# WELCOME!

MARCH 31 - APRIL 2 • 2019



# LIFESAVERS

## LOUISVILLE, KENTUCKY

NATIONAL CONFERENCE ON HIGHWAY SAFETY PRIORITIES

### LIFESAVERS

*National Conference on Highway Safety Priorities*

THIS PROGRAM BELONGS TO:

[WWW.LIFESAVERSCONFERENCE.ORG](http://WWW.LIFESAVERSCONFERENCE.ORG)



# LIFESAVERS

## LOUISVILLE, KENTUCKY

Lifesavers is grateful for the support of the sponsors listed below and extends a special thank you to our 2019 state host, the Kentucky Office of Highway Safety, for assisting with conference planning and volunteer staffing.

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(\$10,000+)



### PARTNERS

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 Mothers Against Drunk Driving  
 National Automobile Dealers Association (NADA)  
 Volvo Car USA, LLC

## Thank you

to the following organizations and their representatives (wearing a Lifesavers lapel pin) that guide the conference planning process and/or provide in-kind support:

- ❖ AAA
- ❖ Advocates for Highway and Auto Safety
- ❖ Alliance of Automobile Manufacturers, Inc.
- ❖ Governors Highway Safety Association
- ❖ Injury Prevention Center of Greater Dallas
- ❖ Insurance Institute for Highway Safety
- ❖ LMG Holdings, Inc.
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- ❖ National District Attorneys Association
- ❖ National Highway Traffic Safety Administration
- ❖ National Safety Council
- ❖ National Transportation Safety Board
- ❖ Preusser Research Group, Inc.
- ❖ SADD, Inc.
- ❖ Safe Kids Worldwide
- ❖ The Children's Hospital of Philadelphia
- ❖ Transportation Research Board
- ❖ U.S. Indian Health Service

And thank you to the more than 100 individuals – representing public, private and non-profit entities – who serve on the workshop track planning groups.

### Disclaimer:

Attending, sponsoring, speaking or exhibiting at the Lifesavers Conference on Highway Safety Priorities does not imply endorsement by Lifesavers Conference, Inc., its Board of Directors or the Lifesavers Planning Committee.

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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! To find the workshop evaluation in the app, click on the workshop you attended, then click on the clipboard icon found on the blue sidebar.

For iPhone and Android devices, visit the App Store or Google Play via your device and search for Lifesavers Conferences or scan the QR code to the left.

**It's Fast, Easy and Convenient to download the App!**







Commonwealth of Kentucky  
**OFFICE OF THE GOVERNOR**

**Matthew G. Bevin**  
Governor

700 Capitol Avenue  
Suite 100  
Frankfort, KY 40601  
(502) 564-2611  
Fax: (502) 564-2517

January 31, 2019

Greetings Lifesavers Attendees,

It is my pleasure to welcome all in attendance to the 2019 Lifesavers National Conference on Highway Safety Priorities hosted by the Kentucky Transportation Cabinet.

As the largest annual gathering of highway safety professionals in the country, the Lifesavers Conference provides new insights that are critical for maintaining a safe, reliable and integrated transportation system that keeps people and goods moving efficiently throughout the state. I commend your ongoing commitment and collaboration to make our roadways safer and to enhance the quality of life for Kentuckians.

While your focus over the next two and a half days is on highway safety, to those of you visiting from out of town or state, the First Lady and I encourage you to enjoy Louisville's hospitality, history and entertainment. We have a lot to offer from the Louisville Slugger Museum and factory to the world-famous Churchill Downs and much more.

We hope you have an enjoyable and informative conference and thank you again for your dedication to highway safety.

Sincerely,

Matthew G. Bevin  
Governor

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# PROGRAM AT A GLANCE & EXHIBIT HOURS

All events are held at the Kentucky International Convention Center

TIME	EVENT	LOCATION
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## ◆ SATURDAY • MARCH 30

11:00 a.m. – 6:00 p.m.	Registration Open	Ballroom C Lobby
12:00 – 6:00 p.m.	Exhibit Setup	North Exhibit Hall C
12:00 – 6:00 p.m.	Poster Setup	L & M Series Workshop Hallways
3:00 – 5:30 p.m.	Traffic Safety Scholars Panel Discussion & Reception ( <i>Invitation only</i> )	L009 & L010

### Preconference Workshops (*Pre-registration required*):

8:00 a.m. – 5:00 p.m.	Safe Travel for All Children: Transporting Children with Special Healthcare Needs	Offsite
9:00 a.m. – 4:00 p.m.	CarFit Technician Training	Rm M103
1:00 – 3:00 p.m.	New CPST Curriculum Orientation to Content and Style ( <i>For CPST Instructors</i> )	M104/107
1:00 – 3:00 p.m.	CPST Curbside: Challenges, Solutions and Opportunities	M100
1:00 – 5:00 p.m.	National TZD Strategy: Road Map to Implementation	M101/102
3:30 – 4:30 p.m.	National Digital Car Seat Check Form Workshop	M104/107

### Additional Events:

7:00 a.m. – 4:00 p.m.	LEL Networking/Training Session ( <i>For LELs only</i> )	M109/110
6:00 – 7:00 p.m.	Ohio Networking Meeting	M103

## ◆ SUNDAY • MARCH 31

7:30 a.m. – 5:00 p.m.	Registration Open	Ballroom C Lobby
7:30 – 10:00 a.m.	Poster Setup	L & M Series Workshop Hallways
7:30 – 11:00 a.m.	Exhibit Setup	North Exhibit Hall C
8:00 – 8:30 a.m.	Morning Coffee	Ballroom C Lobby
8:30 – 10:15 a.m.	<b>Opening Plenary</b>	Ballroom
10:30 a.m. – 12:00 p.m.	<b>1st Workshop Session</b>	
12:00 – 4:00 p.m.	<b>Exhibit Hall Open</b>	North Exhibit Hall C
12:00 – 12:30 p.m.	Authors Present at Posters in Workshop Hallways	
12:00 – 1:30 p.m.	<b>Lunch in Exhibit Hall</b>	North Exhibit Hall C
1:00 – 1:30 p.m.	Authors Present at Posters in Workshop Hallways	
1:30 – 3:00 p.m.	<b>2nd Workshop Session</b>	
3:00 – 4:00 p.m.	Networking in Exhibit Hall (Complimentary Refreshments)	North Exhibit Hall C
4:00 – 5:30 p.m.	<b>3rd Workshop Session</b>	

### Additional Events:

5:30 – 6:30 p.m.	Reduce Teen Crashes – A Tennessee Tech Initiative (Update)	M101/102
5:45 – 7:00 p.m.	Aging Driver Safety Networking Meeting	M108
6:00 – 8:00 p.m.	National Safety Council Reception	M100
6:30 – 8:30 p.m.	Legalized Marijuana and Effective Roadside Solutions	M103
7:00 – 8:00 p.m.	Older Drivers Networking Group: Recent Research & How it Can Help You	M104/107



Your name badge is required to enter all plenary sessions, workshops, the Exhibit Hall and Churchill Downs event.

**❖ MONDAY • APRIL 1**

7:30 a.m. - 4:30 p.m.	Registration Open	Ballroom C Lobby
8:00 a.m. - 2:30 p.m.	<b>Exhibit Hall Open</b> (closed during Awards Luncheon)	North Exhibit Hall C
8:00 - 8:45 a.m.	Continental Breakfast in Exhibit Hall	North Exhibit Hall C
9:00 - 10:30 a.m.	<b>4th Workshop Session</b>	
10:30 - 10:45 a.m.	Break	
10:45 a.m. - 12:15 p.m.	<b>5th Workshop Session</b>	
12:30 - 2:00 p.m.	<b>Public Service Awards Luncheon</b>	Ballroom
2:00 - 2:30 p.m.	Networking in Exhibit Hall (Complimentary Refreshments)	North Exhibit Hall C
2:30 p.m.	Exhibitor Move Out	
2:45 - 3:45 p.m.	<b>6th Workshop Session - Power Hour</b>	
4:00 - 4:30 p.m.	Traffic Safety Scholars Debriefing ( <i>Invitation only</i> )	L009
5:00 - 6:00 p.m.	<b>Churchill Downs Event</b>	Convention Center
	Buses load/leave for Churchill Downs	on Market Street between 2nd & 4th Streets
5:30 - 6:15 p.m.	Arrive at Churchill Downs	
5:30 - 6:45 p.m.	Museum visit & tour of the paddock area	
6:30 - 8:00 p.m.	Buffet dinner - Millionaires Row, 4th Floor, overlooking the track	
7:30 - 8:15 p.m.	Buses leave Churchill Downs for the Convention Center	

**❖ TUESDAY • APRIL 2**

8:00 a.m. - 2:00 p.m.	Exhibitor Move Out	
8:30 - 9:00 a.m.	Morning Coffee	L & M Series Workshop Hallways
8:30 a.m. - 1:00 p.m.	Registration Open	Ballroom C Lobby
9:00 - 10:30 a.m.	<b>7th Workshop Session</b>	
10:30 - 10:45 a.m.	Break	
10:45 a.m. - 12:15 p.m.	<b>8th Workshop Session</b>	
12:30 - 1:30 p.m.	<b>Closing Plenary Luncheon</b>	Ballroom

**MARK YOUR CALENDAR FOR FUTURE LIFESAVERS CONFERENCES**

2020   
**Tampa, FL**

**March 15-17**  
 Tampa  
 Convention Center



2021   
**Long Beach, CA**

**April 25-27**  
 Long Beach  
 Convention Center



2022   
**Chicago, IL**

**March 13-15**  
 Hyatt Regency  
 Hotel



2023   
**Seattle, WA**

**April 2-4**  
 Washington State  
 Convention Center





# LIFESAVERS 2019 PROGRAM

## ◆ SATURDAY • MARCH 30

**Registration Open**  
11:00 a.m. - 6:00 p.m.  
Ballroom C Lobby

**Exhibit Setup**  
12:00 - 6:00 p.m.  
North Exhibit Hall C

**Poster Setup**  
12:00 - 6:00 p.m.  
L & M Series Workshop Hallways

### PRECONFERENCE WORKSHOPS

These meetings are being held in conjunction with the conference at the Conference Center unless noted otherwise. Pre-registration is required; there is no on-site registration.

#### Friday, March 29

**Safe Travel for All Children: Transporting Children with Special Healthcare Needs**  
8:00 a.m. - 5:00 p.m. Norton Children's Hospital,  
231 E Chestnut St,  
Conference Room 4/5

**CarFit Technician Training**  
9:00 a.m. - 4:00 p.m. M103

**New CPST Curriculum Orientation to Content and Style (For CPST Instructors)**  
1:00 - 3:00 p.m. M104/107

**CPST Curbside: Challenges, Solutions and Opportunities**  
1:00 - 3:00 p.m. M100

#### Saturday, March 30

**Safe Travel for All Children: Transporting Children with Special Healthcare Needs**  
8:00 a.m. - 5:00 p.m. Norton Children's Hospital,  
231 E Chestnut St,  
Conference Room 4/5

**National TZD Strategy: Road Map to Implementation**  
1:00 - 5:00 p.m. M101/102

**National Digital Car Seat Check Form Workshop**  
3:30 - 4:30 p.m. M104/107

### ADDITIONAL EVENTS (Saturday, March 30 & Sunday, March 31)

**LEL Networking/Training Session (For LELs only)**  
Saturday, 7:00 a.m. - 4:00 p.m. M109/110

**National Safety Council Reception**  
Sunday, 6:00 - 8:00 p.m. M100

**Ohio Networking Meeting**  
Saturday, 6:00 - 7:00 p.m. M103

**Legalized Marijuana and Effective Roadside Solutions**  
Sunday, 6:30 - 8:30 p.m. M103

**Reduce Teen Crashes - A Tennessee Tech Initiative (Update)**  
Sunday, 5:30 - 6:30 p.m. M101/102

**Older Drivers Networking Group: Recent Research and How it Can Help You**  
Sunday, 7:00 - 8:00 p.m. 104/107

**Aging Driver Safety Networking Meeting**  
Sunday, 5:45 - 7:00 p.m. M018



Lifesavers is hosting a special evening event at Churchill Downs on Monday, April 1 from 5:00 to 8:00 p.m. Explore the museum, tour the paddock area and enjoy a buffet dinner in Millionaires Row overlooking the famous racetrack. Admission is included with your Lifesavers Conference registration.

*You must be pre-registered for this event; no tickets will be issued on-site.*

Bus transportation will be provided to and from Churchill Downs. Dress code is track casual: jackets and blazers optional, shirts with collars, sweaters, dresses, pantsuits, dress jeans and slacks are appropriate, as are golf shorts, dress shorts, capris, and tennis shoes. Torn garments, athletic wear or frayed/torn denim are not appropriate attire.





# SUNDAY • MARCH 31

## Registration Open

7:30 a.m. - 5:00 p.m.  
Ballroom C Lobby

## Poster Setup

7:30 - 10:00 a.m.  
L & M Series  
Workshop Hallways

## Exhibit Setup

7:30 - 11:00 a.m.  
North Exhibit Hall C

## Morning Coffee

8:00 - 8:30 a.m.  
Ballroom C Lobby

## Exhibit Hall Open

12:00 - 4:00 p.m.  
North Exhibit Hall C

## OPENING PLENARY

8:30 - 10:15 a.m. • Ballroom

### Master of Ceremonies

**Cathy Chase**, President, Advocates for Highway and Auto Safety, Washington, DC

### Presentation of Colors/National Anthem

#### Northern Kentucky Regional Honor Guard

**Courtney Milam**, Trooper, Kentucky State Police, Frankfort, KY

### Welcome to Kentucky

**Gregory Thomas**, Secretary, Kentucky Transportation Cabinet, Frankfort, KY

### Getting to Zero

**Chief Steven Casstevens**, First Vice President, International Association of Chiefs of Police, Buffalo Grove, IL



### Mission Moment

**Melissa Wandall**, President, National Coalition for Safer Roads & Founder, The Mark Wandall Foundation, Bradenton, FL

### US Roadway Safety

**Jason Siwula**, Executive Director, Kentucky Transportation Cabinet, Office of Highway Safety, Frankfort, KY

**Secretary Elaine L. Chao**, Secretary, U.S. Department of Transportation, Louisville, KY

10:30 A.M. - 12:00 P.M.

## 1ST WORKSHOP SESSION

### Walkable Communities: Good for Our Health, Safety & the Economy

Sunday • 10:30 a.m. - 12:00 p.m. **L007/008**

Walkable communities contribute to better health, safety and the economy. Learn how to leverage two programs “Safe School Zones” and “Walk Friendly Communities” to prioritize safe walking and effect positive change. You’ll learn how to advocate for walking in your community and how to adopt these proven approaches to bolster support and community engagement.

#### Moderator:

**Ruth Esteban-Muir**, Highway Safety Specialist, NHTSA, Research & Program Development, Washington, DC

#### Speakers:

**Dan Gelinne**, Research Associate, UNC Highway Safety Research Center, Chapel Hill, NC

**Kristin Rosenthal, M.Ed, MCHES, CPST-I**, Senior Program Manager, Road Safety, Safe Kids Worldwide, Washington, DC

### New Research & Emerging Efforts to Combat Speeding

Sunday • 10:30 a.m. - 12:00 p.m.

**L009**

For more than two decades, speeding has been a factor in 30% of all motor vehicle fatalities. Research shows that while the relationship between speed and crash involvement is complex and 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. Vulnerable road users are at increased risk of death and injury due to speed. Join the discussion that will explore policies and proven and underutilized countermeasures to combat this pervasive problem.

#### Moderator:

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

#### Speakers:

**Hon. Jennifer Homendy**, Board Member, National Transportation Safety Board, Washington, DC

**Wen Hu, PhD**, Senior Research Transportation Engineer, Insurance Institute for Highway Safety, Arlington, VA

**Amy Cohen**, Co-Founder, Families for Safe Streets, Brooklyn, NY

7 CEUs

## There is an opportunity to earn 7 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 must stay for the entire workshop and have their passport stamped on the way out to be eligible for CEUs. Technicians should also keep their passport after Lifesavers so they can provide it if selected for a CEU audit at time of recertification. Replacement passports will not be available after the conference ends.

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



## Messaging that Drives Behavioral Change

**Sunday • 10:30 a.m. - 12:00 p.m. L010**

Breaking through the clutter to talk about highway safety can be challenging. What's even harder – the audiences most in need of the message are sometimes the least receptive to hearing it. By using evidence-based marketing strategies, highway safety organizations can connect with these key demographics to drive awareness and change behavior. Explore research related to communication strategies shown to influence behavior and lessons learned from outdated tactics such as fear appeals. Learn how research was applied in NC, how the SD Office of Highway Safety targeted three notoriously hard-to-reach audiences – teen drivers, Millennial males, and motorcyclists attending the Sturgis Rally – to drive the state's traffic fatalities to among the lowest in the nation, and how qualitative and quantitative research guided the creation of New York City's Vision Zero marketing content that has helped contribute to a significant reduction in pedestrian fatalities.

**Moderator:**

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

**Speakers:**

**Mark Segerstrom, BS, DC**, Road Safety Project Coordinator, NE Safety Council, Lincoln, NE

**Tracy Anderson**, Research Association & Vision Zero Program Coordinator, Institute for Transportation Research & Education, Raleigh, NC

**Michelle Kaucic, MPA, CPST**, Director, Strategic Communications, New York City DOT, New York, NY

**Tim Hoss**, Account Executive, Lawrence & Schiller, Sioux Falls, SD



## Speed Dating for Practitioners in Aging & Mobility

**Sunday • 10:30 a.m. - 12:00 p.m. M100**

We can't promise you a romance, but we can guarantee access to a wide array of tools, programs and resources to benefit older drivers and their families. This interactive roundtable session will provide you with the flexibility to learn about only those innovative ideas, proven programs and best practices that you think could serve useful as you work to assist aging drivers to maximize their comfort, safety and longevity behind the wheel. A compendium of these resources (including how to access them) will be made available to attendees.

**Moderator:**

**Rhonda Shah**, Manager, Traffic Safety Advocacy & Community Impact, AAA Public Affairs, Heathrow, FL

**Speakers:**

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

**David Strogatz, PhD**, Director, Center for Rural Community Health, Bassett Research Institute; Associate Professor, Department of Epidemiology & Biostatistics, School of Public Health, University at Albany, State University of NY, Cooperstown, NY

**Melissa Gray**, Program Manager, National Association of Area Agencies on Aging, Washington, DC

**Anne Dickerson, PhD, OTR/L, SCDCM, FAOTA, GSA**, Professor, East Carolina University, Greenville, NC

**Det. Michael C. Polcsa**, Montgomery County Police Department, Gaithersburg, MD



**Engineering Icon** - workshops with engineering content



**Tribal Icon** - workshops with tribal-applicable content



**Motorcycle Icon** - workshops with motorcycle safety content



## From Crash Intervention to Automated Driving. Who Is the Driver, Regulator & Educator?

**Sunday • 10:30 a.m. - 12:00 p.m. M101/102**

The advanced crash avoidance technologies now available in many vehicle makes and models can prevent crashes and save lives. But who is responsible for ensuring that these safety benefits are fully realized? Explore the five levels of automated driving and what is expected of the driver and the public's perception of their responsibility, the role of the states and the Federal government in regulating these vehicles, and what opportunities exist for consumer education.

**Moderator:**

**Brad Stertz**, Director, Government Affairs, Audi, Washington, DC

**Speakers:**

**Alex Epstein, MPPM, MBA**, Director, Transportation Safety, National Safety Council, Itasca, IL

**Cathie Curtis**, Director, Vehicle Programs, American Association of Motor Vehicle Administrators, Winthrop, ME

**Rhett Ricart**, NADA Vice Chairman, National Automobile Dealers Association, Columbus, OH



## Understanding the Science of Distracted Driving

**Sunday • 10:30 a.m. - 12:00 p.m. M103**

Surveys confirm that the public believes driving distracted is dangerous, but the problem persists and is likely more extensive than data suggest. But what can be done about it? Don't miss this foundational session that will explore the latest trends and behavioral science of distracted driving. It will set you up to better understand the progress and challenges that will be addressed in the other distracted driving workshops where you'll learn about evidence-based solutions in policy, programs and technology innovation.

**Moderator:**

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

**Speakers:**

**Jessica Kearney**, Executive Director, Travelers Institute, Hartford, CT

**Bruce Mehler**, Research Scientist, MIT, Cambridge, MA

**Cameron Jahn**, Director, Product Marketing, Zendrive, San Francisco, CA



## CPS & Vehicle Manufacturers Latest Technology (Round 1) • 1.5 CEUs

**Sunday • 10:30 a.m. - 12:00 p.m. M104/107**

Meet with a panel of child restraint manufacturers, large and small, who will showcase their newest car seats, changes to established products and the latest injury prevention technology.

**Moderator:**

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

**Speakers:**

**Daniella Brown, CPST-I**, Safety Advocate, UPPAbaby, Rockland, MA

**Sarah Haverstick, CPST-I**, Safety Advocate, Goodbaby International, Miamisburg, OH

**Carol Helminski, CPST-I**, Marketing, Graco Children's Products (Newell Brands), Bonita Springs, FL

**Tony Jerisha, CPST-I**, Advocate Manager, Kids Embrace, Joliet, IL

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



## Overcoming Common Defense Challenges in Impaired Driving Cases

**Sunday • 10:30 a.m. – 12:00 p.m. M108**

Learn how to prepare for and anticipate Driving Under the Influence (DUI) defenses. Experts will present the theories behind DUI defenses and how to effectively respond to them to ensure more effective and efficient enforcement and prosecution of these cases.

**Moderator:**

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

**Speakers:**

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

**Ashley Schluck, JD**, Traffic Safety Resource Prosecutor, WY Highway Safety Program, Laramie, WY



## GDL Effectiveness: Engaging Parents & Strengthening Laws

**Sunday • 10:30 a.m. – 12:00 p.m. M109/110**

Parents are the their teens' number one influencer when it comes to driving. How do we best reach and educate parents about the critical role they play in leveraging state graduated driving licensing (GDL) programs before their teens get behind the wheel? Today's parents didn't grow up with GDL, so helping them understand how and why the provisions – education and training, supervised practice driving, passenger and nighttime driving restrictions, cell phone bans – work to address their teens' crash risk is vital. How can we scale effective parent education programs? What are the next steps when it comes to strengthening GDL laws? Learn how to effectively communicate GDL to parents and the legislature.

**Moderator:**

**Morgan Cihak**, Teen Injury Prevention Program Manager, National Safety Council, Itasca, IL

**Speakers:**

**Brock Dietrich**, Impacted Family Member, Impact Teen Drivers, Gahanna, OH

**Arthur Goodwin**, Senior Research Associate, UNC Highway Safety Research Center, Chapel Hill, NC

**Carissa Hoium, MPH, CPST**, Motor Vehicle Safety Coordinator, Children's Hospital of WI, Milwaukee, WI

**Amy Nichols**, Executive Director, DRIVE SMART, Littleton, CO



## DUI Child Endangerment Laws

**Sunday • 10:30 a.m. – 12:00 p.m. M111**

There is increasing interest in protecting children riding with a drunk driver. Child endangerment laws provide more severe penalties for a drunk driving conviction with a child passenger in the vehicle. Explore the extent and scope of the problem, the types of laws and the recommendations of an expert panel convened by Mothers Against Drunk Driving (MADD).

**Moderator:**

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

**Speakers:**

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

**Kyran Quinlan, MD MPH**, Professor of Pediatrics, Rush University Children's Hospital, Chicago, IL

**John Whetsel**, Sheriff (Ret.), OK County Sheriff's Office, Choctaw, OK



## Effective Solutions for Improving Motorcyclist Safety

**Sunday • 10:30 a.m. – 12:00 p.m. M112**

According to NHTSA, motorcycles are the most hazardous form of motor vehicle transportation, and the number of motorcycle crash fatalities has more than doubled since hitting an all-time low in 1997. Join motorcyclist safety advocates to learn about new research, the need for and benefits of motorcycle safety technology and proven countermeasures including helmet use and all rider motorcycle helmet laws, motorcycle rider training and safety courses, and efforts to improve riding skills and enhance safety.

**Moderator:**

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

**Speakers:**

**Ofc. John Dixon**, Motor Officer; Instructor, Ride To Live Program, Hawthorne Police Department, Hawthorne, CA

**Dan Petterson, Ed.D.**, President & CEO, Skilled Motorcyclist Association – Responsible, Trained & Educated Riders, Inc (SMARTER), Scottville, MI

**Sen. Robert Hilkemann, DPM**, State Senate, District 4, Omaha, NE

### Lunch

**12:00 - 1:30 p.m.  
North Exhibit Hall C**



Grab lunch in the exhibit hall and explore the latest technology, programs and initiatives offered by nearly 100 exhibitors.

Be sure to check the Winner's Board, located near the exhibit hall entrance, before the hall closes at 2:30 p.m. on Monday to see if you won one of the many exhibitor drawings!

### Poster Presentations

Don't forget to visit the research posters located outside the workshop rooms in the L and M series hallways. The presenters will be at their posters from 12:00 to 12:30 p.m. and 1:00 to 1:30 p.m. today to answer your questions.

Poster descriptions can be found on page 29.



**Look for Lifesavers Planning Committee (LPC) members wearing a Lifesavers lapel pin. The list of organizations represented on the LPC can be found on page 1.**



**Workshop moderators and speakers were accurate at time of printing; substitutions may have been made. Refer to the mobile app for the most up-to-date workshop & speaker information.**



1:30 P.M. - 3:00 P.M.

## 2ND WORKSHOP SESSION

### Walking & Cycling Towards Zero Deaths, Zero Emissions

**Sunday • 1:30 p.m. - 3:00 p.m.** **L007/008**

Reaching zero fatalities and decreasing fuel emissions is possible by implementing strategies that address the most vulnerable and disproportionately affected population – children. Learn why children are more vulnerable and how focusing on them can act as a catalyst for improving health outcomes for the wider population in both urban and rural areas. Panelists will discuss the political benefits of beginning with children, strategies to gain elected official buy-in, and cost-effective safety and environmental measures that can be implemented around schools.

**Moderator:**

**Natalie Draisin**, Director, North American Office & United Nations Representative, FIA Foundation, Washington, DC

**Speakers:**

**Kevin Chang, PhD, PE**, Assistant Professor, University of ID, Moscow, ID  
**Kim Wiley-Schwartz**, Assistant Commissioner, Education & Outreach, New York City DOT, New York, NY  
**Nancy Pullen-Seufert, MPH**, Director, National Center for Safe Routes to School, UNC Highway Safety Research Center, Chapel Hill, NC

### Autonomous Vehicles: Sharing the Road with Vulnerable Users

**Sunday • 1:30 p.m. - 3:00 p.m.** **L009**

Self driving cars or autonomous vehicles (AVs) have tremendous potential to reduce traffic crashes, fatalities and injuries, and expand transportation access and mobility. However, we're not there yet. The road to autonomy is anticipated to include a period of a mixed fleet when autonomous, partially autonomous and traditional drivers will operate simultaneously on our roads. Join representatives from the traffic safety, pedestrian and biking, disability rights and law enforcement communities to discuss known and foreseeable concerns that must be overcome to ensure the safety of all road users.

**Moderator:**

**Catherine Chase**, President, Advocates for Highway & Auto Safety, Washington, DC

**Speakers:**

**Marco Conner**, Deputy Director, Transportation Alternatives, New York, NY  
**Det. Sgt. Michael W. Farr**, Denver Police Department, Denver, CO  
**Dara Baldwin, MPA**, Director, National Policy, Center for Disability Rights, Washington, DC



**On Monday, April 1, 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.**

### Making the Safety Case for Automated Enforcement

**Sunday • 1:30 p.m. - 3:00 p.m.** **L010**

Research confirms that automated enforcement – red light and speed cameras – has a positive impact on road safety. However, the public isn't always aware or convinced of the safety benefits this tool can confer. Explore best practices for messaging around automated enforcement that promotes safety over revenue, and how some organizations and communities are effectively educating citizens about its value.

**Moderator:**

**Mary Beth Kelly, ACSW**, Board of Directors, Transportation Alternatives; Founding Member, Families for Safe Streets, New York, NY

**Speakers:**

**Wen Hu, PhD**, Senior Research Transportation Engineer, Insurance Institute for Highway Safety, Arlington, VA  
**Billy L. Hattaway, PE, MBA**, Transportation Director, City of Orlando, Orlando, FL  
**Charles Territo**, Senior Vice President, Verra Mobility, Mesa, AZ

### Effectively Engaging Teens to Promote Traffic Safety

**Sunday • 1:30 p.m. - 3:00 p.m.** **M100**

Peer-to-peer programs harness the power of youth to promote the adoption of safe behaviors by both the teens delivering the intervention and the teens receiving it. Research confirms that teens who regularly participate in positive social projects are less likely to engage in risky behaviors. Youth from national peer organizations Students Against Destructive Decisions (SADD), National Organizations for Youth Safety (NOYS), and Family, Career and Community Leaders of America (FCCLA) will discuss programs they've successfully implemented in their schools and communities to address their traffic safety issues impacting their peers, families and others.

**Moderator:**

**Michelle Anderson**, Director, Operations, The National Road Safety Foundation, New York, NY

**Speakers:**

**Alison Collard de Beaufort**, Student, Vision Zero Youth Council, Brooklyn, NY  
**Wendy Berk, LCSW**, Vice President, Brain Injury Alliance of New Jersey, North Brunswick, NJ  
**Abbie Dickinson**, Student, FCCLA, Mt. Vernon, IN  
**Destiny Morgan**, Student, FCCLA, Mt. Vernon, IN  
**Bailey Bindle**, National Social Media Coordinator, SADD, Brownville, NE

### Lower BAC Limits: What Laws Make Sense? What Are the Challenges?

**Sunday • 1:30 p.m. - 3:00 p.m.** **M101/102**

A panel discussion will focus on the benefits and challenges of laws directed at blood alcohol concentration (BAC) lower than .08%. Learn about the evidence of impairment at BAC below .08%, Utah's experience with a .05% BAC per se law, Canada's experience with administrative sanctions for .05% BAC, the potential use of a .05% threshold for repeat offenders, and other topics.

**Moderator:**

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

**Speakers:**

**Andy Murie**, CEO, Mothers Against Drunk Driving (MADD) Canada, Oakville, ON  
**Chief Steven Casstevens**, First Vice President, International Association of Chiefs of Police, Buffalo Grove, IL  
**Michael Rapich, Colonel**, UT Highway Patrol, Salt Lake City, UT





## Leveraging Technology to Combat Distracted Driving

Sunday • 1:30 p.m. - 3:00 p.m.

M103

Is it possible to use technology to make NOT using cell phones while driving the social norm? Review the latest data on the use of “do not disturb while driving” settings on Apple and Android phones. Also explore how behavioral economics is being applied to smart phone telematics and usage-based insurance to incentivize safe behaviors. Consumers can also choose to download blocking apps that reward their use with discounts on favorite brands. How do these approaches work? Are they effective? What do the telematics tell us about consumer behavior? Panelists will briefly share what is known and then engage in a moderated discussion on the possibilities and limitations of technology and what you can promote to drivers in your state or community.

### Moderator:

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

### Speakers:

**Kit Delgado, MD, MS**, Assistant Professor of Emergency Medicine & Epidemiology; Director, BeSAFIR (Behavioral Science & Analytics for Injury Reduction) Lab, University of PA, Perelman School of Medicine, Philadelphia, PA

**Jim Ramirez**, Founder/CEO, TextNinja Co., Chicago, IL



## CPS & Vehicle Manufacturers Latest Technology (Round 2) • 1.5 CEUs

Sunday • 1:30 p.m. - 3:00 p.m.

M104/107

The second of two child restraint manufacturer panels will showcase their 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 to earn an additional CEU.

### Moderator:

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

### Speakers:

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

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

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

**Beth Warren**, Safety Advocate, WAYB, South Pasadena, CA

**Jody Malone**, CPST, Engineer, Baby Trend, Ontario, CA



## Trafficking to Traffic Safety: A Fentanyl Homicide Case Study

Sunday • 1:30 p.m. - 3:00 p.m.

M108

Delve into a Federal investigation that resulted in the prosecution of a heroin trafficking case and a resulting death case, and the relationship of these investigations to traffic safety, impaired driving and overdoses. Detectives regularly find operating a vehicle while intoxicated (OVI) and overdose activity during these investigations. Review the case involving a former nurse who was charged with two OVIs in 30-days after using heroin and crashing both times. They will also discuss conducting parking lot interdictions to prevent buyers from shooting up in their cars and driving away.

### Moderator:

**Tyson Skeen**, Traffic Safety Resource Prosecutor, UT Prosecution Council, Murray, UT

### Speakers:

**Holly Reese, JD**, Traffic Safety Resource Prosecutor, OH Traffic Safety Office, Uniontown, OH

**Kevin Borchert**, Special Agent, Drug Enforcement Administration, Cleveland, OH

**Det. Tim Harvey**, Akron Police Department, Akron, OH

**Det. Mike Schmidt**, Akron Police Department, Akron, OH



## Engaging the Judiciary to Reduce Impaired Driving Recidivism

Sunday • 1:30 p.m. - 3:00 p.m.

M109/110

Judges responsible for sentencing impaired drivers are in a unique position to impact offenders over-represented in fatal crashes. Arrest and conviction alone have proven insufficient to deter repeat impaired drivers who are among America's deadliest motorists. Newly-developed tools allow judges to identify likely re-offenders and leverage interventions and technology proven to reduce recidivism. The Judicial Outreach Liaison (JOL) program, established by NHTSA and the American Bar Association (ABA), can bring the latest research to judges on the front-line and is an important tool for states in reducing Driving While Impaired fatalities. Explore how the JOL program works and how to establish one in your state.

### Moderator:

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

### Speakers:

**Hon. Phyllis McMillen**, Judge, 6th Circuit Court of the State of Michigan, Waterford, MI

**Hon. J. Matthew Martin, PhD**, Tribal Court Fellow, American Bar Association, Asheville, NC

**Hon. Patrick C. Bowler**, Judge (Ret.), Judicial Outreach Liaison, Greenville, MI

**Christy Sanborn, MBA**, Impaired Driving Program Coordinator, Office of Highway Safety Planning, Lansing, MI



## Addressing Impaired Driving with Autonomous Vehicles & Other New In-vehicle Technologies

Sunday • 1:30 p.m. - 3:00 p.m.

M111

Autonomous vehicles and vehicle crash avoidance technologies hold the promise of eliminating many crashes and traffic deaths, including those involving impaired drivers. However, the challenges associated with their use when a driver is impaired are seldom discussed. Hear about how these challenges can be addressed and get an update on field tests of the Driver Alcohol Detection System for Safety (DADSS), an in-vehicle technology that will automatically detect when a driver has a BAC at or above .08% and prevent the vehicle from moving.

### Moderator:

**JT Griffin**, Chief Government Affairs Officer, Mothers Against Drunk Driving (MADD), Washington, DC

### Speakers:

**Sally Frykman**, Director, Communications & Business Development, Velodyne Lidar, Alameda, CA

**Ashley Middleton**, Senior Vice President, GMMB/DADSS Program, Washington, DC

**Timothy Brown, PhD**, Director, Drugged Driving Research, National Advanced Driving Simulator, University of IA, Iowa City, IA

**Jana Price, PhD**, Senior Human Performance Investigator, National Transportation Safety Board, Washington, DC



## Tried & True Ways to Reinvalidate Seat Belt Enforcement

**Sunday • 1:30 p.m. - 3:00 p.m. M112**

Strategies are being deployed and tested around the country to reinvalidate declining levels of traffic enforcement activity addressing seat belt use. Learn how your state or local law enforcement agency can build and sustain momentum by exploring strategies including Border-to-Border, a multi-jurisdictional effort garnering widespread attention in many states, and dual officer patrols, a successful and innovative enforcement tactic in use in the secondary enforcement state of Idaho.

**Moderator:**

**Glenn Cramer**, Regional Law Enforcement Liaison, NHTSA Region 10 Pacific Northwest, Olympia, WA

**Speakers:**

**Sgt. Ryan E. Howe**, Twin Falls, ID Police Department, Twin Falls, ID  
**Michael J. Morris**, MAS, Law Enforcement Liaison, NHTSA Region 2, Egg Harbor Township, NJ  
**Liza Lemaster-Sandbank**, MPA, Highway Safety Specialist, Occupant Protection Division, NHTSA, Washington, DC

### Complimentary Refreshments and Networking Hour



**3:00 - 4:00 p.m.**

**North Exhibit Hall C**

Visit nearly 100 exhibitors and see what's new in the world of traffic safety. Enjoy refreshments while you catch up with old acquaintances and network with others working in your field.

See the exhibitors list on page 36.

**4:00 P.M. - 5:30 P.M.**

## 3RD WORKSHOP SESSION



### Ticketing Grandma & Grandpa: The Vital Role of Law Enforcement in Identifying Medically At-Risk Drivers

**Sunday • 4:00 p.m. - 5:30 p.m. L007/008**

As the aging driver population increases, the demands on law enforcement rise as well. Knowing how many birthdays an older driver has celebrated, however, isn't an accurate predictor of when he or she might be medically impaired. Law enforcement officials and other safety stakeholders are encouraged to join with a panel of experts who have developed resources and techniques to help police officers identify medical impairments to safe driving regardless of driver age. Highway safety offices and non-profits are encouraged to leverage these tools to help build and cultivate partnerships with law enforcement leaders to maximize older driver safety and mobility in their states and communities.



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

**Moderator:**

**Nanette M. Schieke**, MPA, Chief, Driver Safety Division, MD DOT Motor Vehicle Administration, Glen Burnie, MD

**Speakers:**

**Grady Carrick**, PhD, CEO, Enforcement Engineering, Inc., Ponte Vedra, FL  
**Linda L. Hill**, MD, MPH, Professor, TRED, University of CA, San Diego, San Diego, CA  
**Jill Rybar**, MPH, Deputy Director, TREDs, University of CA San Diego, La Jolla, CA  
**Det. Michael C. Polcsa**, Montgomery County Police Department, Gaithersburg, MD



### Leveraging Data, A Critical Action to Yield Better Results

**Sunday • 4:00 p.m. - 5:30 p.m. L009**

Recent advances in data access and analysis are making better information available more quickly for effective investment decisions related to the nation's highway system. The results inform law enforcement, roadway safety management and project development decision-making as well as safety countermeasure selection and evaluation. Learn how to more effectively use data for planning state and local traffic safety efforts and for the deployment of law enforcement and emergency response on the road.

**Moderator:**

**Patrick Bowman**, Senior Statistician, University of MI Transportation Research Institute, Ann Arbor, MI

**Speakers:**

**Jason Broehm**, JD, MS, Transportation Policy Analyst, US DOT, Washington, DC  
**Massih Foroootan**, PhD, Statistical Analyst, State of TN, Nashville, TN  
**Eric Green**, PhD, PE, Program Manager, KY Transportation Center, Lexington, KY  
**Amber Trueblood**, PhD, MPH, Assistant Research Scientist, TX A&M Transportation Institute, College Station, TX



### Public Health: Partnering to Improve Tribal Road Safety

**Sunday • 4:00 p.m. - 5:30 p.m. L010**

Motor vehicle injuries are the leading cause of death among Native Americans in the U.S. In fact, they are dying in motor vehicle crashes two to three times more than other Americans, according to NHTSA data. Join with public health, transportation, and public policy representatives to discuss effective traffic safety message development and share research and best practices to engage this population and support reduced traffic deaths and serious injuries on Tribal lands.

**Moderator:**

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

**Speakers:**

**Kathryn S. Quick**, PhD, Associate Professor, University of MN, Minneapolis, MN  
**Guillermo Narvaez**, Principal, Proxemic Insights, LLC, St. Paul, MN  
**Leslie Shakespeare**, Vice Chairman, Eastern Shoshone Business Council, Fort Washakie, WY  
**Howard Brown**, Transportation Director, Wind River Intertribal Council, Arapahoe, WY  
**Cody Beers**, Senior Public Relations Specialist, WY DOT, Riverton, WY



## Play Ball: Teen Safety Programs Worth Stealing

**Sunday • 4:00 p.m. - 5:30 p.m. M100**

Looking to hit a home run at Lifesavers by taking back a new game plan for your teen driver safety initiative? Here's an opportunity to learn about all-star teen traffic safety programs. Using a roundtable format, you can advance from one base to the next to gather information about the programs that most appeal to your needs. It's your chance to steal new ideas from these dynamic youth traffic safety program coaches.

**Moderator:**

**Sandy Spavone**, Executive Director, Family, Career & Community Leaders of America, Reston, VA

**Speakers:**

**Michelle Anderson**, Director, Operations, The National Road Safety Foundation, New York, NY

**Lauren Roscoe**, National Student of the Year, Students Against Destructive Decisions (SADD), New Rockford, ND

**Bianca Mahomes, CPST**, Tween Passenger Safety Coordinator, University of AR for Medical Sciences, Little Rock, AR

**Tammy Peck**, Higher Education Prevention Specialist, Texans Standing Tall, Austin, TX

**Kim Morris**, Vice President, Programs, Mothers Against Drunk Driving (MADD), Irving, TX

**Mary Jo Prince, CPST**, Program Coordinator, TX A&M AgriLife Extension BVIPC, College Station, TX

**Morgan Cihak**, Teen Injury Prevention Program Manager, National Safety Council, Itasca, IL

**Mike Lutzenkirchen**, Executive Director, Lutzie 43 Foundation, Marietta, GA

**Lisa Minjares-Kyle, MS, MCHES**, Associate Transportation Researcher, TX A&M Transportation Institute, Houston, TX



## Teen Distracted Driving: Pervasiveness, Perceptions & Possibilities

**Sunday • 4:00 p.m. - 5:30 p.m. M101/102**

Young people are tech-savvy! While they recognize electronic devices can be distracting when behind the wheel, many continue to engage in this deadly behavior as well as fail to recognize other forms of dangerous distraction. Learn about teen perceptions of distracted driving, why they engage in behaviors they know are dangerous and strategies to combat the deadly epidemic.

**Moderator:**

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

**Speakers:**

**Catherine Claire McDonald, PhD, RN, FAAN**, Assistant Professor, University of PA School of Nursing, Philadelphia, PA

**Michelle Johnson**, Affected Mother, Speaker & Teen Safe Driving Advocate, Impact Teen Drivers, Baden, PA

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



## Before the Stop: Legislating Distracted Driving Laws

**Sunday • 4:00 p.m. - 5:30 p.m. M103**

States continue to grapple with how best to tackle the problem of distracted driving, which often includes debating legislation. But when states do not implement such laws, cities look to enact their own ordinances to mitigate the problem locally. Oregon, Washington and Georgia recently amended their texting laws to ban all uses of hand-held electronic devices, while several others continue to examine the issue in a comprehensive manner. Learn about the struggles and successes of getting a distracted driving law passed on a local or state level and explore federal efforts to reduce distracted driving as well as FAST Act funding guidelines for states looking to enact or revise their distracted driving law.

**Moderator:**

**Annie Kitch**, Transportation Research Analyst, National Conference of State Legislatures, Washington, DC

**Speakers:**

**Rep. John Carson**, State Representative, GA House of Representatives, Marietta, GA

**Daniel G. Sharp**, Chief, Oro Valley Police Department, Oro Valley, AZ

**Tara Gill**, Senior Director Advocacy & State Legislation, Advocates for Highway & Auto Safety, Washington, DC



## High in Plain Sight: Drug-Impaired Driving Trends & Concealment

**Sunday • 4:00 p.m. - 5:30 p.m. M104/107**

He's back! Join the Tall Cop as he highlights changes in today's drug trends, the impact on drivers and others, and indicators that can be found on roadways and upon first contact through street level stories and examples provided by traffic officers. He'll also review new stash clothing items and products associated with today's drug culture with a focus on opioids, "the friends of opioids," stimulants, hallucinogens, and marijuana.

**Moderator:**

**Justin Kollar**, Prosecuting Attorney, County of Kauai, Lihue, HI

**Speakers:**

**Jermaine Galloway**, Owner/Trainer, Tall Cop Says Stop, Prosper, TX



## Addressing the Changing Landscape of Drugged Driving

**Sunday • 4:00 p.m. - 5:30 p.m. M108**

A panel of experts will examine impairment from legal medications or alcohol combined with drugs, dealing with changing marijuana laws, naturalistic study evidence on the effects of drugs on driving, gaps in data needed to identify and prosecute drug-impaired drivers and other topics.

**Moderator:**

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

**Speakers:**

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

**Jacob Nelson, MPH, MPP**, Director, Traffic Safety Advocacy & Research, AAA National Office, Washington, DC

**Ryan C. Smith, PhD**, Research Scientist, VA Tech Transportation Institute, Blacksburg, VA

**Hon. Mary Celeste, JD, (Ret.)**, Judge Mary Celeste, LLC, Denver, CO

**Robert Ritter, PE**, Director, Office of Impaired Driving & Occupant Protection, NHTSA, Washington, DC

**Engineering Icon** - workshops with engineering content

**Tribal Icon** - workshops with tribal-applicable content

**Motorcycle Icon** - workshops with motorcycle safety content



### What Are They Thinking?! Exploring What Caregivers Know & How They Learn

**Sunday • 4:00 p.m. - 5:30 p.m. M109/110**

What do caregivers think, learn and share about child passenger safety? Examine how well caregivers understand the terminology associated with inspection station services; the challenges and errors that arise when caregivers choose, install and secure a child in a child restraint system (CRS). Also learn how CRS training and distribution programs produce measurable improvements in Tribal communities. Meets Community Education Requirement.

**Moderator:**

**Mandi Seethaler, CPST-I**, Statewide CPS Coordinator, Center for Safe Alaskans, Anchorage, AK

**Speakers:**

- Amy K. Benedick, PMP**, Senior Study Director, Westat, Rockville, MD
- Doreen Deleonardis, PhD**, Senior Study Director, Westat, Rockville, MD
- Adele Polson, CPST**, Senior Study Director, Westat, Rockville, MD
- Capt. Holly Billie**, Injury Prevention Program Manager, Indian Health Service, Rockville, MD



### Restraint Use, Carpooling & Drop-off Zones: Keeping School-age Children Safe

**Sunday • 4:00 p.m. - 5:30 p.m. M111**

The most dangerous part of a child's day may be during morning school drop-off. Join in a discussion on current trends in child restraint use, situational non-use of child restraints and the impact carpooling has on parental decisions. Gain an understanding of what influences parental decisions when it comes to transitioning children out of appropriate restraints early. Learn about one community's effort to create and implement a campaign to improve safety for school-age children and examine booster seat use for older children. Meets Community Education Requirement.

**Moderator:**

**Teresa DeSantis, CPST-I**, Assistant Project Manager, PA Traffic Injury Prevention Project (TIPP), Media, PA

**Speakers:**

- Mark R. Zonfrillo, MD, MSCE**, Associate Professor of Emergency Medicine & Pediatrics, Hasbro Children's Hospital/Alpert Medical School of Brown University, West Greenwich, RI
- Lee Penny, MHA**, Manager, Safe Kids Upstate, The Bradshaw Institute for Community Child Health & Advocacy, Greenville, SC
- Amber Kroeker, MPH, CPST**, Child Injury Prevention Program Supervisor, Randall Children's Hospital at Legacy Emanuel, Portland, OR
- Stephanie M. Tombrello, LCSW, CPST-I**, Executive Director, SafetyBeltSafe U.S.A., Altadena, CA

## MONDAY • APRIL 1

**Registration Open**

**7:30 a.m. - 4:30 p.m.**  
**Ballroom C Lobby**

**Exhibit Hall Open**

(closed during Public Service Awards Luncheon)  
**8:00 a.m. - 2:30 p.m.**  
**North Exhibit Hall C**

**Complimentary Continental Breakfast**

**8:00 - 8:45 a.m.**  
**North Exhibit Hall C**



Grab some coffee and a continental breakfast before heading to the workshops! Exhibitors will be there to meet and greet you.



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



**Mobile App Help Desk**  
**Visit the help desk located at registration for questions about using the Lifesavers mobile app.**

**9:00 A.M. - 10:30 A.M.**

### 4TH WORKSHOP SESSION



#### Educating Healthcare Providers to Keep Aging Adults Mobile & Safe

**Monday • 9:00 a.m. - 10:30 a.m. L007/008**

If not properly diagnosed, functional impairments, medical conditions, and medications can impair an individual's driving performance. Learn how to work with healthcare providers to highlight the range of issues that older drivers face, how to properly manage these conditions, and how to know when driving is no longer a safe option. Who is responsible for getting an unsafe driver to limit or stop driving will also be discussed with a focus on states that have a mandatory reporting law, law enforcement's role, and how local transportation officials are dealing with an aging population. A primer on staying mobile after independent driving will also be shared.

**Moderator:**

**Anne Dickerson, PhD, OTR/L, SCDCM, FAOTA, GSA**, Professor, East Carolina University, Greenville, NC

**Speakers:**

- Linda L. Hill, MD, MPH**, Professor, TRED, University of CA, San Diego, San Diego, CA
- Laura J. Krol**, Driver Safety Division Manager, Bureau of Driver Licensing, Penn DOT, Harrisburg, PA
- Stephen F. Murphy**, Director, Public Health Solutions, WebMD, Silver Spring, MD
- Carol J. Wheatley, MS, OTR/L, CDRS**, Occupational Therapist/Driver Rehabilitation Specialist, MedStar Good Samaritan Hospital, Westminster, MD





## Addressing the Known Dangers of Autonomous Vehicles to Ensure a Safe Future

**Monday • 9:00 a.m. - 10:30 a.m.** **L009**

Explore the technical and policy hurdles which need to be overcome to improve safety and better secure connected and autonomous cars. Experts will discuss safety concerns, lessons learned from other modes, privacy, data collection and sharing, and cybersecurity.

**Moderator:**

**Jason K. Levine**, Executive Director, Center for Auto Safety, Washington, DC

**Speakers:**

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

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

**Gregory Scott**, Executive Director, Global Alliance for Vehicle Data Access, Washington, DC



## Achieving Vision Zero Through Good Design, Better Engineering & Lower Speed

**Monday • 9:00 a.m. - 10:30 a.m.** **L010**

Learn how Vision Zero principles of design, engineering and speed can positively impact bicyclist and pedestrian safety. Proven countermeasures and examples of road diets, pedestrian gateway treatments and lowering speed limits will be presented. Opportunities for enhancing economic development along roadways improved through these countermeasures will also be discussed.

**Moderator:**

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

**Speakers:**

**Carissa McQuiston, PE**, Non-Motorized Safety Engineering Specialist, MI DOT, Lansing, MI

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

**Veronica Vanterpool**, Deputy Director, Vision Zero Network, Oakland, CA



## Innovative State Safety Campaigns

**Monday • 9:00 a.m. - 10:30 a.m.** **M100**

Join Lifesavers' annual showcase of some of the most creative and innovative state marketing campaigns. Learn how Kentucky is highlighting local law enforcement officers while increasing the seat belt usage rate in targeted communities, how Tennessee has raised the visibility of distracted driving enforcement campaigns, and how other states are making an impact when it comes to raising awareness of traffic safety. This fast-paced session will feature videos and graphics to help inspire your own local and state campaigns.

**Moderator:**

**Erin Eggen**, Grants Manager, KY Office of Highway Safety, Frankfort, KY

**Speakers:**

**Arriale Tabson**, Public Information Officer, TN Highway Safety Office, Nashville, TN

**Mark Medalen**, Motorcycle Safety Program Manager, WA Traffic Safety Commission, Olympia, WA

**Chelsea Maupin**, Research Manager, GÜD Marketing, Lansing, MI



## Take Me Home Country Road, Improving Rural Belt Use

**Monday • 9:00 a.m. - 10:30 a.m.** **M101/102**

Seat belt use in rural areas is generally lower, death rates are higher and more motor vehicle occupants are not buckled up at the time of the fatal crash compared to their urban counterparts. Regardless of the road, seat belts save lives so it's critical that everyone buckle up every trip. Learn about the latest Centers for Disease Control (CDC) research on low belt use in rural areas. A top-cop from Georgia will explain how the state's Law Enforcement Liaison network works with rural law enforcement to reinforce their vital role in promoting belt use. And hear from an Indian Health Service expert on the comprehensive effort to successfully reverse low belt use on the Pine Ridge Reservation in South Dakota.

**Moderator:**

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

**Speakers:**

**Laurie F. Beck, MPH**, Epidemiologist, CDC, Atlanta, GA

**Jennifer Franks**, Environmental Health Specialist, Indian Health Service, Pine Ridge, SD

**Powell Harrelson**, South GA Law Enforcement Liaison, Governor's Office of Highway Safety, Savannah, GA



## How Big Is the Distraction Problem? Addressing the Data Crisis

**Monday • 9:00 a.m. - 10:30 a.m.** **M103**

Traffic safety practitioners need data to justify legislative advocacy and program funding, but express frustration with the lack of good local distracted driving crash data. Learn about the challenges associated with this problem from law enforcement's perspective and tactics and best practices to advocate for standardizing data collection forms including citations and crash reports. And explore alternative sources of data, such as smart phone-based telematics, that can be used to describe the distracted driving epidemic for policymakers and media.

**Moderator:**

**Brad Franklin**, Administrative Branch Manager, KY Transportation Cabinet Office of Highway Safety/Education Branch, Frankfort, KY

**Speakers:**

**Umesh G. Shankar**, Program Manager, NHTSA, Washington, DC

**Sarah Pascual**, Program Analyst, NHTSA, Washington, DC

**Capt. John Scott Felder**, Commander, Criminal Identification & Records Branch, KY State Police, Frankfort, KY

**Sgt. Mike Hindman**, KY State Police, Frankfort, KY



## Marijuana Potency & Impairment Through Blazing, Smoking & Vaping

**Monday • 9:00 a.m. - 10:30 a.m.** **M104/107**

The Tall Cop will explore marijuana waxes and oils, new "weed" products, marijuana strains, and their impact on drivers. Learn about popular new drug vapes (not just for marijuana use), edible products and cannabinoids and their accessibility, along with drug identifiers and stash compartments.

**Moderator:**

**Vernon F. Betkey**, National Law Enforcement Liaison Program Manager, GHSA, Washington, DC

**Speakers:**

**Jermaine Galloway**, Owner/Trainer, Tall Cop Says Stop, Prosper, TX



## Findings from the National Law Enforcement Impaired Driving Summit

**Monday • 9:00 a.m. - 10:30 a.m. M108**

In November 2018, more than 75 law enforcement executives participated in a summit convened by Mothers Against Drunk Driving (MADD) to discuss strategies for enforcing drunk and drugged driving offenses. Hear from summit participants about the findings and recommendations identified to help police battle a problem that continues to be responsible for a third of motor vehicle crash deaths.

**Moderator:**

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

**Speakers:**

**Sgt. Don Egdorf**, Houston Police Department, Houston, TX  
**John Whetsel**, Sheriff (Ret.), OK County Sheriff's Office, Choctaw, OK  
**Tracy G. Trott**, Colonel (Ret.), TN Highway Patrol, TN Highway Patrol, Elizabethton, TN



## Partnering with Healthcare Providers to Expand the Child Passenger Safety Net

**Monday • 9:00 a.m. - 10:30 a.m. M109/110**

Some hospitals are leveraging the population health movement to move beyond their walls and focus on community-based injury prevention. Learn how to use local data to expand your reach into communities in need of child passenger safety information and education, so that you gain partners and funders and enhance your credibility. Leave with "go to" ideas for implementing injury prevention tactics. Meets Community Education requirement.

**Moderator:**

**Mauricio Joya**, Latino Project Manager, Automotive Safety Program, Department of Pediatrics, School of Medicine, IN University, Indianapolis, IN

**Speakers:**

**Bridgette Watson**, CPST-I, Program Coordinator, Safe Kids Upstate, Bradshaw Institute for Community Child Health & Advocacy, Greenville, SC  
**Anne Scott**, MPH, CPST, Health Research, Inc./NY State Department of Health (HRI/NYSDOH), Albany, NY  
**Stephanie Silva**, CPST, Health Education Associate I, Children's Hospital Los Angeles, Los Angeles, CA



### Tweet with Us!

**Lifesavers Planning Committee members will be tweeting throughout the conference. Join in the conversation by using the hashtag #Lifesavers2019.**



**Look for the 2019 Traffic Scholars here in Louisville who have an orange ribbon on their Lifesavers badge.**



## Community Education Credit

This year seven Occupant Protection for Children workshops will offer community education credits that count 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), live or online educational session(s).



## Curbside Panel: At the Car. In the Know • 1.5 CEUs

**Monday • 9:00 a.m. - 10:30 a.m. M111**

Child passenger safety is constantly evolving thanks to new technology, car seats, regulations, research, and digital resources. Child passenger safety technicians must be able to respond to parent questions that take into consideration Federal Motor Vehicle Standards, car seat and vehicle manufacturer's instructions and individual family needs. Panelists will each present one of their most commonly asked questions, with a response, and then address some of your most frequently asked questions. So come with your questions and you're guaranteed to leave with answers.

**Moderator:**

**Lisa Delgado**, CPST-I, Health Education Specialist, TX Children's Hospital/Safe Kids Greater Houston, Houston, TX

**Speakers:**

**Terry J. Emerson**, CPST, Child Passenger Safety Board Member, Director, Quality Assurance, Dorel, Columbus, IN  
**Denise Donaldson**, CPST-I, Owner, Safe Ride News Publications, Greenbank, WA  
**Monte Yazzie**, MA, CPST-I, Injury Prevention Coordinator, Salt River Pima-Maricopa Indian Community, Scottsdale, AZ  
**Capt. Randy Chhabra**, CPSI, EMT-P, Austin-Travis County EMS, Austin, TX  
**Laura Dunn**, MPH, CPST-I, Highway Safety Specialist, NHTSA, Office of Occupant Protection, Washington, DC  
**Jennifer Pelky**, CPST, Senior Engineer, Interior Safety & Crashworthiness, Toyota Motor North America, Saline, MI  
**Dennis Durbin**, MD, MSCE, Chief Scientific Officer, Nationwide Children's Hospital, Columbus, OH



## Tackling Underage Impaired Driving Through High Visibility Enforcement & Reality/Interactive Education

**Monday • 9:00 a.m. - 10:30 a.m. M112**

How are police departments and communities across the country addressing underage drinking and drugged driving? Learn how the proven countermeasures of high visibility enforcement, interactive education and reality education are being effectively implemented to engage teens and spark positive behavior change.

**Moderator:**

**Felicity De Bacco Erni**, MEd, Project Director & PA Students Against Destructive Decisions (SADD) State Coordinator, PA DUI Association, Harrisburg, PA

**Speakers:**

**Michelle M. Nienhius**, MPH, Manager, Prevention Services, SC Department of Alcohol & Other Drug Abuse Services, Columbia, SC  
**Helen Gaynor**, Lead, Education & Outreach, Responsibility.org, Arlington, VA  
**Cindy Kovar**, Program Manager, Brazos Valley Injury Prevention Coalition & RED Program, TX A&M University AgriLife Extension, College Station, TX

**Break**  
**10:30 - 10:45 a.m.**

10:45A.M. - 12:15P.M.

## 5TH WORKSHOP SESSION

### Using Behind the Wheel Assessment to Get Your Facts Straight Before Retiring the Keys

Monday • 10:45a.m. - 12:15p.m. **L007/008**

Getting older and concerned about your personal safety behind the wheel or that of an older driver in your life? An in-vehicle check-up is a great first step for assessing an individual's fitness to drive as it can identify medical issues commonly faced by older adults along with mitigation options. But did you know there's a difference between an assessment offered by a driver training instructor and one provided by an occupational therapist certified in driver rehabilitation? Discover the differences as well as the pros and cons of each and what makes a driver a candidate for one versus the other. A review of how to access programs and services will be shared along with tips for subsidizing costs.

**Moderator:**

**Jacob Nelson, MPH, MPP**, Director, Traffic Safety Advocacy & Research, AAA National Office, Washington, DC

**Speakers:**

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

**Anne Dickerson, PhD, OTR/L, SCDCM, FAOTA, GSA**, Professor, East Carolina University, Greenville, NC

### Leading Legislative Change, a .05% BAC Case Study

Monday • 10:45a.m. - 12:15p.m. **L009**

Approximately 100 countries have lowered their blood alcohol concentration (BAC) standard to .05% or less, resulting in a reduction in alcohol-related crashes and fatalities. In 2017, Utah became the first state to enact a .05% BAC law. As more states consider this life-saving change, join a panel of advocates and stakeholders to discuss pending grassroots efforts, research, and misconceptions that must be overcome in order to build a strong coalition of supporters to advance .05% BAC laws.

**Moderator:**

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

**Speakers:**

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

**Tara Gill**, Senior Director Advocacy & State Legislation, Advocates for Highway & Auto Safety, Washington, DC

**Marcus Kowal**, CEO/Founder, Liam's Life Foundation, Hawthorne, CA



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



Speaker handouts received before the conference are posted on the Lifesavers Website Workshop/Handouts page and the mobile app.

### Safety Today & Tomorrow: Policy Change that Addresses Vulnerable Road User Needs

Monday • 10:45a.m. - 12:15p.m. **L010**

Policy is a critical component of a sustainable safety effort, and understanding how advocates can influence policy at the local, state and national level is key. Examine trends in vulnerable road user laws. Explore the explosion in shared electric scooters including the benefits, potential safety issues, and policies.

**Moderator:**

**Michelle Atwell**, Chief, Safety Countermeasures Division, NHTSA, Washington, DC

**Speakers:**

**David Strickland**, Partner, Venable LLP, Washington, DC

**Heidi Simon**, Deputy Director, America Walks, Washington, DC

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

### "If You Feel Different...": Communicating the Dangers of Drug-impaired Driving

Monday • 10:45a.m. - 12:15p.m. **M100**

Look at state drug-impaired driving communications efforts geared toward opioid and marijuana users, as well as NHTSA's recently-launched national campaign that is generating buzz. Learn how these campaigns were conceived, how they were launched, and how to use the materials to reach the right audiences.

**Moderator:**

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

**Speakers:**

**Sam Stavish**, Communications Consultant, CIG/CO DOT, Denver, CO

**Glaciera B. Mason**, Marketing Specialist, NHTSA, Office of Communications & Consumer Information, Washington, DC

**John Fabiano**, Program Coordinator, MA Executive Office of Public Safety & Security, Office of Grants & Research, Highway Safety Division, Boston, MA

 ALL TRACKS

### Victim Impact Panel: Working with Survivors to Bring the Numbers to Life

Monday • 10:45a.m. - 12:15p.m. **M101/102**

Victim Impact Panels (VIP) share first-hand accounts of the long-term effects of traffic deaths to create empathy and understanding and prevent future tragedies. Panels give victims and survivors a healing opportunity by allowing them to speak briefly about the crash and how it has affected their lives.

**Moderator:**

**Helen Witty**, National President, Mothers Against Drunk Driving (MADD), Miami, FL

**Speakers:**

**Theresa Martinez**, Volunteer, MADD KY, Louisville, KY

**Quinton Higgins**, President, Voice for Change, Radcliff, KY

**Lois Lynn Windhorst**, Founder, MADD KY, Louisville, KY



**Engineering Icon** - workshops with engineering content



**Tribal Icon** - workshops with tribal-applicable content



**Motorcycle Icon** - workshops with motorcycle safety content



### After the Stop: Investigating & Prosecuting Distracted Driving

Monday • 10:45a.m. - 12:15p.m. M103

The NHTSA publication, "Investigation and Prosecution: Distracted Driving Guide," focuses on the complexity and diversity of distracted driving laws. An expert panel working to enforce distracted driving laws as well as investigate and prosecute distracted driving cases will bring this guide to life and share how they've worked around legal challenges and how they make enforcement work.

**Moderator:**

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

**Speakers:**

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

**Sgt. Anthony Mendez**, DE State Police, Lewes, DE

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



### Tactics in Traffic: Making Safer Traffic Stops

Monday • 10:45a.m. - 12:15p.m. M104/107

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 traveling through your jurisdiction – danger exists! Topics of discussion include reducing the risk by reviewing traffic stop fundamentals, communication skills, pre-attack indicators, night-time approach tactics, case law, and much more!

**Moderator:**

**Ken Stecker**, Traffic Safety Resource Prosecutor, Prosecuting Attorneys Association of MI, Lansing, MI

**Speakers:**

**Scott Hughes**, Writer/Instructor, Calibre Press, Glen Ellyn, OH



### Inside AV Developers' Incident Response Plans

Monday • 10:45a.m. - 12:15p.m. M108

Automated vehicle (AV) technology shows much promise in reducing fatalities and injuries on our roadways. As testing is expanded to include additional cities and states, learn how AV developers are working with local communities to respond to crashes and incidents that may occur.

**Moderators:**

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

**Chan Lieu**, Senior Policy Advisor, Venable LLP, Washington, DC

**Speakers:**

**Jim Hedlund, PhD**, Principal, Highway Safety North, Ithaca, NY

**Matthew Schwall, PhD, PE**, Head of Field Safety, Waymo, Mountain View, CA

**Nat Beuse**, Director, Uber, Pittsburgh, PA



### Where's the Data? Current NHTSA Research & Resources

Monday • 10:45a.m. - 12:15p.m. M109/110

Need data to develop your program or beef up your messaging? Explore the latest national child restraint misuse data found in the 2017 National Survey of the Use of Booster Seats (NSUBS), National Child Restraint Use Special Study (NCRUSS), the 2016 Motor Vehicle Occupant Safety Survey (MVOSS) on Child Passenger Safety (CPS) and NHTSA's new CPS and tween campaign, "If You Love Them Enough." Review media resources available from NHTSA's Traffic Safety Marketing website and online Image Library, and discuss how to find NHTSA's latest technical reports on child restraint systems. Meets Community Education requirement.

**Moderator:**

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

**Speakers:**

**Elizabeth Nilsson**, Office of Communications & Consumer Information, NHTSA, Washington, DC

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

**Melissa Daily, MPH, CPST**, Public Health Fellow, NHTSA/ASPPH, Washington, DC



### Putting Research to Work in Your Community

Monday • 10:45a.m. - 12:15p.m. M111

Does your community provide services to Head Start families, child care and foster care providers or American Indian/Alaska Natives? Learn from experts who took research and programs that have been evaluated and created diverse intervention approaches, awareness campaigns, health education, advocacy, public health practice, and evaluated interventions. Meets Community Education requirement.

**Moderator:**

**Krystal Heinzen Lindsey, JD**, Management Specialist, Western KY University Research Foundation Training & Technical Assistance Services, Bowling Green, KY

**Speakers:**

**Marilyn J. Bull, MD**, Morris Green Professor of Pediatrics, Riley Hospital for Children at IU Health, Indianapolis, IN

**Jennifer Booge**, Child Passenger Safety Liaison, Child Passenger Safety Resource Center, Park Rapids, MN

**Tam D. Lutz, MPH, MHA, CPST**, Co-Principal Investigator, Project Director, Northwest Portland Area Indian Health Board, Portland, OR



### Dirt Road Permit: Addressing Rural Driving Risks for Teens

Monday • 10:45a.m. - 12:15p.m. M112

Rural roads continue to see a disproportionate number of crashes and the dangers facing rural teen drivers remain unique: different roadways, limited alternatives and often a different culture. Hear from representatives of rural communities on promising practices, programs and resources to improve the safety of young drivers learning on country roads.

**Moderator:**

**Alex Epstein, MPPM, MBA**, Director, Transportation Safety, National Safety Council, Itasca, IL

**Speakers:**

**Ryan Gellner**, Program Director, Traffic Safety Outreach Program, ND Association of Counties, Bismarck, ND

**Stacey M. Tisdale, CPPE, PMP**, Associate Transportation Researcher, TX A&M Transportation Institute, San Antonio, TX

**Alison Mitchell**, Target Zero Manager, WA Traffic Safety Commission/Central Basin Traffic Safety Task Force, Coulee City, WA



**Engineering Icon** - workshops with engineering content



**Tribal Icon** - workshops with tribal-applicable content



**Motorcycle Icon** - workshops with motorcycle safety content





### Public Service Awards Luncheon

12:30 - 2:00 p.m.

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.

#### Master of Ceremonies

**Darrin Grondel**, GHSA Executive Board Chair & Director, Washington Traffic Safety Commission, Olympia, WA

#### Remarks and Award Presentation

**Heidi King**, Deputy Administrator, NHTSA, Washington, DC

#### Award Citations

**Brian Barnard**, Director of Governmental Affairs, Policy & Strategic Planning, NHTSA, Washington, DC

### Complimentary Refreshments and Networking

2:00 - 2:30 p.m.

North Exhibit Hall C



### Exhibitor Move Out

2:30 p.m.

2:45P.M. - 3:45P.M.

## 6TH WORKSHOP SESSION POWER HOUR



### Reaching the 33%: Stopping the High-Risk Impaired Driver

Monday • 2:45p.m. - 3:45p.m.

L009

Approximately two-thirds of first-time Driving While Impaired (DWI) offenders never commit a subsequent drunk driving offense. However, the other third continue to drink and drive despite multiple convictions. In fact, over 73% of high blood alcohol concentration (BAC) drunk drivers involved in fatal crashes are repeat offenders. Explore promising and proven approaches to effectively assess, supervise and treat high-risk impaired drivers including the use of risk/needs assessments, evidence-based community supervision practices and comprehensive treatment programs such as Colorado's new Level II Four Plus program, which is designed for motorists convicted of four or more DWIs.

#### Moderator:

**Reo Nelson**, Program Analyst/Highway Safety Specialist, NHTSA, Washington, DC

#### Speakers:

**Mark Stodola**, Probation Fellow, American Probation & Parole Association, Phoenix, AZ

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

**Christine Flavia, BA, CAC III, NCAC II**, Manager, DUI Services Program, CO Office of Behavioral Health, Denver, CO



### Proven Tactics for Measuring Campaign Success

Monday • 2:45p.m. - 3:45p.m.

L010

The most challenging part of what marketers do is measuring and evaluating public outreach and communications efforts. Learn about the various methods of measuring success. Speakers will share the importance of setting campaign key performance indicators, demonstrate unique and cutting-edge tools to measure campaign effectiveness, and share how the insights gained are used to optimize creative content and placement throughout the flight of a campaign to maximize results.

#### Moderator:

**Marcia Lozier**, Communications Manager, 3M Transportation Safety Division, St. Paul, MN

#### Speakers:

**Michelle Sweazy**, Government Specialist, Entercom, Dallas, TX

**Jessica Pelzer**, Creative Director, Bucket Media, Columbia, MO

**Adam B. Mallette**, Social Media Strategist, Bucket Media, Columbia, MO

**Cate Worley**, Regional Government Capture Specialist, Entercom, St. Louis, MO



### Automated Vehicle Considerations for Law Enforcement

Monday • 2:45p.m. - 3:45p.m.

M100

Automated vehicles are being tested on public roadways to determine how they interact with other vehicles, pedestrians, bicyclists, and infrastructure. But how will these vehicles do when it comes to complying with traffic laws? How will law enforcement know if a vehicle is automated? How will an officer pull over and cite an automated vehicle? Learn how auto manufacturers are working to address these questions and take advantage of this opportunity to pose your own questions with experts working in and monitoring this new frontier.

#### Moderator:

**Anne Marie Lewis, PhD**, Director of Safety & Technology Policy, Alliance of Automobile Manufacturers, Washington, DC

#### Speakers:

**Brian Ursino, MBA**, Director, Law Enforcement, AAMVA, Seattle, WA

**Staff Sgt. Terence McDonnell**, Traffic Services Section, NY State Police, Albany, NY



### Moving Up & Moving Out, Keeping Older Teen Drivers Safe

Monday • 2:45p.m. - 3:45p.m.

M101/102

Older novice drivers (18 and up) continue to have higher crash rates than their younger counterparts and, not surprisingly, often receive less education, training and supervision. Explore research, driver education programs and laws specifically aimed at addressing the safety of older teen drivers.

#### Moderator:

**Devin Burke**, Highway Safety Specialist, NHTSA, Washington, DC

#### Speakers:

**Allison Curry, PhD, MPH**, Assistant Professor of Pediatrics, Perelman School of Medicine, University of PA, Philadelphia, PA

**Lisa Minjares-Kyle, MS, MCHES**, Associate Transportation Researcher, TX A&M Transportation Institute, Houston, TX



**Water stations are located adjacent to the restrooms in the hallways outside the workshop rooms and in the Exhibit Hall.**



# WORKSHOPS AT A GLANCE

ROOM NUMBER		L007/008	L009	L010	M100	M101/102
<b>SUNDAY, MARCH 31</b>		<b>PBS</b> Walkable Communities for Health, Safety & the Economy	<b>ESPS</b> Research & Efforts to Combat Speeding	<b>COM</b> Messaging that Drives Behavioral Change	<b>AD</b> Speed Dating for Practitioners in Aging & Mobility	<b>AOP/VT</b> From Crash Intervention to Automated Driving
<b>Session 1</b>	10:30 a.m. to 12:00 p.m.					
<b>Session 2</b>	1:30 to 3:00 p.m.	<b>PBS</b> Walking/Cycling, Toward Zero Deaths, Zero Emissions	<b>ESPS</b> Autonomous Vehicles Sharing the Road	<b>COM</b> Making the Case for Automated Enforcement	<b>TN</b> Engaging Teens to Promote Traffic Safety	<b>ID</b> Lower BAC Limits: What Laws Make Sense?
<b>Session 3</b>	4:00 to 5:30 p.m.	<b>AD</b> Law Enforcement & Medically At-risk Drivers	<b>ESPS</b> Leveraging Data to Yield Better Results	<b>ESPS</b> Public Health: Improving Tribal Road Safety	<b>TN</b> Play Ball: Teen Safety Programs Worth Stealing	<b>TN</b> Teen Distractions: Pervasiveness, Perceptions, Possibilities
<b>MONDAY, APRIL 1</b>		<b>AD</b> Educating Health Care Providers	<b>ESPS</b> Addressing the Known Dangers of Autonomous Vehicles	<b>PBS</b> Vision Zero Thru Design, Engineering & Lower Speed	<b>COM</b> Innovative State Safety Campaigns	<b>AOP/VT</b> Country Roads: Improving Rural Belt Use
<b>Session 4</b>	9:00 to 10:30 a.m.					
<b>Session 5</b>	10:45 a.m. to 12:15 p.m.	<b>AD</b> Using Behind the Wheel Assessment	<b>ESPS</b> Legislative Change, .05% Case Study	<b>PBS</b> Policy Change for Vulnerable Road User Needs	<b>COM</b> Communicating Dangers of Drug-Impaired Driving	<b>ID</b> Victim Impact Panel
<b>Session 6</b> <i>Power Hour</i>	2:45 to 3:45 p.m.		<b>CJ/LE</b> Reaching the 33%: Stopping High-Risk Impaired Driver	<b>COM</b> Proven Tactics for Measuring Campaign Success	<b>AOP/VT</b> Automated Vehicles & Law Enforcement	<b>TN</b> Moving Up & Out, Keeping Older Teen Drivers Safe
<b>TUESDAY, APRIL 2</b>		<b>PBS</b> Behind the Handlebars: Cops & Bike Safety Laws	<b>ESPS</b> Modernizing Infrastructure for Safer Roads	<b>COM</b> Law Enforcement & Social Media	<b>TN</b> Prevention & Diversion to Improve Teen Driver Safety	<b>CJ/LE</b> Partners in Road Safety: Law Enforcement & State HSOs
<b>Session 7</b>	9:00 to 10:30 a.m.					
<b>Session 8</b>	10:45 a.m. to 12:15 p.m.				<b>TN</b> Young Drivers: Where Do We Go From Here?	<b>ID</b> Alcohol Ignition Interlock Law Implementation



M103	M104/107	M108	M109/110	M111	M112	KEY
<b>DD</b> Understanding the Science of Distracted Driving	<b>OPC</b> CPS & Vehicle Manufacturers Round 1 (CEU 1.5)	<b>CJ/LE</b> Overcome Defense Challenges in Impaired Driving Cases	<b>TN</b> GDL Effectiveness: Engage Parents, Strengthen Laws	<b>ID</b> DUI Child Endangerment Laws	<b>ESPS</b> Solutions for Improving Motorcyclist Safety	<b>AOP/VT</b> Adult Occupant Protection/Vehicle Technology <b>AD</b> Aging Drivers <b>COM</b> Communications <b>CJ/LE</b> Criminal Justice/Law Enforcement <b>DD</b> Distracted Driving <b>ESPS</b> Evolving Safety Priorities & Solutions <b>ID</b> Impaired Driving <b>OPC</b> Occupant Protection for Children <b>PBS</b> Pedestrian/Bicyclist Safety <b>TN</b> Teen Traffic Safety
<b>DD</b> Using Technology to Combat Distracted Driving	<b>OPC</b> CPS & Vehicle Manufacturers Round 2 (CEU 1.5)	<b>CJ/LE</b> Fentanyl Homicide Case Study	<b>CJ/LE</b> Engaging the Judiciary to Reduce Impaired Driving Recidivism	<b>ID</b> Impaired Driving with AVs & Other In-vehicle Technologies	<b>AOP/VT</b> Tried & True Ways for Selt Belt Enforcement	
<b>DD</b> Before the Stop: Legislating Distracted Driving Laws	<b>CJ/LE</b> High in Plain Sight: Drug-Impaired Driving Trends & Concealment	<b>ID</b> The Changing Landscape of Drugged Driving	<b>OPC</b> Exploring What Caregivers Know & How They Learn	<b>OPC</b> Restraint Use, Carpooling & Drop Off Zones		
<b>DD</b> How Big Is the Distraction Problem?	<b>CJ/LE</b> Marijuana Potency & Impairment: Blazing, Smoking Vaping	<b>ID</b> National Law Enforcement Impaired Driving Summit	<b>OPC</b> Partnering with Healthcare Providers for CPS	<b>OPC</b> Curbside Panel: At the Car. In the Know. (CEU 1.5)	<b>TN</b> Tackling Underage Impaired Driving: Enforcement & Education	<b>LOUISVILLE</b> EST. 1778 <b>WALKING TOUR</b>
<b>DD</b> After the Stop: Investigating & Prosecuting DD	<b>CJ/LE</b> Tactics in Traffic: Making Safer Traffic Stops	<b>AOP/VT</b> AV Developers' Incident Response Plans	<b>OPC</b> Where's the Data? NHTSA Research & Resources	<b>OPC</b> Putting Research to Work in Your Community	<b>TN</b> Dirt Road Permit: Rural Driving Risks for Teens	<b>Monday</b> 2:45 to 3:45 p.m.
<b>DD</b> Reducing the Distraction Risk for Law Enforcement	<b>OPC</b> New AAP Policies & Research (CEU 1)	<b>CJ/LE</b> E-Citations & E-Adjudication	<b>ESPS</b> Truck Safety Issues: Solutions to Save Lives	<b>ID</b> Law Enforcement Phlebotomy Programs	<b>ESPS</b> Deadly Risk of Unchecked Recalls	Meet in the Registration Area (Ballroom C Lobby)
<b>DD</b> Collaborating with Employers to Address DD	<b>CJ/LE</b> Tactics for Dealing with Sovereign Encounters	<b>ID</b> Reconstructing Fatal Crashes Involving Drunk or Drugged Drivers	<b>OPC</b> Accessing CPS from Inside, Outside, Across Borders	<b>OPC</b> Protecting Children from Vehicular Hyperthermia	<b>AOP/VT</b> Belted up in the Back Seat. Staying Safe & in Place	<b>LOOK</b> Complete Workshop Evaluations Using the Mobile App
<b>DD</b> Unintended Consequences of Vehicle Safety Technologies	<b>OPC</b> Are AVs the Future of CPS? (CEU 1.5)	<b>ID</b> Interventions for Preventing a Second Drunk Driving Offense	<b>CJ/LE</b> New Crash Investigative Techniques in KY	<b>CJ/LE</b> Using SFST to Detect Drug-Impaired Drivers	<b>AOP/VT</b> Making It a Habit! Increasing Pickup Truck Belt Use	



## Reducing the Distraction Risk for Law Enforcement

**Monday • 2:45p.m. - 3:45p.m. M103**

Law enforcement has traditionally been required to multi-task in their vehicles, which is exacerbated by the use of personal electronic devices in their vehicles. Combining these distractions with the complex decisions and actions required in first response situations can lead to unintended consequences. The Training, Research and Education for Driving Safety (TREDS) program developed “Distraction Overload: Risk Reduction for First Responders” to address the issues specific to law enforcement. The curriculum addresses behaviors that can reduce the focus on driving, crash risks from distraction and fatigue, officer exemptions, potential civil liability, and practical strategies to reduce distracted driving. An overview of the program will be presented and evaluation results will be discussed as well as how the program can be adapted and utilized in your own jurisdiction.

**Moderator:**

**Brad Franklin**, Administrative Branch Manager, KY Transportation Cabinet/ Office of Highway Safety, Frankfort, KY

**Speakers:**

**Jill Rybar, MPH**, Deputy Director, TREDS, University of CA San Diego, La Jolla, CA

**Linda L. Hill, MD, MPH**, Professor, TRED, University of CA, San Diego, San Diego, CA

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



## What New AAP Policies & Research Mean for You • 1.5 CEUs

**Monday • 2:45p.m. - 3:45p.m. M104/107**

The American Academy of Pediatrics (AAP) is the go-to resource for peer reviewed national recommendations and the latest research. Hear from AAP leaders about the organization’s new policy revisions, “School Bus Transportation of Children with Special Health Care Needs,” “Transporting Children with Special Health Care Needs” and “Child Passenger Safety” and accompanying technical report. Learn and discuss how these revised recommendations, including the rear facing policy recommendations, impact your work. Don’t miss this opportunity to get the latest information on how best to protect children in motor vehicles.

**Moderator:**

**Marilyn J. Bull, MD**, Morris Green Professor of Pediatrics, Riley Hospital for Children at IU Health, Indianapolis, IN

**Speakers:**

**Joseph O’Neil, MD, MPH, FAAP**, Professor of Clinical Pediatrics & Neurodevelopmental Pediatrician, Riley Hospital for Children at IU School of Medicine, Indianapolis, IN

**Dennis Durbin, MD, MSCE**, Chief Scientific Officer, Nationwide Children’s Hospital, Columbus, OH



## E-citations & E-adjudication, a Successful State Collaboration

**Monday • 2:45p.m. - 3:45p.m. M108**

Learn how Connecticut established a comprehensive electronic citation and adjudication platform through a collaborative effort involving the Judicial Branch, the Division of Criminal Justice and state and local law enforcement. This technology supports law enforcement personnel by ensuring that the difficult and dangerous work conducted in the field is not minimized due to a lack of system wide resources. Court dockets are no longer limited by traditional scheduling and space constraints, and prosecutors are able to access and consider a wide range of real-time resources to craft appropriate recommendations and offers to defendants.

**Moderator:**

**Jason Samuels**, Senior Traffic Safety Resource Prosecutor, Prosecuting Attorneys’ Council of GA, Morrow, GA

**Speakers:**

**Richard Colangelo, JD**, State’s Attorney, Judicial District of Stamford-Norwalk, Stamford, CT

**Dep. Brian Pichnarcik**, Cheshire Police Department, Cheshire, CT

**Stacey B. Manware, Esq.**, Deputy Director, Court Operations, CT Judicial Branch, Wethersfield, CT

**Sgt. Jeffrey Booth**, Collision Analysis & Reconstruction Squad Supervisor/ Re-constructionist, Stamford Police Department, Stamford, CT



## Truck Safety Issues: Solutions to Save Lives

**Monday • 2:45p.m. - 3:45p.m. M109/110**

From 2009 to 2017 truck crash fatalities increased by 41%, while injuries increased by 96%. An overwhelming majority of those deaths and injuries are to passenger vehicle occupants. Addressing known safety issues such as fatigue and incorporating proven technology are critical to reversing this troubling trend as well as improving the health and safety of truck drivers. Explore these issues and proven countermeasures that can be employed to keep everyone on the road safe.

**Moderator:**

**Catherine Chase**, President, Advocates for Highway & Auto Safety, Washington, DC

**Speakers:**

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

**Kenneth Campbell, MA, BS, FBI NA**, Commander, Houston Police Department, Traffic Enforcement Division, Houston, TX

**Harry Adler, MPA**, Executive Director, Truck Safety Coalition, Arlington, VA



## Law Enforcement Phlebotomy Programs that Work

**Monday • 2:45p.m. - 3:45p.m. M111**

Learn about best practices and lessons learned from states that have implemented law enforcement phlebotomy (blood draw) programs to obtain alcohol tests from drivers who refuse them.

**Moderator:**

**Beth Wolfe, DHS, ATC**, Highway Safety Specialist, NHTSA, Arlington, VA

**Speakers:**

**Lt. Don Marose**, MN State Patrol, Arden hills, MN

**Jared Olson, JD**, Traffic Safety Resource Prosecutor, ID Prosecuting Attorneys Association, Meridian, ID



## The Deadly Risk of Unchecked Recalls

**Monday • 2:45p.m. - 3:45p.m. M112**

As many as 30% of all recalls are not completed resulting in tens of millions of drivers and pedestrians exposed to the dangers from unrepaired vehicles on our roads. There are a variety of reasons that recalled cars are not fixed, and more for how they wind up back on the road. The potential for increasing safety by increasing recall completion rates is obvious and the ability of a diverse group of stakeholders to significantly impact these rates is worth discussing. Explore efforts by the U.S. Department of Transportation and consumer safety advocates to improve the identification of recalls and reduce the number of unrepaired recalls, along with programs leveraging partnerships between auto manufacturers and safety organizations. Lessons learned from the Takata air bag recall will also be discussed.





**Moderator:**

**Kelly Nantel**, Vice President, Communication & Advocacy, National Safety Council, Itasca, IL

**Speakers:**

**Jason K. Levine**, Executive Director, Center for Auto Safety, Washington, DC

**Brian Barnard**, Director, Governmental Affairs, Policy, and Strategic Planning, NHTSA, Washington, DC

**Tom Musick**, Senior Program Manager, National Safety Council, Itasca, IL



**Walking Tour of Louisville**

**Monday • 2:45p.m. - 3:45p.m.**

Back by popular demand, join with local traffic safety professionals for a walking tour of Louisville during which they'll point out pedestrian and bicycle infrastructure improvements that are helping the city make travel safer for all roadway users.

Meet at 2:30 p.m. in the Lifesavers Registration Area, located in Ballroom C Lobby. Wear comfortable shoes and bring your water bottle!

**Tour Guides:**

**Jason L Yeager, PE**, Traffic Engineer, Louisville Metro Traffic Engineering, Louisville, KY

**Thomas Owen, PhD**, Associate Archivist & Community Relations Associate, University of Louisville, Louisville, KY

**Churchill Downs Special Event**

**5:00 - 8:00 p.m.**



Lifesavers is hosting a special event at Churchill Downs featuring a museum & paddock area tour and buffet dinner in Millionaires Row. Admission is included with your paid registration; you must have provided advance notice of your attendance when you registered. Bus transportation is provided to and from Churchill Downs.

**5:00 - 6:00 p.m.**

Buses load/leave the Convention Center from Market Street between 2nd & 4th Streets

**5:30 - 6:15 p.m.**

Arrive at Churchill Downs

**5:30 - 6:45 p.m.**

Museum visit & tour of the paddock area

**6:30 - 8:00 p.m.**

Buffet dinner - Millionaires Row, overlooking the track

**7:30 - 8:15 p.m.**

Buses leave Churchill Downs for the Convention Center

**TUESDAY • APRIL 2**

**Morning Coffee**

**8:30 - 9:00 a.m.**

Outside workshop rooms



**Registration Open**

**8:30 a.m. - 1:00 p.m.**

Ballroom C Lobby

**9:00 A.M. - 10:30 A.M.**

**7TH WORKSHOP SESSION**



**Behind the Handlebars, Training Cops to Enforce Bike Safety Laws**

**Tuesday • 9:00 a.m. - 10:30 a.m.**

**L007/008**

Safe road use for all is paramount. Pedestrians must follow one set of rules, while cyclists and motorists follow another. When these groups don't understand the rules, it can lead to conflict, bad behavior, injury, and sometimes even death. Police officers are tasked with enforcing these rules, but typically receive little or no training related to bicyclists. Learn about the rules of the road from the cyclist's perspective.

**Moderator:**

**Det. Arnold Anderson**, Coordinator/Leader, Community Safe Driving Program, NJ Teen Safe Driving Coalition, Livingston, NJ

**Speakers:**

**Neal A. Johnson**, Assistant Transportation Researcher, TX A&M Transportation Institute, College Station, TX

**Jon Graber**, Assistant Transportation Scientist, TX A&M Transportation Institute, College Station, TX



**Modernizing Infrastructure: Building Blocks to Safer Roads**

**Tuesday • 9:00 a.m. - 10:30 a.m.**

**L009**

Infrastructure engineering and improvements are a critical component for safe roads and a cornerstone of the Vision Zero movement, which has been adopted by cities and states across the U.S. A dynamic panel of infrastructure experts will discuss engineering solutions that your community can leverage to reduce traffic fatalities and injuries and how practitioners can work with engineers to institute these improvements.

**Moderator:**

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

**Speakers:**

**Brian K. Howell, PE, PMP**, Senior Research Engineer, KY Transportation Center, University of KY, Lexington, KY

**Dean T. Johnson**, President, The Sandy Johnson Foundation: Making Our Roads Safer, Worthington, OH

**Elizabeth Oestreich, BS, CHES, CPSTI**, Manager, Community Programs, Sanford Children's/Safe Kids FM, Walcott, ND

**Brian Roberts**, Owner, BCR Consulting, LLC, Fredericksburg, VA

**Kristin Rosenthal, M.Ed, MCHES, CPST-I**, Senior Program Manager, Road Safety, Safe Kids Worldwide, Washington, DC

**Engineering Icon** - workshops with engineering content

**Tribal Icon** - workshops with tribal-applicable content

**Motorcycle Icon** - workshops with motorcycle safety content



## How Law Enforcement Uses Social Media to Control the Narrative

**Tuesday • 9:00 a.m. - 10:30 a.m. L010**

The number of law enforcement agencies and officers using social media continues to grow, and with it comes a more direct line between the agencies, the media and the public. Today, law enforcement agencies are less reliant on traditional media outreach efforts like press releases and press conferences, and instead are using social media to connect with reporters, talk directly to the public and get their messages out. Hear from law enforcement officers who have mastered the art of social media as they share how they use this platform, the benefits and pitfalls of what they do, and how to do this on your own or to support similar efforts in your community or state.

**Moderator:**

**Megan Buell**, Director, Communications, TN Department of Safety & Homeland Security, Nashville, TN

**Speakers:**

**Lt. Steven S. Moore**, Public Information Officer, Wilson County Sheriff's Office, Lebanon, TN

**Sonia Roberts**, Road Policing Media Supervisor, New South Wales Police Force, Sydney, New South Wales

**Robert Purdy**, Public Affairs Officer, Ky State Police, Richmond, KY



## To Serve & Protect: Prevention & Diversion to Improve Teen Driver Safety

**Tuesday • 9:00 a.m. - 10:30 a.m. M100**

Law enforcement can play a key role in helping to prevent fatalities and serious injuries involving young drivers and their passengers by proactively promoting teen traffic safety in their local communities. Learn how to combine your enforcement efforts with proven education strategies and tactics from your peers. They'll also share strategies for strengthening relationships between teens and law enforcement.

**Moderator:**

**Katelin Franklin**, BSSW, MPA, Education Outreach Coordinator, Impact Teen Drivers, Columbus, OH

**Speakers:**

**Kevin McNichols, Sgt.** (Ret.), AZ Department of Public Safety/Impact Teen Drivers, Green Valley, AZ

**Sally D. Howard**, LCSW, DDC Instructor, Court Supervisor, Youth Services, Austin Municipal Court, Austin, TX

**Mark Burden**, Director of Drug Task Force, Harrison County Sheriff's Office; Instructor, DDC/Alive at 25, Paris, KY



## Partners in Road Safety: Connecting Law Enforcement & State Highway Safety Offices

**Tuesday • 9:00 a.m. - 10:30 a.m. M101/102**

Law enforcement agencies and state highway safety offices (SHSOs) must work together to reduce crashes and save lives. The Governors Highway Safety Administration, in partnership with NHTSA, is working to identify strategies and tactics to foster increased engagement between SHSOs and law enforcement agencies that include the provision of more resources to aid in traffic safety and enforcement efforts, and the creation of public education campaigns that meet the needs of both stakeholders. Learn about the challenges and opportunities associated with bolstering this relationship, the benefits of closer coordination, and explore examples of how several SHSOs and law enforcement are working well together.

**Moderator:**

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

**Speakers:**

**Thomas J. Gianni**, Principal, Gianni Consultation Services, Weaverville, NC  
**Corporal Kyle J. Wills**, CPST-I, Law Enforcement Liaison, Boise Police Department, Boise, ID

**Michael Hanson**, MN State Patrol (Ret), Director, Office of Traffic Safety, St. Paul, MN

**Chief Christopher Wagner** (Ret.), Law Enforcement Liaison, NJ State Association of Chiefs of Police, Marlton, NJ



## Collaborating with Employers to Address Distracted Driving

**Tuesday • 9:00 a.m. - 10:30 a.m. M103**

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 are proven strategies for changing 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 and effective risk management. Learn best practices for partnering with business, and about strategies and resources companies can utilize to effectively incorporate transportation safety into their safety culture.

**Moderator:**

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

**Speakers:**

**Mike A. Pitcher**, President, Efficiency Enterprises, Former CEO, LeasePlan USA, Alpharetta, GA

**Tara Casanova Powell**, Principal, Casanova Powell Consulting, Virginia Beach, VA



## Tactics for Dealing with Sovereign Encounters

**Tuesday • 9:00 a.m. - 10:30 a.m. M104/107**

Sovereign citizens can be both obstinate and persuasive, obstructive and seemingly cooperative, and apparently harmless and downright deadly. As a result, officers are often confused, hesitant and distracted making them vulnerable during these interactions. Staying safe is an officer's number one priority, while holding these violators accountable is the second. Due to their confusing yet somewhat official looking pleadings, sovereign citizens may be given unusual latitude in the courtroom. Learn what to expect during an encounter with a sovereign citizen and how to more safely and effectively deal with him or her, as well as indicators, ideology and tactics.

**Moderator:**

**Rachel Smith**, Traffic Safety Resource Prosecutor, LA District Attorneys Association, Baton Rouge, LA

**Speakers:**

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

 **Engineering Icon** – workshops with engineering content

 **Tribal Icon** – workshops with tribal-applicable content

 **Motorcycle Icon** – workshops with motorcycle safety content



**Your name badge is required to enter all plenary sessions, workshops, the Exhibit Hall and Churchill Downs event.**



## Reconstructing Fatal Crashes Involving Drunk or Drugged Driving: Building Your Case After Leaving the Scene

**Tuesday • 9:00 a.m. - 10:30 a.m. M108**

Fatal crashes are often complex investigations. Adding a drunk or drugged driver makes it even more complicated. Explore strategies that can help make cases during the follow-up investigation, including backtracking suspects' activities leading up to the crash, Drug Recognition Expert reconstruction, crash re-enactment, obtaining toxicology results, understanding the legal issues in adjudicating drug-impaired drivers, and preparing for trial.

### Moderator:

**Kyle J. Clark**, Project Manager, International Association of Chiefs of Police, Macclenny, FL

### Speakers:

**Brian Hickman**, Chief, Collegedale Police Department, Collegedale, TN  
**Tom Kimball, JD**, Senior Advisor, National Traffic Law Center, National District Attorneys Association, Arlington, VA  
**Sgt. Don Egdorf**, Houston Police Department, Houston, TX



## Accessing Child Passenger Safety from Inside, Outside & Across Borders

**Tuesday • 9:00 a.m. - 10:30 a.m. M109/110**

Parents may need help navigating resources, critical traffic safety information and laws. Cultural differences can be obstacles that keep you from building meaningful relationships and establishing strong safety partnerships within your community. Whether you work from inside the community, outside the community or as a visitor, providing impactful programs that promote positive and productive interactions are essential. Gain a deeper understanding of how to create a cooperative learning environment when outside your comfort zone. CPS technicians who have successfully worked with child protective services, Tribal communities and immigrant families will share lessons that can be applied with any culture or community. Meets Community Education requirement.

### Moderator:

**Tamara Franks, MA, CPST-I**, Program Manager, Home & Community, National Safety Council, Itasca, IL

### Speakers:

**Tabatha L. Harris, MA, CPSI**, Tribal Traffic Safety Specialist, Tribal Injury Prevention Resource Center, Yukon, OK  
**Jessica Butterfield, CPST-I**, Occupant Protection Program Coordinator, Office of Highway Safety Planning, Lansing, MI  
**Clarissa M. Santana, CPST**, Injury Prevention Program Specialist, C.S. Mott Children's Hospital, Ypsilanti, MI



## Protecting Children from Vehicular Hyperthermia

**Tuesday • 9:00 a.m. - 10:30 a.m. M111**

Vehicle manufacturers are promoting rear seat reminders, but what are they and how do they work in conjunction with child restraints and seat belts? Explore these and other questions through an overview of the various layers of prevention: technology, campaigns, advocacy, and research. Learn about a research study that explains the barriers children face in navigating an escape from a vehicle once trapped inside. You'll leave with valuable resources, insights on national partnerships and tools to help you hit the ground running when you return home. Meets Community Education requirement.

### Moderator:

**Sharon Rengers, RN**, Manager, Prevention & Wellness, Norton Children's Hospital, Louisville, KY

### Speakers:

**Glacieria B. Mason**, Marketing Specialist, NHTSA, Office of Communications & Consumer Information, Washington, DC  
**Amber Kroeker, MPH, CPST**, Child Injury Prevention Program Supervisor, Randall Children's Hospital at Legacy Emanuel, Portland, OR  
**Emily A. Thomas, PhD, CPST**, Auto Safety Engineer, Consumer Reports, Colchester, CT



## Belting up in the Back Seat, Staying Safe & in Place

**Tuesday • 9:00 a.m. - 10:30 a.m. M112**

What happens in the rear seat, doesn't always stay in the rear seat. In the event of a crash, there can be grave consequences when a rear seat passenger is unbuckled. That unrestrained occupant can become a dangerous projectile risking ejection or injury to others inside the vehicle. Learn who is least likely to buckle up in the back seat and why. Then explore strategies you can implement in your community or state to improve back seat usage and change the social norm that includes innovative partnerships with ride-share companies like Uber and Lyft.

### Moderator:

**Karen Sprattler**, Behavioral Safety Specialist, Kimley-Horn, Saint Paul, MN

### Speakers:

**Jonathan Adkins**, Executive Director, Governors Highway Safety Association, Washington, DC  
**Jessica Jermakian, DSc**, Senior Research Engineer, Insurance Institute for Highway Safety, Arlington, VA  
**Mark Ezzell**, Director, NC Governor's Highway Safety Program, Raleigh, NC

### Break

**10:30 - 10:45 a.m.**

**10:45 A.M. - 12:15 P.M.**

## 8TH WORKSHOP SESSION



## Young Drivers Today: Where Do We Go from Here?

**Tuesday • 10:45a.m. - 12:15p.m. M100**

Teen driver safety is a perennial problem but often plays second fiddle to other traffic safety priorities. Join with national experts in a discussion on the past, present and future of teen driver safety. How do we maintain a sense of urgency and high level of community investment? What is and isn't working? How can we scale effective programs? What's next when it comes to public policy? How much should we count on vehicle connectivity or automation to solve the problem? Where are we likely to be in 10 years? Explore these and other questions and share your insights.

### Moderator:

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

### Speakers:

**Elizabeth Vermette**, Managing Director Public Affairs, Students Against Destructive Decisions (SADD), Washington, DC  
**Arthur Goodwin**, Senior Research Associate, UNC Highway Safety Research Center, Chapel Hill, NC  
**Brett Robinson**, Vice President, Highway Safety Services, LLC, Indiana, PA  
**Donald Fisher, PhD**, Research Professor, University of MA, Amherst, MA



## Maximizing Alcohol Ignition Interlock Law Implementation

Tuesday • 10:45a.m. - 12:15p.m. **M101/102**

Many states have laws mandating alcohol ignition interlocks for all convicted drunk drivers, but installation rates often remain low. Hear about what laws and programs work best to maximize the installation of interlocks and reduce recidivism.

**Moderator:**

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

**Speakers:**

- Brian Ursino, MBA**, Director, Law Enforcement, AAMVA, Seattle, WA
- Darrin T. Grondel**, Director, WA Traffic Safety Commission, Olympia, WA
- Ali Edelstein**, Director, Social Responsibility, KY Distillers' Association, Frankfort, KY
- Tiffany Duvall**, Program Coordinator, KY Office of Highway Safety, Frankfort, KY



## Unintended Consequences of Vehicle Safety Technologies & Potential Solutions

Tuesday • 10:45a.m. - 12:15p.m. **M103**

Vehicle technology is becoming more prevalent in the vehicle fleet with some advanced driver assistance systems being standard. What are the safety trade-offs when these technologies are placed in our vehicles? Learn about the unintended consequences of vehicle technologies and some potential solutions.

**Moderator:**

**Chris Monk, PhD**, Chief, Human Factors Research, NHTSA, Washington, DC

**Speakers:**

- William Horrey, PhD**, Traffic Research Group Leader, AAA Foundation for Traffic Safety, Washington, DC
- Bryan Reimer, PhD**, Research Scientist, MIT AgeLab, Cambridge, MA
- Ian Reagan, PhD**, Senior Research Scientist, Insurance Institute for Highway Safety, Arlington, VA
- Kelly Funkhouser**, Program Manager, Vehicle Usability & Automation, Consumer Reports, Colchester, CT



## Are Automated Vehicles the Future of Child Passenger Safety? • 1.5 CEUs

Tuesday • 10:45a.m. - 12:15p.m. **M104/107**

Think automated vehicles (AVs) are in the distant future? Turns out, they are already on the road as they're being tested in more than two dozen U.S. cities and around the world. Current marketing and media coverage is focused on sleek vehicle design and adults. Safe Kids identified a gap in AV research and testing protocols for children under 13 and convened a Blue Ribbon Panel (BRP) to help the safety community understand what we currently know and where we need to take action. We'll discuss the BRP's recommendations to the traffic safety community and call to action for the industry. We'll also discuss current research on a variety of seating arrangements that have been shown in AV marketing, as well as current opportunities to involve traffic and child safety professionals in AV testing and development.

**Moderator:**

**Christene Jennings**, Chief Operating Officer, Marketing for Change, Alexandria, VA

**Speakers:**

- Torine Creppy**, President, Safe Kids Worldwide, Washington, DC
- Jessica Jermakian, DSc**, Senior Research Engineer, Insurance Institute for Highway Safety, Arlington, VA
- Patrice D. Tremoulet, PhD**, Human Factors Scientist, Rowan University & Children's Hospital of Philadelphia, Moorestown, NJ



## Effective Interventions for Preventing a Second Drunk Driving Offense

Tuesday • 10:45a.m. - 12:15p.m. **M108**

Approximately one-third of convicted drunk drivers have a prior offense. Learn about tools, including new technology, to identify first offenders who are most likely to re-offend and about successful interventions to prevent a second offense.

**Moderator/Speaker:**

**Tara Casanova Powell**, Principal, Casanova Powell Consulting, Virginia Beach, VA

**Speakers:**

- Brandy Nannini**, Vice President, Foundation for Advancing Alcohol Responsibility, Arlington, VA
- Rich Leotta**, Victims Advocate, Father of Officer Noah Leotta killed in the line of duty, Olney, MD
- Hon. Richard Vlavianos**, Judge, Superior Court of CA, County of San Joaquin, Stockton, CA



**WiFi**

**Complimentary WiFi is available in all public space; it is not available in the exhibit hall or workshop rooms**



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Or scan the QR code:



**We want your feedback!**

At the end of the conference, you'll receive an email from Lifesavers asking you to evaluate the 2019 conference. We use your input to plan next year's conference, so please take the time to tell us how we did. Include your name and email address on your evaluation and you'll receive a link to access the 2019 conference participant list.





## New Crash Investigative Techniques in Kentucky Using the Latest Technology

**Tuesday • 10:45a.m. - 12:15p.m. M109/110**

Drones can reduce the amount of time and money it takes to capture and clear a traffic crash scene, while providing investigators comprehensive data to determine what happened. Learn how law enforcement agencies in Kentucky are using Unmanned Aerial Systems (UAS) for collision reconstruction diagramming that has the potential to be implemented by other states and communities. Developments in technology for police, establishing agency policies, new Kentucky state Laws regarding the use of UAS, and understanding the licensing and authorization associated with using a UAS will be discussed.

**Moderator:**

**Tom Lockridge, JD**, Traffic Safety Resource Prosecutor, Office of the Attorney General, Frankfort, KY

**Speakers:**

**Sgt. Jerry Jones**, KY State Police, Critical Incident Response Team, Frankfort, KY

**Jack Hedges**, Trooper, KY State Police, Critical Incident Response Team, Frankfort, KY



## Using SFST to Detect Drug-Impaired Drivers

**Tuesday • 10:45a.m. - 12:15p.m. M111**

It's common for defense attorneys to claim that Standard Field Sobriety Testing (SFST) was developed only for alcohol because testing was conducted with persons who were given alcohol in wet labs. As a result, some courts are limiting the use of testimony concerning field tests to alcohol only. Review the findings of research and multiple observations in the field that validate the use of SFST to determine impairment by alcohol, drugs and other substances. Learn how to present information to the courts to overcome invalid defense arguments that attempt to limit the use of SFST to alcohol only.

**Moderator:**

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

**Speaker:**

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



## Making It a Habit! Increasing Pickup Truck Belt Use

**Tuesday • 10:45a.m. - 12:15p.m. M112**

Pickup trucks, which account for a sizable portion of the passenger vehicle fleet in many parts of the country, have a higher center of gravity than other vehicle types, making them more likely to rollover in a crash. Despite the risk, crash data indicate that pickup truck drivers are less likely than other passenger vehicle operators to wear seat belts. Learn about the characteristics of pickup truck crashes and how to successfully employ tactics to make buckling up a habit for these drivers and their occupants.

**Moderator:**

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

**Speakers:**

**Julie Tison, PhD**, Senior Research Scientist, Preusser Research Group, Inc., Trumbull, CT

**Dortha Cummins**, Deputy Director, LA Highway Safety Commission, Baton Rouge, LA

**Corporal Kyle J. Wills, CPST-I**, Law Enforcement Liaison, Boise Police Department, Boise, ID

## Closing Plenary Luncheon

**12:30 - 1:30 p.m. Ballroom**



Join with the Lifesavers Conference Planning Committee and your colleagues as we give a well-deserved thank you to our host city and state and say hello to our 2020 hosts from Tampa.

**Master of Ceremonies**

**Lauren Roscoe**, National SADD Student of the Year, Valley City, ND

**True to Your Core**

**Jay Rifenburg**, Founder, Rifenburg Training & Development, Saratoga Springs, NY

**Goodbye to Louisville; Tampa Here We Come!**

**Jason Siwula**, Executive Director, Kentucky Transportation Cabinet, Office of Highway Safety, Frankfort, KY

**Trenda McPherson**, Bicycle Pedestrian Safety Program Manager, Florida Department of Transportation, Tallahassee, FL



## 2020 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 2020 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 15 – 17 in Tampa, Florida. 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 2019-20 academic year pursuing any field of study. Applications are judged on the basis of completeness and an essay addressing a traffic safety topic.

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](http://lifesaversconference.org) where they can learn more about the program and access the link to the 2020 scholarship application this fall.



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# RESEARCH POSTERS

Get inspired by viewing the research posters and chatting with the authors as they share their latest research and programs. Authors will be available to discuss their work Sunday 12:00 - 12:30 p.m. and 1:00 - 1:30 p.m. outside the workshop rooms in the L and M hallways .

**Posters 1-10 are located outside the workshops in the L hallway.**

## POSTER 1

AD 

### Are Individuals with Arthritis More Likely to be Involved in a Crash?

Authors: Mohammed Almannaa, Max Bareiss, Luke Riexinger & Feng Guo, Virginia Tech University

Arthritis causes stiffening and pain, which worsens with age and can limit a person's range of motion and ability to drive safely. Because of the prevalence of arthritis among U.S. drivers, understanding its impact on driving could assist in the development of systems to improve safety. This study investigated the differences in driving between individuals with and without arthritis to compare their crash risk. Using the Strategic Highway Research Program Naturalistic Driving Study (SHRP-2 NDS) dataset provides unique insights into the natural driving behavior of the subjects by recording key vehicle information such as speed, braking and steering wheel angle, as well as video recordings of the driver and surroundings. Anonymized data for trips involving experienced drivers with and without arthritis who were and were not involved in crashes were examined. Seventy-eight drivers out of 3,563 had severe arthritis and were involved in 414 out of 1,641 crashes. The main factors analyzed were crash risk, secondary task engagement and driver strength. The analysis found a significant relationship between arthritis and crash risk with an odds ratio of 1.72, which indicates that individuals with arthritis are 72 percent more likely to be involved in a crash than non-arthritic drivers. After controlling for the potential confounding effects of age, we concluded that arthritis is associated with higher crash risk and special assistance systems can potentially improve safety for these drivers.

## POSTER 2

AD 

### MyMobility Plan: Helping Older Adults Remain Safe, Mobile & Independent

Authors: Laurie Beck, Gwen Bergen, Briana Moreland, Bethany West & Ann Dellinger, The Centers for Disease Control & Prevention (CDC)

Driving helps older adults stay mobile and independent, but they are at an increased risk of being injured or killed in a crash due to frailty and underlying health problems. Declines in vision and cognition (the ability to reason and remember), and physical changes might also affect driving. In addition, physical changes associated with aging can change the way the body reacts to medicines, potentially causing more side effects including the ability to concentrate and drive safely. The good news is that there are steps older adults can take today to improve their mobility and maintain their independence tomorrow. The CDC's planning tool, MyMobility Plan, can help older adults prepare for possible mobility changes in the same way they plan financially for retirement. The tool has three sections - MySelf, MyHome and MyNeighborhood - designed to help older adults (or their family members or friends) - develop a personal plan to meet the challenges that might come with age so they can stay safe, mobile and independent as long as possible.

## POSTER 3

PED/BIKE 

### Developing an Optimal Traffic Signal Control Algorithm with Pedestrian Priority at Signalized Intersections Under Connected Vehicles Environment

Authors: Amirreza Nickkar & Seyedehsan Dadvar, Morgan State University

Connected vehicle technology is able to consider both vehicle and pedestrian movements in an integrated framework to avoid possible collisions at intersections. The current research aims to provide an optimal algorithm for optimizing traffic signal control at an isolated signalized intersection under a connected vehicles environment. The proposed algorithm has two innovations that distinguish it from past studies: first, this algorithm considers pedestrian priority at the intersection and, second, it also includes a developed traffic signal optimization model for both vehicle and pedestrian demands that considers the geometric status of the road and crosswalk. Results show that the amount of vehicle traffic, as opposed to the number of pedestrians, is what influences the total delay time at an intersection.

## POSTER 4

PED/BIKE 

### Capturing Road Users' Traffic Safety Knowledge Retention Using an Audience Response System Program

Authors: Rebecca Liller, Jason Jackman, Pei-Sung Lin & Siwon Jang, University of South Florida, Center for Urban Transportation Research

WalkWise Florida provides interactive presentations and safety information to the public to increase their knowledge of appropriate safety measures identified by the Florida Department of Transportation (FDOT). The program began in 2010 as WalkWise Tampa Bay and was expanded statewide. Since 2013, WalkWise Florida has reached groups in more approximately 15 of Florida's high crash counties. Certain demographic groups are threatened by this safety problem more than others because pedestrian fatalities and injuries do not impact all people equally. Therefore, the primary target audience for these presentations was high-risk populations identified by FDOT crash data. An Audience Response System (ARS) was used before and after the WalkWise presentations to assess attendees' short-term knowledge retention and understanding of correct pedestrian and bicyclist safety practices. The results indicated that knowledge retention increased immediately following the presentation and further indicated through an online survey, which was conducted two weeks later.



**Water stations are located adjacent to the restrooms in the hallways outside the workshop rooms and in the Exhibit Hall.**

**POSTER 5**



**Georgia's 2018 Pedestrian Fatalities: A Preliminary Description**

Authors: Charles Warnock & Carol P. Cotton, University of Georgia

Rising pedestrian fatalities are a worrisome trend in Georgia. As the number of overall yearly traffic fatalities stabilizes, the number of pedestrian fatalities and the proportion of traffic fatalities that are pedestrians has increased every year since 2014 both statewide and nationally. Understanding the characteristics of pedestrian fatalities allows for the development of successful evidence-based interventions and life-saving roadway and pedestrian engineering efforts. This poster preliminarily describes pedestrian fatalities in Georgia in 2018 using data from the Georgia Electronic Accident Reporting System (GEARS).

**POSTER 6**



**How Do e-Bikes Affect Bikeshare Systems?**

Authors: Mojdeh Azad & Christopher R. Cherry, University of Tennessee-Knoxville

Bikeshare raw Global Positioning System data were analyzed to compare the behaviors of traditional bicycle riders' and electronic bicycle (e-bike) riders and e-bike riders with different bikeshare membership types. Using data collected from the Baltimore Bikeshare system in November 2016, 4,384 trips (40% via e-bikes) completed by 1,393 users were analyzed. We visualized geographical distribution of all trips to identify the segments used by riders and the segments with larger differences in speed. This led to the creation of a map of speed differences between e-bikes and traditional bikes. We also studied and compared trip characteristics and safety behaviors among riders using e-bikes versus traditional bikes and among riders with different types of bikeshare membership.

**POSTER 7**



**Evaluating Safety Using Bicycle Route Choice: A New Approach to Model Perceived Safety of Bicyclists Using GPS Data**

Authors: Nitesh Shah & Christopher R. Cherry, University of Tennessee-Knoxville

According to the 2017 National Household Travel Survey, bicycles accounted for only 1% of mode share in the U.S., despite the promotion of bicycling as a means to build livable communities and streets, reduce congestion and create an active lifestyle. Past studies have cited safety among the reasons not to bicycle, yet this factor is often overlooked in disaggregate route choice modeling. Fatal and incapacitating bicycle crashes were used as a proxy of perceived safety to evaluate the route choice for regular and casual bicyclists. Global Positioning System (GPS) data for 9,101 trips made by 1,866 users from November 2014 to May 2015 for Grid Bike-share in Phoenix, Arizona were used to compare the actual route with four alternative routes using a path size logit model. The results found that crash history negatively influences bicyclists' route choice, which implies that people perceive these serious crash locations as dangerous and tend to avoid them. This preference was found predominant for regular bicyclists versus their casual counterparts. These findings can be used to increase ridership by strategically investing limited resources at the locations and routes perceived safer by bicyclists.

**POSTER 8**



**Bicycle Safety Education Project: Driving Change in Grand Rapids**

Authors: Chelsea Maupin, GÜD Marketing; Suzanne Schulz, City of Grand Rapids; & Mike Smith, Michigan Department of Transportation

Grand Rapids' ratio of fatal crashes involving people riding bicycles was 50% higher than the statewide average prior to the Driving Change program. Recognizing the need to address this problem, the City working with GÜD Marketing developed a multi-faceted initiative for a long-term safety program to save lives and change minds. The comprehensive, research-based approach included crash data analysis, the identification of communication best practices, survey research to understand audience perceptions and behavior, and focus groups to test messaging. From this research, a public education campaign was developed and implemented to promote awareness of new city ordinances, communicate rules to both motorists and bicyclists and help "drive change" in the community that builds a culture of respect between all drivers (bicyclists and motorists) on the road. After conducting the campaign during three summers, a post-campaign survey showed a significant impact on understanding, perceptions and behavior change among Grand Rapids residents. In particular, there was double-digit growth in understanding of specific rules of the road, as well as growth in the key campaign success measures of perceptions of respectful riding behavior, campaign awareness and message recall. Most importantly, during this three-year period Grand Rapids' bicycle-involved crashes fell to a record low.

**POSTER 9**



**Identifying Vulnerable Road Users' Crash Correlates Along Street Corridors**

Authors: Farah J. Al-Mahameed & Xiao Qin, University of Wisconsin-Milwaukee

Crashes involving pedestrians and bicyclists, commonly referred to as vulnerable roadway users (VRU), have been increasing at an alarming rate in recent years, and are strongly correlated with roadway, environment and socioeconomic factors. However, specific variables representing these factors are often correlated, making it difficult to accurately characterize relationships between individual variables and pedestrian and bicyclist safety. Our study used the structural equation model (SEM) technique to overcome this problem. We collected more than 60 explanatory variables for 200 highway corridors in Wisconsin. Since VRU' variables are continuous in space (e.g., percentage of the corridor length with median, side-path, bike lane), results from a corridor-specific study are expected to be more informative. This research will provide a better understanding of the intricate relationships between the factors that contribute to VRU road crashes, especially at the corridor-level.

**POSTER 10**



**Advocating Complete Street Policy for Pedestrian Safety**

Authors: Istiak Bhuyan & Dr. Celeste Chavis, Morgan State University

In the U.S., 5,987 pedestrians and 840 bicyclists were killed in vehicular crashes in 2016, a 9% and 1.3% increase, respectively, compared to the previous year. In addition, 70,000 pedestrians and 45,000 bicyclists were injured in traffic crashes in 2016. The first step in understanding where these crashes occur is to employ strategies such as Hot Spot Analysis and Kernel Density Estimation (KDE). This spatial statistical analysis can help to identify priority locations and the appropriate traffic safety countermeasures. The analysis takes this a step further to identify features of the environment that attract roadway users and can act to hinder or support pedestrian, bicyclist and motorist safety. The Hot Spot Analysis





aggregates the crash locations into weighted features, produces a roster of statistically significant hot and cold spots using the Getis-Ord  $G_i^*$  statistic and the KDE represents the probability of crash occurrence based on the variables. For crash incidents (point occurrences), KDE is more suitable as it considers both individual locations and density of points at a given location, while hot spot analysis considers only values (positive/negative z-scores) of crash incidents. To identify road segment or intersection, a KDE might be more applicable, while hot spot analysis can be useful for zonal studies (block groups/tracts) as it takes into consideration mode, along with people and the environment. Upon identifying the severe locations, changes in road design such as converting them into complete streets should improve safety for pedestrians and bicyclists. This study evaluates the successful implementation of a complete streets policy to reduce crashes and improve traffic safety.

**Posters 11-20 are located outside the workshop room M101/102**

## POSTER 11

DD

### Distraction-Colored Glasses: How We Report Distracted Driving Affects How Much of It We See

Authors: Lila Ralston, MPH, Traffic Safety Research and Evaluation Group & Shiwei Tang, MPH, Department of Epidemiology and Biostatistics, College of Public Health, University of Georgia

Allocating resources and evaluating countermeasures to address distracted driving require accurate data that reflects the prevalence of the problem along with its effects on crashes, injuries and fatalities, and changes over time. Although it is often difficult for the reporting officer to determine whether distraction was a factor in a crash, in Georgia, as in many states, the crash report is the only data source available. Beginning in July 2017, Georgia law enforcement agencies transitioned to a new crash report form which has more options for reporting distraction as a contributing factor. This introduces a potential bias in reporting the prevalence of distraction as a factor in crashes, which prompted our research to account for the effects of the change due to the new crash report form. Why does this matter? The State Legislature is assessing the impact of the Hands-Free Georgia law, which took effect in July 2018, and considering possible amendments. Using all fatal and injury crashes (injury code K, A, or B) reported via the Georgia Electronic Accident Reporting System in January-April 2017 (n=13,262) and January-April 2018 (n=12,382), we examined the following variables: year, agency, accident report version, date last modified, and proportion of crashes with distraction reported as a contributing factor. We found that officers using the new form are more likely to include distraction as a contributing factor, which may be mistaken for evidence of an increase in distracted driving. In addition to ensuring that policymakers take this into account, our findings will be used to educate law enforcement about the role of distraction in crashes so they report it appropriately; to seek funding for well-designed observational studies of distracted driving, detailed crash analysis, and other methods for more accurately assessing its role in crashes; and to monitor the effect of changes in the reporting method on the reported prevalence of distracted driving.

#### Liability/Photography Waiver

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No organization or individual attending the Lifesavers Conference is permitted to film during the conference for their own purposes, such as to promote a program, service or product. This policy is in place to protect all attendees' and exhibitors' privacy and because it could be construed as an endorsement of the organization and/or its product, service and/or project by the host State and/or the Lifesavers Conference. An exception may, however, be made on a case by case basis by submitting a written request to Lifesavers through Meetings Management, Inc.

## POSTER 12

DD

### Deterring Distractions & Aggressive Driving Behavior Using a Smartphone App: What Difference Does it Make?

Authors: Sirajum Munira, Texas A&M University & Russell Henk, Texas A&M Transportation Institute

Distraction and other risky driving behaviors are the leading causes of fatal crashes involving teen drivers. Using data obtained from a smartphone app developed for the Safest Young Driver Contest operated by the Texas A&M Transportation Institute's Teens in the Driver Seat® program, our research investigated the nature and prevalence of distracted driving under real-world conditions and whether real-time feedback provided by the app and the opportunity for reward resulted in teens curtailing risky driving behavior. The app was made available to everyone but only users 15 to 24 years of age were eligible for prizes. An analysis was conducted on three months of data that accounted for 8,111 trips logged from 138 teen users. The app detected the car driver's phone use while driving along with other aggressive driving events including harsh acceleration, hard braking, and cornering. Statistical analysis to investigate the difference in driving behavior between the teen drivers' first and last 10 trips were performed. We found that feedback and incentives resulted in a significant decrease in phone use while driving among female users and users age 15 to 17. This research adds valuable insights into the scope and characteristics of distracted drivers and innovative solutions for addressing the problem.

## POSTER 13

DD

### Stay Alert & Get Home Unhurt: Preventing Drowsy Driving Among Maryland Healthcare Providers

Author: Susanne Ogaitis-Jones, MSPH, CHES, CPST/I, Maryland Institute for Emergency Medical Services Systems

In 2017, the Maryland Highway Safety Office (MHSO) received a grant from the Governor's Highway Safety Association and the National Road Safety Foundation to create a drowsy driving prevention campaign for Maryland healthcare providers. The MHSO partnered with the Maryland Institute for Emergency Medical Services to develop a campaign to reach Emergency Medical Service (EMS) and hospital personnel across the state. Health care providers were chosen as studies indicate that 10% of all crashes involve a drowsy driver, that shift workers are a high-risk group and many EMS providers say they are fatigued and/or sleep-deprived increasing their risk of crashing. The campaign used research and informal surveys to create targeted educational materials to help educate this population about drowsy driving and prevent the behavior. Products that were produced and disseminated to 25 hospitals and EMS companies included: two, 30-second Public Service Announcements, a website, 14 social media messages, six table tents with eye-catching messages, a magnet and hot cup holder with the logo and website URL, PowerPoint presentations, ready-to-use press materials, and on-line training. Examples of these materials are provided. Feedback from campaign implementers was used to determine next steps for preventing drowsy driving.

**POSTER 14**



**From Research to Practice: Assessing Community Child Safety Seat Use. Data Collection Recommendations from the Native Children Always Ride Safe Study (Native CARS)**

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

Do you use data to identify groups at risk for riding unrestrained? To tailor messages to specific audiences? To allocate your funding more efficiently? To demonstrate need for a grant application? We do, too. After doing extensive research documenting how children ride in motor vehicles, we developed a data collection method that is easy to use, collects key risk factor information and requires no statistical software or expertise. Everything you need to collect community child passenger safety data is available at nativecars.org. See Module 4 for copies of the data collection tool and to download the Excel file for data entry and automatic analysis.

**POSTER 15**



**Occupant Restraint Checkpoints: Collecting & Comparing Child Restraint Use Data**

Authors: Rebekah Abangan & Andrea Tsatoke, Indian Health Service, U.S. Public Health Service; and Patsy Sneezy, Ignacio Sneezy & Jeralie Crowe, San Carlos Apache Police Department

From 2016-2018, Division of Environmental Health Services, Indian Health Services staff coordinated occupant restraint checkpoints with the San Carlos Apache Police Department and the Community Health Representative (CHR) program. The checkpoints provided a way to collect and compare estimates for child restraint (CR) use and correct CR use. An occupant restraint measurement process was developed and used at three checkpoints. The police department addressed on-site traffic safety considerations and communicated the reason for the checkpoint to each stopped driver. Vehicles with unrestrained children, children with suspected incorrect CR use, or children whose parents wanted a CR checked were diverted to an adjacent area where child passenger safety technicians were staged to assess CRs. The occupant restraint checkpoints incorporated data elements for both CR use/non-use and correct/incorrect CR use. This method provides more representative data because it includes a sample of the child population randomly captured in the checkpoint. In addition, use of this method and the resulting data can provide for local comparison over time. The CR use/non-use findings for the 2016-2018 checkpoints indicated a 17% increase in restraint use and a 7% increase in correct usage.

**POSTER 16**



**Driving in the Danger Zone: Parking Lot Safety**

Authors: Stephanie Bridges, Andrea Tsatoke & Robert Morones, Indian Health Service, U.S. Public Health Service

Unintentional injury was the leading cause of death in Arizona for American Indians/Alaska Natives (AI/AN) for all ages from 1999-2016. Among Arizona AI/ANs in 2016, the pedestrian fatality rate was 9.05 per 100,000, three times higher than the statewide rate. In 2017, unsafe vehicle and pedestrian parking lot conditions, which could lead to injuries among pedestrians and motorists, were identified at a commercial complex on an Arizona Indian Reservation. Issues identified included no marked parking spaces or traffic lanes, no marked crossing areas, no fire lanes, and no separation between vendor and parking areas. A traffic count assessment, based on the Manual of Uniform Traffic Control Devices, was used to quantify the amount of vehicle and pedestrian traffic within the commercial

center and confirm the need for traffic control measures. A report of the findings was shared with key partners resulting in the passage of tribal resolution in August of 2018 to address the safety issues. Significant improvements to the center included marking all vehicle traffic lanes, parking spaces, fire lanes, and pedestrian crossing locations, as well as several other key improvements.

**POSTER 17**



**Infant Car Seat Challenge. What's All the Fuss About?**

Authors: Ariel Burton, Angela Rowlett & Danielle Brown, Schneck Medical Center

The purpose of a car seat safety challenge is to promote the safe transport in motor vehicles of all at-risk infants leaving the facility where they were born. This population includes infants less than 37 weeks gestation being discharged on cardiac or apnea monitors, infants with medical conditions and infants weighing less than 2,500 grams with maternal opioid use. Evidence-based knowledge on improving car seat safety for at-risk infants is discussed as well as the guidelines and process for conducting a car seat challenge.

**POSTER 18**



**Evaluation of Safety Enhancements in School Zones with Familiar & Unfamiliar Drivers**

Authors: Maria Rojas, Didier Valdés & Benjamin Colucci, University of Puerto Rico-Mayaguez; & Michael Knodler, University of Massachusetts at Amherst

Working collaboratively, we investigated the safety and operational aspects of school zones when driven by motorists familiar and unfamiliar with their surroundings. Driving simulators were used to analyze driver responses to changes in roadway configuration, school zone speed limits and roadway signage. A comparison between familiar and unfamiliar drivers' behavior was performed. In terms of speed compliance, the effectiveness of the enhanced traffic control devices with Spanish-text was greater for familiar drivers when compared to unfamiliar drivers. This finding might be indicative of the consideration for the use of symbols rather than text messages in areas with the propensity to have unfamiliar drivers on the road.

**POSTER 19**



**Building a Child Passenger Safety Technician Network**

Authors: Fara Smith, Jennifer Northway & Andrea Morales Swindler, University Health System

Even though there are more than 100 child passenger safety technicians in the area, it seems like the same 10 participate in community events and update classes. In an effort to increase engagement and improve technical skills, as well as reduce last minute sign-off requests and lapsed certification renewals, Safe Kids San Antonio launched Tech Network. The initiative targeted technicians within the University Health System's trauma service area, which includes San Antonio (Bexar County, TX) and its contiguous counties. Through monthly meetings, the Tech Network provides continuing education and works to create a community of practice. Successes to date are highlighted including increased engagement at events, ongoing skill development and reduced requests for last minute sign-off.

**POSTER 20**



**Motor Vehicle Collisions Among Emergency Medical Services (EMS) Providers: Policy Solutions for a Growing Problem**

Author: Jeffrey Rollman, UCLA Fielding School of Public Health

Emergency Medical Services (EMS) providers play a critical role in ensuring that those involved in motor vehicle crashes are transported to medical facilities to receive appropriate care. These first responders, however, are two to five times more likely than the general worker population to be injured or killed in a transportation-related incident. Most of these fatalities occur during lights and sirens use. The hierarchy of controls was used to analyze EMS motor vehicle collisions and potential solutions. The most effective control, elimination, is unlikely to be feasible, while the second, substitution, is the most appropriate opportunity to intervene. Sufficient evidence is available to suggest that substituting lights and sirens usage with non-emergency driving can lead to dramatic decreases in EMS motor vehicle collisions without negatively impacting patients' health outcomes. Yet this risky practice largely continues. Simple regulatory changes to address lights and sirens could yield positive benefits without any apparent unintended consequences.

**Posters 21-29 are located outside the workshop room M112.**

**POSTER 21**



**Laws Against Alcohol Discount Tactics & Fatal Vehicle Crashes: Protocol for an Empirical Study**

Authors: Victor Puac-Polanco & Charles Branas, Columbia University

Every 50 minutes a person died in an alcohol-related motor vehicle crash in the U.S. in 2016. Drunk driving continues to be the most significant contributor to fatally-injured drivers in the U.S. Despite more than three decades of policies and programs aimed at deterring alcohol-impaired driving concurrent with new vehicle technologies and restraint systems, in 2017, a total of 10,874 lives were lost in alcohol-related crashes on the nation's roadways. These preventable deaths represent almost a third of all fatally-injured crash victims. We can do better. Our research examines how alcohol policies might affect the alcohol consuming behavior of people involved in alcohol-related crashes. Our aim is to produce evidence that gets us a step closer to eliminating alcohol-related fatal injuries.

**POSTER 22**



**Alcohol Consumption & Driving: Facts, Perception & Simulation**

Authors: Yindhira Taveras & Didier Valdés, University of Puerto Rico-Mayaguez

Road crashes related to alcohol consumption claim thousands of lives around the world. This poster presents the results of three related studies to determine the factors that influence the Blood Alcohol Concentration (BAC) in a group of drivers in Puerto Rico. Our research goal for the first study was to identify the factors that influence BAC for drivers with different characteristics. The second study examined drivers' perceived ability to drive after consuming alcohol and their actual BAC levels. In the third study, driving simulation was used to show the effects of alcohol consumption in participants' decreased driving abilities.

**POSTER 23**



**Preventing Road Traffic Injuries in Jamaica: Gap Analysis & Recommendations**

Authors: Andrea Gielen, Keshia Pollack Porter & Sung Huang Laurent Tsai, Johns Hopkins Bloomberg School of Public Health; & Trevor Wroblewski, Tsinghua University

The Johns Hopkins Center for Injury Research and Policy (JHCIRP) was asked by the National Road Safety Council of Jamaica (NRSC) to conduct a gap analysis and produce recommendations for programming, policy and/or research to reduce traffic-related crashes, deaths and injuries in that nation. Six overarching priorities consistent with the Safe Systems approach were identified by the research team and NRSC: structural (enforcement and engineering), cultural/educational, vehicle accessibility, data, emergency response, and electronic surveillance. Best practice recommendations to address these priorities were culled from the research literature and international organizations. A total of 24 best practice recommendations were identified to address these priorities.

**POSTER 24**



**Evaluations of Low-Cost Countermeasures for Preventing Wrong-Way Driving Incidents: Two Before-and-After Case Studies in Alabama**

Author: Qing Chang, Auburn University

Before and after analyses were conducted at two exit-ramp terminals of partial cloverleaf interchanges (I-65 Exit 284 and I-65 Exit 208) in Alabama that were identified as high-risk locations for Wrong-Way Driving (WWD). Alabama Department of Transportation regional engineers have implemented low-cost countermeasures to mitigate the WWD activities at these two locations including: new double yellow lines and left-turn skip strips on the crossroad, a yield line for the right turn lane and a stop bar for left turn lane at end of the exit ramp for Exit 284; and a raised-curb channelized island to reduce the width of the ramp for Exit 208. There is little documentation on the effectiveness of these types of low-cost countermeasures in reducing WWD incidents. WWD incident data were collected at these two locations before and after the countermeasures were implemented. Following installation of the countermeasures, WWD incidents at Exit 284 declined 65% overall and 89% at night. The latter is the result of drivers following left-turn skip strips more closely during nighttime than the daytime hours. At Exit 208, installation of the channelized island resulted in an 80% increase in WWD incidents. Additional signage and pavement markings need to be improved along with the channelized island to achieve better effectiveness in preventing WWD incidents at this location.



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**POSTER 25**



**Modeling the Risk of Wrong-Way Driving at the Exit Ramp Terminals of Partial Cloverleaf Interchanges**

Authors: Md Atiquzzaman & Huaguo Zhou, Auburn University

Partial cloverleaf (parclo) interchanges are susceptible to wrong-way driving (WWD) due to the presence of closely spaced parallel entrance and exit ramps. In this study, a logistic regression model was developed to predict the risk of WWD at the exit ramp terminals of parclo interchanges based on geometric design features, wrong-way (WW) related traffic control devices (TCDs), area type (urban/rural), and Annual Average Daily Traffic (AADT) on exit ramp, entrance ramp, and crossroad. The developed model was used to conduct a network screening for 38 exit ramp terminals of parclo interchanges in Alabama. The top 10% high-risk locations (i.e., four exit ramp terminals) identified by the model were further verified by 48-hours (Friday, 5 PM to Sunday, 5 PM) WWD incident data at each location. Results suggest that two out of four locations had more than 10 WWD incidents during a typical weekend. Given the rareness of WWD events, it can be concluded that the developed mathematical model can effectively identify the high-risk exit ramp terminals for improvements even without crash history. Transportation agencies can use this mathematical model for initial identification of high-risk exit ramp terminals within their jurisdictions and verify the high-risk locations by field WWD incident data.

**POSTER 26**



**Traveler-Involved Traffic Crashes as a Negative Externality of Tourism**

Authors: Amin Mohamadi Hezaveh, Candace Brakewood & Christopher R. Cherry, University of Tennessee-Knoxville

Although it is well established that travelers have a higher risk of injury in traffic crashes compared to non-travelers, less is known about the magnitude of traffic crashes involving travelers and the negative externality of travelers' crashes (NETC) imposed on non-travelers. In this note, we relied on the U.S. Travel Association's definition of a traveler to conduct an empirical analysis focusing on the state of Tennessee, which defines travelers as those who travel more than 50 miles from home or have a home-address outside of Tennessee state. We found that 19.2% (127,031 out of 694,276 from 2014-2016) of traffic crashes in Tennessee involve a traveler. The injury cost of non-traveler crashes due to a crash with a traveler (i.e., monetized value of NETC) exceeds \$7.6 billion, or 12.3% of tourist expenditures between 2014-2016. Analyzing the net impact of travel (tourist expenditures minus NETC) at the county level reveals that the NETC exceeds tourist expenditures in 19 of 97 counties (or 20%) in Tennessee. The results of this analysis reveal that an overlooked negative externality of tourism is traffic crashes involving travelers, which warrants further study and potential policy remediation.

**POSTER 27**



**Work Zone Safety**

Authors: Farzaneh Azadi, Praveen Edara & Yaw Adu-Gyamfi, University of Missouri-Columbia

Two work zone safety projects are presented. The first discusses a reference sheet, the outcome of a project sponsored by the Federal Highway Administration to develop guidelines for using crash modification factors (CMFs) to assess the potential effect of a work zone countermeasure. Two examples are presented to illustrate how work zone countermeasures are evaluated using CMFs. The second project

explores the utility of SWiZApp, a smartphone app developed to address the lack of reliable work zone information. The app collects accurate data related to speed limits, traffic conditions, lane activity, and positive protection such as barriers and vehicle arresting systems. Workers can use the app to automatically geolocate the work zone location and add condition information that can be used by departments of transportation, traffic management centers and contractors. This app may also have utility for third parties such as travelers who could use this information to plan trips or navigate safely through work zones.

**POSTER 28**



**Intelligent Transportation System Approach on Freeway Secondary Crash Identification & Mitigation**

Author: Armana Huq, Florida International University

Secondary crashes (SCs) usually occur due to non-recurring congestion or other prior incidents. SCs are increasingly spotted as a major issue on freeway traffic operations leading to reduced capacity, extra traffic delays and increased fuel consumption and emissions. The USDOT estimated that SCs alone are responsible for approximately 18% of all traffic fatalities and 20% of all crashes. Further, compared to primary incidents, SCs have significant impacts on traffic management resource allocation. For these reasons, prevention of SCs has been highlighted as a high priority task for traffic incident managers. In fact, the FHWA uses the reduction of SCs as one of the performance measures for state incident management systems. Previous studies have reported that the risks of SCs can be reduced by improving the incident management process to warn about prior incidents ahead of time. A method for identifying SCs is one of the critical challenges for the transportation industry. Researchers are also struggling to define SCs, so traffic safety practitioners must identify a holistic way to define them. Though Connected Vehicle technology is the advanced method of mitigating SCs, there are some significant limitations that still need to be addressed.

**POSTER 29**



**Influence of Adverse Weather Conditions on Crash Clearance Time**

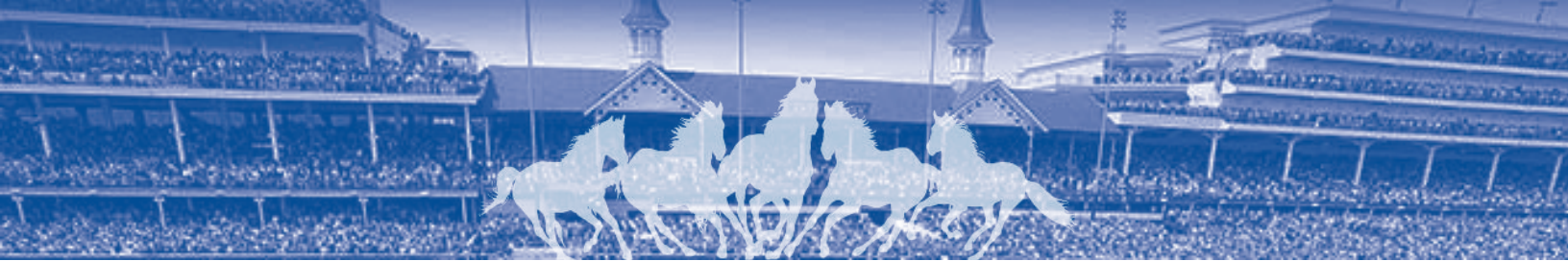
Authors: Henrick Haule, Priyanka Alluri, Thobias Sando & Md Asif Raihan, Florida International University

Crashes are a major cause of traffic delays on freeways. It is essential to clear crashes as quickly as possible irrespective of the weather conditions. However, rainy conditions could impact crash clearance duration. The goal of our study was to estimate the duration of rain within the crash clearance time and evaluate the impact of crash-related attributes on the clearance time during rainy conditions. Crash and rain data (2014-2016) were extracted from the SunGuide® and National Oceanic and Atmospheric Administration (NOAA) databases, respectively, for a network of freeways in Jacksonville, Florida. The study estimated the rain duration within the crash clearance time and used hazard-based models to investigate factors that influence the crash clearance time as a result of the weather. The results indicated that crash severity, the extent of rain duration, time of day, day of the week, area type, and involvement of Emergency Medical Services significantly impacted the crash clearance time during rainy conditions. The study results can assist incident management agencies in advancing strategies to reduce crash clearance time during adverse weather conditions.



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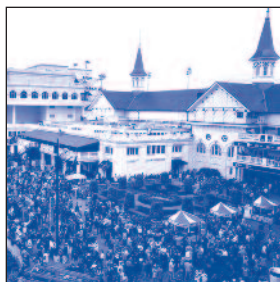
**MONDAY, APRIL 1, 2019 • 5:00 – 8:00 P.M.**

❖ *Churchill Downs Special Event Attendees: you MUST wear your badge for admission* ❖

The 2019 Lifesavers Conference is featuring an off-site event at Churchill Downs on Monday, April 1st featuring an exclusive tour of the famous Kentucky Derby Museum and a buffet dinner at Churchill Downs with a phenomenal view of the entire track. **Admission is included with your paid registration. Advance notice of your attendance is required; no tickets will be issued on site.** Shuttle transportation is provided.

The Museum will feature a 360°, 18-minute HD media experience, ‘The Greatest Race’ and two floors of interactive exhibits. Churchill Downs will feature a tour of the Paddock Area and dinner in the scenic Millionaire’s Row and Stakes Room on the 4th Floor. This is a premium indoor dining experience with access to a private platform with views of the entire track and finish line.

## AGENDA



**5:00 p.m. / 5:15 p.m. / 5:30 p.m. / 5:45 p.m. / 6:00 p.m.**

Shuttle Departure Times from Market Street side of KICC (between 2nd and 4th streets)

**5:30 – 6:15 p.m.**

Arrive at Kentucky Derby Museum/Churchill Downs

**5:30 – 6:45 p.m.**

Museum and Paddock Area Tour (official gift shop of the KY Derby Museum will be open during tour hours)

**6:30 – 8:00 p.m.**

Dinner at Churchill Downs (4th Floor, Millionaire’s Row 4 and Stakes Room)

**7:30 p.m. / 7:45 p.m. / 8:00 p.m. / 8:15 p.m.**

Shuttle Departure Times from Clubhouse Gate of Churchill Downs (back to KICC)



### Shuttle Transportation

Miller Transportation will be providing roundtrip shuttle transportation. Should you require special accommodations, please notify us at the Registration Desk.

### Parking/Uber & Taxi Service (please use address below)

Kentucky Derby Museum  
704 Central Avenue, Louisville, KY 40208  
Complimentary parking in the Red Lot off Taylor Boulevard and Central Avenue in front of the Museum

### Dress Code

Track Casual: Jackets and blazers optional, shirts with collars, sweaters, dresses, pantsuits, dress jeans and slacks are appropriate, as are golf shorts, dress shorts, capris, and tennis shoes. Torn garments, athletic wear, or frayed/torn denim are considered inappropriate attire.



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rlshah@national.aaa.com  
AAA.com

## Booth 442

### Abbott

Fred Delfino  
1342 Court St  
Portsmouth, VA 23704  
860-402-8837  
fred.delfino@alere.com  
alere.com

## Booth 101

### ACTS - DADSS (Driver Alcohol Detection System for Safety)

Carol Kidd  
803 7th St NW  
Washington, DC 20001  
202-326-5587  
ckidd@autoalliance.org  
dadsss.org

### Booth 218

#### ADEPT Driver

Richard Harkness  
2374 Maritime Dr  
Elk Grove, CA 95758  
916-509-8014  
richard@adeptdriver.com  
adeptdriver.com

## Booth 424

### Albuquerque Area Southwest Tribal Epidemiology Center

Tabatha Harris  
7001 Prospect Place NE  
Albuquerque, NM 87110  
505-389-8300  
tharris@aaihb.org  
aastec.net

## Booth 123

### All Traffic Solutions

Sopha Chiesa  
12950 Worldgate Dr, Ste 310  
Herndon, VA 20170  
571-549-3761  
schiesa@alltrafficsolutions.com  
alltrafficsolutions.com

## Booth 303

### Alliance Highway Safety

Brandon Vonderharr  
401 Church St, Ste 3000  
Nashville, TN 37219  
615-429-9671  
brandon@alliancehighwaysafety.com  
alliancehighwaysafety.com

## Booth 201

### Alliance of Automobile Manufacturers

Kristin Kingsley  
803 7th St NW, Ste 300  
Washington, DC 20001  
202-326-5591  
kkingsley@autoalliance.org  
autoalliance.org

### Booth 336

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

Chelsey Hood  
4401 Wilson Blvd, #700  
Arlington, VA 22203  
703-908-2855  
chood@aamva.org  
aamva.org

## Booth 403

### American Traffic Safety Services Foundation

Lori Diaz  
15 Riverside Pkwy, Ste 100  
Fredericksburg, VA 22406  
540-376-3882  
lori.diaz@atssa.com  
foundation.atssa.com

## Booth 312

### ATA Share the Road

Andrew Mitrisin  
950 N Glebe Rd, Ste 210  
Arlington, VA 22203  
703-838-1836  
abelayneh@trucking.org  
trucking.org

## Booth 411

### Baby Trend

Jody Malone  
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Ontario, CA 91761  
909-328-7363  
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babytrend.com

## Booth 510

### Blue Line Innovations

Lori Miles  
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BLI360.com

## Booth 124

### Bridging Kentucky

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bridgingkentucky.com

## Booth 512

### CDC NCIPC

Laurie Beck  
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foc5@cdc.gov  
cdc.gov/motorvehiclesafety

### Booth 106

#### Check To Protect

Alexandra Rodriguez  
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Washington, DC 20007  
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alexandra.rodriguez@gmmb.com  
checktoprotect.org

## Booth 405

### Chicco, USA

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chiccousa.com

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### Clemson University

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clemson.edu/graduate

## Booth 412

### CMI, Inc.

Josie Hagan  
316 E Ninth St  
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Alcoholtest.com

## Booth 444

### Dorel Juvenile

Daniel Dias  
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ddias@djgusa.com  
doreljuvenile.com

## Booth 119

### Dräger

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draeger.com/en-us\_us/Alcohol-And-  
Drug-Detection

## Booth 307

### DrugWipe

Adam Comeau  
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Orlando, FL 32822  
416-619-3500  
tradeshows@acs-corp.com  
drugwipeusa.com

## Booth 438

### Electrotechnics Corporation

Harold Stone  
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Sales@elteccorp.com  
elteccorp.com

## Booth 450

### Entercom Communications Corp

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entercom.com

**Booth 506****Families for Safe Streets**

Chana Widawski  
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familiesforsafestreeets.org

**Booth 329****Family, Career and  
Community Leaders  
of America (FCCLA)**

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fcclainc.org

**Booth 117****Federal Motor Carrier  
Safety Administration  
(FMCSA)**

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fmcsa.dot.gov

**Booth 131****Federal Railroad  
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fra.dot.gov

**Booth 347****Florida Department  
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850-545-0580  
trenda.mcpherson@dot.state.fl.us  
dot.state.fl.us/safety

**Booth 211****Foundation for  
Advancing Alcohol  
Responsibility**

Madeleine Spjut  
2345 Crystal Dr, Ste 710  
Arlington, VA 22202  
202-258-8458  
madeleine.spjut@responsibility.org  
responsibility.org

**Booth 137****Goodbaby/Evenflo**

Patsy Pilcher  
PO Box 1046  
Cullman, AL 35056  
800-768-6077  
patsy@worldsafe.net  
evenflo.com

**Booth 415****Graco Children's  
Products Inc (Newell  
Brands)**

Carol Helminski  
14547 Lieto Ln  
Bonita Springs, FL 34135  
727-542-5338  
carol.helminski@newellco.com  
gracobaby.com, babyjogger.com,  
newellbrands.com

**Booth 209****Helmets R Us**

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

**Booth 401****I'm Safe! - Child Safety  
Solutions, Inc.**

Wendy Gordon  
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Rockland, ME 04841  
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wendy@imsafe.com  
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**Booth 308****Impact Teen Drivers**

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**Booth 238****Indian Highway Safety  
Program**

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**Booth 426 &  
Demonstration Area****Innocorp, Ltd**

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fatalvision.com

**Booth 448****Intoxalock**

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lvadel@intoxalock.com  
intoxalock.com

**Booth 237****Intoximeters**

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iptm.org

**Booth 122****Kentucky Transportation  
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**Booth 111****KidsAndCars.org**

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KidsAndCars.org

**Booth 125****KidsEmbrace**

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tonyj@kidsembrace.com  
kidsembrace.com

**Booth 418****Laser Technology, Inc.**

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lasertech.com

**Booth 128****Life Changing  
Experiences**

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info@mobilecinemapark.com  
cprhelp.org

**Booth 327****Lifeloc Technologies,  
Inc.**

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**Booth 129****Loon Ventures LLC**

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loonventures.com

**Booth 343****Lutzie 43 Foundation**

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**Booth 213****Manufacturers Alliance  
for Child Passenger  
Safety**

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**Booth 118****Matrix Entertainment**

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matrixentertainment.com

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**MPH Industries**

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mphindustries.com

**Booth 232**

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swolf@allrise.org  
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**Booth 323**

**National Highway Traffic Safety Administration**

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**Numeric**

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bob.wall@nuna.eu  
nuna.eu/usa/car-seat-family

**Booth 210**

**Pedestrian and Bicycle Information Center**

Dan Gelinne  
730 Martin Luther King Jr Blvd, Ste 300  
Chapel Hill, NC 27599  
919-962-8703  
gelinne@hsrc.unc.edu  
pedbikeinfo.org

**Booth 349**

**PEERS Foundation**

Mike Seymore  
2855 29th St SE, Ste C  
Kentwood, MI 49512  
866-949-7337  
mike@peersfoundation.org  
Peersfoundation.org

**Booth 516**

**PowerFlare (PF Distribution Center, Inc.)**

John Dunning  
1500 E Hamilton Ave, Ste 112  
Campbell, CA 95008  
408-728-1703  
john@pfdci.com  
pfdci.com

**Booth 228**

**SADD**

Rick Birt  
1440 G St NW  
Washington, DC 20005  
508-481-3568  
rbirt@sadd.org  
sadd.org

**Booth 217**

**Safe Kids Worldwide**

Wes Bender  
1255 23rd St NW, Ste 400  
Washington, DC 20037  
310-231-0273  
wbender@safekids.org  
safekids.org

**Booth 305**

**Safe Ride News Publications**

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

**Booth 239**

**Safe Traffic System, Inc.**

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

**Booth 301**

**SafetyBeltSafe U.S.A.**

Stephanie Tombrello  
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818-416-7310  
stombrello@carseat.org  
carseat.org

**Booth 222**

**Smart Start**

Michelle Whitaker  
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Grapevine, TX 76051  
972-979-2769  
michelle.whitaker@smartstartinc.com  
smartstartinc.com

**Booth 310**

**Stalker Radar**

Debbie Aull  
855 E Collins Blvd  
Richardson, TX 75081  
214-551-5538  
asia@stalkerradar.com  
stalkerradar.com

**Booth 422**

**TBL Systems**

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Oro Valley, AZ 85755  
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justin@tblsys.com  
tblsys.com

**Booth 404**

**Tennessee's Road Team**

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615-777-2882  
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tntruckingfoundation.org

**Booth 406**

**Texas Department of Transportation**

Charlene Shirley  
200 E Riverside Dr  
Austin, TX 78701  
936-230-1663  
charlene.shirley@txdot.gov  
txdot.gov

**Booth 345**

**The National Judicial College**

Crystal Noel  
Judicial College Bldg, MS 358  
Reno, NV 89557  
775-327-8205  
noel@judges.org  
judges.org

**Booth 230**

**The National Road Safety Foundation**

Michelle Anderson  
18 E 50th St  
New York, NY 10022  
917-225-6657  
info@nrsf.org  
nrsf.org

**Booth 114**

**The Reflectory**

Jonathan Yates  
8 Muratore Ln  
Charlestown, RI 02813  
845-565-2037  
reflectory@msn.com



**Booth 110****ThinkFast Interactive**

Timothy John  
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Caledonia, MI 49316  
616-901-0918  
tim@thinkfastinteractive.com  
ThinkFastInteractive.com

**Booth 212****ThinkFirst Foundation**

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Naperville, IL 60563  
630-209-6363  
susancrotty@thinkfirst.org  
ThinkFirst.org

**Booth 501****TN Department of Safety and Homeland Security**

Megan Buell  
312 Rosa Parks Ave, TN Tower, 25th Fl  
Nashville, TN 37243  
615-251-8587  
megan.buell@tn.gov  
tn.gov/safety

**Booth 400****U-Haul International**

Lindsay Pobieglo  
2721 N Central Ave  
Phoenix, AZ 85004  
602-263-6811  
lindsay@uhaul.com  
uhaul.com

**Booth 416****UPPAbaby**

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

**Booth 339****Virtual Driver Interactive**

Pam Lefevre  
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404-277-3208  
plefevre@driverinteractive.com  
driverinteractive.com

**Booth 342****Voice for Change**

Quinton Higgins  
103 Dailey Ct  
Radcliff, KY 40160  
270-319-8820  
voiceforchange88@gmail.com  
voiceforchange.net

**Booth 313****WatchGuard Video**

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415 E Exchange Pkwy  
Allen, TX 75002  
469-342-8975  
shows@watchguardvideo.com  
watchguardvideo.com

**Booth 133****WAYB**

Kritika Misra  
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559-310-5050  
kritika.misra@wayb.com  
wayb.com

**Booth 514****WhizRider**

Daniel Schlaepfer  
1321 Upland Dr., Ste 10963  
Houston, TX 77043  
hello@whizrider.com  
whizrider.com



# Congratulations to the 2019 Lifesavers Traffic Safety Scholars

the recipients of a \$1,000 scholarship to help defray the cost to attend the conference:

Look for  
their orange  
name badge  
ribbons

**Samira Ahangari**, Morgan State University

**Numan Ahmad**, University of Tennessee-Knoxville

**Farah Al-Mahameed**, University of Wisconsin-Milwaukee

**Mohammed Almannaa**, Virginia Polytechnic Institute and State University

**Md Atiquzzaman\***, Auburn University

**Mojdeh Azad**, University of Tennessee-Knoxville

**Farzaneh Azadi**, University of Missouri-Columbia

**Alejandro Badilla\***, University of Miami

**Cameron Bennett**, Oregon State University

**Istiak Bhuyan**, Morgan State University

**Bailey Bindle\***, Peru State College

**Qing Chang**, Auburn University

**Enid Colon Torres\***, University of Puerto Rico-Mayaguez

**Seyedehsan Dadvar\***, Morgan State University

**Bryan Delaney\***, Ithaca College

**Emma Gaster**, University of Alabama

**Keely Greene**, Virginia Polytechnic Institute and State University

**Jacqueline Hackett\***, Johns Hopkins Bloomberg School of Public Health

**Henrick Haule**, Florida International University

**Armana Huq**, Florida International University

**Adika Iqbal**, Clemson University

**Deja Jackson\***, University of Florida

**Hisham Jashami**, Oregon State University

**Abolfazl Karimpour\***, The University of Arizona

**Ria Kontou**, University of North Carolina at Chapel Hill

**Peter Kornyoh**, Lawrence Technological University

**Jacob LaPrade\***, Stonehill College

**Li Li\***, Ohio State University

**Rebecca Liller**, University of South Florida

**Mogomotsi Lufu**, Boitekanelo College

**Keabetswe Makwati**, Boitekanelo College

**Anjali Misra**, University College Cork

**Amin Mohamadi Hezaveh**, University of Tennessee-Knoxville

**Sirajum Munira\***, Texas A&M University

**Sajidur Rahman Nafis**, Florida International University

**Amirreza Nickkar**, Morgan State University

**Yaa Osafo**, University of Louisiana at Lafayette

**Victor Puac-Polanco\***, Columbia University

**Andres Rios**, Universidad del Valle

**Maria Rojas**, University of Puerto Rico-Mayaguez

**Jeffrey Rollman\***, UCLA Fielding School of Public Health

**Kelebogile Selaledi**, University of Botswana

**Nitesh Shah**, University of Tennessee-Knoxville

**Annika Sidhu\***, North Dakota State University

**Yindhira Taveras**, University of Puerto Rico-Mayaguez

**Sung Huang Laurent Tsai**, Johns Hopkins Bloomberg School of Public Health

**Hannah Via**, University of the People

**Charles Warnock**, University of Georgia

**Sommer Wilmeth\***, Minnesota State University-Moorhead

**Zhihua Zhang**, University of Tennessee-Knoxville

\*Denotes a returning Traffic Safety Scholar

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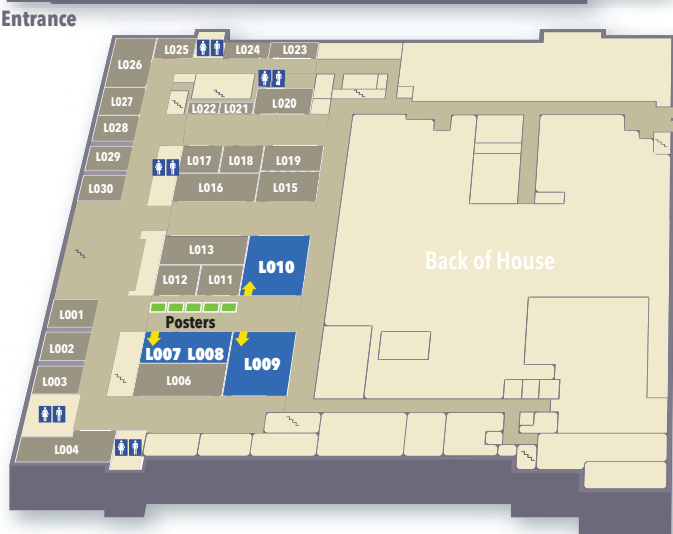
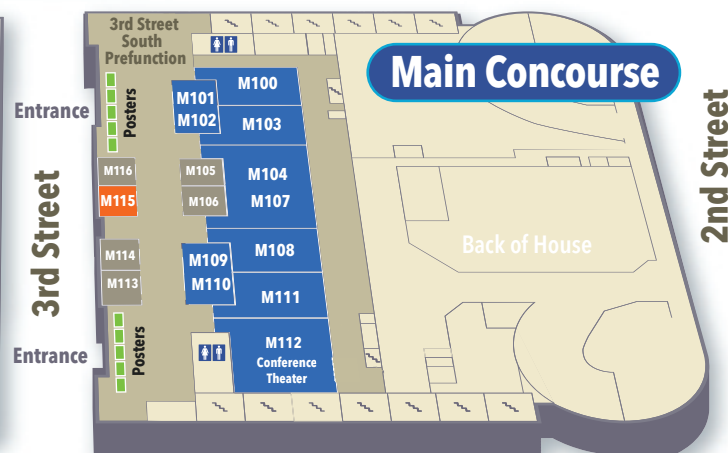
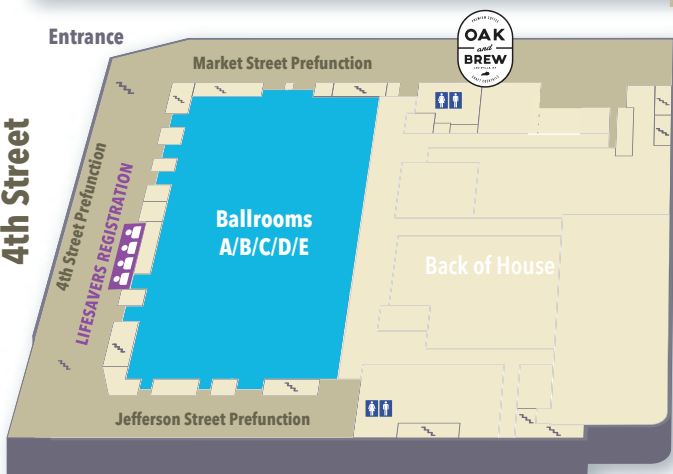




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NATIONAL CONFERENCE ON HIGHWAY SAFETY PRIORITIES



Jefferson Street

- Lifesavers Registration
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- Lifesavers Exhibition
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- Speaker Ready Room