



THANK YOU TO OUR 2022 SPONSORS

Lifesavers is grateful for the support of the sponsors listed below and extends a special thank you to our 2022 state partner, the Illinois Department of Transportation, for assisting with conference planning, volunteer staffing and conference bags & contents.

CHAMPIONS (\$10,000+)













PARTNERS (\$5,000 - \$9,999)











SUPPORTERS (\$1,000 - \$4,999)































TABLE OF CONTENTS

All events are held at the Hyatt Regency Chicago Hotel

Conference Sponsors	inside front cover
Governor's Welcome Letter	2
Program at a Glance and Exhibit Hours	3
Lifesavers Traffic Safety Scholars	4
Workshops by Track Index	5
Workshops at a Glance	14
Saturday Schedule	6
Preconference Trainings	6
Sunday Schedule	7
Morning Coffee — Grand Ballroom Foyer	
Opening Plenary — Grand Ballroom (East Tower)	
1st Workshop Session	
Lunch & Exhibit Networking — Riverside Center (East Tower)	
2nd Workshop Session	
Refreshments & Exhibit Networking Hour — Riverside Cente	
3rd Workshop Session	
Monday Schedule	
Grab & Go Breakfast — Riverside Center (East Tower)	
5th Workshop Session	
NHTSA Public Service Awards Luncheon — Grand Ballroom	
6th Workshop Session	
Refreshments & Exhibit Networking — Riverside Center (Eas	
Tuesday Schedule	20
Morning Coffee — Grand, Regency and Crystal Ballroom Foy	ers20
7th Workshop Session	20
8th Workshop Session	21
Closing Plenary Luncheon — Grand Ballroom (East Tower)	22
Exhibitors	24
Exhibit Hours, Events & Map	inside back cover
Hyatt Regency Chicago Floor Plan	back cover

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
- AAMVA
- Advocates for Highway and Auto Safety
- Alliance for Automotive Innovation
- Aurora
- Indian Health Service
- Colorado Department of Transportation
- Family, Career and Community Leaders of America
- Governors Highway Safety Association
- Insurance Institute for Highway Safety
- International Association of Chiefs of Police
- Juvenile Products
 Manufacturers Association
- Maryland Highway Safety Office
- National Highway Traffic Safety Administration
- National Safety Council
- National Traffic Law Center
- National Transportation Safety Board
- PA Traffic Injury Prevention Project
- Preusser Research Group, Inc.
- Safe Kids Worldwide
- StopDistractions.org
- The Children's Hospital of Philadelphia

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





OFFICE OF THE GOVERNOR

207 STATE HOUSE Springfield, Illinois 62706

JB PRITZKER
GOVERNOR

Welcome to Chicago!

On behalf of the State of Illinois, I want to thank you for attending this year's Lifesavers National Conference on Highway Safety Priorities.

Safety is our top priority for all modes of transportation here in Illinois and is a driving force of my administration's Rebuild Illinois investment in our state's roads and bridges.

This national conference brings together professionals who share the noble mission of ensuring every state can provide the safest experience possible for our travelers and commuters. I look forward to seeing the innovative solutions sparked by the talent that is gathered here.

I'm glad that we are able to gather in person this year after a virtual conference in 2020. The organizers have taken great care to ensure your visit is a safe and enjoyable one. I extend my best wishes for a wonderful event.

Enjoy your time in Illinois!

Sincerely,

Governor JB Pritzker

PROGRAM AT A GLANCE & EXHIBIT HOURS

11:00 a.m. – 6:00 p.m. Registration Open 12:00 p.m. – 6:00 p.m. Exhibit Setup	Details on Page 6 Grand Registration Desk Riverside Center Plaza Ballroom B Grand Registration Desk Riverside Center
11:00 a.m. – 6:00 p.m. Registration Open 12:00 p.m. – 6:00 p.m. Exhibit Setup	Grand Registration Desk Riverside Center Plaza Ballroom B Grand Registration Desk
12:00 p.m. – 6:00 p.m. Exhibit Setup	Riverside Center Plaza Ballroom B Grand Registration Desk
·	Plaza Ballroom B Grand Registration Desk
	Grand Registration Desk
3:00 p.m. – 6:00 p.m. Traffic Safety Scholars Panel Discussion & Reception (<i>Invitation only</i>)	
SUNDAY, MARCH 13	
7:30 a.m. – 5:00 p.m. Registration Open	Riverside Center
7:30 a.m. – 11:00 a.m. Exhibit Setup	
8:00 a.m. — 8:30 a.m. Morning Coffee	Grand Ballroom Foyer
8:30 a.m. – 10:15 a.m. Opening Plenary	Grand Ballroom
10:30 a.m. – 12:00 p.m. 1st Workshop Session	
12:00 p.m. – 5:00 p.m. Exhibit Hall Open	Riverside Center
12:00 p.m. – 1:30 p.m. Grab & Go Box Lunch in Exhibit Hall	Riverside Center
1:30 p.m. – 3:00 p.m. 2 nd Workshop Session	
3:00 p.m. – 4:00 p.m. Networking Hour in Exhibit Hall (Complimentary Refreshments)	Riverside Center
4:00 p.m. – 5:00 p.m. 3 rd Workshop Session	
MONDAY, MARCH 14	
7:30 a.m. – 5:00 p.m. Registration Open	Grand Registration Desk
8:00 a.m. – 4:30 p.m. Exhibit Hall Open (closed during Awards Luncheon)	Riverside Center
8:00 a.m. – 8:45 a.m. Grab & Go Breakfast in Exhibit Hall	Riverside Center
9:00 a.m. – 10:30 a.m. 4 th Workshop Session	
10:30 a.m. – 10:45 a.m. Break	
10:45 a.m. – 12:15 p.m. 5 th Workshop Session	
12:30 p.m. – 2:00 p.m. Public Service Awards Luncheon	Grand Ballroom
2:15 p.m. – 3:45 p.m. 6 th Workshop Session	
3:45 p.m. – 4:30 p.m. Networking in Exhibit Hall (Complimentary Refreshments)	Riverside Center
4:30 p.m. Exhibitor Move Out	
TUESDAY, MARCH 15	
7:45 a.m. – 8:45 a.m. Traffic Safety Scholars Debriefing (Invitation only)	Plaza Ballroom B
8:00 a.m. – 11:00 a.m. Exhibitor Move Out	
	Grand, Regency and Crystal Ballroom Foyers
8:30 a.m. – 1:00 p.m. Registration Open	Grand Registration Desk
9:00 a.m. – 10:30 a.m. 7 th Workshop Session	
10:30 a.m. – 10:45 a.m. Break	
10:45 a.m. – 12:15 p.m. 8 th Workshop Session	
12:30 p.m. – 1:30 p.m. Closing Plenary Luncheon	Grand Ballroom

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LIFESAVERS TRAFFIC SAFETY SCHOLARS

Congratulations to the 2022 Lifesavers Traffic Safety Scholars, the recipients of a \$1,000 scholarship to help defray the cost to attend the conference. They will be wearing orange ribbons on their badge — be sure to welcome them to the conference!

Kofi Kakyire Ampofo-Twumasi,

University of Louisiana at Lafayette Alireza Ansariyar, Morgan State University Farzaneh Azadi*, University of Pittsburgh Anshu Bamney, Michigan State University Qing Chang*, Auburn University Xing Fu, The University of Alabama Eric Grunfeld, Brown University Siddhartha Gulhare, University of Florida Jacqueline Hackett*, Johns Hopkins Bloomberg School of Public Health **Emma Hagel**, Michigan State University Tasha Hairston Springs, Southern **New Hampshire University** Ahmed Sajid Hasan*, Rowan University Ali Hassani, Virginia Tech Eileen Herbers, Virginia Tech Md Mahmud Hossain. Auburn University Sabah Hossain Igra, Bangladesh University of Engineering and Technology (BUET)

Parisa Hosseini, Rowan University Chun-Chien Hsiao, University of Illinois at Urbana-Champaign Ramina Javid, Morgan State University Md Muhib Kabir*, Morgan State University Francisca Kasubi. Florida International University Nashid Khadem*, Morgan State University John Kodi, Florida International University Nade Liang, Purdue University Nusayba Binti Megat Johari, Michigan State University Syed Morshed, Florida International University Sydney Musick, Columbia University Mailman School of Public Health Jamal Nahofti Kohneh, Clemson University Sauray Paraiuli. University of Tennessee **Deep Patel.** Rowan University

Jeffrey Rollman*, University of California,

Guneet Saini, Texas A&M University

Los Angeles (UCLA)

Logan Scott-Deeter, Oregon State University
Jiayun Shen*, Clemson University
Matthew Simmons, Clemson University
Yukun Song*, Auburn University
Zahra Vafakhah, Rowan University
Bridgette Watson*, Clemson University
Amy Wyman, Oregon State University
Zihe Zhang, The University of Alabama
Beijia Zhang*, Auburn University
Yun Zhou*, North Dakota State University
Fengjiao Zou, Clemson University

Look for their orange badge ribbons



*Denotes a returning Traffic Safety Scholar



2023 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 2023 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, April 2 – 4 in Seattle, Washington. 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 2022-23 academic year pursuing any field of study. Applications are judged on the basis of completeness and a video.

Help us get the word out about the TSS Program by sharing this information with your college and university contacts. Direct them to the Lifesavers website at **lifesaversconference.org** where they can learn more about the program and access the link to the 2023 scholarship application this fall.



WORKSHOP SPEAKERS are found on the mobile app. The speaker list can also be found on the Lifesavers Workshop/Handouts Webpage.

1

WORKSHOPS BY TRACK INDEX

The green numbers indicate the page where the workshop description can be found.

Child Passenger Safety (CPS)

- 12 "Add Me": Best Practices & Trends in the Digital Space
- 20 Boost Your Booster Seat IQ: Research in Booster Effectiveness (1.5 CEUs)
- 8 CPSTs on the Front Line: Product Updates (1.5 CEUs)
- 13 Data, Technology & Teamwork, the Trifecta to Eliminating Vehicular Heatstroke
- 10 First Responder Child Passenger Safety Technician Tools to Manage Cumulative Critical Incident Stress
- 16 Is Virtual Here to Stay? Navigating the CPS World Beyond the Pandemic
- 19 Let's Talk About It: Addressing Disparities in Child Passenger Safety
- 17 On Impact... Energy Management Features to Lessen the Blow (1.5 CEUs)
- 17 OP Program Resources for Protecting Vulnerable Child Passengers
- 19 School Transportation for Children with Special Health Care Needs: During a Pandemic & Beyond (1.5 CEUs)
- 10 Tell Me About It: The Latest Technology from the Car Seat Manufacturers (1.5 CEUs)
- 22 The Wheels on the Bus Go Round & Round: Synthesizing Head Start Transportation & Child Passenger Safety (1 CEU)

Communications (COM)

- 20 2-Wheeled or 2-Feet, Reaching Our Most Vulnerable Road Users
- 22 Do you Snap? Tweet? IG? OMG, FB Is so Yesterday! Effective Use of Social Media in an Ever-Changing Landscape
- 17 Driving with Mary Jane. Impaired Driving: Where Do We Go From Here?
- 9 Getting Past the Pandemic: Traffic Safety Messages After COVID
- 11 Getting the Message Whether It's "Zoom" or in the Room
- 10 TikTok for Cops: Social Media & Law Enforcement
- 16 What's the DL on AVs?

Criminal Justice/Law Enforcement (CJ/LE)

- 8 Action Plan for Improved CDL Enforcement & Masking Avoidance
- 18 Behind Closed Doors: What Really Happens in a DWI Treatment Court?
- 17 Constitutional Law Issues in Impaired Driving Cases: Managing the Investigation & Trial
- 9 Not So Fast & Furious. Putting the Brakes on Street Racing & Drifting
- 13 Rollin' While You're Rollin' Investigating the Latest "High" While Driving
- 10 Technology & Traffic Safety Enforcement Supporting Law Enforcement to Enhance Investigations & Outcomes
- 21 The Role of Traffic Safety in Creating Safer Roads & Stronger Communities
- 22 We're All in This Together: Identifying Equitable Traffic Safety Measures

Distracted Driving (DD)

- 10 A Comprehensive Approach to Changing the Culture of Distracted Driving
- 17 Creating Better Distracting Driving Laws, A Law Enforcement Perspective
- 19 Distracted Driving 101: Incorporating Safe Driving in School Public Health Programs
- 21 Distracted Driving Among Teens, Latest Data & Solutions
- 22 Luke, I am Your Father, Don't Drive Distracted! Parental Influence on Teen Distracted Driving
- 12 The National Distracted Driving Coalition Action Plan: Up Close and Personal
- 9 Understanding the Science of Distracted Driving
- 13 Your Data Show What? How to Leverage New Data Sources to Combat Distracted Driving

Impaired Driving (ID)

- 20 Again & Again, Stopping Recidivism Among High-Risk Impaired Drivers
- 9 From the Gavel to the Gravel: Judges & the Community Unite to Reduce Impaired Driving Recidivism
- 19 Like a Fine Wine, or Is it? Impaired Driving & Aging Drivers
- 12 Maximizing Impaired Driving Data Analysis
- 22 Moving the Needle Back in the Right Direction, Countermeasures to Reduce Impaired Driving
- 10 One Drug, Two Drugs...Red Drugs, Blue Drugs: Testing & Toxicology Challenges
- 17 Special Population Groups: Younger Drivers
- 11 The HEAT Program-Increasing Inclusion while Reducing Recidivism
- 10 Tragedies on Our Roadways. A Look at Risky Driving Behaviors from the Victim's Perspective: Victim Impact Panel

Occupant Protection (OP)

- 8 "Click It or..." Attempting to Improve Seat Belt Use Using Non-Enforcement Countermeasures
- 9 Beyond "Buckle-Up" Innovative Strategies to Increase Seat Belt Use
- 18 Ensure Your OP Programs Are at Peak Performance Using Data Part 2
- 17 Fine Tuning Your OP Program with Data & Evaluation Part 1
- 21 Partnering with Your Community...Community Oriented Policing for Improving Occupant Protection
- 21 Young at Heart: Motor Vehicle Safety in Our Golden Years

Pedestrian/Bicyclist Safety (PBS)

- 11 Biking Tour of Chicago
- 18 Micromobility Transportation, A Roadmap to Safe Shared Space
- 16 Pedestrian & Bicyclist Safety Education: Don't Reinvent the Wheel!
- 18 Pedestrian & Bicyclist Safety Is an Equity Issue
- 8 Prioritizing Biking & Walking: Shifting the Mode Share & Capitalizing on Pandemic Changes to Pave the Way

Safe Systems (SS)

- 16 A Safe System Approach to Protecting Child Road Users
- 20 A Safe System Approach: In the Real World
- 10 Coming to Your Neighborhood: The U.S. Acts on a Safe System Approach
- 21 Let's Get Real: We Can't Keep Doing the Same Things & Expect Different Results
- 8 The Safe System Approach 101
- 19 Vehicle Safety: A Critical Component of a Safe System Approach

Vehicle Technologies/Automated Driving (VT/AD)

- 21 Are States & Localities Ready for Connected, Automated & Electric Vehicles?
- 16 Does That Vehicle See Me? Pedestrians & Vulnerable Road Users
- 11 Look Who's Talking Now: Leveraging Transportation System Data for Real Time Communications
- 9 One Size Does Not Fit All: Transportation Equity in the 21st Century
- 8 Vehicle Technology: What Should the 21st Century State Motor Vehicle Code Look Like?
- 18 What Are You Looking At? The Importance of Driver Monitoring
- 20 You Say Potato, I say Potahto. Can't We All Just Have a Common Nomenclature?

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SAIURDAY.

SATURDAY, MARCH 12

Registration Open

11:00 a.m. – 6:00 p.m. Grand Registration Desk, Ballroom Level, East Tower

Exhibit Setup (Exhibitors Only)

12:00 p.m. – 6:00 p.m. Riverside Center, Exhibit Level, East Tower

Exhibitor Only Reception

4:00 p.m. – 6:00 p.m. Exhibit Hall

→ NETWORKING EVENT –

Indian Highway Safety Program
Tribal Grants

10:00 a.m. – 3:00 p.m. Grand Hall I (East Tower)

PRECONFERENCE TRAININGS

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

Moving Forward in Child Passenger Safety 1:00 p.m. – 5:30 p.m. Grand Hall J (East Tower)

The Public Crisis on Our Roads — Messaging Safety When Everything Has Changed 1:00 p.m. – 4:00 p.m. Grand Hall K/L (East Tower)



TWEET WITH US! Lifesavers Planning Committee members will be tweeting throughout the conference. Join in the conversation by using the hashtag #Lifesavers2022



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

YOUR FEEDBACK ON WORKSHOPS IS IMPORTANT!

Please complete the workshop evaluations using the Lifesaver mobile app — your input is 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 orange sidebar.

Download the app: For iPhone and Android devices, visit the App Store or Google Play via your device and search for Lifesavers Conferences. This is the same app used in past years, so if you've downloaded it previously, you're all set!

Be sure to accept push notifications so you receive important updates during the conference.



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.

SUNDAY, MARCH 13

Registration Open

7:30 a.m. – 5:00 p.m. Grand Registration Desk, Ballroom Level (East Tower)

Exhibit Setup (Exhibitors Only)

7:30 a.m. – 11:00 a.m. Riverside Center, Exhibit Level (East Tower)

Morning Coffee

8:00 a.m. – 8:30 a.m. Grand Ballroom Lobby, Ballroom Level (East Tower)

Exhibit Hall Open

12:00 p.m. – 5:00 p.m. Riverside Center, Exhibit Level (East Tower)

ightarrow NETWORKING EVENTS $^{ ext{-}}$

Smart Start's Game Show

5:30 p.m. – 7:00 p.m. Grand Hall I/J (East Tower)

Safe Kids Networking Meeting (private meeting)

5:30 p.m. – 6:30 p.m. Grand Hall GH (East Tower)

OPENING PLENARY

8:30 – 10:15 a.m.

Grand Ballroom, Ballroom Level (East Tower)

MASTER OF CEREMONIES

John Ulczycki, Lifesavers Board Chair & Vice President, Legislative Affairs, LMG Holdings (ret.)

PRESENTATION OF

COLORS/NATIONAL ANTHEM

Illinois State Police Honor Guard:

Tyrone White, Jose Flores, Chris Karabin, Randall Wells, and Arkadiusz Wozniac

National Anthem singer:

Special Agent Jonn-Paul Oliveto, Illinois State Police

WELCOME TO CHICAGO

JB Pritzker, Governor of Illinois

Omer Osman, P.E., Secretary, Illinois Department of Transportation

Brendan F. Kelly, Illinois State Police Director

KEYNOTE SPEAKERS

John Ulczycki, Lifesavers Board Chair & Vice President, Legislative Affairs, LMG Holdings (ret.) Nat Beuse, Vice President of Safety, Aurora

MISSION MOMENT

Keith Dorwart, Illinois State Police Trooper

COVID TRAFFIC SAFETY Add a colored dot to your badge to indicate your level of comfort with physical distance. Visit the table set up near registration to pick your dot:

- RED = 6 feet apart, no contact.
- YELLOW = elbows only.
- GREEN = high-fives and handshakes OK.



CPS	Child Passenger Safety
COM	Communications
CJ/LE	Criminal Justice/Law Enforcement
DD	Distracted Driving
ID	Impaired Driving

OP	Occupant Protection
PBS	Pedestrian/Bicyclist Safety
SS	Safe Systems
VT/AD_	Vehicle Technologies/Automated Driving

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1ST WORKSHOP SESSION

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



The Safe System Approach 101 Grand Hall GH (East Tower)

What is the Safe System Approach? How does a safe system approach differ from our current approach to road safety? Learn the actions needed to move toward a Safe System Approach, the impact of the recently passed infrastructure bill on safety, and what the U.S. DOT is doing to help the U.S. advance safe system upgrades. Localities and state DOTs can learn how to evolve their traffic safety plans to model this approach.

OP, COM, DD

"Click It or..." Attempting to Improve Seat Belt Use Using Non-Enforcement Countermeasures

Grand Hall I (East Tower)

We know High Visibility Enforcement is an effective countermeasure that works to improve seat belt use. But what about approaches that don't rely on enforcement of laws? Learn about a social norming campaign that is improving seat belt use in rural areas of North Carolina and an outreach effort in Louisiana reaching Black and Indigenous People of Color (BIPOC) community members. In addition, learn about a dual message program focused on seat belts and distracted driving, Buckle Up Phone Down, that started in Missouri and is now utilized in 12 states.

PBS 🗸

Prioritizing Biking & Walking: Shifting the Mode Share & Capitalizing on Pandemic Changes to Pave the Way

Grand Hall J (East Tower)

The COVID 19 pandemic has changed daily life on how, where, and when we travel. Many communities have focused more attention on bicyclist and pedestrian safety. These modes of transportation are often an afterthought in community transportation planning. Studies have shown that communities that prioritize bicycling and walking have positive social values, including improved health outcomes and low environmental impacts. Learn how to shift the paradigm away from autocentric to building an accessible, equitable, and reliable transportation network that effectively serves all people and how the pandemic has helped paved the way for this shift.

VT/AD, CJ/LE

Vehicle Technology: What Should the 21st Century State Motor Vehicle Code Look Like?

Grand Hall KL (East Tower)

Vehicle technology across all levels of automation is pushing the envelope for a motor vehicle code developed when only humans controlled the car. Even with Level 2 driver-assistance technology, law enforcement and prosecutors may encounter situations not addressed by the current code. Are current laws sufficient to regulate remote operators or fully automated systems, especially when they are carrying minors or people who cannot protect themselves? Can you charge a remote operator with drunk driving? This panel will address the intersection of vehicle technology and traffic laws to identify the changes that may be necessary to address these issues and to prepare for new issues that develop when vehicle technology plays a role in vehicle operation.

CPS 🗸

CPSTs on the Front Line: Product Updates (1.5 CEUs)

Crystal B (West Tower)

Child safety seats are constantly changing and CPSTs are on the front line working every day to ensure that parents and caregivers know how the newest restraints work to protect their precious cargo. Get the latest child restraint updates directly from the manufacturers as they showcase the latest products and technology.

CJ/LE

Action Plan for Improved CDL Enforcement & Masking Avoidance

Crystal C (West Tower)

What is "masking"? Why is masking an important issue, and how can it be avoided? Highlights from commercial driver's license (CDL) enforcement programs and the steps that should be taken to ensure compliance with Federal Regulations will be presented. Identification of challenges in handling CDL prosecutions and formation of innovative CDL Advisory Committees and CDL Outreach Projects will be discussed. Presenters will outline a path to educate prosecutors, law enforcement and traffic safety partners in any state to lower masking rates moving forward.



Visit the Exhibit Hall for **COMPLIMENTARY REFRESHMENT BREAKS**.









workshop content crosses all tracks



MONNS SUND

ID, CJ/LE

From the Gavel to the Gravel: Judges & the Community Unite to Reduce Impaired Driving Recidivism

Regency A (West Tower)

Judges are trained in the use of evidence-based pretrial, sentencing and supervision practices that help reduce recidivism in impaired driving cases, however, all stakeholders in the criminal justice system play an important role in promoting these best practices and reducing repeat impaired driving offenses. Judicial experts will discuss the latest evidence-based court practices and how prosecutors, law enforcement and probation officers can all promote better outcomes to reduce impaired driving recidivism.

CJ/LE

Not So Fast & Furious. Putting the Brakes on Street Racing & Drifting

Regency B (West Tower)

Join a discussion about intelligence gathering and enforcement operations into illegal street racing and drifting. Examples from Minneapolis and surrounding suburban jurisdictions will provide tips on successful investigations into illegal street racing and drifting in Minnesota. Attendees will get a glimpse into this underground culture, the operations utilized, along with investigative best practices and challenges encountered.



Understanding the Science of Distracted Driving

Regency C (West Tower)

Not all distractions are equal. The amount of time drivers engage in a distracting behavior plays a role, but so does the overall riskiness of the behavior. Discussion will focus on the different types of distraction (cognitive, visual, manual) as it relates to prevalence and crash risk. Presenters will explain how and why research in this area has shaped distracted driving legislation that focuses on visual-manual distraction and whether new trends suggest a different focus is warranted.



Getting Past the Pandemic: Traffic Safety Messages After COVID

Regency D (West Tower)

The pandemic exacerbated long existing traffic safety problems such as speeding. Hear about new messaging tools and a program that has been successful in slowing down drivers.





ID LUNCH

12:00 p.m. – 1:30 p.m. Riverside Center, Exhibit Level (East Tower)

Grab lunch in the exhibit hall and explore the latest technology, programs and initiatives offered by nearly 70 exhibitors.

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

2ND WORKSHOP SESSION

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

VT/AD 🜣

One Size Does Not Fit All: Transportation Equity in the 21st Century Grand Hall GH (East Tower)

Join this discussion on transportation, mobility, and new vehicle technologies and how we can ensure equity with respect to expanding access and improving safety for all. Hear about crash protection for all ages, how to tailor educational programs regarding crash avoidance features to all drivers, and how vehicle technology is evolving to be more equitable and accessible.

OP, CJ/LE 🅸 🗱 🜣

Beyond "Buckle-Up" — Innovative Strategies to Increase Seat Belt Use Grand Hall I (East Tower)

Several states across the country are implementing innovative programs to increase seat belt use. Hear about a promising program, High Five, that focuses on bringing together engineering, enforcement, education and evaluation to solve problems in low-belt-usage rural counties. Look at a GDL toolkit developed and used in Colorado to make teen travel safer and be among the first to hear about the new NHTSA Click It or Ticket campaign!

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SUNDAY

CPS, CJ/LE

First Responder Child Passenger Safety Technician Tools to Manage Cumulative Critical Incident Stress

Grand Hall J (East Tower)

First responders experience work-related critical incidents every day. Join the discussion to identify exactly what a critical incident is and the tools to manage a response. Learn about strategies and the Destination Zero and SAFELEO programs available for law enforcement. Coping with stress, while remaining resilient when experiencing traumatic events will be highlighted including what it means to experience these situations and to say, "a normal reaction to an abnormal situation."

ID, CJ/LE

One Drug, Two Drugs...Red Drugs, Blue Drugs: Testing & Toxicology Challenges Grand Hall KL (East Tower)

Learn about current efforts to improve the understanding of the scope and prevalence of drug-impaired driving through improved toxicology testing, standardization, and data collection. New information on gaps, program needs and available resources will be presented highlighting the establishment of three Regional Toxicology Liaisons and 6-10 State Toxicology Stakeholder meetings. Efforts to increase coordination, collaboration, and testing of suspected impaired drivers for drugs other than alcohol will be discussed.

CPS 🗸

Tell Me About It: The Latest Technology from the Car Seat Manufacturers (1.5 CEUs) Crystal B (West Tower)

Join us for a conversation with your favorite manufacturers as they answer some of technicians' most often-asked technical questions about their products. We'll discuss the newest technologies available, changes to established products, and the key technical take-aways that every technician should know about each brand.

ID, DD

Tragedies on Our Roadways. A Look at Risky Driving Behaviors from the Victim's Perspective: Victim Impact Panel Crystal C (West Tower)

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. Hear from victims and survivors of impaired driving, distracted driving, and red-light running incidents as they share their stories and learn about the evidence demonstrating the effectiveness of VIPs in reducing recidivism and benefitting clients.



Coming to Your Neighborhood: The U.S. Acts on a Safe System Approach

Regency A (West Tower)

In 2020, vehicle miles traveled and traffic volume were down, yet a dramatic spike in risky driving-related crashes, fatalities, and injuries were recorded. While the Safe System approach has been used in other countries, the U.S. is now turning to this comprehensive strategy to protect all road users. Join road safety and public health experts, including the Johns Hopkins Safe System Consortium and the National Transportation Safety Board (NTSB), as they discuss a call to action for a transition to the Safe System Approach to get us to zero.

CJ/LE, VT/AD

Technology & Traffic Safety Enforcement — Supporting Law Enforcement to Enhance Investigations & Outcomes Regency B (West Tower)

Hear about technology that allows officers to interact with data to acquire needed information, track and assess activities regarding ongoing projects, and create areas of collaboration and education that will streamline each stakeholder's contribution. Dashboards can be tailored to individual user needs and provide necessary information for enforcement officers, staff and analysts who assess and determine enforcement priorities, to enhance analyses and statistical tracking to improve officer safety.

DD, COM 🗱 🕸

A Comprehensive Approach to Changing the Culture of Distracted Driving Regency C (West Tower)

Ending distracted driving will ultimately require a change in the driving culture. Cultural change is not easy, however, and a multi-faceted approach is required. This means that all approaches, from community-based grassroots efforts to national coalitions, have a role to play in ending distracted driving. These various approaches differ in their effectiveness for different audiences, and using multiple approaches therefore helps to reach all stakeholders, including teens, parents, teen influencers, and experienced drivers alike. This panel will present information on these various approaches and how they can complement one another to change the driving culture to one that is distraction-free.









workshop content crosses all tracks



COM, CJ/LE

TikTok for Cops: Social Media & Law Enforcement

Regency D (West Tower)

Take community outreach to a new level — be the latest TikTok rage! Learn how police and other emergency services teams are using evolving social media platforms to deliver traffic safety messaging.

PBS

Biking Tour of Chicago 3:15 p.m. – 4:15 p.m.

Join us for Lifesavers' first bicycle tour of the host city! Chicago is well known for being a great biking city. Explore some of the city's protected bike lane infrastructure in the downtown as tour leaders discuss the successes and challenges for improving bike riding. The bike tour will slowly roll through the Loop and highlight the network of bike lanes that connect to Millennium Park, transit stations, and cultural destinations.

The tour starts and ends at the Hyatt Regency Hotel, the venue of all conference activities. *Participants will meet at 3:00 p.m. in the hotel's West Tower Lobby Entrance* (street level). Bicycles from Chicago's Divvy bike share system and helmets will be provided to participants. Completed waiver required. Participant cap: 20. Weather permitting.

Special thanks to the City of Chicago, Chicago Department of Transportation, Ride Illinois, and Safe States Alliance for organizing this event.



COMPLIMENTARY REFRESHMENTS & NETWORKING HOUR

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

Riverside Center, Exhibit Level (East Tower)

Visit nearly 80 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 pages 24-25.





3RD WORKSHOP SESSION

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

сом 🗸

Getting the Message Whether It's "Zoom" or in the Room

Grand Hall KL (East Tower)

The pandemic has forced all of us to be more creative in reaching our communities. Explore how traffic safety professionals are adapting as some in-person interactions return while Zoom appears here to stay.



The HEAT Program — Increasing Inclusion while Reducing Recidivism

Crystal B (West Tower)

This introduction to Habilitation Empowerment Accountability Therapy (HEAT), an Afro-centric, trauma-informed cognitive behavioral therapy, will provide an overview of the curriculum and how it has been implemented in Missouri to improve outcomes for Black men in treatment court. Attendees will hear about alternatives to clinical treatment and incarceration for high-risk Black males in the justice system.

VT/AD, COM, CJ/LE, PBS

Look Who's Talking Now: Leveraging Transportation System Data for Real Time Communications

Regency A (West Tower)

While benefits will be greatly expanded when widespread deployment of automated vehicles becomes a reality, vehicle-to-everything (V2X) communications still has applications in today's transportation system to ease congestion and idling, reduce carbon emissions, and increase the safety and efficiency of traffic systems. Discussions will include how leveraging traffic management system data in real time and combined traffic monitoring with V2X technology can connect and optimize information on traffic patterns, traffic lights, other vehicles, and emergency responders, as well as pedestrians and bicyclists, to communicate relative position, speed, and intended movements.



Look for the **2022 TRAFFIC SAFETY SCHOLARS** here in Chicago who have an **ORANGE RIBBON** on their Lifesavers badge.

CPS, COM

"Add Me": Best Practices & Trends in the **Digital Space**

Regency B (West Tower)

A strong social media presence can be a key component to reach your audience in a successful child passenger safety program. Set your program up for success by employing a few key principles. Hear from experts and fellow technicians that use successful social media components to create meaningful and engaging content, provide correct information in a compelling way. Meets Community Education requirement.



The National Distracted Driving Coalition Action Plan: Up Close and Personal Regency C (West Tower)

Meet the members of the National Distracted Driving Coalition. The coalition is comprised of leaders of multiple traffic safety organizations who have agreed to work together to devise a national action plan to address distracted driving through data, education, employer policies, legislation, and technologies.



Maximizing Impaired Driving Data Analysis Regency D (West Tower)

Impaired driving data sets can be often incomplete due to lags in reporting of various supplemental data. Learn about available national datasets frequently used to determine the nature and extent of impaired driving in the U.S., including how to use this information, any limitations and improvement efforts underway.



	KEY
CPS	Child Passenger Safety
COM	Communications
CJ/LE	Criminal Justice/Law Enforcement
DD	Distracted Driving
ID	Impaired Driving
OP	Occupant Protection
PBS	Pedestrian/Bicyclist Safety
SS	Safe Systems
VT/AD	Vehicle Technologies/Automated Driving

ON MONDAY, MARCH 14, during the NHTSA 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.

CPS CEUs There is an opportunity to earn 8.5 hours of Child Passenger Safety (CPS) technical continuing education units (CEUs) at this year's conference. Passports are available in the child restraint manufacturers' 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 keep their passport after Lifesavers in the event they are selected for a CEU audit at time of recertification. Replacement passports will not be available after the conference ends.

COMMUNITY EDUCATION CREDIT

Four Child Passenger Safety 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). Additionally, one workshop meets the teaching hour substitution during COVID.









workshop content crosses all tracks



MONDAY, MARCH 14

Registration Open

7:30 a.m. – 5:00 p.m. Grand Registration Desk, Exhibit Level (East Tower)

Exhibit Hall Open

(closed during Public Service Awards Luncheon) 8:00 a.m. $-\,4{:}30$ p.m.

Riverside Center, Exhibit Level (East Tower)

Complimentary Grab & Go Breakfast

8:00 a.m. – 8:45 a.m. Riverside Center, Exhibit Level (East Tower)

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

NETWORKING EVENT -

Rapid Drug Screening for the Roadside 4:30 p.m. – 6:00 p.m. Grand Hall G/H (East Tower)

MASKS Attendees must wear a protective mask over their nose and mouth throughout the conference except when actively eating or drinking. Don't have a mask? Ask for one at registration.





4TH WORKSHOP SESSION

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

DD, COM

Your Data Show What? How to Leverage New Data Sources to Combat Distracted Driving

Grand Hall J (East Tower)

Learn how to supplement crash data using observational surveys, telematics and driver surveys to build support for distracted driving initiatives. Take home ideas regarding how to use this information to educate, encourage action and build better state and local programs.

CPS, VT/AD

Data, Technology & Teamwork, the Trifecta to Eliminating Vehicular Heatstroke

Grand Hall KL (East Tower)

Explore recent trends and advancements for one of the most sadly preventable tragedies: vehicular heatstroke. Hear from experts about how new technology in vehicles and child restraint systems can address underlying causes of real-world cases. How safety organizations have developed and implemented prevention programs in target groups through employer involvement will also be highlighted. Meets Community Education requirement.

CJ/LE, ID

Rollin' While You're Rollin' — Investigating the Latest "High" While Driving Crystal B (West Tower)

Identify products and individuals who are seeking or using drugs or alcohol with reference to highway safety. Gain an understanding of the current ways of abuse, and the different terms that are consistent with abuse. Items commonly related to alcohol and drug mixing, drug seeking, over-the-counter drug abuse and drug concealment, along with much more, will be discussed and allow attendees to quickly identify alcohol and drug indicators of possible at-risk drivers, understand the current drug culture, and improve policies and procedures in their current position.

WORKSHOPS AT A GLANCE

SUNDAY, MARCH 13	Grand Hall GH East Tower	Grand Hall I East Tower	Grand Hall J East Tower	Grand Hall KL East Tower	Crystal B West Tower
SESSION 1 10:30 A.M. – 12:00 P.M.	SS The Safe System Approach 101	OP "Click It or" Using Non-enforcement Countermeasures to Improve Seat Belt Use	PBS Prioritizing Biking & Walking: Shifting the Mode Share, Pandemic Changes Pave the Way	VT/AD Vehicle Technology: What Should the 21st Century State Motor Vehicle Code Look Like	CPS CPSTs on the Front Line: Product Updates (1.5 CEUs)
SESSION 2 1:30 P.M 3:00 P.M.	VT/AD One Size Does Not Fit All: Transportation Equity in the 21st Century	OP Beyond "Buckle Up" Innovative Strategies to Increase Seat Belt Use	CPS 1st Responder CPST Tools for Critical Incident Stress Management	One Drug, Two Drugs Red Drugs, Blue Drugs. Testing & Toxicology Challenges	CPS Tell Me About It: Car Seat Manufacturers Latest Technology (1.5 CEUs)
SESSION 3 4:00 P.M. – 5:00 P.M. (1 Hour)				COM Getting the Message Whether It's "Zoom" or in the Room	ID The HEAT Program, Increasing Inclusion While Reducing Recidivism
MONDAY, MARCH 14					
SESSION 4 9:00 A.M. – 10:30 A.M.			Your Data Show What? Leveraging New Data Sources to Combat Distracted Driving	CPS Data, Technology & Teamwork: Eliminating Vehicular Heatstroke	CJ/LE Rollin' While You're Rollin' — Investigating the Latest "High" While Driving
SESSION 5 10:45 A.M. – 12:15 P.M.	OP Fine Tuning Your OP Program with Data & Evaluation (Part 1)	CPS OP Program Resources for Protecting Vulnerable Child Passengers	DD Better Distracted Driving Laws, A Law Enforcement Perspective	CJ/LE Constitutional Law Issues in Impaired Driving Cases	CPS On ImpactEnergy Management Features to Lessen the Blow (1.5 CEUs)
SESSION 6 2:15 P.M. – 3:45 P.M.	OP Ensure Your OP Programs Are at Peak Performance Using Data (Part 2)	PBS Micromobility Transportation, A Road Map to Safe, Shared Space		CJ/LE Behind Closed Doors: What Really Happens in a DWI Treatment Court?	CPS School Transportation for Children with Special Health Care Needs (1.5 CEUs)
TUESDAY, MARCH 15					
SESSION 7 9:00 A.M. – 10:30 A.M.	VT/AD "Potato," "Potahto": Can't We All Just Have a Common Nomenclature?	2-Wheeled or 2-Feet, Reaching Our Most Vulnerable Road Users	SS A Safe System Approach: In the Real World	Again & Again, Stopping Recidivism Among High-risk Impaired Drivers	CPS Boost Your Booster Seat IQ: Research in Booster Effectiveness (1.5 CEUs)
SESSION 8 10:45 A.M. – 12:15 P.M.	VT/AD Are States & Localities Ready for Connected, Automated & Electric Vehicles?	OP Young at Heart: Motor Vehicle Safety in Our Golden Years	SS Let's Get Real: We Can't Do the Same Things & Expect Different Results	ID Moving the Needle Back: Countermeasures to Reduce Impaired Driving	CPS Wheels on the Bus Synthesize Head Start Transportation & CPS (1 CEU)

14 ______ www.lifesaversconference.org



Crystal C West Tower	Regency A West Tower	Regency B West Tower	Regency C West Tower	Regency D West Tower
CJ/LE Action Plan for Improved CDL Enforcement & Masking Avoidance	ID From the Gavel to the Gravel: Judges & the Community Unite to Reduce ID Recidivism	CJ/LE Not So Fast & Furious, Putting the Brakes on Street Racing & Drifting	DD Understanding the Science of Distracted Driving	COM Getting Past the Pandemic: Traffic Safety Messages After COVID
ID Tragedies on Our Roadways: Victim Impact Panel	SS Coming to Your Neighborhood: U.S. Acts on a Safe System Approach	CJ/LE Technology & Traffic Safety Enforcement, Supporting Law Enforcement	A Comprehensive Approach to Changing the Culture of Distracted Driving	COM TikTok for Cops: Social Media & Law Enforcement
	VT/AD Look Who's Talking: Transportation System Data for Real Time Communications	CPS "Add Me": Best Practices & Trends in the Digital Space	DD The National Distracted Driving Coalition Action Plan: Up Close & Personal	ID Maximizing Impaired Driving Data Analysis
SS A Safe System Approach to Protecting Child Road Users	PBS Pedestrian & Bicyclist Safety Education: Don't Reinvent the Wheel!	VT/AD Does that Vehicle See Me? Pedestrians & Vulnerable Road Users	CPS Is Virtual Here to Stay? Navigating the CPS World Beyond the Pandemic	COM What's the DL on AVs?
	ID Special Population Groups: Younger Drivers	COM Driving w/ Mary Jane. Impaired Driving: Where Do We Go From Here?	PBS Pedestrian & Bicyclist Safety Is an Equity Issue	VT/AD What Are You Looking At? The Importance of Driver Monitoring
	ID Like a Fine Wine, or Is It? Impaired Driving & Aging Drivers	SS Vehicle Safety: A Critical Component of a Safe System Approach	DD Distracted Driving 101: Incorporating Safe Driving in School Public Health Programs	CPS Let's Talk About It. Addressing Disparities in Child Passenger Safety
	DD Distracted Driving Among Teens, Latest Data & Solutions	CJ/LE Role of Traffic Safety in Creating Safer Roads & Stronger Communities	OP Partnerships: Community- Oriented Policing to Improve Occupant Protection	
	DD Luke, I am Your Father, Don't Drive Distracted! Parental Influence on Teen Distracted Driving	CJ/LE We're All in This Together: Identifying Equitable Traffic Safety Measures	COM Effective Use of Social Media in an Ever-changing Landscape	



KEY
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Law Enforcement
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Bicyclist Safety
SS
Safe Systems
VT/AD
Vehicle Technologies/

Automated Driving



SS, CPS, VT/AD 🛱 🛠

A Safe System Approach to Protecting **Child Road Users**

Crystal C (West Tower)

Designing our roads, vehicles, and policies to protect our most vulnerable road users — children and teens — would include safety upgrades that benefit all road users. Discussions will include what does a Safe System Approach to child safety look like? What can we learn from our international counterparts? What are vehicle manufacturers doing to limit risks of death and injuries to youth inside and out of vehicles, and what more can and needs to be done?

PBS, COM

Pedestrian & Bicyclist Safety Education: Don't Reinvent the Wheel!

Regency A (West Tower)

Injury prevention is key to reducing pedestrian and bicyclist injuries and fatalities on our nation's roadways. Whether you're an advocate for pedestrian and bicyclist safety, or work on state and local programs in public health, enforcement, transportation, or engineering, you will want to hear about the free resources that can be used to effectively promote pedestrian and bicyclist safety behaviors to target audiences. Learn about toolkits that can enable and guide you in addressing educational approaches to pedestrian and bicycle safety.



VT/AD, PBS

Does That Vehicle See Me? Pedestrians & Vulnerable Road Users

Regency B (West Tower)

Fatalities among vulnerable road users remain alarmingly high with 6,205 pedestrians killed on U.S. roadways in 2019 alone. With recent advancements in sensor technologies that can now detect pedestrians, and soon others like pedal cyclists, the potential benefits of automatic emergency braking are expanding. Learn about the challenges and successes in development of the sensors specific for vulnerable road users.



Is Virtual Here to Stay? Navigating the **CPS World Beyond the Pandemic**

Regency C (West Tower)

The pandemic has made virtual education "the new normal." While virtual events will never replace face-toface education, it could be a useful tool when resources are tight, personnel are unable to conduct face-to-face checks or at educational events. Panelists from local, state, regional and national programs will review how virtual education can work to continue the CPS mission and enhance the learning experience of the CPSTs. Meets Community Education requirement.

COM, VT/AD

What's the DL on AVs?

Regency D (West Tower)

Drivers believe they can purchase a self-driving car but the reality is that currently there is no such thing in the consumer market. How do we help drivers understand the limitations of vehicle technology, what this technology actually does, and how it can make them safer behind the wheel?





WORKSHOP SPEAKERS are found on the mobile app. The speaker list can also be found on the Lifesavers Workshop/Handouts Webpage.





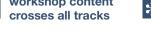












5[™] WORKSHOP SESSION

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



Fine Tuning Your OP Program with Data & Evaluation — Part 1

Grand Hall GH (East Tower)

FARS data is just the tip of the iceberg. State highway safety offices and their partners should be making the most of sources such as state crash data, hospital data, and direct observation survey data. Learn the difference between data-driven and data-informed for impact-focused program planning and implementation.

CPS, OP, ID

OP Program Resources for Protecting Vulnerable Child Passengers

Grand Hall I (East Tower)

Are you a CPS or OP coordinator? Are you looking for ways to ensure your CPS program remains effective and functional? This workshop is for you! Learn from experienced program leads about how to address the safety of vulnerable child passengers. Information and strategies to elevate CPS outreach for children in boosters and those who ride with impaired drivers will be highlighted. And, since CPSTs are key in any outreach, strategies to support your technicians and boost recertification rates during these challenging times will also be addressed. Meets Community Education requirement.

DD, CJ/LE

Creating Better Distracting Driving Laws, A Law Enforcement Perspective

Grand Hall J (East Tower)

Distracted driving laws have evolved, but how? Can the way laws are written make a difference regarding enforcement and prosecution. Experts will provide specific examples of vague language, problematic exemptions, the challenge of addressing new technologies, and how states can overcome these challenges to develop more effective laws.

CJ/LE, ID

Constitutional Law Issues in Impaired Driving Cases: Managing the Investigation & Trial

Grand Hall KL (East Tower)

Constitutional law issues are some of the most common challenges in impaired driving cases. Explore common issues officers face and allegations prosecutors must respond to involving the Fourth, Fifth and Sixth Amendments. Tips for avoiding common pitfalls and suggestions for effective responses will be addressed. Attendees will gain insight for avoiding conduct that will lead to constitutional law challenges and learn the importance of adding U.S. Supreme Court opinions to constitutional arguments in their states.

CPS 🗸

On Impact... Energy Management Features to Lessen the Blow (1.5 CEUs)

Crystal B (West Tower)

In the changing world of child passenger safety, design and testing of car seats have come a long way. Car seat and vehicle manufacturer designs and innovations that manage and redirect the energy produced in a crash to reduce injuries to adults and children will be discussed.

ID, COM

Special Population Groups: Younger Drivers

Regency A (West Tower)

Learn about successful partnerships and programs using outreach, education, and strategies as a primary prevention tool to address underage drinking prevention and traffic safety among the younger driver population. Presenters will share an overview of their programs and strategies for engagement at the upperclassman and college settings. Presenters will also discuss ways they have expanded collaborative opportunities to broaden their prevention efforts.

COM, ID

Driving with Mary Jane. Impaired Driving: Where Do We Go From Here?

Regency B (West Tower)

More states are legalizing marijuana. Many users do not see it as a traffic safety issue. Moreover, research shows drivers are getting behind the wheel after consuming both pot and alcohol. Speakers will focus on safety campaigns that address both marijuana and polysubstance use.

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Pedestrian & Bicyclist Safety Is an Equity Issue

Regency C (West Tower)

Walking and biking are the primary transportation means for a large segment of the population who cannot afford, do not have access to or are restricted from using other forms of transportation. A disproportionate rate of older adults, people of color, Indigenous people, and people residing in lowincome communities are represented in fatal crashes involving people walking. Why is this important now? Can focusing on pedestrian and bicyclist inequities help us get to zero roadway fatalities? Learn what the data and research show and how designing communities for pedestrians and bicyclists makes for safer, more equitable, and accessible environments.

VT/AD, DD

What Are You Looking At? The Importance of Driver Monitoring

Regency D (West Tower)

With increasing demands for attention from portable devices, infotainment systems, and in-vehicle technologies, keeping drivers engaged in the driving task is a challenge. Add to that a combination of complacency or misunderstanding the capabilities of a driver assistance system and there are many opportunities for error. Learn how driver monitoring systems can ensure that drivers eyes are on the road and they are sufficiently engaged in the driving task.

LUNCHEON

NHTSA Public Service Awards Luncheon 12:30 - 2:00 p.m.

Grand Ballroom, Ballroom Level (East Tower)

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

Master of Ceremonies

Nanda Srinivasan. Associate Administrator, Research and Program Development, NHTSA

Remarks

Dr. Steven Cliff, Deputy Administrator, **NHTSA**

Award Citations

Caroline Cash, Highway Safety Specialist, NHTSA

6[™] WORKSHOP SESSION

2:15 P.M. - 3:45 P.M.

OP, COM, CJ/LE

Ensure Your OP Programs Are at Peak Performance Using Data — Part 2 **Grand Hall GH (East Tower)**

Let's go beyond counting traffic stops and citations issued to help measure impact and success. Learn how law enforcement agencies can add new insights into annual statewide observation survey results and how social media outlets can be used and monitored to measure interest and awareness of enforcement periods.

PBS-02

Micromobility Transportation, A Roadmap to Safe Shared Space

Grand Hall I (East Tower)

The explosion of micromobility services, like shared e-bikes and e-scooters, in cities around the world has a direct impact on bicyclists and pedestrians. Join this discussion on who owns the rules and regulations and defines the space of micromobility, how companies share data, and the implications on safety in this shared space. Join a productive dialogue with the micromobility community that will provide examples of effective implementation approaches to the deployment of micromobility services to create and share sustainable, livable cities.













commercial vehicle content



CJ/LE, ID

Behind Closed Doors: What Really Happens in a DWI Treatment Court?

Grand Hall KL (East Tower)

DWI courts are critical for achieving the goals of eliminating traffic fatalities, reducing substance-impaired driving, and enhancing public health and safety. There are over 700 DWI courts in the U.S., many boast incredible completion rates, reductions in recidivism, and savings. Hear about what occurs behind closed doors to maintain fidelity to the model.

CPS, COM, OP

School Transportation for Children with Special Health Care Needs: During a Pandemic & Beyond (1.5 CEUs)

Crystal B (West Tower)

Many aspects of safe transportation during the pandemic have long-lasting implications for mitigation of infection and injury in the future. CPSTs will learn the technical transportation elements of an Individual Education Program (IEP) and how to advise parents on navigating an IEP to include transportation. Specific guidelines for ensuring appropriate restraint selection, necessary interventions for mitigation of infection, and the principles of emergency evacuation will be discussed. Guidance for CPSTs, including appropriate selection of car seats and other child restraints and key discussion points necessary to inform families, school personnel and policy makers, will be provided.



Like a Fine Wine, or Is it? Impaired Driving & Aging Drivers

Regency A (West Tower)

Impaired driving is not just a drunk or drugged driver. It can also include cognitively or physically impaired drivers. Hear how experts identified tools that quantify cognitive and physical impairment, described options to take when one of these is causing unsafe driving, and provided information to educate senior drivers to recognize signs so they could take action for their driving safety. Learn about approaches and outcomes, including sensitivity needed when balancing concern of the loss of independence with the need to save lives.

SS, VT/AD

Vehicle Safety: A Critical Component of a Safe System Approach

Regency B (West Tower)

The human body has a limited physical ability to tolerate crash forces. Road safety is a shared responsibility and all parts of the system must be strengthened so that if one part fails, road users are still protected. It is no surprise that safe vehicles are an integral part of this approach. Join an interactive discussion about vehicle design and the promise of currently available technology. Learn about the need to make proven safety technology standard on all vehicles, ensure crash avoidance technology responds to all road users, and why this is a necessary step toward a future with autonomous and connected vehicles.

DD, CPS 🔽

Distracted Driving 101: Incorporating Safe Driving in School Public Health Programs Regency C (West Tower)

Despite being in the top two causes of death for all age groups, traffic fatalities are under-addressed in most health education curricula. Distracted driving is a major cause of crashes that result in fatalities. A proactive approach to educating youth to make safe driving and riding choices is needed to reduce unintentional injuries and fatalities caused by distracted driving. Learn how to incorporate safe driving, access cost-free resources, and obtain funding to support your injury prevention efforts in your community.

CPS, COM 🅸

Let's Talk About It: Addressing Disparities in Child Passenger Safety

Regency D (West Tower)

Racial and ethnic disparities are prevalent across the country when addressing child passenger safety. Many technicians are eager to work with these populations but do not know where to begin. Learn about the gaps in education and targeted outreach, and highlighted best practice programs with strategies and tools to reach some of these diverse populations. Meets Teaching Hour requirement.



COMPLIMENTARY REFRESHMENTS & NETWORKING

3:45 p.m. – 4:30 p.m. Riverside Center, Ballroom Level (East Tower)



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Registration Open

8:30 a.m. – 1:00 p.m. Grand Registration Desk, Ballroom Level (East Tower)

Morning Coffee

8:30 a.m. – 9:00 a.m. Grand, Regency, and Crystal Ballroom Foyers

7TH WORKSHOP SESSION

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

VT/AD, COM

You Say Potato, I say Potahto. Can't We All Just Have a Common Nomenclature? Grand Hall GH (East Tower)

Consumer acceptance and proper usage of vehicle technologies is greatly influenced by their understanding of what each system can do and what the role of the driver is when the system(s) is(are) enabled. A common nomenclature that is intuitive can help clear the confusion. Panelists will discuss efforts to develop a common nomenclature and highlight consumer-facing campaigns including the National Safety Council's "MyCarDoesWhat?" program.

COM, PBS

2-Wheeled or 2-Feet, Reaching Our Most Vulnerable Road Users

Grand Hall I (East Tower)

As pedestrian deaths have soared in recent years, research has shown how racial minorities are disproportionately affected. How do we reach these groups and tailor messages to prevent deaths in crashes?

ss 🗸

A Safe System Approach: In the Real World Grand Hall J (East Tower)

Want to adopt the Safe System Approach in your state or community but have no idea where to start? Join a dynamic group of panelists who will share what they are doing to move toward this new approach. Learn from real world examples and how road safety investments have been made in their states and communities, and how you can take their experience and use it in your hometown, city or state.

ID 🗸

Again & Again, Stopping Recidivism Among High-Risk Impaired Drivers Grand Hall KL (East Tower)

In 2019, there were over one million drivers arrested for DWI and 10,421 impaired driving traffic fatalities. Research tells us that 65% of the impaired driving population will never get another DWI while the 35% will recidivate. How do we determine who is most at risk to recidivate and how can we stop them from reoffending? Hear presenters discuss current strategies to combat impaired driving and reduce these tragic losses on our roadways.

CPS 🗸

Boost Your Booster Seat IQ: Research in Booster Effectiveness (1.5 CEUs) Crystal B (West Tower)

Think you know everything there is to know about booster seats? Well think again! Explore new ways to quantify belt fit, postures, and crash testing measurements. These efforts ensure that booster technology is constantly reaching higher levels of effectiveness for every child during every trip. Experts will discuss these and other important key features regarding booster seat safety.



LET US KNOW at registration if your address has changed.











workshop content crosses all tracks



Distracted Driving Among Teens, Latest Data & Solutions

Regency A (West Tower)

Need some pointers about outreach and education for teen drivers and passengers? Are you aware of current data and possible solutions to the distracted driving crisis? Are you tired of hearing about all the data and nothing about what to do with it? Learn positive community norming strategies, tools, programs, and resources and how to replicate best practices using these data and solutions in your own community. Evidence-based strategies that cover the four primary types of distraction, Graduated Driver Licensing laws, seat belts, and much more will be shared.

CJ/LE

The Role of Traffic Safety in Creating Safer Roads & Stronger Communities

Regency B (West Tower)

Traffic law enforcement saves lives, improves the quality of life in communities, and creates positive relationships on which law enforcement officers can engage in the communities they serve and deserves increased priority within law enforcement agencies of all types and sizes. Hear from police leaders about innovative programs and activities that agencies across the country are using to engage the community to improve traffic safety. Attendees will take away new, innovative ideas that they can implement at their organizations.

OP, CJ/LE, COM ❖

Partnering with Your Community... Community-Oriented Policing for Improving Occupant Protection

Regency C (West Tower)

One of the essential elements to promoting and providing equitable traffic safety, particularly occupant protection, is to maximize community interaction and involvement through a community policing philosophy. Discussion will focus on how law enforcement agencies may create opportunities to engage partners and community members in positive ways by building relationships, transparency, and trust with the community for a greater understanding about the importance of occupant protection.







8TH WORKSHOP SESSION

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

VT/AD ☼ �

Are States & Localities Ready for Connected, Automated & Electric Vehicles?

Grand Hall GH (East Tower)

How are states preparing for the future of connected and automated vehicles? Infrastructure planning spans multiple years before implementation. Who is getting ready and how? Is there something we can use to measure and assess readiness? What additional considerations are there for rural communities when preparing for connected, automated, and electric vehicles? Infrastructure for all of these is significantly different from urban and suburban communities. Be a part of this discussion and find out what possibilities and challenges lie ahead regarding these vehicles.

OP ひ

Young at Heart: Motor Vehicle Safety in Our Golden Years

Grand Hall I (East Tower)

Securing and ensuring the safety of mature drivers in vehicles comes with a myriad of complexities. Hear about the development of strategies that are proven to ensure safety among mature travelers, increase seat belt usage and hear from experts about related research on this topic.

SS, OP, DD, ID

Let's Get Real: We Can't Keep Doing the Same Things & Expect Different Results Grand Hall J (East Tower)

Traffic crashes and fatalities are on the rise. As traffic safety professionals, we need to get the needle moving in the right direction. What's working? What countermeasures are we underutilizing? What's new and promising? Join our dynamic line-up of panelists to discuss pervasive traffic safety issues — speeding, belt use, drowsy, distracted and impaired driving — and how the Safe System Approach can help to identify solutions to address these deadly issues and prioritize their implementation.



CONTACT INFORMATION for moderators and speakers is provided on the preconference participants list emailed to you in advance of Lifesavers.

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Moving the Needle Back in the Right Direction, Countermeasures to Reduce Impaired Driving

Grand Hall KL (East Tower)

Fatalities and serious injuries increased during the COVID pandemic, particularly regarding speed and impaired driving. Learn about current programs and strategies designed to reverse the current upward trend and reduce impaired driving behaviors among drunk and drugged drivers.



The Wheels on the Bus Go Round & Round: Synthesizing Head Start Transportation & Child Passenger Safety (1 CEU)

Crystal B (West Tower)

Every school day, Head Start programs around the country must ensure that preschoolers are transported safely. Applicable Federal regulations for Head Start transportation will be explained as well as how they are met in practice. Experts will highlight allowed vehicles, child safety restraint system use, the challenges providers face, and how CPSTs can get involved in these critical programs.

DD, COM

Luke, I am Your Father, Don't Drive Distracted! Parental Influence on Teen Distracted Driving

Regency A (West Tower)

Parents are the number one influencer of teens' driving attitudes and behaviors. Teens of parents who engage in distracted driving are much more likely to participate in distracted driving themselves. Strategies and evidence-based resources for engaging, educating, and empowering parents with the knowledge and tools they need to keep their teens (and everyone else!) safe on the roads will be highlighted. Participants will be able to use evidence-based resources in their local community and learn how to connect with other community champions to reach parents.

CJ/LE 🗸

We're All in This Together: Identifying Equitable Traffic Safety Measures

Regency B (West Tower)

Across the U.S., the value of traffic enforcement is being questioned. Thoughtful and fair traffic enforcement to accomplish a traffic safety mission and the results of data collected separately by researchers examining whether biased policing practices occurred will be discussed. This research helped identify trends, training needs, and the development of the key performance indicators to monitor procedural justice behavior and provide the tools for traffic law enforcement programs to be successful.

сом 🗱

Do you Snap? Tweet? IG? OMG, FB Is so Yesterday! Effective Use of Social Media in an Ever-Changing Landscape

Regency C (West Tower)

Everyone is doing it. Why aren't you? Learn about innovative approaches that implement social media platforms to reach younger audiences.



12:30 p.m. – 1:30 p.m. Grand Ballroom, Ballroom Level (East Tower)

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 2023 hosts from Seattle.

Master of Ceremonies

Sam Cole, Communications Manager, Colorado Department of Transportation

Speaker

Honorable Jennifer Homendy,

Board Chair, National Transportation Safety Board

Goodbye to Chicago; Seattle Here We Come!

Cynthia L. Watters, P.E., Bureau Chief, Illinois Department of Transportation, Bureau of Safety Programs and Engineering

Shelly Baldwin, Director of the Washington Traffic Safety Commission (WTSC)





motorcycle safety content

PLAN NOW TO VISIT **SEATTLE, WASHINGTON**

The 2023 Lifesavers Conference will be held April 2-4 at the Washington State Convention Center.



FILMING & LOGO USE POLICY 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.

Organizations/individuals are also not permitted to use the Lifesavers Conference and/or general Lifesavers logo without express written permission.

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By registering for the 2022 Lifesavers Conference, you agree and acknowledge that you are participating in Lifesavers Conference events and activities of your own free and intentional will. You acknowledge this freely and knowingly and that you are, as a result, able to participate in Lifesavers Conference events and hereby assume responsibility for your own well-being.

The Lifesavers Conference plans to take photographs and video during the 2022 conference for reproduction in Lifesavers' educational, news or promotional materials, whether in print, electronic or other media, including the Lifesavers website. By participating in the 2022 Lifesavers Conference, you grant Lifesavers the right to use your name and photograph/image for such purposes. All postings are the property of Lifesavers and may be displayed or used by Lifesavers for any purpose.



RATE THE SPEAKERS in each workshop session using the Lifesavers mobile app.



MOBILE APP HELP Visit registration for questions about using the Lifesavers mobile app.



tribal-applicable content

workshop content crosses all tracks



teens content



aging drivers content



commercial vehicle content

www.lifesaversconference.org

EXHIBITORS

Lifesavers appreciates the support of the following exhibitors. **Sponsors are highlighted in green**. Use the Lifesavers Conference mobile app to view exhibit descriptions and contact information.

Booth 715

AAA Inc.

AAA.com

Booth 905

Abbott

abbott.com

Booth 114

ACCESS

chooseaccess.org

Booth 219

Acusensus

acusensus.com

Booth 518

Alliance Against Intoxicated Motorists aaim1.org

Booth 101

Alliance Highway Safety alliancehighwaysafety.com

Booth 204

American Association of Motor Vehicle Administrators (AAMVA) aamva.org

Booth 506

American Trucking Associations' Share the Road trucking.org/share-road

Booth 707

Buckle Up for Life Buckleupforlife.org

Booth 900

Bureau of Indian Affairs
— Indian Highway
Safety Program
BIA.gov

Booth 314

CARFAX for Police carfaxforpolice.com

Booth 510

Check to Protect checktoprotect.org

Booth 115

Chicco, USA chiccousa.com

Booth 910

Citian

citian.co

Booth 601

CMI, Inc. alcoholtest.com

Booth 508

Draeger US Interlock, LLC draegerinterlock.com

Booth 919

Draeger, Inc.

draeger.com/en-us_us/ Safety/Law-Enforcement-Solutions

Booth 504

ELTEC

elteccorp.com

Booth 605

Emergency Safety Solutions ess-help.com

Booth 904

Evenflo/Goodbaby

Booth 1021

Family, Career and Community Leaders of America

fcclainc.org

Booth 110

General Motors

gmstc.com/index.php/first-responders/

Booth 405

HAAS Alert

Haasalert.com

Booth 520

Innocorp, Ltd. fatalvision.com

Booth 713

Intoxalock

intoxalock.com

Booth 500

Kids And Car Safety

kidsandcars.org

Booth 308

KidsEmbrace LLC kidsembrace.com

Booth 701

Kustom Signals

kustomsignals.com

Booth 1011

Kyle W. Kiihnl Memorial Foundation/Don't Drive Drowsy kylekiihnlfoundation.org

Booth 615

Laser Technology, Inc. lasertech.com

Mercury Distributing mercurydistributing.com

Booth 100

Booth 411

MPH Industries

mphindustries.com

Booth 1009

National Center for DWI Courts

dwicourts.org

Booth 1023

National Highway Traffic Safety Administration

nhtsa.gov

Booth 304

National Law Enforcement Officers Memorial Fund nleomf.org

Booth 512

National Safety Council nsc.org/road

Booth 619

Nationwide/IIHS/MADD

nationwide.com

Booth 1007

Newell Brands-Graco-Century-BabyJogger

newellbrands.com, gracobaby.com, centurybaby.com, babyjogger.com

Booth 300

Numetric

numetric.com

Booth 1015

NUNA Baby

NUNAbaby.com

24 ______ www.lifesaversconference.org

Booth 312 Orbit Baby Orbitbabyusa.com

Booth 113 **Prevention First** prevention.org

Booth 705

Put On The B.R.A.K.E.S.. Inc. putonthebrakes.org

Booth 413 Responsibility.org

responsibility.org

Booth 306

Roadway Safety Foundation roadwaysafety.org

Booth 208 SADD & RADD

sadd.org

Booth 911

Safe Kids Worldwide/ **General Motors** safekids.org

Booth 609

Safe Ride News **Publications** saferidenews.com

Booth 603

Safe Traffic System ridesafer.net

Booth 819

SafetyBeltSafe U.S.A. carseat.org

Booth 703

SCRAM Systems scramsystems.com

Booth 104 SENTECH USA

sentech-usa.com

Booth 818

Smart Start smartstartinc.com

Booth 611

Stalker Radar stalkerradar.com

Booth 420

Street Racing Kills/AAA streetracingkills.org

Booth 709

The Kiefer Foundation mkiefer.org

Booth 202

The National **Judicial College** judges.org

Booth 200

The National Judicial College — Tribal Center & Federal Motor Carrier **Safety Administration** judges.org

Booth 901

ThinkFast Interactive thinkfastinteractive.com

Booth 419

ThinkFirst National Injury Prevention Foundationthinkfirst.org

Booth 403

Transportation Professional Certification Board, Inc. tpcb.org

Booth 401

Tribal Injury Prevention Resource Center thetiprc.com

Booth 318

TTI — Youth Transportation Safety Program t-driver.com

Booth 212

TX Department of Transportation txdot.gov

Booth 711

UPPAbaby uppababy.com

Booth 912 WDM USA

wdm-int.com



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DOWNLOAD THE LIFESAVERS CONFERENCE **MOBILE APP**

For iPhone and Android devices, visit the App Store or Google Play via your device and search for Lifesavers Conferences. This is the same app used in past years, so if you downloaded it previously, you're all set! Be sure to accept push notifications so you receive important updates during the conference.



Or scan the QR code





MARK YOUR CALENDAR

FOR FUTURE LIFESAVERS CONFERENCES:

APRIL 2 – 4, 2023

DENVER, COLORADO

SEATTLE, WASHINGTON Washington State

Convention Center

APRIL 7 – 9, 2024

Colorado Convention Center



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.



WE WANT YOUR FEEDBACK! Once you return home, you'll receive an email from Lifesavers asking you to evaluate the 2022 conference. We use your input to plan next year's conference, so please take the time to tell us how we did. Include your email address on your evaluation and you'll receive a link to access the 2022 conference participant list.



SPEAKER SUPPLEMENTAL FILES received before the conference are posted on the Lifesavers Website Workshop/Handouts page and the mobile app.

_ www.lifesaversconference.org



Download The 2022 Lifesavers National Conference on Highway Safety Priorities Mobile App



DOWNLOADING THE APP IS EASY!

SEARCH: The App Store or Google Play for "Lifesayers Conferences"

SCAN: Use your device's QR code scanner to quickly find the 2022 Lifesavers mobile app

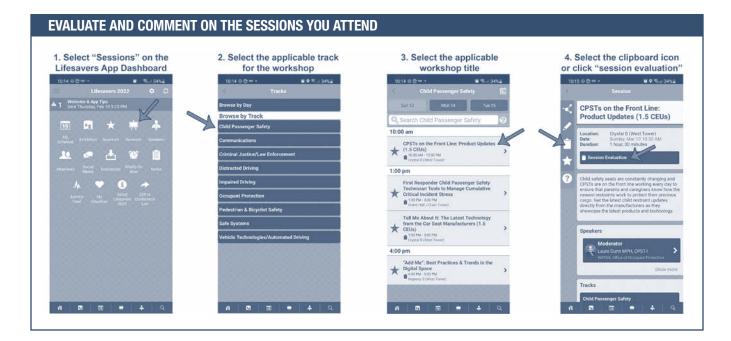


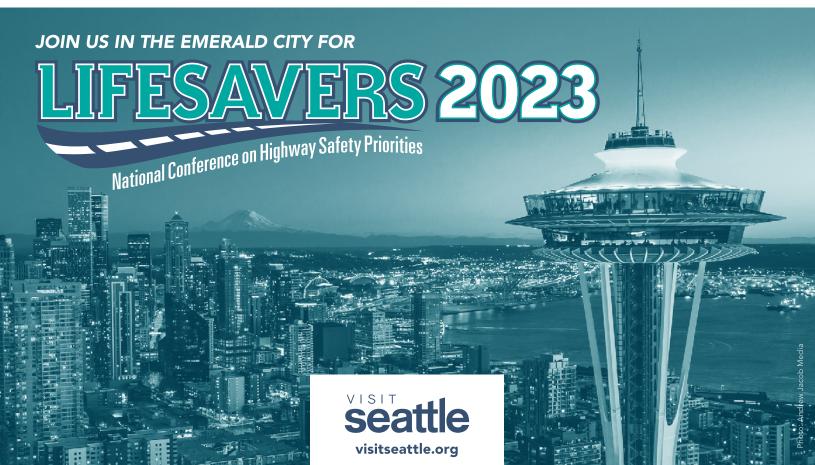
OTHER DEVICES: (including all other web browser-enabled devices) point your browser to **m.core-apps.com/lifesavers_2022** to be directed to the proper download version for your device.

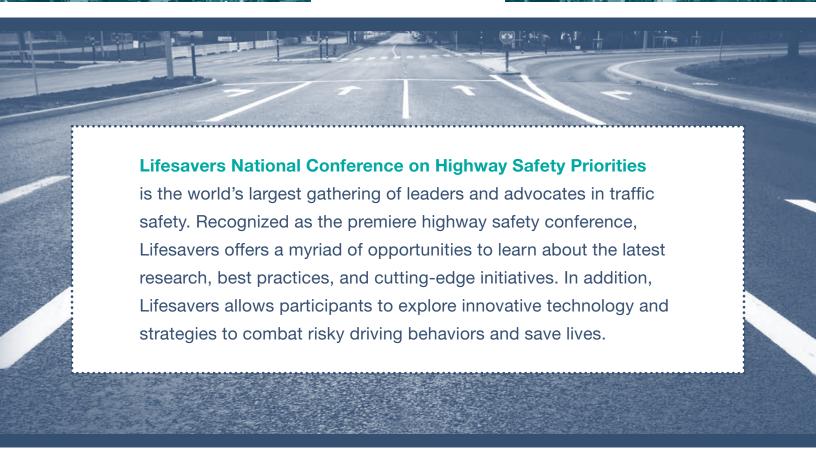
Be sure to allow push notifications so you'll receive messages we're sending out during the conference

NAVIGATE THE CONFERENCE LIKE A PRO WITH THE LIFESAVERS MOBILE APP, POWERED BY CORE-APPS

- Get up-to-the-minute Session, Speaker, Exhibitor, and on-site event information
- Rate and comment on the sessions you attend (see figures below)
- Build a personalized schedule and bookmark exhibitors
- Download and take notes on event handouts and presentations
- Find attendees and connect with your colleagues through Friends
- Sync the app across all your devices with Multi-Device Sync
- Receive important real-time communications (if you allow push notifications)
- Join the conversation using social media with #lifesavers2022
- Post your event photos and share your experiences on the Activity Feed
- And much, much more







28 _____www.lifesaversconference.org

EXHIBIT HOURS, EVENTS & FLOOR PLAN

Saturday, March 12

12:00 p.m. – 6:00 p.m	Exhibit Setup
4:00 p.m. – 6:00 p.m	Exhibitor Only Reception

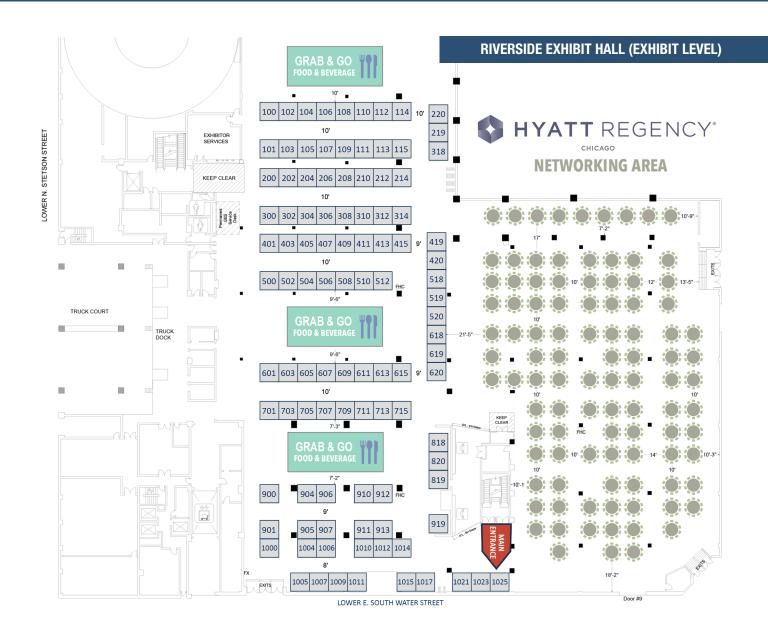
Sunday, March 13

7:30 a.m. – 11:00 a.m.	Exhibit Setup
12:00 p.m. – 5:00 p.m	Exhibit Hall Open
12:00 p.m. – 1:30 p.m	Grab & Go Lunch
3:00 p.m. – 4:00 p.m.	Networking Hour
(Complimentary Refreshments)	

Monday, March 14

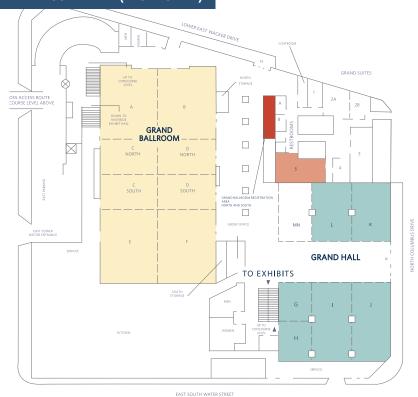
8:00 a.m. – 4:30 p.m(closed during Public Service Awards Lunched	•
8:00 a.m. – 8:45 a.m	Grab & Go Breakfast
3:45 p.m. – 4:30 p.m. (Complimentary Refreshments)	Networking
4:30 p.m	Exhibitor Move Out
Tuesday, March 15	

8:00 a.m. - 11:00 a.m. Exhibitor Move Out



HYATT REGENCY CHICAGO

BALLROOM LEVEL (EAST TOWER)



BALLROOM LEVEL (WEST TOWER)

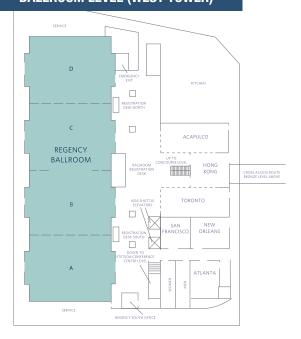
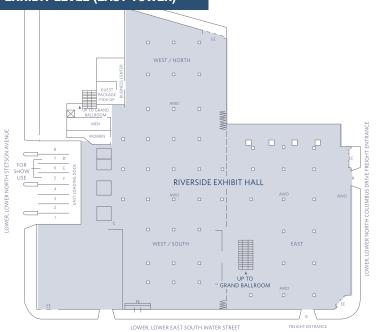


EXHIBIT LEVEL (EAST TOWER)



LOBBY LEVEL (WEST TOWER)

