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.

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All events are held at the Hyatt Regency Chicago Hotel

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.
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

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

*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.
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

**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
- 18 What Are You Looking At? The Importance of Driver Monitoring
- 20 You Say Potato, I say Potato. Can’t We All Just Have a Common Nomenclature?
SATURDAY, MARCH 12

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)

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

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

NETWORKING EVENT
Indian Highway Safety Program Tribal Grants
10:00 a.m. – 3:00 p.m.
Grand Hall I (East Tower)

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

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.

NETWORKING EVENTS

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)

www.lifesaversconference.org
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.

“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.

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 auto-centric 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.

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.

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.

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.
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.

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.

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.

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!
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.

SS

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.
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.

COM 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.

ID 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.

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.

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.

DD ✔
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.

ID ✔
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.

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.

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

engineering content  motorcycle safety content  tribal-applicable content  workshop content crosses all tracks  teens content
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.

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.

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.

www.lifesaversconference.org
## WORKSHOPS AT A GLANCE

**SUNDAY, MARCH 13**

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<th>Time</th>
<th>Location</th>
<th>Session</th>
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<tr>
<td>10:30 A.M. – 12:00 P.M.</td>
<td>Grand Hall GH East Tower</td>
<td><strong>SESSION 1</strong></td>
<td><strong>SS</strong> The Safe System Approach 101</td>
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<td><strong>OP</strong> “Click It or . . .” Using Non-enforcement Countermeasures to Improve Seat Belt Use</td>
<td><strong>PBS</strong> Prioritizing Biking &amp; Walking: Shifting the Mode Share, Pandemic Changes Pave the Way</td>
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<td><strong>CPS</strong> CPSTs on the Front Line: Product Updates (1.5 CEUs)</td>
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<td>1:30 P.M. – 3:00 P.M.</td>
<td>Crystal B West Tower</td>
<td><strong>SESSION 2</strong></td>
<td><strong>VT/AD</strong> One Size Does Not Fit All: Transportation Equity in the 21st Century</td>
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<td><strong>OP</strong> Beyond “Buckle Up” Innovative Strategies to Increase Seat Belt Use</td>
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<td><strong>CPS</strong> 1st Responder CPST Tools for Critical Incident Stress Management</td>
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<td><strong>ID</strong> One Drug, Two Drugs... Red Drugs, Blue Drugs. Testing &amp; Toxicology Challenges</td>
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<td>4:00 P.M. – 5:00 P.M.</td>
<td>Crystal B West Tower</td>
<td><strong>SESSION 3</strong></td>
<td><strong>COM</strong> Getting the Message Whether It’s “Zoom” or in the Room</td>
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<td>(1 Hour)</td>
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<td><strong>ID</strong> The HEAT Program, Increasing Inclusion While Reducing Recidivism</td>
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**MONDAY, MARCH 14**

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<th>Time</th>
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<tr>
<td>9:00 A.M. – 10:30 A.M.</td>
<td>Grand Hall J East Tower</td>
<td><strong>SESSION 4</strong></td>
<td><strong>OP</strong> Fine Tuning Your OP Program with Data &amp; Evaluation (Part 1)</td>
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<td><strong>CPS</strong> OP Program Resources for Protecting Vulnerable Child Passengers</td>
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<td><strong>DD</strong> Your Data Show What? Leveraging New Data Sources to Combat Distracted Driving</td>
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<td><strong>CPS</strong> Data, Technology &amp; Teamwork: Eliminating Vehicular Heatstroke</td>
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<td><strong>CJ/LE</strong> Rollin’ While You’re Rollin’ — Investigating the Latest “High” While Driving</td>
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<td>10:45 A.M. – 12:15 P.M.</td>
<td>Crystal B West Tower</td>
<td><strong>SESSION 5</strong></td>
<td><strong>CPS</strong> On Impact...Energy Management Features to Lessen the Blow (1.5 CEUs)</td>
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<td><strong>CJ/LE</strong> Constitutional Law Issues in Impaired Driving Cases</td>
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<td><strong>ID</strong> Confronting the Need for Countermeasures to Reduce Impaired Driving</td>
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<td>2:15 P.M. – 3:45 P.M.</td>
<td>Crystal B West Tower</td>
<td><strong>SESSION 6</strong></td>
<td><strong>CPS</strong> School Transportation for Children with Special Health Care Needs (1.5 CEUs)</td>
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<td><strong>OP</strong> Ensure Your OP Programs Are at Peak Performance Using Data (Part 2)</td>
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<td><strong>PBS</strong> Micromobility Transportation, A Road Map to Safe, Shared Space</td>
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**TUESDAY, MARCH 15**

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<th>Time</th>
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<th>Session</th>
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<tr>
<td>9:00 A.M. – 10:30 A.M.</td>
<td>Grand Hall KL East Tower</td>
<td><strong>SESSION 7</strong></td>
<td><strong>VT/AD</strong> “Potato,” “Potato”: Can’t We All Just Have a Common Nomenclature?</td>
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<td><strong>COM</strong> 2-Wheeled or 2-Feet, Reaching Our Most Vulnerable Road Users</td>
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<td><strong>SS</strong> A Safe System Approach: In the Real World</td>
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<td><strong>ID</strong> Again &amp; Again, Stopping Recidivism Among High-risk Impaired Drivers</td>
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<td><strong>CPS</strong> Boost Your Booster Seat IQ: Research in Booster Effectiveness (1.5 CEUs)</td>
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<td>10:45 A.M. – 12:15 P.M.</td>
<td>Crystal B West Tower</td>
<td><strong>SESSION 8</strong></td>
<td><strong>VT/AD</strong> Are States &amp; Localities Ready for Connected, Automated &amp; Electric Vehicles?</td>
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<td><strong>OP</strong> Young at Heart: Motor Vehicle Safety in Our Golden Years</td>
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<td><strong>SS</strong> Let’s Get Real: We Can’t Do the Same Things &amp; Expect Different Results</td>
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<td><strong>ID</strong> Moving the Needle Back: Countermeasures to Reduce Impaired Driving</td>
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<td><strong>CPS</strong> Wheels on the Bus... Synthesize Head Start Transportation &amp; CPS (1 CEU)</td>
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<td>SUNDAY</td>
<td>Crystal C West Tower</td>
<td>CJ/LE Action Plan for Improved CDL Enforcement &amp; Masking Avoidance</td>
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<td>Regency A West Tower</td>
<td>ID From the Gavel to the Gravel: Judges &amp; the Community Unite to Reduce ID Recidivism</td>
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<td>Regency B West Tower</td>
<td>CJ/LE Not So Fast &amp; Furious, Putting the Brakes on Street Racing &amp; Drifting</td>
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<td>Regency C West Tower</td>
<td>DD Understanding the Science of Distracted Driving</td>
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<td>Regency D West Tower</td>
<td>COM Getting Past the Pandemic: Traffic Safety Messages After COVID</td>
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<td>3:15 - 4:15 p.m.</td>
<td>VT/AD West Tower</td>
<td>SS Coming to Your Neighborhood: U.S. Acts on a Safe System Approach</td>
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<td>CPS Technology &amp; Traffic Safety Enforcement, Supporting Law Enforcement</td>
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<td>DD A Comprehensive Approach to Changing the Culture of Distracted Driving</td>
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<td>COM TikTok for Cops: Social Media &amp; Law Enforcement</td>
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<td>SUNDAY</td>
<td>Regency A West Tower</td>
<td>ID Tragedies on Our Roadways: Victim Impact Panel</td>
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<td>Regency B West Tower</td>
<td>SS Coming to Your Neighborhood: U.S. Acts on a Safe System Approach</td>
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<td>Regency D West Tower</td>
<td>DD A Comprehensive Approach to Changing the Culture of Distracted Driving</td>
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<td>ID Maximizing Impaired Driving Data Analysis</td>
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<td>SUNDAY</td>
<td>Regency A West Tower</td>
<td>SS A Safe System Approach to Protecting Child Road Users</td>
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<td>Regency B West Tower</td>
<td>PBS Pedestrian &amp; Bicyclist Safety Education: Don’t Reinvent the Wheel!</td>
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<td>Regency C West Tower</td>
<td>VT/AD Look Who’s Talking: Transportation System Data for Real Time Communications</td>
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<td>Regency D West Tower</td>
<td>CPS “Add Me”: Best Practices &amp; Trends in the Digital Space</td>
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<td>COM What’s the DL on AVs?</td>
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<td>SUNDAY</td>
<td>Regency A West Tower</td>
<td>ID Special Population Groups: Younger Drivers</td>
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<td>Regency B West Tower</td>
<td>COM Driving w/ Mary Jane. Impaired Driving: Where Do We Go From Here?</td>
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<td>Regency C West Tower</td>
<td>SS Vehicle Safety: A Critical Component of a Safe System Approach</td>
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<td>Regency D West Tower</td>
<td>DD Distracted Driving 101: Incorporating Safe Driving in School Public Health Programs</td>
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<td>CPS Let’s Talk About It. Addressing Disparities in Child Passenger Safety</td>
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<td>SUNDAY</td>
<td>Regency A West Tower</td>
<td>ID Like a Fine Wine, or Is It? Impaired Driving &amp; Aging Drivers</td>
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<td>Regency B West Tower</td>
<td>VT/AD Does that Vehicle See Me? Pedestrians &amp; Vulnerable Road Users</td>
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<td>Regency C West Tower</td>
<td>PBS Pedestrian &amp; Bicyclist Safety Is an Equity Issue</td>
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<td>Regency D West Tower</td>
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<td>SUNDAY</td>
<td>Regency A West Tower</td>
<td>DD Distracted Driving Among Teens, Latest Data &amp; Solutions</td>
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<td>Regency B West Tower</td>
<td>CJ/LE Role of Traffic Safety in Creating Safer Roads &amp; Stronger Communities</td>
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<td>Regency C West Tower</td>
<td>OP Partnerships: Community-Oriented Policing to Improve Occupant Protection</td>
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<td>Regency D West Tower</td>
<td>COM Effective Use of Social Media in an Ever-changing Landscape</td>
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<td>SUNDAY</td>
<td>Regency A West Tower</td>
<td>DD Luke, I am Your Father, Don’t Drive Distracted! Parental Influence on Teen Distracted Driving</td>
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<td>Regency B West Tower</td>
<td>CJ/LE We’re All in This Together: Identifying Equitable Traffic Safety Measures</td>
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<td>Regency C West Tower</td>
<td>COM Effective Use of Social Media in an Ever-changing Landscape</td>
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<td>Regency D West Tower</td>
<td>VT/AD Vehicle Technologies/Automated Driving</td>
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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.

CPS

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-to-face 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.
**5TH WORKSHOP SESSION**

10:45 A.M. – 12:15 P.M.

**OP**

**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.
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 low-income 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.

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.

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.

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.
CJ/LE, ID
Behind Closed Doors: What Really Happens in a DWI Treatment Court?
Grand Hall KL (East Tower)
DUI 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 DUI 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.

ID
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.
**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

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**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.

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LET US KNOW at registration if your address has changed.
DD, OP, COM

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.

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

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.
ID, CJ/LE
Moving the Needle Back in the Right Direction, Countermeasures to Reduce Impaired Driving
Grand Hall KL (East Tower)
Fatals 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.

CPS
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.

COM
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.
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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
chiccus.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-Enforce-
ment-Solutions

**Booth 504**
ELTEC
elteccorp.com

**Booth 605**
Emergency Safety Solutions
ess-help.com

**Booth 904**
Evenflo/Goodbaby
evenflo.com

**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. Kihnl Memorial Foundation/Don’t Drive Drowsy
kylekihnlfoundation.org

**Booth 615**
Laser Technology, Inc.
lasertech.com

**Booth 411**
Mercury Distributing
mercurydistributing.com

**Booth 100**
MPH Industries
mphindustries.com

**Booth 1009**
National Center for DWI Courts
dwcourts.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, graco-
baby.com, centurybaby.com,
babyjogger.com

**Booth 300**
Numetric
numeric.com

**Booth 1015**
NUNA Baby
NUNAbaby.com
Booth 312  
Orbit Baby  
Orbitbabyusa.com

Booth 113  
Prevention First  
prevention.org

Booth 705  
Put On The  
The B.R.A.K.E.S., Inc.  
putonthethrakes.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  
scramsystmes.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 Foundation  
thinkfirst.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  
txdo.t.gov

Booth 711  
UPPAbaby  
uppababy.com

Booth 912  
WDM USA  
wdm-int.com

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

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Lifesavers National Conference on Highway Safety Priorities is the world’s largest gathering of leaders and advocates in traffic safety. Recognized as the premiere highway safety conference, Lifesavers offers a myriad of opportunities to learn about the latest research, best practices, and cutting-edge initiatives. In addition, Lifesavers allows participants to explore innovative technology and strategies to combat risky driving behaviors and save lives.
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. Exhibit Hall Open (closed during Public Service Awards Luncheon)
8:00 a.m. – 8:45 a.m. Grab & Go Breakfast
3:45 p.m. – 4:30 p.m. Networking (Complimentary Refreshments)
4:30 p.m. Exhibitor Move Out

Tuesday, March 15
8:00 a.m. – 11:00 a.m. Exhibitor Move Out