



Lifesavers National Conference on Highway Safety Priorities Workshop Titles and Descriptions by Track

Child Passenger Safety (CPS)

(CPS-01) Tell Me About Those New Car Seats - Part 1

Learn about the latest car seat models, manufacturer instructions and unique features directly from the manufacturers. Each presenter will give a live demonstration of select models and features from their brand including proper installation with volunteers from the audience using close-up live video to capture the tips, tricks and use of each product and feature. Additional opportunities to practice will be at manufacturer booths in the exhibit hall for the remainder of the conference. (1.5 CPS CEUs)

(CPS-02) Tell Me About Those New Car Seats - Part 2

Learn about the latest car seat models, manufacturer instructions and unique features directly from the manufacturers. Each presenter will give a live demonstration of select models and features from their brand including proper installation with volunteers from the audience using close-up live video to capture the tips, tricks and use of each product and feature. Additional opportunities to practice will be at manufacturer booths in the exhibit hall for the remainder of the conference. (1.5 CPS CEUs)

(CPS-03) Hot Topics for Children with Special Transportation Needs

Resources and recommendations to ensure optimal safe travel for all children change rapidly. Witness recent changes in product resources for special needs transportation and recommendations to develop an effective hospital-based community program. Specific guidance for helping children with behavioral challenges including autism and intellectual disability will be addressed. Updates on status of recommendations for ambulance transportation and car seat screening for infants born prematurely will also be provided. (1.5 CPS CEUs)

(CPS-04) Kids Nowadays! They're on the Go—Keep 'em Safe in Any Vehicle

They've taken the family car to a car seat checkup, but what happens when their children ride in a different vehicle? Too often, attention to safety flies out the window, but there are ways to keep kids safe as passengers of any mode of transportation. We'll explore best practice and challenges faced when children ride in vehicles like ride-shares, RVs, and even golf carts! (1.5 CPS CEUs)

(CPS-05) Follow the Regulatory Trail to Spot Compliant & Noncompliant Car Seat Models

The clues are there! Hear regulatory experts from the U.S. and U.N. discuss the latest regulations, how they shape the designs of compliant car seats and vehicles around the world, and ways CPSTs can detect a non-compliant or recall situation. (1 CPS CEU)

(CPS-06) Reaching Those Most in Need: Addressing CPS Disparities to Support Vulnerable Populations

National trends show that marginalized and otherwise vulnerable populations remain at an increased risk for suboptimal child safety system use and risk of child injury and death in motor vehicle crashes. Hear about research and how caregivers within diverse socio-demographic groups access CPS information. Learn how these differences impact their use of child restraints. Approaches using data to identify communities most in need of increased access to child passenger safety experts and employing new strategies to increase the number of caregivers who access services will be highlighted. (Community Education)

(CPS-07) Level up Your CPS Program Through Data Literacy

Data informs everything we do, from assessing community needs to formulating implementation/communication approaches to evaluating program outcomes. But how do we get (good) data in the first place? This session explores three types of data-collection methods: intercept interview, survey, and observation. Learn how to properly interpret and present evaluation results from the local, state, and national levels. Gain insights on the collection process and data results after conducting statewide child restraint observations. Learn the challenges faced when developing a standard process for data collection, training conducted for observers, and how to identify the best locations for visibility. Witness how outcomes assist with outreach and education. (Community Education)

(CPS-08) Get Creative with CPS Programs to Meet Community Needs

To reach those most in need, sometimes you have to think outside the box. Learn about ways to meet people where they are, engage new audiences and educators, and form effective partnerships from communities that have tackled CPS challenges. (Community Education)

(CPS-09) Eliminate Pediatric Vehicular Heatstroke Through Research, Education & Technology

Vehicular heatstroke remains a worldwide public health problem of incidents involving a parent or caregiver forgetting the child was in the vehicle. Review the latest findings from research on awareness, communications, technology, and real-world applications for educational efforts to prevent these deaths and injuries. Learn how to get involved in raising awareness in your own community. (Community Education)

(CPS-10) Children on the Radar: The Various Roles of Law Enforcement in CPS

While working the front lines of traffic safety, law enforcement officers encounter children firsthand —and what they see isn't always pretty! When CPS education alone fails to proactively protect children, how can officers be part of the solution to build better systems to keep kids safe? Presenters will review lessons learned from crash-scene data, the value of diversion programs for caregivers who violate CPS laws, and the alarming risks to children who ride with unbuckled and/or impaired drivers. (Community Education)

(CPS-11) Tribal Outreach: Building Bridges & Creating Lasting Partnerships

There are currently 574 federally recognized tribes which means there are endless possibilities to collaborate! Participants will gain a deeper understanding of the unique needs and challenges American Indian/Alaska Native communities face. Learn about opportunities to build partnerships through collaboration and hear from programs that have been built on long standing partnership that support CPS programs in American Indian/Alaska Native communities. (Community Education)

Communications (COM)

(COM-01) Cannabis-impaired Driving Roundtable: Bringing Government, Industry & Advocates Together

Experts representing retail cannabis, traffic safety, impaired-driving prevention/advocacy, and behavior change campaigns will discuss how government, prevention groups, and the cannabis industry have worked together to change attitudes and behaviors around cannabis-impaired driving in Colorado highlighting successes and lessons learned. Case studies and collaborative tactics will be shared, including creative publicity stunts, in-dispensary and budtender education, content marketing, stakeholder collaboration and public engagement and research. Attendees will benefit from these perspectives to inform other jurisdictions to apply these tactics in their community.

(COM-02) Screen Time! Expert Evaluation of Behavioral Change Ads

Social marketing professionals in the field of traffic safety will review video and print ads from campaigns across the world through an "at the movies" style presentation. This fun and interactive session will highlight creative examples from a mix of campaigns. Learn what's working with ads, what could be improved based on industry best practices, how to set the next campaign up for success, and what tools are available for future campaigns.

(COM-03) Your Campaign's One-stop Shop for Resources

NHTSA's Traffic Safety Marketing website is a "one-stop shop" for your paid, owned, and earned media resources. Presenters will highlight the new assets and campaigns available at [TrafficSafetyMarketing.gov](https://www.traffic-safety-marketing.gov)!

(COM-04) Messaging That Communicates Positive Safety Culture

Witness award-winning media campaigns that utilize positive messaging highlighting that safety is proactive, and responsibility is shared. States and traffic safety stakeholders will leave with the knowledge to identify phrases, words, images, and video examples to encourage safe behaviors. These inspiring and energizing campaigns will be helpful in areas where current media assets fall flat.

(COM-05) Let the Technology Do the Talking – Innovation in Communication Strategies

Experience a synergy of psychology, technology, and tips for strategic communications. Seize this opportunity to leverage AI tools to craft compelling questions and messages that direct individuals toward safer driving behaviors while mitigating the triggering of psychological reactance. Learn strategies to boost engagement across social media platforms including Facebook, Instagram, and LinkedIn with a low-cost budget. Interact with key stakeholders involved with local, state, and national campaigns disseminated through social media formulated to increase your organization's visibility. Participants will receive supplementary resources!

(COM-06) Build a Bridge: Creative Approaches to Reducing Roadway Injuries & Fatalities in Tribal Communities

Witness real-world success to engage Tribal communities. Hear from Colorado and Wyoming Tribal representatives that have successfully partnered with their state DOT offices to put injury prevention and messaging strategies into action. Tribal members representing the Ute Mountain Ute Tribe (CO) and the Wind River Reservation (WY) will join their DOT associates for a lively panel discussion addressing challenges, disparities, and solutions for reducing roadway injuries and fatalities on our nation's Reservations. Learn about the opportunities and complexities facing Tribal nations in establishing, implementing, and enforcing public health law.

(COM-07) Innovative Programs to Improve Driver Behavior

What do you know about public participation and engagement strategies, communication campaigns, and curricula designed to change the behaviors of high-risk driver? Experience real-world examples of how four "under-resourced" communities in Phoenix, Detroit, and St. Louis implemented unique approaches to engage residents and partners in traffic safety education initiatives including video testimonials. Witness the power of partnerships with examples from the Idaho DOT, where crash data built a mathematics curriculum, and where the National Safety Council delivered programing for employees in Texas high-risk counties. EndDD.org will highlight effective distracted driving messages aimed at teen drivers, review the analysis of pre and post survey results, and demonstrate how these messages can be utilized in distracted driving programs.

Criminal Justice/Law Enforcement (CJ/LE)

(CJ-01) Namaste for the Roadway - Informed Measure to Reduce Conflict on the Streets

Houston PD's Safe Streets in Space City is a comprehensive program designed to equip participants with effective tools to tackle the persistent challenges of road rage and aggressive driving. This initiative encompasses both proactive and reactive roles of law enforcement, using a multifaceted approach to deter road rage through education and enforcement. This program aims to empower all drivers with insights into the root causes of aggressive driving, fostering a deeper understanding of how to prevent the escalation of situations into full-fledged road rage incidents. Learn how to create a safer and more harmonious driving environment for everyone on the road by combining education on responsible driving behavior with robust enforcement strategies.

(CJ-02) Ensuring Safety For Those Who Protect & Serve

Witness the latest analysis of law enforcement traffic-related fatalities and strategies to enhance officer safety through prevention and mitigation efforts highlighting research on tire deflation devices and their associated fatalities, seat belt usage trends in law enforcement, crash patterns analysis, and reducing struck-by incidents. Additionally, learn about the latest information on cutting-edge safety innovations and technological advancements to enhance roadside safety.

(CJ-03) The Changing Landscape of Impaired Driving

Recently, impaired driving has become even more prominent as a highway safety concern. A quarter of fatal crash-involved drivers now test positive for multiple impairing substances, up from 18% before the pandemic. Learn about research-based insights into changing DWI demographics and effective strategies to combat impaired driving, including supervision best practices, alcohol countermeasures, polysubstance abuse complexities, advanced testing methods, and the benefits of using Screening, Brief Intervention, and Referral to Treatment (SBIRT) to identify substance use disorders. By critically evaluating evidence and addressing implementation challenges, we empower criminal justice and treatment professionals to actively reduce community risk and make our roads safer.

(CJ-04) Enhancing Traffic Safety Through Enforcement & Technology

Modern technology has created numerous opportunities to enhance traffic safety. Explore two innovative technologies: automated enforcement (AE) and electronic search warrants (SWs), each designed to tackle distinct aspects of traffic safety. These digital alternatives are especially crucial, since evidence can dissipate rapidly, unlike the more time-consuming traditional methods. Learn how to navigate these technological advancements through practical checklists and guidelines, and tailored programs that suit the unique needs and nuances of different jurisdictions, ultimately leading to more effective and safer traffic management.

(CJ-05) Town & Country - A Tale of Two Crashes

When it comes to the prosecution of at-fault drivers in a crash, the quest for the truth begins with a thorough crash investigation. Fast response, meticulous inquiry, and effective communication are essential components in all crash cases. Delve into key elements and best practices in crash investigation, including awareness of distinctions between rural and urban jurisdictions and their unique challenges, commonalities and differences in crash investigations, and the complexities involved.

(CJ-07) A Mile High & Selling 'Shrooms - Preparing for the Sale of Hallucinogens

In Colorado, voters approved Proposition 122, which decriminalized certain psychedelic plants and fungi for personal use by individuals aged 21 and older and established the Regulated Natural Medicine Access Program for licensed healing centers to provide natural medicine services. Since its approval, Colorado has been dealing with the consequences of this measure, including the establishment of a regulated therapeutic system and the decriminalization of specific psychedelics. Drawing from the experience of marijuana legalization in the state, prosecutors and LEOs anticipate potential unintended consequences, such as a rise in illegal markets, impaired driving, and community impacts. Learn about Proposition 122, legislative responses, immediate effects, and the potential outcomes of Colorado's latest drug legalization encounters, offering insights for other states considering similar measures.

(CJ-08) High in Plain Sight - Drug-Impaired Driving Trends, Products, Concealment & Identifiers

What does impairment look like? Learn to recognize impaired drivers and stay up-to-date on emerging impaired driving trends and popular drug products, including how to spot various legal and readily available items that individuals often combine with drugs to enhance their intoxication or impairment. Topics covered include over-the-counter medications, the interaction of street drugs with substances like alcohol, opioids, xylazine, amphetamines, legal drugs, new psychedelics, hallucinogens, and more. Additionally, participants will gain insight into recently surfaced drugs in their communities and where these items are commonly sold.

(CJ-09) Overcoming Courtroom SFST Challenges & Improving Officer Testimony

The courtroom credibility of a law enforcement officer depends on a variety of factors, including a mastery of the testimony subject matter but also the pivotal aspects of training, experience, and the level of confidence they exhibit on the witness stand. This practical workshop will review common defense challenges to the SFSTs, as well as the related ever-evolving trends. Participants will gain insights and practical tips on how to enhance their ability to testify persuasively in impaired driving cases through discussion and sharing illustrative examples. Law enforcement officers will obtain a deeper understanding of SFSTs, and develop a greater sense of comfort and confidence when testifying in court to contribute to a higher rate of successful prosecutions.

(CJ-10) COPS for Cops, LEO Training Through the DOJ COPS Portal

Ensuring law enforcement professionals stay up-to-date with the latest training and current research is an ongoing challenge. Many officers on the ground and agency leaders are often unaware of the wide array of training opportunities and policy guidance resources offered by the U.S. Department of Justice's COPS office. Learn about the COPS Portal and its rich repository of resources will be discussed, highlighting the latest updates within the portal, featuring guidance for handling vehicular pursuits and addressing effective interactions with community members who have intellectual or developmental disabilities. Attendees will gain a comprehensive understanding of the COPS Portal, its resources, and recent releases, empowering them to better equip their agencies with the latest knowledge and best practices in law enforcement.

Distracted Driving (DD)

(DD-01) Be "In the Know" - Emerging Research that Addresses Distracted Driving

Research is constantly emerging and broadening our understanding of distracted driving, including why people engage in distractions and how to prevent it. Learn about current research regarding distraction and how it can be used by safety advocates to improve the effectiveness of their community-based programs.

(DD-02) Shifting Gears: Changing the Culture of Distracted Driving

Subject matter experts, thought leaders, and advocates will share insights, experiences, and innovative solutions to address the epidemic of distracted driving. Engage in a discussion highlighting underlying causes, consequences, and societal attitudes that perpetuate this dangerous habit. Particularly, successful initiatives that have already begun to shift the needle towards safer roads will be discussed.

(DD-03) Get the Latest from the National Distracted Driving Coalition

The National Distracted Driving Coalition brings together experts and advocates to identify and promote solutions for the distracted driving crisis. Coalition members will present their recent findings and discuss how safety advocates can use this information to improve the effectiveness of their community-based programs.

(DD-04) Navigating the Road Together: Parent-Teen Relationship's Impact on Safe Driving Practices, Focus on Distracted Driving

Join an engaging and informative panel discussion that delves into the vital role of the parent-teen relationship in shaping safe driving practices. With a specific emphasis on combating the growing issue of distracted driving, presenters will provide information to empower both parents and teens with insights, strategies, and practical advice to foster responsible driving habits and enhance road safety.

(DD-05) Painting a Clearer Picture: How Technology Innovations Are Improving Distracted Driving Data & Advancing Safety

Distracted driving has historically been an underreported traffic safety issue on our roadways. However, advancements in technology, data modeling, and AI provide innovative solutions, such as telematics programs, to better identify and curb risky driving behaviors. This session hosted in-person at Lifesavers and live-streamed as a special episode of the Travelers Institute Wednesdays with Woodward® webinar series, will explore how technology helps assess crash rates caused by distraction, improve data collection, and promote safer driving habits.

(DD-06) The REAL Super Troopers: Combating Distracted Driving Through Education & Enforcement

Distracted driving has become a grave concern on our roads posing a significant threat to public safety. Law enforcement agencies play a pivotal role in reducing this danger, but they can achieve better results when coupled with educational initiatives and connecting with the community. Panelists will shed light on a comprehensive strategy that combines enforcement and education to prevent distracted driving effectively.

(DD-07) Reaching Marginalized/Underserved (BIPOC) Communities & Addressing Mental Health in the Fight Against Distracted Driving

Join an enlightening and impactful session dedicated to identifying innovative strategies to extend the reach of distracted driving programming and resources to traditionally underserved and marginalized communities. Panelists will highlight the importance of addressing the unique challenges faced by BIPOC (Black, Indigenous, and People of Color) populations and individuals dealing with mental health concerns within the context of road safety.

(DD-08) Bridging the Gap: Strategies to Reduce Rural Road Crashes

Although a small percentage (19%) of the population lives in the rural U.S., almost half (45%) of roadway fatalities occur on rural roads. Panelists will share real-world examples from youth- and community-based organizations working to combat distracted driving and other risky driving behaviors in rural communities.

Driver Training, Assessment and Licensing (DT/AL)

(DTL-01) Equity & Access in Driver Training & Licensing

Discover innovative strategies to break down barriers and promote access and equity for driver training and licensing highlighting driver training for special education students, information about research from ADT Driver School, and grant programs for driver education in Ohio that will equip you with the tools to drive change in your community. Don't miss this opportunity to make the roads safer and more equitable for all.

(DTL-02) Teens & Tragedies, 20 Years of Progress & Next Steps for Achieving Zero

In a Fall 2023 GHSA publication, the findings of a 20-year retrospective analysis of teen driver fatality data from 2002 to 2021 will be presented. The study will highlight the impact of various countermeasures, such as graduated driver licensing, parental involvement, peer-to-peer programs, and driver education, in enhancing novice driver safety. The author will also address the future direction of efforts to reduce teen driver crashes and associated injuries and fatalities, focusing on tackling disparities in driver education access, utilizing technology for pre-licensure risk assessment, integrating responsibility for other road users in training, harnessing vehicle technology, and addressing gaps in GDL laws.

(DTL-03) Driving Change: Hear Directly from a Panel of Teens Leading the Way Through Peer-to-Peer Teen Driver Safety Community Engagement

A diverse panel of teens will share their unique perspectives on driver education and training. Learn firsthand how young drivers educate their peers and communities about safe driving practices. Gain valuable insights into the challenges faced by teen drivers and discover effective strategies to promote responsible driving among youth. This interactive session is a must-attend for anyone interested in enhancing teen driver safety. Join the conversation, ask questions, and empower the next generation of responsible drivers.

(DTL-04) Parental Oversight for Teen Drivers – Without the Helicopter

Explore a variety of methods for improving parental involvement in the learning to drive process that led to success and improved safety for our teenage drivers.

(DTL-05) The "Quantum Leap" of Teen Driver Testing

Traditional driver testing is conducted as a one-time assessment for drivers to progress to licensure. Traditional assessments allow a driver to demonstrate driving performance during the test but may not necessarily be indicative of an individual's real-world driving. Driver monitoring for driver assessment over time allows for a more accurate reflection of safe driving skills. Learn about performance-based licensing and factors related to its implementation, such as technological, legal, and data considerations to facilitate these novel driver assessment strategies.

(DTL-06) Evolving Education: How Driver Training Is Changing in a Changing World

As a result of the Covid-19 pandemic, changes were enacted to incorporate new technologies, special populations, and new polices/practices for driver training. Witness these innovative successful driver training policies and other emerging practices that are still successful today.

(DTL-07) Multidisciplinary Strategies for Enhancing Motorcycle Safety: Case Studies, Training, & Policy

The safety of motorcyclists continues to be a vexing problem facing the larger transportation safety community in the U.S. A true multidisciplinary approach is required for progress to be made. Speakers will discuss varied, but effective, approaches for increasing motorcyclist safety highlighting motorcycle crash case reviews, the application of the Safe System Approach, instructor preparation, and motorcycle safety curricula.

(DTL-08) Teamwork Makes the Dream Work: Creating a Network for Older Driver Safety & Mobility

Learn how a network of policy makers, practitioners, and providers can work together to support the mobility needs of medically at-risk and aging drivers through a considered approach to identification, assessment, and assistance. Hear about the transportation challenges facing seniors, how medical advisors can improve the outcomes for drivers and licensing administrators, and the role driver rehabilitation specialists can play in the process.

Impaired Driving (ID)

(ID-01) When in Doubt, Go the Best Practices Route

Be the first to hear about emerging research and policies regarding ignition interlocks and other law enforcement tools, featuring AAMVA's recently released Ignition Interlock Best Practices and MADD's not yet released Impaired Driving Toolkit. Topics include model legislation for policies regarding interlocks, how law enforcement can respond to impaired driving incidents in a proactive manner to prevent occurrences, and how to build community trust to support high visibility enforcement programs.

(ID-02) Brave New World in Cannabis Detection

Cannabis legalization and decriminalization has created many challenges for enforcement. While much is known about the detection of alcohol-impaired drivers, less is known about the effects of cannabis on driving performance and tools for detecting drivers under the influence of cannabis. Witness best practices and data on cannabis' effects and emerging technology for Cannabis detection.

(ID-03) Full Court Press: Judicial Perspectives on Impaired Driving

Renowned judges from across the country will discuss challenges and best practices for prosecuting impaired driving, including the role of the prosecutor, defense, law enforcement, and the victim in influencing pleas and sentences in dangerous speed and impaired driving cases. In addition, the ethical duties of prosecution and defense and the judge's legal and ethical obligations leading to the ultimate discretion of the judge in determining whether to accept a negotiated plea or sentence in impaired driving and dangerous speed cases will be addressed.

(ID-04) The Mile High Perspective: Lessons Learned from Colorado's DUI Prosecution Data

Since Colorado legalized recreational marijuana in 2013, there has been a desire to understand its impact on road safety. In 2017, the Colorado state legislature passed HB17-1315, which gave the Colorado Department of Public Safety (CDPS) the responsibility of reporting on drug toxicology and conviction outcomes for DUI case filings. Witness Colorado's efforts to utilize these results to better understand the burden of impaired driving enforcement in a legalized environment, the relationship between Colorado's permissible inference level for Delta-9 THC and convictions, and Colorado's efforts to create a linked dataset and highlight trends in marijuana detection for impaired driving cases from 2016-2020 data.

(ID-05) The Oral Fluids Factor: Roadside & Evidential Testing to Reduce Drug-impaired Driving

Interest in using oral fluid as a matrix for roadside preliminary testing as well as for evidential confirmatory testing is growing across the country. The timing could not be better as cannabis legalization advances and concerns about drugged driving increase. Learn about the differences between preliminary and evidential testing, how roadside testing is conducted and when, and the results from states that have implemented oral fluid roadside testing. Additionally, gain insight into what novel drugs are being detected in the laboratory, the research that has been conducted on oral fluid testing, and any legal challenges states have faced or are currently facing.

(ID-06) The Cannabis Learning Curve: The Effects of Legalization on Impaired Driving

Colorado was one of the first states to legalize the recreational usage of cannabis. Since then, numerous states have legalized or decriminalized cannabis for both medical and recreational usage. This session will highlight lessons learned, data improvements, and the newest research on public awareness.

(ID-07) Because I Said So! Compliance-driven Programming Feels Right but Does It Change Behavior?

Did you ever ask your parents why you needed to do something and get the response, "Because I said so!"? Unfortunately, this is the exact process often used with impaired drivers in jurisdictions across the country. Legislative mandates, uninformed sentencing, and cookie-cutter programming and supervision are likely having less of an impact on behavior change than we think. To truly change behavior, we must understand and respond to human behavior consistent with decades of research. Learn the difference between compliance and behavior change, effective practices in responding to behavior, and how to provide programming based on the individual's risk and need.

(ID-08) Through the Looking Glass: Legislative Adventures in Impaired Driving Policy

State legislators play a critical role in promoting the necessary legal climate to address impaired driving. Interact with renowned state legislators who will discuss successes and challenges to passing lifesaving policies in their states.

(ID-09) Take Me to Your Leader(s): Prominent States Leading in Impaired Driving Reduction

States are leading the way with innovative programs and approaches to reducing impaired driving. These model programs provide valuable lessons for others considering similar approaches or countermeasures. Witness several success programs and promising practices from across the country including work on post-COVID alcohol compliance checks in South Carolina, oral fluid drug detection in North Dakota, and court monitoring in Colorado.

(ID-10) Expanded Thinking Inside & Outside the Tox Box

Forensic toxicology is vital in understanding the breadth of driving under the influence of drugs (DUID) to determine countermeasures to reduce impaired driving. Comprehensive, standardized toxicology testing is the key to providing consistent and comparable data for impaired driving, including fatal crashes. This session will review the history and progress of the Regional Toxicology Liaison (RTL) program. Attendees will hear from the RTLs, highway safety partners and toxicology laboratories on the successes and challenges of the program and the importance of toxicology testing alignment in laboratories across the country.

Occupant Protection (OP)

(OP-01) Advances & Challenges in Tribal Motor Vehicle Occupant Safety

Native Americans experience higher rates of motor vehicle occupant mortality compared to other race/ethnic groups. Current funding opportunities are available for tribes to develop and implement road safety improvement plans. Learn about approaches to address challenges including risky occupant behaviors; environmental roadway design; data issues; post-crash care; legislative and policy issues that adhere to established best practices while respecting tribal cultural practices.

(OP-02) Youth-led Mentorship - How to Engage College/University & High School Students in Traffic Safety Education with Younger Audiences

Traffic crashes are the leading cause of unintentional, preventable death for teens in the U.S. The SADD team comprised of staff and students will share why schools and communities should encourage youth to be "traffic safety advocates/mentors" for their younger peers. Through curated and youth created content, youth mentors can lead younger audiences through interactive learning and discussions. Come away with ideas and resources to engage young people to implement these strategies and curriculum in your community.

(OP-03) Occupant Protection for Vulnerable Populations Throughout Their Lifespan

Traffic crashes have a disproportionate effect on special populations of our communities. Learn about emerging issues and life-saving countermeasures regarding occupant protection, specifically for pregnant women, older adults, and wheelchair users. Highlights include innovative educational programs and community opportunities to decrease these fatality rates.

(OP-04) Occupant Protection & the Safe System Approach

What is a Safe System and how might it relate to occupant protection? How could your occupant protection Highway Safety Plan incorporate the Safe System Approach? Learn about practical tools to incorporate the Safe System Approach into occupant protection programming and planning.

(OP-05) We're All in This Together. Coalition Building & Effective Communications Strategies for Occupant Protection

Seat belt safety requires a comprehensive approach to save lives through a combination of awareness and education initiatives. Coalition building that encompasses programs including awareness campaigns, educational programs, and community engagement will be highlighted. Learn how to build these relationships to increase compliance, reduce injury, and save lives.

(OP-06) From the Mountain High to the Valley Low - Your Guide to Rural Seat Belt Programs

Gain real world insight on addressing the seat belt problem in rural areas from experienced traffic safety practitioners and researchers. Experience wide-ranging perspectives to rural seat belt programs starting with a high-level program guide continuing with on-the-ground program legwork, then witness the work in action. Hear an overview of a usable guide to rural seat belt programs including problem ID, program selection, implementation, and evaluation to implement in your community. Gain valuable insight through a first-hand look at two rural seat belt programs in action. Seeing the results of our work on the big screen is rewarding, and you will have a look into NHTSA's process for developing national campaign materials.

(OP-07) The Role of Policy & Enforcement in Traffic Safety Outcomes

Policy and enforcement catalyzed several advances that contributed to a multi-decade decline in motor vehicle occupant mortality. Occupant mortality reached its lowest rate in 2019 before beginning to rise again during the COVID-19 era. Policy and enforcement complexities accompanying the reversal of these trends will be highlighted. Explore approaches, tools, and countermeasures for achieving equity in community safety while regaining lost ground in motor vehicle occupant mortality.

Pedestrian, Bicyclist, and Micromobilist Safety (PBM)

(PBM-01) Vulnerable Road User Safety: Examining Issues & Solutions

Deaths among pedestrians, bicyclists and other vulnerable road users have been on the rise in the U.S. for more than a decade. More troubling is the fact that the burden of these deaths is not shared equally, with American Indian, Alaskan Native, and Black people being overrepresented in traffic deaths. Many potential causes for this increase in deaths include speeding, vehicle size and design, and roadway design, among others. Learn about road safety trends with a focus on vulnerable road users, unpacking national data and exploring the risks that most significantly impact people who are walking and bicycling. Presenters will also offer solutions to these problems and propose ways that communities can begin reversing these trends.

(PBM-02) The Bigger the Better? Not So Much! Vehicle Size & Vulnerable Road User Safety

Research from NHTSA and GHSA has documented the role of vehicle size and weight in determining the likelihood of a pedestrian or bicyclist severe injury or death. With SUVs and trucks becoming more popular over the past decade, there is concern among road safety professionals about the impact of these vehicles on vulnerable road users. This panel will explore the issue of larger vehicles as it relates to safety for those traveling outside of motor vehicles: pedestrians, bicyclists, and micromobility users. Panelists will highlight compatibility issues, mechanisms of injury, and considerations for first responders, as well as current research and successful strategies for preventing crashes involving large vehicles and vulnerable road users.

(PBM-03) Older Population Pedestrian Safety - Addressing Challenges & Meeting Their Needs

One of the major concerns as people age is their loss of mobility, especially if they can no longer drive and lack access to safe places to walk and bike. Streets and sidewalks, intersections, and many other parts of the built environment are not often designed to the needs of older populations. This panel will discuss current research about the safety and mobility needs of older populations, as well as recommendations for making changes to the built environment and safety programs that protect older pedestrians.

(PBM-04) Engaging Underserved & Marginalized Adults

Though pedestrians and bicyclists are often discussed broadly as road users, there are many unique populations and groups who walk and bike that may be more vulnerable to crash impacts and outcomes. These are often underserved and marginalized populations who are not typically engaged in transportation decisions, yet may be more reliant upon non-motor vehicle travel than the population as a whole. This panel will discuss engagement with specific populations including unhoused people, individuals with disabilities, and those living on tribal lands to support goals to improve pedestrian and bicyclist safety.

(PBM-05) Engaging & Improving Safety for Young Pedestrians

Many young people want or need to walk, bicycle or use transit. However, few transportation agencies take steps to engage with, listen to, and prioritize the needs of younger underserved and marginalized people. Furthermore, sharing safety messages and helping them develop skills for safe walking and bicycling can be promising ways to get youth more involved in road safety. Panelists will share their experience engaging with children and teens and offering strategies that other agencies and organizations can use to support safe, active travel for youth.

(PBM-06) Improving Network Connectivity, Access & Safety for Bicyclists

Developing safe, comfortable and connected bicycle networks is a top priority for many transportation agencies, especially in places where there is demand for more opportunities to take trips by bike. Electric bicycle (e-bikes), in particular, are enabling more people to incorporate bicycling into their everyday lives. Understanding the needs of all types of bicyclists is essential for making improvements to the transportation network that will allow users of all ages and abilities to take advantage of bicycling. Panelists will share success stories and tips for assessing network quality, making improvements, and enabling more people to access e-bikes for transportation.

(PBM-07) Improving Safety for E-scooter & Micromobility Users

E-scooters and other forms of low-speed micromobility devices are relative newcomers to the transportation systems in many parts of the country. Transportation agencies are often catching up when it comes to planning and designing for e-scooter users and may be unsure about how to safely accommodate them in the transportation network. Learn about findings from new and emerging research on e-scooter and micromobility users, as well as examples for planning and designing streets that meet the needs of people using these devices.

(PBM-08) Context Is Everything: Framing Road Safety in Media & Reporting

Media outlets offer transportation professionals an excellent platform for sharing information with the public about road safety. However, there has been a documented tendency in media reports following crash events to focus on individual behaviors, rather than systemic design or policy issues that may have contributed to crashes. Identify how to work with media to properly frame safety problems in a way that can help generate support for safety improvements, including how to work collaboratively with reporters and other media members to help advance safety goals.

Safe System (SS)

(SS-01) Traffic Safety Culture & the Safe System Approach: Statewide Training & Local Action

In implementing the Safe System Approach, building a culture of safety for all who play a role in the transportation system is key to preventing fatal and serious injury crashes. Traffic safety culture reorients all work within the system toward safety. Engage with a panel of experts on efforts to grow the Safe System Approach that include promoting a culture of safety and recognizing the importance of building a multi-disciplinary coalition to achieve your road safety goals.

(SS-02) The 411 on 911 - Enhancing Post Crash Care to Save Lives

The Safe System Approach emphasizes preventing fatalities and serious injuries and the National Roadway Safety Strategy recognizes that our responsibility does not end when a crash occurs. Properly resourced and well-designed emergency medical services (EMS) and 911 systems are essential to mitigate injury severity and prevent crash-related fatalities. Hear from the NHTSA's Office of EMS about how improvements in crash notification, 911 and EMS systems, incident management, evidenced-based patient care, utilization of trauma systems, and other post-crash care strategies can make our systems more effective in ensuring crash injuries do not become fatal.

(SS-03) Not so Fast & Furious – Channeling Our Energy to Prevent Speed-related Fatalities

Hear about the progress to implement and achieve safer speeds through a Safe System Approach, lessons learned from NTSB crash investigations, and recommendations for countermeasures focused on excessive speed and repeat offenders. Learn how a Washington State study using customized results data briefs, school administrators, parents, local traffic safety professionals, and others worked together to highlight troubling concerns, deploy countermeasures, and engage their broader community in slowing speeds. Additionally, efforts by advocates to ensure broader deployment of vehicle safety technology, and effective infrastructure investments to prevent speeding will be discussed.

(SS-04) Coming Together to Reduce Tragedies in Tribal & Rural Communities Using the Safe System Approach

To better understand the impact of road crashes in tribal and rural areas complete state and federal datasets are needed. The Federal Highway Administration is currently working on tools designed to empower tribes to establish crash databases capable of sharing crash data . These tools will be able to integrate data from state databases and provide automated reporting features. Come away with strategic approaches to safety planning and implementation of Safe System Approach principles and countermeasures in tribal and rural communities.

(SS-05) Making Sense of Data Systems to Address the Safety Goals of Your Community

Data is the critical foundation for success—whether you are working towards safer people, vehicles, speeds, roads, or improved post-crash care. However, collecting, managing, and analyzing data can be complicated. How can you obtain and leverage data wherever you are within the country and whatever your safety goals are? Subject matter experts will share data-based successes across a wide range of actors and topics, highlighting ways and resources to help your programs and projects make their mark by ensuring they are firmly rooted in accurate data and analysis.

(SS-06) Victim & Survivor Advocates: A Critical Voice to Advance the Safe System Approach

Interact with victim/survivor advocates from leading national and local traffic safety organizations. They will share their journeys and how they have used their voices to uplift proven strategies such as redesigning dangerous roads, reducing speed limits, and improving vehicle safety. Presenters will underscore how giving a face to the crisis has resulted in legislative and policy change – including changes implementing systemic, “upstream” Safe System solutions that had previously been considered impossible.

(SS-07) A Safe System Approach to Address Impaired Driving

Drivers who are drunk and high threaten road safety and present challenges for policymakers and law enforcement alike. Learn about the prevalence of this dangerous behavior and what options states can consider in combatting this preventable problem. Leave with an understanding of the prevalence and danger of polysubstance-impaired driving, examples of potential policy options, clear picture of enforcement efforts, the role of vehicle technology and direction on who to partner with at the state and national level to take action.

Vehicle Tech/Automated Driving (VT/AD)

(VT-01) Data In & Data Out: From a Driver Monitoring Perspective

Driver monitoring systems, including cameras, steering input sensors, and even smartphone apps are becoming more prevalent on today's vehicles, especially fleet vehicles. The technology can be implemented in a wide variety of ways, including assessing driver visual attention, drowsiness, medical emergencies, and inferring driver engagement while using SAE L2 driver assistance systems. The data from these systems helps various stakeholders improve road safety. Hear from speakers about how real-world crash data informs development and use of Driver Monitoring Systems to detect visual gaze, drowsiness, and other types of impaired driving, and how the data being generated by DMS and smartphone apps are being utilized, including who controls that data as well as privacy concerns.

(VT-02) The Good, the Bad, & Everything in Between - Communities' Experience with AVs

While the general public cannot buy a self-driving vehicle today, highly automated vehicles are already on the roads. Learn about the benefits and challenges firsthand from communities where these vehicles are being tested and how manufacturers are responding to these communities' experiences.

(VT-03) Now... Steps We Can Take to Get the "Good"

Using FHWA grant funds, the Virginia Tech Transportation Institute automated a Ford F-150 with various features and functionalities to demonstrate how these technologies could be applied to solve challenging interactions that Level 4 ADS vehicles might encounter with public safety professionals (law enforcement, firefighters, EMS, safety service patrol, etc.). Presenters will review 18 scenarios defined by the project partners. Through outreach, the project team investigated the context of the scenarios, feasibility of solutions, reactions to technologies, and conducted hands-on demonstrations. Outcomes of the demonstrations including feedback on the technical solutions and resulting data available to the public will be discussed.

(VT-04) Vehicle Technology & the Safe System Approach

"Safer vehicles" is one component of the Safe System Approach, but making vehicles safer cannot be done in a vacuum. The extent to which safety benefits from safer vehicles is maximized depends on (1) advances in other components, such as "safer roads" and "safer people," and (2) changes in the traffic laws and regulations. And how vehicle technology integrates into safe systems will likely vary based on vehicle lifecycle and penetration and for each SAE level of automation.

(VT-05) Safety for All: How Vehicle Technology Addresses Underserved Populations

With the development of new and improvement to existing vehicle technologies, how can we make sure that all populations can realize their benefits? This moderated discussion will address the following questions:

- What are the design considerations, such as providing occupant protection for wider range of sizes/ages/genders and providing functional vehicles for people with disabilities?
- What do underserved populations need to know about the benefits and weaknesses of different vehicle technologies?
- How can underserved populations reap the benefits of vehicle technology? What types of used vehicles or aftermarket options offer the greatest benefits?
- How can these technologies, particularly AVs, be expanded into rural communities? Are there lessons learned from "universal service?"
- How do we package all of that into a message that will resonate?

(VT-06) Did I Do That? How What You Do Influences Vehicle Design

Did you know that your work and passion can lead to vehicle safety improvements? CPS advocates were instrumental in bringing about LATCH and the Kids Transportation Safety Act. Researchers rely on crash report and hospital data to identify roadway safety problems and evaluate countermeasures. Speakers will explain how your anecdotal experiences and data are used in vehicle safety design and countermeasure development.

(VT-07) Vehicle Technology Trivia Bowl

Does level 2 mean I can take a nap? Will my vehicle take over if I have a heart attack while driving? It seems like the more we talk about vehicle technology, the more questions we have. This expert panel will dispel your misconceptions and answer your questions about what vehicle technologies can and cannot do. Along with seeded questions, the panel will poll the audience members about their assumptions.