

BUILDING

SAFE COMMUNITIES

MAY 2010
Volume 14, Issue 1

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Welcome, NHTSA Administrator

David L. Strickland was sworn in January 4 as the 14th Administrator of the National Highway Traffic Safety Administration. Prior to his appointment, he served for eight years on the staff of the U.S. Senate Committee on Commerce, Science, and Transportation. As the senior counsel for the Consumer Protection Subcommittee, he was the lead staff person for the oversight of NHTSA, the Federal Trade Commission, and the Consumer Product Safety Commission. He also served as the lead Senate staff person in the formulation of the Corporate Average Fuel Economy (CAFE) reforms and standards included in the Energy Independence and Security Act of 2007. He held a staff leadership role in the 2005 reauthorization of NHTSA in the Safe, Accountable, Flexible, Efficient Transportation Equity Act -- A Legacy for Users (SAFETEA-LU).

His work in advising Commerce Committee members led to the inclusion of several significant vehicle safety mandates, including the electronic stability control mandate for every passenger vehicle. Strickland advised Congressional members on safety reforms and funding increases for NHTSA's seat belt and impaired-driving grant programs and earned national recognition from Mothers Against Drunk Driving, which named him Congressional Staffer of the Year in 2004 for his role in making the driving public safer.

Strickland's hometown is Atlanta, Georgia. He earned his J.D. degree from Harvard Law School, and his B.S. degree in communication studies and political science at Northwestern University. He and his wife Robin live in Alexandria, Virginia.

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Distracted Driving



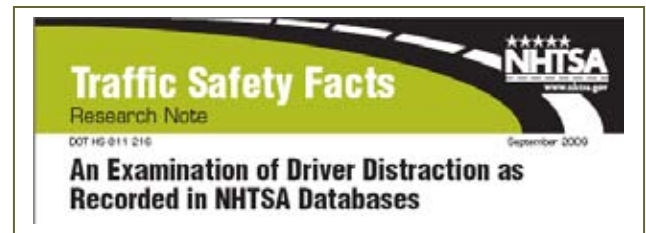
Visit Distraction.gov to view information on distracted driving and to hear Oprah's campaign on "No Phone Zone."

Distracted driving has become such an issue in modern America that President Obama has issued a prohibition on distracted driving for all government employees and contractors involving the use of cell phones while driving government vehicles or operating personal vehicles while performing government service. This comes in light of the report, "An Examination of Driver

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Distraction as Reported in NHTSA Databases.” Because there are so many forms of distracted driving, inconsistencies between law enforcement methods of reporting, limitations involved in observational surveys and inconsistencies in data reporting, it is almost impossible to get an accurate profile of the true problems with cell phone use and text messaging while driving. This highlights the inherent limitations found in data as reported by Fatal Analysis Reporting System (FARS), General Estimates System (GES), National Motor Vehicle Crash Causation Survey (NMUCCS), and the 100-Car Naturalistic Driving Study as stand-alone reports. However, when reading the report, where the data reports have been combined, it presents a clearer picture of the dangers of distracted driving even with its inherent limitations.



“An Examination of Driver Distraction as Reported in NHTSA Databases” is a 12-page report that is available in a PDF format. To download the full report, go to www-nrd.nhtsa.dot.gov/Pubs/811216.PDF.

To learn more about distracted driving, visit www.distraction.gov.

Coalition Resource



SafetyLit is a free resource of current and past scholarly research offered by the Center of Injury Prevention Policy and Practices at San Diego State University in collaboration with the World Health Organization. The reports are delivered in abstract format, which are free to subscribers. The full report can be downloaded sometimes for free or at a cost set by the publishing agency. Developing countries can download the entire report free or at nominal cost.

The purpose of SafetyLit is to provide users with information to allow them to identify and find material that has been published about injury prevention and safety promotion topics. Even when SafetyLit staff believes there are methodological errors that affect the research findings or when we disagree with the authors' conclusions and statements of implications, an attempt is made to provide an objective summary of the authors' intent. Material in the “comments” section of each

report's summary is provided by the authors of the report -- not by SafetyLit. To browse the injury prevention literature, visit <http://www.safetylit.org/index.htm>.



The *Click It or Ticket* Planner is now available on the Internet for download with information on the 2010 and 2011 mobilization timelines, communications tools, enforcement material, and reports on seat belt use. In addition, you will find earned media, TV and radio spots, creative material available in both Spanish and English, and banners and logos are all available at www.trafficsafetymarketing.gov/ciot/planner10/.

May National Youth Traffic Safety Month Awards – **Apply Now!**

The National Youth Traffic Safety Month (NYTSM) has received funding from The Allstate Foundation and the National Highway Traffic Safety Administration to present awards to support youth in developing campaigns promoting NYTSM and The YOUTH-Turn It Around Award

YOUTH-Turn It Around Award Available

Make a difference through National Youth Traffic Safety Month this May!

Fact: Vehicle crashes are the number one cause of death among teens.

Too many of us have lost someone we knew and cared about because of risky teen driving and unsafe choices. YOU can make a difference. YOU can help stop the epidemic of teen traffic-crash-related deaths and serious injuries. YOU can turn it around!

YOUTH-Turn, an online tool available through National Organizations for Youth Safety (NOYS) and sponsored by NHTSA, is a resource totally focused on helping teens turn the adversity of a traffic crash into a time for education and change to prevent similar tragedies from happening to someone else. YOUTH-Turn helps youth do just that. The tool provides teens with the information, tips, and resources to turn adversity into action.

Brand new to YOUTH-Turn is an opportunity to share your work with NOYS for a chance to receive a cash prize for a project or event that focuses on turning the

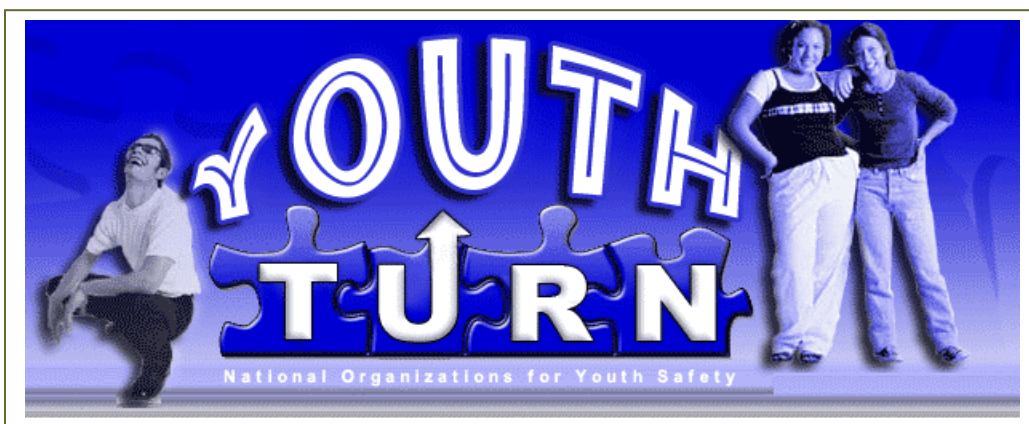
tragedy of a youth crash into education that promotes action.

Tell us how you and your community have worked to create change for safer teen driving and apply for the YOUTH-Turn It Around Award. Don't wait: the deadline for submitting entries is May 31, 2010. For more details, check out [Rules and Regulations](#) and Apply [HERE](#).

50 Best Awards Available

May is National Youth Traffic Safety Month because it is an important time for youth to be focused on driving safety. To support youth-led National Youth Traffic Safety Month projects, the Allstate Foundation is awarding \$1,000 to 50 local youth organizations for their youth-developed and implemented projects that demonstrate a strong focus geared towards youth traffic safety with a focus on distracted driving prevention.

With prom, graduation, and summer trips just ahead, youth-led teams can work together with the Allstate Foundation and National Organizations for Youth Safety to decrease the number of traffic-related fatalities and injuries that involve young drivers and passengers. Check out [Rules and Regulations](#) and apply [HERE](#).



Baby Car Seat Carriers Recall Alert

Last December the Consumer Product Safety Commission, the National Highway Traffic Safety Administration, and Dorel Juvenile Group (DJG) announced that 447,000 Safety 1st, Cosco, Eddie Bauer, and Disney brand infant car seat carriers were recalled. Although the defect did not involve the product's car seat safety function, it did affect the carrier functionality, where in some cases the handle came apart. There have been approximately 77 reports about the handles on the car seats coming apart, causing the car seat to be dropped or nearly dropped, which has resulted in injuries. NHTSA is recommending that caregivers discontinue using the defective handle on this model until the free repair kit from Dorel has been ordered and installed (call Dorel at 866-762-3316 for the free repair kit). The car seat and stroller combinations were sold between January 2008 and December 2009.

Also, on February 5 NHTSA, in cooperation with Transport Canada and DJG, announced the recall of the Maxi-Cosi Mico Infant Child Restraint System manufactured by DJG. Dorel recalled 22,850 restraint systems because of attachment difficulties between the infant carrier and the base. If the carrier is improperly mounted to the base, the child could be injured in the event of a crash.

The affected child restraints produced from February 18, 2008, through June 28, 2008, are models 22-371 HFL, JUC, LMD, PNG, and ORE; 22-372 TTH; and Maxi-Cosi Mico Infant Child Restraint System - Base Only, model 22-515 BLK. The model number and the manufacture date are located on a label on the side of the car seat and carrier.

Dorel will notify all registered owners and will send a free remedy kit. Parents may continue to use the child

restraint system as directed in their instruction manuals. Until the repair kit is installed, parents should make sure the child restraint is firmly attached to the base by pulling up on the seat while the two are attached. The base release handle should move back to its original position, indicating the seat is secured. Owners may contact Dorel at 877- 657-9546 or visit its Web site at www.djgusa.com.

Additionally, parents and caregivers are encouraged to sign up with NHTSA to automatically receive updates about child seat recalls via e-mail. Consumers may sign up for recall notifications from the Federal Government by visiting www.safercar.gov and clicking on the "e-mail" or "RSS" option to register. Consumers with questions about this or any other safety recall campaign may call NHTSA's toll-free Vehicle Safety Hotline at 888-327-4236 (TTY: 800-424-9153).



Learn more about recalls and defects as well as information to make you a safer driver.

Turn Around, Don't Drown!

"Don't underestimate the power of water, the condition of a flooded area, or how fast water is flowing."

As the country experiences irregular weather patterns, flooding and extreme heat are major concerns for some communities. Turn Around, Don't Drown! (TADD) is a national campaign promoted by National Oceanic and Atmospheric Administration's (NOAA) National Weather Service Hydrologic Services.

Don't underestimate the power of water, the condition of a flooded area, or how fast water is flowing. These errors in judgment can be fatal. The Centers for Disease Control and Prevention report that over half of all flood-related drownings occur when vehicles are driven into hazardous floodwaters. A flood area with six inches of rushing water can knock a man off his feet and an area with two feet of rushing water can carry away most cars, pickup trucks, and SUVs.

NOAA offers these safety tips:

- Monitor a NOAA weather radio, or your favorite news source for vital weather-related information.

- If flooding occurs, get to higher ground. Get out of areas subject to flooding. These include dips, low spots, canyons, washes, etc.
- Avoid areas already flooded, especially if the water is flowing fast. Do not attempt to drive across flowing streams. Turn Around, Don't Drown.
- Roadbeds may be washed out under floodwaters. NEVER drive through flooded roadways. Turn Around, Don't Drown.
- Do not camp or park your vehicle along streams and washes, particularly during threatening conditions.
- Be especially cautious at night, when it is harder to recognize flood dangers.

Visit www.srh.noaa.gov/srh/tadd/ to learn more about Turn Around, Don't Drown!



As snow and ice melt, flooding becomes an issue for motorists.

AAA Launches New Senior Safety and Mobility Web Site

AAASeniors.com is the new Web site launched by AAA that is designed to help communities, families, and friends help seniors drive more responsibly. Issues addressed on the site:

- Early Planning - recommends 6-month driving assessments, retraining, regular medical check-ups, alternate modes of transportation, regular exercise, discusses gradual adjustments, choosing a safer car and public transportation
- Communication - involving listening, concern, respect, encouragement, strategies to correct driving weaknesses, intervention on taking away the keys, and continued love and support
- Skills Assessment - To help look out for signs of risky behavior, AAA has developed an online assessment tool that rates driving behavior based on answers given and makes suggestions on improved driving skills
- Overcoming Resistance - addressing seniors' fear of dependence and loss of independence, asking people they respect to discuss changing driving behavior, and offering recommendations
- Agreeing to Safe Limits - help map out safe routes to common destinations, be sensitive to



Addressing senior mobility can also be found on the www.nhtsa.gov site under TRAFFIC SAFETY.

- worries about certain driving fears
- Choosing a Vehicle - available resources to assist seniors with vehicles that can accommodate issues such as range of motion, vision, diminished fine motor skills
- When to Stop - changes such as multiple minor accidents, wandering thoughts, vision issues, getting lost, family and friends expressing concerns about driving ability

In addition, AAASeniors.com offers safe driving tips, expert advice, facts on how aging affects driving, and resources that include tools, brochures, information on vehicle maintenance, transportation alternatives and current driver's license laws.

Hispanics at Risk for Pedestrian and Bicycle Crashes

Walking and bicycling in the United States have become increasingly popular as forms of transportation. When Hispanics come here, they often rely on bicycling and walking as their primary means of transportation, but they often are not familiar with U.S. traffic signs, signals, and practices. Language barriers may also affect their ability to understand traveling safely. For

these and other reasons Hispanic immigrants are at higher risk of being involved in pedestrian or bicycle crashes. Hispanic men, in particular, may be at even higher risk.

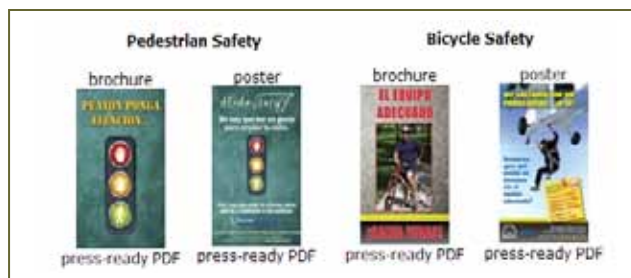
In an effort to reduce pedestrian and bicyclist fatalities involving Hispanics, the NHTSA is working on material

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to reach members of the Hispanic communities.

- Spanish-language material that teaches Hispanics about basic pedestrian and bicycle rules and regulations. The material includes posters, brochures, and radio public service announcements that can be downloaded by visiting www.nhtsa.gov/links/ped_bike_sp.html. Print copies can also be requested by sending a fax to 301-386-2194 with your name, address, phone number, and number of copies (up to 25 maximum for each) that you want to receive for each item. Currently available:
- Pedestrian and Bicycle Safety for Adults Learning English as a Second Language, for



those who teach ESL, this curriculum allows students at an intermediate level to continue learning the English language while also learning the basic principles of pedestrian and bicycle safety. The curriculum, in English, includes both instructor guides and student handbooks. Included are pedestrian and bicycle safety rules for students to share with their families. Available now.

CPS Up Close and Personal

By Dezzie Dickson, Safe Communities Service Center Coordinator

As child passenger safety advocates, we all want to believe that all child caregivers have the best interest of children in mind as they go through their busy lives. Unfortunately, that is not always the case and, sadly, we all know people who simply will not secure their children in vehicles. One of the most important issues I had to overcome this year was my embarrassment over being in traffic safety and my grown kids not practicing what I have preached to them since childhood about road safety. So I decided to take control of what I could to save my family from unbearable hardship and share this story with others in traffic safety who may be experiencing the same predicament.

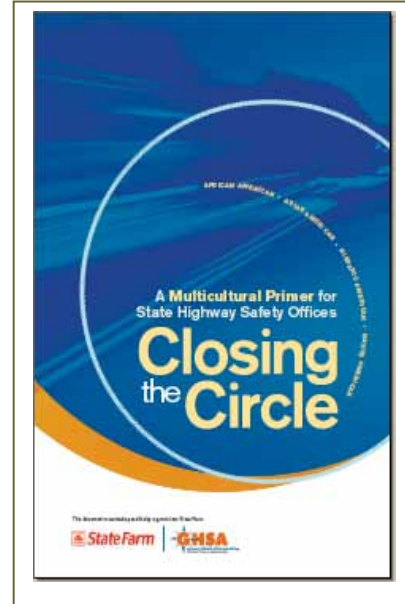
In my case, I find myself constantly reminding parents to put the "twens" in the back seat and the little ones in booster seats. So this year, my husband and I decided

we would no longer nag them, we would go to the minds who were more responsible, the children. For Christmas we gave all the little grandchildren booster seats with printed copies of their State's Child Passenger Safety Seat laws. The 10-year-old granddaughter read the law to the little ones, who in turn regurgitated the information to their parents. Then they were instructed that these seats were powerful weapons that would save their lives and it was their responsibility to keep up with them and never travel in a vehicle with anyone without taking their booster seats along, which includes Mommy and Daddy. The gifts were a big hit and the little ones were like little Power Rangers off to fight the good fight and save lives. If you have a traffic-related safety story you would like to share, send it to safe.communities@dot.gov and help make a difference.

GHSA Sponsors Diversity Outreach Primer

The Governors Highway Safety Association recently released information on a publication funded by State Farm titled "A Multicultural Primer for State Highway Safety Offices: Closing the Circle," that is targeted to the State highway safety offices across the Nation. The document is intended to provide the highway safety offices with guidelines to address the changing face of America. As minority numbers increase in the African-American, Asian-American, Hispanic-American, and Native American populations, this brings about new awareness of a need for cultural outreach regarding traffic safety.

People with limited English proficiency are an issue many communities are experiencing as they see increasing numbers of non- and limited-English-speaking populations. This multicultural primer gives the States guidelines to assist communities in outreach at the State and local level. To learn more and download the publication, [CLICK HERE](#). To learn how your coalition can participate in multicultural outreach in your community, contact your local highway safety office. To find your State's highway safety office, visit NHTSA's Region Web page, click your Region, then click your State to get contact information for your State



Learn more about recalls and defects as well as information to make you a safer driver.

Department of Transportation, State Highway Safety Office or State police agency.

To learn more about the primer, visit http://www.ghsa.org/html/media/pressreleases/2009/200909_sf.html.

You Can Help Reduce Senseless Crashes on Our Roads

Traffic crashes are the number one cause of death for young people in the United States. Despite seemingly constant warnings from parents, police, educators, and the media, the combination of inexperience and poor judgment leads to an estimated annual toll of more than 5,600 teen fatalities on our roads and highways, and a staggering 375,000 injuries. Some injuries — scrapes and broken bones — may heal in weeks or months. Others, such as traumatic brain injury, can lead to a lifetime disability ranging from paralysis to speech and motion impairments.

The National Organization for Youth Safety (NOYS) is teaming up with the National Road Safety Foundation, Inc., a nonprofit group that for more than 40 years has been producing and distributing free driver education programs, that invite young people to help get out important safe driving messages in their own thoughts and words.

For more information, visit www.drivetolife.com.

Young Drivers Coming Into View With DriveCam Study

Like many other States across the Nation, Maryland has a disproportionate share of young drivers killed on its roadways when compared to all other age groups of drivers. Nationally, young drivers represent 6.6 percent of the licensed drivers; however, they are involved in 14.8 percent of fatal crashes. The ratio in Maryland is even worse: young drivers 16 to 20 represent only 8 percent of the total population but account for 17 percent of the at-fault drivers involved in crashes in the State. The highway safety professionals in Maryland realized that something had to be done and it had to be now. They began looking at various programs across the Nation for possible solutions to the ongoing problem of unsafe teen driving.

They discovered that recent studies at the University of Iowa (McGehee et al.) and University of Minnesota demonstrated a reduction in risky driving behaviors through the use of DriveCam. DriveCam is a tiny video camera installed behind a vehicle's rearview mirror that continuously records both the forward view of the vehicle, and inside back at the driver, which records events (i.e., hard braking, swerving, and collisions). The camera records these events every 10 seconds before and after showing what happened and why it happened. This video is then transferred using wireless technology

"The highway safety professionals in Maryland realized that something had to be done."

to a facility where it is analyzed. Once the event is viewed and scored, the results are shared with the teen drivers and their parents/guardians. The Maryland Highway Safety Office pilot-tested the DriveCam program in several of its counties and employed the

University of Maryland's National Studies Center to conduct a study to monitor and evaluate the program.

Since September 2008, there have been 182 young people 16 to 20 and their parents or guardians recruited into the study by the Community Traffic Safety Program (CTSP) coordinators in several Maryland counties. Each family was given a survey collecting information on its demographics, driving habits, and perception of risk-taking. DriveCam equipment was installed in the family's primary vehicle for these drivers. The events that occurred to recruits during their normal course of driving were coded based on the characteristics that led to the event. The number and type of events allowed each driver to be categorized on a 1-to-5 scale (5=riskier drivers, 1=few/no events). After a baseline period, drivers were randomized into one of three groups - treatment only, control-treatment, and treatment-control. While in the treatment phase, parents had access to the event videos and were encouraged to discuss driving behaviors with their teenagers. While in the control phase, events were recorded but parents were not able to access the videos.

To date, this group has generated over 12,000 driving events. There have also been numerous instances recorded of no seat belt use and failure to obey traffic signs. Preliminary analysis reveals a reduced number of events triggered by those who are in the feedback group. Although Maryland's DriveCam program is still in its infancy and the program evaluation is ongoing, it appears to be emerging as a very effective tool in reducing teen driver crashes and fatalities.

For more information regarding the DriveCam Study and to get the results on the Treatment Control Study, contact Kim Kerns at the National Study Center for Trauma and EMS at 410-328-4244.

Ohio Motorists Win Big

During the 2009 *Click It or Ticket* Mobilization, law enforcement agencies and the Cuyahoga County Safe Communities Coalition joined forces with the Speedway gas stations/convenience store chain to reward motorists. As motorists pulled into select Speedways, those buckled up received pastries and a “Click It FOR a Ticket” voucher offering a chance at bigger prizes to be awarded at the end of the mobilization. Prizes included concert tickets, Cleveland Indians tickets, Lake County Captains tickets, Kings Island tickets, food prizes courtesy of Mr. Chicken, gift cards, and more.

To get more information on this event and how your coalition can duplicate this event in your community, contact Chrystal Gullett at 440-476-7491.

For more information on Cuyahoga County Safe



A member of the Rainbow Babies & Children's Hospital Injury Prevention Center.

Communities, visit www.injurypreventioncenter.com.

How to Develop a Pedestrian Safety Action Plan

The Federal Highway Administration has given focus to States and cities with the highest pedestrian fatalities and fatality rates (Arizona, California, Florida, Georgia, Hawaii, Illinois, Nevada, New Jersey, New Mexico, New York, North Carolina, Pennsylvania, Texas, Los Angeles, Phoenix, Chicago, New York City, and Washington, DC). Additionally, FHWA offers free technical assistance, courses, and bimonthly webinars along with examples of how to create an action plan that assists State and local officials with a beginning point to address pedestrian issues.

Non-focus States and cities may participate in a fee-based training from the Pedestrian and Bicycle Information Center, called Training Courses for Pedestrian Safety, soon to be available through the National Highway Institute. “An Evaluation of the Focused Approach to Pedestrian Safety” is available for download along with many other valuable aids.

To see more reports, examples, and information on upcoming Webinars, visit http://safety.fhwa.dot.gov/ped_bike/ped_focus.

Michigan Traffic Safety Initiative

The Michigan Office of Highway Safety Planning produces an annual report on its activities each year. In 2008, it posted information on several Safe Communities efforts. The Michigan State Police Posts located in those counties qualifying for Safe Communities project grants got funding for overtime traffic enforcement and purchase of inter-agency communication equipment. The goal was to increase seat belt use and reduce alcohol-involved crashes and intersection crashes.

The activities performed were:

- 2,715 hours of daytime seat belt enforcement that resulted in:
 - 3,206 vehicles stopped;
 - 1,502 seat belt and child restraint citations;
 - 81 citations for driving while license suspended; and
 - 9 OWI arrests;
- 5,017 hours of OWI enforcement resulting in:
 - 4,513 vehicles stopped;
 - 398 speed citations;
 - 266 OWI arrests; and
 - 145 seat belt and child restraint citations;
 - 45 other alcohol arrests;
- 388 hours of intersection enforcement resulting in:
 - 475 vehicles stopped;
 - 71 red-light running citations;
 - 17 seat belt and child restraint citations; and
 - 4 OWI arrests.

Funding was used to purchase 79 in-car cameras, 3 lidar (laser scanners), 2 motorcycle radios, and a laptop computer.

The Michigan Safe Communities grant funds a sergeant position in the State Police Traffic Safety Division to serve as project director to manage all aspects of the overtime, and to serve a dual role as the law enforcement liaison to the MSP posts and districts statewide. The project director posted grant orientation meetings for seven MSP districts, providing each post grant coordinator with information detailing 2009 grant requirements, and developed a new plan for funding distribution to the posts for the 2009 grant year. In addition, the project director ensured MSP posts submitted strategic plans for their enforcement efforts and collected and reported overtime enforcement activity on a monthly basis.

Colorado GDL Statistics Show Success

In Colorado, there was much to celebrate with the decline in youth traffic fatalities. The Colorado Department of Public Health statistics show a decline in fatalities of 44 percent from 2003 and 2008. For people 15 to 20 years old, there was a 53-percent decline. The credit has been attributed to Colorado's graduated drivers licensing programs, driver safety programs, and stronger driver license laws for teens. Additionally,

advocates for traffic safety, enforcement of seat belt laws and Child Safety Team Colorado, which is a network of certified child safety passenger safety technicians, have contributed significantly to the decline in fatalities.

Region 2's CPS Conference Planning Committee: A Coordinated Best Practice

Over the past eight years, a small but determined team of volunteers in NHTSA's Region 2 have coordinated and continued to grow the largest regional child passenger safety (CPS) technical training conference in the Nation.

While some national conferences have provided CPS outreach, business networking and training over the past 10 years, Region 2 State partners have historically only been able to send a fraction of their certified CPS technicians to attend. A combination of budget constraints and overall registration limits meant that hundreds of certified technicians in New York, New Jersey, Puerto Rico, and the Virgin Islands were not able to hear about best practices, the latest manufacturing innovations, or teaching tools.

State advisory boards recognized this shortfall and the missed opportunities for hundreds of technicians to simultaneously renew their certifications. Program managers from highway safety offices in New York, New Jersey, and Connecticut began brainstorming in their communities on how to address the challenge. Finally, a serendipitous meeting involving a core team of 10 CPS experts borrowed an empty meeting room while attending the International Child Passenger Safety Technical Conference in Arlington, Texas, in 2001. Their Region 2 program manager, Ann Burton, challenged them to explore whether they could harness the needed resources to coordinate a regional conference.

The group, which included State highway safety office program managers, Safe Kids leaders, and representatives from AAA, decided to plan a highway safety conference exclusively focused on CPS. They agreed to form a planning committee charged with building the conference agenda, inviting speakers, soliciting manufacturers for sponsorship, and coordinating with the conference site. To make the event more attractive, the committee agreed to offer

courses that offered technicians continuing education units (CEUs) required by Safe Kids to maintain technicians' active status.

The first planning committee had 19 members, all volunteers, and planned a conference for about 200 attendees in Fishkill, New York. Debbie Lotito, a financial program manager for the New York Governor's Traffic Safety Committee, was one of the original planning committee members. "We knew we had a huge amount of interest in holding a regional CPS conference, and some great volunteers served on the first team," Debbie recalls.

Nearly 300 participants attended the first conference, interacted with 19 different sponsors, and participated in workshops ranging from school bus safety to liability to special needs children. This first conference bolstered the planning committee's determination to pursue another event, targeting the next conference for neighboring Connecticut.

"We learned a lot during those first few years," says Ed O'Connor, a senior highway safety program manager for New Jersey's Division of Highway Traffic Safety. "Each year's conference not only grew in size, but in sophistication as we learned from our early mistakes."

For example, in the early years, volunteers who were eager to sign on to the planning committee sometimes found their ability to commit to the long hours and coordination efforts outside of a normal workday proved too onerous. The conference was being built "from scratch," so the planning committee team had to rapidly self-educate and seek knowledge on everything from accounting to development outreach to transportation coordination to catering planning.

Each year, the composition of the planning committee changed only minimally, but the conference has continued to grow.

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From *Region 2* on page 12

In 2009, the Eighth Region 2 CPS Conference was hosted by the Region's newest State partner, Pennsylvania, in the heart of Lancaster County's Pennsylvania Dutch country. Over 600 attendees obtained CEUs through courses in topics such as tending to special needs children, school bus safety, crash testing, and booster seats. They also shared teaching strategies, learned about outreach into diverse

communities, heard sessions in Spanish, and recognized superb technicians at State award ceremonies. The conference draws national attention, providing a venue not only for the Region's hundreds of CPS technicians, but also a focused opportunity for experts in the field to broadly share their knowledge.

Partnership With Neighborhood Interest

Neighborhoods, USA (NUSA) is an organization worth looking into if your coalition is looking at expanding partnerships with an organization that knows the true meaning of sustainability. Created back in 1975, this all-volunteer grassroots organization works with communities at the neighborhood level to open the doors for communication and networking. According to NUSA President Dr. Elton Gatewood, NUSA has recently entered partnerships with the U.S. Department of Housing and Urban Development and the Federal

Emergency Management Agency. Focusing in on livable communities, NUSA offers annual conferences and workshops incorporating information from road safety to neighborhood beautification. Past conferences have hosted 600 to 900 attendees. The next conference will be May 26-29 in Little Rock, Arkansas.

Visit it at www.nusa.org to get more information about NUSA.

Oklahoma Authorities Collaborate to Increase Road Safety

Oklahoma has supported Safe Communities efforts since the mid 1990s. It recently created a new chapter, Green Country Safe Communities (GCSC), which was formed to pool resources between the police, fire, ambulance services, and other agencies involved in traffic enforcement. GCSC includes Craig, Delaware, Mayes, Nowata, Ottawa, and Rogers counties, with additional chapters in Tulsa and Oklahoma City, Durant, and western Oklahoma. This is timely for Delaware County, which was rated highest in the State for its percentage of injury and fatality crashes.

The CGSC's chairman Oklahoma Highway Patrol Trooper Shawn Cummings is leading the coalition's effort, along with Grove Police Chief Mark Morris. GCSC received a \$25,000 grant from the State safety office, which is renewable for up to three years. The grant represents 90 hours of overtime for the department per month and is for traffic enforcement that includes impaired driving, speeding, seat belt and equipment violations, along with other traffic-related offenses.

NEW 2008 Traffic Safety Fact Sheets

Available NOW are the 2008 Traffic Safety Fact Sheets. Listed below are just a few of the many fact sheets containing 2008 data from the Fatality Analysis Reporting System (FARS), and 2007 Final FARS data. Click on the links below to view and download or [CLICK HERE](#) to view all Traffic Safety Fact Sheets from the NCSA publications page.

- [Overview \(DOT-HS-811-162\)](#) or <http://www-nrd.nhtsa.dot.gov/Pubs/811162.PDF>
- [Alcohol-Impaired Driving \(DOT-HS-811-155\)](#) or <http://www-nrd.nhtsa.dot.gov/Pubs/811155.PDF>
- [Bicyclists & Other Cyclists \(DOT-HS-811-156\)](#) or <http://www-nrd.nhtsa.dot.gov/Pubs/811156.PDF>
- [Large Trucks \(DOT-HS-811-158\)](#) or <http://www-nrd.nhtsa.dot.gov/Pubs/811158.PDF>
- [Older Population 2008 Fact Sheet \(DOT-HS-811-161\)](#) or <http://www-nrd.nhtsa.dot.gov/Pubs/811161.PDF>
- [Young Drivers \(DOT-HS-811-169\)](#) or <http://www-nrd.nhtsa.dot.gov/Pubs/811169.PDF>

CLICK IT OR TICKET – COMING TO YOUR COMMUNITY SOON!



2010-2011 CALENDAR OF EVENTS

Date	Event	Sponsor/Web Link
April	Alcohol Awareness Month	National Institutes of Health www.nih.gov
April 19–23	National Work Zone Awareness Week	Federal Highway Administration http://safety.fhwa.dot.gov/index.cfm
May	National Youth Traffic Safety Month	National Organizations for Youth Safety www.noys.org
	Motorcycle Safety Awareness Month	NHTSA www.nhtsa.dot.gov
	National Bicycle Safety Month	League of American Bicyclists www.bikeleague.org/index.cfm
May 14	Bike to Work Day	League of American Bicyclists www.bikeleague.org/index.cfm
May 17–23	EMS Week	American College of Emergency Physicians www.acep.org/emsweek
May 24–June 6	<i>Click It or Ticket</i> Mobilization	NHTSA www.nhtsa.gov
June 21	Ride Your Motorcycle to Work Day	Ride to Work, Inc. www.ridetowork.org
July 25–28	International Forum on Traffic Records and Highway Safety Information Systems (New Orleans, LA)	Information Professionals Association of Transportation Safety www.atsip.org
August 2–8	National Stop on Red Week	Federal Highway Administration http://safety.fhwa.dot.gov/intersection/redlight/srlr/#week
August 20–September 6	Drunk Driving. Over the Limit. Under Arrest. National Crackdown	NHTSA www.stopimpaireddriving.org
September 19-25	National Child Passenger Safety Week	NHTSA
September 25	Seat Check Saturday	www.nhtsa.gov
September 26–29	Governors Highway Safety Association Annual Meeting (Kansas City, MO)	Governors Highway Safety Association www.ghsa.org/html/meetings/index.html

2010-2011 Calendar Continued

Date	Event	Sponsor/Web Link
October	International Walk to School Month	Partnership for a Walkable America www.walktoschool.org
October 8	Walk to School Day	Partnership for a Walkable America www.walktoschool.org
October 4-8	Drive Safely Work Week	Network of Employers for Traffic Safety http://trafficsafety.org/drivesafelyworkweek/about-dswww.php
October 17-24	National Teen Driver Safety Week	State Farm, The Children's Hospital of Philadelphia http://stokes.chop.edu/programs/youngdriver/
October 18-22	National School Bus Safety Week	National Association of Pupil Transportation www.napt.org
December	National Drunk & Drugged Driving (3D) Prevention Month	NHTSA, MADD, GHSA www.stopimpaireddriving.org
December 16-January 3, 2011	Drunk Driving. Over the Limit. Under Arrest. National Crackdown	NHTSA, MADD, GHSA www.stopimpaireddriving.org
March 27-29, 2011	Lifesavers Conference	Phoenix Convention Center, AZ www.lifesaversconference.org