

Mississippi Office of
Highway Safety
2012 Annual Report



Continuing
Forward





**MISSISSIPPI
Office of Highway Safety**

NHTSA's Mission is to save lives, prevent injuries and reduce economic costs due to road traffic crashes through education, research safety standards and enforcement activity.

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Visit our website at www.dps.state.ms.us to view appendix.

The Mississippi Office of Highway Safety provides equal employment opportunity and services to all individuals regardless of disability, race, age, religion, color, gender, creed, national origin or political affiliation.



2012 - Continuing Forward

At the Mississippi Office of Highway Safety, we take our responsibilities seriously: saving lives. We administer federally-funded programs aimed at reducing traffic fatalities, traffic injuries and the associated economic losses from property damage crashes in the state. We receive funding through federal grants, primarily from the U.S. Department of Transportation and the National Highway Traffic Safety Administration (NHTSA). Each year projects are developed and implemented in the following areas of traffic safety:

- Impaired Driving
- Motorcycle Safety
- Occupant Protection
- Traffic Record
- Police Traffic Services, including Speed

Mississippi has a proven and successful track record of increasing the public's knowledge, perception and understanding of traffic safety issues. We are proud of the state's efforts to minimize the state's fatality rate and increase seat belt usage. Overall traffic fatalities decreased 641 in 2010 to 630 in 2011. The fatality rate has declined from a high of 4.39 VMT in 1981, to .74 in 2011, representing the lowest VMT fatality rate ever recorded in Mississippi. Our efforts helped increase the state's overall seat belt usage to 81.88% in 2011 to 83.2% in 2012, which is the state highest rate ever recorded.

For the first time, in FY12 Mississippi fell out of the top 10 of alcohol-related traffic crashes. Alcohol fatalities continue to plague Mississippi, accounting for 41.3% of the total number of fatalities in year 2011, making impaired driving the department's top priority for 2012. Special attention was also being given to teen drivers (ages 16 to 20). Although, teens represent merely 6.2% of all licensed drivers, they accounted for 10.3% of occupant deaths. Regrettably, more than 59.3% of teen fatalities were drivers and passengers who were unbelted.

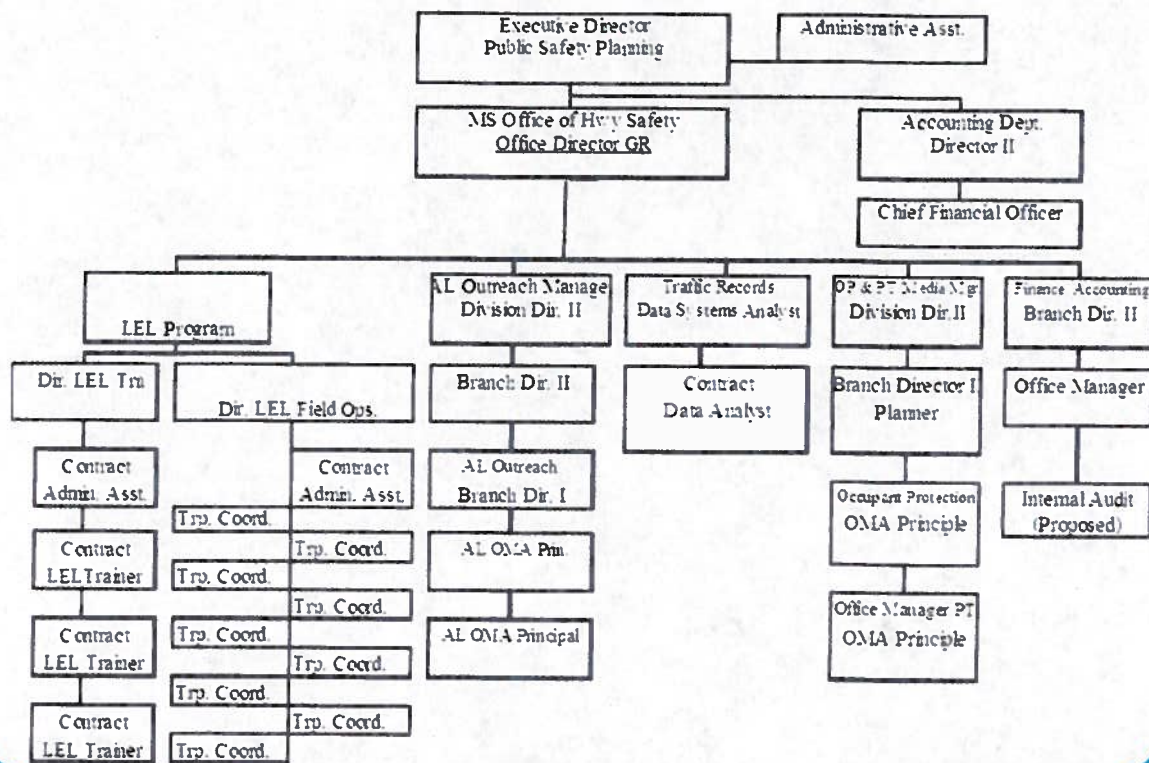
I want to thank our Commissioner, Albert Santa Cruz, staff, state leaders, partners and sub-grantees for helping us reduce injuries and fatalities on our roadways. Please contact our office at any time for assistance on roadway safety issues. We welcome your suggestions on how we may better serve our citizens and keep Mississippi moving forward.



Shirley Thomas
Office Director/Governor's Representative
Mississippi Office of Highway Safety

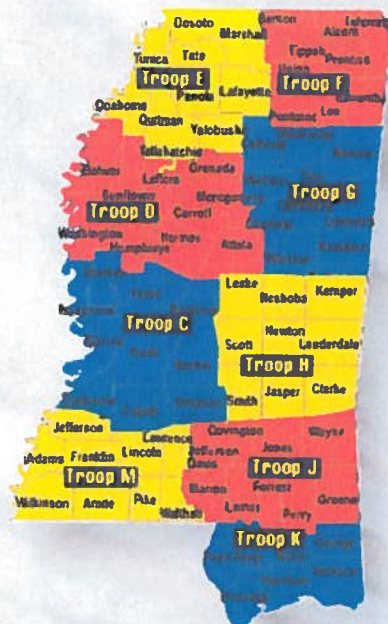
MOHS Organization Chart

Mississippi Office of Highway Safety
 MS Dept. of Public Safety Division of Public Safety Planning
Organization Chart



MOHS Mission

The mission of the Mississippi Office of Highway Safety is to encourage and assist state and local agencies, institutions and the private sector in establishing or expanding cooperative highway safety programs based on specifically identified traffic safety problems. The overall goal is to reduce traffic crashes which result in death, injury and economic loss in the state. In order to accomplish this goal, activities are carried out in the areas of alcohol/drug countermeasures and police traffic services that include speed, occupant protection, traffic records, roadway safety and motorcycle safety (funded through the National Highway Traffic Safety Administration [NHTSA]).



Mississippi Office of Highway Safety

NHTSA/GHSA Core Outcome and Behavior Measures

**Goals/Measures were based on calendar year, not fiscal year, due to the format of the FY12 Highway Safety Plan.*

>>FY 2012 GOAL: To reduce traffic fatalities to 595 and serious injuries to 5,712 or below by 2012.

>>C-1 Core Outcome Measure - Fatality Rate

To decrease traffic fatalities by 15% from the 2009 base calendar year of 700 to 595 by Dec. 31, 2012.

• **Fatalities decreased from 641 in 2010 to 630 in 2011. MOHS did not meet the goal of 595, by December 31, 2012.**

>>C-2 Core Outcome Measure - Injury Rate

To decrease serious traffic injuries by 15% from the base calendar year 2009 of 6,720 to 5,712 by Dec. 31, 2012.

• **Serious traffic injuries decreased from 6,720 in 2009 to 6,670 in 2011, a 1% decrease over the base calendar year. MOHS did not meet the goal of 5,712 by December 31, 2012.**

>>C-3 Core Outcome Measure - Fatality Rate

To decrease fatalities by vehicle miles traveled (VMT) 15% from the 2009 base calendar year of 1.73 to 1.47 by Dec. 31, 2012.

• **The fatality rate decreased from 1.73 in 2009 to 1.61 in 2010, the lowest fatality rate ever recorded in Mississippi according to state data. MOHS did not meet the goal of 1.47 by December 31, 2012.**

To decrease rural fatalities by VMT 15% from the 2009 base calendar year of 2.10 to 1.79 by Dec. 31, 2012.

• **Rural fatalities by VMT increased from 2.10 in 2009 to 2.17 in 2011. Rural fatalities increased from 507 in 2009 to 508 in 2011. MOHS did not meet the goal of 1.79 by December 31, 2012.**

To decrease urban fatalities by VMT 15% from the 2009 base calendar year of 1.19 to 1.01 by Dec. 31, 2012.

• **Urban fatalities by VMT decreased from 1.19 in the 2009 base calendar year to .74 in 2011. Urban fatalities decreased from 193 in 2009 to 122 in 2011. MOHS did reach the goal of 1.01 by December 31, 2012.**

>>C-4 Core Outcome Measure -Unrestrained Passengers

To decrease unrestrained passenger vehicle occupant fatalities in all seating positions by 15% in the 2009 base calendar year of 380 to 323 by Dec. 31, 2012.

• **Unrestrained passenger vehicle occupants in all seating positions decreased from 380 in 2009 to 305 in 2011. MOHS did meet the goal of 323 by December 31, 2012.**

>>C-5 Core Outcome Measure -Alcohol/Drugs

To decrease alcohol-impaired driving fatalities by 15%, from the 2009 calendar year baseline of 234 in 2009 to 199 by Dec. 31, 2012.

• **Alcohol-impaired driving fatalities decreased from 234 in 2009 to 158 in 2011. DUI arrests decreased from 32,099 in 2009 to 29,552 in 2011, a 10% reduction over the base calendar year. MOHS did reach the goal of 199 by December 31, 2012.**

>>C-6 Core Outcome Measure - Speed

To decrease speed-related fatalities by 15% from the 2009 base calendar year of 106 to 90 by Dec. 31, 2012.

• **Speed-related fatalities decreased 7% from 106 in 2009 to 99 in 2011. MOHS did not meet the goal of 90 by December 31, 2012.**

>>C-7 Core Outcome Measure - Motorcycles

To decrease motorcycle fatalities by 15% from the 2009 base calendar year of 47 to 40 by Dec. 31, 2012.

• **Motorcycle fatalities increased 23% from 47 in 2009 to 58 in 2011. MOHS did not meet the goal of 40 by December 31, 2012.**

>>C-8 Core Outcome Measure -Un-helmeted Motorcyclists

To decrease un-helmeted motorcyclist fatalities by 15% from the 2009 base calendar year of 6 to 5 by Dec. 31, 2012.

• **Un-helmeted motorcyclist fatalities remained unchanged from 6 in 2009 to 6 in 2011. MOHS did not meet the goal of 5 by December 31, 2012.**

NHTSA/GHSA Core Outcome and Behavior Measures

>>C-9 Core Outcome Measure/ Under 20

To decrease drivers age 20 or younger involved in fatal crashes by 15% from the 2009 base calendar year of 125 to 106 by Dec. 31, 2012.

- Drivers age 20 or younger involved in fatal crashes decreased 30% from 125 in 2009 to 87 in 2011. MOHS did meet the goal of 106 by December 31, 2012.

>>C-10 Core Outcome Measures/Pedestrians

To decrease pedestrian fatalities by 15% from the 2009 base calendar year of 58 to 49 by Dec. 31, 2012.

- Pedestrian fatalities decreased from 58 in 2009 to 47 in 2011, which is a decrease of 19%. MOHS did meet the goal of 49 by December 31, 2012.

>>B-1 Core Behavior Measure/OP

To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles by 5% from the 2011 base calendar year usage rate of 81.8% to 85% by Dec. 31, 2013.

- Statewide seat belt usage of all front seat outboard occupants in passenger vehicles has increased from 81.8% in 2011 to 83.2% in 2012. MOHS did not meet the goal of 85% by December 31, 2012.

>>Outcome Measure/Traffic Records

To decrease the number of days it takes crash data to become available electronically from the crash event by 15% from 4.5 days in 2009 to 3.8 days by Dec. 31, 2012.

- The number of days before crash data is available electronically from the crash event decreased from 4.5 days in 2009 to 2.7 days in 2011. MOHS did meet the goal of 3.8 days by December 31, 2012.

To decrease the number of days citation data is available electronically from the citation date by 5% from 11.7 days to 9.9 days by Dec. 31, 2012.

- The number of days citation data is available electronically has decreased from 11.7 days in 2008 to 9.5 days in 2011. MOHS

did meet the goal of 9.9 days by December 31, 2012.

To increase the percentage of agencies entering data electronically from 98% in 2009 to 99% by Dec. 31, 2012.

- The percentage of agencies entering data electronically has increased from 98% in 2009 to 99.9% in 2011. MOHS did meet the goal of 99% by December 31, 2012.

Achievement Measures*

>>Achievement Measure/Speed

To increase the number of grant-funded speeding citations during state enforcement periods from 32,429 in 2009 to 33,500 by Dec. 31, 2013.

- 186,649 statewide speeding citations were issued in 2012. There were 18,057 grant-funded citations in 2012. MOHS did not meet the goal of 33,500 by December 31, 2012, due to a reduction in PTS grant programs.

>>Achievement Measure/Seat Belts

To increase the number of grant-funded seat belt and child passenger citations during state enforcement periods from 17,549 in 2009 to 19,000 by Dec. 31, 2013.

- 43,740 statewide seatbelt citations and 8,000 child restraint citations issued in 2012. There were 20,570 grant-funded citations in 2012 and 3,427 child restraints funded in 2012. MOHS did meet the goal of 19,000 by December 31, 2012.

>>Achievement Measure/Impaired Driving

To increase the number of grant-funded impaired driving citations were issued from 32,099 in 2009 to 35,000 by Dec. 31, 2013.

- 29,476 statewide impaired driving citations were issued in 2012. There were 11,245 grant-funded citations in 2012. MOHS did not meet the goal of 35,000 by December 31, 2012. Goal was not met due to a natural disaster during the Labor Day blitz period and the reduction of law enforcement focusing on DUI enforcement for an extended period of time due to condition in local areas.

Mississippi Legislation

MOHS and its partners were active in helping pass important highway safety law during the 2012 Legislative Session:

Child Endangerment:

Holds impaired driver accountable for driving under the influence with child/children occupying the vehicle. Increased penalties for each offense and charges based on each child occupying vehicle.



Mississippi Safety Partners

The Mississippi Strategic Highway Safety Plan (MSHSP) was developed through coordination with stakeholders from public and private agencies. Individuals representing the four E's (Engineering, Education, Enforcement, and Emergency Medical Services) and other modes of transportation (bicycle, pedestrian, commercial vehicles, motorcycles, etc.) are encouraged to participate. The Mississippi Association of Highway Safety Leaders (MAHSL) meets ten times a year. Listed below are the participating safety partners.

- Alcohol Service Center
- Alcorn State University
- American Academy of Pediatrics
- Office of the Attorney General
- AT&T
- C Spire
- DREAM Inc.
- Federal Highway Administration
- Federal Motor Carrier Safety Administration
- Jackson State University
- K & J Foundation
- (MAHSL) Mississippi Association of Highway Safety Leaders
- Mann Agency LLC
- Metro Jackson Community Development Coalition
- Ministers Against Crime
- (MAAUD) Mississippians Advocating Against Underage Drinking
- Mississippi Association of Supervisors
- Mississippi Brain Injury Association
- Mississippi Center for Technology Transfer
- Mississippi Department of Education
- Mississippi Department of Health
- Mississippi Department of Mental Health
- Mississippi Department of Public Safety (including Planning and State Patrol)
- Mississippi Department of Transportation
- Mississippi Department of Vocational Rehabilitation
- Mississippi Judicial College
- Mississippi Municipal League
- Mississippi Motosteps
- Mississippi Office of State Aid Road Construction
- Mississippi Operation Lifesaver
- Mississippi Police Chiefs' Association
- Mississippi Railroad Association
- Mississippi Safe Kids
- Mississippi Sheriffs' Association
- Mississippi State University - Center for Advanced Vehicular Systems
- Mississippi State University-Health Education
- Mississippi State University – Social Science Research Center
- Mississippi Trucking Association
- Mississippi Valley State University
- (MADD) Mothers Against Drunk Driving
- Motorcycle Awareness Campaign
- National Highway Traffic Safety Administration
- Office of Justice Programs Enforcing Underage Drinking Laws
- Nissan
- Rust College
- Safe Communities
- State Legislators
- (S T O R M) Sobriety Trained Officers Representing Mississippi
- Tougaloo College
- Trustmark Park
- University of Southern Mississippi

Section 410 Alcohol/Drug Countermeasures & 154 Alcohol

The impaired driver is an important factor in fatal traffic crashes every year in Mississippi. Although speeding and other aggressive driving behaviors also cause deadly traffic crashes, alcohol remains the predominant enemy of traffic safety. When DUI arrests decrease, traffic fatalities usually increase.

The Mississippi Office of Highway Safety continues to cite impaired driving as a top priority due to the state's high number of fatalities. Extensive efforts are being made to continue to reduce this very serious offense by participating in all National Crackdowns related to impaired and drunk driving across the state. State and local law enforcement also conducted enhanced impaired driving enforcement activities throughout the grant year with emphasis on holidays and special events.

The Mississippi Highway Patrol (MHP) worked diligently during FY 2012 to remove impaired drivers from Mississippi roads and highways. There were 415 grant funded call-back details conducted during the year, utilizing 3,237 additional troopers at approximately 7.8 troopers per detail, totaling 25,896 man hours dedicated to DUI enforcement. The Breath Alcohol Testing (BAT) vehicles, which began operating in March 2010, were utilized in 87 of these details.



In FY 2012, MHP wrote 3,174 DUIs with grant-funded details, which included checkpoints and saturation patrols. The BAT vehicles assisted in increasing the overall grant-funded DUI total arrests by 14.90%, moving up from 2,130 in FY 2011 to 3,174 in FY 2012.

>>Goal: Alcohol and other drugs

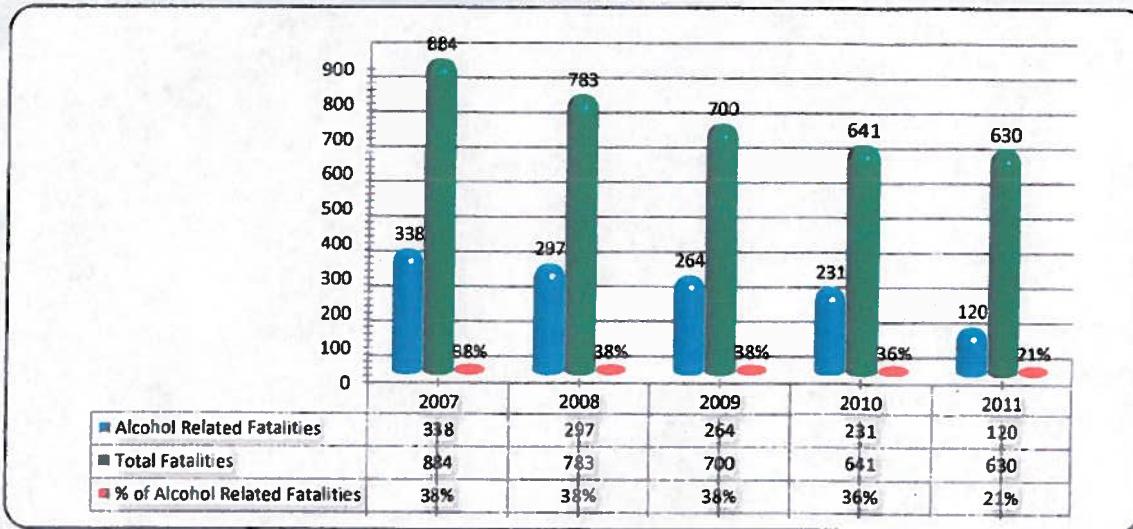
>>C-5 Core Outcome Measure - Alcohol/Drugs

To decrease alcohol-impaired driving fatalities by 15%, from the 2009 calendar year baseline of 234 in 2009 to 199 by Dec. 31, 2012.

•Alcohol-impaired driving fatalities decreased from 234 in 2009 to 158 in 2011. DUI arrests decreased from 32,099 in 2009 to 29,552 in 2011, a 10% reduction over the base calendar year. MOHS did reach the goal of 199 by December 31, 2012. Goal was not met due to a natural disaster during the Labor Day blitz period and the reduction of law enforcement focusing on DUI enforcement for an extended period of time due to condition in local areas.



Section 410 Alcohol/Drug Countermeasures & 154 Alcohol



>> Achievements

All traffic safety data indicate a positive change from 2008 to 2010. From 2008 to 2009, fatal crashes decreased by 11.25%, a significant improvement. In 2009, there were 631 fatal traffic crashes, 80 fewer than the 711 fatal crashes in 2008. More importantly, traffic fatalities were reduced by 10.6% with 83 fewer traffic fatalities on roadways from 2008 to 2009. Total fatalities went down from a total of 783 in 2008 to 700 in 2009, the second year in a decade that fatalities have been below 800. In 2010, the fatal crashes fell to 581, a decrease of 7.9% and fatalities fell to 641, a decrease of 8.4%. The success of the public information and education campaigns, coupled with strict traffic enforcement by state and local departments, document that the state has made significant progress in reducing deaths.

The number of alcohol impaired driving fatalities decreased from 236 in 2010 to 158 in 2011 and total fatalities fell from 641 to 630. The total number of DUI arrests increased to 32,099 in 2009 to 33,315 in 2010 and fell to 29,476 in 2012 based on calendar year, not fiscal year. The average (mean) BAC for all DUI arrests during 2010 and 2011 was .138, down

from .141 in 2008 and .139 in 2009. This is evidently well above the per se BAC of .08 and .02 for under age 21. The proximity of the mean for DUI arrests to .08 is a direct measure of the potential impact of DUI that enforcement has had on raising the perception of risk for arrest among persons prone to drink and drive. The fines assessed for DUI total more than \$7 million annually.

Alcohol countermeasure projects proposed for 2012 included designated DUI enforcement units in targeted problem localities. During FY 2012, Mississippi participated in the National Impaired Driving Crackdown, "Drive Sober or Get Pulled Over" as determined by NHTSA. In addition, Mississippi also conducted high visibility enforcement campaigns on a quarterly basis at high-risk times throughout the year.

MOHS utilized its project selection process to help select projects that would help the State reach its goals for impaired driving. Some of the results are highlighted in the following pages.

Section 410 Alcohol/Drug Countermeasures & 154 Alcohol

A high visibility DUI enforcement initiative for the first quarter of FY 2012 was conducted during the Christmas/New Year's Eve holiday period. High visibility (HV) DUI enforcement for the second quarter was scheduled for New Year's Day and for Super Bowl Sunday. The third quarter HV initiative included the Memorial Holiday period. The fourth quarter HV initiatives concluded with the Fourth of July and Labor Day. Law enforcement agencies, including state police, conducted six high visibility enforcement blitz efforts with checkpoints, saturation patrols and other detailed activities, in a joint effort to reduce the number of alcohol/drug-related fatalities in Mississippi.

MOHS, along with all grant-awarded agencies, implemented activities in support of national highway safety goals to reduce impaired motor vehicle-related fatalities. All awarded contracts were required to complete the HVE Compliance form, which defines the mobilizations and sustained enforcement activities.



Law enforcement used the following criteria to help identify locations in each county and city for intensified enforcement, including sobriety checkpoints and saturation patrols. Selection of intensified enforcement areas were determined by:

- Unusual number of alcohol/drug-related crashes;
- Alcohol/drug-impaired driving violations;

- Unusual number of nighttime single vehicle crashes, and/or
- Any other documented alcohol/drug-related vehicular incidents.

In 2012, during the National Impaired Driving campaigns, participating law enforcement across the state engaged in four high visibility enforcement efforts. Detailed activities included checkpoints and saturation patrols. Out of the state's 258 state and local agencies, 175 participated in the blitzes (68%) and 150 reported a total of 1,943 checkpoints and saturation patrols, utilizing 44,975 hours for 2012.

The MS Highway Patrol, county and local law enforcement agencies concentrated their efforts in the top 30 counties having 65% of the total impaired driving fatalities and severe injury crashes in the state. According to recent data, the number of MHP DUI arrests decreased over 4.5% from 8,151 in 2010 to 7,779 in 2011. The overall decrease is attributed to the 2011 floods in Mississippi. Through MHP DUI sustained enforcement efforts, DUI arrests are anticipated to increase or remain above 7,500 annually in the continued efforts to reduce fatal and serious injuries across the state.

The 154 Alcohol grant funds allowed for the continuation of the Traffic Safety Resource Prosecutor (TSRP) position, whose primary goal is to improve the state's DUI laws and conviction rate. The TSRP provides knowledge and training to state prosecutors, judges and law enforcement officers across the state. During the past five years, the TSRP has trained and provided technical assistance to over 2,400 officers, averaging 400 per year.

The TSRP coordinated the training of all state prosecutors on impaired driving issues, specifically DUI prosecution. The TSRP presented *DUI: The Visual Trial* at the Spring Prosecutors Conference held in April in Biloxi, MS.

Section 410 Alcohol/Drug Countermeasures & 154 Alcohol

The TSRP also collaborated with the Mississippi Law Enforcement Liaison Office (LEL) to teach *Cops in Court* testimony training at all of the SFST classes. She conducted training for all the state's municipal and justice court judges at their Fall, Spring and Summer conferences on DUI issues relating to updates and review of the state's DUI laws; taught the Basic Recruit Class each quarter at the MS Law Enforcement Training Academy; created three newsletters on "hot topics" DUI issues; collaborated with the MS Judicial College in updating and finalizing the DUI Manual; and conducted the presentation at the S.T.O.R.M. Conference. Throughout the year, the TSRP collaborated and sought assistance from the national TSRP network and the traffic law center on blood draw issues dealing with training, hospitals, no refusal laws, ignition interlock, and other topics.

Section 154 funds were utilized to fund 69 DUI related projects. These projects consist of funding for approximately 73 full-time DUI officers along with overtime to conduct high visibility enforcement, public information and education. DUI activities for these projects were conducted throughout the grant period with emphasis during national impaired driving campaigns, holidays and other special events. Under section 154, Mississippi's nine LEL Troop Network Coordinators are funded to conduct all activities associated with the statewide LEL Network program. One Assistant District Attorney is funded 70% to assist in conviction process for DUI alcohol related cases in Forrest County.

Funding Source	Number of Projects	Obligated Funds
Alcohol	69	12,497,886.36

Section 410 Alcohol/Drug funds were utilized to fund one project which included one full-time officer and overtime to conduct impaired driving high visibility enforcement, public information and education throughout the grant period. These projects also participated in the national and holiday impaired campaigns as well.

>>Strategies

- The MOHS participated in the National Drunk Driving Crackdowns set forth in section 410 guidelines by way of funded state and local agencies, as well as media campaigns.
- The agency funded a statewide comprehensive coordination project to oversee alcohol/drug countermeasures, including DUI enforcement.
- The agency provided logistics for the statewide Standardized Field Sobriety Training, Advanced Roadside Impaired Driving Expert, Drug Recognition Expert, and Complete Traffic Stops.
- The agency funded DUI projects which utilized high visibility enforcement activities such as checkpoints, roadblocks or saturation patrols.
- All local MOHS DUI project agencies within a high risk location conducted at least one impaired driving enforcement operation per month.
- During the FY 2012 contract period, the MHP in conjunction with local jurisdictions conducted at least two safety checkpoints per month within each of the top 30 counties ranked highest for alcohol-related fatalities in the state.
- Each local MOHS DUI project agency continued to conduct monthly multi-jurisdictional sobriety checkpoints, giving priority to high-risk locations by county.
- Each local project generated and utilized earned media before, during and after planned high visibility enforcement efforts conducted during the National Impaired Driving Blitz campaigns and state holiday campaigns.
- At the end of the grant year for FY 2012, MOHS conducted attitudinal surveys based on the NHTSA/GHSA agreed-upon questions in order to track driver attitudes and awareness related to impaired driving.

Occupant Protection Program (Section 402 & 405)

During 2012, fatal crashes and traffic fatalities decreased by significant percentages over 2010 on Mississippi roadways. There were 14 fewer fatal traffic crashes, a 2.4% reduction. Moreover, there were 11 fewer traffic fatalities, a 1.7% reduction.

On May 27, 2006, Mississippi became the 22nd state to implement a primary safety belt law. Mississippi qualified for \$8.7 million in incentive funds for traffic safety. The MOHS commends the Mississippi legislature for enacting this bill and the governor for his support.

Goal & Behavior Measures

To increase the seat belt usage rate above the national average of 83%.

>>C-4 Core Outcome Measure -Unrestrained Passengers

To decrease unrestrained passenger vehicle occupant fatalities in all seating positions by 15% in the 2009 base calendar year of 380 to 323 by Dec. 31, 2012.

>>C-9 Core Outcome Measure/ Under 20

To decrease drivers age 20 or younger involved in fatal crashes by 15% from the 2009 base calendar year of 125 to 106 by Dec. 31, 2012.

>>B-1 Core Behavior Measure/OP

To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles by 5% from the 2011 base calendar year usage rate of 81.8% to 85% by Dec. 31, 2013.

Achievement Measures

•**C-4 Unrestrained passenger vehicle occupants in all seating positions decreased from 380 in 2009 to 305 in 2011. MOHS did meet the goal of 323 by December 31, 2012.**

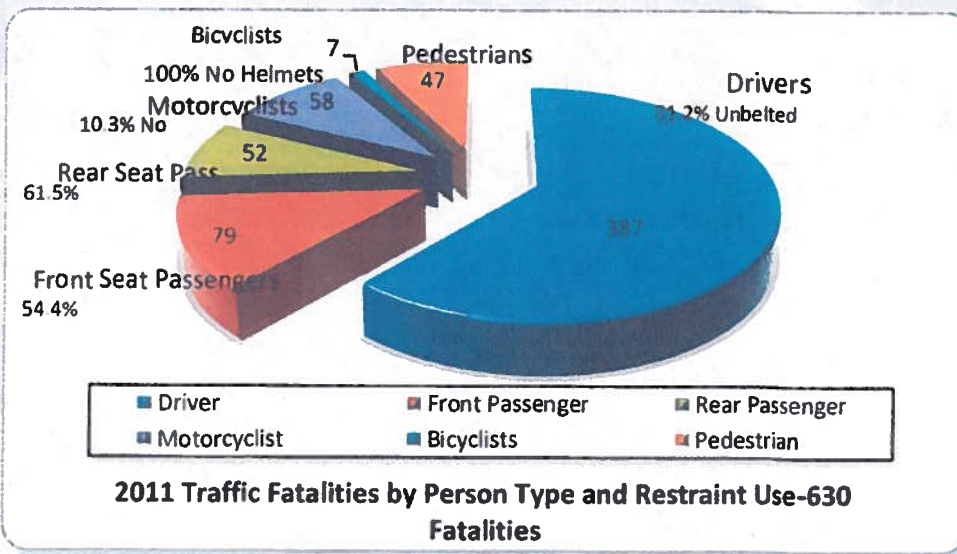
•**C-9 Drivers age 20 or younger involved in fatal crashes decreased 30% from 125 in 2009 to 87 in 2011. MOHS did meet the goal of 106 by December 31, 2012**

•**B-1 Statewide seat belt usage of all front seat outboard occupants in passenger vehicles has increased from 81.8% in 2011 to 83.2% in 2012. MOHS did not meet the goal of 85% by December 31, 2012.**

>>Achievement Measure - Seat Belts

To increase the number of grant-funded seat belt and child passenger citations during state enforcement periods from 17,549 in 2009 to 19,000 by Dec. 31, 2013.

• **43,740 statewide seatbelt citations were issued in 2012. There were 20,570 grant-funded citations in 2012. MOHS did meet the goal of 19,000 by December 31, 2012.**



Occupant Protection Program (Section 402 & 405)

Section 402

NHTSA	Number of Projects	Obligated
402 OP	38	\$1,294,216.24

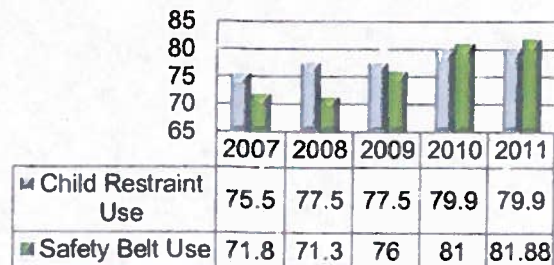
The MOHS participated in all national mobilizations for seat belt enforcement, including the "Click It or Ticket" (CIOT) campaign during May. MOHS utilizes 402 and 405 funds for paid media campaigns and seat belt enforcements, and reports law enforcement activities as required by NHTSA.

Recognizing the importance of Occupant Protection, MOHS has an Occupant Protection Division Director who is assigned to provide emphasis on strengthening the program. Additionally, the LEL networks have spent an intense amount of time highlighting the importance of seat belt and child restraint enforcement along with participation in the statewide CIOT campaign by law enforcement.

Historically, most of the drivers and passengers who died in traffic crashes in the state were not belted. Although safety belts cannot save all persons, it is estimated that fatalities are in fact reduced by 50 to 65 percent for those using safety belts and becoming injured rather than killed. In 2011, there were 6,670 serious injuries and 77.6%, or three out of every four, were

using safety belts. Young drivers and passengers ages 16 to 20, who were killed and were unbelted at an alarming rate of 77%. There were 442 drivers sustaining life-threatening injuries (A level) in 2011.

Child Restraint & Safety Use Rates 2007-2011



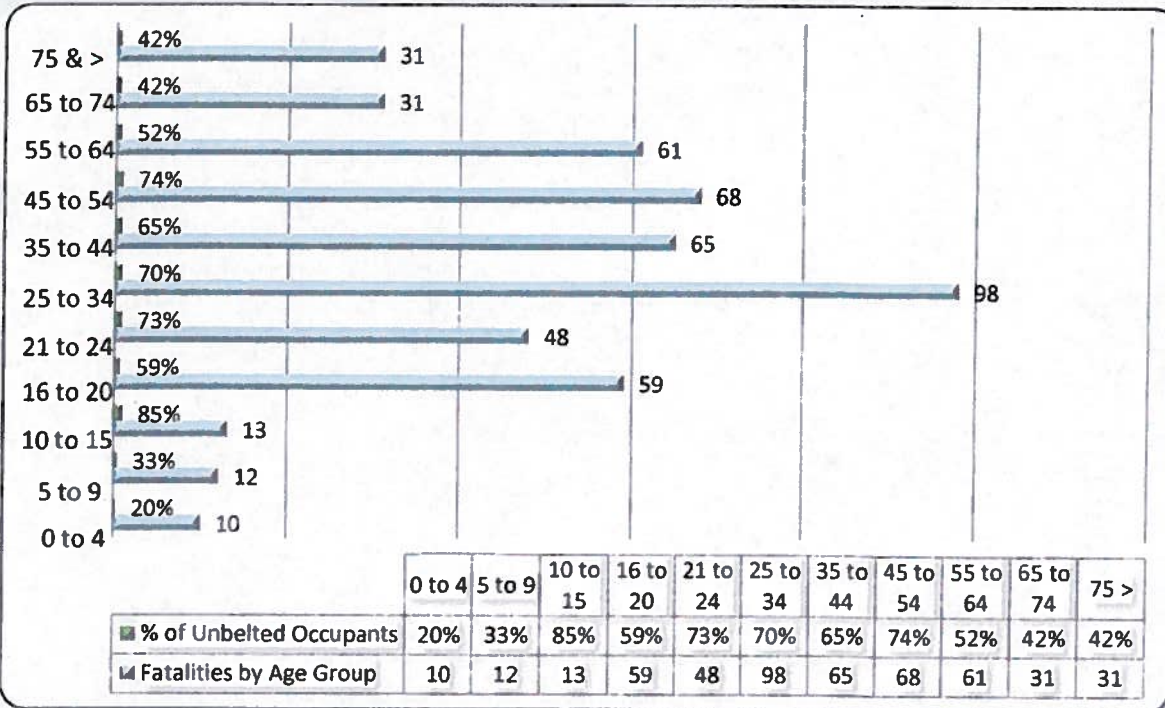
During 2011, there were 4,064 drivers with moderate injuries (B level) and 80.4% of those were belted. Most were transported by Emergency Medical Services (EMS) to medical centers for observation and/or emergency room care. Moreover, 13,562 drivers (94%) sustained minor injuries (C level). There is no doubt that seat belts save lives and/or reduce injury. With sustained statewide law enforcement, coupled with public information and education, Mississippi stands poised to save hundreds of lives and reduce thousands of injuries each year from increased safety belt usage by motorists.

Mississippi Occupant Protection Comparison Facts 2009-2011

	2009	2010	Change	2011	Change
Fatal Crashes	631	581	-7.9%	567	-2.4%
Fatalities	700	641	-8.4%	630	-1.7%
Seat Belt citations	46,414	53,680	13.5%	26,375	-49%
Child Restraint citations	11,237	10,970	2.4%	4,074	-37%
Fatalities not Belted	67.7%	62.4%	-5.7%	59.0%	-3.4%
Ages 16 – 20 Killed and not Belted	77.3%	81.3%	4%	59.3%	22%

Occupant Protection Program (Section 402 & 405)

Mississippi Occupant Fatalities by Age-2011



The Occupant Protection Division Director has provided leadership through the MOHS and worked to coordinate programs with the MS Safe Kids Coalition, the MS State Department of Health (MSDH), the Law Enforcement Liaison Office and other state and local agencies, including the Mississippi Department of Transportation. MOHS promoted the 2012 Child Passenger Safety Week and "Click It or Ticket" for the Memorial Day holiday period. The Child Passenger Safety Coordination Project through the MS Safe Kids coalition provided statewide checkpoints, a data base for child passenger instructors, technicians and a permanent fitting station located in Jackson. According to the 2012 Seat Belt Survey Report, Mississippi currently has an 83.2% usage rate. This rate is slightly higher than the 81.8% usage rate in 2011. Over time, the effort toward increasing

and improving child restraint use has been both extensive and intensive. The child restraint rate is 83%. There is little doubt that having a primary child restraint law has made a significant impact on the high use of child restraints in Mississippi. The 2006 primary seat belt law for all front seat passengers could be an influential factor in the usage rate increase.

Mississippi is moving in the right direction with regard to child passenger safety, and perhaps with continued education and enforcement, child restraint usage rates could be brought to an even higher level.

Some of the program highlights from the 402 and 405 programs that helped the MOHS reach the goals are listing on the following page.

Occupant Protection Program (Section 402 & 405)

The Diversity Outreach Conference along with the *Buckle for Life* Program is included in more detail under the Outreach section of this report.

A total of 38 Occupant Protection (OP) 402 grants were funded. Paid media was also purchased with 402 funds for participation in the FY 2011 "Click It or Ticket" activities in the amount of \$259,079.11. (For more information, see the Paid Media section.)

Section 405

NHTSA	Number of Projects	Obligated
405 OP	1	\$520,835

The Mississippi Highway Patrol (MHP) was awarded \$149,722 for an Occupant Protection Project to conduct enhanced enforcement efforts for seat belt and child restraint checkpoints and saturation patrol.

Section 405 funds, used exclusively for OP projects, were utilized in 2012 to continue funding the MS State Department of Health's Child Passenger Safety Program. MSDH is continuing a concerted effort along with the MOHS and Safe Kids MS to preserve the lives of children through the continued education of the public on child passenger safety awareness.

During this grant period, there were 2,460 car seats distributed throughout the state. Prior to 2011, there were no firefighters in the city of Jackson certified as Child Passenger Safety Technicians (CPST). There are now 50 Jackson Firemen certified in CPST and more than 250 CPSTs statewide. There were 5 CPS certification training classes, which represented 33 certifications and 43 re-certifications during the grant year. This addresses retention rates as it is more cost effective to recertify than to retrain.

The program continues to establish checkpoints for car seat inspections across the state. The MS State Department of Health has partnered with

the Child Lead Poisoning Prevention Program. This program provides cabinet locks, door knob covers and socket covers to issue to parents during the car seat inspections/checkpoints.

The MOHS is moving to recruit more law enforcement officials to become CPST's so they will be up-to-date on the state laws as well as the proper installation of child passenger safety seats.

The media campaign was successful during the FY12 grant year, but MOHS will be sending out a new RFP during the FY13 grant year to provide more coverage in an effort to increase public awareness across the state on seat belt issues.

Educational outreach has continued for nurses and other medical staff at Blair E. Batson Children's Hospital and the University Medical Center (UMC) maternity ward on the importance of CPS. Of course, this is a means to an end.

>> *Impediments to Achievements*

Mississippi must continue to strive to increase seat belt usage in an effort to reach 100% statewide usage. The agency's biggest challenge is to reach the remaining 16.80% of Mississippians who refuse to wear their seat belts. Seat belt usage increased to 83.2% in 2012, moving Mississippi much closer to the goal of exceeding the national average.

During the FY12, Click It or Ticket Blitz Campaign, the MOHS conducted a successful Hands Across the Border event. MOHS partnered with the Alabama Office of Highway Safety, Mississippi and Alabama Highway Patrols to bring awareness to both states on the importance of seatbelts. Both Alabama and Mississippi held press conferences for the event, along with child passenger seat check-ups.

Traffic Records Program

The Mississippi Highway Safety Information System (MHSIS) is a complex, volume-intensive data collection, storage, and retrieval system that support national priority areas defined by the National Highway Traffic Safety Administration (NHTSA). MHSIS encompasses the total automated traffic records system which includes traffic crashes, citations, drivers, vehicles, roadways, EMS and hospital data, vital statistics, coroner reports, crime laboratory data, demographics and travel density.

The State Traffic Records Committee (STRC) meets on a regularly scheduled basis to review all major traffic records projects at its member agencies. The strategic plan for data system improvements is developed annually to apply for 408 traffic records funds.

>>FY 2012 Accomplishments

During FY 2012, preparation and dissemination of statistical reports were major traffic records activities. These tabulations are used for MOHS planning, problem identification, evaluation, special analyses and responses to requests for data. Ad hoc queries are made by the legislature, media, state and local agencies, law enforcement, universities, research foundations, safety associations and the general public.

Traffic records users include police and sheriffs to deploy enforcement units, engineers to identify roadway hazards, judges to determine sentencing and prosecutors to determine appropriate charges. Additionally, they include licensing agencies to identify problem drivers; emergency response teams to improve response times; health care organizations to understand implications of patient care and costs, and motor carrier officials to identify problem commercial drivers and carriers.

Blood alcohol concentration (BAC) testing for impaired drivers in fatal traffic continues to show improvement, due in part to the Traffic Records Projects. The State of MS is also continuing to see results from the laptops for

each county coroner purchased from the State Crime Lab grant. The laptops enable the coroners to be able to update the new web-based automated death database with alcohol/drug test results. The state continued to utilize the three medical examiners that were hired in FY10 to perform all autopsies. The lead medical examiner has established a comprehensive death investigation team with state-of-the-art procedures and protocols.

According to MS FARS, for 2011, we tested 39.7% of all 807 drivers in fatal crashes, proving to be our best testing rate to date. 41.3 % of those tested were positive for alcohol, which equates to 260 alcohol related fatalities out of the total 630 fatalities for 2011.

Some of the highlights from the 408 programs that helped the MOHS reach the goals are as follows:

>>Public Safety Data Laboratory

The Mississippi Public Safety Data Laboratory (PSDL) was established in 2007 at the Social Science Research Center at Mississippi State University utilizing Section 408 funds. The lab was specifically designed to employ COMPSTAT methodology to assist with the Mississippi Office of Highway Safety in meeting its Highway Safety Performance Plan by identifying and examining traffic safety data. As such, the objectives of the lab are threefold: to provide enhanced 1) developmental, 2) technical, and 3) analytical support for the collection, utilization, and dissemination of traffic safety data in an effort to more effectively manage resources, evaluate results, prioritize countermeasures, and update planning.

During FY 2012, the PSDL released its new public viewer website displaying publications on and visualizing data from traffic safety records. The website can be accessed at <http://psdl.ssrc.msstate.edu>. The lab also substantially enhanced its personnel and performance management capabilities with the Daily Activity Reporting (DAR) system, to up-to-date layout and an easy-to-use interface.

Traffic Records Program

As part of this continual upgrade, the DAR system will be integrated within the MOVE software platform, which houses Report Beam crash and eCITE citation statistics, so that, altogether, these datasets permit OHS the ability to cross-populate data fields in its Dashboard towards enhancing the functionality of data-driven law enforcement strategies in an effort to:

- Investigate datasets to define problem areas;
- Conduct accurate and timely analyses;
- Share information for effective utilization resources;
- Generate visualizations from significant trends;
- Evaluate reporting mechanisms for data quality;
- Create a robust reporting framework; and
- Interface with the organizational stakeholders and the public.

>>Social Science Research Center

In FY-12 the Social Science Research Center (SSRC) and Center for Advanced Public Safety (CAPS) again partnered, with the SSRC serving as the overall project manager. As project managers their function was to provide training and support functions, while CAPS continued with the technical development and support, as was done in the first 18 months of the project.

Training & Deployment: New users underwent a thorough training process before being able to use MOVE/eCite in the field. Currently, all nine Mississippi Highway Patrol districts have been trained and are using MOVE/eCite.

Courts: Work continues with county justice courts and their technology vendors to integrate the eCite information into each court's respective case system. All but one Mississippi county are downloading citations and the final county (Harrison) should be online by 2013.

CitSearch: CitSearch is a ticket management tool that allows users to search and print. CitSearch can be queried in numerous ways: date range, ticket number, officer, defendant, etc. Currently, CitSearch is available to all law enforcement officers using eCite. Viewers can

also access PDF's of all citations issued on the eCite system through CitSearch. CitSearch is now being deployed to Justice Court Clerks, who have access to all eligible citations within their jurisdiction. Additionally, features have been built in for administrators to control courthouse, citation, and user information for the overall MOVE/eCite program, giving that control and access to specified users.

Dashboard: A prototype of an "eCite Dashboard" has been developed and shown to DPS and MHP Supervisors for suggestions and comments, which will then be incorporated into the next version of the web-based data analysis tool. Dashboard allows large scale, real-time analysis of citation data, by trooper, violation, location, defendant, time of day, etc. Additionally, Dashboard can map citation information if GPS data is available. The Dashboard has been demonstrated to many types of potential users, and developers are currently taking that feedback and making modifications.

Upon completion of deployment to MHP Enforcement, DPS and MSU began to identify a local agency that was willing to become the first non-MHP agency on eCite as a pilot. The Ross Barnett Reservoir Patrol (RP) of the Pearl River Valley Water Supply District agreed to serve as a pilot. Installation and training occurred for the RP in September 2012 and they are in the infancy stage of using use eCite in the field.

During FY2012, the MOHS and PSDL conducted data studies categorized by several core traffic systems, including, but not limited to: (1) crash person data, such as driver, occupants and non-occupant attributes of race, age and gender, belt usage and impairment; (2) vehicle in crash data; (3) location by law enforcement jurisdiction, city, county; (4) roadway environment; (5) EMS involvement; and (6) citation data, especially DUI, speeding, seatbelt and child restrain violations.

Funding Source	Number of Projects	Total Obligated
408 TR	3	\$1,205,755.85

Police Traffic Services Program

Funding Source	Number of Projects	Total Obligated
402 PTS	12	\$1,791,018.67

Goal & Behavior Measures

>>C-4 Core Outcome Measure -Unrestrained Passengers

To decrease unrestrained passenger vehicle occupant fatalities in all seating positions by 15% in the 2009 base calendar year of 380 to 323 by Dec. 31, 2012.

Unrestrained passenger vehicle occupants in all seating positions decreased from 380 in 2009 to 305 in 2011. MOHS did meet the goal of 323 by December 31, 2012.

>>C-5 Core Outcome Measure -Alcohol/Drugs

To decrease alcohol-impaired driving fatalities by 15%, from the 2009 calendar year baseline of 234 in 2009 to 199 by Dec. 31, 2012.

Alcohol-impaired driving fatalities decreased from 234 in 2009 to 158 in 2011. DUI arrests decreased from 32,099 in 2009 to 29,552 in 2011, a 10% reduction over the base calendar year. MOHS did reach the goal of 199 by December 31, 2012.

>>C-6 Core Outcome Measure - Speed

To decrease speed-related fatalities by 15% from the 2009 base calendar year of 106 to 90 by Dec. 31, 2012.

Speed-related fatalities decreased 7% from 106 in 2009 to 99 in 2011. MOHS did not meet the goal of 90 by December 31, 2012, due to a reduction in PTS grant programs.

Achievement Measures*

**Both statewide and grant-funded data are included in the totals as per the defined goal*

>>Achievement Measure/Speed

To increase the number of grant-funded speeding citations during state enforcement periods from 32,429 in 2009 to 33,500 by Dec. 31, 2013.

186,649 statewide speeding citations were issued in 2012. There were 20,570 grant-

funded citations in 2012. MOHS did not meet the goal of 33,500 by December 31, 2012.

>>Achievement Measure/Seat Belts

To increase the number of grant-funded seat belt and child passenger citations during state enforcement periods from 17,549 in 2009 to 19,000 by Dec. 31, 2013.

43,740 statewide seatbelt citations were issued in 2012. There were 20,570 grant-funded citations in 2012. MOHS did meet the goal of 19,000 by December 31, 2012.

>>Achievement Measure/Impaired Driving

To increase the number of grant-funded impaired driving citations were issued from 32,099 in 2009 to 35,000 by Dec. 31, 2013.

29,476 statewide impaired driving citations were issued in 2012. There were 11,245 grant-funded citations in 2012. MOHS did not reach the goal of 35,000 by Dec. 31, 2012.

Section 402

The Law Enforcement Liaison – Traffic Enforcement Network (T.E.N.) Program, was coordinated under the Police Traffic Services Program area. The network includes 82 counties with 257 local municipalities that fall within the nine districts of the Mississippi Highway Patrol. There are regional LELs assigned to each of the nine Mississippi Highway Patrol (MHP) districts.

Speed Related Crashes 2007-2011

Crash Year	Total Fatalities	VMT (Millions)	Speed-Related Fatalities	Fatality Rate by Vehicle Miles Traveled
2007	884	42.755	349	82
2008	783	43.561	327	75
2009	700	40.341	106	26
2010	641	39.842	129	32
2011	630	39.309	99	25

Police Traffic Services Program

During FY 2012, the Law Enforcement Liaison (LEL) Project, in conjunction with the University of Southern Mississippi, continued conducting Standardized Field Sobriety Training (SFST), Traffic Occupant Protection Strategies (TOPS), Complete Traffic Stops (CTS), and a Drug Recognition Expert Advanced Roadside Impaired Driving Enforcement (DRE-ARIDE) training. The LEL staff attended and/or conducted 39 training schools, in addition to numerous meetings and conferences. The staff produced two newsletters and maintained contact with more than 250 agencies throughout the year. During FY 2012, the LEL program completed the following:

- 20 SFST training class for 387 officers;
- 5 CTS training classes for 54 officers;
- 2 SFST refresher courses for 3 officers;
- 2 alcohol-related issues training class for 300 officers during the S.T.O.R.M. Conference;
- 8 ARIDE training classes for 86 officers;
- 2 DRE training class certifying 21 officers; and
- 3 mobile video classes.

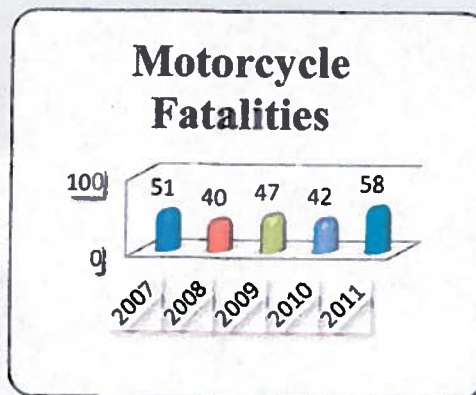
In conjunction with the DPS, the Mississippi Highway Patrol (MHP) Uniformed Division of Public Affairs continued the MHP Highway Safety Public Education campaign. The Public Affairs Officer (PAO) assigned within each of the nine highway patrol districts supported and promoted "Click it or Ticket" and "Drive Sober or Get Pulled Over" state/national campaigns. In addition the PAO's also conducted educational programs in the areas of impaired driving and OP.

The MHP's Collision Reconstruction Analysis on State Highways (C.R.A.S.H.) project expanded MHP's collision investigation and reconstruction techniques. Police Traffic Services Projects, implemented in Jones County and the cities of Pearl and Hernando, focused on speed enforcement and other traffic related issues, including seat belt and DUI.

Motorcycle Awareness

Mississippi did not qualify for section 2010 funding in FY12; however, the MS Office of Highway Safety (MOHS) has used material purchased in previous years to continue the awareness program.

The MOHS did implement some motorcycle awareness campaigns in 2012. During motorcycle awareness month, motorcycle awareness materials were distributed to local motorcycle dealerships, repair shops and training classes in an effort to promote the "Share the Road" message. Motorcycle awareness was promoted at the MS Braves



Stadium, and MDOT displayed the message "Watch Out for the Other Guy" on the states' electronic billboards.

Section 163 Funds

At the end of FY10, MOHS did not expend as much of the Section 163 funds as expected, which left a balance of \$129,370.00. During FY11, MOHS expended \$122,671.37 of these funds, leaving \$6,698.63 as carry forward funds to be used during the next year. During FY13, these funds will be used to purchase items for our distribution warehouse.

Mississippi Youth Programs (Section 402 - Occupant Protection)

>>MS SAB (Mississippi Student Advisory Board)



The Mississippi Student Advisory Board (MS SAB) is the cornerstone of the MOHS Youth Program. In an effort to save lives, the MOHS and the University of Southern Mississippi (USM) have partnered for 19 years to establish a student-led board as the voice of Mississippi youth.

The goal of the MS SAB is to reinforce the mission of the MOHS by promoting safety belt usage and drug/ alcohol prevention. The MS SAB offer opportunities for Mississippi teens to strengthen their leadership qualities and encourage healthy lifestyles.

Students in grades 9 – 12 are eligible to serve on the SAB from June-May and can reapply each year. The new board meets in June for an SAB orientation. Students meet monthly and act as a youth focus group for the MOHS, providing guidance about youth issues and concerns.



MOHS/USM educates teens about the importance of highway safety issues. Programs are designed on highway safety issues and customized to meet the needs of each school. The MS SAB students assist with writing and creating brochures and providing input to determine the appropriate age groups to receive information.

In addition to acting as a focus group, the MS SAB also takes the lead on teen safety conferences – *Teens on the Move* and *Club Officer Training*. The students participate at safety fairs throughout the state and assist with the annual law enforcement luncheon, *Buckle for Life*.

The MS SAB contributes more than 4,000 voluntary service hours each year to the MOHS Youth Program. Members are recognized throughout the year for their dedication to the mission of highway safety.



Mississippi Youth Programs (Section 402 - Occupant Protection)

>> Club Officer Training



Club Officer Training was held in early FY12 at the Hattiesburg Convention Center. The theme was "Whose team are you on?"

Thirteen workshops were offered to approximately 500 students and adults that were in attendance. Three workshops were offered for advisors including an advisor training, The Power of 10 and How to Get your Club Up and Going.

An interactive workshop was The Road Trip to the Championship, which included the virtual driving unit, which was a contest winner for MOHS. Student's hands were given an opportunity in a safe, controlled environment to learn that texting and driving is a deadly combination.



>> Teens on the Move



On April 19, 2012, USM/MOHS/SAB held the 22nd annual *Teens on the Move* for a crowd of more than 1,200 students and adults at the MS Coliseum in Jackson.

Teens on the Move is planned and designed by the Mississippi Student Advisory Board to engage students and empower them with information to change the social norm of other teens in Mississippi focusing on highway safety issues such as underage drinking, seat belts and distracted driving. National speakers, who can connect with students, motivate those in attendance to continue working together and believing in themselves to continue the fight to save lives.



Mississippi Youth Programs (Section 402 - Occupant Protection)

>>Rock the Belt



The *Rock the Belt* Program was created to make students aware of the importance of wearing seat belts.

In FY12, MOHS presented *Rock the Belt* to more than 4,500 youth at community safety fairs and thirteen school events. The program is customized to fit the time allotted by each school. Hands-on activities are used to engage students, such as key count, ruler test, egg crash, etc.

Students participate in fun, motivational outdoor activities. Grouped into teams of four, they race against other teams to see who can “Rock the Belt” faster. Teams are timed as they enter the vehicle, buckle up and raise their hands. When all four students have buckled up, a whistle is blown and they change positions. The purpose of the game is to show students how quick it is to buckle up and be safe while riding in a vehicle.



>>MS SADD (Students Against Destructive Decisions)

Across the state, SADD Chapters provide school clubs, positive messages from the MOHS to help with creating campaigns on issues that adversely affect youth: underage drinking, lack of seat belt usage and distracted driving.

As part of this awareness effort, SADD Chapters create skits, seat belt checks and public service announcements to help change the social norming behavior of youth. The group posts their events and activities on Facebook.

>>Homecoming Tool-Kits

A Homecoming Toolkit was created in FY12 to give Mississippi high schools help with focusing on seat belts, alcohol/underage drinking, distracted driving and drowsy driving during Homecoming. The MS SAB members put together a complete package of materials which could be used as handouts, posters, stickers, air fresheners, signs, etc. Surveys and questionnaires were created on a jump drives, which included a press release, which enabled students to share the information with others.



>>Safety Speaker Series

The MOHS presented a Safety Speaker Series for the Spring and Fall. Bobby Petrocelli and Craig Tournquist were selected as safety speakers, sharing their stories of his losses due to alcohol, careless driving and focusing on making positive choices; and seat belt safety.

Additionally, Troopers Tony Dunn of Leflore County and Trooper Joey Miller made presentations on seatbelt safety in the Delta region, where the seatbelt usage rate is 71%.

Public Outreach Program

The MOHS has long recognized the importance of combining enforcement and public education into its highway safety efforts. Thus, an educational component designed to help raise awareness about the dangers of drinking and driving has been in effect for the past five grant years.

The MOHS Outreach Program has included presentations at churches, schools, conferences, meetings, health fairs and many other events to increase awareness. Booths or table set-ups are displayed with relevant educational materials and promotional items bearing 'no drinking and driving' messages. The MOHS Public Awareness Campaign Against Impaired Driving (PACAID) workers make a point to interact one-on-one with numerous people during each event.

>>Drive to Stay Alive - November 2011

The MOHS directed its 2nd annual "Drive To Stay Alive" campaign initiative in November 2011. The campaign is an on-going collaborative effort between Jackson State and Alcorn State Universities to raise awareness among campuses and communities regarding the dangers of drinking and driving, texting and other driving distractions.

The initiative began in 2009 when President Barack Obama made a request to the U.S. Department of Transportation to assist historically black colleges and universities (HBCUS) across the country in reducing the



disproportionate number of African Americans being killed in car crashes. NHTSA regional administrative offices were directed to assist state highway safety offices in coordinating and implementing public awareness campaign activities among their colleges and universities.

The annual *Capitol City Classic* football game between Jackson State University and Alcorn State University was chosen as the venue to reach thousands of students and fans about the devastation of car crashes, particularly among this target population.

Of the 630 people killed in car crashes on Mississippi roadways in 2011, 183 were African Americans and more than 66% were unrestrained.

Activities began with a press event the day preceding the football game. University leaders, faculty and students supported the cause by encouraging safe driving and riding practices. Joining the campaign were speakers from law enforcement, including the Public Safety Commissioner, MHP Colonel, heads of local law enforcement agencies, and campus police.

On kick-off day, the MOHS and its partners converged at the football stadium to distribute promotional items bearing highway safety messages and to encourage football fans to be mindful of various driving distractions and safe driving/riding measures.



Public Outreach Program

>>Buckle for Life - February 2012



More than 100 officers from 25 agencies, plus 9 Troop Districts were honored at the annual MOHS *Buckle for Life* luncheon, held at the Old Capitol Inn on February 15, 2012. Officers recognized issued more than 2,002 Child Restraint Citations and more than 18,847 Seat Belt Citations.

For the first time MOHS recognized the top three state agencies for seat belt citation efforts: Jackson PD, Gulfport PD, and Hinds County. The top three agencies wrote a combined total of 11,665 seat belt citations.

For child restraint citations the top three agencies were Jackson PD, Troop E, and a tie for 3rd Troop G & Troop H were also recognized. The top agencies wrote a combined total of 2,260 child restraint citations.



>>DUI 100-200 Club - May 2012

The DUI 100 Club was established in 1983 to recognize those law enforcement officers across the state, who each writes a minimum of 100 DUI citations within a calendar year. This year's recognition luncheon celebrated the 29th.

*41 officers were inducted
into the 100 DUI Club*

*8 officers were inducted
into the 200 DUI Club*

*32 officers received
Honorable Mentions*

Law enforcement officers from 27 agencies, including 16 police departments, 10 sheriff offices and seven of the nine MHP districts, were recognized for making more than 10,000 DUI arrests collectively.

The event was held in the Student Center of Jackson State University on Thursday, May 3, 2012. Honorees were applauded by Department of Public Safety Commissioner Albert Santa Cruz, MS Highway Patrol Colonel Donnell Berry and NHTSA Regional Program Manager, Pat Tucker. Gulfport Police Chief Alan Weatherford delivered a very powerful talk about how his family and community were tragically impacted by the death of his daughter by a drunk driver.



Public Outreach Program

>>Morton Fun Day-May 2012

The Town of Morton event coordinators were quite successful in planning the annual Fun Day in May 2012. An estimated 50 vendors were on hand to showcase their goods, such as foods, games, amusement rides and horseback riding. MOHS joined the Morton Police Department in presenting outreach information that would prove helpful in keeping the general public safer. As individuals and groups gathered around the adjoined booths, talking points pertaining to the importance of safety belt use and the consequences of impaired driving were provided by MOHS while participants gave descriptions of crash experiences, unfortunately some deadly, involving family members and/or friends.

MOHS distributed age appropriate materials and promotional items bearing highway safety messages to participants. The festivities continued throughout late evening which afforded MOHS an opportunity to interact extensively with hundreds of individuals and families in efforts to raise awareness regarding highway safety issues.

>>Health and Safety Blast- McWillie School-May 2012

Health and safety messages and promotional items were disseminated to an estimated 700 elementary students, faculty and staff at McWillie's Montessori School located in Jackson. While students were advised to be more conscientious about the importance of healthy eating, event coordinators also allowed for other health and safety agencies to emphasize their respective safety messages to students and staff as well. Aside from the health department, other supporting agencies included the fire department, a local power and electrical company and MOHS.

Classes comprising of approximately thirty students were rotated throughout the daylong event. These young participants proved to be insightful, inquisitive and anxious to share their families' motoring stories. Some told how love ones had survived vehicular crashes, due to wearing their seatbelts, while others were quite candid in disclosing how family members actually consume alcohol while driving.

>>New Hope 5K Walk/Run & Health Fair

An estimated 250 runners and walkers participated in the 18th Annual Family Enrichment Run/Walk and Health Fair sponsored by New Hope Baptist Church. The August dual event serves to bring awareness to both the importance of good health and physical fitness as well as to various safety issues.

MOHS worked in conjunction with the Mississippi Highway Safety Patrol to emphasize traffic safety practices among participants. Both promotional items and relevant literature were distributed. An estimated 175 individuals visited the health fair.



Public Outreach Program



>> (S.T.O.R.M) Sobriety Trained Officers Representing Mississippi

S. T. O. R. M. (Sobriety Trained Officers Representing Mississippi) is a 501 (c) (3) organization dedicated to the networking and semi-annual training of all DUI Enforcement Officers in the State of Mississippi. Founded in 1996, the organization's membership is comprised of more than 1,400 municipal, county, state and federal law



enforcement officers.

S.T.O.R.M. organizes a Fall and Spring Training conference each year. Conferences are planned to provide attendees with the latest, most up-to-date training on DUI impaired-driving issues. More than 130 officers, judges, prosecutors, law enforcement liaisons, and others involved in traffic safety issues hone their skills in DUI enforcement



>> Annual Uniformed Safety Education Officer Workshop

The Mississippi Highway Patrol hosted the 45th Annual Uniformed Safety Education Officers Workshop in Gulfport on June 11-June 15 2012. Fifteen State Police and Highway Patrol agencies from around the Nation were in attendance. Each State presented their traffic safety presentation during the weeklong event with Kansas taking home the top honor. MS Governor's Office of Highway Safety set up booths during the conference to provide vital information and commodities to the guest States. MOHS contributed significantly to the conference and played a big part in its success.

>>MADD Youth Conference



MADD Mississippi's annual youth conference was

hosted at the Jackson State E-Center on May 10, 2012. More than 300 students from local metro schools attended the conference. A number of educational vendors were onsite to greet and inform students on the dangers of alcohol. The MOHS participated by distributing traffic safety materials. Several guest speakers were invited to the conference to inform the youth on the dangers of alcohol and traffic safety issues. A DUI victim and MADD Mississippi volunteer shared her victim impact story and encouraged the students to "think twice" before drinking and driving or being in a car with an impaired driver.



Paid Media Report

With markets becoming more segmented daily, media mixes must be diverse in order to maximize audience exposure. The MOHS planning process places major emphasis upon finding unique opportunities and negotiating rates to provide cost-effective media solutions. The goal is to effect behavioral change by generating the message as frequently as possible.

>> Broadcast Placement Strategy

Network television is used as the primary medium in most MOHS campaigns to increase audience reach, and cable television is used for audience frequency. Network and cable TV programs are selected based upon current Nielson ratings. The highest-rated programs at the lowest cost per point are targeted to maximize the message's reach and frequency and to increase its exposure to the greatest number of targeted viewers. The media buy concentrates on evening prime-time shows and places special emphasis on sports, news and crime-stopper shows. Not less than one bonus spot per paid spot is requested, and most stations comply with a strong PSA schedule.

When advertising to the entire state, cable is particularly helpful in reaching the northern counties bordering Tennessee, which cannot be reached through Mississippi network TV. Cable is also important in the southern counties where Mobile and New Orleans TV networks compete with the Mississippi networks. Broadcast ads are also placed in movie theaters throughout the state to reach youth and young adults.

Mississippi's total population is much diversified, and the African-American population makes up more than 75 percent in some areas. To reach this demographic, highly-rated programming is selected, such as the Fox and BET networks, the Jackson State University cable TV station, and others.

Post-buy analyses of gross rating points are conducted on each broadcast television buy, and less than a 10 percent variance is consistently achieved. All paid media is monitored to

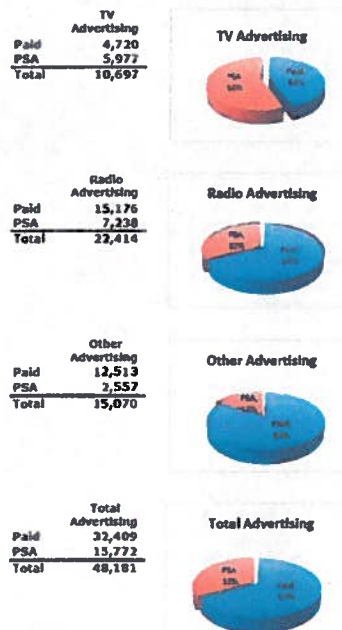
confirm that ads run when and where specified and that ads are invoiced as negotiated.

Radio is often chosen to increase frequency and to extend the reach of the base created by television. It serves as a reminder for listeners to drive safely, particularly during peak driving times in the morning, late afternoon, in the early or late evening and other potentially dangerous driving times. Radio can also target more specific audience groups: young white males with country, rock and heavy metal music; African-American males with hip-hop and urban music; and college students with local college radio networks.

>> Online and Digital Strategy

During national campaigns MOHS takes full advantage of digital outdoor boards to quickly remind all viewers to use seat belts and to never operate a vehicle while impaired. Online ads are also placed on popular websites and Facebook to reach targeted audiences at both work and home.

**Overview of Quantity of Paid Ads & PSAs
Mississippi Office of Highway Safety
Fiscal Year 2012**



*Number of Earned spots v. Paid spots

Paid Media Report



>>Christmas/New Year's 2011/2012

The 2011/2012 Christmas /New Year's campaign presented a strong enforcement message with the "Drive Sober or Get Pulled Over" tagline. New creative portrayed an attractive couple at a bar. The girl realized that her date had been drinking too much, but she got in the car with him anyway. When he was arrested, she was left regretting not preventing him from getting behind the wheel. Media was placed on network and cable stations and emphasized major holiday sporting events. Rotating digital outdoor boards warned all drivers about the consequences of drinking and driving.



>>Memorial Day 2012

Before formulating the Memorial Day campaign, National Highway Traffic Safety Administration (NHTSA) and Regional NHTSA (a five-state area) were consulted for their research and creative approach. Their well-defined research was studied to identify primary target audiences by looking at factors such as rural versus urban, age, socio-economic status and sensitivity to minority audiences.

The more realistic the message, the more likely it is to change behavior. The Memorial Day "Click It or Ticket" campaign emphasized the warning that you will be stopped and ticketed if you don't wear a seat belt. A convincing cast of local officers helped underscore a realistic enforcement message when they stopped a car full of teenagers on their way to a baseball game, two young white males traveling down a rural road in a pick-up truck, and two African-American males driving downtown in a high performance sports car. Each group's surprise at

getting a ticket for not wearing their seat belt was a great attention-getting device.

The involvement of local youth and talent helped improve the overall response rate. Students shared fresh, inexpensive ideas and approaches with the MOHS staff. Discovered during a *Teens on the Move* rally, a talented African-American male teenager wrote and recorded an original, high-energy "Don't Text and Drive" rap and also a "Seat Belt" rap. The student's work was edited into a 30 broadcast format and then professionally mixed with music and sound effects. The rap message was played across the state on urban and hip-hop stations with many compliments about it on Facebook.

Overall fatalities decreased by 12.5% percent during this two-week campaign period. Last year, Mississippi had 30 fatalities from May 23 to June 5, 2011. This year, fatalities decreased to 20 from May 21 to June 3, 2012.

>>Labor Day 2012

During Labor Day 2012, special attention was paid to the media on the campuses of five major universities and 17 junior colleges with messages placed in college stadiums, radio stations and newspapers. Facebook and other online venues popular with young adults were used along with the sports webpage of major state newspapers, entertainment magazines, and broadcast outlets.

Particularly at the beginning of the school year, the target audience checks the sports section of the local newspaper for football scores and the entertainment section to get ideas for last-minute fun. Ads were placed in the Mississippi section of the *Memphis Commercial Appeal* to target the hard-to reach northern counties bordering Tennessee; the *Jackson Free Press*, a magazine with entertainment and restaurant reviews in the central district, college newspapers; and the state's only Hispanic publication, *La Noticia*.

Earned Media Report

From quick turn-around press conferences to media happenings, the Mississippi Office of Highway Safety (MOHS) staff specializes in creating newsworthy events and securing the attendance of key media representatives at these publicity vehicles. Communications events help build awareness about statewide enforcement initiatives.

Media conferences were held for both the Memorial Day and Labor Day 2012 campaigns, taking a unique approach and using credible spokespersons for each. In an effort to achieve maximum coverage, MOHS leverages media events to attract in-depth features and profiles.

>>Christmas/New Year's 2011/2012

Central to every campaign is an approach that produces maximum exposure of the audience to the message. Because of an extensive media outreach in late November 2012 for the *Capitol City Classic Drive to Stay Alive* campaign, the department sent out a holiday release to the media reminding all drivers to be alert at all times and never drink and drive. During this period, the MOHS received media attention from nearly every broadcast TV outlet in the state. Using the Neilson Media Research tool, the MOHS submitted a detailed report of the earned media, providing an accurate, up-to-date account of the number of viewers and listeners. Over the Christmas holidays MOHS received \$286,654 in earned press, and more than \$175,500 in value added broadcast stories and mentions.

>>Memorial Day 2012

For 2012 Memorial Day CIOT, a greater focus was particularly needed on males 18-34, teenagers, and all African Americans. For the communications component MOHS took a more localized approach, scheduling radio and television AM and PM news and feature programs for interviews and appearances with spokespersons, staggering media conferences in four cities: Tupelo in the North, Meridian in the

East, Biloxi in the South, and Jackson in the Central/Delta area. The MOHS chose as spokespersons a credible, African-American couple that had tragically lost their two teenage children in a car crash when they were not wearing their seat belts.

>>Hands Across the Border-May 2012

On May 25, 2012, MOHS partnered with the Alabama Highway Safety Office for a Hands Across the Border program.

The event began with a press event at the Mississippi Welcome Center where Mississippi Department of Public Safety Commissioner, Albert Santa Cruz and Alabama Director of Public Safety Hugh B. McCall addressed the public that law enforcement would be strictly enforcing the seatbelt laws from state to state in an effort to save lives.

Once the press event was concluded, law enforcement and state officials participated in a motorcade to the Alabama Welcome Center for an additional press conference for our adjoining partnership. Child Passenger Safety Check-ups were held at each Welcome Center, to make sure that even our youngest passengers are buckled up.



Earned Media Report

>>Social Media

Research shows that social media, particularly Facebook, is one of the most favored media to reach teens and young adults. For the campaign to be successful, it needed to appeal to the target audience with memorable, realistic interactive messages through the new media.

MOHS continued to use the new Facebook CIOT logo and Welcome page with Flash photos, a brief write-up about the campaign, a short online opinion survey, and a section to post spots and interviews. The MOHS Facebook fans grew from 2980 to 3260.



>>Monitoring

Monitoring ensures that coverage in print, broadcast and electronic media conveys appropriate messages and strategic objectives. This year all "Drive Sober or Get Pulled Over" and "Click It or Ticket" campaigns received media attention from nearly every broadcast television and radio news outlet in the state. Using the Neilson Media Research tool, the MOHS submitted a detailed earned media

report, providing an accurate, up-to-date measure of the number of viewers and listeners. Live radio media interviews increased from one statewide interview in 2010 to more than 17 live local radio interviews in 2011.

Earned Media Value

Christmas/New Year 11/12 - \$150,511.93

Memorial Day 2012 - \$268,885.00

Labor Day 2012 - \$109,338.83

TOTAL: \$528,735.76

>>Labor Day 2012

The 2012 Labor Day campaign was kicked off with a media conference held at the Department of Public Safety Headquarters. Our guest speakers for this event were Mississippi Governor Phil Bryant and Gulfport Chief of Police, Alan Weatherford. The Governor highlighted Mississippi's falling out of the Top 10 Fatality alcohol states. Chief Weatherford was our victim advocate and spoke on losing his daughter to a drunk driver to a drunk driver in April 2011.

The MOHS conducted a media tour accompanied by local law enforcement officers, stopping in cities with the highest number of DUI arrests. The group engaged in live interviews at broadcast stations and newspapers throughout Greenville, Greenwood and the Mississippi Gulf Coast. During the Labor Day campaign the MOHS received more than \$89,000 in print, radio and television earned media attention. Coasters with the "Drive Sober" logo were also distributed to local bars and restaurants during the campaign.

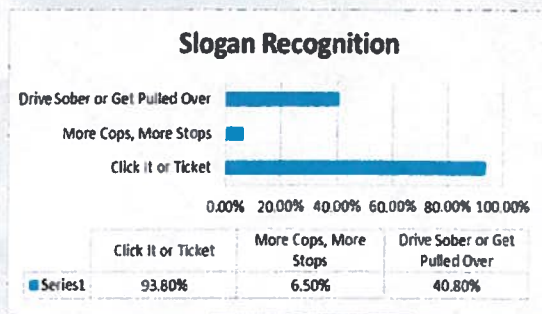
Satisfaction Survey

The National Highway Traffic Safety Administration (NHTSA) and the Governor's Highway Safety Association (GHSA) have agreed on a minimum set of performance measures to be used by State and Federal agencies in the development and implementation of behavioral highway safety plans and programs.

The results which follow represent the State of Mississippi's second survey under Federal Regulation 23 CFR 1200.10(a)(1). The survey provided the data which was used to determine trends in awareness of traffic safety messages, sources of information, self-reported behaviors and perceived risk of an enforcement consequence for not complying with laws. Topical areas covered in the survey included seat belt use, drinking and driving, and speeding.

>>Slogan Recognition

The most widely recognized slogan was "Click it or Ticket" at 93.8% recognition, a slight increase from 90.0% recognition in 2011. A newer slogan, "Drive Sober or Get Pulled Over," was the next most familiar with a 40.8% recognition rate. Finally, "More Cops, More Stops" was the least familiar to respondents, with only 6.5% having heard the slogan. This result is to be expected, as Mississippi has not utilized the "More Cops, More Stops" slogan in awareness campaigns. The results are summarized in the graph below.



>>Seat belt Awareness Message

Nearly two out of every three survey respondents (66.5%) indicated exposure to seat belt enforcement messages in the past 30 days. Television remained the most common source of seat belt enforcement messages (44.4%).

followed by radio (21.3%) and newspaper (12.3%). There was no appreciable gender difference regarding exposure to seat belt enforcement messages. Awareness was highest among 18-20 year olds (70.7%) and lowest among those above 55 (61.3%).

>>Speed Awareness Message

Approximately half of all respondents reported recent exposure to speed enforcement information (51.0%). Awareness of speed enforcement was most frequently gained through television messages (31.4%), radio (15.1%) and the newspaper (11.3%). Males and females reported similar levels of awareness. The youngest drivers were most likely to have seen messages regarding speed enforcement. Drivers aged 16-17 and 18-20 reported the highest levels of awareness, at 57.1% and 59.5%, respectively, while drivers aged 35-44 reported the lowest level of awareness at 45.3%.

>>Impaired Driving Message

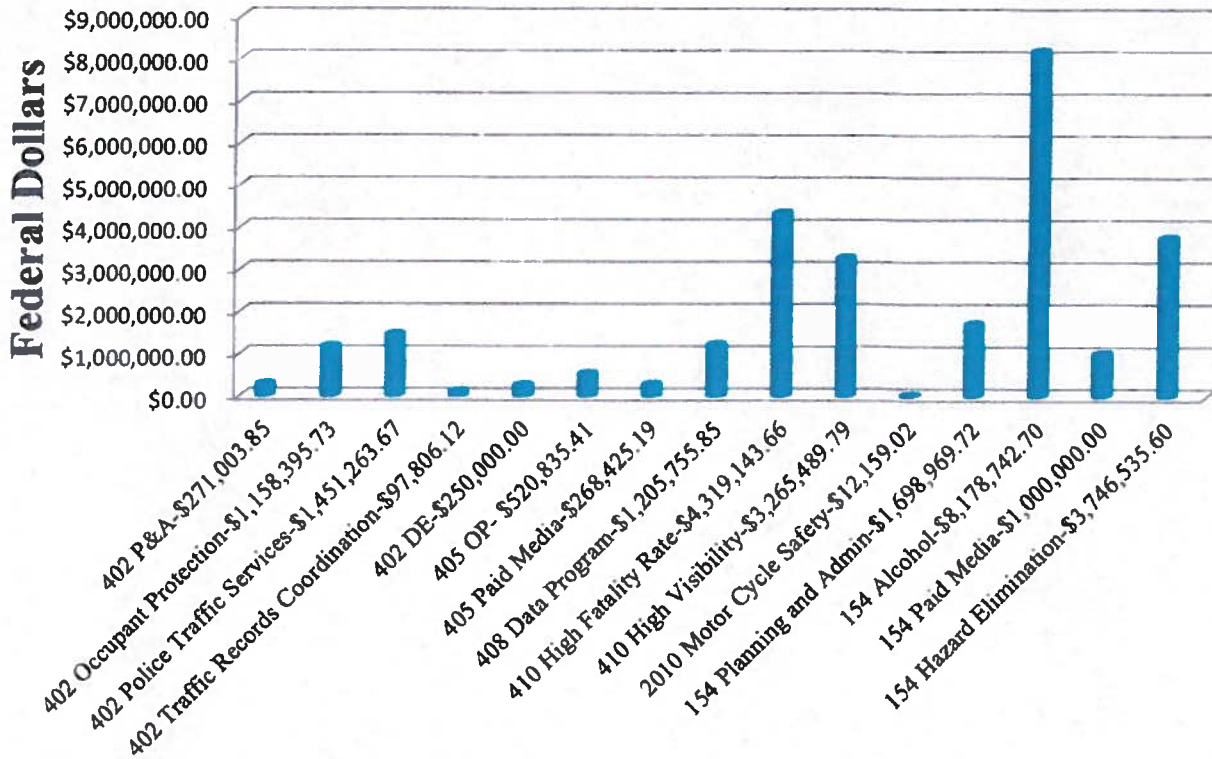
Survey results indicated that nearly three quarters of respondents (71.8%) had been recently exposed to alcohol impaired driving/drunken driving information. Television (54.0%) was by far the most common source of that information, followed by radio (24.5%), and newspaper (15.2%). Gender was not a major determinant in receiving messages around drunk driving. Respondents aged 35-44 reported the lowest rates of awareness (68.6%), while drivers aged 18-20 and 45-54 reported the highest levels of awareness (both at 75.3%).

Survey results indicated that 13.7% of respondents reported operating a motor vehicle within two hours of consuming alcoholic beverages. Most of these respondents report moderate levels of alcohol consumption. Overall, 9.6% of respondents reported operating a motor vehicle within two hours of consuming 1 or 2 alcoholic beverages.

The vast majority of respondents, 86.6%, reported that in the previous 30 days they had not driven within two hours of consuming an alcoholic beverage.

FY 2012-Financial Report

FY2012 Federally Expended Funds- \$27,444,526.31

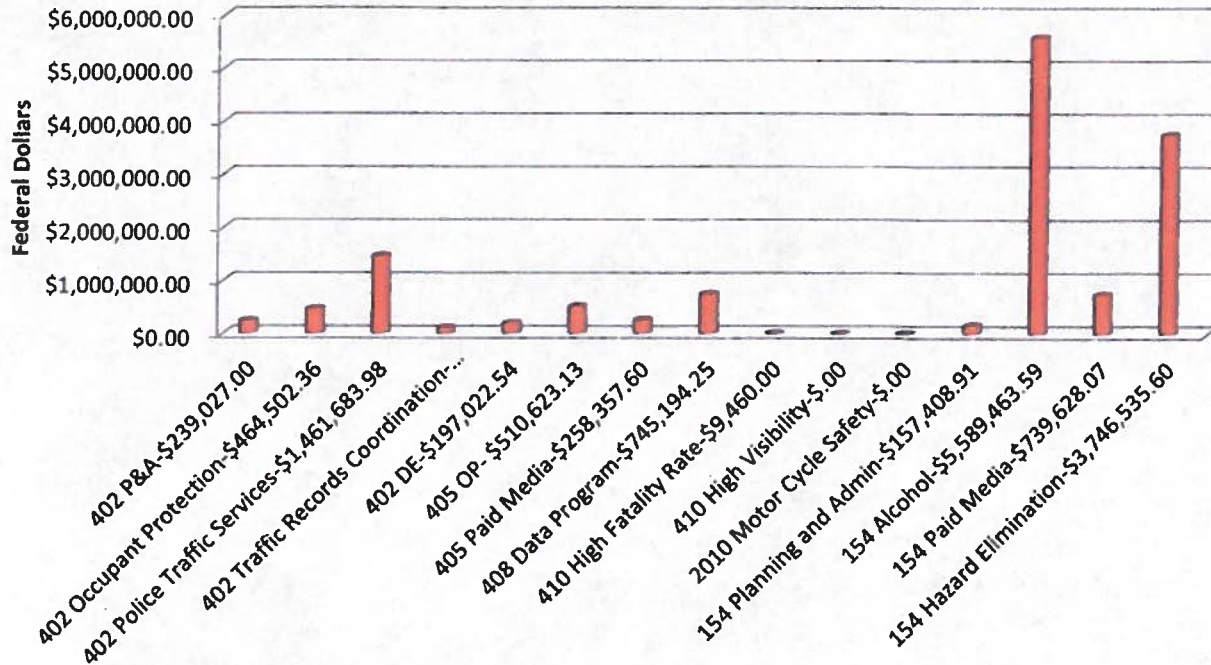


The Mississippi Office of Highway Safety funded a total of 119 grants during the FY 2012 grant year. The FY12 program included: 12 Police Traffic Service Grants, 69 DUI Enforcement Grants, 38 Occupant Protection Grants, 3 Traffic Records Grants, 1 Hazard Elimination Grant, 1 405 Seatbelt Grant and 1 Drivers Education Grant. The FY2012 Highway Safety Plan accounted for a total of \$27,444,526.31 in highway safety related program funding.



FY 2012-Financial Report

FY2012 Total Federally Expended Funds-\$14,223,756.47



During the FY2012 grant year, the Mississippi Office of Highway Safety Office expended a total of \$14,223,756.47 and helped make 117 programs a success.



FY 2012 Mississippi Highway Safety Highlights

>>Traffic Safety Statistic Highlights:

-The traffic fatality rate decreased from 1.73 in 2009 to 1.60 in 2011, the lowest fatality rate ever recorded in Mississippi according to state data.

-Youth ages 15 to 20 involved in fatal crashes decreased by 30% from 125 in 2010 to 87 in 2011.

-DUI arrests of underage drivers (<21) decreased by 20% from 2,240 in 2010 to 1,801 in 2011.

-Based on a scientific survey, the observed seat belt usage rate increased by from 81.88% in 2011 to 83.2% in 2012, the highest usage rate ever recorded in Mississippi.

-Based on a scientific survey, the observed child safety restraint usage rate increased by 79.9% in 2010 to 83% in 2012, the highest child restraint usage rate ever recorded in Mississippi.

-The blood-alcohol testing rate for drivers in fatal crashes increased from 39.3% in 2010 to 41.3% in 2011, an astounding improvement in the testing and documenting of impaired drivers.

-The no helmet usage fatality rate decreased 63% from 16 no helmet fatalities in 2010 to 6 no helmet fatalities in 2011.

>>Program Highlights:

-All MHP enforcement troopers began using the new MOVE/eCite electronic citation/conviction system, developed by the Mississippi State University Social Science Research Center and the University of Alabama Center for Advanced Public Safety in 2012.

-MOHS held a Hands Across the Border event with Alabama to encourage seatbelt safety in both states during May, 2012.

-In 2012, the MOHS was chosen to participate in the development of an online-grant system. Mississippi will begin to use the Mississippi Accountability System for Government Information and Collaboration (MAGIC) program in Spring, 2013.

-Mississippi hosted the NHTSA Program Management training course in March 2012 and had 17 participants from 5 different states.



-Robin Layton, Youth Coordinator, presented a program at the Nationals Lifesavers Conference, in Orlando, Florida on the improvements that Mississippi has made in teen seatbelt usage and reducing teen fatalities.



-Twyla Jennings, Division Director, presented a program on Rural Traffic Safety at the AAMVA conference in Charleston, West Virginia in June 2012.

FY 2012 Mississippi Highway Safety Highlights

>>MOHS Program Highlights

NHTSA Administrator, David Strickland made a visit to Mississippi to speak at Blair E. Batson Children's Hospital in August 20, 2012. His visit coincided with the Hyperthermia initiative regarding children left in vehicles.

The program is a partnership with NHTSA and Safe Kids World-wide, called "Where's Baby?" The program is being introduced across the country to help educate the public on checking to make sure that all children are removed from a vehicle and not left inside to suffer the effects of the heat.

As an important visual, a vehicle was parked outside the press event to show how quickly the

temperature can increase inside a vehicle. The temperature outside the vehicle was 86 degrees, while the temperature inside the vehicle was 149 degrees. This temperature could cause serious injury or death to children that are left inside a vehicle. Dr. Norman Collins gave an emotional plea to parents on the dangers of hyperthermia and the results that it has had on his family, due to the loss of a grandchild as a result of accidentally being left in a car.

This was the first visit of Administrator Strickland to Mississippi.



Our goal is to ensure that all aspects of highway safety are addressed, including safety belts, driving under the influence of alcohol and/or drugs, pedestrian safety, bicycle safety, child passenger safety, speed control, motorcycle safety, traffic record keeping and traffic engineering.

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