



UTAH HIGHWAY SAFETY OFFICE

2011 ANNUAL REPORT

INSIDE:

- » Cool Tools
- » Mixed Messages





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UTAH DEPARTMENT OF PUBLIC SAFETY

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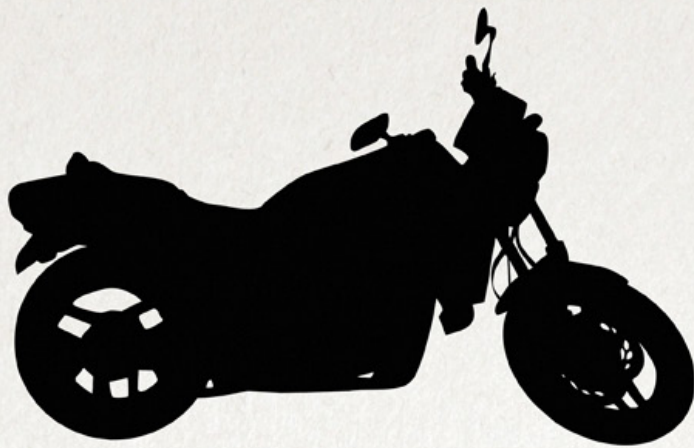
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WATCH FOR MOTORCYCLES.



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BUGS WASH OFF.
SUVS DON'T.

RIDE AWARE.





Editors' Letter

Our annual report, like most of the things in our office, is a great team effort. Everyone has a role in the production: writing submissions, editing, assisting with printing and mailing, and providing advice, input, and thoughts.



This year is no different, although the final product probably looks a little different - maybe even a lot different. We decided to change the report's format this year, and everyone worked to assist with this change. We learned a lot about publishing, printing, network speeds and our ability to work around challenges.

One of our goals was to increase the readability of this report, not just with the overall style of the articles, but also with certain abbreviations. We have shortened the formal Utah Department of Public Safety's Highway Safety Office to HSO. You'll see the acronym for the National Highway Traffic Safety Administration - NHTSA - appear frequently. In most cases, we've shortened FFY2011 to 2011, but rest assured that the activities reported about herein occurred during federal fiscal year 2011.

We also aimed to provide more in-depth looks at some of our programs, and to sometimes really give you a feel for what they were like. The numbers and outcomes are important, and you'll find detailed information about them in the graphs section. But there are many dedicated people and great programs that can sometimes get lost in our quest for easily digestible numbers. We hope that some of these articles help bring some of these people and programs out from behind the scenes.

The advertisements featured herein are actual ads used as parts of the HSO's media campaigns. Many have appeared in various publications and venues throughout Utah, so we thought they would not only enhance our publication, but also demonstrate some aspects of our programs, too.

In some articles, we've included quick reference or QR codes. These are effective ways to share supplemental content and materials with our readers. You can download a QR code reader for your smartphone, or use an app like Google Goggles. If you're viewing this report on your computer, we've made the QR codes clickable links, so your browser can navigate to these "extras."

We hope that you enjoy reading about the activities of the HSO's programs in 2011. We certainly enjoyed being a part of them.

-- The Utah Highway Safety Office Staff

Contributors



D. Lance Davenport – Lance Davenport is the Commissioner of Public Safety in Utah and is also the Governor’s Representative for Highway Safety. He has served with the Utah Department of Public Safety for over 25 years in a variety of positions including Superintendent (Colonel) of the Utah Highway Patrol.



David A. Beach – The HSO’s director since 2001, David Beach has managed many changes during his 35 years in state government. “The old adage is right – change is the one constant,” Dave said. “I enjoy the challenge that it inherently presents, and encourage our team to use it to help them grow and improve their programs.” Dave led the way and took change in stride in 2011. He shares his big picture perspective in “Adaptation.”



Keri Gibson – Fresh off a first place finish in the LOTOJA cycling race, Keri brings her very personal perspective of sharing the road to her role as the HSO’s pedestrian and bicycle program manager. “As a driver, cyclist and runner, I see the issues facing all of the groups on a firsthand basis,” she said. Keri details the HSO’s pedestrian and bicycle programs in “Walk and Ride This Way.”



Marilee Gomez – The HSO’s Fatality Analysis Reporting System (FARS) analyst Marilee Gomez notes that traffic fatalities have dropped to a level not seen since she was practically a new hire with the state more than 30 years ago. But any number is too high, and Marilee looks forward to the day when that number can be zero. She worked with Gary Mower to prepare “Data Driven.”



Helen Knipe – In 2011, Helen managed three different programs for the HSO and to keep things balanced, participated in three sports. Attending SXSW Interactive introduced her to new concepts, which she has incorporated into her work. In “Mixed Messages,” “Driver’s Ed 2.0,” and “Meet Me at the Corner,” Helen writes about several program highlights from 2011.



Derek Miller – Derek is the manager of the HSO’s motorcycle program and is also its information and communication specialist. He has been pioneering the HSO’s social media efforts, and noted, “Social media is a new frontier for government, but it’s where we need to be to reach our target demographics.” He details new and traditional media in “Raising Awareness” and “Mixed Messages.”



Gary Mower – As the HSO’s research analyst, Gary keeps his focus on accuracy acute and gives us the facts in “Data Driven.” A frequent bicycle commuter, Gary knows the statistical risks of sharing the road better than anyone, but enjoys the physical and mental challenge of year-round cycling. “In winter, I just keep layering my gloves until it almost looks like I’m a boxer.”



Mark Panos – The Deputy Director looks forward to drafting the planning and administration section of the annual report each year. “It’s not a very high profile part of our day-to-day operations, but it’s what enables us to put the rubber on the road.” The theme and title of his submission this year is “Transitions.”



Teri Pectol – Teri has managed the HSO’s alcohol program for eight years and has worked to broaden the scope of its activities, which now include a robust media campaign and 16 youth alcohol task forces. She writes about the team effort in Utah to eliminate impaired driving in “Expansion Team.”



Kristy Rigby – Kristy is the HSO’s occupant protection program manager and has seen Utah’s seat belt usage rate increase over the years. With the survey methodology changing, she knows 2012 will bring new challenges. She writes about both new and long-standing programs to keep the seat belt use rate going up in “Fasten Your Seat Belt.”



Trp. **Cameron Roden** – Utah Highway Patrol Trooper Cameron Roden completed his first full year as the HSO’s junior law enforcement liaison in 2011, and total immersion was his recipe for success. In “The Main Issue” and “There’s a New MATF in Town,” he details two of the projects he managed.



Carrie Silcox – The HSO’s traffic records manager recognizes the challenges – both numerical and narrative – with crash data improvement. In her “Looking Back to the Future” column, she reflects on the history of Utah’s traffic records program as she looks forward and plans its future.



Jill Sorensen – Jill saw her role in the HSO change significantly in 2011. She made the transition from the office’s administrative secretary to the EASY program coordinator and program manager for several youth alcohol grants. She worked with Teri Pectol to prepare “Expansion Team.”



Sgt. **Ted Tingey** – The HSO’s senior law enforcement liaison reached a milestone during the reporting period: he has now been with the Utah Highway Patrol for 20 years. He writes about roadway safety programs in “Blood Drive” and “Crossing to Safety.”



Each year at this time, the Highway Safety Office staff gathers information and results on all the projects and activities from the previous year, and condenses the information into its annual report for NHTSA. Much of this report focuses on numbers -- appropriately so. Some of the numbers you'll read about include the number of impaired driving arrests, car seats checked, safety fairs attended, people who entered contests, and the percentage of people who buckle up. When all of the outer layers are removed, you find the core purpose and measure of this report: how successful was the Highway Safety Program in reducing traffic crashes, injuries and fatalities on Utah's roadways? With the reducing trends in many of the focus areas, I think you will probably agree that the Highway Safety Program is experiencing success.

As I reviewed the extensive activities reported on in this annual report, I started thinking about the logistics to make this all possible. And what, in the end, makes the reduction in fatalities that we've experienced over the past several years possible.

The answer is people. For every DUI arrest, every seat belt or speed enforcement shift worked, there is an officer out there, using his or her training to get a dangerous driver off the road. Most of these officers continue to increase their knowledge and skills to help them better detect unsafe drivers and ultimately give our legal system the ability to take appropriate action.

Similarly, for every car seat check, education class, school-based event, bike rodeo or special event featuring a traffic safety message, there are people who have to conduct these events. For some, it's part of their job, and for others, it's something they volunteer their time for. These people are there because they want to help keep others safe.

For every media campaign that seeks to highlight traffic safety topics, there are people on a creative team that develop those messages. The team takes into consideration what appeals to people and works hard to utilize media, such as billboards, radio and print, to get the message out to the public. There are also Utah's news media outlets, covering the events held by traffic safety partners to make sure these important safety messages reach as wide an audience as possible.

Many discussions of reduced fatalities talk about the amazing technological advances in vehicles that are helping reduce crashes and mitigate the consequences of them. And, continued improvements in highway infrastructure design help keep motorists safer.

But in the end, for the foreseeable future anyway, the responsibility lies with the people behind the wheel of the vehicles on the roadways. The best thing we can do as traffic safety advocates is work to get them to make safe driving decisions. For some, education will help them make the needed changes; for others, enforcement will be necessary.

I think you'll see, as you review the HSO's annual report, that Utah's program to engender behavioral change is growing and increasing not only its reach but also its effectiveness. While the outcome is what is measured, I would like to take a minute to recognize the input from all of the people who work throughout Utah to help make that outcome successful and bring our biggest measurement down to zero.

I would like to offer a heartfelt "thank you" to everyone who works to make our roads safer, either through enforcement, education, engineering or emergency medical service. I am proud to work with all of you, and look forward to continuing these efforts in our future.



From the Director's Chair

by David A. Beach

In preparation for writing this column, I reviewed several of our annual reports and highway safety plans from recent years.

While our successes and plans for expanding and improving our program were common themes, another, less positive theme was threaded throughout, too. As far back as 2007, I mentioned the “looming reauthorization” of the SAFETEA-LU transportation bill in the introduction to our annual report. In our highway safety plans, conjecture about the passage of a reauthorization appeared, yet always tended toward the positive, in one case citing hope that it would come following the 2010 mid-term elections. The law of course expired in 2009, the 2010 mid-term elections are long gone, and continuing resolutions appear to be the best Congress can muster. The challenges facing reauthorization and all federal funding seem to only increase instead of progressing toward resolution. It appears that things will remain in a state of gridlock until after the 2012 elections, if not beyond.

While stalemates in Washington prevent any action on the federal funding front, I almost can't imagine the HSO in 2011 being more dynamic. Change was not only in the air – it was a part of our daily operations.

Government entities are typically not known for a rapid ability to change. In government, changes are often considered more in terms of evolution – they take place gradually over many generations.

The changes our office has made and is in the process of making can't wait generations – at an evolutionary pace, we would lose our ability to be effective – most importantly, in our ability to affect behavioral change among drivers. The current environment and the

nature of our program demand that we adapt – and quickly. And this is something I saw very frequently during 2011.

In the span of three months at the very beginning of the year, three of our staff members had to transition to new roles and responsibilities, all while training their replacements. Operations couldn't stop while training was happening, and the process even involved bringing a new staff member to our team. I'm happy to report that the transition was smooth and successful and all involved have adapted well to their new positions.

It was a frenzied pace, to be sure – definitely not evolutionary. Further, from one year ago, we have experienced a 60% turnover among our crash data entry staff. In spite of this high level of transition, the group still managed to enter more than 26,000 crashes and keep us on track to improve our crash data reporting.

Our programs are also adapting: adjusting their scope to target the areas of greatest need or to increase their comprehensiveness, as well as incorporating new elements. Within the occupant protection program, we added the Click It Club to reach elementary school-aged children, aimed at encouraging them to wield their positive influence on family and friends. We're also working to reach the hard-core non-users that comprise the 11% of Utahns who still don't buckle up. With the addition of the Utah County Multi-Agency Task Force, we now work directly with law enforcement agencies with jurisdiction over nearly 70% of Utah's population and our programs and campaigns receive invaluable support from these agencies. More and more of these agencies are seeing the value of checkpoints as part of their DUI enforcement and prevention efforts. Our office has been able to meet the increasing demand for checkpoints through the addition of another



ADAPTATION

law enforcement liaison and the highly cooperative efforts between the HSO and the Utah Highway Patrol. Bicycle safety saw its own dedicated media campaign come to fruition as the Road Respect tour cyclists pedaled across Utah to literally demonstrate how to share the road.

Many of our budget reductions and limitations are fairly immediate. The EASY program depleted its funding, which was fortunately renewed at the beginning of the state fiscal year. The 406 incentive fund which enabled us to expand many programs and create several new ones is now essentially depleted, and the absence of this funding was very much felt during the highway safety planning process for FFY2012.


It's not only our staff and programs but also our sub-grantees that have demonstrated this penchant for adaptability. Lessons learned from the FFY2010 management review directly affected numerous administrative aspects of our sub-grantees' programs. Without exception, they made the adjustments, which were sometimes labor intensive, and continued their programs. They are affected by any budget adjustments we are, and they have seemingly taken them in stride.

Our programs are increasingly incorporating elements of new and emerging media, due as much to budget considerations as working to increase their visibility, scope and reach. The roadway users of tomorrow have never

known life without the Internet. These organic Web users, as well as the adaptive ones (in the form of their parents and all previous generations), can be most effectively targeted through this medium. As part of our office's recognition of the importance of emerging media, we sent a staff member to the SXSW Interactive conference, which is "the place to experience a preview of what is unfolding in the world of technology."

And even this old dog has adapted and learned some new tricks. If someone had told me a year ago that I'd be doing my best rendition of Monty Hall as part of a way to enhance a staff meeting, I might have laughed politely, but thought to myself, "Okay, pal..." But there I was, adding game dynamics to our staff meeting, and enjoying it in the process.

Looking to the future – and at this writing federal fiscal year 2012 is almost a quarter over – I foresee that our ability to quickly adapt will remain a characteristic essential to our success – individually and collectively. The polarization in Washington will most likely mean that a transportation bill will not be passed until sometime in 2013, if even then.

In the mean time, I look forward to working with our great team and terrific traffic safety advocates throughout Utah to not only adapt, but to thrive in our rapidly changing environment. 





When an officer makes a traffic stop, he or she will usually do at least a cursory check for any signs of impairment in the driver. While alcohol can frequently be detected through an odor, signs of impairment by drugs are mainly physical. Drug recognition expert (DRE) training provides officers with the knowledge to recognize the signs of impairment from drugs other than alcohol. Bridging the gap between the basic training officers receive at the police academy and full DRE training is Advanced Roadside Impairment Detection Enforcement (ARIDE) training. It provides officers with general knowledge related to drug impairment without giving them full DRE certification.



In 2011, the HSO continued to support both DRE and ARIDE training to help more effectively address the increasing trend of drug-impaired drivers. One DRE instructor class resulted in eight new DRE instructors and 26 officers attended a two-week DRE school and received their DRE certification. Eleven ARIDE courses helped many officers gain a greater knowledge of how to recognize drug impairment.

Lt. Paul Child of the Centerville Police Department was one of the first officers to get involved with the DRE program in Utah. Helen Knipe visited with him to gain some insight into what it's like to stare into someone's eyes, looking for clues.

“The ones who are hallucinating are the most interesting.”

- Lt. Paul Child

HSO: When did you first get involved in the DRE program?

DRE: I've been a part of it since 1994.

HSO: Why did you get involved with DRE?

DRE: I've always had a passion for taking impaired drivers off the road. Before I became a DRE, we would run across people impaired by drugs. We had our standardized field sobriety test training, but we didn't really know how to handle these people that were high on drugs.

HSO: Have there been any remarkable changes in the DRE program since your initial involvement?

DRE: The changes I've seen have mainly been in protocol. Some changes have been made to reflect reality – like PCP used to be its own category. But they found that the over-the-counter Robitussin with dextromethorphan gave many of the same clinical indications as PCP. Now the category is called Dissociative Anesthesia. We are also seeing new designer drugs out there that were not around when I started.

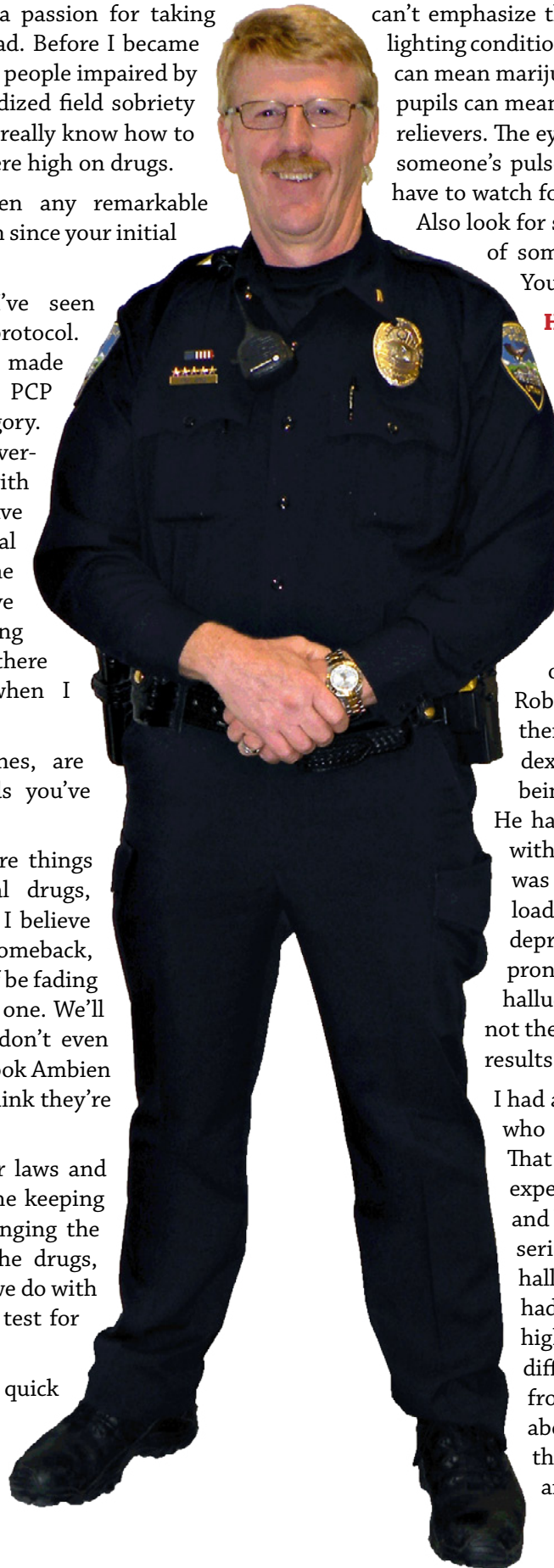
HSO: Along those lines, are there any emerging trends you've seen lately?

DRE: We're seeing more things like Spice. Non-traditional drugs, non-pharmaceutical drugs. I believe heroin is making a big comeback, while meth seems to kind of be fading somewhat. Ambien is a big one. We'll get people out there that don't even know they're driving who took Ambien before going to bed. They think they're home sleeping.

The other thing is that our laws and labs are having a tough time keeping up. The bad guys keep changing the chemical components of the drugs, and they move faster than we do with our laws and our ability to test for specific substances.

HSO: Can you give us a quick DRE lesson?

DRE: It's all in the eyes. Pay very close attention to the eyes. Pupil size – I



can't emphasize that enough. You have to watch the lighting conditions when you look at this. Wide pupils can mean marijuana, cocaine and meth. Constricted pupils can mean heroin, and any of your heavy pain relievers. The eyelids can give you signs, too. Taking someone's pulse can also be an indicator, but you have to watch for the effect of nervousness on that.

Also look for signs of ingestion and ask questions of someone using drugs and medication. You can learn a lot from a user.

HSO: What's the strangest thing you've seen in your DRE experience?

DRE: I find that very hard to answer, because I just keep thinking about that one guy or another person whom I did an evaluation on and how strange they acted. It's hard to pick just one.

An example of one of the more bizarre evaluations I have done was on a teenager who had overdosed on Robitussin DM. This was back before there was any real information on dextromethorphan and its effects were being taught in law enforcement circles. He had clinical indicators of a stimulant with a high pulse and blood pressure and was sweating profusely – I mean bucket loads of sweat. He exhibited signs of a depressant with severe gait ataxia and pronounced nystagmus, and he was hallucinating and seeing things that were not there. I called it PCP at the time but the results came back DXM.

I had a similar case with another teenager who had consumed a vial of Ketamine. That kid was having an "out of body" experience and kept claiming he was dead and looking down upon his body. He was seriously messed up. The ones who are hallucinating are the most interesting. I had one guy I was evaluating who was high on LSD and I was having a very difficult time keeping him calm and from freaking out. He kept screaming about strange monsters and other things he was "seeing" in the room and running for someplace to hide.



cool tools

This new equipment can enhance your programs
by Helen Krize

"This is the best thing ever!" "Do you do birthday parties?" What generated all of this excitement and positive reaction? The HSO's photo system. It's a turn-key event imaging system comprised of a laptop computer, high-speed thermal dye-sublimation photo printer and two Bluetooth-enabled cameras. Unassuming in appearance, it becomes the life of an event once people figure out its full capabilities.

The cameras snap great pictures, indoors or out, and then wirelessly send them to the laptop. With just a couple of clicks, the picture is framed with a custom designed border featuring a safety message and incorporating the event or school where the system is being used. Seconds later, the printer produces a personalized incentive in



the form of a high quality photo branded with a safety message. To help prevent the pictures from being stuffed into pockets or purses, they are placed in a clear plastic badge holder and attached to lanyards, making them highly displayable keepsakes.

In 2011, at sporting events, special events and high schools, the photo system was the equipment to have. It made appearances at a University of Utah basketball game, high schools from Weber County to St. George, Real Salt Lake soccer games and clinics, Rocky Mountain Raceways events, and the Safe Kids Fair. It's safe to say the photo system is not just well received, but well traveled. Smile, you're on camera!

smile and say safety!

Cool tools

For people of a certain age, big wheels can generate a lot of nostalgia. They're vivid reminders of simpler times, when riding a bike wasn't about calculating cadence or heart rate. But, trying to scrunch onto those little bikes can hurt your back, knees or worse...break some kid's bike.

Enter the Pro - a big sized for Initially used as part of the Road Respect statewide tour, t h e HSO

Hill Kicker wheel adults.

More portable than pedal wheels have school lots, and at Rocky up a cone with a goggles start text, and

and affordable cars, the big been used in high gyms, parking even the oval track Mountain Raceways. Set course, outfit the rider pair of Fatal Vision or have the rider sending a



acquired several of these big wheels for health departments and safety partners to use as part of their distracted and impaired driving educational programs.

you've got a tangible educational experience, that happens to be fun, too. It's easy on knees...and the neighborhood the back, kid's bike.

Scan here for HD footage of the big wheels in action at RMR (when not impeded by mascots, that is!).

cool tools

Ever wonder what it's like to ride with the Utah Highway Patrol Motor Squad in a 4th of July parade? Or what it's like to come face-to-face with a 1,200 pound open range steer meandering across the road when you're on your motorcycle? Even if you don't ride, you can see what it's like - thanks to the GoPro Helmet Hero helmet cameras the HSO acquired in early summer.

GoPro's website says it best: "They're the world's highest performance wearable video and still photo camera." They can record in 1080p HD or shoot 5 megapixel photos - in short, they're pretty amazing.

In looking at the HSO's motorcycle program, Derek Miller realized most people don't ride motorcycles. "We started to look at ways to get drivers to understand the perspective of riders, especially if the drivers don't ride," Derek said.

"The GoPros have given us the ability to show drivers what it's like to be a rider, with actual video footage."

As their full capabilities became apparent, the cameras' use was expanded to record elements of gamification at Rocky Mountain Raceways events, which helped generate attention and traffic to the HSO's website and blog. They're also being used at the Utah Highway Patrol's Teen Driving Challenge to get footage for instructional videos.

As the possibilities to enhance programs with the GoPro helmet cameras increase, we're certain to see more aspects of traffic safety ready for their close ups!



See GoPro footage from a UHP Motor Officer's parade route!

first person perspective

Data Driven

Gary Mower and Marilee Gomez tell us the best way research analysts know how: actually and factually.

Crash data research and analysis is an important tool used to support data-driven decision making in traffic safety. During 2011 the HSO helped the public, law makers, and other traffic safety professionals understand the extent and nature of Utah's motor vehicle crash problem in order to base decisions on data more than on opinions.

The HSO uses several tools to educate the public on traffic safety issues.

One important tool is the annual Utah Crash Summary. During 2011, the HSO released the 2009 Utah Crash Summary, the most current crash data available. The Crash Summary is an annual report required by Utah Code that describes the trends and effects of traffic crashes in Utah, and it is available on the HSO website. Major changes from the last Crash Summary include the following: improvements in layout, comparison of drivers by gender, addition of roadway contributing circumstances, and additional historical information.

Public interest and demand for motor vehicle crash data remained high. The HSO received crash data requests on a regular basis, and these requests led to additional crash data research, analysis, and publication. During 2011, the HSO prepared documents used to educate legislators, provide support to the Department of Public Safety's Public Information Officer in response to media requests, and respond to many phone and e-mail inquiries.

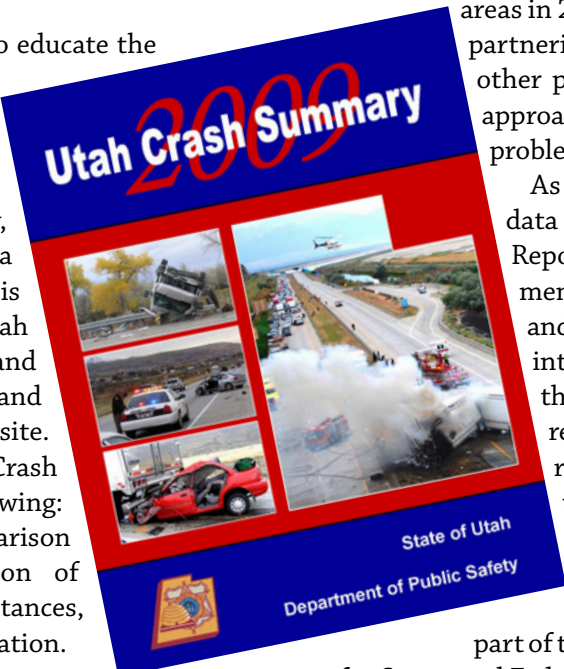
Utah Crash Fact Sheets, designed to provide information at a glance, are a particularly useful tool. Frequently requested topics for 2011 were aggressive driving, ATVs, bicycle safety, child passenger safety, county specific information, crashes by time of day, crashes involving animals, crashes and deaths on holidays, distracted driving especially involving cell phones and

texting, drowsy driving, historical trends, impaired driving, inclement weather crashes, motorcycle crashes, occupant protection, pedestrian safety, speed-related crashes, teenage driver crashes, and vehicle type in crashes.

The HSO used a data-driven approach in the problem identification process for the various traffic safety program areas in 2011 and provided this same support to partnering agencies. This allowed the HSO and other programs to be more effective in their approach and strengthened the data-driven problem identification process for all.

As the main collector of fatal traffic crash data in Utah with the Fatality Analysis Reporting System (FARS), HSO staff members thoroughly reviewed, researched, and entered each fatal traffic crash report into the FARS database. The HSO used this important data in HSO plans, grants, reports, crash data analysis, information request responses, and demonstrating that Utah qualifies for various federal grant funds.

FARS data will be a valuable aid in monitoring traffic safety outcomes as part of the Traffic Safety Performance Measures for States and Federal Agencies. Every month, the number of fatalities is analyzed with a summary and comparison of previous years, and distributed to interested parties statewide. In 2010, fatalities dropped to the second lowest number in Utah since 1974. This trend continued into 2011 as fatalities continued a declining trend.

Throughout the year, the HSO Crash Data Research and Analysis Section's goals were to accurately collect traffic crash data, respond to data requests with accurate information in a timely and professional manner, provide understanding of motor vehicle crash data, and utilize crash data to affect change. The activities conducted during 2011 were consistent with these goals and will help in the reduction of motor vehicle crash injuries and deaths. 

Creative Concept

How to get your game on
by Helen Knipe

Gamification \ g ā m • ə • f ə • ' k ā • sh ə n \
Noun [Origin – digital media industry]


1. Integrating game dynamics into your site, service, community, content or campaign to drive participation (see @dingstweets)

USAGE

It's a word so new (circa 2004 or 2008 depending on the source you're using) only the Internet has definitions for it, and those are contested and sometimes conflict with each other. But the word and the concept can be attributed to the increasing popularity of video games and the emergence of location-based social networking sites that allow people to achieve levels or status. Game dynamics are entering new territory and upping the ante on effectiveness. By capitalizing on people's affinity for playing games, you can transform them into participants, and they can have an active role and vested interest in your program.

Gamification appeared in both large and small ways in the HSO in 2011. One example was the HSO's vendor booth at the Zero Fatalities Safety Summit. Attendees became participants as they were invited to use one or some of several randomly chosen objects to create a traffic safety slogan, picture or story. It encouraged creativity, it engendered discussion, it created a buzz. People weren't merely visiting the booth, they were an active part of it.

The concept of gamification appeared as part of HSO programs in numerous other ways – musical chairs, big wheel races, Facebook contests, and video contests – all resulting in the enhancement of the program, message, or campaign in which the game dynamics appeared.

Word on the street is "Game on!" for 2012, so watch for more gamification in the future. 

Ready to play? Scan this code for more on gamifying!

Blood Drive

Sgt. Ted Tingey writes about why officers want to draw your blood

Twenty-five “sticks” in four days. That’s what officers who want to obtain their certification in phlebotomy have to complete. They wind up doing most, if not all, of those blood draws on each other. “At the end of the four-day class, they’re pretty tired of being pin cushions for each other,” said Utah Highway Patrol Sgt. Michael Irvine, who coordinates the UHP’s alcohol program, of which phlebotomy training is a part.

During 2011, the HSO provided support for phlebotomy training and 65 officers from agencies throughout Utah completed the certification. Why so much blood? Increasingly, blood is the evidence of choice in impaired driving cases. “We’re seeing more and more people that aren’t impaired by alcohol, so the breath tests can’t provide us with all the evidence we need,” Sgt. Irvine explained. “Blood is the best and strongest evidence for those who are under the influence or

impaired by drugs, and having someone on staff that can draw blood is very beneficial.”

Time and productivity are also factors in maintaining phlebotomists. If agencies have one on staff, officers can complete an arrest and gather evidence more quickly. As Sgt. Irvine pointed out, “Utah’s phlebotomy program has helped make officers more productive. It’s getting them back on the road where they can do the most good.”

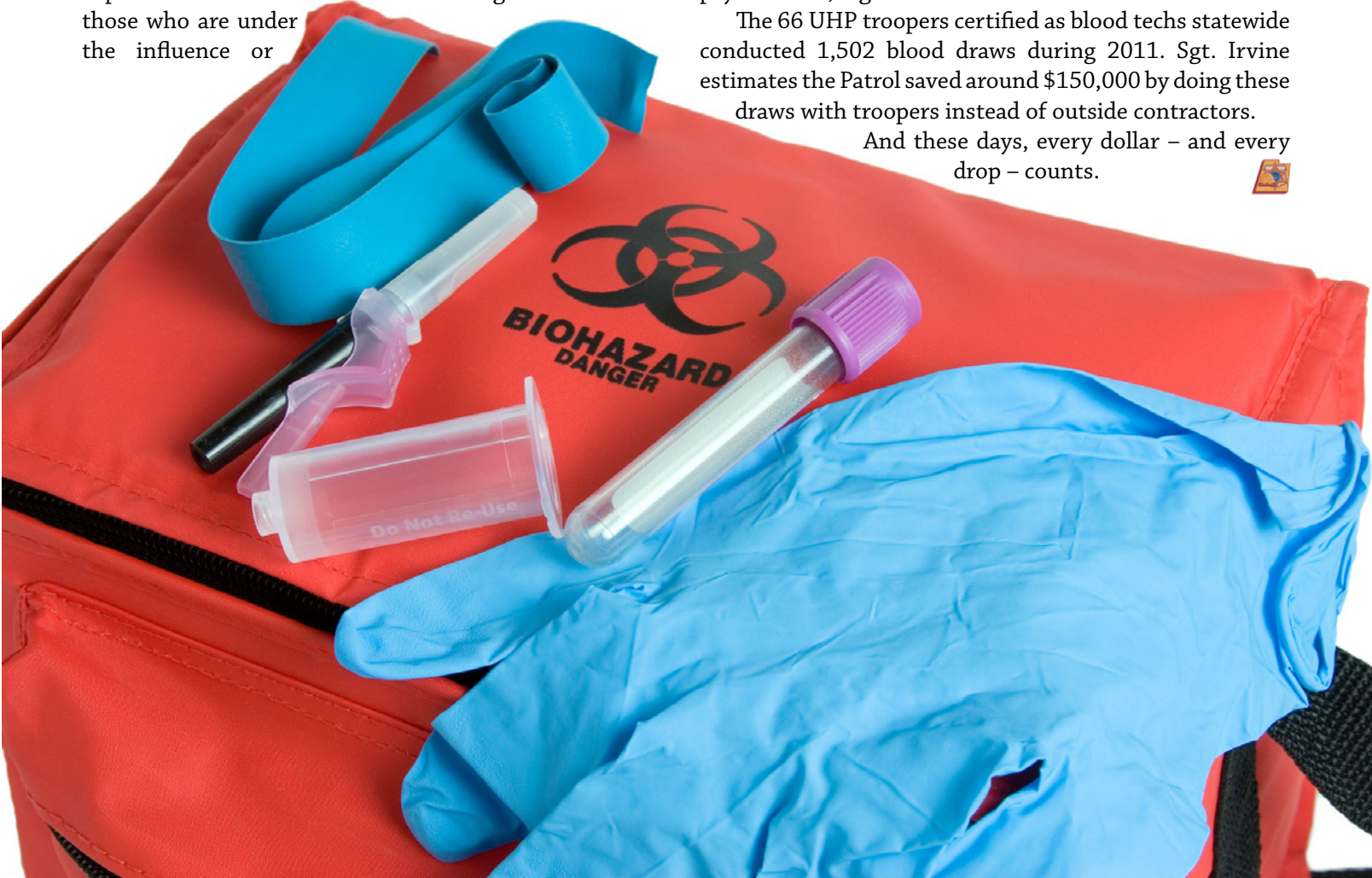
Trained phlebotomists can help law enforcement agencies gather more solid evidence for DUI cases and increase officer productivity.

An added benefit can be cost savings. The cost for officers to complete the phlebotomy training program is \$300. But, independent contractors and other entities usually charge between \$100-\$150 per blood draw.

“After two or three blood draws, the certification can pay for itself,” Sgt. Irvine said.

The 66 UHP troopers certified as blood techs statewide conducted 1,502 blood draws during 2011. Sgt. Irvine estimates the Patrol saved around \$150,000 by doing these draws with troopers instead of outside contractors.

And these days, every dollar – and every drop – counts.



Crossing to Safety

With new rail lines being built, Operation Lifesaver has its work laid out for it

By Sgt. Ted Tingey

Utah has a long history with railroads: the Golden Spike was driven at Promontory Summit in the Utah Territory on May 10, 1869. It was the ceremonial final spike joining the rails of the first transcontinental railroad.

More than 140 years later, new rail lines are still being built in Utah, primarily in the form of commuter rail planned by the Utah Transit Authority (UTA). In 2011, UTA added the Mid-Jordan TRAX line and extended the West Valley City TRAX line, which nearly doubled the miles of track in the TRAX system. In many ways, these rail lines make the job of the educators of Operation Lifesaver even more important, because they generate new rail crossings in heavily urban areas.



In 2011, Operation Lifesaver continued to be a valuable asset to the HSO by promoting safety around trains and railroad grade crossings. This organization continued its mission of providing education and supporting engineering and enforcement in an effort to keep Utah citizens safe when it comes to dealing with trains and the safety factors associated with them. Its goal for 2011 was to reach more than 20,000 people through its various safety presentations and education efforts. Employees and volunteers gave more than 750 presentations, attended 35 special events, set up safety displays at four model train shows and attended several other community events.

As a result, they were able to reach out to more than 49,000 individuals in the State of Utah. Unfortunately, five rail crossing-related fatalities occurred during the reporting period, but this news only reiterated the need for members of this organization to keep working hard to educate the public about railroad grade crossing incidents.

New UTA commuter rail lines connecting Utah County and Salt Lake County are currently being built, meaning the Operation Lifesaver team will have a full schedule in the year to come.



Meet Me at the Corner

Traffic safety advocates from four states meet together by Helen Knipe

It was late April, but the chill in the air made it feel more like February. The clear blue sky and bright sun promised a warmer afternoon, but the cold permeated the cinder block walls of the Senior Center in Bluff, a small town in the southeast corner of Utah.

Richard Skaggs of Indian Health Services and Georgina Nowak of the Southeastern Utah Health Department (SEUHD) started the conference with introductions, and as the attendees spoke, the truly diverse nature of this group of people became evident. Some introduced themselves in Navajo and then English. They came from Arizona, Colorado, New Mexico and Utah. They represented tribal, local, state and federal agencies, non-profit organizations, hospitals, emergency medical services providers and coalitions.

Although from many different places and perspectives, they were all there for the same reason – to address the topic of traffic safety in the Four Corners area.

This was the fourth iteration of the Four Corners Injury Prevention Conference – and it had the largest, most interstate representation to date. Georgina Nowak and Richard Skaggs started the conference, and have seen it grow every year. Through its Safe Communities grants to the SEUHD and San Juan Safety Coalition, the HSO continued to support the conference in 2011.

Driving, and usually driving long distances, is a big part of life in the Four Corners area. The population of the area is predominantly Native American, and the Centers for Disease Control reports that motor vehicle crashes are the leading cause of unintentional injury for Native Americans aged 1-44.

For this reason, the conference has always maintained a traffic safety focus, and the highlight of the 4th annual conference was that it offered continuing education units (CEU) for child passenger safety technicians.

Completing all of the necessary CEUs to maintain certification can be difficult. But if you're located in rural or remote areas, where opportunities for CEUs can be few and very far between, it can be nearly impossible. To help overcome this challenge and keep techs in the area certified, the Four Corners conference brought the CEUs to the area.

"Adding the CPS pre-conference was really a break though this year," Richard Skaggs said. "It's really hard for people to get their CEUs and seat checks signed off by senior checkers, so it's something we'll look to continue in the future."

The speakers at the conference were representative of the diverse group and covered a range of traffic safety topics, from child passenger safety to community and legislative efforts.

Mabel Henderson, the director the Navajo Nation Department of Highway Safety, shared information about some of her office's programs and their partnership with the Navajo Police Department to reduce impaired driving by setting up checkpoints on the Navajo Reservation.

Some of the biggest benefits of the conference are the networking opportunities it presents. Attendees have a chance to share resources, discuss best practices and coordinate efforts.

The conference ended and participants prepared for their journeys home – some as long as 450 miles. The initial feedback was very positive. Before all of the cars had pulled out of the parking lot, the conference planning team was already thinking about next year.

Although the Four Corners Monument is in the wrong place, this traffic safety conference is definitely in the right one.



Transitions

Mark Panos describes planning and administration during a year of changes

Compiling this article for the HSO's annual report is an enjoyable endeavor, allowing me to sit back in a quiet room and ruminate on the activities and accomplishments of the Highway Safety Program over the last 12 months. As I consider the changes in personnel, the challenging planning for 2012 with a budget contraction, preparing for major adjustments in how we manage our sub-grants, and even a change in our physical office location, this past year might well be remembered as the HSO's Year of Transition.

Personnel changes are some of the most exciting yet sad moments for me. In my role at the HSO, I am involved in our hiring processes, so my interaction with our staff members starts from the first time they come to our office for an interview. Therefore, each transition affects me on a personal level. It is exciting to see coworkers you know, respect and feel comfortable with, move on to new opportunities, or retire.

But it is also sad because days or weeks later I find myself missing them. Ah, transitions. 2011 saw significant personnel changes at the HSO.

Sgt. Greg Lundell, one of the HSO's law enforcement liaison group, retired after 20 years of service with the Utah Highway Patrol, and he will be missed.

However, Greg passed the responsibility for assisting law enforcement agencies statewide to make the transition to electronic crash reporting to Trooper Aaron Beesley. With Aaron's expert knowledge of various vendors' systems, he continues the important task of transitioning Utah's law enforcement agencies to 100% electronic crash reporting and is amply filling some very big shoes.

The HSO was also sad to see Theresa van Biljon leave when she returned to her roots in North Carolina early in the project year, leaving the Community Traffic Safety Program without a coordinator. Fortunately, the HSO's Helen Knipe brought her considerable talents to this important program which focuses on local traffic safety concerns in communities statewide, and I am confident the program is in good hands.

Helen's move left the Eliminating Alcohol Sales to Youth (EASY) coordinator position open, and the HSO's Jill Sorensen was tapped on the shoulder for this responsibility. Jill's skills and enthusiasm are assuring a successful continuation of this program as she has grown

into the position.

Anna Boynton was selected as the HSO's administrative secretary after Jill took the "EASY" path. With her friendly demeanor and can-do attitude, Anna gives the enthusiastic and personalized support element needed to keep the HSO performing at a high level.

The highly important customer service position which Anna left was filled by LeAnn Rino. After eight years at the Driver License Division's DUI Section, LeAnn was looking for a new opportunity and the HSO position was almost a custom fit. Bringing her great customer service skills to the job, she proved to be a great addition to the office.

Another important challenge in 2011 was planning and budgeting for the 2012 project year. The HSO program management staff worked tirelessly with the NHTSA R8 Office to assure that Utah's applications met all the federal requirements, and subsequently Utah qualified for all of the highway safety grant monies available through NHTSA to the state. With the core HSO responsibility of securing all of the federal grant monies available to Utah's Highway Safety Program accomplished, the planning to identify projects which could accomplish a reduction in Utah traffic fatalities, serious injuries and property damage crashes began.

Since 2008, the HSO has made good use of the one-time Section 406 incentive monies Utah received from NHTSA, using it to fund innovative and enhanced projects. However, with this money now depleted, for 2012 the budget belt had to be tightened. This is always a challenging process as requests to the HSO for funding exceed the monies available, and this was even more apparent in the selection process this year.

To allow more efficient management of the grants and sub-grants, the HSO has contracted with Agate Software to transition to their IntelliGrants electronic grant management system. This transition process will take about nine months to accomplish using a phased introduction process. Significant changes in how the HSO does business and manages grants will take place, and give the program management staff the ability to review and monitor sub-grantee performance more efficiently.

Since 2006, the HSO has been located in a Utah Department of Public Safety building on 5400 South in Salt Lake City, sharing the facility with the Bureau of Criminal

Identification. Changes in Utah's driver licensing laws during the 2011 legislative session added significantly to BCI's responsibilities, requiring the addition of at least 12 new staff, and forcing the HSO to look for new office space. The process of exploring available state-owned buildings and private sector options took months of legwork. Finally, the HSO decided to move to the International Center near Salt Lake International Airport, into a complex which houses the State Bureau of Investigation and the Utah Highway Patrol's Commercial Motor Vehicle Inspection

Section. After months of preparation and planning, the move was completed just weeks before writing this article.

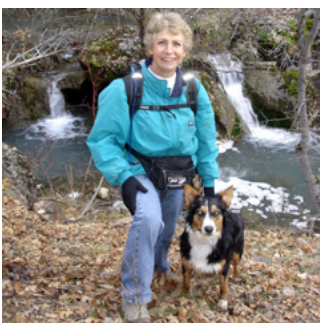
I would like to think that following the whirlwind of change that was 2011, we would be able to experience some calm in the new year. However, as I write this, one of our staff members, LeAnn Rino, will be leaving us to pursue new opportunities -- another transition. We'll send her off with wishes for the best and with a twinge of sadness, but will still welcome the chance to bring a new person to our staff.



Anna Boynton -- The HSO's administrative secretary provided support for the day-to-day operations of the office. She also offered valuable technical assistance and support to the Multi-Agency Task Forces and for other meetings.



LeAnn Rino -- LeAnn served as the HSO's office specialist. She was the primary customer service contact for the office and managed our educational materials inventory. As this report is being written, LeAnn has left the HSO to pursue new opportunities.



Rhonda Parker -- Rhonda continued to collect, analyze and archive earned media for the HSO in 2011. She also accepted an assignment to work with the Bureau of EMS and other agencies to start a Yellow Dot program in Utah.



Robyn Lalumia -- The HSO's financial analyst closely tracked financial operations and monitored adherence to federal and state accounting rules. She served as the liaison between the HSO and the Department of Public Safety's fiscal office, and thoroughly monitored all external projects.



The HSO continued the Crash Data Improvement project which included a team of temporary data entry specialists focused on improving Utah's crash data timeliness. Mike Poll, Vivian Scott, Tresa Pease and Linda Reinstein are leading the team's efforts. Elizabeth Powell, Chery Rigby, Rebecca Clayton, and DeaAnne Reid were all members of the team during the year, but have since left to pursue new opportunities.

WAKE UP CALL

Many partners are working to fight behind-the-wheel fatigue


By Kristy Rigby

Do you get eight hours of sleep each night? If you don't get the proverbial 40 winks a night, your driving could be as dangerous as that of someone impaired by alcohol.

Many people still don't understand the danger of driving while drowsy. Like alcohol, sleepiness slows reaction time, decreases awareness, impairs judgment and increases your risk of being involved in a motor vehicle crash. Unfortunately it is very difficult to determine, with certainty, the cause of a fatal crash where drowsy driving is suspected. However, using clues - such as single vehicle roll-overs, and lack of skid marks or evidence of other evasive maneuvers - can help determine the frequency of fatigue-related crashes. According to 2009 data, drowsy driving was the fifth leading cause of motor vehicle crashes in Utah.

To increase awareness of the dangers of driving while fatigued, the "Sleep Smart Drive Smart" Task Force conducted numerous educational activities with the assistance of partnering agencies such as the Utah Highway Patrol, Utah Department of Transportation (UDOT), the Zero Fatalities program, and Med One Capital. During the year, at least 100,000 people were reached with this message through 45 presentations and 20 community and school events.

In addition, UDOT installed another series of drowsy driving prevention signs along major stretches of roadway in northern Utah. The series of four signs were placed in three different locations where crashes occur and will alert motorists to pull over if they feel fatigued.

The program received recognition when Governor Herbert declared the last week of September to be Drowsy Driving Awareness Week for the State of Utah. 

DROWSY DRIVERS

USE NEXT EXIT

FATIGUED



DRIVING

Raising Awareness

by Derek Miller



Utah's motorcycle safety awareness program, DRIVE AWARE. RIDE AWARE. added new slogans to the already popular ones this year keeping the campaign fresh. Both the paid media and presentations were well received by the public.

Motorcycle riding remains a popular activity in Utah, and the campaign urged motorists and motorcyclists to drive carefully. In the spring, a press conference kicked off Utah's riding season. This media event aimed to remind drivers to watch for motorcycles as the weather warms up.

The DRIVE AWARE. RIDE AWARE. campaign also

60 minute presentation about the importance of being alert and aware of motorcycles on the roadway and driving safely around motorcycles.

The Motorcycle Safety Foundation's curriculum is used for these classes and participants receive printed materials to take home with them and share with others. The HSO supports ABATE's efforts by providing public education materials and incentives with motorcycle safety messages for Share the Road classes and community events.

ABATE of Utah shares their report for the year:

The 2010-2011 school year was very good for ABATE of Utah's Share the Road Program, due in large part to our continuing relationship with the Utah Highway Safety Office.

ABATE of Utah hosted several breakout sessions at the Motorcycle Riders Foundation Best of the West Conference in Ogden, Utah. One of the sessions was our Share the Road (STR) Program. David Beach and Derek Miller talked to the participants about how to work with their local highway safety office, and Cliff Betten and Steve Thompson, ABATE of Utah STR Instructors, presented the program.

An attendee from Arizona wrote the following: "[This] workshop for me was an in-depth study of the "Share the Road" program used in Utah. This is a safety program for and about bikers/motorcycles, completely run in a joint program by ABATE of Utah and their state. I have only heard of one other ABATE chapter working so closely with their state government and getting positive results. They [have] a huge school program similar to our Motorcycle Awareness Program but much larger in the number of students actually taught."

As the State Education Coordinator for ABATE of Utah, this was great to read. Imagine the lives that could be saved if all states would adequately fund Motorcycle Safety Programs. Our relationship with the HSO has demonstrated this in Utah over the last several years.

During the 2010-2011 school year, ABATE's volunteer instructors taught 5,650 driver's education students in Weber and Davis counties. Since the beginning of our relationship with the HSO we have taught almost 19,000 students.

Through a combination of education and our media campaign, the HSO will continue to work to reduce motorcycle crashes and fatalities.



focused on a young demographic with presentations to high school driver's education students. All students were challenged to create a short video on motorcycle safety and enter it into the campaign's video contest. Winners were selected and they participated in the spring press conference where they received their awards.

The DRIVE AWARE. RIDE AWARE. campaign was launched to promote motorcycle safety awareness on Utah's roadways to help reduce the number of motorcyclist fatalities. This program has been successful and popular due to its effectiveness in targeting both motorists and motorcyclists with memorable messaging and advertisements. The general public, as well as motorcycle enthusiasts, have shown interest and responded to this campaign.

The Share the Road program demonstrated by ABATE (American Bikers Aiming Toward Education) of Utah continues to focus on awareness with the support of the HSO. More requests from schools are coming in for the

LOOKING BACK TO THE FUTURE



Carrie Silcox writes about Utah's traffic records past, present and future

President William McKinley began using a new fangled machine called the Stanley Steamer in 1899; it would take a year before these machines would get to Utah. Because of the high cost of the Stanley Steamers, not many in Utah owned one. Henry Ford created a more affordable “horseless carriage” which would enable 873 Utahns to own one by 1909¹. It would take another decade or so for the craze of the new machines to become prevalent in mainstream Utah.

With this new power came new problems. A new persona took hold of many once they left the carriage seat and were given a “pedal.” Combine that with a whole set of vehicle and road safety engineering unknowns; what does that create? Death, maiming, destruction, public outcry... you get the picture. Public outcry demanded for an end to the “slaughter” on the roads. An article published in the

Salt Lake Telegram in 1927, showed the frustration and anger at the time:

“In nine crashes in Salt Lake surrounding sections this weekend, the toll was three dead and eighteen injured, more or less seriously. Every day bleeding or crushed motorists are dragged from beneath automobile wrecks and taken to hospitals. The lives of the public become endangered by careless and criminal drivers, or motorists who have no business at a steering wheel. The traffic section of the police section fights hard to cope with the situation but needs the hearty support of the courts...”²

They were calling for an increase in citation support through the courts, driver controls through Utah and assistance from law enforcement, paving the way for an early traffic records program. Public officials in the area met in 1925 to discuss ways to minimize crashes, enforce

¹ W. Paul Reeve, *A Century of Enterprise: The History of Enterprise Utah, 1896-1996*.

² “What’s Your Pet Peeve”, *Salt lake Telegram*: June 14, 1927.

the ordinances and solve the numerous traffic issues. Representatives of this group included the mayor, law enforcement, president of the National Safety Council, chairman of the Safety and Fire Commission and others.

Today, the Utah Traffic Records Advisory Committee (UTRAC) convenes quarterly to discuss the challenges faced in improving crash data, its timeliness, accuracy and completeness as a whole. UTRAC is represented by more than officials from one city; its membership includes those from a national, state and local perspective, covering all areas of traffic records improvement.

During the past year, UTRAC agreed to implement many of NHTSA's newly established performance measures as part of Utah's Traffic Records Information Strategic Plan. Oddly enough, many of the performance measures agreed to be implemented within UTRAC address challenges similar to those faced by our predecessors over eighty years ago.

Crash records

Did you know that in 1928, the State Road Commission determined that all reports from traffic crashes on state highways should be reported to them for a causation study³? Alas, did you know that in 1939, the Executive Committee of the Utah State Safety Council announced

“It is hardly feasible a city might capably be served by only two ambulances.”

- *Utah Chronicle*, 1940

publicly it was receiving only one third of crash reports⁴? I guess you could say in those terms “we’ve come a long way.” But really, in today’s measurements, there is still work to be done.

The HSO implemented the Crash Information Management System project in 2010. At that time, only three agencies were submitting crash data electronically. Prior to implementing this project, there had not been a state agency with the available resources or even with the assignment to work specifically with local law enforcement agencies to guide them through the steps to electronically submit crash data. By hiring a law enforcement liaison, the HSO has been working diligently to contact these local law enforcement agencies and guide them through the necessary steps to submit their crashes electronically.

During 2011, 30 agencies began submitting

electronically. This is an increase from 15% to 23% of local agencies submitting over last year. To date, there are 51 agencies in total submitting electronically, which represents 40% of Utah’s law enforcement agencies.

More impressively, the number of records submitted electronically in 2009 was 14,248; in 2010, they increased to 18,390; and to date in 2011, there have been 27,082. This shows an increase of 67% over the past year. Additionally, the HSO was awarded First Place in the Best Practices Competition from the Association of Transportation Safety Information Professionals.

Courts/Citation Records

Courts have always been a crucial piece of the traffic records puzzle. As far back as the 1920’s and 1930’s as crash rates skyrocketed, law enforcement and the public demanded more from the courts to “do more... fine more.” When early news articles printed the number of crashes, they would also include the number of citations issued during the same period, and in many cases added in the revenue received from the citations issued. In 1934, there were 2,448 citations issued in Salt Lake City alone for the amount of \$5,219. Imagine the implications if we printed the number of citations and amount of revenue received now? Would it even be newsworthy? Who really knows in today’s news cycle?

Efforts to increase data accessibility and timeliness culminated in July 2011 with a project conducted by the Administrative Office of the Courts (AOC). For the past several years, their staff has been diligently working with the 130 justice courts throughout Utah to consolidate all courts records applications onto CORIS. As of July 2011, all 130 courts are now consolidated on Utah’s CORIS system.

Additionally, the State Xchange query application was modified on CORIS to allow a search across both District and Justice Courts. In more news from AOC, in February 2011, the Judicial Council approved a rule that mandated all law enforcement agencies submit citations electronically by July 2012. In 2010, there were 39 agencies submitting 227,408 citations. To date there are 61 agencies submitting 151,923 citations electronically.

EMS Records

“Help Police!” was the title of an article in the *Utah Chronicle* in 1940. The article included the following: “The repetitious ineptitude demonstrated by the police department should serve as justification for an investigation at least. It is hardly feasible that a city numbering 170,000 might capably be served by only two ambulances. Whether placed in regular service or not,

³ “Road Commission to Get Reports on Auto Crashes,” *Salt Lake Telegram*, May 1, 1928.

⁴ “Safety Board Raps Failure To Report Crashes,” *Salt Lake Telegram*, August 26, 1939.

additional ambulances should be placed on reserve for instant use in event of emergency.”

Can you believe this article? First of all, the police department also served as the ambulance crew. Secondly, look at the numbers: there were two ambulances serving a community of 170,000. Interestingly enough, my recent



research revealed references to citations and crash reports back to the 1920's. But not once did I come across an ambulance report, or a patient care report.

So where are we today? We have a state level Emergency Medical Service Bureau housed within the Utah Department of Health. Local agencies all over Utah manage their own emergency programs separate from their law enforcement departments. Now, that's some improvement.

Let's talk some more improvement.

In 2006, EMS rebuilt their pre-hospital data reporting system bringing it from a DOS-based system to a Web-based application. This allows agencies to either use the state system or an outside vendor to submit their patient care reports electronically, as long it meets the xml specs of the state system. The results of this rebuild have led to consistent improvement in reporting, as well as timeliness and accuracy.

As of 2011, EMS is receiving patient care reports for nearly 100% of all EMS responses in the pre-hospital data system. In July 2011, one vendor handling two of Utah's largest agencies began using the state automated

Web services interface for data submission, improving the timeliness of their agencies' reports from about 50 days to about 2 days.

Cross-element checks were implemented in October 2010. Cross checks were created to improve the data quality at the point of entry, allowing only a specific set of options for a set of variables entered in a report. Initial deployment began with 10 cross checks. To date, there are now 21 in place.

Much larger news is that EMS has linked its pre-hospital data reporting system to the State Trauma Registry. From the linked data set, EMS is able to analyze injury severity scores. The trauma registry provides a much more detailed severity score. In terms of traffic crashes, this will be invaluable. Utah is one of four states that have entered into a contract to provide linked pre-hospital and trauma registry data to NHTSA for exploratory research.

The Bureau of EMS and Preparedness was recognized by the Department of Health with a "2010 eHealth=Utah Award" for POLARIS, demonstrating "implementation of a nationally significant information system." POLARIS was also recognized at the 2011 International Traffic Records Forum and highlighted in a NHTSA report on state traffic information systems improvements.

What will history tell those in the future about our efforts to improve traffic records? Will "Poor Reports Hamper Safety Work" describe Utah's traffic records information community? On May 11, 1940, a *Salt Lake Telegram* article with the aforementioned title included the subtitle "records show many counties disregard law... Only 7 of 29 send in adequate details of traffic crashes."

Utah has definitely improved in each of the six traffic records categories since that article was written in 1940. But what will the media tell about all the projects, initiatives, and plans going on in our traffic records community now?

Improvements this year have increased timeliness and completeness of electronic submissions in citations, crashes and patient care reports. There have been accuracy improvements made in several traffic records areas. Now that the foundation of the data sets have been built and are steadily improving, as UTRAC, we can now look to an even higher purpose: linking or integrating the data sets to increase the efforts of our traffic safety partners.

My review of history shows the challenges we face in getting accurate and timely crash data are not new. But I believe the progress we have made in the past several years, and highlighted here, will help history look favorably upon our efforts.



Expansion Team

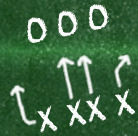


Coach Teri Pectol and Team Captain Jill Sorensen give us the play-by-play on Utah's alcohol program

Managing the HSO's alcohol program since 2003, I've come to view our program, and Utah's alcohol program in general, as a phenomenal team effort. There are individual players in the forms of agencies, entities, and campaigns, which all play different roles – including enforcement, education, and publicity. But we are all working toward the same goal: removing impaired drivers from Utah's roadways. 2011 saw the activities conducted by this team increase in both volume and effectiveness, confirming that every member of the team is a most valuable player. Among other things, the HSO started a new multi-agency task force, law enforcement agencies conducted more checkpoints, and we added an underage drinking enforcement element to our media campaign.

To highlight some of our team's successes from the past year, the following are a few pages from our play book. The metaphors might be mixed, but the outcomes are clear: less underage drinking, fewer impaired drivers, and safer roadways.

Prevent Defense



Strategy – Maintain a sustained presence of DUI enforcement throughout the year. Conduct high-visibility enforcement through saturation patrols and sobriety checkpoints targeting specific holidays where there is an increase in impaired driving. Combine the enforcement with media events reinforcing the vital message of avoiding impaired driving.

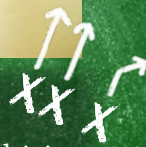
Key Players – Law enforcement agencies throughout Utah

Scouting Report

- 25 DUI checkpoints were conducted with the support of the HSO's two DUI trailers.
- Over 2,000 DUI overtime shifts worked by law enforcement agencies in 2011.
- 21,529 vehicles were stopped, 1,607 field sobriety checks were conducted, 727 vehicles were impounded, and 860 designated drivers were encountered.



Full Court Press



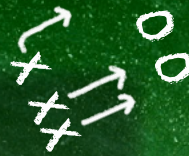
Strategy – Enhance prosecution of impaired driving through education and advocacy. Support court programs that seek to reduce recidivism for convicted impaired drivers.

Key Players – Utah's Traffic Safety Resource Prosecutor Edward Berkovich; DUI courts in Davis County and Riverdale

Scouting Report

- TSRP addressed growth of prescription drug-related driving offenses in Utah by providing prosecutorial training focusing on elements of drug recognition expert subjects.
- Held three SFST workshops and one SFST/compressed ARIDE/DRE course.
- Davis County DUI Court program has a high retention rate (92%) and a low recidivism rate (13.1%).
- Judge Renstrom took charge of Riverdale DUI court and HSO provided funding for judge's training and attendance at National Drug Court Institute Conference with six staff members.
- Riverdale Court had 31 participants, 10 graduates, 1 recidivist and conducted 707 alcohol tests.

Play Fake



Strategy – Utilize undercover operations and elements such as alcohol compliance checks, shoulder taps, and youth alcohol enforcement task forces to reduce the sale and provision of alcohol to minors, as well as the consumption of alcohol by minors.

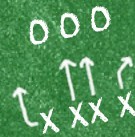
Key Players – State Bureau of Investigation, Eliminating Alcohol Sales to Youth (EASY) program, law enforcement agencies throughout Utah

Scouting Report

- Clearfield and South Jordan Police Departments conducted shoulder tap operations.
- 16 Youth Alcohol Enforcement Task Forces all over Utah used both covert and overt ops to reduce underage drinking.
- SBI's Alcohol Enforcement team conducted 14 covert underage buyer operations around the state including ops in St. George, Garden City and Moab.
- EASY program weathered the depletion of its funding, received replenished funding for new state fiscal year, and the program continues.



A Utah Highway Patrol Trooper displays items seized during a youth alcohol enforcement taskforce operation.



Youth Leagues

Strategy – protect Utah's youth from the harmful effects of alcohol by working to eliminate underage drinking through a combination of educational elements.

Key Players – Parents Empowered campaign, Governor's Youth Council, Watch It In Wasatch, Utah State Substance Abuse Prevention consortium

Scouting Report

- PE campaign targeted parents with education about the lasting harms of underage drinking and provided them with the proven skills, tools and information required to prevent it.
- Student Health and Risk Prevention survey showed underage alcohol use among Utah's young people remained at or near their record low levels.
- 25% budget cut for Parents Empowered media campaign proved challenging, but the program still proved able to affect positive change.
- 65 youth attended GYC summit to become peer leaders
- 12 peer leaders and advisors from Southern Utah University attended Boosting Alcohol Consciousness Concerning the Health of University Students regional conference to enhance their leadership and prevention skills.

YOU ONCE WORRIED ABOUT HIM EVERY SECOND

DON'T STOP NOW

New research shows that underage drinking can cause permanent brain damage. Research also shows that in Utah, parental involvement drops by 50% between the 6th and 12th grades. He might not show it much, but he's still your little buddy. Be there for him.

PARENTS EMPOWERED.org
Eliminating underage drinking in Utah

Sponsored by the Utah Department of Alcoholic Beverage Control and Utah Prevention



DUI Scorecard

Results from 2011 enforcement

- 706 DUI arrests
- 51 ignition interlock violations
- 126 alcohol restricted drivers
- 146 youth alcohol arrests
- 34 not-a-drop arrests
- 291 drug arrests
- 71 felonies
- 25 stolen vehicles
- 55 fugitives were apprehended
- 502 uninsured motorists
- 489 drivers with suspended licenses
- 2,632 speeding tickets
- 44 reckless driving tickets
- 323 seat belt tickets
- 57 child restraint tickets
- 357 warrants totaling \$694,061.50
- 860 designated drivers

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Keep the Crowd Involved

Strategy – execute a targeted, engaging media campaign to educate Utahns about the harms of impaired driving and encourage them to make safe driving choices.

Key Players – Utah’s media outlets, R&R Partners, Wasatch Front law enforcement agencies

Scouting Report

- The campaign has become a community mobilization effort, featuring more than 30 different public and private partnerships -- including bars, car dealerships, ski resorts, hospitals, police departments, mortuaries, universities and more.
- Campaign events highlighted the “no impaired driving” message at Christmas, Super Bowl, St. Patrick’s Day, and Labor Day.

These are just some of the highlights of the program, but they give you a good idea of the wide-ranging, comprehensive way in which all of the players’ efforts complement each other and improve Utah’s alcohol program. The growth and success look to continue in 2012, as plans are in place to procure a new BAT Mobile, and the media campaign has already had great earned media success with its Halloween campaign.



Fasten Your Seat Belt

Kristy Rigby writes about Utah's occupant protection programs

Norman Rockwell's painting, "Going and Coming," was completed in 1947 and depicts a typical American family taking a day trip to the lake. Through the years, the expressions on the passengers' faces after spending an exhausting day together haven't changed much. Fortunately, the way families transport their loved ones certainly has improved.

Today most people buckle up and assure their young children ride in car seats. Rarely will you see a motorist ride unbuckled on television programs, in advertisements, or even in cartoons.

Since 1986, Utah has conducted seat belt use observational studies to help determine trends in usage among the motoring public. Since that time, the study has reported an increase in usage from 18 percent to the current rate of 89.2 percent.

Despite the fact that most people now buckle up, an estimated 300,000 people in Utah still continue to ride unprotected and there are numerous efforts being made to change this fact.

During the year, the HSO funded 33 projects that worked to support Utah's occupant protection program. These programs included education, enforcement, equipment and evaluation components with many being conducted by partnering agencies such as the state and local health departments, Utah Highway Patrol, Utah Department of Transportation, local law enforcement agencies, schools, hospitals, Safe Kids Coalitions and Chapters, and the Utah Safety Council. Several of these projects are highlighted in this article; however, occupant protection is also addressed throughout this publication as it is an important part of our overall program.

TICKETING TO SAVE LIVES

It is often said that "yesterday's news is old news." While this is true for so many topics, the story of motor vehicle death doesn't end when the paper is thrown away, the article is read, or when the television is turned off. Traffic-related crashes are the leading cause of death among people ages 1 to 34. Not only do we see and hear these stories every day, but surviving family and friends are forced to deal with the loss over a lifetime. These deaths are preventable and one of the most effective ways to end death on our roadways is to buckle up.

Since 1998, the Click It or Ticket mobilizations have been the primary method used to increase seat belt use nationwide. The goal of this high-visibility enforcement mobilization is not to give out tickets, but rather to

influence people to buckle up and prevent injuries and fatalities. The campaign recruits participation from law enforcement agencies statewide, includes a comprehensive public information and paid media plan, and provides for educational activities conducted at the state and local level.

This year, the campaign partnered with the Utah Highway Patrol in a special initiative to reduce the incidence of fatal crashes involving speed and the lack of safety restraints. The primary goal of the effort was to reach Zero Fatalities one weekend at a time. Emphasis was placed on holiday weekends and during high travel times with enforcement mobilizations taking place over Easter, during May's Click It or Ticket mobilization, the entire month of July, and the Thanksgiving holiday.

The first campaign of the year was conducted November 24-28, 2010, and targeted travelers during the Thanksgiving weekend. To spread the "buckle up" message to motorists traveling both short and long distances, law enforcement agencies across Utah were asked to support the campaign. In addition, officers in Utah and Nevada partnered as part of the Joining Forces Campaign and worked to enforce the safety belt law on roadways that crossed our borders. As a result, the 17 law enforcement agencies that participated issued 392 safety restraint and 200 speed citations, served 19 warrants, made 7 alcohol/drug arrests, and issued 361 other citations and arrests.

The second campaign coincided with the National Click It or Ticket Mobilization in May and was launched at Redwood Memorial Cemetery, where officers and crash victims made a plea to the public to buckle up while emphasizing that, "if the \$45 dollar ticket or the threat of death isn't enough, maybe knowing what you left behind will be."



The follow-up story for motor vehicle deaths is written during the lifetime of the survivors and begins with the death notification. The story continues to include dealings with a mortician, grief counselor, financial planner, insurance agent, coroner, organ donor services, and family and friends.

Following the media event, law enforcement officers across Utah began saturation patrols in search of unbuckled motorists. During the two-week mobilization, 76 agencies pledged their support for the campaign and worked 2,923 overtime hours. From May 23 through June 5, officers issued a total of 2,852 seat belt citations, 140 child restraint citations, and 1,530 speeding citations. In addition, officers made 17 DUI arrests, 11 felony arrests, 35 drug arrests, apprehended 24 fugitives, issued 3,684 other citations, and 98 warrants totaling \$195,162.

To inform the public about the enforcement mobilization, a paid media campaign was implemented and included television, radio, billboards, bus boards, and an online promotion. More information can be found in the paid media section of this publication.

Last, as part of the May mobilization and partnership with Rocky Mountain Raceways, the Click It or Ticket's Facebook page received frequent posts highlighting crashes on the track and encouraging fans to take the pledge and always buckle up. As a result, the number of fans increased from 565 to 1,216.

INTRODUCING THE CLICK IT CLUB

Since the start of Utah's Alive at 25 program there has been only one fatality among the 4,921 young drivers who have completed the course.

The Click It Club is a program that works to increase safety restraint use among elementary school-aged children and their families. The program not only educates students about the importance of seat belts, it also targets families by empowering students to become Click It Cadets and remind everyone in the vehicle to buckle up on every ride. It is a comprehensive, year-long program that incorporates all levels of education and encourages creativity among the school staff and PTA. Quarterly resource kits and monthly newsletters provide ideas and materials that can be used to encourage seat belt and booster seat use. In addition, an educational flyer, indoor and outdoor signage, and other resources are used to help brand the program and its message – "Click It Cadets

buckle up all the time and encourage those around them to do the same."

During the 2010-2011 school year, the program was piloted in three schools, with one school seeing a 25 percent increase in belt use. Currently, 18 schools located across Utah have been designated as Click It Clubs and are working toward increasing safety restraint use in their community.

FOCUSING ON BELT USE AMONG YOUNG DRIVERS

While Utah's occupant protection program certainly



focuses on increasing the proper and consistent use of safety restraints among all drivers and their passengers, there is a special emphasis on teen drivers. Motor vehicle crashes are the leading cause of death for teens nationwide and, while Utah teen drivers represent a small percent of all licensed drivers, they cause more than three times as many crashes

as the average driver. In turn, getting every teen driver to buckle up has become a goal of the Teen Driving Task Force members who work to implement various programs including Alive at 25, Don't Drive Stupid, and Adopt-A-High School.

The Alive at 25 program uses education, enforcement, and legal initiatives to reduce the number of traffic fatalities and crashes among drivers ages 15-24 years by focusing on attitudes and behaviors that affect younger drivers. During the year, approximately 1,125 individuals completed the four-hour course, which, among other safe driving habits, emphasizes the importance of seat belts for all passengers in the vehicle.

Since the start of Utah's Alive at 25 program in October of 2007, there has been only one fatality among the 4,921 young drivers who have completed the course.

The Utah Highway Patrol's Adopt-A-High School program aims at increasing seat belt use among young motorists and improving their safe driving habits. The program adopted nine high schools during 2011 and proceeded to conduct frequent educational activities with the students and faculty.

The program included presentations, mock crashes, the seat belt convincer activity, and other enforcement efforts. By the end of the year, there was documented improvement made in six schools based on seat belt observational surveys, which showed an overall average increase in belt use of 10.4 percent.

PROVIDING ADULT EDUCATION

Educating adults about using seat belts can be a difficult job, as this group is often hard to target with educational programs. Through community events, safety fairs, and media opportunities, Utah's safety partners have been successful in reaching the majority of the state's adult population with information about the importance and necessity of using seat belts.

While these educational methods are essential to the overall program, it is also essential that adults receive a consistent message about safe driving. With the majority of adults working outside of the home, reaching them at their place of work has become an effective tool to do just that.

The Utah Network of Employers for Traffic Safety (NETS), which is administered by the Utah Safety Council, is the primary program that works to reach this target population. During the year, pertinent safety information was delivered to 824 NETS members and 3,500 individuals through the monthly Safety Solutions electronic newsletter. In addition, members are encouraged to participate in national safety weeks and were invited to attend the 2011 Traffic Safety Management Seminar. The program also promoted the Occupational Seat Belt Award, which honors organizations that have achieved seat belt use rates of above 95 percent. There were 12 organizations that surpassed this goal and were recognized in 2011.

REACHING RURAL MOTORISTS

Rural Utah, like so many other rural communities across the nation, has a different culture, different roadways, and different beliefs than its urban counterparts. In turn, generic seat belt messages can be less effective and getting motorists to change their behavior has proven to be difficult.

To help combat lower seat belt use rates, the Rural Traffic Safety Coordinator worked to change behavior and improve traffic safety in Utah's numerous rural communities. One of the best ways to accomplish this is through face-to-face contact using local language and attire.

Dressed in jeans, boots and a cowboy hat, retired Utah Highway Patrol trooper Terry Smith attended three safety fairs, participated in 18 car seat checkpoints, presented at 25 teen driving classes, delivered 25 Click It Club presentations, spoke at four school assemblies, and taught two law enforcement classes, one pre-school class,

and three adult classes.

ASSURING CHILDREN RIDE SAFE

Since the passage of the Booster Seat Law in 2008, great effort has been made to educate the public about the law and the importance of booster seat use among children younger than age 8, as well as all children under 4'9" tall. The law also provided for additional federal funding for Utah to implement and support initiatives that improved child passenger safety. These funds were used to support training, education, and car seat fitting stations.

During the year, the HSO's Occupant Protection Training Coordinator organized three NHTSA



Standardized Child Passenger Safety trainings, where 64 individuals became certified CPS Technicians. Other trainings included two CPS Technician Renewal Course, one CEU opportunity, and a statewide pre-conference associated with the Zero Fatalities Safety Summit.

Currently, Utah has 322 certified technicians and 10 instructors who helped inspect over 10,000 child safety seats for proper use. Seats were checked during an estimated 120 car seat clinics, 350 community classes, and 4,200 individual appointments. In addition, the HSO and its partnering agencies provided low-cost child safety seats to more than 3,600 families in need, and assisted in the safe transportation of 182 children with special health care needs.

The majority of all parent education took place at Utah's 47 permanent fitting stations and through their efforts Utah continues to see a reduction in the rate of misuse of child safety seats. The agencies that host these stations educated an estimated 8,300 families during the year on the importance of safety restraints for the entire family. Educators taught classes and distributed no cost or low cost child safety seats to at-risk populations including refugee families resettled from Burma, Burundi, Somalia, Iraq, Bhutan and Cuba. Combined efforts resulted in an estimated 175 classes taught to 800 parents, 620 seats distributed and more than 1,350 seats inspected for

proper use.

At PCMC this year, hospital staff answered over 870 phone calls on the English and Spanish CPS Hotline, checked a total of 825 car seats (372 community and 538 hospital), provided transportation assistance to 182 families of children with special health care needs, distributed material to 157 agencies and individuals throughout the community and more than 30,000 pieces of literature or promotional items were distributed at community events and fairs.

A total of 54 parents and caregivers were educated through NICU/PICU parent hour, staff participated in 42 health fairs, community events and presentations, and participated in four child passenger safety-related conferences.

GIVING KIDS A BOOST

Special Section 2011 funding was also used to support a new booster seat campaign. In partnership with the Utah Department of Transportation an educational video and complementing television spot were created, teaching parents about the importance of booster seats and proper fit when securing children in a car.

The video highlights how a family's daily routine has been changed as a result of not using a booster seat. Animations and coaching from a doctor provide technical instruction to help parents prevent such a tragedy from impacting their family. Kyle's story is a powerful one, as he is now a quadriplegic after his family was in a crash and he was not properly protected.

Law enforcement officials and medical doctors assert that he would likely not be in this situation if he were



restrained in a booster seat, instead of just a lap-only belt. The Utah Chapter of the American Academy of Pediatrics supported the project and agreed to fund the duplication of the DVDs and distribute them to their vast network of pediatricians across Utah.

The video and television spot are available to download on the website, www.BoostTil8.org. The number of lives saved can't be measured, but the number of times people have had contact with this story can be.

In April and September, the television spot aired 350 times on Utah's major stations, which meant that an estimated 82 percent of women aged 21 to 49 saw the spot an average of four times.

In addition, the video has been downloaded from the website 33,166 times between April and November of 2011. The success of the video was also recognized by the Public Relations Society of America and received a Golden Spike Award.

REPORTING UNBUCKLED CHILDREN

As technicians worked to get more kids in car seats, concerned motorists worked to report unrestrained children through the Buckle Up for Love program. The purpose of the program is to educate violators of Utah's safety restraint law by encouraging motorists to call 1-800-877-KIDS to report an unbuckled child.

During the year approximately 319 individuals were reported on the hotline and 282 received educational materials on the importance of using child safety seats and safety belts. Since its beginning in 1995, the program has received 30,092 reports of unbuckled children and recently underwent revision and updated the logo and materials.

The Utah Safety Council (USC) continues to receive many requests for participation in community and employee health fairs where information concerning child safety seats and the Buckle Up For Love program are displayed. The program coordinator attended 19 health and safety fairs, participated in numerous car seat checkpoints, and worked to distribute educational and promotional materials that publicize the toll free hotline number.

The USC also offered free car seat inspections for any individual seeking help with child passenger safety. Media coverage was provided through two news releases that were mailed to the USC's 167 media contacts. The program's Facebook page increased from 900 to 2,709 fans, where they are able to share car seat success stories and ask technical questions which were promptly answered by the program coordinator who is a certified child passenger safety technician. The Facebook page was also used to advertise upcoming car seat events sponsored by Buckle Up For Love and the USC.



THERE'S A NEW M.A.T.F. IN TOWN

Cameron Roden writes about Utah's newest traffic safety task force

The Salt Lake and Davis County Multi-Agency Task Forces continued to be successful in 2011. These groups provided training and promoted inter-agency communication and cooperation to address traffic safety issues. The participating agencies supported the Click It or Ticket mobilization and were instrumental in supporting the HSO's impaired driving prevention efforts by working DUI overtime enforcement shifts and being featured in elements of the media campaign.

They now have a new sister task force covering the southern part of the Wasatch Front: the Utah County Multi-Agency Task Force. HSO Director Dave Beach and I attended the area chiefs' meeting in January to introduce the idea and get the agency heads' support.

The chiefs then assigned representatives to the task force and we held the first meeting in February. A total of 42 members representing 19 different agencies are a part

of this new committee. Agencies that weren't involved in traffic safety efforts prior to this task force's formation are now fully involved in highway safety programs.

The HSO now supports traffic enforcement task forces in counties that contain almost 70% of Utah's population.

"These task forces have been so well received and have helped increase support for our campaigns many times over," said Utah Highway Patrol Sgt. Ted Tingey, who manages the Salt Lake and Davis County task forces. "It's great to see a new task force get off the ground and start making a difference so quickly."

If everything goes according to plan, Utah County won't be the newest task force for long. Agencies in Weber County are looking forward to getting their own task force started and completing the MATF coverage of the full Wasatch Front.



WIN friends
and **INFLUENCE**
the opposite sex.

VOLUNTEER to be the
DESIGNATED DRIVER.

AMAZINGLY, SOME PEOPLE WILL GO TO THE BEER FESTIVAL WITHOUT ARRANGING FOR A DESIGNATED DRIVER AHEAD OF TIME. LOOK AT IT AS AN OPPORTUNITY TO SERVE THOSE WHO'VE BEEN SERVED TOO MUCH. YOU COULD END UP BEING VERY POPULAR.



Driver's Ed 2.0

Helen Knipe goes to school to learn how to drive to stay alive



My first challenge was getting the Crown Victoria up to 45 mph in such a short distance. Okay, it wasn't that short, but for me, yes, short. I usually don't accelerate very fast – nice and easy is my routine. I mean, I stay with the flow of traffic, but I'm never that person who jets off at veritable light speed when the light changes.

But here I was, preparing to speed toward cones set up as part of the day's evasive course. At the last second, Utah Highway Patrol Trooper Shawn Thomas called out "Left!" over the radio, and I rapidly turned the wheel, resisted the urge to brake, and managed to spare all of the cones close to my path.

"Let's try to get up to speed, there, Knipe. I don't think that was 45," Thomas said over the radio as I pulled back into line. I was also glad that the teens participating in the class didn't know me and I could safely rely on the fact they'd never see me again. I was relieved I didn't wind up spinning out – and planned to work on my acceleration techniques.

The teens, instructors and I were all there at the Department of Public Safety's Emergency Vehicle Operations course on a chilly Saturday for a session of the Utah Highway Patrol's Teen Driving Challenge (TDC).

For the past few years, UHP Sgt. Greg Holley has organized the day-long classes for recently licensed teen drivers. They come to the EVO course in Lehi, Utah, and Sgt. Holley and a group of dedicated instructors give them both classroom and practical training on subjects

including perception and reaction, steering vs. swerving, skid control and braking techniques. Sgt. Holley learned about a similar program in Kentucky, did some research and thought it would be very beneficial here in Utah, and got it started.

Teen drivers are overrepresented in crashes – a persistent and pervasive statistic attributable to many factors, inexperience being just one.

Utah requires teens to complete driver's education prior to receiving their licenses. These courses involve both classroom and behind-the-wheel instruction. In most cases, the teens are driving on active roadways. Not many are able to utilize closed courses, and therefore have to adhere to traffic laws. Their teachers can tell them about things like swerving, but they can't practice it.

"Our goal with the class is to build on driver's education," Sgt. Holley said. "We're looking to take it to that next level, and teach these students not just how to drive, but really move toward teaching them accident avoidance. We want to make them safer drivers."

Trooper Thomas, one of the TDC instructors added, "Driver's ed teaches you how to drive, we teach you how to stay alive."

ICEBREAKER

As the teens first walk into the mobile trailer that is the EVO course's classroom, some of them are a little uncertain about what the day holds for them.

"You can see some of them are visibly nervous," Sgt.

Holley said when describing the beginning of each class. “A lot of them aren’t sure what to expect.”

“We’ve even had some ask us if they have to drive,” Trooper Thomas added. “We tell them yes – it’s the whole reason they’re here.”

Sgt. Holley jumps pretty quickly into a video to show the students what they’re in for. He made it a couple of years ago when he first started the TDC, and he said it serves as a pretty good icebreaker.

“Once they see the video, they start to get excited,” Sgt. Holley said. “They’ll usually ask, ‘We get to do that?! We get to drive a police car?’”

The instructors then cover some procedural information and describe the various elements of the course that the students will experience. They cover some of the physics involved in maneuvering the vehicles, and they’ll cover each topic in greater depth out on the course before the students complete the exercises. The students head out to get in the Crown Victorias they will be driving for the day.

Geo vs. Suburban

The Crown Victorias the teens drive at the TDC are big, heavy cars – most are semi-retired police cars, so they’re even heavier than a regular Crown Victoria. I asked if the students would have to modify what they learned at the TDC when they got back to driving their own vehicles.

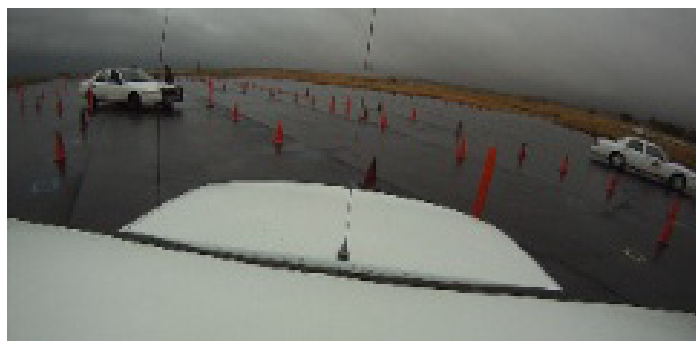
“We’re teaching them about principles,” Trooper Thomas said. He explained that the type of vehicle doesn’t matter, because the actions you’re going to take are going to be the same for any kind of vehicle.

“If you’re skidding in a Geo, you need to do the same things you’d do if you’re skidding in a Suburban,” Thomas said. “Listen, if you can drive a Crown Vic, you can drive anything.”

The Skills Course

The skills course at the TDC involves a lot of cones. The cones are meant to represent objects that drivers do not want to touch – things like other cars, walls, and shopping cart corrals in the Costco parking lot.

“With this part of the class, we’re teaching them skills for every day driving,” Sgt. Holley said.



They practice lane changes and basically how to make a car do what they want it to do. They simulate pulling into parking spaces, backing – just the things you do every day.

There’s a lot of backing – some serpentine backing and a simulation of backing from one parking spot to another – which Sgt. Holley and Trooper Thomas say all of the students struggle with at first.

“When we first show them what they have to do, most of them tell us there’s no way they can do it,” Sgt. Holley





said. By the end of the day, though, most have shown great improvement, and many cite backing as the most important part of the day on their evaluations.

“There are so many kids that aren’t going to back into the wall in their parents’ garages because of the skills course,” Trooper Thomas said. “They’re not going to hit some other car pulling into or out of a parking space at Walmart.”

Evasion

The part of the class I got to experience firsthand was the evasive lane change portion. The students first approach at 35 miles per hour – not a terribly quick speed, especially in a state that has portions of freeway where

80 miles per hour is the posted speed limit. The students progress to performing the exercise at 40 mph and 45 mph. Or, in my case, as close to 45 as you can get.

When they get to a designated spot, the instructor calls out “left” or “right” and that’s the side the students need to quickly turn toward. This is the steering vs. swerving part of the class.

“For many people, their first impulse is to brake,” Sgt. Holley said. “But that’s exactly what you don’t want to do.”

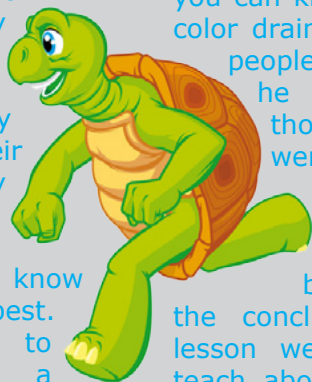
“The evasives are the most valuable part of the class,” Trooper Thomas said. “This exercise is a key to accident avoidance.”

Several students who attended the TDC have reported

THE PRIZE IS NOT TO THE SWIFT

As both motivational and educational tools, Sgt. Holley offers prizes for various performance aspects. Categories of prizes include most improved – given to the driver whose assertiveness grows during the day; and essentially cone conservationist – the driver who strikes, drags or destroys the fewest cones. But the final award and ultimate prize goes to the driver with the best time on the distracted driving portion of the course.

The instructors will show the students the prizes, and reiterate that the students were timed and received a penalty for each cone they hit. Many of the students have already compared their times as they finished the course, and think they know who was the best. Except, to emphasize a point, at the Teen Driving Challenge,



“best” doesn’t mean “fastest.” Sgt. Holley will ask the class how they should drive when they’re distracted. “As we’re talking, you can kind of see the color drain out of some people’s faces,” he said. “They thought they were going to win because they had the fastest time, but they draw the conclusion of the lesson we’re trying to teach about speed and distracted driving.” In this case, the

“best” is the driver with the slowest time and the fewest number of cone collisions. “We tell them they will get distracted when they’re driving – it’s just a fact of life,” Sgt. Holley explained. “When that happens, they need to slow down and increase their following distance. We use this award as a powerful lesson to hammer home that it’s not about speed.” Taught in this M. Night Shyamalan dramatic twist style, it’s a lesson that should stay with the teens for a long time. HELEN KNIPE

they've used the evasive skills they learned there. Trooper Thomas had one TDC graduate come up to him at a high school event and tell him about a Ford F-250 truck that pulled out right in front of his car. The student said he remembered what the instructors told him and instead of slamming on his brakes, which would have resulted in him crashing into the pickup, he turned sharply and drove around the truck.

“... But what they realize is, they're driving with pretty much half of their brain, too.”

- Trooper Shawn Thomas

Distraction

Ten years ago, this wouldn't have been part of the curriculum, but in the era of smartphones, it's a mandatory subject: distracted driving.

Rather than preach at the students or send them into veritable comas with a barrage of facts, Sgt. Holley gives them a tangible – maybe even visceral – experience, which leads them to their own conclusions.

In the morning, the students get to drive an obstacle course the instructors have prepared on the outside oval with two hands. The instructors are seated in the passenger's seat and are telling the students about scanning ahead, perception and reaction time. Most of the students do well.

After lunch, they drive the course distracted. A friend

following in another car talks to the driver on the phone. Sgt. Holley has them ask mundane questions: simple math problems, celebrity gossip updates, common teacher's names.


“They can see just how much of a difference the distraction makes,” Sgt. Holley said. “A lot of them won't be able to think of the answer to these simple questions, because they're trying to concentrate on driving, and concentrate on getting an answer, and it just doesn't work.”

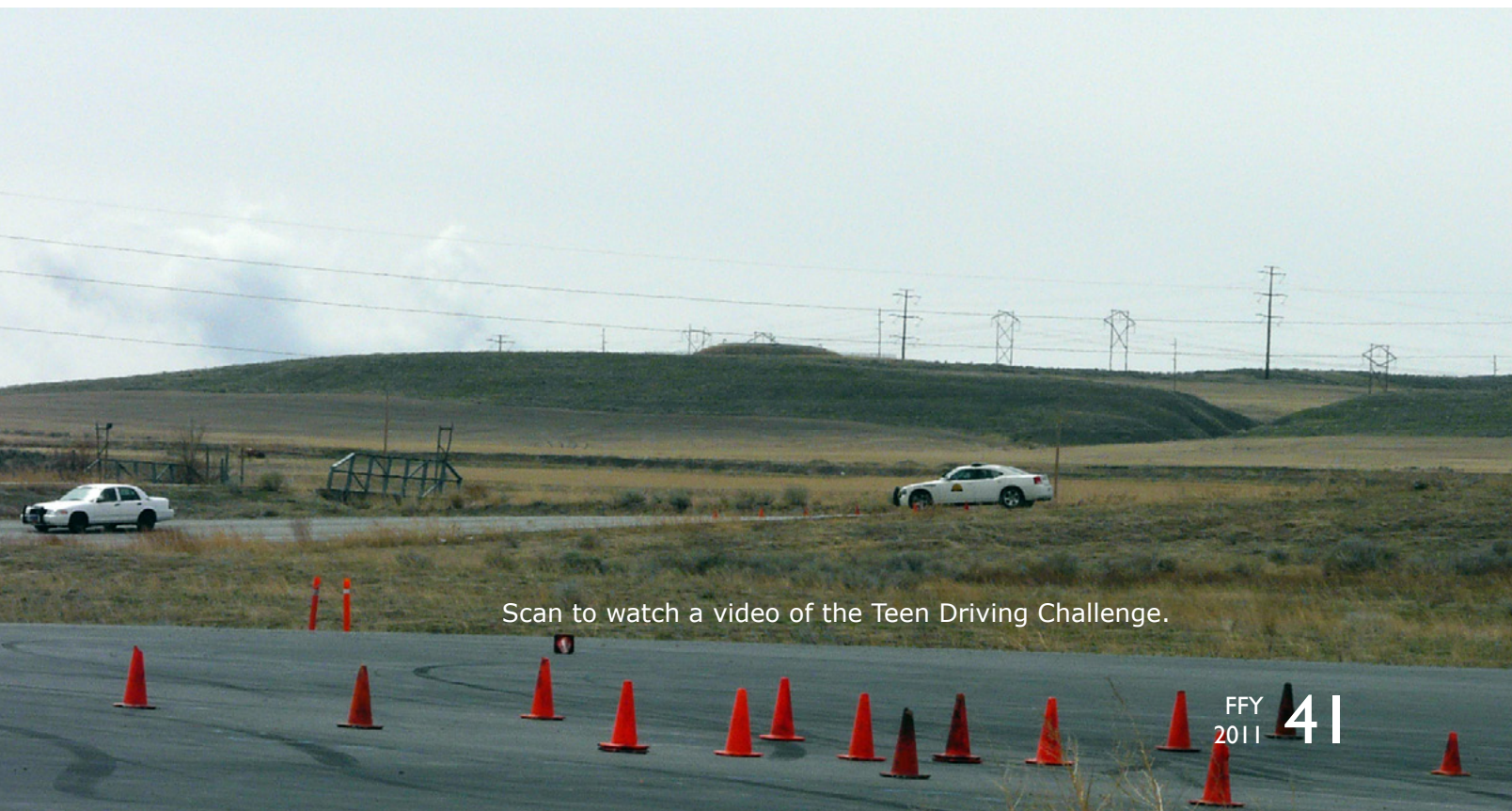
“It's not just the physical act that's harder,” Trooper Thomas said. “They're driving with one hand, which is difficult, but what they realize is, they're driving with pretty much half of their brain, too.”

The evaluations the students complete at the end of the class reveal the impact this portion of the class has on them. Many say that they didn't know how bad driving and talking on the phone was, but now they see it really affects their driving in a negative way.

In 2011, the HSO helped support seven sessions of the TDC for more than 100 students. Sgt. Holley has already gotten started on classes for 2012, and is looking for ways to expand and improve the program.

“Ideally, I'd love to have some different vehicles for the students to drive,” Sgt. Holley said. “It would be great to have a compact car, an SUV, and a pickup so they could get more experience.”

They're having more people ask to attend the class. Some parents who had one child attend the TDC are requesting enrollment for their next child who has gotten a driver's license. Sgt. Holley hopes to be able to meet the demand, and continue to make safer drivers. 



Scan to watch a video of the Teen Driving Challenge.

WALK AND RIDE THIS WAY

KERI GIBSON WRITES ABOUT THE VERY ACTIVE PED/BIKE PROGRAMS IN UTAH

Bicycling and walking are critical components of our transportation system and play a major role in recreation and tourism in our state. The HSO aims to support a wide variety of projects encouraging pedestrian and bicycle safety and increase driver awareness and transportation safety overall.

In 2011, Utah's Pedestrian and Bicycle Safety Program increased public awareness through education, media opportunities, community events and enforcement, all efforts aimed at keeping pedestrians and bicyclists safe on Utah's roadways.

To foster coordinated efforts, the HSO continued to partner with a broad range of state and local government agencies, and non-profit safety advocate organizations, including the Utah Department of Transportation (UDOT), Utah Department of Health's Physical Activity Nutrition & Obesity Program (PANO), Salt Lake City Police Department, Ogden City Police Department, and Primary Children's Medical Center. Noteworthy accomplishments for 2011 include the newly completed Statewide Bicycle and Pedestrian Safety Master Plan Design Guide and the statewide Road Respect Car and Bike Safety Program.

Through the support of the safety partners mentioned above and others, many programs implemented over the past several years to help reduce pedestrian and bicycle injuries and fatalities have continued to grow. They include Spot the Tot, Zero Fatalities, Road Respect Program, Heads Up Utah, Safe Routes to School, Walk Your Child to School Day, Walk More in Four, Green Ribbon Month, and Operation Crosswalk Enforcement, each designed specifically with pedestrians and bicyclists in mind. Bicycle rodeos and other safety education efforts

also made travel to and from school safer for school-aged children, and served to instill habits and awareness that should continue to serve them throughout their lives.

BICYCLE RODEOS

To help educate children about proper bike handling skills and helmet safety the Pedestrian and Bicycle Safety Program Coordinator helped facilitate 49 bicycle rodeos impacting more than 4,200 children who completed the course. Participants learned valuable bicycle safety skills such as properly fitting and wearing a helmet, how and where to ride on the road with traffic, hand signals, rules of the road, and other important bicycle safety skills.

OGDEN CITY BICYCLE SAFETY PROGRAM

The Ogden City Bicycle Safety Program (OCBSP) continues to provide hands-on educational activities to encourage bicycle safety and proper helmet use among youth in Weber County. This year, the program expanded its focus to encouraging safe pedestrian skills in addition to bicycle safety education.

During the year, a total of 29 bicycle rodeos were conducted by the OCBSP and impacted more than 1,300 children. Bicycle safety education events were conducted at elementary schools, health fairs, and community events in the Weber County area. Volunteer support for these events came from the Ogden Police Department, Ogden Youth Impact Program, Ogden City Bicycle Collective, and the Weber-Morgan Health Department.

In addition to bicycle rodeos and assemblies, the OCBSP partnered with the Ogden Raptors Baseball Team to conduct the third annual "Safety Night" with the Raptors. This event continues to grow with Zero Fatalities joining as a cosponsor this year.

ROAD RESPECT AWARENESS SURVEY

Efforts began with a pre-survey to establish a baseline for the campaign and to help determine media messaging needs. Dan Jones & Associates conducted the phone survey to adults 18 years and older in December 2010 and post survey in August 2011. Pre-survey results demonstrated that only 20% of respondents

were aware of the 3 feet law and the majority didn't even know there was a law. Post survey results reported 43% of respondents were aware of car and bike safety messages; from that group 96% were aware of the Road Respect

message, 37% knew about the 3-foot law, an increase of 17% from the pre-survey. Additionally, 74% agreed that the Road Respect messages enhanced their respect between bicyclists and drivers sharing the road and 69% of drivers agreed that the Road Respect campaign influenced

them to give cyclists at least 3 feet of space when passing, and to watch out for cyclists more. In turn, 68% of cyclists reported that the campaign influenced them to ride single file in traffic. These survey results are encouraging and demonstrate that the mix of media used was effective and memorable.





Traffic safety messages were announced during the game, displayed at the ball park, advertised in the *Standard Examiner* newspaper, and printed on the admission tickets. Bicycle safety education, safety pledges and a helmet giveaway were among the activities for the crowd.

Among other efforts, pedestrian safety education was a focus at a 5k race and 1 mile walk sponsored by Weber County Division for Aging Services at the MTC parkway in Ogden. Heads Up Utah signs with pedestrian safety messages were displayed along the course to encourage safe walking practices. Participants varied from youth to older adults and each received information on safe pedestrian and bicycle safety skills.

SCHOOL-BASED PROGRAMS

The HSO's Pedestrian and Bicycle Safety Coordinator worked to improve bicycle and pedestrian safety among children by assisting with several school-based programs and activities. Keri Gibson worked closely with more than 20 elementary schools and additional secondary and high schools to encourage participation in various activities such as walking to school safely, pedestrian safety around school buses, pedestrian rodeos, bicycle rodeos, safety presentations, and "Share the Road with Bicycles" program. More than 8,000 pedestrian safety brochures, 12,000 school bus safety brochures, and over 8,000 bicycle

safety awareness brochures were distributed to schools, law enforcement agencies, and the general public.

COMMUNITY OUTREACH

Opportunities to promote bicycle and pedestrian safety were provided through partnerships with community organizations and advocacy groups. The HSO provided educational materials and technical assistance on pedestrian and bicycle safety. Additionally, interactive booths were provided at the Zero Fatalities Safe Kids Fair, Safety Night with the Raptors, Road Respect Rallies, Larry H. Miller Tour of Utah, multiple bike races and organized rides, community 5k /one mile walks events, and various community celebrations.

NEW CROSSING GUARD TRAINING VIDEO

The HSO Pedestrian and Bicycle Coordinator participated on a Pedestrian Safety Task Force to develop a new training video and quick reference guide for crossing guards to replace the outdated video produced in 2001. Focus groups and surveys were conducted to identify the needs of local police agencies and further determine training needs of crossing guards.

Upon successful completion of the curriculum, DVDs and reference guides were mailed to all police agencies in Utah in August 2011. Funding for this project was made possible through UDOT funds. Task force partners included

UDOT, the HSO, West Valley City Police Department, and Intrepid Communications Group.

HEADS UP UTAH

This highly visible pedestrian safety campaign typically runs during the spring and fall. However, a paid media campaign did not take place during 2011 due to lack of UDOT Transportation Enhancement and FLEX monies. Future plans for the Heads Up Utah campaign are uncertain at this time. The HSO is looking at potential partners and funding opportunities to help sustain this important pedestrian safety campaign. The HSO continues to promote the Heads Up message in conjunction with school-based programs and community events.

SPOT THE TOT

Spot the Tot continues to be successful in creating awareness and providing education to the public regarding motor vehicle back over and front over prevention. However, on-going data continues to demonstrate the significant number of injury and death to Utah's children from back over and front over incidents. The challenge remains to keep this safety campaign vibrant and far-reaching with the limited funding and staff available.

New partnerships were fostered this year including Associated Food Stores, the Boy Scouts of America and others. It is administered by Primary Children's Medical Center (PCMC), Spot the Tot staff remained vigilant in getting the word out about the program, and in 2011

participated in over 56 community events and provided more than a dozen media interviews to promote this safety message.

The HSO, PCMC, and other injury prevention specialists across Utah also collaborated to get this important information to the public. Spot the Tot posters, fliers and window clings continued to be distributed throughout Utah, with nearly 23,000 fliers and window clings shared during the year. Further, Spot the Tot messaging is available in Spanish and included in the newly updated CPS Technician course curriculum and car seat checkpoint forms. Due to forced funding cuts to HSO programs in 2012, Spot the Tot will not receive funding from the HSO and will need to seek other funding sources to support campaign efforts.

Through a joint effort, PCMC and the HSO funded a paid media campaign which placed 1137 TV spots and 2979 bonus spots on KSTU 13, Fox13now.com, KSL 5, KTVX 4, and Comcast. The spots were on air from April through August. Additional station promotions including e-blasts, Web elements, and station recorded liners were also an added value.

Funds spent on the innovative and internationally recognized effort totaled \$16,000 in federal highway safety dollars, and \$44,000 in PCMC contributions. The television advertisements greatly enhanced public awareness efforts.



UTAH BICYCLE AND PEDESTRIAN MASTER PLAN DESIGN GUIDE

This recently completed guide is designed to provide cities the tools they need to make their community a place where active transportation is encouraged and desired. As part of the American Reinvestment and Recovery Act (ARRA) funding for communities putting prevention to work (CPPW), this guide provides the tools and resources necessary to engage community members, identify goals, and take the necessary steps to make their community's policies and environments active transportation friendly. Task force partners making this guide a reality include the HSO, UDOT, Utah Department of Health PANO program, Utah Transit Authority, and Salt Lake Valley Health Department. The guide was completed in September 2011 and will be distributed to over 245 city planners statewide, including Association of Governments, Metropolitan Planning Organizations, and Regional Planning Organizations.

ROAD RESPECT CAR & BIKE SAFETY PROGRAM

Efforts to increase cyclists' safety on Utah roads were at the forefront this summer. UDOT and the HSO partnered to launch a statewide car and bike safety awareness program called "Road Respect." Launched in June 2011, the program included outreach and advertising initiatives to educate and create awareness of obeying the rules of the road, as a cyclist and motorist. Highly visible billboards and memorable radio spots talked to both roadway users, asking drivers to give cyclists 3 feet and for cyclists to ride single file in traffic. The Road Respect program's goal is to educate both cyclists and motorists on the rules of the road, to encourage compliance and to facilitate respect among all roadway users. Additional advertising outlets included online, social media, website www.roadrespect.utah.gov, posters, event sponsorships, media interviews and community events. Further, the Road Respect program received a tremendous amount of media attention generated from the 480 mile week-long bike tour across Utah.

The bike tour started in Logan on June 13th and ended in Hurricane on June 18th. A core group of 25 experienced riders toured the state, demonstrating obedience to road rules and proper cycling etiquette. The riders visited several cities participating in fun and educational community events called Road Respect Rallies. Community members were invited to join in the festivities and sign the Road Respect Pledge by agreeing to respect the rules of the

road. Stops included Logan, Ogden, Farmington, Salt Lake City, Park City, Provo, Manti, Moab, Loa, Springdale, and Hurricane. Cycling enthusiasts joined the core-riders as they rode into the hosting communities. Mayors and county commissioners were there to welcome the Road Respect riders and sign a proclamation supporting Road Respect. Local representatives in each community worked with the Road Respect planning committee to plan and promote these events. Committee members consisted of representatives from UDOT, DPS, Bike Utah, Salt Lake Bicycle Collective, Mad Dog Cycles, among others.

Law enforcement officers were encouraged to support Road Respect through education and enforcement of Utah cycling laws. A tri-fold cycling law card was developed and distributed to police agencies as well as the general public in effort to educate roadway users on the laws as they pertain to bicyclists. More than 16,000 law cards have been distributed so far.

Taking the Road Respect message beyond northern Utah and the Wasatch Front was an important step in making the entire state-managed transportation system safer for cyclists and motorists. Grass roots efforts with local planning and participation, multi-agency collaboration, education and enforcement all contributed to the success of the Road Respect program. In fact, in August 2011, a statewide Dan Jones Survey showed 43% of respondents were aware of the Road Respect program. Of those respondents, 96% were aware of the Road Respect message; demonstrating the program's massive impact after just one year.

Paid media launched in June 2011 with a total of 91 billboards displayed in Cache, Weber, Davis, Salt Lake, Utah and Washington Counties. They were also displayed in more remote areas that are popular bicycle routes including: Green River, Cedar City, Heber, Levan and Panguitch. Radio advertising blanketed Utah with 4,594 total radio spots airing June through October. In addition to radio spots there was a live radio remote at the kickoff event in Salt Lake City and a two radio interviews leading up to the bike tour. Online advertising included Google and Facebook with 20,037,992 impressions during June and July 2011. Print media involved full page advertisements and articles in *Cycling Utah* and *Outdoor Sports Guide* in June and July issues with more than 46,000 publications combined. Paid media totaled of \$218,846 with more than \$294,000 being received in bonus media for a total campaign value of nearly \$513,000.



Mixed Messages

Helen Knipe and Derek Miller discuss the merits of partnering with local sports venues



At University of Utah (U of U) athletics events, Ute fans deck themselves, and sometimes even their vehicles, in Utah gear. At football games, they'll jump up and down every time their opponent is facing a third down in what is known as the "Third Down Jump."

At REAL Salt Lake (RSL) soccer games, people will line up two hours before game time to get a special edition bobble head of their favorite player. Whole families will wear the team's jerseys and brave all manners of Wasatch Front weather extremes to root for their side.

Rocky Mountain Raceways hosts motor cross, oval track and drag races. The venue just became a member of the International Hot Rod Association, and for its midnight drag race series, the public can race their own cars.

The fans at these events are passionate and excited to support their team or participate in the event. These games and events present unique opportunities to place and share traffic safety messages, which is what the HSO does with its multi-media and marketing partnerships with University of Utah athletics, Real Salt Lake soccer games and community events and Rocky Mountain Raceways motor sports events.

For fans attending, watching or listening to games, the HSO wants to combine the message with the medium – make traffic safety messages part of the game or broadcast. The combination of the medium and the message are key, since people are at an event to enjoy themselves, and may be more receptive to traffic safety messages. Each of these partnerships has different elements, but the goal is always the same: share traffic safety messages with fans and encourage them to make safe driving decisions.

At U of U events, the traffic safety messages were an actual part of the stadium and game. Each football game, basketball game and women's gymnastics meet began with a Utah Highway Patrol trooper welcoming fans, introducing the mandatory evacuation video and then preparing fans for the game with a traffic safety message conveyed through a sports analogy.

In-game LED messages at these events also made the traffic safety messages part of the fans' experience. Ute fans were encouraged to "leave everything on the field – drive friendly," and to buckle up, where the "u" in "buckle" is the school's Block U mark.

With RSL, the HSO's marketing had a more face-to-face feel. Booths at the team's pre-game Carnival and community soccer events featured the "Real fans buckle up" message that turns the team's shield into a seat belt. In this case, the team's logo became part of the message and demonstrated mixed messaging.

The HSO capitalized on the popularity of two of RSL's players to share the importance of seat belt safety at a Spanish-language press conference. Utah State Senator Luz Robles, Utah Highway Patrol Sgt. David Moreno, and UHP Trooper Roy Contreras spoke about the importance of properly buckling up your children. Then RSL players Javier Morales and Fabian Espindola spoke about their personal use of seat belts for themselves and their children and encouraged fans to always buckle up. Here, the message was coming directly from players, making the message less marketing than personal advocacy.





Involvement at events was even greater during the HSO's first year of partnering with RMR. A team of interns helped make interaction a key part of the activities at RMR's midnight drag racing series and two high profile events during the season. In addition to staffing a booth, the interns held contests and races during event intermissions.

RMR's social media staff helped direct fans to the HSO's Click It or Ticket Facebook page, where they could say "I click it" and be entered into contests for tickets. By the end of the season, the CIOT page had more than 1,200 fans.

Through each of these partnerships, the HSO works to make traffic safety messages part of the fans' total experience. The messages are mixed, only in the sense that they're combined so much with the medium, they seem to come directly from the team. The goal is to influence fans to make safe driving choices, and these partnerships help the HSO share its messages in fun and memorable ways.



The Main Issue

By Cameron Roden

Logan Police Department knew they were going to have a problem on their hands. So they did what any good law enforcement agency in the West would do – they headed it off at the pass. This decreased accidents by 5%, even while traffic increased by 35%.



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Main Street in Logan, Utah, is one of only three north-south arteries running through this city of just over 48,000 residents. It's part of U.S. Highway 89, a primary route into Idaho, and the primary road used by the almost 17,000 students who attend Utah State University's Logan campus. This is the road where a majority of crashes happen.

This perennial problem on Main Street is largely due to congestion and high traffic volume; and, Logan's average of 58 inches of snow every winter certainly don't help. It had become one of the mostly likely places in the state for an accident per vehicle miles driven; failure to maintain proper lookout was a primary cause of many crashes.

"We noticed more and more people were getting into these accidents because of distractions," said Lt. Rod Peterson, Logan Police Department's project director for their "Stop the Main Distraction" program, which received funding from the HSO in 2011.

"There are many potential distractions in a vehicle, such as texting, eating, looking at passengers or anything else that takes your eyes off the road ahead," Lt. Peterson

said. "Popular items such as cell phones and GPS devices seem to have increased the number of distracted drivers, resulting in more accidents."

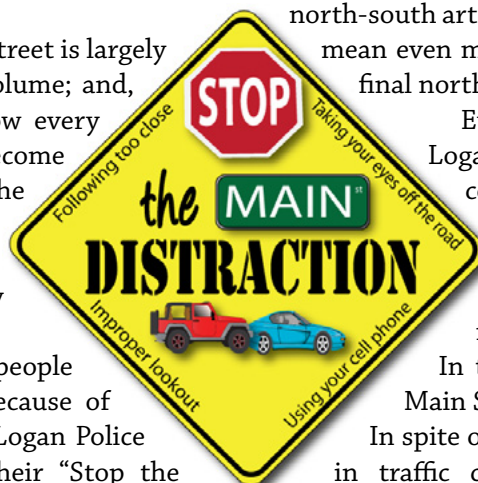
There were already a lot of cars, distracted drivers and a high crash rate on Main Street. Then, a major construction project was scheduled for 1000 West, one of the other two north-south arteries running through Logan. This would mean even more cars on Main Street. The third and final north-south alternate route is Park Avenue.

Even with the best Farmer's Almanac, Logan PD could not have known a combination of high snow pack and a cold spring would mean that this only other north-south artery would be affected by heavy spring flooding. More and more cars were directed to Main Street.

In the end, Logan PD estimates traffic on Main Street during 2011 increased by 30-35%. In spite of the increase, there was a 5% reduction in traffic crashes. This reduction was achieved through a combination of education and enforcement to get drivers to turn their attention back to where it belongs: on the road!

Stop the Main Distraction

"We knew the program had to be more expansive than



just writing more tickets,” Logan PD Chief Gary Jensen said. “We had to have an educational component targeting high school and college students and reaching out to the community.”

They started by developing a campaign name incorporating the issue at hand: distractions among Main Street drivers. “Stop the Main Distraction” was their message and became the campaign name. Using this brand and a creative and catchy logo, they developed educational materials for distribution throughout the community.

Logan PD worked closely with the media to help make sure a clear message got out to the public. Radio advertisements reminded drivers of the dangers of distracted driving and following too close, and these ads often played during peak traffic times.

Through a partnership with the city justice court, Logan PD incorporated an educational element into the sentencing for distracted drivers. Drivers who received citations were given the opportunity to attend a driver awareness class. This class focused on educating drivers on the dangers of distracted driving and how to avoid it. Those who attended the class often commented “everyone should have to take this class.” The class also deferred any points from accumulation on their license as a result of the citation.

Following Too Close?

Logan PD’s TruCAMS became an integral part of

not just enforcement, but also education. These devices combine laser speed enforcement technology with a digital video camera. They can produce high resolution images identifying vehicles and speed, they incorporate GPS information, and measure time and distance between vehicles. The TruCAMS allowed Logan officers to physically demonstrate to drivers how their distractions and following distances could lead to crashes.

“In reviewing crash data, it was evident where to spend our enforcement time,” Chief Jensen said. “We focused on distraction issues, such as following too close, as our number one contributing factor.”

Many drivers are not accustomed to being cited for following too closely, and Logan PD didn’t want a large negative reaction from the public. To help address this concern, they organized a media and education blitz regarding the TruCAMS. The Logan Police Department ended up getting not just local coverage, but also national recognition in the July issue of *Law Officer* magazine for these efforts.

Utah’s following distance is two seconds, but Lt. Peterson asked his officers to write citations only for following distances of one second or less.

“I told our officers to go very heavy on warnings to start with,” said Lt. Peterson. He wanted them to wait on citations, and first provide a lot of education with warnings.





“When you see the picture from the TruCAM of someone following that closely – within one second,” Lt. Peterson paused for a moment. “You’re shocked.”

“The TruCAM radar system has made enforcement easier and equally important, dependable in court,” said Chief Jensen. With the TruCAM footage, Logan PD officers very rarely go to court, and they have yet to lose a case. Their prosecuting attorney has access to the video storage and reviews the video with the offenders. Most of the time, when the offender sees the video, he or she no longer wants to go to court.

Logan PD used the TruCAMs during their increased enforcement efforts on Main Street, which included many saturation patrols. During 2011, officers wrote an additional 947 citations on Main Street alone.

Lt. Peterson looked at a recent photo taken by one of Logan PD’s TruCAMs.

“The cars in the photo are so close you would think they must be stopped, but they’re not,” said Lt. Peterson. “They’re going 48 miles per hour with less than one second

between them! That’s just an accident waiting to happen.”

Distracted driving has been in the news recently, with the National Transportation Safety Board actually calling for all cell phone use by drivers to be banned.

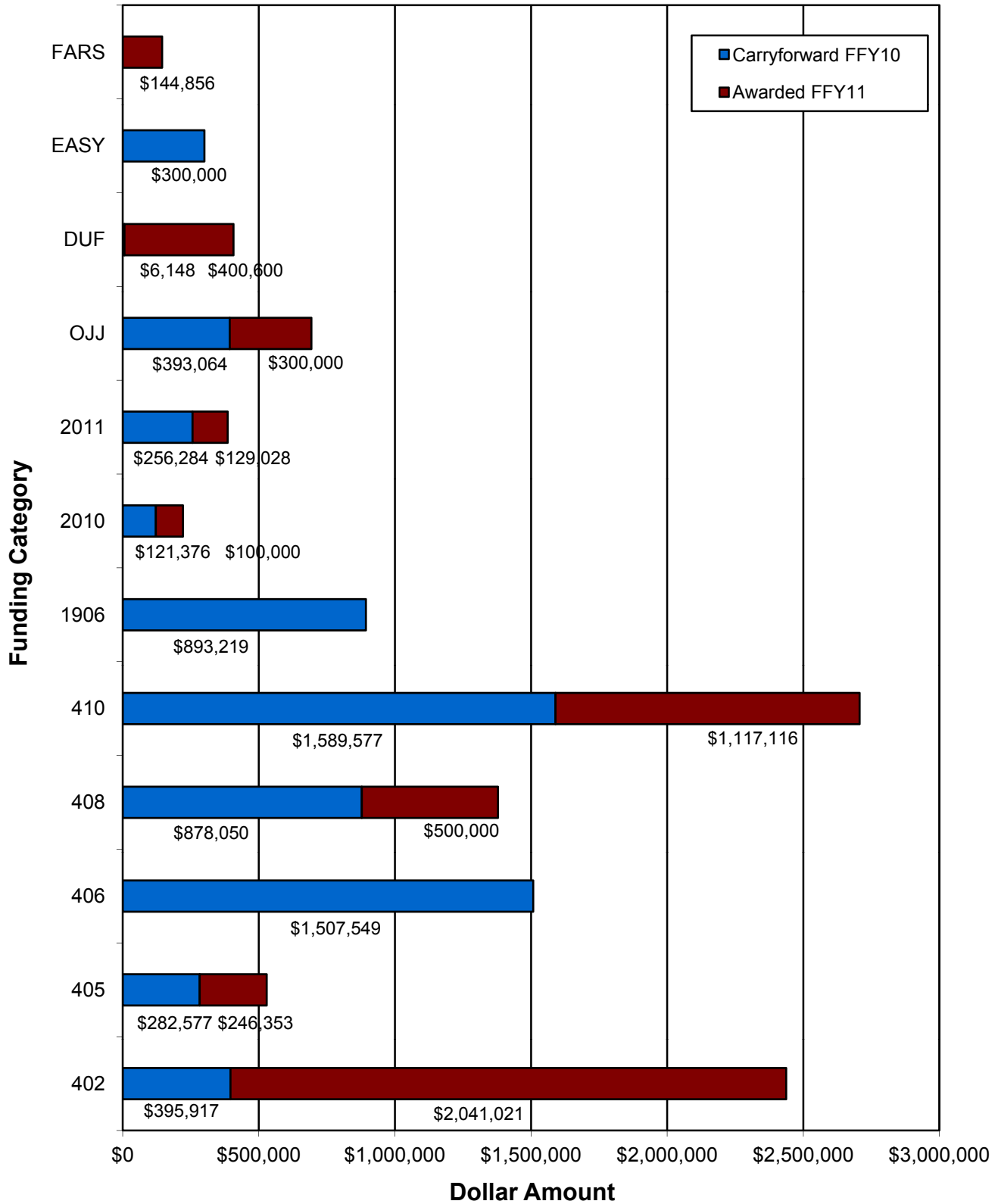
Distraction among drivers is growing, but with agencies like Logan Police Department leading the way, traffic safety advocates are working to get ahead of this issue. Logan PD has submitted a proposal to the Utah State Legislature to implement a more restrictive ban on using any electronic device while driving.

In 2012, Logan PD will continue its Stop the Main Distraction program and keep using enforcement and education to ensure drivers’ attention is on the road.

“We look forward to the coming year, as we anticipate even greater accident reduction due to both 1000 West and Park Avenue being re-opened,” Chief Jensen said. But even if there are unforeseen issues, Logan PD’s proactive approach will make them ready to address the challenge.



Available Grant Funds in FFY2011 (Carryforward Plus Current SAFETEA-LU Funds)

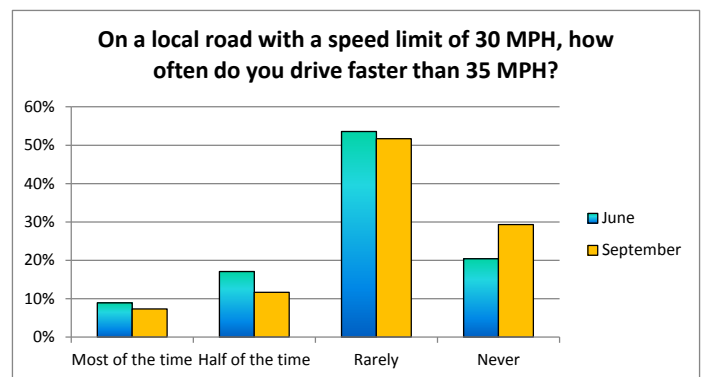
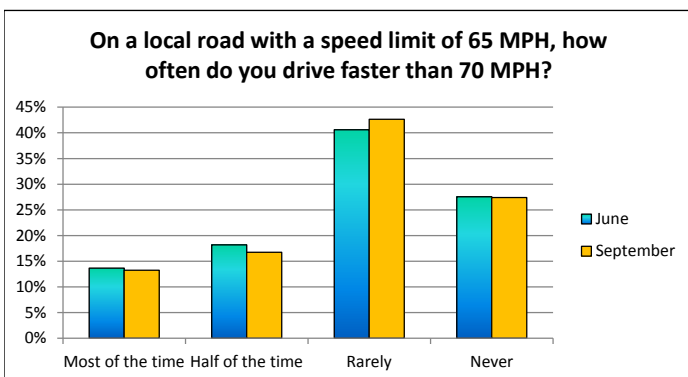
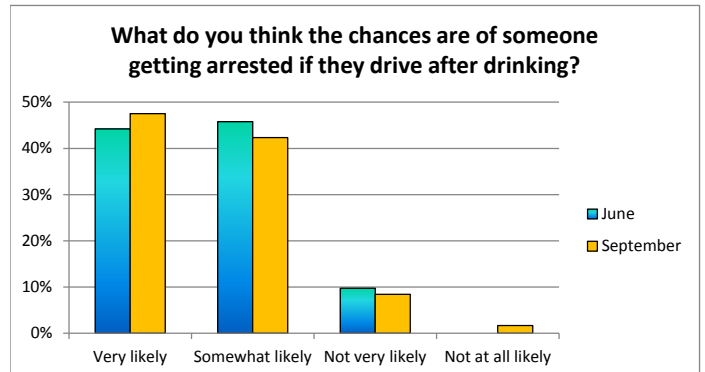
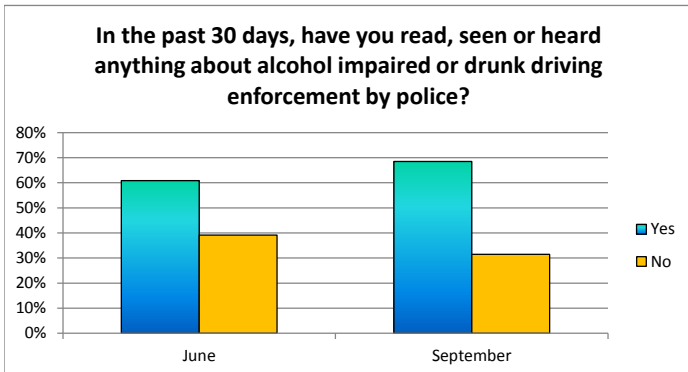
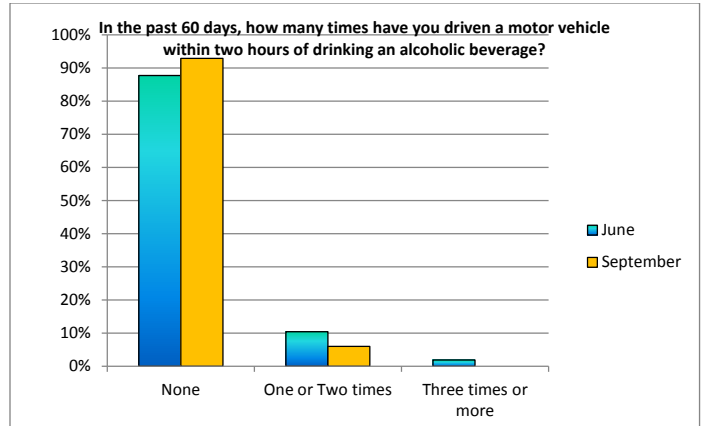
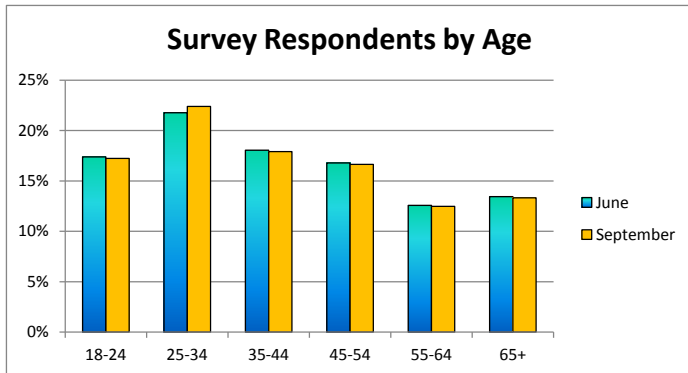


Driver Behavior & Attitude Survey

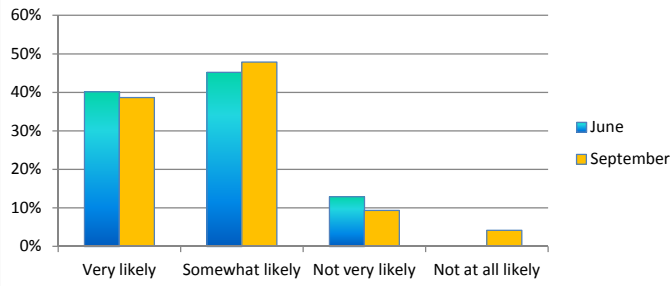
As states continue to develop Traffic Safety Performance Measures to incorporate performance-oriented programs, Utah is committed to a performance-based approach and conducted a statewide survey. This survey collected data following the recommended set of questions distributed by the National Highway Traffic Safety Administration (NHTSA) and Governors Highway Safety Association (GHSA).

The survey questions are designed to track driver attitudes and awareness on impaired driving, seat belt use and speeding issues. A contracted vendor was used to survey the public by telephone to gather this data. The graphs in this section report the sampled data from the vendor's presentation to the HSO.

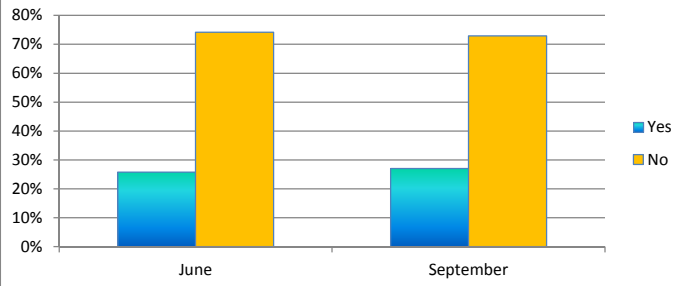
The HSO is pleased to report a summary of the data collected and utilize this information in planning sessions to combat roadway fatalities and injuries.



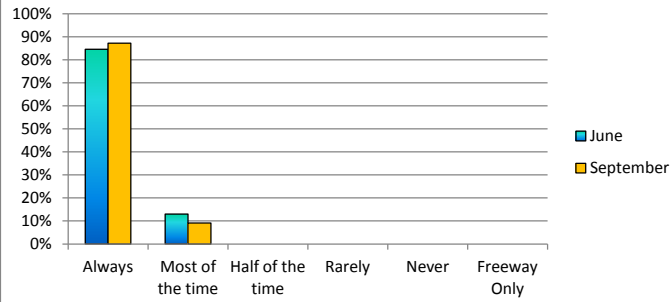
What do you think the chances are of getting a ticket if you drive over the speed limit?



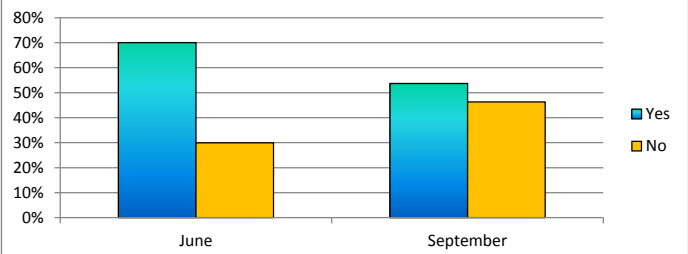
In the past 30 days, have you read, seen or heard anything about speed enforcement by police?



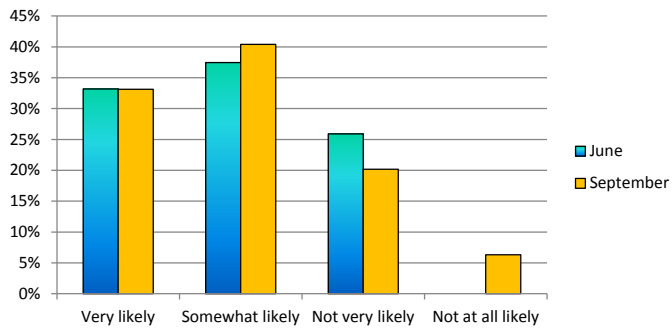
How often do you use safety belts?



In the past 60 days, have you read, seen or heard anything about seat belt law enforcement by police?

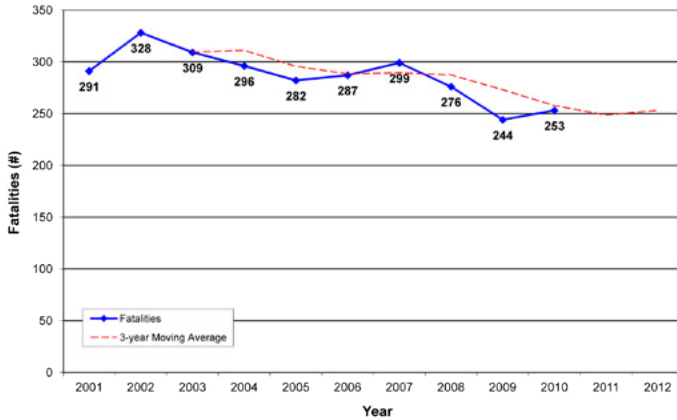


What do you think the chances are of getting a ticket if you don't wear your safety belt?

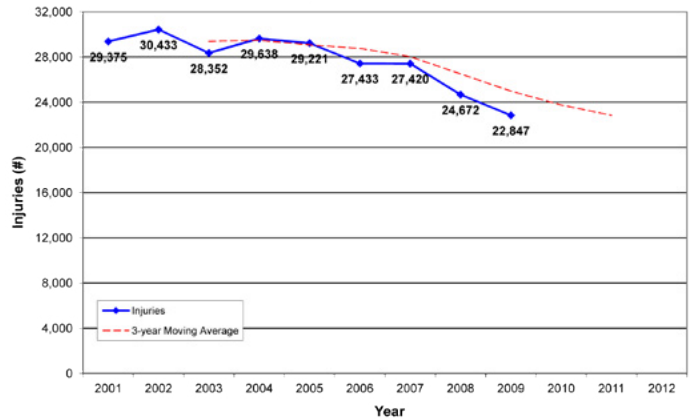


Core Performance Measures

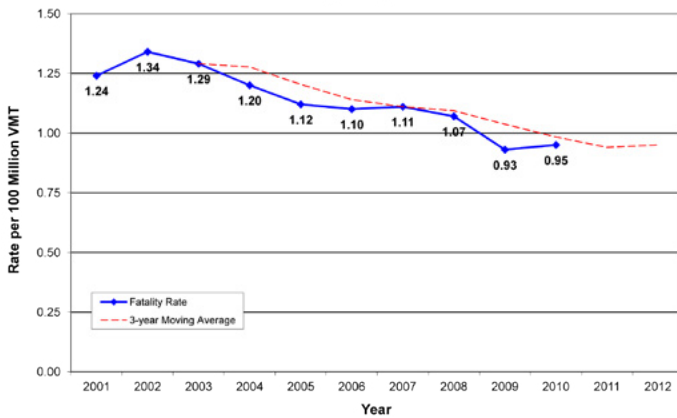
C-1: Number of Utah Traffic Fatalities



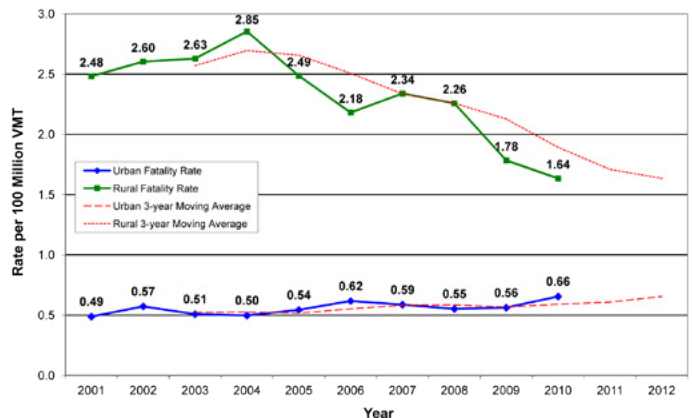
C-2: Number of Injuries in Utah Traffic Crashes



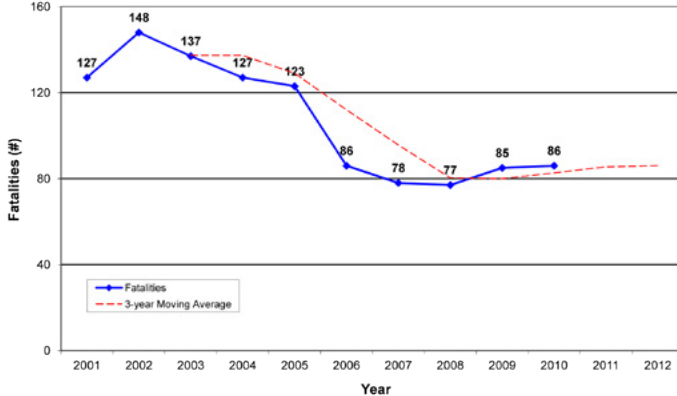
C-3: Utah Total Fatality Rate per 100 Million VMT



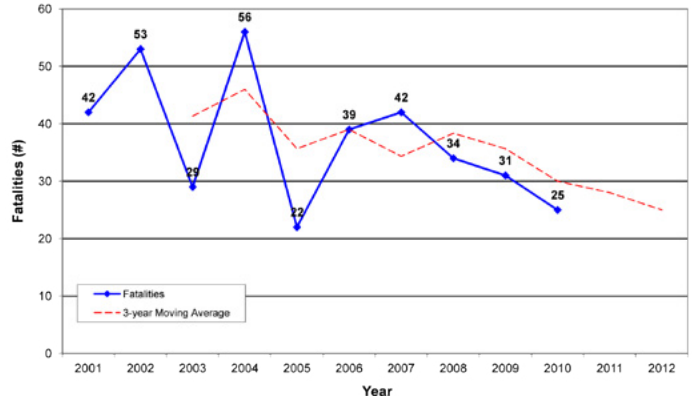
C-3a: Utah Urban/Rural Fatality Rate per 100 Million VMT



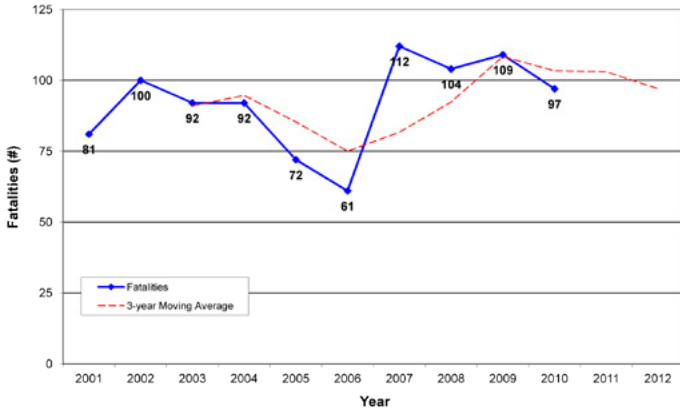
C-4: Number of Utah Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions



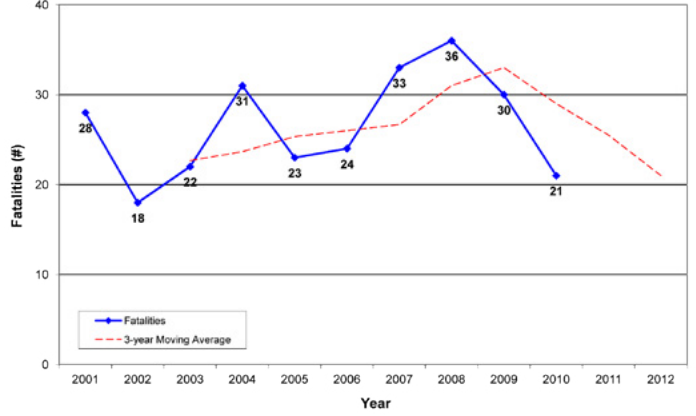
C-5: Number of Utah Fatalities Involving a Driver with a BAC of .08 and above



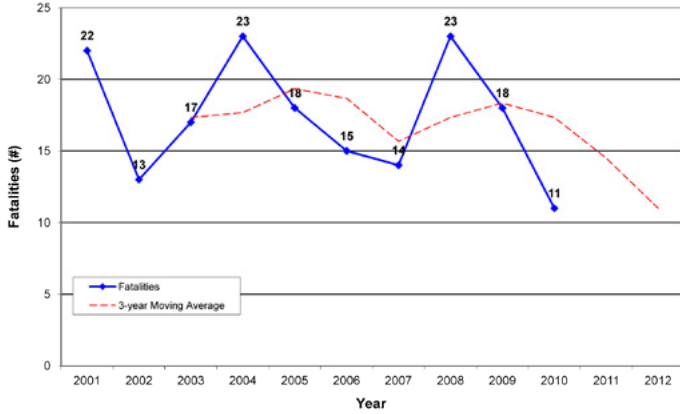
C-6: Number of Utah Speeding-Related Fatalities



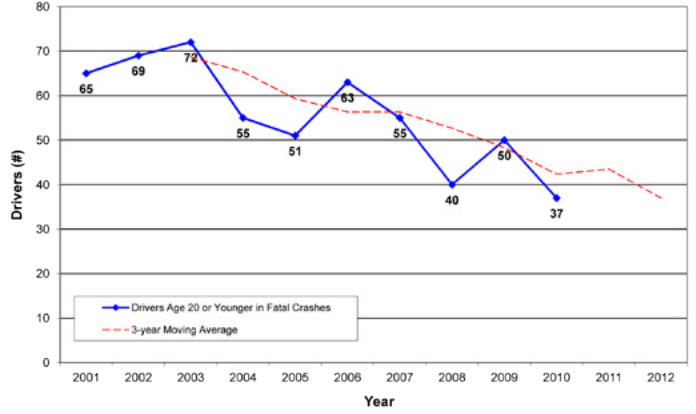
C-7: Number of Utah Motorcyclist Fatalities



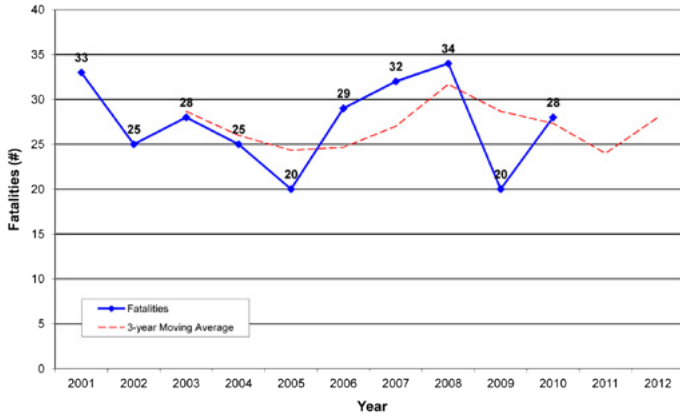
C-8: Number of Utah Unhelmeted Motorcyclist Fatalities



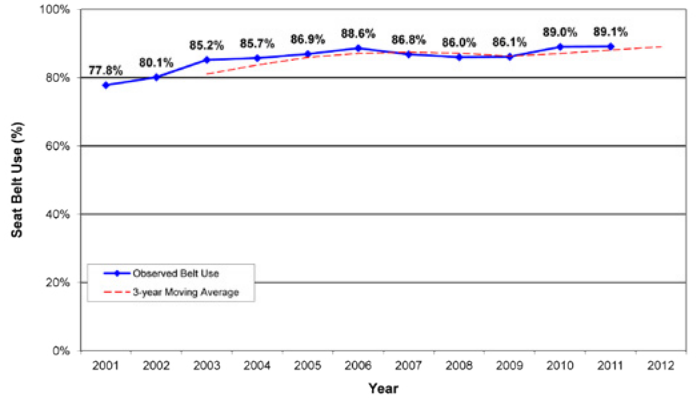
C-9: Number of Drivers Age 20 or Younger in Utah Fatal Crashes



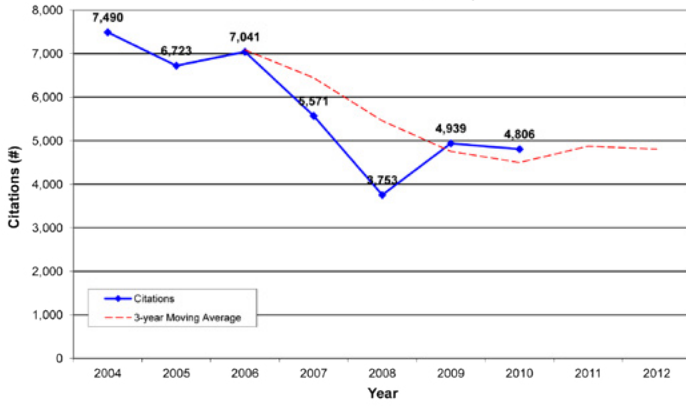
C-10: Number of Utah Pedestrian Fatalities



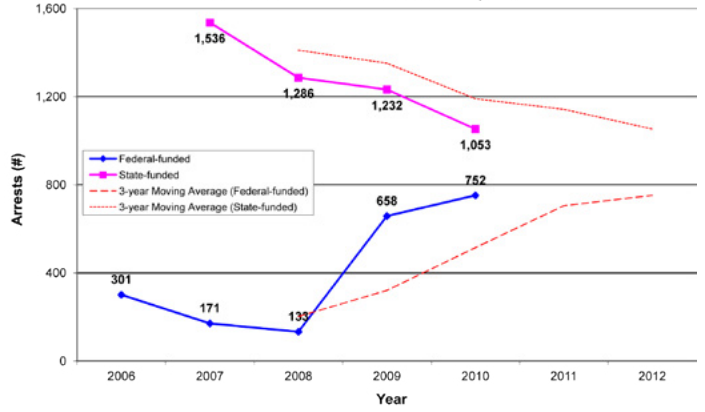
B-1: Utah Observed Seat Belt Use for Front Seat Occupants in Passenger Vehicles



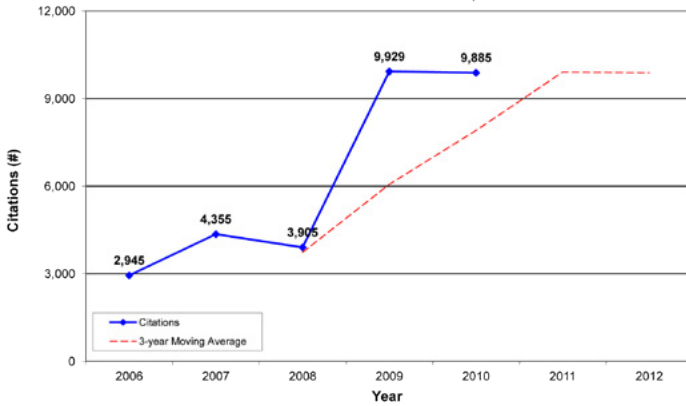
A-1: Number of Seat Belt Citations Issued During Grant-funded Enforcement Activities, Utah



A-2: Number of Impaired Driving Arrests Made During Grant-funded Enforcement Activities, Utah



A-3: Number of Speeding Citations Issued During Grant-funded Enforcement Activities, Utah



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