



# GOHS

Governor's Office of Highway Safety



# 2008 ANNUAL REPORT

# Georgia Governor's Office of Highway Safety

## TABLE OF CONTENTS

### GHSA Annual Report Template

Contact Information .....	1
Introduction.....	1
Accomplishments.....	4
Challenges.....	11
Crash Data / Trends .....	13
Performance Goals and Trends.....	14
Financial Summary (Budgeted).....	19
Impaired Driving Overview .....	20
Occupant Protection Overview .....	25
Pedestrian and Bicycle Safety .....	29
Paid Media Report Overview.....	32
Noteworthy Practices: Georgia Highway Safety Programs Evaluation .....	36
Noteworthy Practices: Rural Road Initiative .....	40
Noteworthy Practices: Highway Enforcement Against Aggressive Traffic (H.E.A.T.).....	43
Noteworthy Practices: Georgia Driver Education Commission (GDEC).....	47
Looking to the Future.....	50
2005 Pictorial Review.....	52

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## Introduction

**Overview** – The Georgia Governor’s Office of Highway Safety (GOHS/Office) is pleased to present its **2008 Annual Report**.

The mission of GOHS is *to educate the public on highway safety issues and to facilitate the implementation of programs that reduce crashes, injuries, and fatalities on Georgia roadways*. The Office seeks to accomplish its mission by using federal monies to fund state and local programs that address specific highway safety issues. The highway safety programs funded by our Office are designed to address major highway safety problems that are concerns not only on the state level, but nationally as well. The Office expended approximately \$17.2 million during the federal fiscal year (FFY) 2008 in funds provided by the federal government (National Highway Traffic Safety Administration – NHTSA).

In FFY 2008, the Office made tremendous gains in state collaborations to reach its mission with unprecedented partnership efforts with the Georgia Department of Driver Services, Georgia Department of Public Safety, Georgia Department of Human Resources, Georgia Department of Transportation, Georgia Sheriff’s Association, Administrative Office of the Courts, Prosecuting Attorney’s Council, and the University of Georgia. With this committed partnership, GOHS has embraced Comprehensive Highway Safety Planning by facilitating the *5-E’s Model Approach – Education, Enforcement, Engineering, Emergency Medical Services, and Evaluation*.

In this document, the key areas of Impaired Driving, Occupant Protection, Pedestrian and Bicycle Safety, and Paid Media will be addressed as suggested by the Governor’s Highway Safety Association (GHSA) Annual Report Template. GOHS has ongoing evaluation of program outcomes that will be available in February 2009 and added to this document as a supplement and complete picture of the activities, successes and challenges in every highway safety program area outlined in the 2008 Highway Safety Plan. Due to the limited time frame for which final reports from grantees are received (November 19), full analysis of their individual and collective accomplishments are difficult by the December 31 deadline for submission of our Annual Report as required by NHTSA.

**Crash Summary** – **Crash Summary** – In addition to statewide programmatic data, GOHS houses and analyzes data that the Georgia

Department of Transportation (GDOT) collects and maintains. While complete traffic safety crash statistics are often difficult to obtain for one or even two years after the end of any given year, GOHS monitors available data sources and evaluates its efforts through the timeliest sources that are available for trends reflecting its effectiveness. Additionally in certain cases, data from different sources disagree due to differences in collection methods.<sup>1</sup> As reported by the Fatality Analysis Reporting Systems (FARS), there were 1,641 traffic fatalities in Georgia in CY2007, a 3.1% decrease from CY2006 when there were 1,693 such fatalities. The overall fatality rate per 100 million vehicle miles traveled (VMT) was 1.47, as compared to 1.49 in 2006. The combined fatality and serious injury rate per 100 million VMT decreased to 116.6 in 2007 from 119.0 in 2006. The estimated overall road travel in Georgia decreased to 111.4 billion miles from 113.5 billion in 2007 according to the Georgia Department of Transportation; however, VMT in Georgia rose 16% over the past 10 years, which is above the national rate of growth. Alcohol-related fatalities decreased to 519 in 2007, a 4.6% decrease from 2006 when 544 such deaths occurred. Total unrestrained deaths also dropped in 2007 to 636 from 666 in 2006, a 4.5% decrease. Speed-related deaths decreased 6.3% in 2007 to 360 from 384 in 2006. Despite these decreases in fatalities related to alcohol, unrestrained driving and speeding, the percentage that such deaths make up of total deaths remained unchanged. Pedestrian deaths on Georgia roadways increased in 2007 to 153 from 148 in 2006, and the proportion such fatalities make up of total fatalities increased to 9.3% from 8.7%. Motorcycle deaths rose 5.8% in 2007, increasing to 163 fatalities from 154 in 2006. Motorcycle deaths made up 9.9% of total fatalities in 2007, compared to 9.1% in 2006. From the 2000 census through 2006, Georgia experienced an estimated 16.6% population growth, which is 9.5 percentage points higher than that experienced by the nation as a whole. Though fatality rates per population have decreased since 2000 and over the past 10 years, the percentage dangerous behaviors, such as impaired driving, unrestrained driving and speeding make up of total deaths remain unchanged. GOHS must continue to use enforcement, education and awareness to combat these behaviors, while total fatalities in Georgia continue to decline:

1. The drop in total fatalities in 2007 was the second year in a row of decrease since 2005. Though total fatalities increased 4.7% over the past ten years, the fatalities per VMT rate decreased 9.3% over the same period with an all-time low of 1.41 in 2002. The 2007 combined fatalities and serious injuries per VMT rate of 116.6 represents a ten year decrease of 17.1%.

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<sup>1</sup>The current report uses the FARS fatality total of 1,641, which does not include fetus deaths or fatalities as a result of crashes involving police pit maneuvers. This total is, in turn, used for all rates involving fatalities. The current report also uses the FARS pedestrian fatality total of 153. The current report also uses the new imputation statistics produced by NHTSA for fatalities related to impaired driving.



2. Fatalities per 100,000 population dropped to 17.2 in 2007, which represents the lowest such rate since the statistic was first collected in 1994. In general, this rate decreased 16.1% over the past ten years. The fatality and serious injury rate (1,362 per 100,000 population) dropped to its lowest level ever recorded in 2007. Overall, this rate decreased 23.7% over the past ten years.
3. Excluding motorcycle deaths, the total number of fatalities in Georgia decreased from 1,502 to 1,478, and the number of motorist fatalities fell from 1,308 to 1,306. Motorcycle deaths made up almost 10% of total fatalities in 2007, up from 4.2% in 1998. The rising popularity of motorcycles (an increase of 88.9% in registered motorcycles over the past ten years) contributed to the rise in motorcycle deaths; however, this increase cannot account for the 34.3% increase in motorcycle involved fatalities per 100,000 registered vehicles over the same period that this rate for passenger cars and pickups fell 26.1% and 22.9%, respectively. Not only is motorcycle popularity in Georgia growing, but motorcycle fatalities and fatality rates on Georgia roadways are increasing at an alarming rate.
4. The proportion and rates of impaired driving fatalities remained the same over the past ten years. The proportion of impaired driving fatalities of total fatalities stayed at about 30%. Impaired driving fatalities per 100 million VMT was 0.47 in 1998; in 2007, this rate was 0.48. The year 2003 represented the lows for these two statistics, with the proportion of impaired fatalities reaching 26.2%, and the VMT rate reaching 0.39.
5. While there is some annual variation in proportions of drivers and passengers observed wearing safety belts, the trend line for safety belt usage rates in Georgia continues a steady upward progression, reaching 88.9% in 2007, a 20.8% increase over a ten year period. Over the last three years, however, the observed safety belt rate remained about the same, reaching a high of 90% in 2006.
6. The safety belt usage rate for passenger vehicles reached 91% in 2007, while the rate for pickup trucks was 73.8%. Advances in safety technology helped overall fatality rates to decline for passenger cars and pickup trucks over the past ten years; however, the percent unrestrained of total pickup truck fatalities was 75.0% in 2007, while the percent unrestrained of total passenger car fatalities was 45.6% in 2007. Overall, pickup truck occupants involved in crashes were almost three times less likely to be wearing a safety belt than those in passenger cars. Of occupants involved in crashes, the percentages of those unrestrained who were killed, injured and unharmed were nearly identical for pickups and passenger cars; however, because of the great disparity in safety belt use, pickup truck occupants were 38.9% more likely to die in a crash than passenger car occupants.

7. Advances in child safety seats, as well as increases in education and awareness, made great strides in reducing child deaths over the past ten years. In 2007, observed child safety seat usage reached 85.7% compared to the 1997 rate of 72.5%, which represents an 18.2% gain in usage. This rate remained between 85% and 95% since 2001. Fatalities among children under five decreased 50% over the past ten years, and the portion that child deaths made of total vehicle occupant deaths also fell 50% during the same period. Over the past ten years, children restrained in properly installed car seats had a 92% chance of being unharmed in a vehicle crash in Georgia. In contrast, unrestrained children were uninjured in 75% of crashes.
8. The number of older licensed drivers (aged 55 and up) in Georgia increased 68.2% over the past ten years, and the proportion that these drivers make up of total licensed drivers in Georgia rose 26.6%. These increases surpass the national trend for rising older drivers. In Georgia, the rates for crashes, injuries and fatalities per 10,000 licensed drivers over age 55 decreased 49.8%, 31.2% and 35.4%, respectively over the past ten years. These reductions indicate that Georgia has done a good job keeping up with this rising demographic with dedicated education and training programs geared toward older drivers.

#### **Accomplishments – In FFY 2008, Georgia:**

1. Has been identified as a model state for innovative enforcement strategies; specifically, the establishment of a very effective multi-agency enforcement effort through regional Traffic Enforcement Networks. This was due to GOHS staff's diligent efforts in implementing innovative programs that address motor vehicle crashes.
2. Continued the NHTSA Gold Standards with continuation of the DUI Court program in four counties. The evaluation of the pilot DUI Court program, which included three courts, showed a decrease in recidivism.
3. Participated in all NHTSA national campaigns, including "Click It or Ticket" and "Operation Zero Tolerance. Over The Limit, Under Arrest."
4. Continued implementation by GOHS and GDOT of a Strategic Highway Safety Plan (SHSP) in FFY 2008. The structure includes executive oversight, buy-in and direct involvement of the Safety Program Leadership (SPL) members, lead by an Operations Manager, with Task Team Leaders supported by Risk Analysis and

Evaluation Team safety data analysts. Georgia was selected as a development state to participate in the SHSP model implementation process to determine the role the SHSP plays in the development and implementation of Georgia safety partners' transportation safety-related plans and programs. The Task Teams submitted proposed projects to address their respective areas, and through FFY 2008, 74 projects were submitted with 37 already underway with existing funding. The top priority of these projects is quantifiable lifesaving goals.

5. Launched the SHSP implementation with the development and delivery of the Every Life Counts 2008 Georgia Highway Safety Conference, a multi-professional event organized by GOHS. The conference was attended by over 350 safety professionals from law enforcement, traffic engineering, emergency medical services, education, and public information specialists. The conference goal was to further integrate the four safety E's into Georgia's statewide highway safety planning and implementation. Professional development credits, continuing education, peace officer, and EMT training credits were provided to all attendees' respective professions.
6. Employed Georgia Rural Safety Initiative with the goal to prevent fatal and nonfatal injuries to over-represented, high-risk drivers in rural areas within the state through comprehensive enforcement media, outreach, and an evaluation program. Intelligent, low-cost solutions to improve rural road safety are readily available and can be deployed quickly. This project includes the Georgia Rural Seat Belt Demonstration Project, "Safer Driver Seat Belts", low staffing sobriety checkpoints, and a focus on commercial vehicles.
7. Policed aggressive traffic with the Highway Enforcement of Aggressive Traffic (H.E.A.T.) program. Twenty-six H.E.A.T. grants were allocated in FFY 2008. The expansion over the past four years of the H.E.A.T. program allowed for a more cohesive and visible law enforcement effort that effectively carries out GOHS' mission of education and enforcement. Of reporting H.E.A.T. jurisdictions in FFY 2008, 68.2% showed a decrease in crashes from FFY2007. Another 75.0% reported fewer injuries, and 65.2% reported fewer fatalities. In addition, a majority of reporting H.E.A.T. jurisdictions reported reductions in fatalities involving unrestrained motorists (72.0%), impaired driving (55.6%), speeding (68.8%), and pedestrians (63.2%).
8. Continued the "100 Days of Summer H.E.A.T." campaign, a multi-jurisdictional campaign designed to reduce speeding, impaired driving, and occupant protection violations in counties with major traffic safety problems. GOHS was also the impetus for this

program being adopted by the NHTSA Southeast Region, where southeastern states utilized this campaign slogan in their summer mobilizations.

9. Mobilized Operation Rolling Thunder by the GOHS Thunder Task Force in two areas with high fatalities. The Thunder Task Force targets high-risk drivers through specialized traffic enforcement to help Georgia communities combat abnormally high occurrences of morbidity and mortality on roadways. The mission of the Task Force is to reduce crashes, injuries and fatalities by changing illegal driving behaviors of motorists in the region through an increased law enforcement presence in high crash corridors. In FFY 2008, Operation Rolling Thunder conducted ninety-day high-visibility mobilization in Paulding/Bartow counties. During the Paulding/Bartow roll-out, which was conducted June-August 2008, law enforcement personnel apprehended 113 DUI violators, handed out 522 safety belt citations, and caught 942 motorists driving above the speed limit. In addition, law enforcement gave 160 suspended license citations, made 46 drug arrests, and apprehended 37 fugitives. During the three months of the mobilization in Paulding/Bartow, crashes, injuries and fatalities decreased from the same three months the previous two years by 23%, 37% and 87%, respectively. Another Operation Rolling Thunder is scheduled for early FFY2009 in Barrow/Oconee counties.
  
10. Conducted the Special Operations Division the 8<sup>th</sup> Annual Governor's Challenge Awards Program in Perry on September 19, 2008. This event was a GOHS incentive program designed to award outstanding achievements in highway safety enforcement and education. GOHS received a total of 82 Governor's Challenge Applications this year. All applications were forwarded to the International Association of Chief's of Police (IACP) for judging. Georgia scores were returned to GOHS for the selection of Governor's Challenge winners and all Georgia applications were entered into the IACP National Law Enforcement Challenge. Of the 82 original applicants, 36 different law enforcement agencies and one private party were recognized at the awards banquet. Coweta County Sheriff's Office won the Governor's Cup. Additionally out of the 560 entries to the 2008 National IACP Law Enforcement Challenge, Coweta County Sheriff's Office won the National Sheriff's Association (N-S-A) overall Top Traffic Safety Unit Award. Eighteen other Georgia law enforcement agencies and 20 individual officers were honored as National Winners this year. The N-S-A also announced that the 2008 J. Stannard Baker Award recipient is Captain Chris Looney from Franklin County Sheriff's Office. This award is the highest given for highway safety in the United States.



11. Coordinated through the GOHS Special Operations Division the 17<sup>th</sup> Annual Hands Across the Border campaign August 24-August 29, 2008, during which Georgia officers joined their law enforcement partners from six bordering states in a major mobilization effort coordinated to crack down on impaired drivers and take a pledge to reduce crashes, serious injuries and fatalities on highways. Coinciding with the nationwide "Operation Zero Tolerance" campaign and the finale of GOHS' 100 Days of Summer HEAT, officers from neighboring Florida, Alabama, Tennessee, and North and South Carolina conducted 26 sobriety checkpoints, nine Traffic Enforcement Network meetings, and ten joint news conferences and media events at Georgia Welcome Centers near the state borders. In total, 831 officers from 194 agencies were in attendance, and aided in 380 citations or arrests, including 28 DUI's, 11 drug arrests, and 4 fugitives apprehended.
12. Carried out joint initiatives at the state and local levels, utilizing a network of partnerships which includes GDOT, Georgia State Patrol (GSP), Georgia Department of Driver Services (GDDS), Georgia Bureau of Investigation (GBI) and the Georgia Motor Carrier Compliance Division (MCCD). These initiatives are indicative of an open and inclusive management approach. In 2008, GOHS implemented GDOT and GSP liaisons housed within GOHS. These intra-agency liaisons champion all three parties' interests in development of strategic plans for highway safety awareness, enforcement and traffic records.
13. Worked closely with GDDS in funding the Georgia Driver Education Commission (GDEC) to implement the 40-hour driver education requirement under the State's graduated licensing law, giving grants to high schools and libraries across the state to help teenagers comply with Joshua's Law through the availability of affordable quality driver education programs. In FY 2008, a total of 10,200 students completed the grant-supported driver education courses in 35 high schools. Public libraries in 113 locations made available online driver education instructions to high school students across the state. GOHS formulated the application and grant procedures, through which \$4,100,100 was awarded to high schools and libraries across the state.
14. Awarded by the Governor's Highway Safety Association and Ford Motor Company a \$20,000 grant to participate in the Driving Skills for Life program. Georgia was named in August 2008 as one of nine states and two U.S. Territories to be awarded a grant for efforts to promote teen driver safety. This grant award marks the first time a private sector company has given state highway safety agencies grants for teen driver safety programs. DSFL is one of the nation's most comprehensive teen driver safety awareness programs. Core

program components include an educator packet, hands-on driver training events, and an interactive website. Georgia plans to utilize the money to promote the DSFL program to young drivers statewide by hosting a one-day event with hands-on activities and demonstrations related to highway safety concerns. This event will be held in April 2009 with special consideration to the DSFL highway safety message surrounding a risky time of year for teen drivers, Prom season.

15. Brought more than 400 young safety advocates from local Georgia high schools and colleges together for a two-day safety conference at Callaway Gardens to learn how to influence others in an effort to save lives on our highways. The Youth and Young Adult Highway Safety Conference was hosted by GOHS in October 2007. Student representatives focused on new ways to communicate life-saving ideas to their peers in Georgia school systems.
16. Improved retention and achievement rates of Students Against Destructive Decisions (SADD) programs, which raise awareness among high school students of the dangers of impaired and unrestrained driving. In FFY2007, fourteen grantees dropped out before the end of the fiscal year because of administrative problems acknowledged by the grantee, an 18.4% attrition rate. In FFY 2008, only four SADD programs that accepted funding were unable to finish, a 5.2% attrition rate, which represents a 71.7% reduction in this rate. In addition, SADD grantees achieved 89.3% of the state objectives in FFY 2008, a 10.2% improvement over FFY2007. These improvements can be directly linked to the work of GOHS planner continuous communication with dedicated and long-term program coordinators.
17. Coordinated with GDDS to increase motorcycle training and education across the state. The demand for motorcycle training is growing based on increase motorcycle registrations. To keep up with demand and to improve motorcycle safety, GOHS and GDDS are dedicated to opening additional training sites and training more instructors across the state.
18. Impacted Georgia's problem of drinking and riding motorcycles. GOHS and GDDS utilized the "Riders Helping Riders" curriculum in it GMSP to encourage and enable riders to intervene in the drinking and riding of motorcycles.
19. Established a motorcycle communication program which focused on simple messages disseminated by broad public communication channels (e.g. radio, television). GOHS concentrated on cable TV buys messaging for specific population in the top-ten Georgia counties with the highest index of motorcycle fatalities for the

preceding three years. A total of approximately \$790,000 was utilized in getting the message to motorcyclists.

20. Continued the implementation of a Child Passenger Safety (CPS) Board in Georgia. The Board was developed under guidelines similar to the National Child Passenger Safety Board to provide program direction and technical guidance to communities and organizations within Georgia. Members discuss key issues related to child passenger safety in Georgia in an effort to streamline and enhance Georgia's CPS initiatives. Committees on the Board include Curriculum, Membership, Communications, Diversity, Special Needs, and Certification. The Board hopes to further increase visibility across Georgia in upcoming months by partnering with the currently established Law Enforcement Networks to provide guidance and education to officers and encourage enforcement of improperly restrained children. In addition, GOHS planner Amy Edwards began in November 2007 to serve a three-year term to represent injury prevention on the National Child Passenger Safety (CPS) Board, which collaborates with NHTSA and Safe Kids Worldwide to provide technical guidance to states and organizations and to maintain the quality and integrity of the National Child Passenger Safety Certification Program. This high profile appointment and partnership will aid the Georgia CPS Board to incorporate current and valuable information.
21. Responded in early 2008 to tragic circumstances in the Vidalia, Georgia area where three child fatalities occurred within a nine day period related to unrestrained motor vehicle crashes. GOHS quickly implemented a successful three-day blitz to provide child passenger safety enforcement and education to the effected counties. A press event kicked off the blitz which included five child safety seat road checks within counties in the area. During this time, 191 child restraints were inspected and properly installed. Eighty-two child safety seats were provided to low-income families with unfit seats or to those who did not have a child seat for their children.
22. Improved the state's traffic data systems to allow for accurate, reliable and timely information exchange between key partners through key initiatives in coordination with a number of state agencies and stakeholders. GDOT continued work to install the electronic citation and crash reporting system TraCS, train LEA personnel, and provide essential support for those LEAs that wish to use TraCS. GDOT readied an electronic interface on their end entitled "Redevelop GDOT Repository to Accept Electronic Crash Reports." The Office of Health Information and Policy sought to make available, over the Division of Public Health's publicly

accessible internet based system, its data system OASIS, which allows users to submit queries for hospital information, thus enhancing crash and injury surveillance capacity. The GDDS initiated a short-term project to redesign the current Uniform Traffic Citation (UTC) to include several new federally required fields, improve layout, and simplify the process of using UTC for local law enforcement agencies. The Administrative Office of the Courts (AOC) worked to build a publicly accessible website where data can be accessed relating to traffic citation convictions from the AOC's three case management systems: TIPS, PCIS, and SUSTAIN. In FY2008, TIPS Case Management System was upgraded to accept and process electronic citations through all classes of courts.

23. Continued a fully functional Traffic Records Coordinating Council and Executive Steering Committee (TRCC) with collaboration with State partners representing all disciplines in the public sector (engineering, courts, public health, EMS, law enforcement, driver services, etc.). The State Traffic Records Coordinator along with the TRCC developed a strategic plan related to the committee's mission. The plan includes a long-range strategic plan, support of the Traffic Records Coordinator, and improvements in the process of crash location, better communication and error feedback to reporting agencies and support of the Crash Outcome Data Evaluation System (CODES).
24. Created The Fatality Analysis and Surveillance Tool (FAST), which provides a monthly update of current fatality reports. GOHS designed this tool to reflect highway fatalities as recorded by the state crash repository. Using the tool, one may identify highway fatality "hot spots," fatality target goals, and projected end-of-year fatalities. Its use was instrumental in formulating Georgia's Strategic Highway Safety Plan.
25. Streamlined grant process through eGOHS (Electronic Grants for the Office of Highway Safety) in which applications were submitted, reviewed, and approved electronically. All grants in FFY 2008 were managed entirely online. This system improved communication between GOHS and grantees, effectively reducing time and expediting prior cumbersome processes to allow both parties to focus on the mission. As a result of the increased efficiency of reporting on the eGOHS system, more immediate and in depth analysis could be performed on more grants at the end of the fiscal year. Each staff member can access grantee documentation (claims, MARs) from remote locations (at home or in the field).



26. Facilitated communication with applicants and grantees through Bidders Conferences and Project Directors Meetings in order to create a more focused applicant on GOHS issues resulting in better designed applications focused on Highway Safety Best Practices.
27. Continued efforts to address issues initially highlighted in the 2003 Performance Audit related to process and impact evaluation and accountability of all grantees. These efforts include a highly successful collaborative relationship with the Traffic Safety Research and Evaluation Group (TSREG), College of Public Health at the University of Georgia. TSREG monitored all grants, provided technical assistance and collaborated with GOHS planners to provide grant evaluation assistance.
28. Completed grants achieved 83% of the stated objectives in FFY 2008, which is an increase over FFY2007. Of these completed grants, 90% achieved at least half of the stated objectives, and 27% achieved all of the stated objectives.
29. Completed grants achieved 79% of the stated milestones in FFY 2008, which is the same rate as FFY2007. Of these completed grants, 90% completed at least half of the stated milestones, and 24% completed all of the stated milestones.

#### **Challenges – In FFY 2008 in Georgia:**

1. **Law enforcement staffing issues was a challenge.** Many law enforcement agencies have reported significant manpower shortages during FFY 2008. GOHS' efforts aimed at increasing law enforcement-based participation in its initiatives were hampered this past year by significant statewide manpower shortages across many law enforcement agencies.
2. **Effective Public Information and Education (PI&E) campaigns were a focus.** Because of limited law enforcement resources, PI&E is an important part of effective speeding reduction, impaired driving reduction, and safety belt campaigns. The public perception of an increased risk of arrest as a result of illegal driving behavior can be increased through comprehensive and effective PI&E programs.
3. **Low knowledge level regarding traffic safety laws remains.** The general public in Georgia continues to lack knowledge of current and proposed traffic safety legislation.
4. **Grantee quality was a focus.** Since GOHS must rely on the caliber of its grantees to produce successful traffic safety programming, it is imperative that there be a sufficient

statewide pool of well-written grants submitted for consideration. GOHS' efforts to place programs in areas of the state where they are critically needed are sometimes hampered by few grantees and a lack of implementation resources.

5. **Pick-up truck exemption from primary safety belt law was a focus.** State law exempting trucks from the safety belt law continues to challenge GOHS' efforts to reduce fatalities in Georgia. The safety belt rate for passenger vehicles reached 91.0% in 2007, while the rate for pickup trucks was 73.8%. Advances in safety technology helped overall fatality rates to decline for passenger cars and pickup trucks over the past ten years, even as the number of registered pickups increased; however, the percent unrestrained of total pickup truck fatalities was 75.0% in 2007, while the percent unrestrained of total passenger car fatalities was 45.6% in 2007.
6. **Educating new grantees to use the online final report.** New reporting practices on the eGOHS system require time to learn.
7. **Branding highway safety messages that resonate was key.** Establishing clear and cogent brands linked to specific highway safety issues remains a challenge and the public's perception constantly changes.
8. **Young Adult program was a focus.** There were 18 colleges and universities funded in FFY 2008 to implement peer education programs to encourage safety belt use and prevent drinking and driving, which was four fewer than FFY2007. In FFY 2008, Young Adult grantees achieved 67.3% of the stated objectives and 68.1% of the state milestones. These achievement rates are significantly lower than the average for all grantees.

Crash Data / Trends	Baseline Data 1994-1997					Progress Report Data 1998-2007									
	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	
<b>Fatalities (Actual)</b>	1,425	1,488	1,573	1,577	1,568	1,508	1,541	1,647	1,524	1,603	1,634	1,729	1,693	1,641	
<b>Fatality Trend</b>	1,425	1,457	1,495	1,516	1,526	1,523	1,526	1,541	1,539	1,559	1,575	1,592	1,605	1,613	
<b>Fatality Rate /100 million VMT</b>	1.72	1.74	1.76	1.68	1.62	1.53	1.47	1.53	1.41	1.47	1.46	1.52	1.49	1.47	
<b>Fatality Rate Trend</b>	1.72	1.73	1.74	1.73	1.70	1.68	1.65	1.63	1.61	1.58	1.55	1.52	1.50	1.48	
<b>Injuries (Actual)</b>	*	*	142,890	139,400	134,770	123,588	130,608	132,305	132,623	132,894	137,996	139,262	133,399	128,318	
<b>Injury Trend</b>			142,890	141,145	139,020	135,162	134,251	133,927	133,741	133,635	134,119	133,716	133,049	132,333	
<b>Fatality &amp; Serious Injury Rate/(100 million VMT)</b>	*	*	162.3	150.0	140.6	126.4	125.8	124.0	124.2	123.0	124.7	124.2	119.0	116.6	
<b>Fatality &amp; Serious Injury Rate Trend</b>			162.3	156.2	151.0	144.8	141.0	138.2	136.2	134.5	133.4	129.2	125.8	123.1	
<b>Fatality Rate/100K Population</b>	20.2	20.7	21.5	21.1	20.5	19.4	18.7	19.6	17.8	18.5	18.5	19.0	18.1	17.2	
<b>Fatality Rate Trend/100K Population</b>	20.2	20.5	20.8	20.9	20.8	20.6	20.3	20.2	19.9	19.7	19.5	19.2	18.9	18.5	
<b>Fatal &amp; Serious Injury Rate/100K population</b>	*	*	1,970	1,883	1,785	1,606	1,605	1,594	1,570	1,549	1,581	1,554	1,443	1,362	
<b>Fatal &amp; Serious Injury Rate Trend/100K pop</b>			1,970	1,927	1,880	1,811	1,770	1,741	1,716	1,695	1,683	1,636	1,587	1,540	
<b>Alcohol Related Fatalities</b>	540	531	577	586	528	524	585	558	533	483	536	562	604	519	
<b>Alcohol Related Fatality Trend</b>	540	536	549	559	552	548	553	554	551	545	546	544	546	490	
<b>Proportion of Alcohol Related Fatalities</b>	38.0	36.0	37.0	37.0	34.0	35.0	38.0	34.0	35.0	30.0	33.0	32.5	35.7	31.6	
<b>Alcohol Proportion Trend</b>	38.0	37.0	37.0	37.0	36.4	36.2	36.4	36.1	36.0	35.1	34.8	34.3	34.1	30.4	
<b>Alcohol Related Fatality Rate/100M VMT</b>	0.65	0.62	0.65	0.62	0.54	0.53	0.56	0.52	0.49	0.45	0.47	0.49	0.53	0.47	
<b>Alcohol Fatality Rate Trend</b>	0.65	0.64	0.64	0.64	0.62	0.60	0.60	0.59	0.58	0.55	0.54	0.52	0.51	0.45	
<b>Percent of Population Using Safety Belts*</b>	52.8%	50.0%	57.8%	65.1%	73.6%	74.2%	73.6%	79.0%	77.0%	84.5%	86.7%	89.9%	90.0%	88.9%	
<b>Safety Belt Use Trend</b>	52.8%	51.4%	53.5%	56.4%	59.9%	62.3%	63.9%	65.8%	67.0%	70.5%	74.6%	78.2%	80.9%	82.6%	

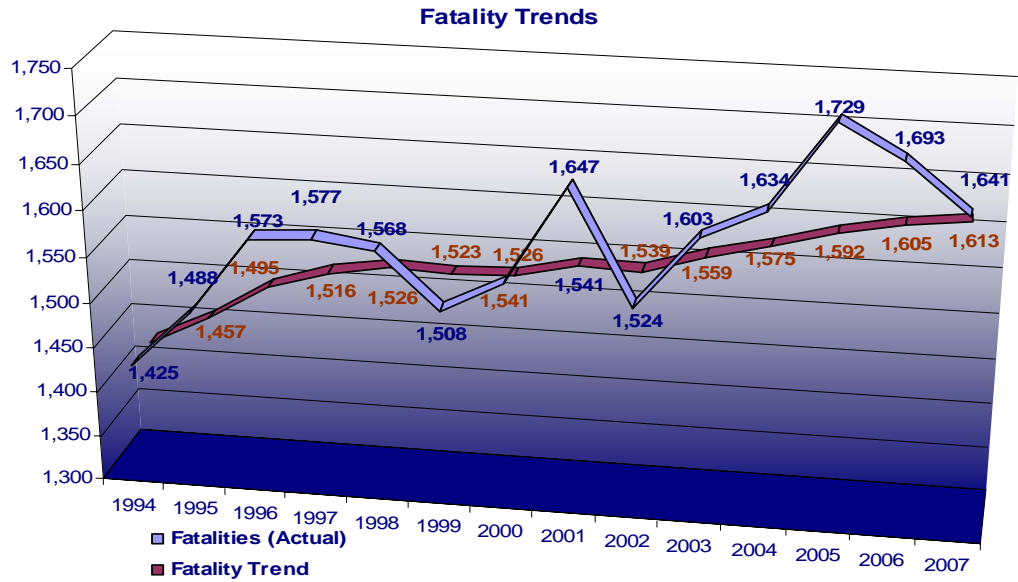
\*Source: FARS

## Performance Goals and Trends

### Goal: Fatalities

#### Baseline

To reduce the total number of fatalities. Baseline data from 2007: 1,641 fatalities

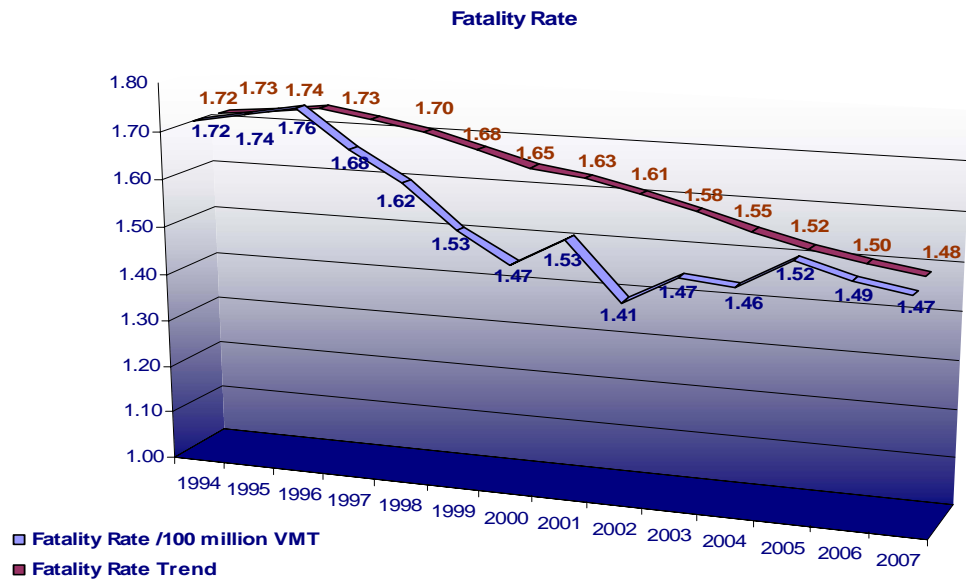


### Goal: Fatality Rate/VMT

#### Baseline

Reduce the mileage death rate to 1.0

Baseline data from 2007: mileage death rate was 1.47

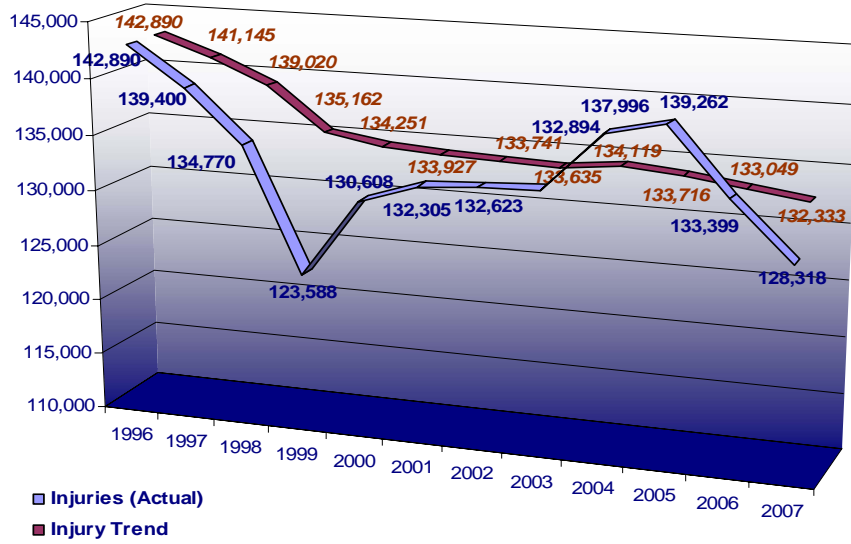




**Goal: Injuries**  
**Baseline**

To reduce total motor vehicle related injuries.  
 Baseline data from 2007: Total injuries 128,318

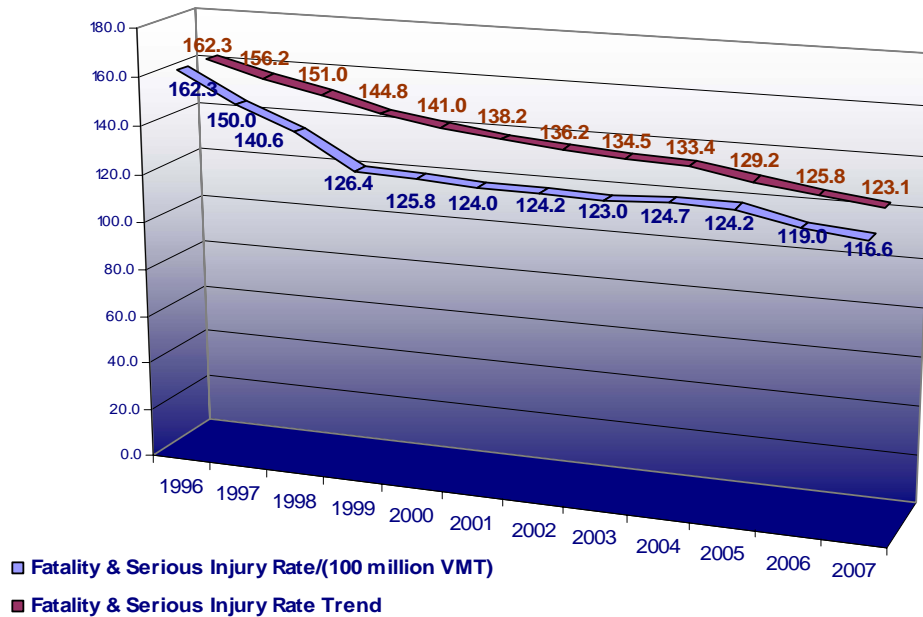
**Injury Trends**



**Goal: Fatal and Injury Rate/VMT**  
**Baseline**

To reduce overall fatal and injury rate.  
 Baseline data for 2007 was 116.6 per 100 million VMT.

**Fatal and Serious Injury Rate per 100M VMT**



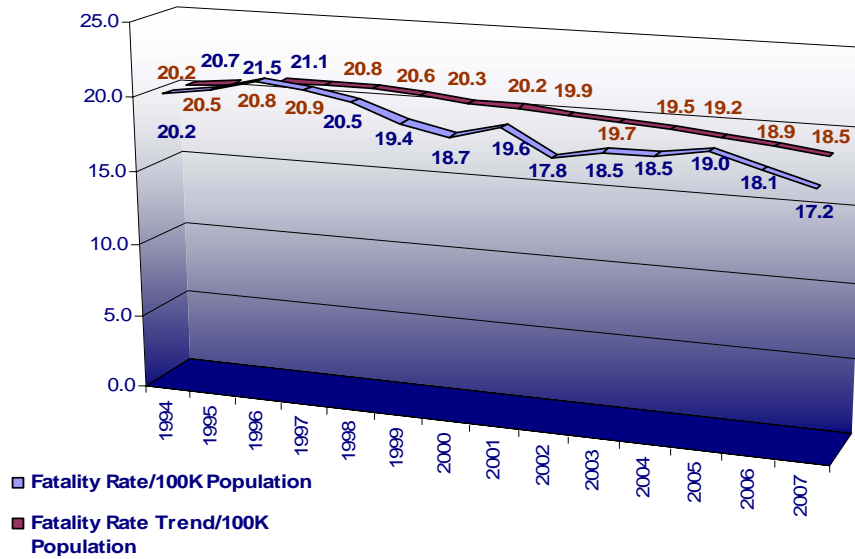
**Goal: Fatality Rate/100K**

**Baseline**

To reduce fatality rate per 100K of the population.

Baseline data rate for 2007 was 17.2 per 100K of the population.

**Fatality Rate/100K Population**



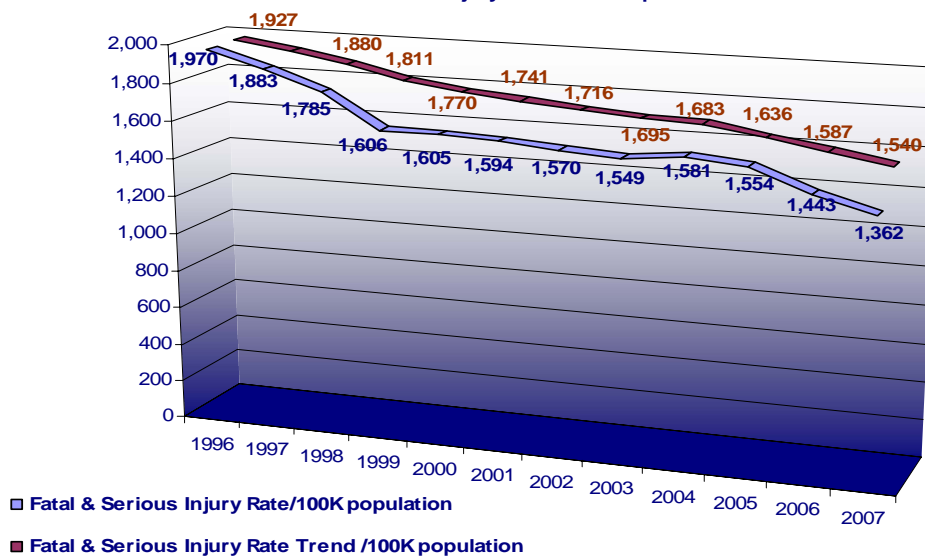
**Goal: Fatal/Injury Rate/100K Population**

**Baseline**

To reduce motor vehicle traffic crashes, injuries and fatalities.

Baseline data for 2007 was 1,362 Fatal and Serious Injury per 100K population.

**Fatal and Injury Rate / 100K Population**

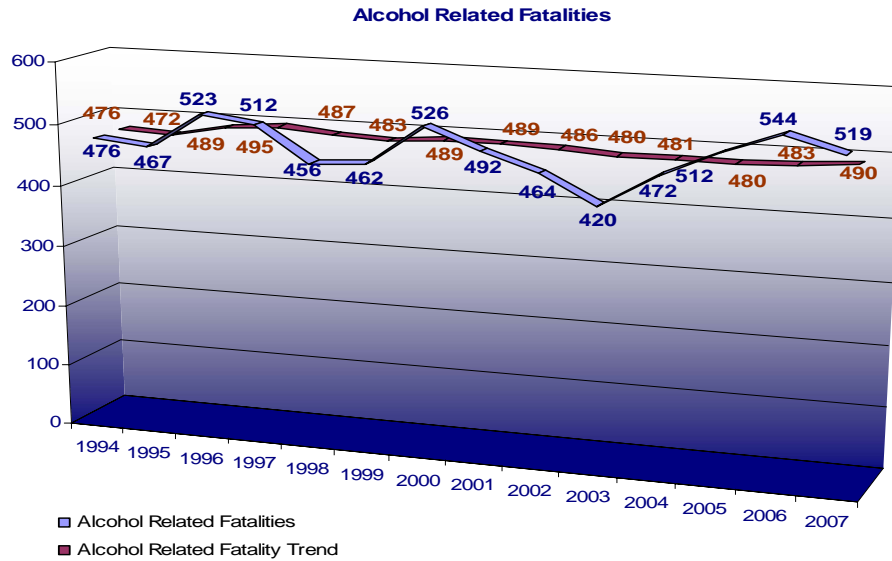


## Goal: Alcohol Fatalities

### Baseline

To reduce the number of overall traffic related fatalities on Georgia roadways resulting from impaired driving, speeding, occupant protection violations, and other high-risk behavior.

Baseline data from 2007: 519 alcohol-related fatalities

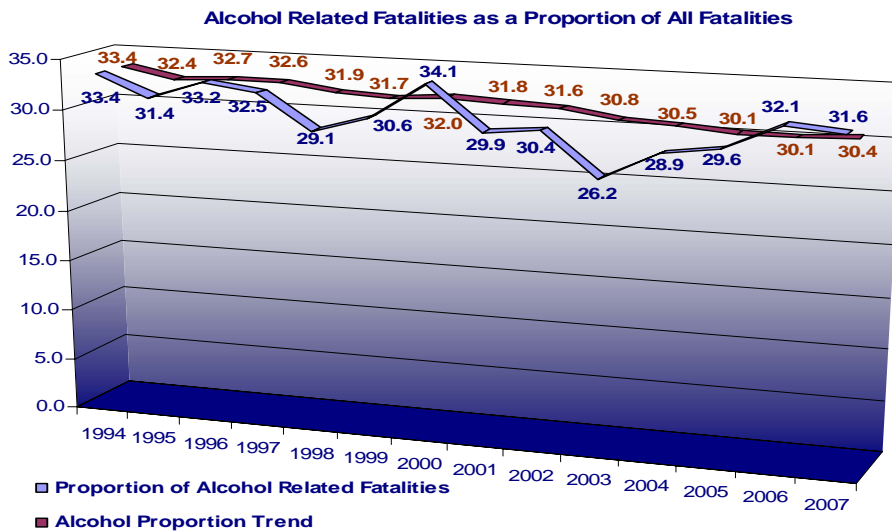


## Goal: Alcohol Fatality Proportion

### Baseline

To reduce the number of overall traffic related fatalities on Georgia roadways resulting from impaired driving, speeding, occupant protection violations, and other high-risk behavior.

Baseline data from 2007: proportion of alcohol-related fatalities was 31.6%

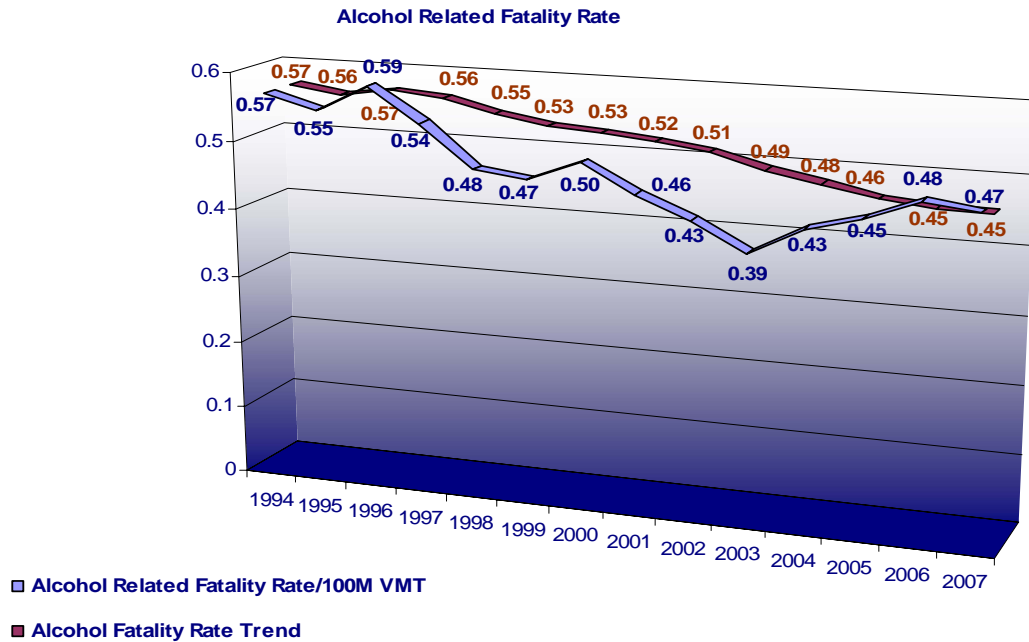


## Goal: Alcohol Fatality Rate/VMT

### Baseline

To reduce alcohol/drug related motor vehicle crashes, injuries and fatalities.

Baseline data from 2007 was 0.47.

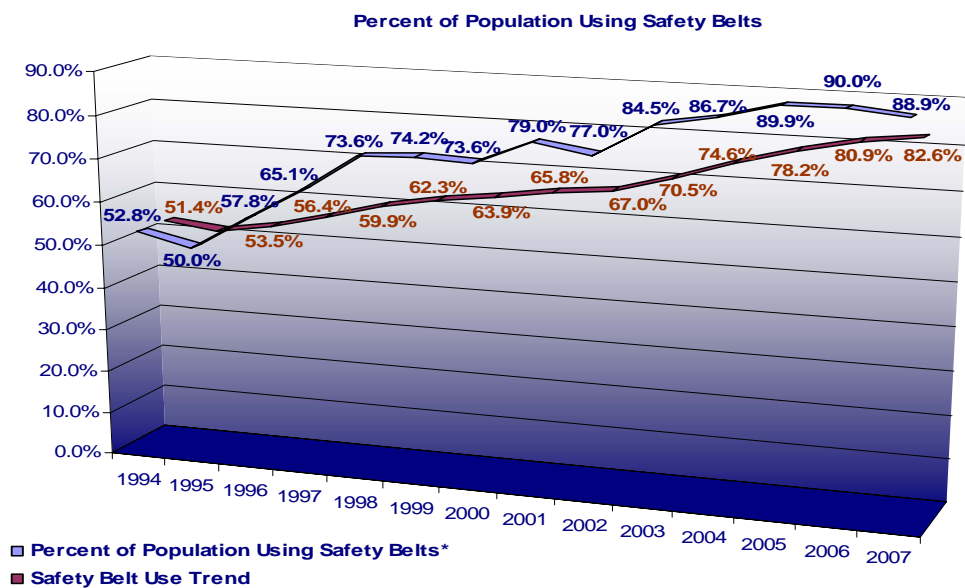


## Goal: Safety Belt Use

### Baseline

To increase the use of safety belts statewide.

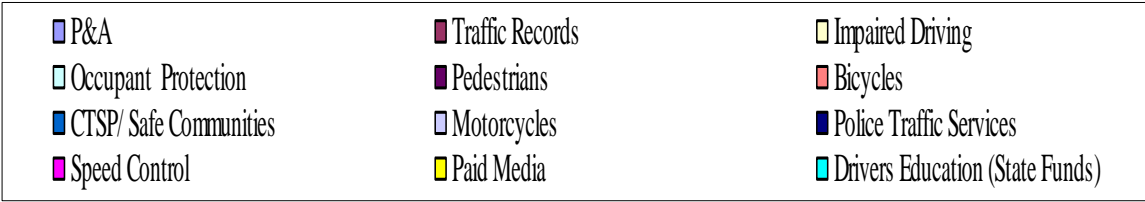
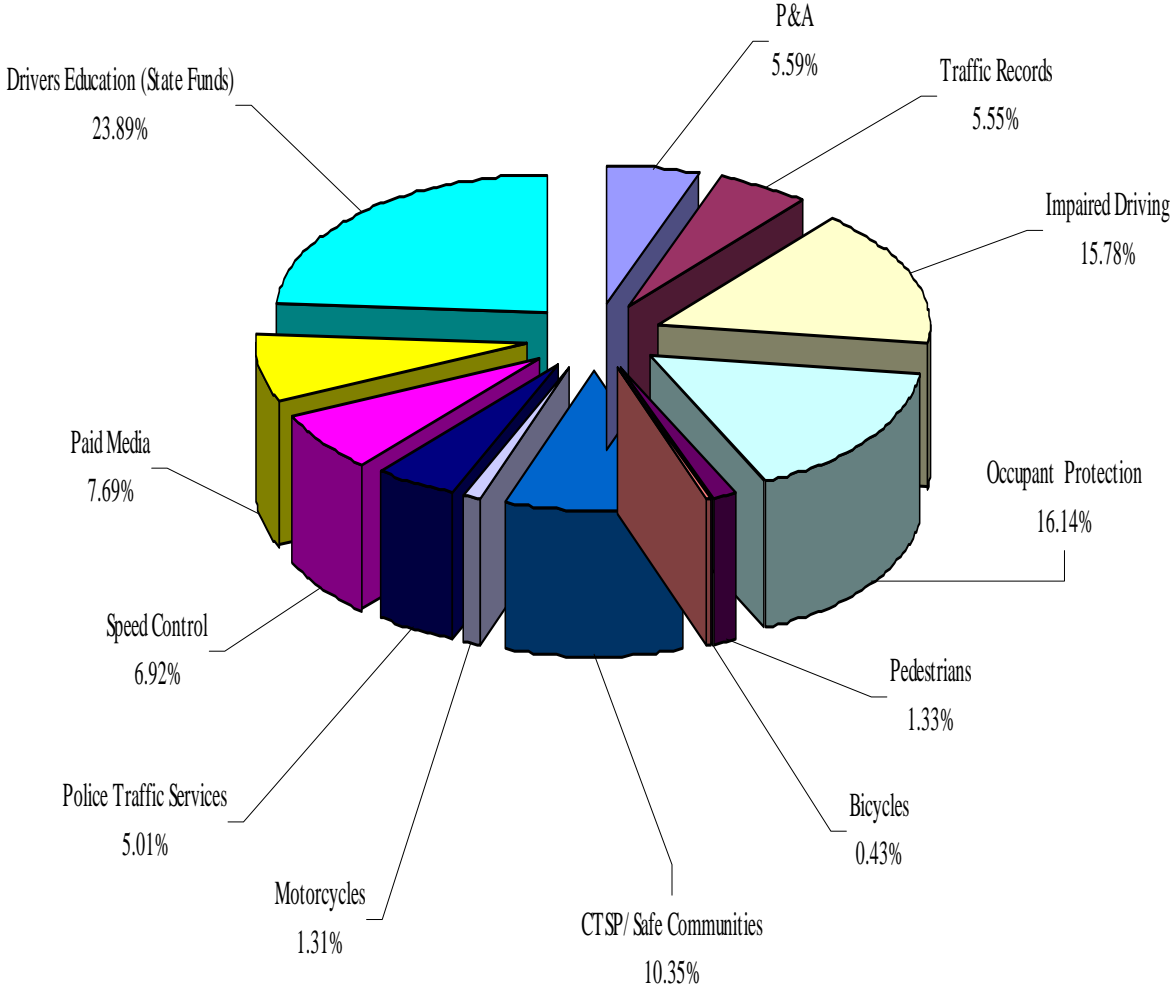
Baseline Data from 2007: safety belt usage rate including trucks was 88.9%.





# Financial Summary (Budgeted)

Total = \$17,160,754



Despite a continuous upgrading of Georgia's laws, high visibility law enforcement and increased public information and education (PI&E) programs, the numbers of impaired driving crashes, injuries and fatalities are unacceptable. Improvements are being realized, however, the chance of a crash being fatal is six times higher in crashes related to impaired driving when compared to those not related to alcohol and other drugs. Alcohol impaired driving death rates are very high in urban areas and college towns where alcohol establishments are most prevalent. In 20087, GOHS sought to reduce impaired driving deaths by establishing clear, measurable objectives in this area.

### **Objectives**

1. To provide DUI countermeasure funding incentives to counties that make up 50% of impaired driving fatalities.
2. To implement three (3) impaired driving enforcement mobilizations in which 85% of the law enforcement agencies participate.
3. To identify and implement a community DUI systems improvement project in four (4) jurisdictions in Georgia (Rockdale, Cherokee, Troup and Gwinnett).
4. To provide funding to 15% of Georgia public high schools.
5. Provide public information and education to 100% of Georgia high schools to implement programs to make constructive decisions, to utilize parent-teen driving agreements, and to discourage drinking and driving.
6. To provide funding to at least twenty (20) accredited colleges and universities within Georgia based on data where crashes, injuries and fatalities are the highest.
7. To provide highway safety public information and education to 100% of the accredited colleges and universities within Georgia.
8. To provide statewide training opportunities for prosecutors to increase effective prosecution of highway safety offenses.
9. To review, prioritize and establish a timeline for the implementation of the NHTSA recommendations resulting from Georgia Impaired Driving Assessment.

### **Noteworthy Programs**

In FFY 2008, GOHS implemented a number of noteworthy programs to combat impaired driving. Enumerated below are programs that had significant impact.

1. “DUI Courts Program” – A continuation of the DUI adjudication pilot program, four DUI Courts were continued with GOHS funding in FFY 2008.
2. “Highway Enforcement Against Aggressive Traffic (H.E.A.T.)” – A law enforcement program within 26 county and local agencies that aims at reducing aggressive traffic violations and DUI’s. Since October 2001, GOHS has utilized this innovative grant program to provide teams of specially designated officers committed to enforcing traffic safety laws in jurisdictions with high numbers of traffic crashes, injuries, and fatalities.
3. “Operation Zero Tolerance” – A model statewide initiative program which features highly publicized sobriety checkpoints, resulting in increased impaired-driver contacts. Participation in this program is solicited through GOHS’ Regional Traffic Enforcement Networks and required of all the FFY 2008 law enforcement grants targeting impaired drivers and all of the educational grantees as well.
4. “Students Against Destructive Decisions (SADD)” grant program – Letters were sent to all 425 high schools in Georgia making them aware of available funds for safety belt and impaired driving programs. GOHS provided significant resources for the 27 schools that elected to participate, including a statewide safety summit and banquet for chapter leaders and members. Three block school system SADD grants were continued in FFY 2008 in order to centralize leadership and increase cooperation between grantees in the same area.
5. Young Adult grants program – GOHS funded 18 peer-education programs through BACCHUS and GAMMA chapters and other affiliated organizations at colleges and universities. These programs focused primarily on reducing impaired driving among young adult drivers.
6. Training for law enforcement officers – Through a grant to the Georgia Public Safety Training Center, funding was provided to train law enforcement officers in impaired driving countermeasures including the administration of Standardized Field Sobriety Tests and certification as Drug Recognition Experts.
7. “Mothers Against Drunk Driving” – In FFY 2008, funds were provided to MADD for the successful recruitment of new volunteers with a specific agenda. MADD undertook the development of volunteers and community action sites, as well as implementing MADD core programs and creatively relaying the MADD/GOHS partnership.

### **Results**

As a result of the noteworthy programs mentioned above and efforts by GOHS and its additional grantees, the following results were achieved.

1. Three impaired driving enforcement mobilizations were continued in FFY 2008 and 69.8% of the law enforcement community participated. Regional participation rates for law enforcement agencies were 84.4% for the

Southeast; 57.1% for the Southwest; 62.2% in the metro Atlanta/Central region; and 78.1% in the Northeast region.

2. The “DUI Court” program was continued in FFY 2008 with four DUI Courts funded in four counties, which enrolled repeat DUI offenders in special programs based on the U.S. Department of Justice Drug Court model. At the end of FFY 2008, there were 2,801 active participants in compliance. During FFY 2008, a total of 182 new participants joined the program, 92 participants graduated, 184 advanced to the final phase of the program, 183 became eligible for re-licensure, and 242 completed DUI School. Seventeen participants were terminated for non-compliance, giving the program a retention rate of approximately 99%.
3. “Operation Zero Tolerance” – In FFY 2008, concerted statewide efforts coordinated by GOHS enjoyed greater than 90% participation rates in all areas of the state.
4. In FFY 2008 funding was offered to 20.7% (n=88) of Georgia high schools to encourage safety belt use and discourage drinking while driving. Seventy-seven schools completed the SADD programs, a 24.2% increase over FFY 2007; however, while eleven (11) schools declined funding before the beginning of the grant year, four (4) schools that accepted funding were unable to complete SADD programs due to administrative problems acknowledged by the schools compared to fourteen (14) in FFY 2007. 89.3% SADD grantees achieved at least 50% of the stated objectives. Overall, SADD grantees achieved 89.3% of the stated objectives and milestones, a 10.2% improvement over FFY 2007.
5. There were 18 colleges and universities funded in FFY 2008 to implement peer education programs to encourage safety belt use and prevent drinking and driving, which was four fewer than FFY 2007. 70.6% of completed Young Adult grantees achieved at least 50% of the stated objectives, and 76.5% completed 50% of the stated milestones. Overall, Young Adult grantees achieved 67.3% of the stated objectives and 68.1% of the stated milestones.
6. During the “100 Days of Summer Heat” campaign from May to September 2008, law enforcement personnel apprehended 10,828 DUI violators statewide, and made an additional 6,744 drug arrests. In addition, law enforcement personnel gave out 140,315 speeding citations.
7. The total number of officers trained for impaired driving countermeasures in FFY 2008 was 1,361 through the Georgia Public Safety Training Center. These officers represented 400 different state law enforcement agencies.
8. In FFY 2008, 26 H.E.A.T. grants received funding. 100% of H.E.A.T. grantees achieved at least 50% of the stated objectives and milestones. In total, H.E.A.T. grantees achieved 92.8% of the stated objectives and 90.2% of the stated milestones; this is the most successful program at GOHS.

9. In FFY 2008, the MADD Volunteer Initiative succeeded in recruiting 118 volunteers. The program established relationships with 3 Hispanic communities in order to provide resources in their communities, and established relationships with 25 new companies in order to increase MADD awareness. MADD teamed up with 4 colleges in order to recruit students for its Court Monitoring internship, and was involved with 21 youth organizations, including 20 Boys and Girls Clubs, to implement MADD's Youths in Action program. MADD collaborated with supported law enforcement by attending 23 sobriety checkpoints, and by hosting the 4<sup>th</sup> Successful Law Enforcement Recognition banquet, which continues to serve as motivation for officer DUI arrests across the state.

### **Future Strategies**

Georgia looks to employ the following strategies in FFY 2009:

1. "DUI Adjudication" – Continuing to implement DUI courts in other strategic locations based on the results of the DUI Adjudication pilot project. Provide training courses for prosecutors and police officers to aid in the detection, apprehension and prosecution of impaired drivers.
2. "H.E.A.T." – Continued expansion and heightened publicity for this aggressive driving program and increased law enforcement presence.
3. "Operation Zero Tolerance" – Conduct three (3) waves of statewide enforcement, create a sustained impaired driving enforcement campaign, and conduct concentrated patrols in areas identified for impaired driving violations and high traffic areas. Utilize Traffic Enforcement Networks for coordination. Promote attendance of all task forces in Traffic Enforcement Network meetings and activities. Continue to increase statewide training to law enforcement officers in Standardized Field Sobriety Testing and Drug Recognition through the Georgia Public Safety Training Center. New media campaign message: "Over the limit, under arrest. Don't drink and drive."
4. "SADD" – Strengthen partnerships with SADD, local organizations, high school groups and community-based coalitions, and faith-based organizations to address teen driving issues. Partner with high school resource officers to strengthen their connections to the state Traffic Enforcement Networks. Utilize Youth Ambassadors from Georgia SADD in our public education and information campaigns and community coalitions. Increase coordination between GOHS and grantees, educate on the use of the eGOHS system, and reduce turnover of program coordinators in order to reduce the number of dropouts and increase achievement rates.
5. Young Adult grant program – Training peer educators and educating the students on highway safety issues. Establish Student Leadership Council to include Young Adult members to assist in developing and implementing Youth and Young Adult highway safety programs. Increase coordination between GOHS and grantees, and reduce turnover of program coordinators.
6. TADRA – Establish a teen court to educate youth in the school system and community about TADRA.

7. Expand the Strategic Highway Safety Plan (SHSP) impaired driver task team to include additional agencies and organizations which represent a broader spectrum of interest and involvement in impaired driving programs.
8. Design and implement a centralized statewide citation tracking system containing information about a citation from “cradle to grave”.
9. Coordinate and integrate the efforts and resources of local traffic safety prevention programs with Drug Free Communities and other local substance abuse prevention coalitions.
10. DUI Coordinator – Designate an impaired driving coordinator to assist with communications, coordination and the implementation of NHTSA assessment recommendations relating to all elements of impaired driving.
11. DUI Enforcement – Offer jurisdictions that make up 51% of impaired driving fatalities to implement impaired driving countermeasures. Create sustained impaired driving enforcement campaign. Conduct concentrated patrol in areas of identified for impaired driving violations and high traffic areas. Each participating law enforcement agency will conduct checkpoints and/or saturation patrols on at least four nights during the National impaired driving campaign and will conduct checkpoints and/or saturation patrols on a quarterly basis throughout the remainder of the grant year.
12. DUI Training – Continue to increase statewide training to law enforcement officers in Standardized Field Sobriety Testing and Drug Recognition through the Georgia Public Safety Training Center.
13. Rural Roads Initiative – As part of Georgia Rural Safety Initiative, low staffing sobriety checkpoints will be held in rural areas of Georgia. NHTSA has sponsored research that shows that low staffing checkpoints (operated by five or fewer officers) can be just as effective as more traditional, larger checkpoints (20 or more officers).

## Occupant Protection

## Program Overview for Georgia Occupant Protection Programs

Approximately 49.8% of Georgia's fatally injured motor vehicle occupants were unrestrained during their crash. A significant number of the victims could have survived their crash experience had they used their vehicle safety belt. GOHS provided conscientious efforts to counties for reducing deaths resulting from occupants being unrestrained. The following specific and measurable objectives were sought in FFY 2008.

### **Objectives**

1. To increase the statewide safety belt usage rate to 91%.
2. To increase the use of child safety restraints systems for children under the age of five to 95% by the end of FFY 2008.
3. To increase safety belt use rate by 2% for rural drivers and passengers.
4. To continue outreach to non-white populations (including Latino) in all aspects of occupant protection.

### **Noteworthy Programs**

GOHS made a statewide effort to increase safety belt use in Georgia, requiring the majority of its grantees to include some objectives related to occupant protection. All grantees were expected to participate in the "Click It or Ticket" Campaigns. Out of the 152 GOHS-funded programs (not including DE programs) 106 (70 %) included other significant occupant protection programming elements. The following are some of the most noteworthy programs:

1. "Georgia Traffic Injury Prevention Institute (GTIPI)" – A statewide educational outreach system of the University of Georgia to continue building infrastructure for enhanced traffic safety. Educational emphases include child passenger safety, seat belt use, teen driving, and elderly driving. GTIPI utilizes Spanish-speaking trainers to reach out to the Latino community across Georgia for child safety seat and safety belt education.
2. "Click It or Ticket" – The "Click It or Ticket" campaign is a highly visible STEP program designed to increase safety belt usage by Georgia motorists.
3. "Car Safety Seat Fitting Station Program" – A program through the Atlanta Fire Department designed to provide free car safety seat inspection and installation services to the general public in the Atlanta metro area.
4. "Union County Occupant Protection" – A small program that provides occupant and child safety seat education to the community of Union County (population approximately 19,000).



5. “DHR Child Occupant Safety Program” – Child occupant safety programs are facilitated by the Injury Prevention Section (IPS) of the Georgia Department of Human Resources (DHR) in more than 80 Georgia counties. There are four successful IPS programs that address child passenger safety: 1) Mini Grant; 2) Matching Grant - \$25,000 of other funding sources; 3) Rural Hospital Program; and 4) Teddy Bear Sticker Program. These interventions work with the county and community level stakeholders. The stakeholders include county health departments, EMS, fire departments, law enforcement, hospitals, and SAFE KIDS organizations.

### **Results**

Utilizing the noteworthy practices mentioned above as well as a rigorous effort by GOHS, its grantees and additional stakeholders, the following results were achieved:

1. The overall safety belt usage rate reported by the Survey Research Center’s observational study conducted in September 2007, including trucks, was 88.9%, a decrease from CY 2006 when 90% usage rate was recorded. Safety belt usage rates were 91% for cars and 87.6% for vans. Pick-up truck safety belt usage was up to 73.8% from 69% in CY 2006, a 7% increase. Safety belt usage for pickups increased 29.5% over the past ten years.
2. Safety belt usage in rural areas decreased by 4.7 percentage points.
3. Child safety seat usage dropped 8.2% in 2007 to 85.7%, which included a 10.2% decrease in rural usage and a 16.1% decrease in usage in pickup trucks.
4. “Click It or Ticket” – In FFY 2008 there were three (3) “Click It or Ticket” campaigns. GOHS required its grantees, both law enforcement and educational, to participate in these statewide initiatives, resulting in major statewide efforts to reduce occupant protection violations.
5. During the “100 Days of Summer HEAT” campaign, law enforcement officers from across the state handed out 50,287 safety belt violations, and 7,728 child restraint citations.
6. During FFY 2008, awareness remained at 99.1% of respondents to the annual Georgia Poll regarding Georgia’s primary safety belt law. Of respondents, 94.4% agreed that it was important for police to enforce safety belt law.
7. During FFY 2008, GTIPI trained 231 new child safety seat technicians, including 11 new Spanish-speaking technicians in three classes targeting the Latino population. Over 199 childcare providers were educated about child safety seats. GTIPI contacted 565 families at 29 car seat checkpoints. GTIPI facilitated 16 CPST classes, exceeding objective of 15. To promote safety belt and booster seat use, GTIPI conducted 200 rollover simulations to 10,000 participants. GTIPI distributed more than 2,431 educational items to 763 new Members of the Saved by the Belt Club, a group for those who have been saved from injury or death by safety belts. Further, GTIPI

coordinated a Saved by the Belt Club Member to speak at a GOHS Click It or Ticket press conference at Atlanta's Hartsfield-Jackson Airport. GTIPI trained fifteen CarFit technicians and held six CarFit events to promote occupant protection among the elderly.

8. During FFY 2008, the Atlanta Fire Department distributed 3,010 car seats at 45 child safety seat checkpoints and other events.
9. The Union County Occupant Protection program distributed 356 car seats and checked 658 car seats during FFY 2008.
10. The DHR Child Occupant Safety Program distributed over 5,600 child safety seats through its 107 Mini-Grant recipients, and assisted in the recertification of over 180 certified child passenger seat technicians. The Injury Prevention Section (IPS) documented 52 lives saved due to program-funded seats through the Teddy Bear Sticker (TBS) Program. The IPS has continued to build collaborative partnerships with school bus personnel in an effort to address safely transporting children with special medical needs, conducting on-site visits and technical trainings and attending school bus conferences/exhibits and training 700 school bus personnel during FFY 2008 alone.

### **Future Strategies**

GOHS will implement the following strategies in FFY 2009:

1. Conduct four (4) statewide campaigns to promote occupant safety ("Hands Across the Border," "Buckle Up America Month," "Child Passenger Safety Month" and "Click It or Ticket").
2. GTIPI – Conduct 15 Child Safety Technician (CPST) Certification Courses, including one in Spanish, and conduct two (2) CPST Instructor workshops. Present the rollover simulator at 120 different locations throughout Georgia to demonstrate the outcome of riding unrestrained in a motor vehicle to 10,000 individuals. Implement public information and education strategies to increase public awareness of the proper use of safety belts and child restraints statewide through (a) the implementation of a statewide "Safety Belt, Poster and Essay PSA contest for students, (b) the statewide distribution of PI&E materials, and (c) the development of materials targeting at-risk populations. GTIPI is also working with TSREG to increase the effectiveness of their evaluation strategies.
3. Teens Ride with PRIDE – Facilitate the presentation of 100 Georgia Teens Ride with PRIDE Train-the-Trainer courses at locations throughout Georgia. This training will focus on assisting parents and teens in identifying and learning the consequences of high risk driving behaviors.
4. Sponsor a minimum of four (4) attendees to each of the following state/national conferences (Lifesavers, GOHS Traffic Safety Conference, and National Child Passenger Safety Technician Training).

5. Atlanta Fire and Rescue Fitting Station – Distribute and/or properly install an average of 7 child safety seats at each of the thirty-six (36) Atlanta Fire Department fitting stations monthly. Educational materials will also be distributed to parents and caregivers.
6. Continue to build collaborative partnerships with community groups, organizations, including “faith-based”, and law enforcement for the purpose of addressing highway safety initiatives at the local level. Provide occupant and child safety seat education to the community and address occupant safety use among adults.
7. Injury Coalition for Kids – Provide funds to the Injury Free Coalition For Kids to distribute occupant safety education and child safety seats to the indigent Hispanic population.
8. Provide funds to facilitate occupant safety education in 70% of the state health departments and facilitate the implementation of a newborn injury prevention policy in a minimum of fifteen (15) Georgia hospitals.
9. Provide funds to the Department of Human Services to research and implement a program for occupant protection among elderly drivers.
10. Develop an Occupant Protection initiative within each law enforcement and educational grant funded by GOHS.
11. Implement a Georgia Child Passenger Safety Advisory Board (meeting quarterly) in an effort to provide program direction and technical guidance to communities and organizations within Georgia working in the area of Child Passenger Safety.
12. “Georgia Rural Seat Belt Demonstration Project (RDP)” – As part of the Georgia Rural Safety Initiative, GOHS will address the challenge of increased safety belt use among passenger’s vehicle occupants in rural areas through the Region 4 Regional Rural Safety Belt Demonstration Project, which will include three critical components: 1) targeted media and outreach campaigns; 2) high visibility enforcement; and 3) quantifiable evaluation.
13. “Safer Drivers Seat Belts” – As part of the Georgia Rural Safety Initiative, NHTSA will fund four demonstration projects to focus on the visibility of enforcement in several low belt use counties in an effort to raise the overall seat belt use rate.

Pedestrians and bicyclists are among the most vulnerable of all citizens who use our roads. Most roads have been designed to accommodate the efficient movement of motor vehicles, with few exceptions. The State has laws to protect pedestrians and bicyclists; however, only a small segment of society has working knowledge of these laws. Too often these laws seem secondary in importance to laws affecting the operation of a motor vehicle.

### **Objectives**

1. To provide funds to agencies for the purpose of increasing pedestrian education, enforcement, and engineering considerations.

### **Noteworthy Programs**

In FFY 2008, GOHS provided funding to a number of programs that included the promotion of pedestrian and/or bicycle safety as part of their efforts:

1. “Pedestrians Safety Initiative” – In FFY 2008, GOHS supported an initiative to encourage communities to examine and plan strategies using the three (3) E’s for countering pedestrian death and injuries.
2. “PEDS” – Focused on raising awareness for pedestrian safety issues in the metro Atlanta area by advocating the need for investment in pedestrian facilities, improved street design, and the modification of driver behavior. During FFY 2008, PEDS included a radio campaign, crosswalk crackdowns and pedestrian-friendly design training for engineers.
3. “Pedestrian Advocates of the Coastal Empire (PACE)” – During FFY 2008, the Chatham County Health Department developed Safe Routes to School for walking or biking children in areas identified as High Risk Zones. Established PACE (Pedestrian Advocates of the Coastal Empire) as a multi-faceted pedestrian safety committee in collaboration with community agencies and citizens promoting pedestrian and bicycle safety.
4. “Atlanta Bike Campaign Share the Road Awareness” – During FFY 2008, the Atlanta Bike Campaign provided PI&E on bicycle traffic safety. Target populations included both motorists and bicyclists in the Atlanta metropolitan area, where the need to “Share the Road” was emphasized.

### **Results**

Utilizing the noteworthy practices mentioned above as well as a rigorous effort by GOHS, its grantees and additional stakeholders, the following results were achieved:

1. According to FARS, 153 pedestrians died during Calendar Year 2007 (CY 2007), up from 148 the year before. The percentage of total traffic fatalities that pedestrian deaths represented rose to 9.3% from 8.7%. Over the past five years, pedestrian deaths among those under the age of 15 have decreased 65%. The percentage of these deaths that make up total

pedestrian fatalities was also down to 4.6% from 12.8% over the same period. Conversely, pedestrian deaths among those over the age of 55 were up 36.6% over the past five years, and the percentage these deaths make up of total pedestrian fatalities rose to 26.8% from 19.2%.

2. In 2007, Georgia's pedestrian fatality rate per 100,000 population was 1.60, up from 1.58 in 2006.
3. Bicycle fatalities decreased in 2007 to 16 from 19 in 2006. Over the past ten years, bicyclist fatalities in Georgia decreased from 22 in 1998. Bicyclist deaths among children 15 and under dropped over the past five years from 7 to 3, a 57.1% drop.
4. During FFY 2008, the PEDS program conducted a 2-day workshop called "Designing Streets for Pedestrians," attended by 50 transportation professionals and planners from public and private sectors. PEDS coordinated multi-jurisdictional crosswalk stings involving 5 metro Atlanta police departments, and also presented information on crosswalk stings to 45 police officers at the GOHS Conference in Savannah. The program engaged some 3,000 households and 25 schools in more than 120 metro Atlanta neighborhoods in our SLOW DOWN yards sign campaign, which also included distributing (by mail and online) new "Stop Neighborhood Speeding" flyers which explain 8 other effective strategies for deterring neighborhood speeders. PEDS produced three memorable 60-second radio ads for 20 FM and AM radio stations targeting common illegal driver behaviors that endanger pedestrians. PEDS created unique print PSAs that target drivers at gas pumps at 50 metro Atlanta locations. PEDS was involved in attracting media attention in at least 10 newspapers articles and at least 6 TV news stories, with some in Spanish. PEDS advocated to Atlanta city officials on a number of issues, including Americans with Disabilities Act mandates to repair sidewalks, the danger of dangling utility wires to pedestrians, and the need for a 6-foot minimum pedestrian clearance requirement for sidewalks.
5. During FFY 2008, the Chatham County Health Department spearheaded a community wide pedestrian safety campaign. PACE promoted the "It's a One Way Street" campaign with the city of Savannah, and collaborated with the new Savannah Bicycle Campaign and "Dump the Pump" campaign to encourage citizens to walk or bike to work. PACE worked with the Metropolitan Planning Commission to bring an FHA two day workshop to Savannah related to pedestrian design. In addition, PACE continued to identify school zones in need of safety improvements, develop "safe routes" in conjunction with Chatham County Schools, conduct traffic injury prevention in identified schools, train crossing guards, and participate in the International Walk to School Day. PACE collaborated with Savannah Metro Police to enforce traffic laws in identified school zones and neighborhoods.
6. Atlanta Bicycle Campaign's specialty "Share the Road" license plate created by "Georgia Bikes!" to further raise awareness for bicycle safety. ABC increased motorist awareness by 32% of three feet safe passing distance,

which stipulates a 3 feet of clear space between car and bicycle. ABC increased bicyclist awareness by 24% of two abreast law, which stipulates that bicyclists may not ride more than two persons, side-by-side.

### **Future Strategies**

GOHS will implement the following strategies in FFY 2009:

1. Increase awareness of motorists and cyclists on safe and legal road use through enforcement and education.
2. Provide funding for pedestrian safety educational materials and bicycle helmets as requested.
3. Provide funding for pedestrian safety enforcement and training.
4. Provide funding to the Fulton County Board of Education to complete "Safety Streets Georgia".
5. Provide funding to PEDS to coordinate pedestrian safety awareness in high-risk locations.
6. Provide funding to PACE, operated by the Chatham County Health Department, to plan, implement, and evaluate pedestrian safety programs within Chatham County schools.
7. Provide funding to the Atlanta Bicycle Campaign to increase cyclist and motorist awareness and knowledge of safe ways to "Share the Road".
8. GOHS will coordinate with the GDOT statewide pedestrian/bicycle coordinator to address pedestrian safety issues throughout Georgia.

In conjunction with NHTSA, GOHS developed paid media messages for distribution to statewide and targeted areas for NHTSA/GOHS mobilization periods occurring during “Click It or Ticket,” “Operation Zero Tolerance,” and “100 Days of Summer H.E.A.T.” campaigns.

### Objective

In 2008, the following objective was established by GOHS in an effort to increase public awareness and change the public’s traffic safety behavior: To provide funds for the procurement of a **“year round message”** delivered through a statewide Paid Media campaign to reach Georgia’s Primary Audience (male drivers 18 to 34) and Secondary Audience (all Georgia drivers) to foster lifesaving highway safety awareness, promote safety belt usage, and safe and sober driving. The combined GOHS safe driving campaign messages condense to this six-word warning: **“Drive Sober. Buckle Up. Slow Down.”**

### Noteworthy Programs

Paid media programs represent a major component of GOHS’ efforts to reduce the incidence and prevalence of traffic crashes, injuries and fatalities on Georgia’s roadways. GOHS employs a variety of innovative paid media programs with memorable names designed both to remind motorists of their need to obey traffic safety laws for their own and others’ protection, and to remind them of the sanctions for disobedience of those laws in Georgia. Because crashes, injuries and fatalities are higher during vacation periods when large numbers of motorists fill Georgia’s roadways, many GOHS campaigns target those holiday periods. By coordinating media and enforcement campaigns, GOHS frequently enjoys reductions in traffic crash morbidity and mortality during those periods.

To accomplish its broad PI&E goals, GOHS allocates funding for television, radio, cinema, and sports arena advertisements. In FFY 2008, GOHS expended \$1.25 million to purchase paid media. Over \$650,000 was spent on television advertisements, \$323,000 on local networks, \$290,000 on local cable, and \$45,000 on statewide syndicated channels. GOHS spent approximately \$532,000 on radio advertisements, and a total of \$72,000 was spent on out-of-home advertisements, including those in sports arenas and cinemas in the Atlanta area. Major programs implemented by GOHS included “Click It or Ticket” occupant protection initiatives, “Operation Zero Tolerance” impaired driving initiatives, and “100 Days of Summer HEAT” sustained speed enforcement initiative.

### Results

GOHS employed paid media throughout its November, 2007 “Click It or Ticket” initiative and its December, 2007 “Operation Zero Tolerance” impaired driving campaign. GOHS spent approximately \$428,000 for paid media in the Atlanta, Macon, Augusta, Columbus, Savannah, Albany and statewide markets.



GOHS received an additional 400 local radio spots at an estimated added value of \$18,467; and 235 TV spots at \$12,553 during these two campaigns. These spots combined to form a media blitz that reached television, radio, cable, and cinema audiences throughout the most populous regions of the state. The target population for the media campaign was composed of men aged 18 to 34. Television spots during the two campaigns reached 42% of the statewide target population. On average, GOHS advertisements reached targeted viewers at a frequency of 4.5 times each, adding up to over 6 million total impressions made (viewers reached multiplied by frequency reached). Radio advertisements reached 47% of the statewide target population 3.2 times each, for a total of over 4.2 million impressions made.

For its May, 2008 “Click It or Ticket” media initiative, GOHS purchased radio, television, sports-venue, and cable paid media for approximately \$115,000. GOHS received an additional 188 local radio spots at an estimated added value of \$8,128; and 255 TV spots at \$12,835. These messages were delivered statewide and to major metropolitan areas including Atlanta, Augusta, Albany, Columbus, Macon, and Savannah. Through its television purchases, GOHS reached 26% of households in targeted markets approximately 2.6 times each, making 2 million total impressions. Through its radio spots, GOHS reached 31% of target audiences approximately 2.7 times each, for approximately 1.2 million impressions made.

For its 4<sup>th</sup> of July, 2008 “Operation Zero Tolerance” media initiative, GOHS purchased radio, television, sports-venue, and cable paid media for approximately \$357,000. GOHS received an additional 386 local radio spots at an estimated added value of \$13,150; and 756 TV spots at \$35,780. These messages were delivered statewide and to major metropolitan areas. Through its television purchases, GOHS reached approximately 39% of households in targeted markets at a frequency of 4.6 times each, for a total of 4.2 million impressions made. Through its radio spots, GOHS reached 40% of the target audience approximately 3.4 times each, making 3 million total impressions.

For its Labor Day, 2008 “Operation Zero Tolerance” initiative, GOHS purchased approximately \$350,000 worth of television, radio, cable and sports-venue advertising in Atlanta and statewide. GOHS received an additional 312 local radio spots at an estimated added value of \$18,800; and 545 TV spots at \$27,712. Television advertisements reached 37% of the target audiences approximately 4.2 times each, and radio spots reached 34% of the target market approximately 2.9 times each. For this campaign, television spots made a total of 5 million impressions, while radio advertisements made 2.1 million impressions.

This year, the Georgia GOHS continued its innovative program, “100 Days of Summer H.E.A.T.,” designed to link several traffic safety campaigns into a sustained-enforcement meta-campaign that could magnify the impact during the important summer driving season. Utilizing feedback from law enforcement officers and data from previous paid media campaigns, GOHS internal staff created a combined Public Information and Education (PI&E) and enforcement campaign. This campaign was designed to overlay a sustained speeding-

reduction initiative on programs that included occupant protection and impaired-driving components. During the FFY 2008 campaign, 423 media events were held, 786 educational events were conducted, and 3,887 road checks were coordinated. Statewide, law enforcement personnel apprehended 10,828 DUI violators, handed out 50,287 safety belt citations, and caught 140,315 motorists driving above the speed limit. In addition, 6,451 fugitives were arrested during Summer HEAT. This plan received approval from NHTSA and was adopted in its first year by several other Southeastern states. It received regional acclaim in the Southeast and may be adopted nationally in the future as a combined program model with broad impacts on aggressive and impaired driving and on occupant protection violations. GOHS did not, however, purchase advertisements for this program separately. Rather, sustained enforcement messages were incorporated into the Operation Zero Tolerance paid media campaign and other media purchases, producing significant synergies and cost savings.

The Survey Research Center (SRC) at the University of Georgia conducted a telephone survey before and after the GOHS May 2008 Click-It-or-Ticket campaign. Awareness of the safety belt law in Georgia increased to 99.1% after the CIOT campaign, compared to 98.3% before. After the campaign, 42.4% of those surveyed had heard of special efforts to ticket drivers not wearing safety belts compared to 14.0% before, a 203% increase in awareness. The awareness level of respondents of the slogan "Click It or Ticket" increased to 82.2% in the post-survey, from 73.3% in the pre, a 12.1% increase. The awareness level of the following traffic safety slogans also increased: "Friend, don't let friends drive drunk"; "Buckle up America"; and "You Drink, You Drive, You Lose." After the CIOT campaign, respondents reported receiving messages about safety belt use from media sources (television or radio) at an increased rate of 65.5%, compared to 46.7% in the pre-survey. In addition, these messages were received via commercial, advertisement or PSA 69.2% of the time in the post-survey, as opposed to 53.6% in the pre-survey.

This same 2008 study reported that 9% of respondents professed to an increase in safety belt use after the CIOT campaign. The most common factors cited for the increased use of safety belts included increased awareness, influence/pressure, fear of traffic tickets, and the safety belt law. After the CIOT campaign, 68.4% of respondents perceived that community law enforcement officers were likely to give tickets for safety belt violations, as opposed to 58.4% before. Respondents also reported that the likelihood of safety belt violations being given out was increased after the CIOT campaign (64.8%) than the month before (60.1%). After the campaign, respondents heard about safety belt checkpoints at twice the rate as before. In contrast, however, the percentage of respondents who were stopped at safety belt checkpoints or given citations for safety belt violations decreased from the pre-survey to the post-survey, which indicates an increased perception of law enforcement presence as a result of the CIOT campaign, leading to increased safety belt usage and awareness.

The SRC conducted a "Drinking and Driving Survey" after the Thanksgiving 2008 campaign. According to this survey, 78.2% of respondents heard of OZT;

however, only 15.2% reported hearing of the slogan “Over the Limit, Under Arrest.” Of those aware of this slogan, 83.8% reported hearing of it from media outlets, billboards or road signs; however, only 25.0% received the message in the last two weeks and 20.8% in the last month. A majority of respondents reported receiving the message more than a month ago. The same survey found that 72.8% heard of GOHS, and 70.3% heard of the Move Over Law. Of those surveyed, 72.7% reported that they were likely to be stopped by police while drinking and driving, and 92.2% said they saw police while driving.

GOHS also funds grantees who produce tailored PI&E campaigns designed to reach specific audiences to address critical issues. One major paid media program during FFY 2008 was The Atlanta Bicycle Campaign (ABC), which was funded at \$73,500. The ABC provided PI&E on bicycle traffic safety, encouraging both motorists and bicyclists in the Atlanta metropolitan area to “Share the Road.” The ABC saturated multiple forms of media with not only television, radio and newspapers messages, but also street banners, billboards, public bus placards, posters, brochures, bumper stickers, promotional pens, and yard signs. Media events were also held, such as “bike trains.”

Other grantees were funded with programs that combined PI&E efforts with other educational interventions. For example, the Pedestrians Educating Drivers on Safety (PEDS) program included an anti-speeding campaign as well as an initiative to promote pedestrian safety in the Hispanic community of Atlanta. Funded at \$68,400, the PEDS program generated substantial “earned media” for pedestrian-related issues by sending out “media advisories,” posting activities in Atlanta Daybook, and personally inviting reporters to activities such as crosswalk stings.

In summary GOHS media campaigns, which were always accompanied by enforcement initiatives, effectively reached the entire state with traffic safety messages that emphasized occupant protection, speeding reduction, and impaired-driving reduction initiatives. These individual GOHS initiatives presented year-round traffic safety media messages to Georgia motorists, emphasizing occupant protection, impaired driving, and safer driving messages.

## Noteworthy Practices

**Project Title:** Georgia Highway Safety Programs Evaluation – Traffic Safety Research and Evaluation Group (TSREG)

**Target:** Establish a statewide highway safety programmatic database and evaluate program outcomes of all GOHS funded projects in FFY 2008.

**Program Area:** Evaluation

### **Problem Statement**

In the past, grantees often submitted proposals for funding that did not clearly identify the objectives of the programs and/or had weak or incomplete evaluation plans. Additionally, grantees were not submitting data to GOHS that could be utilized in categorical statewide program evaluation. There was no system in place to allow GOHS to objectively evaluate each of the grantees' effectiveness.

### **Objectives**

1. FY 2007 and FY 2008 grants: Compile and analyze the quantitative and qualitative data (process, impact and outcome) related to the effectiveness of GOHS funded programs for the funding cycle ending September 30, 2007, as well as current year FY 2008.
2. FY 2007 grants: Submit a draft final report to GOHS no later than March 31, 2008 and a final report no later than November 30, 2008, which reports shall include a summary and interpretation of all data that has been collected during the FY 2007 funding period.
3. FY 2006 grants: Compile and analyze the quantitative and qualitative data (both process and outcome) related to the effectiveness of GOHS funded programs for the funding cycle ending September 30, 2006.
4. Coordinate the contractual agreement for the statewide observational seatbelt survey for FY 2007-2008 with the Survey Research Center of the University of Georgia.
5. Determine whether Georgia drivers' attitudes, behaviors and knowledge related to traffic safety issues were significantly impacted by 2007 GOHS summer initiatives, including Operation Zero Tolerance and "100 Days of Summer H.E.A.T."
6. Determine whether Georgia drivers' attitudes, behaviors and knowledge related to traffic safety issues are significantly impacted by 2008 GOHS summer initiatives, including Operation Zero Tolerance and "100 Days of Summer H.E.A.T."
7. Compile and analyze process data related to the regional data coordinator pilot project.

8. Implement the approved evaluation plan, developed in conjunction with GOHS officials and the RCL pilot project coordinator.
9. Submit a draft report to GOHS no later than July 1, 2008 which includes a summary and interpretation of process evaluation data from the regional data coordinator pilot project, and finalize the report as soon as possible but no later than September 30, 2008.
10. To facilitate traffic safety in local communities, including local Hispanic communities, by participating in GOHS' mobilizations during the grant period.
11. To draft, write and submit to GOHS, the NHTSA Final Report (also known as the GHSA Report) by December 15, 2007.
12. To receive, clean, enter and analyze impact data from GTIPI, as needed.

### **Strategies/Results**

1. Obtained a copy of each funded project; read each project proposal; performed an evaluability analysis for each grant, requesting revision from grantees to increase evaluability when appropriate; submitted press release; established data submission process; established database; grouped programs; tracked data.
2. Determined programmatic services/programs, personnel, equipment; assessed objective achievements; submitted midpoint report; submitted revised and expanded final report; tracked media hits; established a process whereby program objectives are ranked by order of priority to facilitate evaluation of effectiveness; designed a standardized tool for use by grantees; performed an overall evaluation of the state's highway safety plan; submitted evaluation report; developed and submitted final report template; submitted monthly reports.
3. TSREG provided technical assistance to grantees who sought it out, including GTIPI, DHR-Child Occupant Safety, DeKalb County Safe Communities, and Georgia Driver Education Commission. Much of this technical assistance included data analysis and survey writing.
4. TSREG personnel participated in pre-grant workshop for Georgia Driver Education Commission grantees, focusing on objective writing.
5. Draft report for FY2007 grants was submitted on time and included many revisions and additions. Many of the data tables and data presentation were overhauled to better reflect trends. The final draft will be completed on time in early FY2009, as the objective stipulates.
6. Completed 2008 Georgia Impact Evaluation Report, as requested by GOHS, which analyzed the impact of GOHS funding on crashes, injuries and fatalities throughout the state. This report is now an annual task for TSREG.

7. Coordinated a random digit dialing survey consisting of 800 Georgia drivers; analyzed survey results; submitted survey reports in annual report for GOHS.
8. The RCL project continues on schedule. RCLs in Districts 2 and 9 are fully implemented with a report forthcoming in March 2009. Kick-off and follow-up meetings have been held in both districts with TSREG personnel in attendance. Pre and post interviews in RCL District 2 were scheduled and completed (August 2008). Transcription and data analysis for the interviews in EMS 2 is ongoing. Pre and post interviews complete for RCL District 9 with transcription and analysis of post interviews (completed July 2008) ongoing. Pre-interviews conducted in control area, District 8 in October 2007 to assess state of traffic safety coordination and stakeholder interest. Post-interviews for District 8 scheduled for October 2008.
9. An evaluation plan is in place for the RCL project. Pre and post interviews are conducted in three target RCL districts 2, 9, and 8, with 8 being a control group. Once interviews are completed in early FY2009, the process of transcription and scoring of interviews will continue and be complete by December 2008. A final evaluation report based on the findings of data analysis is to be submitted by March 2009.
10. TSREG coordinated with GOHS, Safe Campuses Now, and Georgia Traffic Injury Prevention Institute (GTIPI) to provide traffic safety educational materials to the University of Georgia campus and local community. TSREG created five posters for presentation at the annual Lifesavers Conference in Portland, OR, which described evaluation efforts and promoted GOHS on a national level. TSREG presented a table top display at the Georgia Traffic Safety Conference in Savannah describing evaluation efforts. TSREG created for the first time its own brochure for dissemination on the University campus, surrounding community and all of Georgia.
11. Met with GTIPI in early FY2008 to discuss data analysis. GTIPI had been collecting hard data, but has yet to transfer it into any kind of usable database where analysis can be done. The TSREG worked with GTIPI to transfer this data and use it. Additionally, TSREG team wrote two surveys for new GTIPI "CarFit" program after the meeting in order to free up manpower to start the database project. Completed work on evaluation of GTIPI Teens Ride With PRIDE/TADRA program, utilizing pre/post/follow-up survey results to draw conclusions about the effectiveness of these programs. Collaborated with GTIPI to revise their surveys to include more demographic data to make results more evaluable. The results of this meeting were positive, as both sides are now more on the same page as far as what needs to be done with data evaluation. Collaborated with GTIPI personnel on Lifesavers Conference poster which was shown on April 14 in Portland, OR. The poster described the evaluation process thus far and the collaboration efforts between GTIPI and TSREG. Will continue to work with GTIPI throughout FY2009.

**Cost:** \$281,300  
**Funding Source(s):** GOHS  
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## Noteworthy Practices *(continued)*

<b>Project Title: Rural Roads Initiative</b>
<b>Target:</b> Coordinate traffic enforcement on rural roads in Georgia to reduce fatalities.
<b>Program Area:</b> Law enforcement, highway safety planning and assessment

### **Problem Statement**

Georgians traveling on rural roads and living in rural communities are at an increased risk for motor vehicle crash-related deaths. Rural roads in Georgia have consistently scored high for number of persons killed per accident. The increased risk of death may be attributed to numerous factors, including: 1) individual behavior choices; 2) highway design, engineering, and construction; 3) traffic safety laws that do not address at-risk populations; and 4) lack of highway safety law enforcement. Furthermore, a lack of information is available at the local level regarding validated and analyzed data, which affects the ability to successfully address highway safety planning, evaluation, and outcomes at the community level. During FFY 2008, Rural Roads Initiative programs were carried out through grants from GOHS in EMS District 9 through the Division of Human Resources-Division of Public Health and EMS District 2 through the Pioneer RESA organization. The third district, EMS District 8, served as the control group and received no funding through grants.

### **Objectives:**

1. **In both EMS Districts (EMS 2 and 9):** By August 31, 2008, establish and maintain rural Community Mobilization Groups (CMGs) in at least 75% of covered counties during FFY 2008.
2. **In both EMS Districts (EMS 2 and 9):** The Regional Coordinator will have worked with CMGs and GOHS to access highway safety data generated in the region and review the data to determine steps needed to better use the local data for planning and evaluation during the program year.
3. **In both EMS Districts (EMS 2 and 9):** Provide documentation of results of evaluation of program.
4. **In EMS 9:** At least six new traffic safety proposals will be submitted to GOHS or other funding sources from counties within the region during FFY 2008.
5. **In EMS 9:** Work with GOHS and provide data analysis and mapping services in order to maintain the Northeast Georgia Rural Roads Initiative (NE GA RRI) office during the program year.
6. **In EMS 9:** There will be at least nine new traffic safety events or projects carried out within the Southeast RRI region during the program year.



7. **In EMS 2:** There will be at least six new traffic safety proposals will be submitted to GOHS or other funding sources from counties within the region during the program year.
8. **In EMS 2:** There will be at least ten traffic safety events or projects carried out within the NE Rural Roads Initiative Region during the program year.

**Strategies/Results:**

1. **EMS 9:** By August of 2008, a total of 14 past year and four current year new CMG's were being supported for a total of 18. CMG Rural Road Initiative functioning is now being carried out in Appling, Bacon, Bryan, Candler, Chatham, Charlton, Clinch, Coffee, Effingham, Glynn, Jeff Davis, Liberty, Montgomery, Pierce, Tattnall, Toombs, Ware and Wayne Counties.
2. **EMS 9:** A total of twelve proposals were supported and completed during the grant year. These proposals included: a Rayonier Foundation Grant, funding from Wayne County Kiwanis, five safety seat grants, an alcohol and drug/teen DUI driving prevention grant from SAMHSA, a GOHS HEAT grant, a teen driving grant, proposals for free products from Sonics and Advance Auto parts, a proposal for volunteers and funds from Hands-On-Wayne.
3. **EMS 9:** A total of 31 data analyses were provided to the NE GA RRI. These were presented at the two NE GA RRI meetings, the NE GA EMS-C meeting and also were used for the updating of the NE GA RRI grant problem statement. The body of data included: data and crash analysis maps for eight counties on two risk proportional factors; update information with 19 crash data analysis charts from thirteen counties each with five risk factors: DUI, age of driver, failure to yield, following too close and excessive speed; and thirteen counties were covered in crash maps detailing crash location, fatal crash location and motorcycle crash and injury locations.
4. **EMS 9:** Twenty-six projects were conducted with law enforcement network meetings attended and support provided to National Campaigns.
5. **EMS 9:** A total of 29 separate data analyses for the Southeastern Region were provided thus meeting and exceeding the objective. Data analysis sheets were provided at individual county level meetings, at CATEN meetings and at the two SE GA RRI meetings. The body of the data included: two annual crash data maps for Wayne County locating hot spots for crashes for all risks; update information for SE GA RRI with 19 crash data analysis charts from twenty-two counties, with five risk factors: DUI, age of driver, failure to yield, following too close and excessive speed; twenty-two counties covered in crash maps detailing crash location, crash rates with various denominators and fatal crash locations; and maps of crashes involving children in six counties.

6. **EMS 9:** Each month of the SE GA RRI project documented the results of evaluation on progress on objectives. Over all for the fiscal year, every objective was met and exceeded.
7. **EMS 2:** The work of this project helped to increase the rate of safety belt use from 63% to 77% in the SADD chapters reporting in the Northeast Georgia area. Additional law enforcement agencies began conducting and posting their results from safety belt surveys.
8. **EMS 2:** Conducted Child Passenger Safety Technician training in region. Helped initiate child safety seat checks in White and Baldwin counties. Served as coordinator for a four day Child Passenger Safety Technician training class for 20 Georgia State Patrolmen. Served as team member for Child Passenger Safety Task Force for South Georgia working with CPSTs and GOHS representatives on law enforcement road checks in Toombs, Tattnall, and Wayne counties.
9. **EMS 2:** Initiated new SADD chapters in four region counties.
10. **EMS 2:** Hosted Teen and Young Adult Driving Committee meeting. In attendance were representatives from Lt. Gov. Casey Cagle and Sen. Chambliss offices, along with representatives from GTIPI, DeKalb DE program, GDOT and Kennesaw State University.
11. **Both Districts:** The programs in their first complete years have generated media coverage that is beginning to build awareness of traffic safety as a problem in the targeted rural communities.
12. **Both Districts:** All stated objectives and milestones were completed.

**Cost:** \$218,600

**Funding Sources:** GOHS

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## Noteworthy Practices *(continued)*

**Project Title:** Highway Enforcement Against Aggressive Traffic (H.E.A.T.)

**Target:** To reduce aggressive traffic violations and DUI's in twenty-eight jurisdictions.

**Program Area:** Speed and aggressive driving countermeasures.

### **Problem Statement**

Twenty-six agencies provide law enforcement in counties with the highest rates of traffic related problems. Such problems include speeding, crashes, crashes involving alcohol, and fatalities.

### ***Sample Objectives (These objectives are not exhaustive but are representative of all H.E.A.T. grant objectives.)***

1. To maintain five officers dedicated to the H.E.A.T. grant 100% of their time. These officers will be certified with radar/lidar, intoxilyzer, SFST, drugs that impair driving and other DUI related classes.
2. To participate in GOHS/NHTSA activities, campaigns, or other programs.
3. To coordinate road checks or saturated patrols with other H.E.A.T. units or local agencies.
4. To initiate a minimum of 30 DUI contacts each month.
5. To initiate a minimum of 200 speed contacts each month.
6. To initiate a minimum of 30 Occupant Safety Restraint non-compliance contacts per month.
7. To conduct safety restraints surveys to gather data to gauge the effects that safety restraint enforcement activities have on citizens during the year.
8. To support Child Passenger Safety programs in the community.
9. To promote traffic safety awareness in the community.

### **Sample Strategies/Results:**

All the above sample objectives have been met; the following are programmatic achievements:

1. The H.E.A.T. program included 26 grants in FFY 2008. The H.E.A.T. program currently operates in both metro and rural areas of Georgia. GOHS funding totaled \$3,213,500 for H.E.A.T. programs in FFY 2008, with an average of \$123,596 for each grant.

2. During FFY 2008, H.E.A.T. units across the state made 13,667 DUI, 186,252 speeding, and 15,896 occupant protection contacts during FFY 2008.
3. During FFY 2008, H.E.A.T. units reported a reduction in injuries and fatalities in their jurisdictions by 16.5% and 10.6%, respectively. Total crashes in H.E.A.T. jurisdictions remained stable. In addition, unrestrained fatalities were down 12.7%, impaired fatalities decreased 5.0%, and speed fatalities dropped 5.8%. Overall pedestrian fatalities increased 7.2%.
4. The Metro Atlanta Multi-jurisdictional DUI Task Force and other metro Atlanta H.E.A.T. units targeted areas after utilizing traffic analysis. During FFY 2008 (Oct. 2007-Sept. 2008), 166,982 speeding contacts, 11,232 DUI contacts, and 10,070 occupant protection contacts were made in the Atlanta metropolitan area. Of these citations, Cobb County PD H.E.A.T. contributed 2,316 DUI, 46,853 speeding, and 596 occupant protection contacts. The DeKalb County PD H.E.A.T. Unit contributed 1,271 DUI, 33,091 speeding, and 1,128 occupant protection contacts. The Henry County PD/BOC HEAT Unit contributed 1,052 DUI, 17,149 speeding, and 779 occupant protection contacts.
5. During FFY 2008, Metro Atlanta area H.E.A.T. units reported reductions in crashes, injuries and fatalities by 1.4%, 13.0%, and 13.9%, respectively. Unrestrained fatalities were down 17.8%, impaired fatalities decreased 2.8%, and speed fatalities remained stable. Pedestrian fatalities increased 22%.
6. During FFY 2008, the City of Atlanta H.E.A.T. Unit and the DUI Task Force conducted 128 joint efforts with metro jurisdictions and zones, including road checks and saturated patrols. The units adjusted the schedules to work Sundays and Mondays for aggressive/impaired driving concerns and to assist other metro agencies who are experiencing the same traffic issues (Targeted Enforcement).
7. During FFY 2008, H.E.A.T. units outside the Atlanta metropolitan area also contributed to the statewide traffic enforcement effort. The Richmond County (Augusta) H.E.A.T. unit in east Georgia conducted 30 joint efforts with other jurisdictions, including saturated patrols, checkpoints and other traffic operations. This unit made 580 DUI, 2,708 speeding, and 539 occupant protection contacts. The Savannah-Chatham Metro PD H.E.A.T. unit in southeast Georgia made 467 DUI, 2,084 speeding, and 1,156 occupant protection contacts. The City of Valdosta PD H.E.A.T. unit in south Georgia made 182 DUI, 1,982 speeding, and 1,034 occupant protection contacts. The Hall County SO H.E.A.T. unit in northeast Georgia made 496 DUI, 4,674 speeding, and 522 occupant protection contacts.
8. During FFY 2008, H.E.A.T. jurisdictions outside the Metro Atlanta area reported reductions in injuries by 33.9%, and fatalities remained stable. Crashes in these jurisdictions increased 9.8%. In addition, impaired fatalities, speed fatalities and pedestrian fatalities decreased by 26%, 21.9%,

and 31.6% in FFY 2008. Unrestrained fatalities rose 10% in these jurisdictions.

9. In FFY 2008, H.E.A.T. units achieved 92.8% of the stated objectives, and 90.5% of the stated milestones. All H.E.A.T. units achieved at least 50% of their stated objectives and milestones. 19% of H.E.A.T. units achieved all of their stated objectives and milestones.

**Cost:** Total H.E.A.T. grants: \$3,213,500

**Funding Sources:** GOHS. However, these grants were generally structured so that, for every two officers provided by GOHS, one officer was dedicated to the project by the grantee agency as an in-kind match.

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## Noteworthy Practices *(continued)*

<b>Project Title: Georgia Driver Education Commission (GDEC) Grant Program</b>
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<b>Target:</b> Serves as a response to Joshua's Law; early teen drivers.
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<b>Program Area:</b> Teen driver education
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### **Problem Statement**

Joshua's Law, passed in the Georgia State Senate in 2005, requires all teens wishing to obtain a Class D (provisional) driver's license after January 1, 2007 to complete an approved driver training course. Private driving courses in Georgia can be expensive and driver's education courses are not taught in schools throughout the state. To remain in compliance with No Child Left Behind federal legislation, classroom instructors must be highly qualified to teach a driver education program. Teachers with the needed certificates are few in Georgia. Resources to train teens to drive are expensive and continue to diminish.

1. To promote, aid and encourage the successful completion of a Georgia Department of Driver Services (DDS) approved driver training course for high school students who desire to qualify for a Georgia Class D driver's license as required per O.C.G.A. § 40-5-22, also known as Joshua's Law.
2. To promote the advancement and further the mission of the GDEC with a grant program which is administered by the GOHS in cooperation with the DDS and designed to facilitate knowledge and application of traffic safety rules, regulations, and procedures necessary for the safety of licensed beginning drivers.

### **Strategies/Results:**

1. In total, 35 high schools and 113 public libraries across the state were funded at \$4,100,100 in FFY 2008. High schools were granted \$3,829,300 for comprehensive driver education programs, with an average of about \$110,000 per grant. Funding for these grants ranged between \$7,300 and \$140,000. Public libraries and library systems were granted \$270,800 for online driver education programs, with an average of \$9,000 per grant and \$2,400 per library. Funding for these grants ranged between \$2,400 and \$26,800.
2. During FFY 2008, 10,200 high school students completed the grant-supported driver education courses. As a result of GDEC grants, about 3,000 more 16 year-olds were served driver education than in the previous year.
3. During FFY 2008, the driver education grants enabled thirteen new start-up programs and twenty-two expansions of existing programs. As a result of the GDEC grants, nearly 70% (n=22) of the schools without certified driving instructors utilized funds to fill this need, and 63% (n=22) of the schools in

need of driving simulator systems acquired this equipment. Of schools in need of computers, 46% (n=16) purchased them, and over 50% (n=18) schools in need bought training vehicles.

4. During FFY 2008, a total of 46 new trainers were hired, 183 simulator systems were installed, 90 computers were purchased, and 23 new vehicles were added by schools with funding from the GDEC program.
5. During FFY 2008, the availability of the driver training was promoted and publicized widely by the schools to students, parents and their communities through flyers, local newspapers, radio announcements, occasional television announcements and community event presentations. Several grantees maintained continuous media coverage throughout their projects by releasing progress reports and student achievements.
6. During FFY 2008, most schools offered an “Open House” for parents and students to become knowledgeable of the driver education program, responsibilities, classroom, simulators and other training equipment. Many schools conducted “ride along experiences” for parents to see what and how proper driver training is provided for working more effectively with their youth during supervised driving periods. Also, many schools held special orientation pre-licensure events for rising 9<sup>th</sup> graders and their parents.
7. During FFY 2008, grants were awarded in socio-economically disadvantaged areas where a large portion of the student body qualifies for free or reduced lunch. It was reported that many parents were concerned that with the passage of Joshua’s Law, their teenager might be delayed in being able to drive. The economic hardship of paying training fees and/or the cost to transport their children to another school for driver education was avoided. As a result of this grant, parents and students benefited by having a state of the art driver education program available to them and often times free of charge.
8. During FFY 2008, driver training courses were integrated into community driver traffic safety education programs by including key local highway safety officials and organizations. Local law enforcement officers spoke about the rules of the road; local insurance agents spoke about owning a car and insurance policies; local car dealers spoke about buying a car and maintaining it; and EMS personnel spoke and sometimes dramatized the aftermath of poor driver decisions and actions on the road.
9. During FFY 2008, public libraries in 113 locations made available online driver education instruction to high school students across the state with the purchase of 235 computers with access to driver education vendors.
10. During FFY 2008, public libraries provided after-school and evening hours access to driver education programs, technology infrastructure, and knowledgeable staff members.



11. During FFY 2008, considerable effort was put forward in each library community to reach the public and particular the parents and eligible teenagers. These efforts included radio announcements, articles in local newspapers, school flyers, signs, open house events, and word-of-mouth promotions.
12. During FFY 2008, Driver Education grantees achieved 76.7% of the stated objectives, and 75.2% of the stated milestones. Of completed DE grants, 89.2% achieved at least 50% of their stated objectives, and 26.2% of DE programs achieved all of their stated objectives.

**Cost:** \$4,100,100

**Funding Sources:** GOHS and Georgia Department of Driver Services (DDS)

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## Looking to the Future

### **Significant challenges to be addressed:**

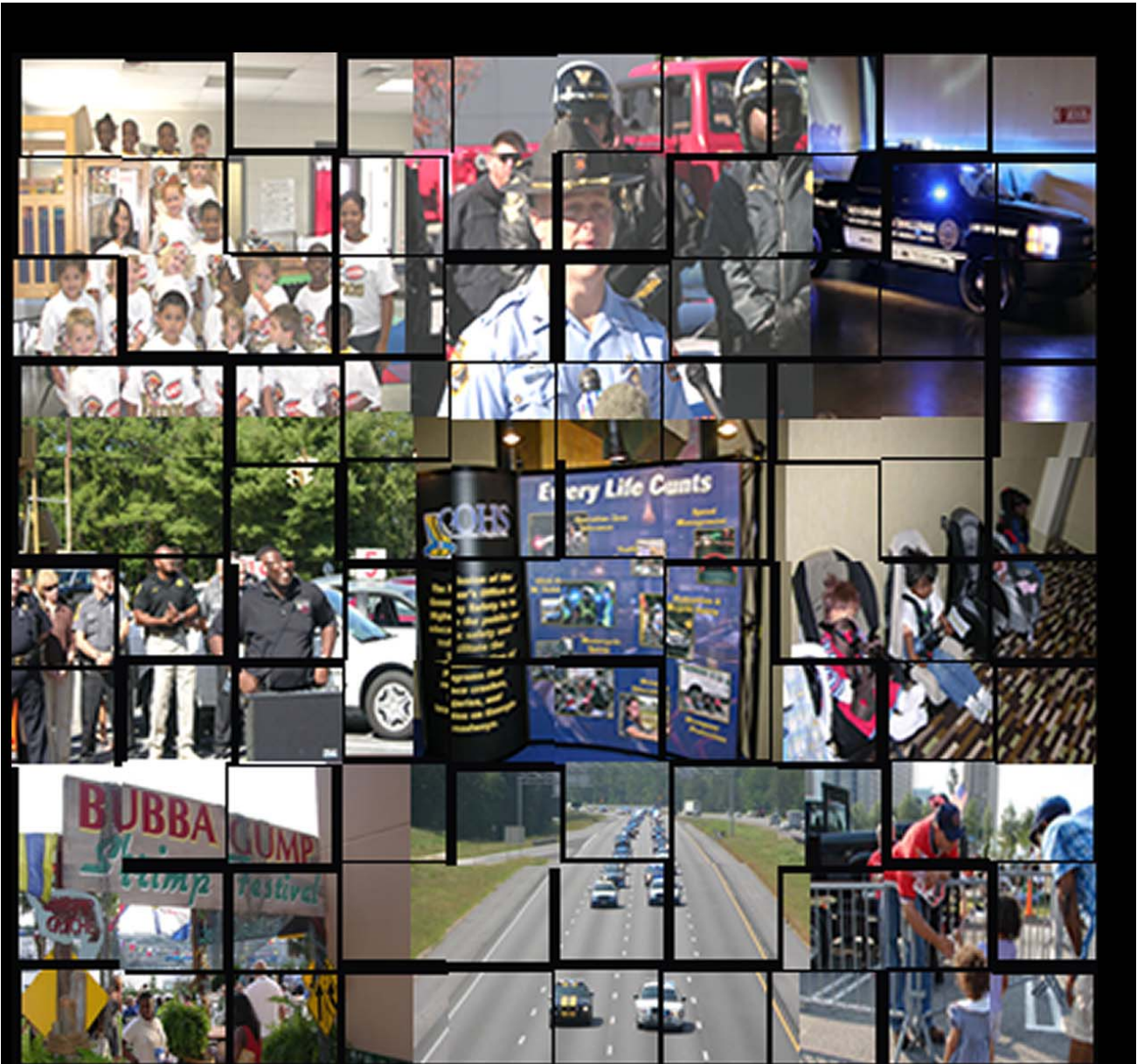
In conjunction with the 2009 GOHS Highway Safety Plan Goals, the following challenges to be addressed are as follows:

1. **Traffic record and crash data reporting systems.** Continue to upgrade traffic record maintenance and retrieval systems. Continue to work closely with local, state, and federal stakeholders to ensure timely and complete traffic records data.
2. **Law enforcement staffing issues.** Many law enforcement agencies will continue to experience significant manpower shortages.
3. **Pick-up truck safety belt usage law.** Continue to advance safety belt usage in pick-up trucks along with all vehicles. Pick-up truck safety belt usage rates fall below passenger vehicle usage rates and pick-up truck occupant crash deaths are over represented relative to other vehicle claims.
4. **Increased education and knowledge level regarding traffic safety laws.** The general public in Georgia continues to require ongoing understanding of current and proposed traffic safety legislation.
5. **Branding highway safety programs.** Establishing clear and cogent brand linked to specific highway safety issues remains a high priority.
6. **Maintaining stability in GOHS personnel.** Securing long-term highway safety personnel is critical in maintaining gains in highway safety.
7. **Responding to the rise of motorcycle fatalities.** Funding effective programs that both train and educate motorcyclists and research inherent causes behind motorcycle deaths are imperative to enhance the safety of Georgia roadways.
8. **Responding to the practical problems caused by Joshua's Law.** Parents look to the community schools and library systems to solve education issues and provide opportunities for the requirement of driver education.
9. **Responding to challenges of rural traffic safety.** A disproportionate number of Georgians die on rural roads. The Rural Safety Initiative will highlight options to help reduce morbidity and mortality on Georgia rural roads.
10. **Responding to the American Association of State Highway and Transportation Officials' (AASHTO) national safety goal to reduce highway fatalities by 1,000 per year.** Georgia seeks to go above their proportional target to reduce fatalities by 41 per year.

**Significant training, technical assistance, expertise and other resources necessary for success:**

1. Electronic citation and crash reporting.
2. Evaluation consultation expertise.
3. Train grantees/GOHS personnel on programmatic planning, including writing measurable goals and objectives.
4. Training GOHS personnel on available data resources for program planning.
5. Law enforcement training.
6. Teen driver training.
7. Motorcycle training.
8. Occupant safety observational survey implementation.
9. Salary levels and job descriptions that will attract and retain qualified agency personnel.
10. Cooperative access to other agencies' data.

# “2008 Pictorial Review”



**2008 YEAR IN REVIEW**







**Scooter Commuter Day**  
**2008**



***IN 2008, GOHS ONCE AGAIN TOOK A LEADING NATIONAL ROLE IN INNOVATIVE PROGRAMS WITH THE CREATION OF "SCOOTER COMMUTER DAY" TO ENCOURAGE SAFETY AWARENESS OF GEORGIANS RIDING MOTORIZED SCOOTERS TO AND FROM WORK.***







**2008 Child Passenger Safety Week**



**WORKING WITH FELLOW GEORGIA AGENCIES FOR INCREASED EDUCATIONAL EXPOSURE HAS BECOME A GOHS TRADEMARK. DURING CHILD PASSENGER SAFETY WEEK, GOHS PARTNERED WITH DDS AND THE GEORGIA DRIVER'S EDUCATION COMMISSION TO STRESS THE NEED FOR CONTINUING AND LIFELONG EDUCATION AS A MEANS TO HELP IN ALL REALMS OF DRIVER SAFETY INCLUDING CHILD PASSENGER PROTECTION.**







**CLICK IT OR TICKET  
PRESS CONFERENCE**



***THE GOHS MEDIA TEAM CONTINUED TO CREATE NEW VISUALS FOR CONSTANT SAFETY THEMES IN 2008. THE CLICK IT OR TICKET KICKOFF AT THE ATLANTA AIRPORT DRAMATICALLY HIGHLIGHTED THE NEED FOR SAFETY BELTS WHEN DEALING WITH INDIVIDUALS AND ALL VEHICLES.***







**CLICK IT  
OR TICKET!**

**THANKSGIVING**

**2008**

Governor's Office of Highway Safety

***CLICK IT OR TICKET HAS  
BECOME A THANKSGIVING  
TRADITION IN GEORGIA.  
SAVING LIVES BY  
BUCKLING UP IS CAUSE  
FOR THANKS FOR  
FAMILIES ACROSS THE  
STATE.***







***THE GOVERNOR'S CHALLENGE AWARDS PROGRAM HAS BECOME ONE OF THE PREMIER LAW ENFORCEMENT EVENTS IN THE ENTIRE NATION. WITH ADDED SPONSORS AND TOP SPEAKERS, GOVERNOR'S CHALLENGE IS AN EXCITING WAY TO SAY THANK YOU TO LAW ENFORCEMENT ACROSS GEORGIA.***







***THE GOVERNOR'S CHALLENGE AWARDS PROGRAM HAS BECOME ONE OF THE PREMIER LAW ENFORCEMENT EVENTS IN THE ENTIRE NATION. WITH ADDED SPONSORS AND TOP SPEAKERS, GOVERNOR'S CHALLENGE IS AN EXCITING WAY TO SAY THANK YOU TO LAW ENFORCEMENT ACROSS GEORGIA.***







**SAVANNAH** **EVERY LIFE COUNTS**  
2008 georgia highway safety conference



**THE 2008 GEORGIA HIGHWAY SAFETY CONFERENCE BROUGHT TOGETHER EXPERTS FROM ACROSS THE STATE TOGETHER IN SAVANNAH TO SHARE IDEAS AND IMPROVE SAFETY FOR ALL GEORGIA CITIZENS.**







*2008 Motorcycle Safety Awareness Month*



200 PM. May 4, 2008 Georgia State Capital

***GOHS CONTINUED A STRONG TRADITION IN 2008 OF BRINGING TOGETHER DIVERSE GROUPS TO EXPAND THE ROLE OF MOTORCYCLE SAFETY IN THE STATE OF GEORGIA.***











***OPERATION ROLLING THUNDER:  
A CONCENTRATED LAW  
ENFORCEMENT CAMPAIGN TO SAVE  
LIVES IN PROBLEM AREAS.***





*Students against*

**SADD**

*destructive decisions*

***STUDENTS AGAINST DESTRUCTIVE DECISIONS: EMPOWERING YOUNG PEOPLE TO LEAD EDUCATION AND PREVENTION INITIATIVES WITHIN THEIR SCHOOLS AND COMMUNITIES***







***SHARING THE ROAD: BECAUSE ROAD SAFETY DOESN'T JUST INCLUDE CARS AND TRUCKS. PEDESTRIANS, MOTORCYCLES, SCOOTERS, BICYCLISTS, AND BUSES ARE IMPORTANT PLAYERS IN GEORGIA SAFETY EFFORTS.***







***TEEN DRIVER SAFETY: PROPER DRIVING TECHNIQUES START WITH FIRST TIME DRIVERS. GOHS EDUCATION PROGRAMS INCLUDE SUPPORTING DRIVER EDUCATION AND SADD.***





*Completed: December, 2008*