

# Traffic Safety

## THE ROAD TO HEALTHY LIVING 2005 Annual Evaluation Report



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## 2005 Annual Evaluation Report



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# Introduction

The Office of Highway Safety Planning (OHSP) is pleased to present the 2005 Annual Evaluation Report, which outlines progress toward goals, accomplishments, and activities to promote traffic safety in Michigan.

Michigan improved upon its record-high safety belt use rate this year, jumping from 90.5 percent in 2004 to 93 percent in 2005. Publicity efforts were aided by holding the national spring *Click It or Ticket* kickoff media event in Farmington Hills. NHTSA Administrator Dr. Jeff Runge and Michigan State Police Director Col. Tadarial Sturdivant took part in the news event to launch the start of national efforts to increase safety belt use through a highly visible enforcement period.

This report includes the traditional overview of Michigan's fatal and serious injury crash trends. Detail on each OHSP goal is provided including a statement of each goal, an explanation of the status of the goal over the past few years, and a brief explanation of the activity impacting the goal. This is the key section of the report as it addresses the impact of the traffic safety programs selected and supported by OHSP.

The final section of the report provides additional detail on grant activities undertaken during the year to achieve OHSP's mission and goals. This section includes a comprehensive

overview of the safety belt and alcohol enforcement mobilizations as well as detailed evaluation information regarding the paid advertising campaigns implemented in support of these mobilizations.

OHSP thanks our many partners for their support, dedication, and contributions to protect Michigan citizens from the impact of traffic crashes.



*Colonel Tadarial Sturdivant, director of Michigan State Police, speaks during the national Click It or Ticket kickoff in May.*

## GUIDING VALUES AND PRINCIPLES

We strive for integrity, commitment, and excellence in our daily work, and fairness and mutual respect in our relationships with our partners.

We embrace a team-focused working environment and are committed to promoting professional growth and development.

We value our role as leaders in fostering cooperation, collaboration, and innovation with other public and private organizations at the local, state, and national levels.

We understand that a sound process of problem solving, including problem identification, strategy development, and evaluation, will result in effective outcomes.

We believe it is essential to actively seek the input of local community representatives to achieve long-term safety improvements.

We are committed to providing resources in an objective manner.

## OHSP MISSION

To save lives and reduce injuries on Michigan roads through leadership, innovation, facilitation, and program support in partnership with other public and private organizations.



# FY2005 Highlights

- Michigan's safety belt use rate is 93 percent, the highest rate ever recorded.
- Law enforcement agencies receiving grant funding for overtime traffic enforcement reported:
  - 70,504 vehicles stopped
  - 1,725 drunk driving arrests
  - 734 other alcohol-related arrests
  - 428 felony and 3,520 misdemeanor arrests
  - 6,237 speeding citations
  - 33,795 safety belt and child restraint citations
- Traffic safety funds allowed Michigan State Police, sheriff's offices, and local police departments to purchase:
  - more than 3,000 laser units
  - 278 radar units
  - crash investigation and reconstruction equipment
  - passive alcohol sensors and preliminary breath test instruments
  - 214 in-car cameras
- To alleviate a backlog of drunk/drugged driving blood samples at the Michigan State Police Forensics Division, start-up funding was used to hire three toxicologists and purchase gas chromatograph/mass spectrometers.
- OHSP conducted statewide program assessments for: Traffic Records, Child Passenger Safety, Impaired Driving, and Motorcycles.
- Youth alcohol enforcement activities took place in 22 counties resulting in:
  - nearly 200,000 contacts
  - dispersing 215 parties involving underage alcohol consumption
  - 3,108 minor-in-possession tickets
- Special traffic safety promotions took place at the Michigan State Fair, All-Star Game's FanFest at Cobo Hall in Detroit, Comerica Park during a Detroit Tiger baseball game, and a NASCAR race at Michigan International Speedway.
- MADD Michigan conducted more than twenty multi-media presentations for over 10,000 students across the state.
- The first permanent Child Passenger Fitting Station was established in the Upper Peninsula at the Marquette Fire Department.
- Nine corporate training programs took place to educate employers on the cost savings that can be realized by implementing workplace traffic safety programs.
- More than 250 people attended twelve "Common Sense Solutions to Intersection Safety" classes.
- Bicycle safety events were held in forty counties where nearly 10,000 child helmets were distributed.
- Three comprehensive traffic safety studies were completed for Metropolitan Planning Organizations covering Battle Creek, Berrien, Van Buren, Cass, and Kent counties.

# Vehicle Crash Statistics

	MICHIGAN						UNITED STATES					
	2000	2001	2002	2003	2004	2000-2004 % Change	2000	2001	2002	2003	2004	2000-2004 % Change
Crashes	424,867	400,813	395,515	391,488	373,028	-12.2%	6,394,000	6,323,000	6,316,000	6,289,000	6,181,000	-3.3%
Injuries	121,832	112,292	112,484	105,555	99,680	-18.2%	3,189,000	3,033,000	2,926,000	2,889,000	2,788,000	-12.6%
Fatalities	1,382	1,328	1,279	1,283	1,159	-16.1%	41,945	42,116	43,005	42,884	42,636	1.6%
VMT* (MI=Billions US=Trillions)	94.9	96.5	98.2	100.2	101.8	7.3%	2.75	2.78	2.83	2.89	2.92	6.2%
Fatality Rate (Per 100m VMT)	1.46	1.38	1.30	1.28	1.14	-21.8%	1.53	1.51	1.51	1.48	1.46	-4.6%
Alcohol-Related Fatalities	515	504	463	442	418	-18.8%	17,380	17,448	17,524	17,105	16,694	-3.9%
Alcohol-Percent of Total Fatalities	37.3%	38.0%	36.2%	34.5%	36.1%	-3.2%	41.4%	41.4%	40.7%	39.9%	39.2%	-5.5%
Large Truck Fatalities	172	129	151	122	132	-23.3%	5,282	5,082	4,939	5,036	5,190	-1.7%
Pedestrian Fatalities	166	159	173	169	140	-15.7%	4,763	4,882	4,851	4,774	4,641	-2.6%
Motorcycle Fatalities	78	90	82	76	79	1.3%	2,897	3,181	3,276	3,714	4,008	38.4%

\*VMT = Vehicle Miles Traveled

Source: Michigan Traffic Crash Facts

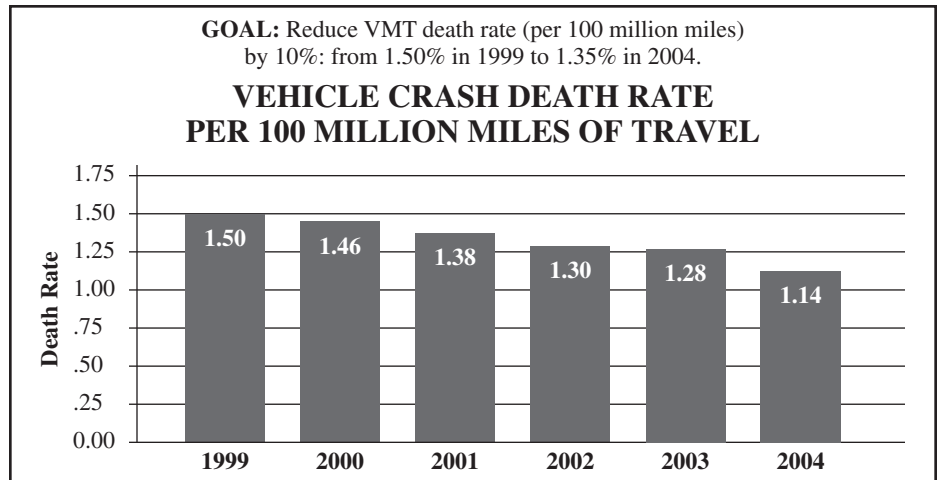
Source: National Highway Traffic Safety Administration

## Michigan Crash Changes in 2004

	2003 to 2004			2003 to 2004	
TRAFFIC CRASHES	391,485	373,028	REPORTED UNRESTRAINED FATALITIES	367	319
TRAFFIC INJURIES	105,555	99,680	OLDER DRIVER (+65) FATALITIES	246	209
TRAFFIC FATALITIES	1,283	1,159	YOUNG DRIVER (16-19) FATALITIES	213	206
FATAL CRASHES	1,172	1,055	PEDESTRIAN FATALITIES	169	140
ALCOHOL FATALITIES	399	364	BICYCLIST FATALITIES	32	21
MOTORCYCLIST FATALITIES	76	79			

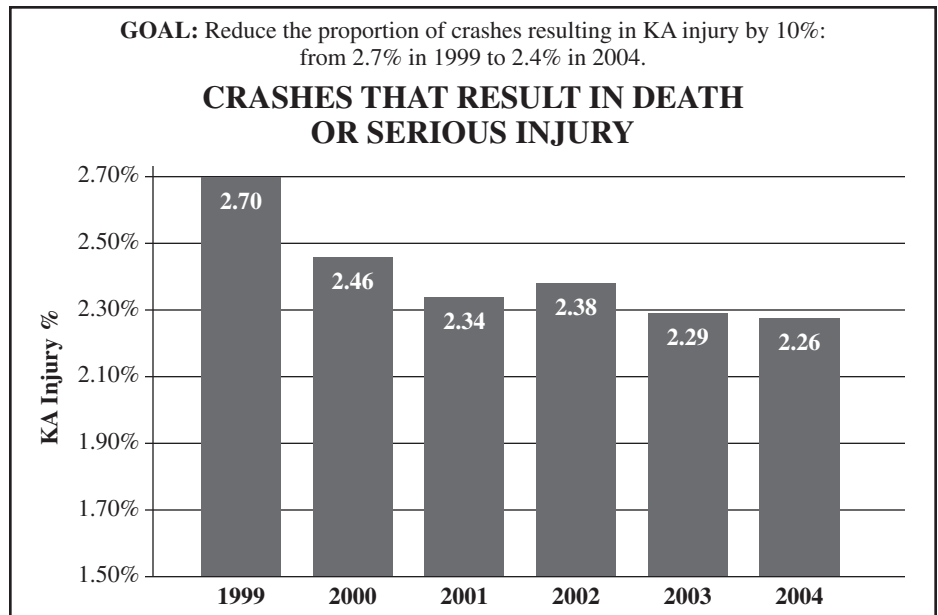
## VEHICLE CRASH DEATH RATE

The death rate per 100 million miles of travel decreased to a record low of 1.14 in 2004, well below the target of 1.35 and the national average of 1.46 per 100 million miles of travel. OHSP has adopted a goal of 1.00 deaths per 100 million miles of travel by 2008, in accordance with the national goal.



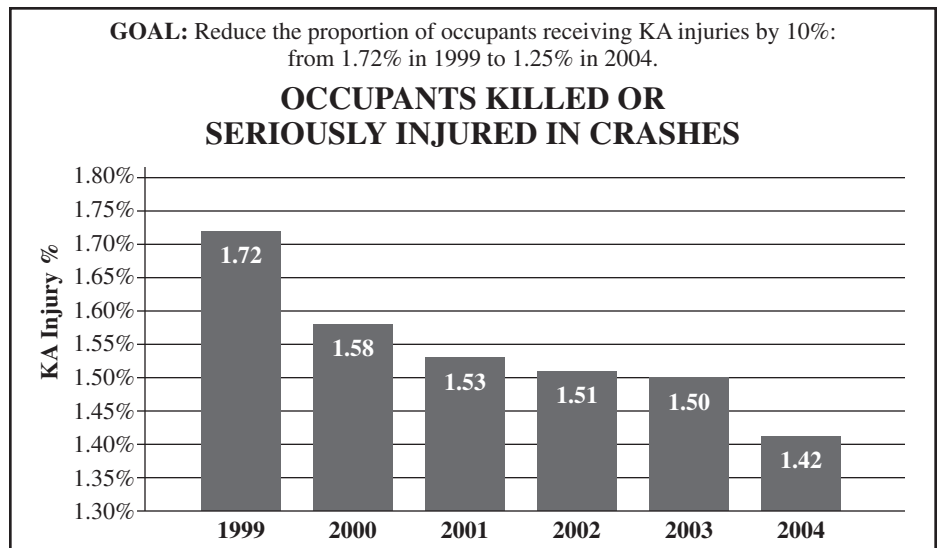
## CRASHES THAT RESULT IN DEATH OR SERIOUS INJURY

In 1999, 2.70 percent of all crashes resulted in death or serious injury. By 2004, that percent decreased to 2.26 percent, better than 2003's 2.29 percent or the goal of 2.40 percent. OHSP has made this goal more aggressive, setting it at 1.88 percent by 2008.



## OCCUPANTS KILLED OR SERIOUSLY INJURED

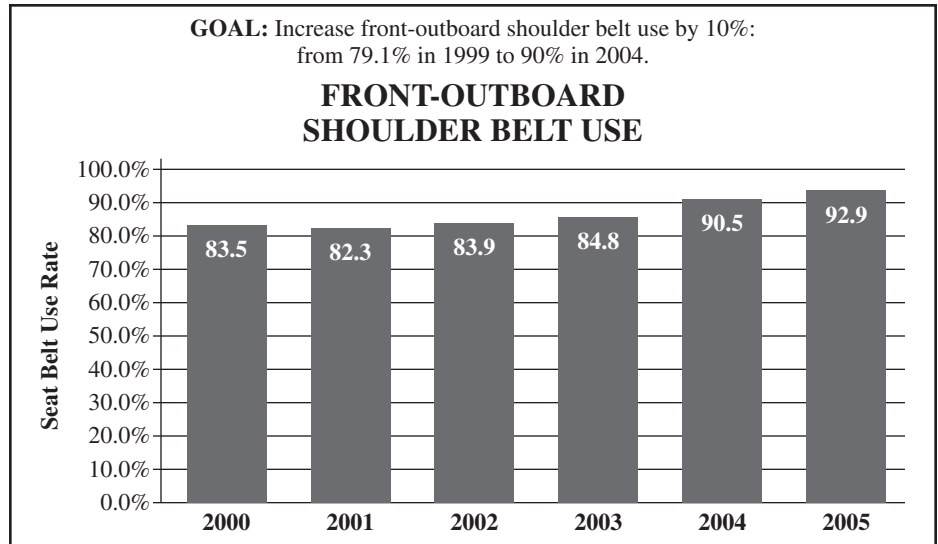
The proportion of occupants who experience a fatal or serious injury reflects the impact OHSP programs have on improving crash survivability. In 1999, the proportion was 1.72 per 100 crash-involved persons. In 2004, this rate fell to 1.42 percent, better than 2003's 1.50 percent but short of the 1.25 percent goal. Based on trend analysis, OHSP has revised this goal to 1.24 percent by 2008.





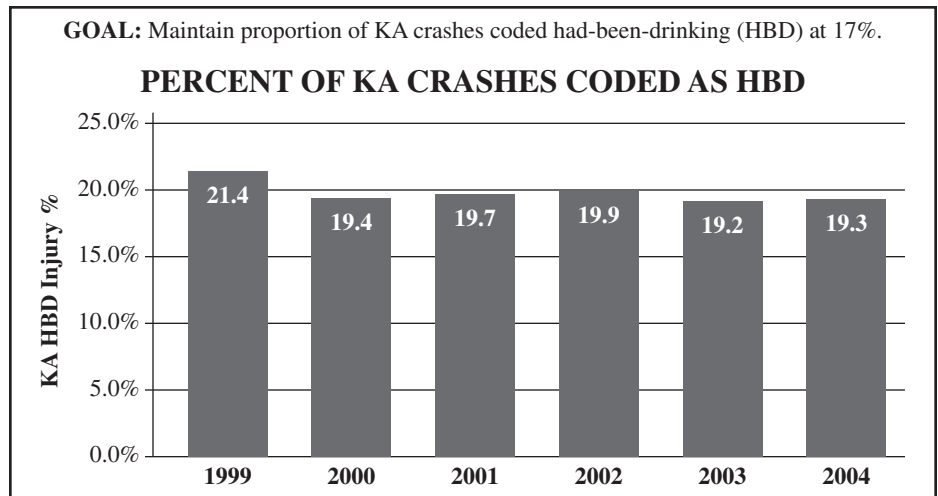
## FRONT-OUTBOARD SHOULDER BELT USE

The single most effective way to reduce the probability of being killed or seriously injured in a traffic crash is to wear a safety belt. Promoting safety belts remains a focus of OHSP activity. At the end of the May 2005 *Buckle Up or Pay Up/Click It or Ticket* mobilization, Michigan's safety belt use had increased to a new record of 92.9 percent. This exceeds the 2005 goal of 90.7 percent and approaches the 2008 target of 93.5 percent.



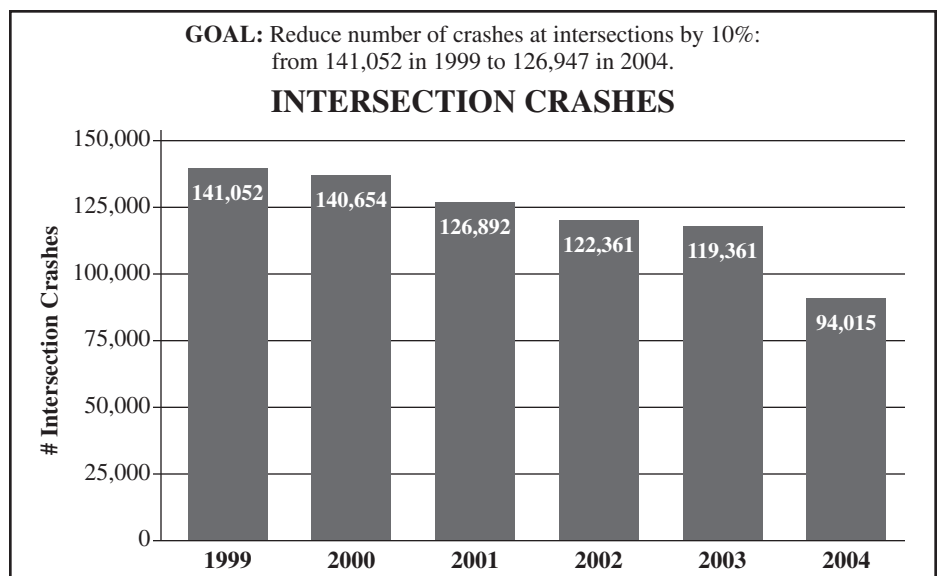
## KA CRASHES CODED AS HBD

Michigan had 19.3 percent alcohol involvement in fatal and serious injury crashes in 2004. This does not fulfill the stated goal of 17 percent involvement rate. OHSP's revised 2008 goal is to reduce this rate to 17.7 percent.



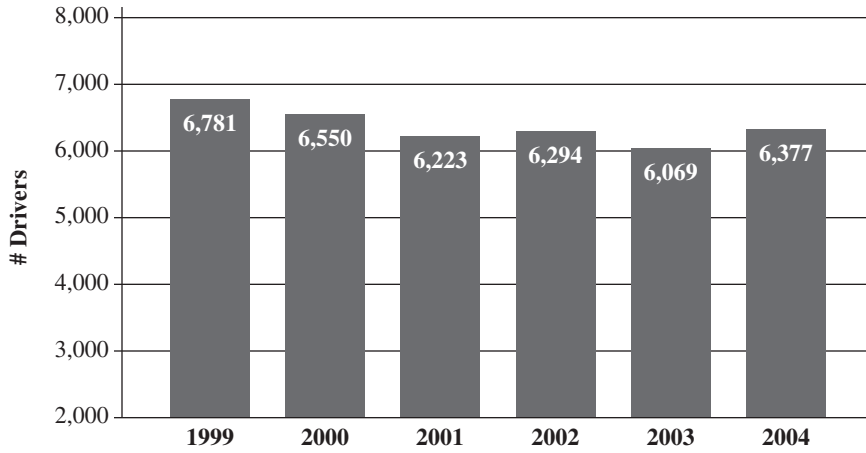
## INTERSECTION CRASHES

Intersection crashes have fallen by a third since 1999, to 94,015. Michigan has beaten the 2004 goal every year since 2001, following successful programs targeting intersections as well as improvements in locating crash data that may have reduced the number of crashes coded as "at" intersections. Michigan has re-targeted this goal to fatal and serious injury crashes within 150 feet of intersections, rather than "all intersection crashes," with a tentative goal of 2,296 by 2008.



**GOAL:** Reduce the number of drivers in KA crashes where unsafe driving behavior is cited as the hazardous action by 10%: from 6,781 in 1999 to 6,103 in 2004.

**NUMBER OF DRIVERS INVOLVED IN KA CRASHES WITH "MOST HAZARDOUS ACTION" CODED AS UNSAFE DRIVING BEHAVIOR**

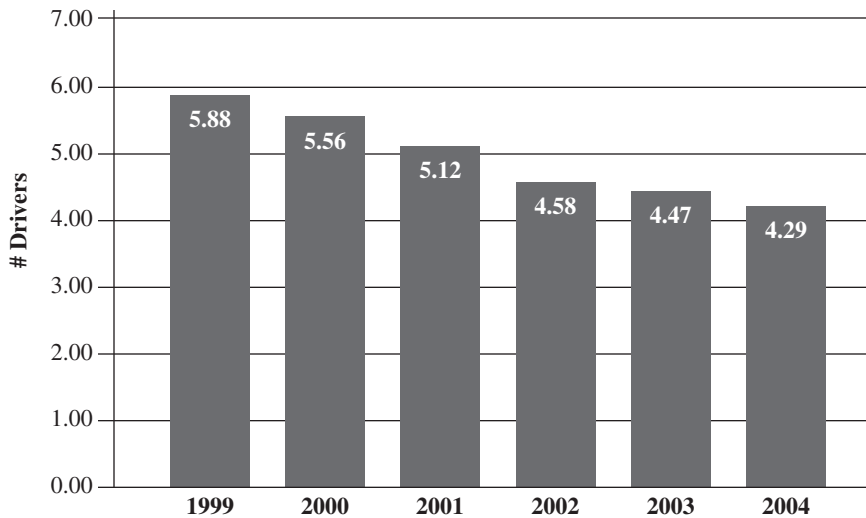


**DRIVERS INVOLVED IN "HAZARDOUS ACTIONS" KA CRASHES**

Unsafe driving behaviors include speeding, failure to yield, violating a traffic control order, passing improperly, and failing to leave a clear distance between vehicles. Increased law enforcement visibility, teen educational programs, and increased media advertising have contributed to the decrease in these types of crashes since 1999. While these crashes are falling at an average of 100 per year, the trend is uneven and the total rose to 6,377 in 2004, higher than the goal of 6,103. This goal has been refined down to the percentage of KA crashes coded as involving excessive speed, with a target of 16.4 percent in 2008.

**GOAL:** Reduce the KA crash rate per 1,000 licensed drivers for males 16–20 by 25%: from 5.88% in 1999 to 4.41% in 2004.

**KA CRASH RATE PER 1,000 LICENSED DRIVERS: MALES 16–20**

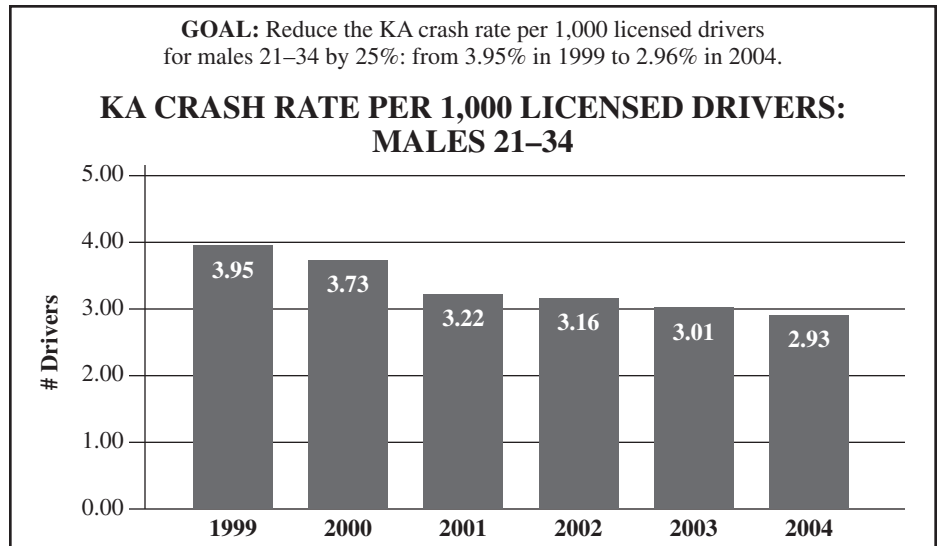


**MALE DRIVERS AGE 16–20 KA CRASH RATE**

Young men have a higher crash rate per licensed driver than any other group. A combination of inexperience and high risk-taking behavior leads all too frequently to severe crashes. Many OHSP programs specifically address this group, whether through youth alcohol programs, message focus in the *Buckle Up or Pay Up/Click It or Ticket* campaign, or programs that include a youth component. Young male involvement in KA crashes continues to fall after the implementation of graduated drivers' licensing, by 27 percent since 1999, from 5.88 to 4.29. This goal will be expanded to cover males 16-34, with a target KA crash involvement of 2.339 per 1,000 licensed drivers by 2008.

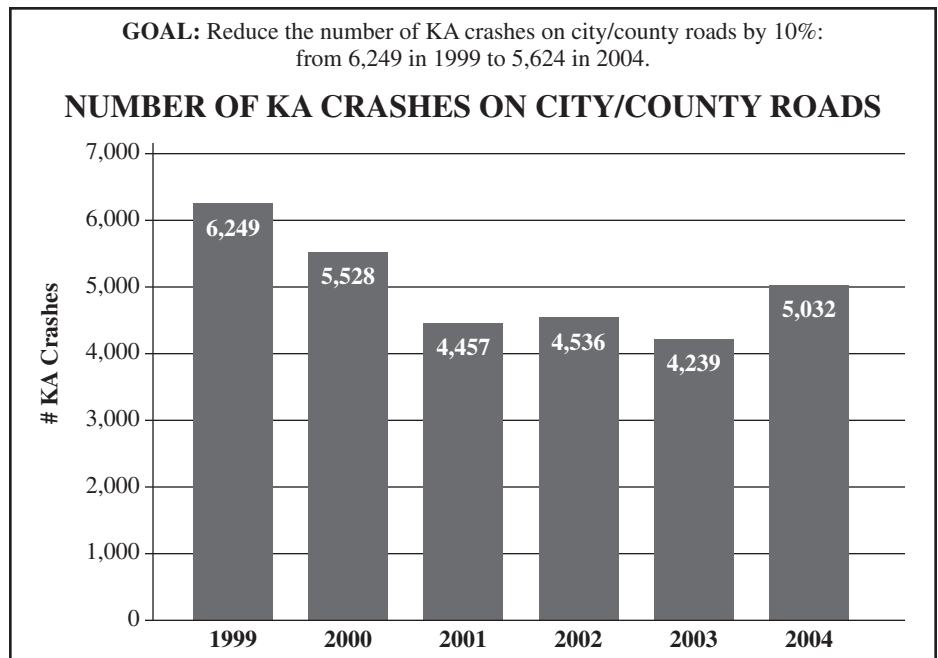
## MALE DRIVERS AGE 21-34 KA CRASH RATE

Second only to 16-20 year old males, this group has the highest crash rate per 1,000 licensed drivers. Moreover, crashes involving drivers from this group represent the largest total number of KA crashes of all age and gender subgroups. Each of the specific enforcement programs conducted and described earlier impact this target group as well. Since 1999, KA crashes per 1,000 licensed drivers in this group have also decreased, by 26 percent, from 3.95 to 2.93. This exceeds the 2004 goal. The 2008 goal combines this group with 16-20 year olds with a target KA crash involvement of 2.339 per 1,000 licensed drivers.



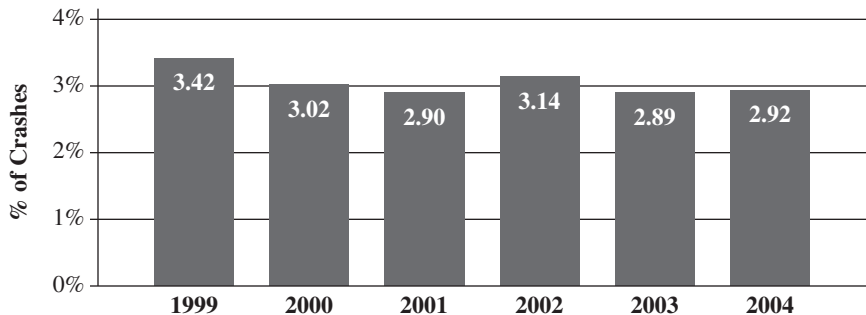
## KA CRASHES ON CITY/COUNTY ROADS

Achieving this goal in the year 2000 and maintaining a positive downward trend is a result of targeting enforcement, education and engineering activities on city and county roads where a majority of the crashes and associated injuries occur. It is also likely that recent improvements in identifying crash locations has decreased this number. OHSP's goal is to continue reducing this number, with a tentative target of 3,123 by 2008.



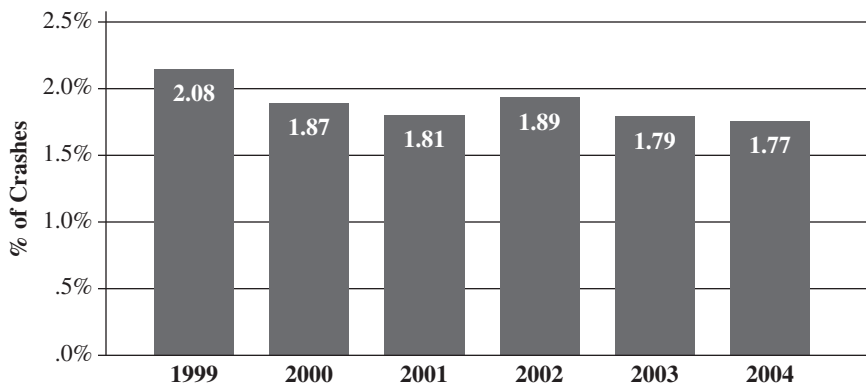
**GOAL:** Reduce the percentage of crashes resulting in KA injury (Memorial Day–Labor Day) by 10%: from 3.42% in 1999 to 3.08% in 2004.

**PERCENT OF CRASHES RESULTING IN KA INJURIES: MEMORIAL DAY–LABOR DAY**



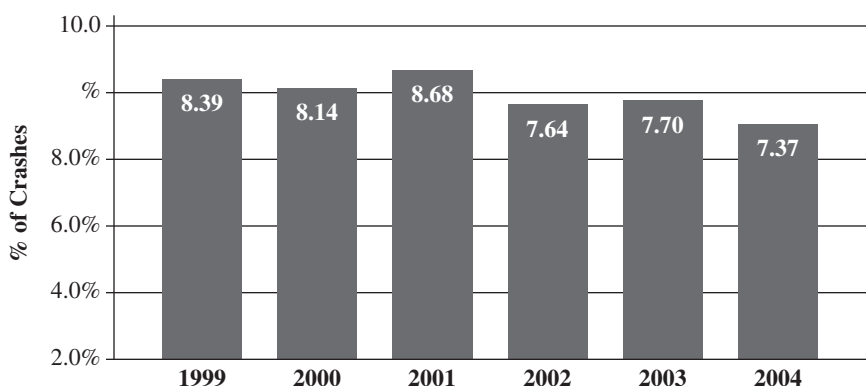
**GOAL:** Reduce the percentage of occupants receiving KA injury (Memorial Day–Labor Day) by 10%: from 2.08% in 1999 to 1.87% in 2004.

**PERCENT OF CRASH-INVOLVED OCCUPANTS RECEIVING KA INJURIES: MEMORIAL DAY–LABOR DAY**



**GOAL:** Reduce the percentage of occupants age 0–15 receiving KA injury by 10%: from 8.39% in 1999 to 7.55% in 2004.

**PERCENT OF CRASH-INVOLVED OCCUPANTS AGE 0–15 RECEIVING KA INJURIES**



**MEMORIAL DAY THROUGH LABOR DAY KA INJURY RATE—DRIVERS AND OCCUPANTS**

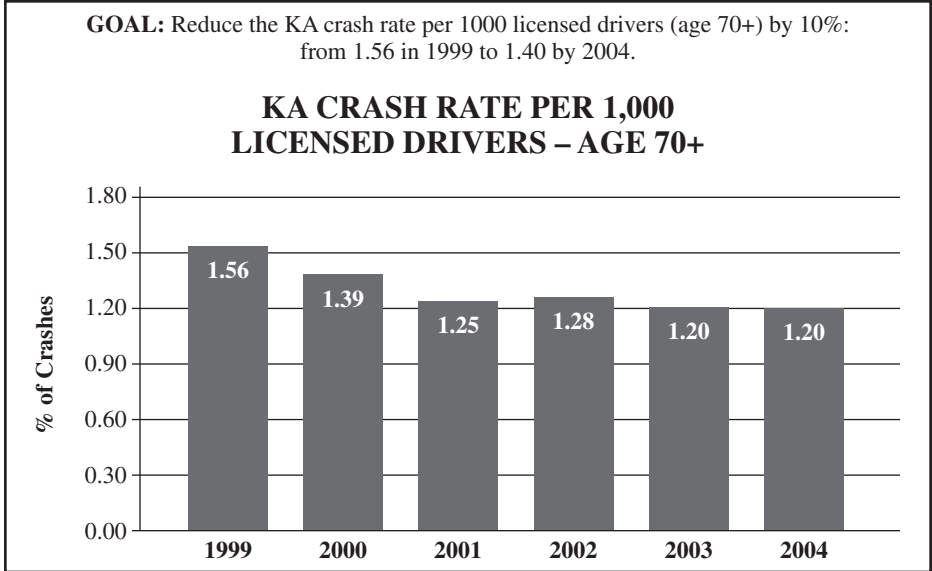
The Memorial Day to Labor Day period is a time of high travel, good weather, and three national holidays. As recreational travel increases, the probability and severity of crashes shows an upward trend. Good weather is related to higher travel speeds which are in turn related to more significant injuries when a crash occurs. OHSP targets this time with the most intensive enforcement and media efforts. Since 1999, OHSP has seen significant decreases in holiday fatalities and in the severity of summer crashes. OHSP has met the goals of 3.08 percent crashes resulting in KA injuries and 1.87 percent of crash-involved vehicle occupants receiving KA injuries for four of the past five years, including 2004. For 2008, this target involves the number of KA crashes between the holidays, which is set at 2,153.

**CRASH INVOLVED OCCUPANTS AGE 0-15 THAT EXPERIENCE KA INJURIES**

The achievement of this goal rests primarily on appropriate safety belt and child restraint use. In Michigan, a statewide Child Passenger Safety plan has been developed and five priority issues identified. Restraint use among children remains high, but proper use of child restraints has been consistently problematic. KA injuries to crash-involved vehicle occupants age 0-15 decreased by 12 percent from 1999-2004, from 8.39 percent to 7.37 percent. The goal was a 10 percent reduction. The 2008 goal refines this down to a measure of child restraints: KA injuries to crash-involved vehicle occupants ages 0-8, with a target of 160 by 2008.

## LICENSED DRIVERS AGE 70+ KA CRASH RATE

Elderly drivers have lower than average rates of crash involvement but higher than average rates of fatal and serious injuries in crashes. This segment of the population is also expected to double in the next 20 years, making elderly drivers an important challenge for traffic safety. Since 1999, the KA crash rate per 1,000 licensed drivers (age 70+) has decreased 23 percent, from 1.56 to 1.20. This far exceeds the goal of 10 percent improvement. The 2008 goal is to continue this reduction, to 0.922 KA crashes per 1,000 licensed drivers.





# Occupant Protection

## PUBLIC INFORMATION AND EDUCATION

### SAFETY BELT ANNIVERSARIES

Section 157 Incentive

#### BACKGROUND

Anniversaries can provide an opportunity to highlight significant traffic safety milestones. In 2005, Michigan marked two of these milestones, the five-year anniversary of enacting the primary enforcement safety belt law and the twenty-year anniversary of the secondary safety belt law. These anniversaries were opportune times to reflect on what impact the laws have had on changing behavior, and subsequently, traffic crash outcomes.

#### GOAL

Utilize safety belt law milestones to highlight the positive outcomes increased safety belt use has had in Michigan.

#### ACTIVITIES

The annual Traffic Safety Summit took place in March to coincide with the five-year anniversary of the primary safety belt law. Summit promotional materials featured a safety belt anniversary message, which was carried through at the event itself. OHSP estimated that increased safety belt use during those five years can be credited with preventing 250 traffic deaths.

To continue the anniversary theme, seven special Michigan landmark postcards were developed for the summer tourist season. The postcards showcased:

- Mackinac Bridge
- Spirit of Detroit
- Detroit Skyline
- Soo Locks
- Holland Windmill
- State Capitol
- Lighthouse



Postcards featured an anniversary logo, and 52,000 were distributed at Welcome Centers. In addition, another 6,800 were distributed through traffic safety partners including the Michigan Department of Transportation.

## CPS MATERIALS

Section 405



#### BACKGROUND

Child passenger safety can be complex. Children of different ages and sizes are suited to different types of child safety seats, and correct installation of seats continues to be a challenge for many parents and caregivers. CPS materials have been developed in recent years but these materials lacked a comprehensive review.

#### GOAL

Revise, clarify, and simplify CPS public information materials and develop new items to assist parents and caregivers with the proper use and installation of car seats.

#### ACTIVITIES

The child passenger safety series (rear-facing, forward-facing, booster seat) was updated and a new piece added regarding the Lower Anchors and Tethers for Children (LATCH) system. Further, the "Give Your Child a Boost" brochure was updated. Other CPS public information items developed included a poster depicting the stages of child safety seats (infant, toddler, booster, and safety belts), as well as a law enforcement reference card with a summary of Michigan's safety belt/child passenger safety law. Materials will be distributed in the new fiscal year.

## CPS SAFETY CAMPAIGN

Section 402

#### BACKGROUND

According to findings of a recent statewide observation study, only 8.6 percent of children ages 4-8 are riding in booster seats, despite the fact they are recommended by the National Highway Traffic Safety Administration as a means to prevent traffic deaths and injuries. Booster seats are important because they properly adjust safety belts to protect younger vehicle occupants.



Click It the Cricket is a new character designed to encourage children to use booster seats and their safety belts.

#### GOAL

To encourage children 4-8 to buckle up and use booster seats, age-appropriate materials will be developed to foster greater awareness of and use of booster seats.

## ACTIVITIES

The Educational Materials Center (EMC) at Central Michigan University is a clearinghouse and producer of health education materials. The EMC developed new materials for a child-centered booster seat educational program. This included a placemat, coloring book, stickers, and a costume for “Click It the Cricket,” who appears in all the materials. The print materials will be shipped to daycare and elementary schools in FY06 to promote booster seat and safety belt use and the costumes will be available on a loan basis to agencies promoting booster seat and safety belt use.

## AIR BAG PUBLICITY

*unfunded*

### BACKGROUND

National reports indicate some motorists are unaware of how to correctly use air bag on/off switches. When used incorrectly, it may result in a serious injury or fatality.

### GOAL

To determine the need for an air bag safety campaign, OHSP must gauge the awareness level of Michigan motorists in regards to vehicle air bag safety.

### ACTIVITIES

A statewide telephone survey this year sought to determine knowledge of and attitude toward many traffic safety areas. Questions included awareness of vehicle air bag safety and air bag on/off switches. Three quarters of those participating in the survey said their vehicle did not have an air bag on/off switch. The default setting for the air bag is on and 86 percent of the respondents have never turned it off, no matter the situation. OHSP will continue to monitor the results of future survey questions to determine the extent of public information efforts addressing air bag safety in Michigan.

## SAFETY BELT NETWORKS

### HIGH SCHOOL SAFETY BELT CHALLENGE

*Section 405*

### BACKGROUND

For several years, high visibility traffic enforcement mobilizations have been the main means to increase safety belt use. Recently, a new component — outreach — has been added to the mobilization model.

### GOAL

Promote safety belt messages through partnerships with non-traditional agencies, increase safety belt publicity, and assist with increasing safety belt use.

### ACTIVITIES

The anticipated partnering agency for this program was Student Leadership Services (SLS). SLS is the umbrella agency that coordinates the activities of Michigan’s Students Against Destructive Decisions (SADD) chapters. SLS experienced an organizational restructuring and an office relocation during the year. As a result, OHSP did not pursue this activity.

## CHILD PASSENGER SAFETY NETWORKS

### CHILD PASSENGER SAFETY TECHNICIAN TRAINING

*Section 2003(b)*

### BACKGROUND

For several years, child passenger safety training resources and expertise has been centered in Lansing. While this structure works well, in some parts of the state it has been difficult to provide adequate resources, particularly in the Upper Peninsula.

Along with additional training needs, OHSP reached out to new partners to heighten awareness of and the need to use child safety seats and encourage older children to properly buckle up.

### GOAL

To increase the awareness of Michigan’s motorists regarding child passenger safety.

### ACTIVITIES

### CHILD PASSENGER SAFETY ASSESSMENT

A large, diversified group worked on the Child Passenger Safety Assessment to review current child passenger safety programs and provide recommendations for improvement.

The recommendations were in areas of management, legislation, enforcement, public information, training, and data. Following the assessment, a strategic planning meeting reviewed and prioritized the recommendations. The five-year strategic plan is scheduled to be completed by December 2005.

## **MICHIGAN DEPARTMENT OF COMMUNITY HEALTH (MDCH)**

2003b

MDCH conducted and supported child passenger safety trainings across the Lower Peninsula. Activities included:

- two training courses with forty-six participants
- coordinating trainings through Berrien and Muskegon County SAFE KIDS Chapters for twenty-three students
- coordinating two Certification Renewal Courses by Muskegon County and Capital Area SAFE KIDS coalitions for seventeen people

In addition, MDCH continued encouraging hospitals to adopt discharge policies for newborns, a recommendation from a January 2004 strategic plan for the child passenger safety program. Four hospitals adopted discharge policies: South Haven Community Hospital, Borgess Medical Center, Foote Hospital, and Northern Michigan Hospital. Each hospital that adopts a discharge policy is awarded thirty child safety seats to assist with implementing the new policy. Twelve other hospitals are in the process of discussing, drafting, reviewing, or implementing a discharge policy.

MDCH also:

- provided technical assistance for child passenger safety public information materials
- served as a child safety seat fitting station for the Mid-Michigan area
- facilitated quarterly CPS instructor meetings
- converted the Physicians Child Passenger Safety Resource Directory to a PDF file for posting on the Michigan SAFE KIDS website

## **UPPER PENINSULA REGIONAL CPS COORDINATOR**

Section 405

OHSP sought to increase coordination and technical assistance for child passenger safety technicians and activities in the Upper Peninsula (U.P.) due to a lack of resources for that region. The Marquette County Sheriff's Office and the Marquette County Health Department staff are part-time CPS coordinators for this region.

These coordinators helped:

- establish the first permanent fitting station at the Marquette Fire Department
- work with the seven hospitals with OB units to develop and adopt newborn discharge policies
- develop a database of certified CPS technicians to track expiration dates and car seat installation

- conduct a CPS training course and two CPS technician update/refresher courses for twenty-four people
- conduct activities in fifteen of the U.P.'s seventeen counties
- distribute 269 child safety seats, including 117 seats for low-income families

As a result, Marquette General Health System has a CPS technician attend monthly Pregnancy Fairs to make presentations to expectant parents and refer them to local technicians for child safety seat checks. Bell Memorial Hospital distributes CPS fact sheets to all parents who deliver at the hospital.

## **CHILD PASSENGER SAFETY EDUCATION NETWORKS**

Section 405

Michigan State University's (MSU) 4-H Youth Program developed a Teens Reaching Youth Through Interactive Techniques (TRY-IT) training program. This Train-the-Trainer program involves leadership skills that teens can use through safety belt lesson plan activities and interactive theater presentations to youth 8-12 years old. MSU 4-H County Coordinators and teen teams attended the program and generated ideas and skills that were used in Eaton, Emmet, Mackinac, and Shiawassee counties. The results of the TRY-IT program are indirectly part of many activities.

MSU 4-H worked with twenty-five 4-H and FFA groups to facilitate safety belt educational activities in their communities. Activities included:

- safety belt displays at county fairs and community festivals
- safety belt convincer and rollover exhibits
- safety belt relays
- awareness presentations
- information at the statewide annual FFA conference and Exploration Days
- educational sessions at community events such as Firefighter's Family Day, a July 4th Celebration, the St. Ignace Culturama, and a driver's training class

Results include:

- nearly 3,200 youth involved in safety belt educational and awareness-raising sessions
- thousands of adults reached with safety belt information
- 145 teens involved in as peer educators or as participants in educational sessions
- 759 hours contributed to the project by the teen peer educator and adult volunteers
- local partnerships being developed

Awareness surveys were completed at the FFA Conference, the 4-H Exploration Days, and the Shiawassee County Fair. Fifty-one percent of the FFA members indicated they wear their safety belts all the time, compared to 67 percent of the 4-H participants. Both groups' reasons for not wearing a safety belt were because "they were going a short distance" and "I forgot to put it on."

### CENTRAL MICHIGAN UNIVERSITY (CMU)

*Section 405*

The Michigan Model School Health Curriculum is in the midst of a three-year revision process. Efforts are underway to ensure booster seat and safety belt activity lesson plans are included in the third and sixth grade levels. A group of education experts served as the state revision team and focus group for materials being developed. The group provided feedback on the curriculum and presented information and available research on the safety of booster seats and safety belts and how this information can be integrated into the revised curriculum.

Lesson plans were written based on information from current lesson plans and new information from the revision process. Updated supplemental materials may replace existing materials and CMU will work with teachers and school administrators to ensure the curriculum's effectiveness. The lesson plan revisions should be completed or near completion by the end of the new fiscal year.

### CHILD PASSENGER SAFETY PILOT PROGRAMS

#### MODEL SELF-SUPPORTING CAR SEAT PROGRAM

*Section 405*

##### BACKGROUND

C.S. Mott Children's Hospital is a valuable resource for providing pertinent information on child safety issues to their local community. To increase their effectiveness, C.S. Mott developed a child safety seat program to provide child passenger safety training and equipment to hospital staff and patients on a continuous basis.

##### GOAL

To develop a self-sufficient child safety seat program to educate parents and childcare providers on the importance and proper use of child safety seats.

### ACTIVITIES

C.S. Mott Children's Hospital implemented a pilot child safety seat rental program for patients. The program included:

- CPS training for patients and staff
- inventory of child safety seats
- part-time technician to coordinate the program
- daily car seat classes at the hospital

Training included:

- standardized CPS Technician Certification for seventeen people
- Safe Travel for All Children, a special needs transportation course, for twenty people
- Introduction to Special Needs Transportation course for non-certified CPS technicians for nine people

Nearly 400 people took advantage of the child passenger safety education, eighty-seven child safety seats were inspected, and three safety seats were replaced or given to families in need.

Future plans are to expand training to both inpatients and outpatients. Family education about special needs restraints will be incorporated into the child safety seat program. Plans include possibly incorporating car seat education for the other hospital departments.

### HEAD START BUCKLE BEAR INTEGRATION PILOT

*Section 405*



*Buckle Bear has promoted safety belt use to more than 500 students and 400 parents.*



## **BACKGROUND**

Head Start and Early Head Start are comprehensive child development programs for children from birth to age 5, pregnant women, and their families. They are child-focused programs that seek to increase the school readiness of young children in low-income families. The population served by Head Start programs is a vital group to reach to encourage the proper use of child safety seats and booster seats. National research indicates that education and income are indicators of safety belt use. Those with lower levels of education and lower incomes are less likely to buckle up on a consistent basis.

## **GOAL**

To increase the awareness level regarding child passenger safety.

## **ACTIVITIES**

Capital Area Community Service Head Start (CACS) piloted a Buckle Bear program in three counties to develop a model for Head Start programs throughout the state.

The pilot CACS program included:

- Buckle Bear presentations to over 500 students and approximately 400 parents
- displays and activities at monthly events
- take-home backpacks with child safety seat information to share and discuss with parents
- distribution of 191 booster seats to families in need
- inspection of over 200 child safety seats and booster seats for proper installation

CD-ROM games, posters, and videos were used to enhance the classroom presentations.

Buckle Bear made an appearance at the Eaton County Fair where he put on a puppet presentation for approximately 300 children and parents on child passenger safety.

## **EVALUATION**

### **DIRECT OBSERVATION SURVEYS OF SAFETY BELT USE**

*Section 157 Innovative, Year*

## **BACKGROUND**

To assess progress in improving safety belt use and to qualify for federal grant funds, OHSP conducts direct observation surveys of safety belt use, in cooperation with UMTRI and the Wayne State University Transportation Research Group (WSU-TRG).

## **GOAL**

To obtain periodic statewide safety belt use rate information.

## **ACTIVITIES**

Wayne State University conducted surveys of safety belt use in April and June. These surveys served to evaluate the May *Click It or Ticket* mobilization and the Rural Safety Belt Demonstration Project. Statewide safety belt use rose from 89.4 percent to 92.9 percent over the May mobilization, and safety belt use in rural areas rose from 88.9 percent before the start of the rural demonstration project to 89 percent afterwards and 91.2 percent at the end of the May mobilization.

UMTRI conducted another survey around Labor Day, at the end of the summer driving season. In that survey, safety belt use fell to 87.9 percent. This was an unexpectedly low result, even without an end-of-summer safety belt mobilization, and belt use will be monitored closely in 2006.

### **LABOR DAY 2004 SURVEY OF SAFETY BELT USE**

*Section 405*

## **BACKGROUND**

Last year, UMTRI began evaluation for the Labor Day 2004 *Click It or Ticket/Buckle Up or Pay Up* mobilization. However, some activities carried over into FY05. OHSP continued working with UMTRI to complete data analysis and final report for the safety belt mobilization direct observation survey results.

## **GOAL**

To obtain statewide safety belt use rate.

## **ACTIVITIES**

UMTRI completed data analysis and report writing for the Labor Day 2004 safety belt mobilization direct observation surveys. The data analysis resulted in Michigan's highest achieved safety belt use rate of 90.5 percent. This major milestone made Michigan the sixth state in the nation to reach 90 percent or greater safety belt use.

Less than a year later, Michigan's safety belt use climbed again, reaching 92.9 percent following the Memorial Day safety belt mobilization.



## **CHILD RESTRAINT DEVICE USE AND MISUSE STUDY**

*Section 405*

### **BACKGROUND**

Detecting the proper use of child restraint devices is a more complex form of direct observation survey, placing trained observers and interviewers into the field to assess whether drivers are using the correct restraints for children of various sizes and ages and whether those child seats are installed properly. This survey focused on children ages 0-3, who are covered by Michigan's child restraint law; previous surveys ranged up to age fifteen.

### **GOAL**

To examine changes in Michigan's child restraint use and misuse.

### **ACTIVITIES**

This study updates surveys conducted in 2000. Surveys took place during the spring and summer, sometimes in coordination with safety belt surveys. Results indicated 79.7 percent child restraint device use, with higher use when the parent was also wearing his or her safety belt.

Of those with child restraint devices, 92.7 percent were the right size and 95.1 percent were facing in the right direction, but 71.4 percent were installed incorrectly. The most common problems were incorrect use of the tethers and harness. The new LATCH system was used 57 percent of the time that it was available, but those seats were installed incorrectly 72.9 percent of the time.

## REDUCING BLOOD SCREENING BACKLOGS

### TOXICOLOGY LAB STAFFING

Section 163

#### BACKGROUND

The Michigan State Police Toxicology Lab is facing increasing demand from law enforcement agencies requesting blood analysis for drugs and alcohol. In the past decade, requests have increased almost 100 percent despite staffing levels remaining constant. Further, the state's .08 BAC drunk driving law passed in 2003 included criminalizing driving with a schedule one drug in the driver's system. This change means more officers are requesting tests for drivers suspected of using schedule one drugs.

Average lab analysis for alcohol took up to three weeks under the state's .10 BAC standard for drunk driving. After passage of an .08 law, analysis time has doubled and is increasing. Lab analysis for drugs took four to six weeks under the .10 BAC law. Now it takes the lab eight to twelve weeks for a complete screen.

#### GOAL

To address the backlog, the Michigan State Police Toxicology Lab will purchase equipment and hire up to three additional personnel to work on alcohol and drug screenings.

#### ACTIVITIES

The Michigan State Police Forensics Division hired three toxicologists who are completing lab and court testimony training and analyzing samples. Four gas chromatograph/mass spectrometers were purchased to enhance screening capabilities. A gas chromatograph uses high heat to determine the time a liquid becomes a gas. This analyzes the element/compound (chemical) in each sample. A formula is used to determine the amount of each substance in the liquid tested. The instrument tests the level each of the ingredients (liquids) turned to gas. With this information, the toxicologist is able to determine BAC levels and presence of schedule one drugs.

Progress is being made toward the goal of reducing the drug toxicology backlog to approximately 200 cases. By the end of FY05, the overall backlog decreased to 687 cases from 1,000 cases.

The second goal is to reduce the alcohol backlog to fewer than 50 cases. Due to the lengthy training requirement for blood screening of alcohol, the backlog reduction has not progressed as quickly as originally anticipated. A significant reduction is expected to occur in FY06 when training is complete.

In addition, toxicology scientists worked overtime to enhance their ability to process the increased work load. Nearly 400 hours of overtime allowed them to process an additional 8,233 cases.

## INTERACTIVE VIDEO TECHNOLOGY

Section 410

#### BACKGROUND

Lab resources are spread thin when toxicology lab personnel are asked to appear in court, which often involves considerable travel time. Expanded implementation of interactive video technology in district courts would assist the Michigan State Police Toxicology Lab to more efficiently address a growing demand for laboratory staff to testify in court. Implementing interactive video systems in counties including Wayne, Oakland, Macomb, Muskegon, Kent, and Emmet would significantly reduce travel time for toxicology lab personnel.

#### GOAL

OHSP will fund the purchase, installation, and training to use interactive video equipment in courts that frequently request toxicology lab personnel.

#### ACTIVITIES

A Michigan Supreme Court ruling, effective January 1, 2006, will allow courts to provide the option of interactive video technology to the defense and prosecution in limited parts of a court case such as arraignments, preliminary examinations, and evidentiary hearings. A pilot project for implementing interactive video testimony with the State Court Administrator's Office (SCAO) and the Michigan State Police Forensics division is scheduled to begin by January 2006. Regular meetings have taken place with MSP-Forensics Division, SCAO, and SBC Communications, the contractor responsible for installing computer and communications equipment for various state agencies. SBC worked with several district courts to assess their level of technology and identify needed upgrades. SBC provided preliminary cost estimates for each court and for the state lab to be upgraded. OHSP will work with MSP and SCAO to provide funds to upgrade and purchase video technology equipment and have the technology implemented before January 2006.

# UNDERAGE ALCOHOL ENFORCEMENT

## ENFORCEMENT OF UNDERAGE DRINKING LAWS

OJJDP

### BACKGROUND

Drivers age twenty or younger were 35 percent more likely to be involved in a had-been-drinking crash than the average driver, according to 2003 traffic crash data. However, drivers age twenty or younger were 68 percent less likely to be arrested for alcohol-impaired driving than the average driver, according to state arrest statistics.

For the past eight years, the Department of Justice, Office of Juvenile Justice & Delinquency Prevention's Enforcing Underage Drinking Laws (EUDL) program has provided funding for overtime enforcement of underage drinking laws. Agencies in twenty-five counties participate in a multi-tiered approach to enforcement – seeking out parties where underage drinkers are, targeting adults who furnish alcohol to minors, working special events where minors may drink alcohol, and watching for retailers who sell alcohol to minors. Agencies can also purchase equipment relating to underage drinking enforcement.

### GOAL

Through high visibility enforcement, increase the perception of risk for minors being caught drinking alcohol as measured by number of enforcement contacts and citations issued.

### ACTIVITIES

Twenty-five law enforcement agencies, including the Michigan State Police, participated in underage drinking enforcement in twenty-two counties. Agencies were also given a \$2,000 stipend for equipment.

Counties purchased a variety of equipment, including night vision equipment, cameras, digital cameras, PBTs, and ID card readers. Enforcement activity included:

Activity	Number
Contacts . . . . .	200,000+
Parties Dispersed . . . . .	215
False Identification Citations Written . . . . .	22
MIP Citations Written . . . . .	3,108
Adults Furnishing Alcohol Arrests . . . . .	48
Open Intoxicant Citations Written . . . . .	520
OUIL Arrests . . . . .	88
Verbal Warnings Issued . . . . .	1,548
Felony Arrests . . . . .	18
Misdemeanor Arrests . . . . .	102

Following the trend for all drinking drivers, the number of teen/young adult drinking drivers (age 16-24) in all crashes decreased by 8 percent, and their involvement in fatal crashes decreased by 17.6 percent since 1997, the first year youth alcohol enforcement grants were awarded.

### SUCCESS STORY

*One noteworthy enforcement report came from the Wayne County Task Force: The task force was called to assist road officers with an investigation that began with a 17-year-old who had been admitted to the hospital for alcohol poisoning with a .29 blood alcohol level. She was found lying in an alley behind a residence where an underage drinking party was taking place.*

*A search warrant was prepared. Police had executed two previous warrants at the same residence. By the time the warrant was executed, all of the party goers had departed; however, a 17-year-old and his parents were arrested. Aside from having an outstanding warrant, the 17-year-old was charged with MIP and possession of marijuana. Each parent was charged with contributing to a minor, possession of marijuana, and open house party.*

## YOUTH ALCOHOL LAW ENFORCEMENT LIAISONS (LELS)

OJJDP

### BACKGROUND

Law Enforcement Liaisons (LELs) assist law enforcement agencies with planning, coordinating, and publicizing enforcement. LELs provide a solid link between OHSP and law enforcement by providing increased personal attention to agencies. For seven years, OHSP has employed two youth alcohol enforcement LELs who are current or retired police officers, with a practical knowledge of police work and contacts in the law enforcement field.

### GOAL

To coordinate the enforcement efforts, OHSP employs two LELs.

### ACTIVITIES

The LELs cover two regions – northern Michigan (both Lower & Upper Peninsulas) and southern Michigan. This year, a record twenty-four grants were distributed in twenty-three counties (two were given to Wayne County).

The LELs helped agencies build a strong community program to prevent and enforce underage drinking by encouraging the criminal justice community to partner with schools, churches, MADD chapters, and other community members.

For instance, at Detroit Police Department's strategic planning meeting, members from local churches, neighborhood associations, schools, and community activists attended and were able to assist the department with their enforcement efforts by publicizing the activities and gaining additional community support. The LEL facilitated the discussion so all parties were heard and questions were answered.

LELs:

- assist agencies to plan and publicize enforcement
- facilitate coordination with other agencies
- distribute materials and equipment
- locate or provide agency training in underage drinking
- provide technical assistance on submitting reports online
- assist with strategic plans to best utilize grant funds

The LELs are working to have their controlled training dispersal curriculum certified by the Michigan Coalition of Law Enforcement Standards so participants receive credit for the training. The LELs also assisted with a scenario-based law enforcement training video that will be used to solicit discussion.

## **PUBLIC INFORMATION AND EDUCATION**

### **EDUCATION FOR RECREATIONAL VEHICLE DRIVERS**

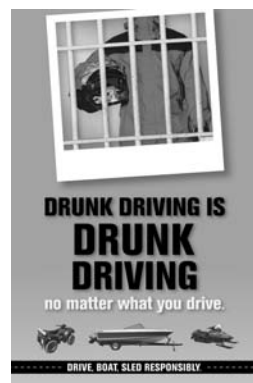
*Section 410*

#### **BACKGROUND**

A high percentage of Michigan snowmobile and ORV crashes and fatalities are alcohol related. In 2003, 53 percent of snowmobile fatalities on roadways involved alcohol. In 2003, nearly 63 percent of all off-road vehicle fatalities occurring on Michigan roadways were alcohol related.

#### **GOAL**

An educational campaign will help heighten awareness of the dangers of drinking and riding snowmobiles, ORVs, and driving boats. This has the potential of affecting drunk driving because many who enjoy these sports and activities will likely use their cars to return home.



An educational campaign involving boating, snowmobiling, and ORV users will promote awareness of the importance of not operating any type of motorized vehicle while impaired or drunk.

### **ACTIVITIES**

Initial work began last year when focus groups were conducted and messages were developed. During the implementation phase, the Michigan Beer and Wine Wholesaler's Association (MBWWA) printed materials and funded an educational campaign for snowmobilers about the hazards of operating recreational vehicles while impaired during the winter riding season.

Outdoor advertising companies placed billboards to ensure visibility for the campaign. This included:

- six in the Flint market
- six in the Grand Rapids market
- five in the Detroit market
- one in St. Ignace
- one in Grayling

In addition, a brochure, poster, and radio public service announcement were developed. Posters and brochures were sent to MBWWA members as well as to the Michigan Snowmobilers' Association members. A summer version of the brochure, poster, and billboard were distributed to MBWWA members and OHSP's various traffic safety networks. Materials printed were distributed across the state.

## **YOUTH PUBLIC INFORMATION AND EDUCATION**

### **IDENTIFICATION CHECKING GUIDES**

*OJJDP*

#### **BACKGROUND**

In July 2003, Michigan law required drivers under twenty-one to be issued a vertical (portrait) driver's license. Law enforcement and retailers have requested guides to learn more about the new IDs. These guides are an effective tool for officers and retailers to verify if an identification is valid. Many fraudulent IDs are from other countries and/or states that have ID formats that are easier to duplicate.

#### **GOAL**

To educate law enforcement officers and alcohol retailers on the correct identifications that can be accepted to purchase alcohol. Law enforcement officers also use the guides to train retailers on spotting false identifications.

### ACTIVITIES

The Michigan Licensed Beverage Association (MLBA) purchased 2,000 identification guides to distribute to retailers and law enforcement agencies. MLBA members received 1,000 guides and law enforcement agencies received 1,000 guides. These guides not only cover Michigan’s new vertical license change for minors, but also provide information on identifications from other states. The guides help prevent retailers from making alcohol sales to minors and law enforcement officers in confiscating false identifications. Both officers and retailers have confiscated false identifications due to the information in the guides.

#### SUCCESS STORY

*In Ann Arbor, officers confiscated several false identifications that were produced by a college student. Officers traced the identifications back to the student, who was arrested and charged with producing false identifications. Without the use of the guidebook, officers would not have been able to compare the false identifications against the true identifications, especially since they were out-of-state licenses.*

### MADD MULTI-MEDIA PRESENTATIONS

OJJDP

#### BACKGROUND

According to Mothers Against Drunk Driving, underage drinking is the nation’s number one youth drug problem, killing or injuring more than 6,000 people and costing the nation approximately \$53 billion every year. Additionally, underage drinking kills more youth than all other illicit drugs combined and establishes patterns of risky behavior that endanger teens in college and later in life. MADD and sponsor Daimler Chrysler developed Backstage Pass, a dynamic multimedia school assembly show that uses teen TV and movie idols, hip music, visual special effects, and stories of real-life tragedies to communicate the consequences of underage drinking and the importance of making safe, healthy choices, including driving safety.



The show follows three typical teens at a rock concert as they learn to distinguish between the “onstage” hype and “backstage” realities of alcohol and other drug use. Backstage Pass also covers the risks and responsibilities facing new teen drivers given that traffic crashes are the number one killer of teens, and more than one-third of teen traffic deaths are alcohol-related.

### GOAL

To educate high school and middle school students on underage drinking issues, including drunk driving, binge drinking, and sexual assaults.

### ACTIVITIES

MADD Michigan conducted more than twenty multi-media presentations for over 10,000 students across the state.

Before watching the presentations, 53 percent of the students had some knowledge about the consequences of underage drinking and 5 percent of the students had very little knowledge. After watching the show, 33 percent of the students said that they were less likely to start drinking now. Before watching the show, 28 percent of the students believed they had to drink alcohol to fit in. After viewing the show, 73 percent believed that they did not have to drink to fit in. This program helps teens understand the importance of making healthy choices and dispels myths such as “everyone is drinking.”

### COURAGEOUS PERSUADERS

OJJDP

#### BACKGROUND

Research has proven that peer-to-peer communication is an effective tool in reaching teens. The Courageous Persuaders program is an annual competition that encourages high school students to create a thirty-second television commercial warning kids about the dangers of drinking alcohol. This is the fifth year for this program.

### GOAL

To raise awareness among middle and high school students on underage drinking issues by producing thirty-second public service announcements (PSAs).

### ACTIVITIES

At the beginning of the school year, schools received information regarding the Courageous Persuaders contest and how to register. The executive director assisted teams, who then begin their journey to producing an award-winning PSA that will encourage middle schoolers not to drink. The teams met with middle schoolers, brainstormed, and then developed the PSA.

Middle school students watched the videos and chose the winners. At an awards banquet, six winning teams received scholarships for their PSAs and the grand prize winner had their PSA aired on television stations statewide.

High school students are surveyed after producing the PSA on what they have learned; middle school students are also surveyed after viewing the PSAs. This year, 90 percent of middle- and high-school students were more informed on the dangers of underage drinking.



The Courageous Persuaders program has grown dramatically from a single school district to a statewide program with thousands of participants. This year, more than 200 entries were received, up from 177 last year. Nationally, the OJJDP has highlighted this Michigan program as an “innovative and creative” youth program that has promising peer education components.

## MICHIGAN MODEL FOR COMPREHENSIVE SCHOOL HEALTH EDUCATION

OJJDP

### BACKGROUND

The Michigan Model for Comprehensive School Health Education is used in over 90 percent of public schools and more than 200 private and charter schools. It was established in 1985 as a cooperative effort of seven state agencies: Public Health, Education, Mental Health, Social Services, Office of Highway Safety Planning, State Police, and Substance Abuse. These agencies agreed to collaborate in providing an efficient delivery mechanism for key disease prevention and health promotion messages.

Today, the Michigan Model curriculum facilitates interdisciplinary learning through lessons that integrate health education into other curriculum, including language arts, social studies, science, math, and art. Teacher training in the implementation of the Model ensures that students and their schools as a whole get maximum benefits from this carefully structured program.

### GOAL

To evaluate and update the current underage drinking and substance abuse curriculum in the Michigan Model.

### ACTIVITIES

Due to the late start of the grant in July 2005, no activities have taken place. This activity will be continued in 2006.

## TRAINING

### STANDARD FIELD SOBRIETY TRAINING (SFST)

Section 410

### BACKGROUND

The need for training on traffic safety issues is ongoing for the law enforcement community to effectively address impaired driving and underage drinking problems. Law enforcement officers must stay abreast of priority issues at the state and national levels for Michigan courts to focus on these

concerns. Current training resources are insufficient to meet the needs of the law enforcement community.

### GOAL

To support law enforcement traffic safety training, including Standard Field Sobriety Training (SFST).

### ACTIVITIES

The part-time coordinator maintains the statewide SFST law enforcement training database, determines class location, and designates instructors for over thirty classes each year. The SFST coordinator scheduled practitioner training through the SFST grant program and had the schedule posted to the OHSP website. There were thirty-six classes with 606 students during the year. No train-the-trainer classes took place.

This program works in conjunction with the *You Drink & Drive. You Lose.* overtime enforcement grants because officers working overtime enforcement must be SFST certified. Classes and materials are available at no charge. All law enforcement agencies are encouraged to attend.

## PROSECUTION AND ADJUDICATION TRAINING

Section 410

### BACKGROUND

Prosecutors must be aware of current issues, trends, and case law to effectively address impaired driving issues as well as underage drinking. The adjudication community must stay abreast of the priority issues within the state, as well as nationally, for Michigan courts to focus on these concerns. Additionally, current training is insufficient to meet the needs and demands of the prosecutorial community.

### GOAL

Support traffic safety training for the prosecutorial community.



### ACTIVITIES

For the past four years, the Prosecuting Attorneys Association of Michigan (PAAM) has provided traffic safety training for county prosecutors. The Traffic Safety Training Attorney who conducts the training provided instruction to:

- county prosecutors and their assistants
- state agencies
- law enforcement

A Traffic Safety Training Prosecutor (TSTP) website was redesigned and now allows:

- on-line class registration
- a member's only section

- past newsletters
- articles on legal issues
- registration forms for upcoming programs
- information on past programs
- expert witnesses on traffic safety issues

The site received over 80,000 hits in 2005.

Activities throughout the year included:

- conducting a mock trial with Michigan State Police training academy recruits
- meeting with prosecutors that received grant funding for efforts to reduce underage drinking
- serving as a resource for prosecutors by responding to questions on legal defenses being raised, interpretation of OWI statutes, locating out of state OWI statutes, cross examination of known local, state, and national defense experts, and locating experts to counter defense experts
- producing The Green Light, Yellow Light and Red Light Alerts for county prosecutors with timely and useful traffic safety case law information
- meeting with prosecutors or their staff from forty-five counties in regional meetings to discuss traffic-related matters and talk about issues they are seeing and hear how other prosecutors are handling similar situations

The training attorney received the Adjudication Award for outstanding efforts and initiatives in the prosecution and adjudication of impaired drivers from the National Commission Against Drunk Driving (NCADD).

A new version of the newsletter for underage drinking, *The Artful Dodger*, was designed to provide information to prosecutors and others on why underage drinking laws need to be enforced.

In addition, there were eleven seminars provided for 263 students. Students included law enforcement, prosecutors and assistant prosecutors, and other traffic safety partners. The seminars offered were: Basic Powerpoint, Basic Cops in Court, Cross Examination Skills, Cops in Court, Working with the Media, PowerPoint, The Nuts & Bolts of OWI, PowerPoint Pizzazz, Daubert, Crawford, & Traffic Cases, Advanced OWI Prosecution, and Regional Prosecutor Meetings.

## JUDICIAL TRAINING

Section 410

### BACKGROUND

Current education on traffic safety issues is necessary to address impaired driving and underage drinking issues. The adjudication community must stay abreast of the priority issues within the state, as well as nationally, in order for Michigan courts to focus on these concerns. Additionally, current training is insufficient to meet the needs and demands of the adjudication communities.

### GOAL

Support training for the adjudication communities on traffic safety issues and equipment.

### ACTIVITIES

Training is key to ensuring the understanding of various drunk driving and underage drinking concerns, procedures, and treatment options by magistrates and judges. Training provides the adjudication communities with knowledge vital to effective sentencing and treatment of impaired driving cases.

The Michigan Judicial Institute's (MJI) activities included:

- a new judges' seminar with several training workshops covering DUI issues and traffic safety
- DUI/Drug Court training as part of the Michigan Association of Drug Court Professionals Annual Conference, which included three DUI workshops
- a one-day training for 100 district court judges and probation officers on "Underage Drinking & Driving: Effective District Responses"
- converting the Learning Center interactive program "Consequences of Drinking & Driving" to a web-based format which can be accessed at [www.knowtheconsequences.net](http://www.knowtheconsequences.net)
- a magistrate specialty seminar with a portion devoted to traffic safety
- purchase of 100 Lifeloc PBTs and 105 Lifeloc mouthpieces for eighty district, municipal, and tribal courts
- coordinating Level 1 certification training for 165 probation staff

## UNDERAGE DRINKING VIDEO

OJJDP

### BACKGROUND

Classroom training for law enforcement officers can often result in a long day of one-way conversation. Instructors have had difficulty engaging their classes to share situations they have encountered. As a result, the Youth Alcohol Liaison Team determined a scenario-based video would help spark officer discussions during training sessions.

## GOAL

To provide specialized training to law enforcement officers on the different strategies to effectively and safely enforce underage drinking laws.

## ACTIVITIES

A scenario-based training video was developed for youth alcohol liaisons to utilize during classroom training. The video has five common scenarios that officers encounter when enforcing underage drinking – an apartment party, a house party, a field party, a liquor store parking lot surveillance, and a special event where volunteers are serving alcohol. Each scenario sets up a problem and then offers the “best case scenario” resolution.

The video will be used as a tool during training, not as a stand alone training video. The Youth Alcohol LELs will use the video to teach law enforcement officers in the grant-funded counties as well as other agencies that request training.

## FATAL ALCOHOL CRASH TEAM

*Section 410*

### BACKGROUND

Marion County, Indiana, implemented a Fatal Alcohol Crash Team (FACT) in December 2002. The team integrates a number of resources to effectively and efficiently investigate and prosecute fatal drunk driving crimes. Since that time, the prosecution has had a 100 percent success rate for impaired fatal crashes. Developing a similar team in Michigan as a pilot program could serve as a model for other counties, improve conviction rates for offenders, and lead to better handling of evidence in these cases.

### GOAL

An exploratory group will determine the feasibility and funding needed to develop a pilot Fatal Alcohol Crash Team (FACT) to assist in the prosecution of fatal alcohol-related crashes. The group will identify a county with suitable law enforcement and prosecutor support for a pilot FACT, then recruit personnel. This project will serve as a county model for the detection and prosecution of drunk drivers.

### ACTIVITIES

Several counties have expressed an interest in a FACT and one has submitted a proposal for developing a FACT in their county. OHSP anticipates awarding a grant with Genesee County in late 2005 with training, equipment, and recruitment of crash investigators.

## UNDERAGE ALCOHOL NETWORKS

### MICHIGAN COALITION TO REDUCE UNDERAGE DRINKING

*Section 410*

### BACKGROUND

The Michigan Coalition to Reduce Underage Drinking (MCRUD) was established in 1996 to assist communities by providing technical assistance, training youth in student leadership skills, and distributing information on model youth prevention programs. In addition, MCRUD provides grants for environmental change programs to prevent underage alcohol use. State agencies, including OHSP, provide funding for staff and small grants for local programs and projects. MCRUD has twenty-six regional community coalitions that work directly with youth and adults in performing youth alcohol prevention activities.



### GOAL

MCRUD provides technical assistance to reduce youth access to alcohol by serving as a clearinghouse for local citizens, coalitions, and communities to obtain information on underage drinking initiatives.

### ACTIVITIES

The MCRUD coordinator supports regional coalition activities by attending meetings, sending out materials, and providing technical assistance to regional underage drinking prevention coalitions, grassroots organizations, and communities interested in making environmental changes regarding underage drinking. This coordinator also assisted the MCRUD Steering Committee by providing grants to grassroots organizations with Michigan Department of Community Health-Office of Drug Control Policy funding.

The campus coordinator supports campus coalition activities by attending meetings, sending out materials, and providing technical assistance to colleges and grassroots campus organizations working to prevent underage and high-risk drinking on college campuses.

Three university student groups worked with the campus coordinator and later received grants to help fund activities: Ferris State University (FSU), Lake Superior State University (LSSU), and Saginaw Valley State University (SVSU). All

projects had a mentoring aspect with returning students in a leadership role.

Efforts included:

- FSU's Scholar-Peer Mentor Program organized a "Bulldog ATOD Prevention Week"
- LSSU's Laker Connections group sponsored activities to help freshmen who choose not to drink to meet each other
- SVSU's BACCHUS Chapter developed a resource packet for new students living in residence halls

The Alcohol & Other Drug Prevention Program at the University of Michigan-Ann Arbor tried to impact not only the entering freshmen with education at orientation but also the environment around the campus. They delivered 1,000 Party Smart welcome packets to off-campus students educating them about how to "be a good neighbor."

Both the campus and MCRUD coordinator have been assigned to workgroups for a major federal grant that was awarded to Michigan's Office of Drug Control Policy's Prevention Section. The State Incentive Grant will provide an opportunity to provide substance abuse prevention through an enhanced collaborative process and the implementation of innovative and effective research-based prevention strategies to help schools, communities, and workplaces.

MCRUD awarded grants to more than twenty-five local coalitions or grassroots organizations to conduct underage drinking prevention activities. The focus of many of these grants was environmental change, which emphasizes limitations on access to alcohol; expressions of community norms against underage use; impaired driving prevention; and school-based prevention strategies.

## **MODEL STUDENT ATHLETE CODE ON UNDERAGE DRINKING**

*Section 410*

### **BACKGROUND**

During the 2001 Alcohol Forum, the need to have consistent sanctions for student athletes that are caught drinking was identified as a priority to reduce underage drinking. A 2003 MCRUD survey identified that rules were not consistent from student to student or school to school for underage drinking offenses.

### **GOAL**

Coordinate the development of a "best practices" student athlete code regarding underage drinking.

### **ACTIVITIES**

While several contacts have been made with potential partners, a model policy has not been implemented.

## **DUI COURTS**

### **MANAGEMENT INFORMATION SYSTEM DEVELOPMENT**

*Section 410*

### **BACKGROUND (DUI DATA COLLECTION, MANAGEMENT INFORMATION SYSTEM)**

Addressing the problem of drunk and drugged driving is complex. DUI and drug courts are proving to be yet another means to effectively deal with these offenders through the adjudication community. Increasing the effectiveness of drug courts is also a national focus. Enhancing existing and encouraging new DUI/Drug courts will begin to address the repeat offender problem in Michigan. No evaluation tool for DUI/Drug courts exists, an evaluation will help DUI courts operate more effectively and give a better understanding of their effectiveness.

### **GOAL**

Evaluate the effectiveness of Michigan's DUI/Drug courts on recidivism of offenders and training of DUI/Drug court personnel.

### **ACTIVITIES**

Three DUI/Drug courts are being measured to compare the effectiveness of DUI courts against the court system in general, especially recidivism rates for those who complete court treatment programs. A team is collecting data from these DUI/Drug courts and will continue collecting information into the new fiscal year to fully evaluate these specialized courts and their effectiveness for rehabilitating drunk driving offenders.

Traffic safety funds are also supporting a portion of the costs for a new case management system that will be used in all district courts. The traffic safety funds are supporting the portion of those courts that are DUI courts. A new case management system will provide timely and accurate court data for the state, allowing quicker access to drunk driving activity within the court system and assist with evaluation efforts.

A software vendor will develop a web-based case management system, customizing existing software to meet Michigan's needs. The software is being beta tested and training for the pilot courts is underway.

Specialized modules will be developed for each court, including a Drug Court Case Management Information System. Trainers are preparing materials for educating court staff and other users.



The new system will be rolled out in phases and should be complete by the end of the new fiscal year.

## EVALUATION

### STATEWIDE ASSESSMENT OF DRUNK DRIVING PROGRAMS

*Section 402*

#### BACKGROUND

While there has been a decline in alcohol-related injuries and fatalities statewide, it is unclear what caused the decline and to what extent OHSP impaired driving programs have had a role. No comprehensive evaluation exists regarding programs and their impact on alcohol-involved injuries and fatalities.

#### GOAL

Evaluators will provide a comprehensive analysis of all available traffic safety data, literature, and legislation, as part of a statewide assessment of Michigan's alcohol impaired driving program.

#### ACTIVITIES

The impaired driving assessment included several recommendations, including:

- expand noteworthy efforts such as the Detroit area Party Patrol
- develop community coalitions with Michigan's ethnic populations
- create a mentoring system where senior prosecutors, with experience in alcohol-related driving offenses, work with new prosecutors
- require beer keg registration

To insure the report is utilized and recommendations are tracked, the Impaired Driving Action Team subcommittee of the Governor's Traffic Safety Advisory Commission is including the assessment recommendations in its action plan, and OHSP is tracking each recommendation and will report on progress made in completing the recommendations to NHTSA in 2006.

### ENFORCING UNDERAGE DRINKING LAWS (EUDL) PROCESS EVALUATION

*OJJDP*

#### BACKGROUND

An evaluator will be hired to conduct an evaluation and set future benchmarks for Michigan's underage drinking program. Existing programs in other states and the National Academy of Science's recent recommendations to reduce underage drinking will be reviewed and determined if they would successfully work in Michigan.

#### GOAL

UMTRI will provide an evaluation of Michigan's OJJDP EUDL program and also seek out best practices from other states. The evaluation and findings will support future program efforts for underage drinking initiatives.

#### ACTIVITIES

UMTRI reviewed program information and statewide statistics. It found that grantees had completed projects as intended and in line with statewide plans, but there was not a sufficient data and evaluation framework to determine whether EUDL projects had an impact on underage drinking and successive harms. Crashes involving underage drinkers declined more than overall crashes, but not as much as other alcohol-involved crashes. UMTRI recommended strategies involving limitations on youth access to alcohol and increased enforcement of drunk driving laws. UMTRI also recommended improvements for future evaluation frameworks.



# Police Traffic Services

## DRIVE MICHIGAN SAFELY TASK FORCE

### OVERTIME TRAFFIC ENFORCEMENT

Section 402, 410



### BACKGROUND

To make the most of limited funds, traffic enforcement grant funding is based on a combination of population, frequency of fatal and serious injury traffic crashes, and media reach. By focusing on these areas, OHSP is able to efficiently and effectively reach the majority of drivers. Qualifying counties receive grants for overtime enforcement involving county sheriffs, state police, and local law enforcement agencies.

### GOAL

Utilize high visibility enforcement to increase safety belt use and reduce alcohol-involved crashes, ultimately resulting in fewer traffic deaths and injuries.

### ACTIVITIES

Following NHTSA's mobilization model, Michigan conducted three traffic enforcement mobilizations over the Christmas/New Year's, Memorial Day, and Labor Day holidays. In addition to grant-funded overtime enforcement, OHSP recruits the support and participation of all law enforcement agencies during mobilizations.

In 2005, twenty-two counties, including more than 100 law enforcement agencies representing three-quarters of the state's population, participated in the year-long Drive Michigan Safely Task Force safety belt and impaired driving enforcement initiatives. Agencies reported:

- 70,504 vehicles stopped
- 1,725 drunk driving arrests
- 734 other alcohol-related offenses
- 428 felony and 3,520 misdemeanor arrests
- 6,237 speeding citations issued
- 33,795 safety belt and child restraint citations

For the first time, grantees were offered equipment funding to assist with traffic safety enforcement efforts. The need was apparent: local police departments and sheriff offices purchased more than 3,000 lasers, 120 radar units, and twenty-seven in-car cameras. Additionally, passive alcohol sensors and preliminary breath test instruments were purchased to assist with detecting drunk drivers.

The Michigan State Police used traffic safety funds to purchase equipment to enhance traffic enforcement efforts. Funding supported the purchase of 187 in-car cameras, increasing fleet and traffic stop coverage to 75 percent. Funding also supported the upgrade or new purchase of 138 radars and ten lasers.

## MICHIGAN STATE POLICE (MSP)

Section 402, 405, 157 Innovative

All enforcement programs include the participation of the Michigan Department of State Police.



A majority of the sixty-three State Police posts participated in activities and reported:

- 13,619 vehicles stopped
- 8,066 safety belt and child restraint citations issued
- 569 OWI and other alcohol arrests
- 797 speeding citations
- 3,536 other traffic violations
- 616 misdemeanors
- 121 felony arrests

For the *You Drink & Drive. You Lose.* campaign, MSP completed 5,600 hours of enforcement overtime, resulting in 295 OUIL/OUID arrests and an additional 189 other alcohol arrests, 322 speeding citations, 243 misdemeanor arrests, and eighty-five felony arrests.

Click it or Ticket safety belt enforcement zones involved:

- 9,692 hours of overtime enforcement
- 12,886 restraint citations
- 23 OUIL/OUID arrests
- 62 other alcohol arrests
- 36 felony arrests
- 373 misdemeanor arrests
- 2,581 other traffic violations
- 475 speeding citations

MSP also participated in youth alcohol grant projects, conducting 403 hours of enforcement overtime. This resulted in twenty-two other alcohol arrests, one felony, and eleven misdemeanor arrests.

The MSP also received \$1 million for traffic safety equipment and purchased: 187 in-car cameras, 11,220 blank VHS tapes, 158 radar units, and fifteen rear antennae for radar units.

A portion of the funding allocated to MSP supports a position to administer grant-funded activity. The grant coordinator:

- serves as the MSP liaison
- provides feedback from Traffic Service personnel
- completes progress and budget reports
- reports statistics
- provides technical assistance to the field
- facilitates network meetings for Traffic Services personnel and/or field personnel

## **EXPANDED TRAFFIC ENFORCEMENT**

### **SUMMER ALCOHOL AND BELT ENFORCEMENT**

*Section 402, 410, 405, 157 Incentive*

#### **BACKGROUND**

Traffic enforcement mobilizations generate periods of intense publicity and increased patrols. However, these are only two-week periods, leaving considerable time when traffic patrols are left at routine levels. Data has shown that Michigan experiences a higher rate of deaths and injuries during the summer months. In order to address this problem and keep the aggressive traffic enforcement throughout the summer, OHSP sponsored a new grant-funded initiative in the summer of 2005 to conduct sustained enforcement of safety belt and impaired driving laws.

#### **GOAL**

Additional safety belt and drunk driving enforcement throughout the summer will help reduce traffic fatalities and serious injuries by continuing the emphasis on buckling up and driving sober.

#### **ACTIVITIES**

Impaired driving enforcement took place in thirty-two counties to enhance the visibility during the summer.

Activity included:

- 382 drunk driving arrests
- 158 other alcohol arrests
- 327 misdemeanor arrests
- 27 felony arrests

Summer safety belt enforcement zones took place in thirty-seven counties. Activity included:

- 8,337 safety belt and child restraint citations
- 56 drunk driving arrests
- 27 other alcohol arrests
- 376 misdemeanor arrests
- 30 felony arrests

## **SAFETY BELT ENFORCEMENT ZONE SIGNS**

*Section 157 Incentive*



*Safety belt enforcement zone signs have helped make safety belt enforcement much more visible in Michigan.*

#### **BACKGROUND**

This marks the third year law enforcement agencies conducted safety belt enforcement zones to ensure motorist awareness of increased enforcement. A safety belt enforcement zone requires the use of special, portable signs that mark the start of a zone area. Enforcement zone signs make it clear officers are writing safety belt citations, avoiding the assumption that a stop is for speeding, and reminding motorists that officers are serious about enforcing Michigan's safety belt law.

#### **GOAL**

To enhance the visibility of safety belt enforcement.

#### **ACTIVITIES**

As the number of grant-funded agencies continues to grow, so does the need for zone signage. At least fifty-three counties conducted safety belt enforcement zones this year.

An additional 100 enforcement zone signs were purchased and disseminated for summer safety belt enforcement zones.

## **UNIVERSITY SAFETY BELT ENFORCEMENT PILOT**

*Section 405*

### **BACKGROUND**

Teens and young adults (16-29) are least likely to buckle up, according to direct observation studies. One way to reach motorists within the group is to include college and university police departments in grant-funded enforcement activity for safety belt mobilizations.

### **GOAL**

Increase safety belt enforcement on college campuses to impact those most likely not to wear safety belts.

### **ACTIVITIES**

As a pilot project, Michigan State University, the University of Michigan, and Western Michigan University campuses conducted enforcement zones in the late spring and early fall. The Sault Ste. Marie Police Department conducted safety belt enforcement zones on the campus of Lake Superior State University later in the fiscal year. The pilot program resulted in 1,171 citations issued for safety belt violations, one OWI arrest, thirty-four misdemeanor arrests, and nine felony arrests.

Project directors reported that educating students and faculty about safety belts, coupled with enforcement, resulted in fewer stops made in the enforcement zones as the grant year came to an end as a result of the increase in belt use.

## **OVERTIME TRAFFIC ENFORCEMENT US-2**

*Section 410, 405*

### **BACKGROUND**

Michigan's Upper Peninsula is unique in many aspects.

Geographically a large area, the U.P. lacks an east-west interstate freeway. U.S.-2 is the main thoroughfare that carries commercial traffic, tourists, and residents traveling across the region.

Much of U.S.-2 is a two-lane road with strategically placed passing lanes. Some motorists become impatient when traveling with slower moving commercial trucks, vehicles towing campers, or boats, or scenery-watching tourists. Because of these many factors, a Task Force was convened to address an increase in traffic deaths and serious injuries during the summer months in three counties along U.S.-2.

### **GOAL**

Through publicity and enforcement, encourage motorists to avoid aggressive driving and dangerous passing, obey speed limits, and buckle up.



### **ACTIVITIES**

Twelve law enforcement agencies and four allied agencies supported a public information campaign and selective traffic enforcement campaign that ran throughout the summer. The program was dubbed Operation SABRE (Speed, Aggressive (Driving), Belts, Rural Enforcement).

In addition to extra enforcement, the Michigan Department of Transportation made a number of engineering changes to the roadway, including additional signs alerting drivers to the upcoming passing relief lanes. The agency also added oversized speed limit signs to remind drivers that the speed limit remains 55 MPH even in the passing zone.

MSP participated in a pilot project on U.S.-2 in the Upper Peninsula. The focus was on speed, belts, alcohol, and aggressive driving violations. The activity included:

- 383.5 hours of enforcement
- 697 traffic stops
- 533 speeding citations
- 59 other citations
- 4 misdemeanor arrests
- 1 felony arrest
- 13 restraint citations

Traffic crash data will be analyzed at the end of the enforcement period to determine the overall impact of this program. This information is scheduled to be released at the end of 2005.

## **LAW ENFORCEMENT CHALLENGE**

*Section 157 Incentive*



*The Howard City Police Department used grant funding from the Law Enforcement Challenge Program to create a motorcycle traffic enforcement unit.*

### **BACKGROUND**

With limited funds available, only eligible law enforcement agencies receive grant funds during traffic enforcement mobilizations. To encourage the more than 500 law enforcement agencies to participate in mobilizations, Michigan created a "law enforcement challenge."



**GOAL**

Increase law enforcement participation in state and national traffic enforcement campaigns.

**ACTIVITIES**

Eighty percent of Michigan's law enforcement agencies participated in the 2005 Law Enforcement Challenge. Of these agencies, 74 percent reported participation in at least one mobilization and 34 percent participated in three Challenge mobilizations. This is an increase over 2004 participation levels.

Law enforcement agencies asked officers to place greater attention on the campaign focus during mobilization periods. Agencies that reported enforcement results were entered into a random drawing for a grant that could be used to purchase equipment, schedule overtime, attend traffic-related training, or a combination of these options. Agencies that participated in all three mobilizations were eligible for one of several larger grants, as well as other traffic safety equipment awarded at the end of the fiscal year.

Following the Christmas/New Year's drunk driving crackdown, twelve agencies were awarded \$5,000 grants. They included:

- Alpena Police Department
- Bellevue Police Department
- Blissfield Police Department
- Center Line Department of Public Safety
- Grand Rapids Police Department
- Lake Odessa Police Department
- Marquette County Sheriff's Office
- MSP Mt. Pleasant Post
- MSP Wayland Post
- North Branch Police Department
- Shiawassee County Sheriff's Office
- Tawas Police Authority

Equipment purchased by the winners included digital cameras, flares, in-car cameras, lasers, license scanners, PBTs, radars, stop sticks, and traffic safety vests. The Howard City Police Department used grant funds to lease a motorcycle and equipment to outfit the motorcycle. Howard City Police created a motorcycle traffic enforcement program that targets drunk drivers, speed, safety belt enforcement, and drug interdiction patrols.

**LAW ENFORCEMENT CHALLENGE AWARDS PRESENTATION**

*Section 157 Incentive*

**BACKGROUND**

For the last two years, the law enforcement challenge concluded with a special event to recognize the contributions of agencies across the state and announce regional and grand prize winners.



*The Holland Police Department received the \$35,000 grand prize grant during the Law Enforcement Challenge Luncheon.*

**GOAL**

Recognize law enforcement for their dedication to traffic enforcement.

**ACTIVITIES**

To conclude enforcement activities, an annual Law Enforcement Challenge Luncheon takes place, including the selection of the grand prize winner.

Nearly 200 agencies participated in all mobilizations and were entered into a random drawing for the regional award. At the luncheon, agency representatives select a key that may start a fully-loaded police car. If the key works, that agency is the grand prize winner. The \$10,000 grant winners were:

- Barry County Sheriff's Office
- Clinton Township Police Department
- MSP Alpena Post
- MSP Battle Creek Post
- MSP Flint Post

The Grand Prize winner of a \$35,000 grant was the Holland Police Department.

**RECOGNITION**

**AWARDS FOR EXCELLENCE IN TRAFFIC SAFETY**

*Section 402*

**BACKGROUND**

The Award for Excellence in Traffic Safety is a cooperative effort with the Michigan Association of Chiefs of Police (MACP), OHSP, and AAA Michigan. OHSP has been providing grants to winning agencies since 2002. Submissions for the awards were mailed to all law enforcement agencies in October, with a deadline of early January. A judging committee evaluated the applications using a scoring system. The top three contenders in each category were eligible for a random drawing at the MACP Winter Conference in February.

**GOAL**

To recognize outstanding traffic safety efforts conducted by police and public safety departments across the state.

**ACTIVITIES**

Twenty-two Michigan law enforcement agencies earned the coveted 2004 Award for Excellence in Traffic Safety from the MACP, OHSP, and AAA Michigan. The award includes six categories (small to large) for local law enforcement agencies and one each for county sheriff's offices and state police posts. The program was expanded this year to include second and third place awards.

**The 2004 award winners were**

*Class 1: (1-10 police officers)*

- Augusta Police Department
- Sandusky Police Department
- Waterloo Township Police Department

*Class 2: (11-15 police officers)*

- Dowagiac Police Department
- Ludington Police Department
- Manistee Police Department

*Class 3: (16-25 police officers)*

- Farmington Department of Public Safety
- Grosse Ile Police Department
- Three Rivers Police Department

*Class 4: (26-49 police officers)*

- Grand Haven Department of Public Safety
- Norton Shores Police Department
- Plymouth Township Police Department

*Class 5: (50-80 police officers)*

- Kentwood Police Department
- Midland Police Department
- West Bloomfield Police Department

*Class 6: (more than 81 police officers)*

- Battle Creek Police Department
- Ingham County Sheriff's Office
- Muskegon County Sheriff's Office
- Manistee County Sheriff's Office
- Michigan State Police Bay City Post
- Michigan State Police Fifth District Headquarters
- Michigan State Police Newberry Post

The winners purchased items such as digital cameras, in-car cameras, laser, a speed trailer, stop sticks, and traffic safety vests.



**MADD LIFESAVERS AWARD LUNCHEON**

*Section 410*

**BACKGROUND**

Mothers Against Drunk Driving (MADD) annually recognizes law enforcement officers for outstanding efforts to arrest drunk drivers. OHSP is a long-standing partner with MADD in supporting the recognition of these dedicated individuals.



**GOAL**

To recognize outstanding efforts to stop and arrest drunk drivers.

**ACTIVITIES**

Those nominated for a MADD Lifesavers Award attended a luncheon recognition program, with honorees receiving vouchers to attend traffic related trainings or conferences. Of the nine officers recognized this year, eight were able to attend the national Lifesavers Conference in North Carolina.

**MADD OFFICER RECOGNITION PINS**

*Section 410*

**BACKGROUND**

Incentives and awards for law enforcement officers reinforce the importance of their work and can help motivate officers to continue focusing on traffic enforcement as a vital part of their daily work.

**GOAL**

To encourage law enforcement to make impaired driving enforcement a priority by offering an incentive program that will be recognized on a statewide basis.

**ACTIVITIES**

Working in a partnership, MADD Michigan proposed to solicit law enforcement agencies to submit names of officers who do outstanding work in the field of impaired driving. Officers would be recognized for numbers of arrests, outstanding arrests, etc. MADD would work in conjunction with OHSP staff to design and order the pins to be awarded.

This activity did not take place.



## **ENFORCEMENT PUBLICITY**

### **PAID ADVERTISING**

*Section 402, 410*

#### **BACKGROUND**

Stepped up enforcement has the greatest impact when motorists are aware of these efforts. Using paid advertising allows OHSP to target messages to key groups, young men, effectively and efficiently. Unlike earned media, paid advertising allows the message to be delivered as intended. This strategy has allowed OHSP to increase its message awareness and help drive positive behavior changes.

#### **GOAL**

Continue high levels of awareness for the *Click It or Ticket and You Drink & Drive. You Lose.* campaign messages during enforcement mobilizations.

#### **ACTIVITIES**

Paid advertising will support the state's three traffic enforcement mobilizations throughout the year in December, May, and August. More information can be found in the Paid Advertising Section on page 44.

### **ENFORCEMENT PUBLICITY MESSAGES**

*Section 402*

#### **BACKGROUND**

In recent years, Michigan has tailored its advertising messages to strong laws and special enforcement efforts. Specifically, ads have highlighted safety belt enforcement zones and the state's .08 BAC drunk driving law.

#### **GOAL**

Develop new and updated broadcast and radio ads for safety belt and drunk driving mobilizations, utilizing primary and secondary research for effective creative strategies.

#### **ACTIVITIES**

A contractual delay limited the development of new advertising to support safety belt and drunk driving mobilizations. In mid-summer, work began on new ads to promote awareness of drunk driving enforcement.

Two focus groups of young men, the target group for the advertising message and buy, were conducted as part of the message development process. It was evident the group was "unimpressed" with the lower limit at which a driver was considered drunk. They dismissed the change as too little to be of consequence. Most reported lighter drinking during the week and heavier drinking on the weekends.

The group also felt more officers were on patrol during holiday periods and when bars closed. Fines, fees, insurance costs, and employers were all mentioned as reasons to avoid a drunk driving arrest.

As a result, an ad duo highlighted the visual aspect of increased enforcement as well as the long-term monetary consequences that follow a conviction. While enforcement is featured in both spots, they seek to play on the variety of "hot buttons" expressed by the target group, young men.

### **LOCAL PUBLIC SERVICE ANNOUNCEMENTS**

*Section 402*

#### **BACKGROUND**

During traffic enforcement mobilizations, traffic safety messages are visible, both through paid advertising and earned media efforts. As important as these efforts are, OHSP must remind motorists of the importance to buckle up and drive sober throughout the year. Unpaid public service announcements featuring local law enforcement officers often receive modest play from local broadcast and cable stations because these ads feature local public officials.

#### **GOAL**

Utilize local public service announcements to remind motorists of traffic safety messages during non-mobilization periods.

#### **ACTIVITIES**

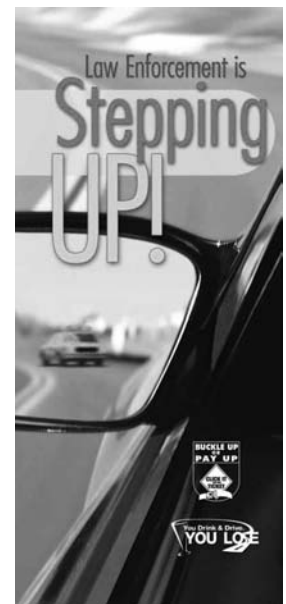
Due to contract issues, this project has been rescheduled for FY06.

### **ENFORCEMENT PUBLICITY MATERIALS**

*Section 402, 157 Innovative*

#### **BACKGROUND**

Promoting enforcement efforts is nearly as important as the enforcement efforts themselves. To alert the general public and assist law enforcement agencies in getting the message out, campaign-specific materials are developed for widespread use.



## GOAL

Ensure and reinforce public awareness of enforcement mobilizations through specialized materials to be used by law enforcement agencies, grantees, and other traffic safety partners.

## ACTIVITIES

Traffic enforcement messages have been included on flyers, posters, bumper stickers, static clings, banners, and *Click It or Ticket* parking lot signs to help get the message out. Materials were shipped to law enforcement agencies prior to the May mobilization and August crackdown to assist them in promoting their enforcement efforts. The May order contained CIOT banners and a new summer enforcement flyer was sent to fifty project directors to provide to participating agencies, with 50,200 items sent. The August order contained *You Drink & Drive. You Lose.* banners and flyers and was sent to thirty-one project directors to provide to participating agencies, with 57,200 items sent. A special order form was also widely disseminated to other partners so that they could also have materials to promote and publicize the summer-long enforcement effort. This "Safe Summer" order form generated 327 orders containing over 177,000 pieces of traffic safety materials.

## LAW ENFORCEMENT COORDINATION

### LAW ENFORCEMENT LIAISONS

Section 402

#### BACKGROUND

To help coordinate traffic enforcement programs, OHSP utilizes a team of eight law enforcement liaisons (LELs). Established in 1998, an LEL covers a region of the state or coordinates Michigan State Police activities. All LELs are current or retired Michigan police officers, with a practical knowledge of police work and contacts in the law enforcement field.

#### GOAL

Through more personal contact, encourage law enforcement agencies across the state to support traffic safety programs.

#### ACTIVITIES

The LELs have established relationships with law enforcement agencies in their regions. The LELs provide feedback from law enforcement on issues such as:

- new trends and initiatives
- equipment
- law enforcement training needs

- strategic planning
- grant process and policies
- reporting procedures

The group conducted fifty-seven training sessions for law enforcement agencies in the proper set up and execution of safety belt enforcement zones.

The group also:

- disseminated traffic safety information and materials
- assisted with media events
- provided legal updates pertaining to traffic enforcement
- encouraged agencies to participate in national mobilizations and the Law Enforcement Challenge, especially reporting their enforcement results

With encouragement from the LELs, more than 85 percent of Michigan's 650 law enforcement agencies participated in the 2005 Challenge program. The LELs also assisted with the Law Enforcement Challenge Recognition Ceremony and Law Enforcement Conference scheduled for October 2005.

A new OHSP staff position, an LEL coordinator, allows a more direct day-to-day oversight to the field program. The person in this position is also a former law enforcement officer. The charge of this team will be to revitalize the law enforcement challenge program and continue to assist with grant administration in the field as well as bring new traffic safety programs to the state.

## TRAFFIC COMMANDERS/OFFICERS ASSOCIATION

Section 402

#### BACKGROUND

Michigan law enforcement officers lack a statewide traffic safety association that would allow them to share information, promote specialized training, and recognize the important contribution traffic enforcement makes day in and day out. The Midland Police Department expressed an interest in developing the traffic enforcement association after being approached by the OHSP. OHSP worked with them to further develop a concept for this association.

#### GOAL

To unite law enforcement officers who have an interest in traffic safety.



## **ACTIVITIES**

A statewide traffic safety association, the Traffic Enforcement Association of Michigan (TEAM), was created and serves as a dedicated source for training needs and information sharing. The association also serves to motivate officers to commit to traffic safety as a part of their careers.

The association is open to local officers, deputies, and Michigan State Police troopers. Spearheaded by the Midland Police Department, the group is collecting and disseminating information regarding: successful traffic enforcement techniques; legal interpretations of the Motor Vehicle Code; and traffic enforcement training being offered throughout the state.

Activities included:

- developing a website, <http://www.michigantrafficteam.org/>
- creating a TEAM logo and brochure
- contacting training consortiums and encouraging them to share training programs that would be of interest to the TEAM membership

FY06 goals include establishing bylaws for the organization and electing officers from the membership to provide for continuation and direction of the TEAM.

## **TRAINING COORDINATION**

### **TRAINING COURSE MANAGER**

*Section 402*

#### **BACKGROUND**

Training enables law enforcement officers to be aware of and understand current priorities to assist with addressing traffic safety priorities. An assessment was conducted in 2004, indicating traffic safety training is needed. However, there is no statewide traffic safety training coordination for law enforcement.

#### **GOAL**

To provide statewide coordination of traffic safety training for law enforcement.

#### **ACTIVITIES**

Due to ongoing work by the Transportation Research Board's Subcommittee on Workforce Development to create core competencies for highway safety, this project is being reevaluated.

## **EVALUATION**

### **TELEPHONE SURVEYS OF DRIVER ATTITUDES AND BELIEFS**

*Section 157 Incentive*

#### **BACKGROUND**

The ongoing success of enforcement mobilizations can be tied, at least in part, to continual evaluation efforts. Evaluation tools can illuminate areas for improvement, identify program enhancements and new programs, and determine a program's effectiveness or ineffectiveness.

#### **GOAL**

To determine public perception of the enforcement efforts.

#### **ACTIVITIES**

Two primary evaluation tools are safety belt observation surveys and phone surveys of traffic safety beliefs and attitudes. Before and after each mobilization, statewide phone surveys help identify how and why programs are or are not working. These surveys poll drivers about their knowledge, experiences, and beliefs concerning law enforcement activities and media efforts. Comparison between before and after statistics and between different mobilizations provide insight for a formative analysis of program activities months before final crash and fatality data are available.

## **BICYCLE SAFETY MATERIALS**

*Section 402*

### **BACKGROUND**

Statistics show that most injuries and deaths to bicyclists are due to non-use of helmets. Information from the FY02-03 Bicycle Assessment indicated the need to target those least likely to wear helmets, low-income communities and minorities. By providing free helmets and educational materials, bicyclists in these groups will be more likely to wear them.

### **GOAL**

To provide helmets to bike riders as well as educate them on the importance of wearing helmets.

### **ACTIVITIES**

MDCH provided bicycle safety helmets and materials at bicycle safety programs sponsored by communities and health departments to reach low-income families who would otherwise not be able to afford bicycle helmets. Helmets were distributed to SAFE KIDS chapters, health departments, schools, and law enforcement agencies. Low-income communities were identified by MDCH based on data from county health departments.

An estimated 21,315 people attended nearly 200 local events where 3,182 adult helmets were distributed, and 9,911 child helmets were distributed. Events were held in 40 counties around the state. Ninety percent of helmets distributed were grant-funded. With additional helmets provided by grantees, the total number of helmets distributed as a result of this grant was 13,546.

# Traffic Records

## TRAFFIC RECORDS TRAINING

*Section 163*

### BACKGROUND

It is impossible to effectively and efficiently train thousands of Michigan law enforcement officers on changes to UD-10 forms and other traffic records issues in a relatively short time frame. Traditional training methods are time consuming and expensive. In addition, training materials and content are quickly obsolete. Distance-based learning can remedy these problems, but an infrastructure is needed to deploy and manage the training. A learning management system (LMS) provides the infrastructure to deploy, track, and report on distance learning courses and students.

### GOAL

To obtain a commercial managed learning environment system to provide distance learning courses for Michigan law enforcement agencies such as changes to UD-10 forms and other traffic records issues.

### ACTIVITIES

Ultimately, the LMS will seek to enroll 20,000 officers, and the system will include tools to develop courses, allow autonomous or simultaneous online training, and track and report progress through the system. Funding will support hardware, software, and personnel, with an expected project duration of three years. This system could also be of use for non-traffic records-related distance education.

This project is proposed to move forward in the 2006 fiscal year.

## TRAFFIC CRASH FACTS

*Section 402*

### BACKGROUND

Traffic safety professionals at the federal, state, and local level need access to Michigan's traffic crash data to identify and analyze traffic crash problems, implement countermeasures, and evaluate impact. The annual Traffic Crash Facts has been the single sole source of comprehensive traffic crash data accessible to the public.

### GOAL

To produce the 2004 Michigan Traffic Crash Facts.

### ACTIVITIES

The 2004 Michigan Traffic Crash Facts was produced and the web page was updated with this information and data. The traffic crash facts website use has more than doubled from 2004 to 2005. With the addition of 2004 data, crash data since 1992 is accessible to anyone with an internet connection. In addition, Michigan was honored with a best website award for its crash facts site during the 2005 International Traffic Records Forum in August.



# Community Traffic Safety Programs

## PUBLIC INFORMATION AND EDUCATION

### ACTIVITIES AND MATERIALS

Section 402

#### BACKGROUND

To promote safety belt use, sober driving, and other traffic safety issues, the OHSP Communications Section recommends strategies, programs, and communication vehicles to carry effective messages. This involves a variety of activities, from ongoing media relations to developing specialized videos to publications. This full-range of communications services supports all traffic safety areas.

#### GOAL

Develop a broad-based and comprehensive communications strategy that supports grantees, partners, and others to help reach motorists with messages that seek to reduce traffic deaths and injuries.

#### ACTIVITIES

Projects throughout the year included:

- editing and producing the Annual Evaluation Report
- developing a new OHSP services guide
- revising child passenger safety materials
- producing a new OHSP public information materials catalogue
- updating the Under 21 and Move Over public information materials
- producing four issues of the Safety Network Newsletter and three issues of the Above the Bridge newsletter

Upper Peninsula-specific materials were also created to support the SABRE (Speed, Aggressive Driving, Belts, Rural Enforcement) program. SABRE targeted unsafe driving behaviors on U.S.-2 to reduce fatal and serious injury crashes through high visibility enforcement. These publicity materials included a placemat, flyer, banners, and radio public service announcement. By engaging the Michigan Association of Broadcasters to utilize U.P. radio stations, the public service announcement was aired:

Month	Spots aired
May	157
June	641
July	607
August	870
September	259
<b>Total</b>	<b>2,534</b>

## PARTNERSHIPS

Section 402



Nikki Klemmer, OHSP's Marketing and Outreach Coordinator, hands out a clicker, a noisemaker that promotes safety belt use, during a Detroit Tigers game.

#### BACKGROUND

While OHSP uses funds to purchase paid advertising, this is generally limited to a two-week period surrounding traffic enforcement mobilizations. During other times, OHSP must seek ways to keep traffic safety messages in front of key constituencies, especially young men. Partnerships provide an ideal way to promote safety belt and drive sober themes to reinforce messages that are so visible during periods of stepped up enforcement.

#### GOAL

OHSP will seek out new partnerships and build on those it began developing last fiscal year.

#### ACTIVITIES

Last year, OHSP launched two special promotions at Comerica Park during Detroit Tiger home games. Ballpark staff remain supportive, and again agreed to allow OHSP to promote the *Click It or Ticket* May mobilization at a home game in June. Thousands of special *Click It or Ticket* clickers were handed out to Tiger fans June 1. These noise-making clickers were popular with youngsters and young men. Many commented they recognized the campaign. One person mentioned they had received a safety belt citation earlier that day.

### EARNED MEDIA

*unfunded*

#### BACKGROUND

To keep traffic safety in the public eye, especially between mobilizations and crackdowns, OHSP launched a year-round earned media campaign.

#### GOAL

Look for additional opportunities to generate media interest in traffic safety programs, campaigns, and grant-funded activities.

#### ACTIVITIES

Monthly news releases were tailored to each county where grant-funded agencies were conducting safety belt or drunk driving enforcement. Announcing enforcement activity outside of statewide mobilizations, ninety-nine of these localized news releases were issued. OHSP also sent out eight statewide releases regularly throughout the year regarding holiday alcohol enforcement periods, traffic safety-themed weeks, and results of the annual Drunk Driving Audit. For Child Passenger Safety Week in February, OHSP organized a media event at a Lansing Head/Start program. The preschoolers learned about buckling up from Buckle Bear, and OHSP donated 20 booster seats for their use.

Template news releases were developed for grantees conducting intersection enforcement and for hospitals that adopted formal discharge policies regarding child passenger safety. These earned media activities resulted in at least 126 radio and TV stories and newspaper articles, editorials, and letters to the editor.

### MATERIALS STORAGE

*Section 402*

#### BACKGROUND

OHSP supports the storage and shipment of traffic safety materials so that anyone has access to this information at no charge. This allows grantees, partners, and others to utilize posters, brochures, and other materials for local traffic safety efforts.

#### GOAL

Continue support for the efficient storage and shipment of traffic safety materials in support of ongoing traffic safety programs and campaigns.

#### ACTIVITIES

OHSP has adopted a proactive strategy for distributing traffic safety materials statewide. When new traffic safety-related items are published or purchased, a targeted mailing of these items is conducted to pertinent audiences. In addition,

materials were sent to all grantees to help them promote the May safety belt mobilization.

Traffic safety materials were moved to a new in-house storage facility within the Michigan State Police, Management Services Division (MSD), generating an annual estimated savings of \$175,000.

A new materials catalog, postcard, and Rolodex card were developed and mailed to more than 1,500 traffic safety partners, including all law enforcement agencies. This catalog has generated many new orders.

Overall, MSD shipped nearly 721,000 pieces of material to fill 591 orders between April and September 30. This is in addition to the 833 orders containing nearly 253,000 materials shipped by the Michigan Resource Center, which handled distribution for the first half of the fiscal year.

### CONFERENCES, SPECIAL EVENTS

*Section 402*



*OHSP Regional Communications Coordinator Lynn Sutfin watches as a visitor visits the OHSP booth during the Michigan State Fair.*

#### BACKGROUND

OHSP is working to better educate potential partners about its traffic safety programs and goals of saving lives and reducing injuries on Michigan roadways. This means becoming more visible in new ways, including attending and exhibiting at conferences and special events around the state.

#### GOAL

Exhibit once a month at various conferences throughout the state.

#### ACTIVITIES

OHSP has attended ten events across the state where staff handed out traffic safety materials and provided information about its programs. Seven of these were statewide conferences, while three were localized events. Five of these were first-time events for OHSP, including the EMS Expo, 2005 Early Childhood Conference, Brain Injury Association of Michigan 25th Annual Conference, the FFA Convention, and two regional Traffic Safety Committee events.



### EMPLOYER SUPPORT FOR MOBILIZATIONS

*unfunded*

#### BACKGROUND

Traffic enforcement mobilizations are most likely to be successful when motorists are aware of increased enforcement. OHSP's employer network provides an ideal opportunity to help spread the enforcement message during mobilization periods.

#### GOAL

To distribute materials developed by OHSP in order to solicit employer support for statewide safety belt and drunk driving mobilizations.

#### ACTIVITIES

To promote the statewide safety belt and drunk driving mobilizations Michigan NETS members were sent:

- sample newsletter articles
- sample proclamations
- ideas to promote the campaign in the workplace
- materials order form for banners, posters, brochures, bumper stickers, window clings, and parking lot signs

Many employers ordered special materials to support awareness of summer enforcement campaigns, putting in a strong showing of support for activities designed to reduce traffic deaths and injuries, especially during holiday periods.

### CORPORATE NETWORKS

#### DRIVE SAFELY WORK WEEK

*Section 402*

#### BACKGROUND

Drive Safely Work Week (DSWW) is an annual campaign sponsored by the national Network of Employers for Traffic Safety to encourage employers to promote safe driving. By participating in the campaign, employers work to improve the safety and health of their employees and reduce traffic-related deaths and injuries. Michigan NETS has been an active participant in the campaign since its inception.



#### GOAL

To garner corporate participation in the DSWW campaign.

#### ACTIVITIES

The Michigan NETS Advisory Board sponsored a news conference to announce DSWW. The event also recognized two professional truck drivers for their many years of crash-free driving. In mid-Michigan, an employee defensive driving program hosted by the Lansing Board of Water and Light served as a media avenue to promote DSWW.

DSWW activities also included a campus-wide traffic safety initiative at Wayne State University in Detroit. This event featured information booths focusing on distracted driving, aggressive driving, drunk driving, safety restraints, and child passenger safety. Pre and post safety belt observation studies on campus indicated belt use rose by nearly 10 percent following the special program. The WSU held a second annual Drive Safely program in September 2005.

### CORPORATE TRAFFIC SAFETY TRAINING

*Section 402*

#### BACKGROUND

The Michigan NETS Advisory Council believes training encourages businesses to implement workplace traffic safety programs. While there are many benefits of a workplace traffic safety program, many employers are unaware of how these programs can enhance safety and reduce employer costs.

#### GOAL

To develop and implement corporate traffic safety training program, supported, in part, by the NETS Advisory Council.

#### ACTIVITIES

The Michigan NETS Advisory Council sponsored a Traffic Safety Symposium. Ninety-seven people from sixty organizations attended the day-long event. Presentations included:

- learning the skills to overcome the effects of stress
- current and future automotive technologies
- driver training opportunities
- fleet safety programs
- risk assessment and negligent entrustment
- resources to implement workplace traffic safety programs

Ten additional NETS trainings involved: National Association of Fleet Administrators Fall Education Seminar; Orkin Inc.; Dart Energy; Northwest Michigan Rural Transportation Safety Forum; DTE Energy; Granger's; Department of Management & Budget, State of Michigan; Consumers Energy; MDOT Winter Weather Summit; and the Rural Transportation Safety Forum-Region 2.

Over the last year, more than 100 people have been added to the NETS membership list.



## **SAFE COMMUNITIES**

*Section 402*

### **BACKGROUND**

Michigan Safe Communities is a program that invites local community leaders, organizations, and citizens to work with OHSP to prevent traffic crashes, violence, and substance abuse in their communities. The program was established in 1996 and



now includes twenty-two coalitions working to make their communities safer. A recent program evaluation indicated the need to rebuild the program, making adjustments to improve and simplify the Safe Communities process.

### **GOAL**

Provide support to existing groups to strengthen coalitions, collect and use data to identify problem areas, develop strategies to address identified issues, identify available resources to conduct programs, and implement and evaluate prevention programs.

### **ACTIVITIES**

More than forty people attended a two-day Safe Communities Conference that provided coalitions with opportunities to network with other coalition partners, view a demonstration of a new assessment tool, review crash data for their specific areas and learn how it can assist them, and receive training in grant writing.

## **SAFE COMMUNITIES CONSULTANTS**

*Section 402*

### **BACKGROUND**

Safe Community Coalitions are a vehicle through which community members are reached with traffic enforcement messages as well as educational information regarding traffic safety issues. A major finding from a recent Safe Community evaluation was that the lack of paid, part-time resource consultants negatively impacted the ability of the coalitions to identify and seek funding within their community to pay for traffic safety program activities. The evaluation recommended paid, part-time resource consultants to assist coalitions.

### **GOAL**

To utilize part-time resource consultants to provide assistance to coalitions with promoting traffic safety partnerships, securing grant funding, and additional activities as identified.

### **ACTIVITIES**

Activities have included coordination of efforts by the Wayne County Safety Belt Ad Hoc Committee to conduct an educational outreach program designed to increase safety belt use in the City of Detroit.

The coordinators assisted community groups such as the Detroit Neighborhood City Halls to provide traffic safety information to constituents within each district. The ten districts encompass the entire City of Detroit. Coordinators also attended meetings of coalitions throughout Southeastern Michigan to provide traffic safety information and assistance with their programs.

Educational materials were distributed to the Latin-Americans for Social and Economic Development (LA SED).

## **SAFE COMMUNITIES PROJECTS**

### **SAFE COMMUNITIES REDESIGN**

*Section 402*

### **BACKGROUND**

During the last fiscal year, an evaluation of Michigan's Safe Community program was conducted by UMTRI. One of the areas suggested for improvement was the community assessment tool. This tool, Assessing Community Traffic Safety (ACTS), was developed several years ago. However, it was time consuming and difficult for communities to complete. Following a review of the evaluation report, it was determined that a new, user-friendly, stand-alone assessment tool would be of greater value to coalitions.

### **GOAL**

To implement reforms to Michigan's Safe Communities program as identified by the evaluation report.

### **ACTIVITIES**

UMTRI developed a new Safe Communities assessment tool identified as TIPS (Tool for Injury Prevention and Safety). TIPS was demonstrated at the Safe Communities conference in June. Attendees responded very favorably to the information the TIPS tool provides the user as well as how uncomplicated the process is. Attendees also indicated that having TIPS available as a web-based application would further enhance the user ability of the tool. As a result, UMTRI is in the process of converting the TIPS tool to a web-base application which will be available in early 2006.



## SAFE COMMUNITIES PROJECTS

Section 402

### BACKGROUND

While many traffic safety issues must be addressed and coordinated on a statewide basis, others are more appropriately addressed at the local level. As coalition members identify the traffic safety issues of most concern to them, they do not always have the resources, both human and financial, to implement programs to effectively address these issues.

### GOAL

To provide funding for Safe Community coalitions to conduct programs to resolve local traffic safety problems identified through a valid assessment process.

### ACTIVITIES

Requests for mini-grants addressing identified traffic safety issues were processed through OHSP. These included the purchase of a speed trailer, bicycle rodeos, senior driver classes, child passenger safety programs, impaired driving prevention, and safety belt programs.

#### SUCCESS STORY

*An example of the success of these Safe Community Coalition programs involved a family who received child safety seats for their three children. Several weeks later, they were involved in a roll-over car crash that totaled their van. Each of the children suffered only minor cuts and bruises as a result of being properly secured in the safety seats at the time of the crash. The family reported that both police and ambulance attendants commented that the injuries to the children would have been much worse had they not been properly secured.*

## TECHNICAL ASSISTANCE

Section 402

### BACKGROUND

In an organization such as OHSP, there is often a need for expert opinion, analysis, or evaluation of a traffic safety issue. Some needs are predictable and others are not. Because it is impossible to predict what future issues might be and which special analyses might be needed, specific contracts cannot be set up ahead of time. This makes it difficult to respond as quickly and thoroughly as is necessary to requests for information, assistance, and evaluation for which resources are not identified in advance. Establishing a contract after a need arises imposes an administrative delay before work can be conducted, a delay that is frequently too long for the work to be timely.

### GOAL

To ensure the ability to provide OHSP with continuity and timely answers to research questions concerning transportation issues for which UMTRI has expertise and resources ready to be mobilized.

### ACTIVITIES

UMTRI provided assistance to several OHSP planning groups and meetings. UMTRI also conducted an analysis of 2004 crash data to find the causes of the 10 percent reduction in traffic fatalities, attributing it to improved safety belt use, decreased fatalities to pedestrians and other non-motor vehicle occupants, and simple random differences between years as part of an overall downward trend.

# Paid Advertising

410, 157 innovative year 6

## SUMMARY

OHSP follows the traffic enforcement mobilization model established by NHTSA. This model calls for paid advertising starting a week prior to enforcement and continuing through the first week of enforcement action. The timing allows motorists a warning period before enforcement action begins.

Paid advertising was used to support the three mobilizations for safety belt and drunk driving enforcement. Nearly \$1.6 million was devoted to advertising in December 2004 and May and August 2005. OHSP's advertising agency worked diligently with advertisers to generate no-charge value added for the paid advertising, which amounted to nearly \$300,000 of additional promotions. Together, OHSP had nearly \$2 million in paid and donated spots and time for its traffic safety campaigns.

Earned media efforts remain the bedrock of enforcement publicity efforts. News stories are credible with the public and are an effective means of reaching a wide population base. However, it is challenging to reach crucial groups solely through a news strategy.

Unpaid public service announcements can get modest airplay but often at times when the viewing or listening audience is sparse. Public service ads are often placed when inventory is greatest, and when audiences are small. Further, because these spots are unpaid it is impossible to direct messages in any meaningful way toward groups where belt use is low or the likelihood of driving drunk is high. Even successful public service campaigns are challenged to achieve behavior change.

A traffic safety campaign that involved the use of unpaid public service announcements was a part-time belt user campaign. During the 2003 fiscal year, those radio spots were aired on thirty-nine different stations for an ad value of \$153,750. Donated billboards generated 18,213,600 impressions at an estimated ad value of more than \$35,000. The contractor working on this effort used established relations with radio stations and advertising buys they were placing on behalf of other clients.

In 2003, Michigan supported a public information campaign surrounding the state's new .08 blood-alcohol content law



through a public service effort. Again, a contractor's diligent work resulted in twenty-two different radio and cable stations airing the video spot. However, it was difficult to document the number of times the PSA aired. It is estimated airplay was valued at \$126,010. Another seventy-six radio stations aired the PSA. However, because it was a PSA, the agency could not document the number of times it aired nor the value of these unpaid spots.

Paid advertising guarantees messages will be played on stations and programs that appeal to the target group. Advertising programming was selected based on its ability to reach young men.

Young men remain the focus of messaging efforts for both safety belts and drunk driving enforcement. Advertising vehicles included radio, television, and cable programs. For the May safety belt mobilization, additional funds were used to participate in a NHTSA Great Lakes Region safety belt demonstration project. A special two-week flight ran just prior to the regular advertising schedule.



Television advertisements help alert the motoring public to upcoming enforcement events.

## 2004-2005 TRAFFIC ENFORCEMENT MOBILIZATION ADVERTISING SUMMARY

Wave	Emphasis	Medium	# Spots	Budget
<b>December 2004</b>	Drunk Driving	Radio	2,648	\$92,140
		<i>Bonus</i>	949	\$66,727.22
		Cable	1,413	\$138,169.20
		<i>Bonus</i>	790	\$157,190.50
		Total Paid	4,601	\$230,309.20
		<i>Total Bonus</i>	1,739	\$223,917.72
<b>TOTAL COMBINED</b>		<b>6,340</b>	<b>\$454,226.92</b>	
<b>May 2005 Demonstration Project</b>	Safety Belts	Radio	3,486	\$48,418.38
		<i>Bonus</i>	1,852	
		TV	506	\$131,197.50
		<i>Bonus</i>	464	
		Cable	5,848	\$113,741.05
		<i>Bonus</i>	2,647	
Total Paid	9,840	\$293,356.93		
<i>Total Bonus</i>	4,963			
<b>TOTAL COMBINED</b>		<b>14,803</b>		
<b>May 2005</b>	Safety Belts	Radio	2,986	\$124,436.60
		<i>Bonus</i>	1,331	
		TV	667	\$538,645
		<i>Bonus</i>	331	
		Cable	3,143	\$85,502.35
		<i>Bonus</i>	1,571	
Total Paid	6,796	\$748,583.95		
<i>Total Bonus</i>	3,233			
<b>TOTAL COMBINED</b>		<b>10,029</b>		
<b>August 2005</b>	Drunk Driving	Radio	1,646	\$71,399.96
		<i>Bonus</i>	378	\$30,046.20
		TV	593	\$187,969.01
		<i>Bonus</i>	65	\$15,320
		Cable	845	\$113,741.05
		<i>Bonus</i>	426	\$45,951
Total Paid	3,084	\$373,110.02		
<i>Total Bonus</i>	869	\$91,317.20		
<b>TOTAL COMBINED</b>		<b>3,953</b>	<b>\$464,427.22</b>	
<b>Total Paid</b>			<b>24,321</b>	<b>\$1,645,360.10</b>
<b>Total Value Added</b>			<b>10,804</b>	<b>\$315,234.92</b>
<b>TOTAL COMBINED</b>			<b>32,125</b>	<b>\$1,960,595.02</b>

## ADVERTISING EVALUATION, ASSESSMENT AND OUTCOMES

Before and after each mobilization, OHSP sponsors 400-sample statewide telephone surveys, with a 150 over sampling of male drivers under thirty. The surveys assist with measuring awareness of the enforcement efforts and how effective the advertising buy was at reaching the target group.

**DECEMBER 2004 –  
YOU DRINK & DRIVE.  
YOU LOSE.**

In the general population survey, the only statistically significant difference in the pre and post surveys centers on the response to drunk driving messages. When asked if they had heard of any special effort in the past thirty days related to police efforts to arrest drunk drivers, 43 percent of respondents said they had heard of such efforts as compared with 26 percent in the pre-survey. Nearly 60 percent of respondents had heard of this effort on television as compared with 36 percent in the pre-survey.



Nearly the same number said they had seen more messages than usual in the past thirty days as compared with 38 percent in the pre-survey.

The survey showed 91 percent of respondents had seen or heard a message that encouraged people not to drink and drive in the last thirty days. Three quarters of the respondents had heard the slogan, *You Drink & Drive. You Lose.* as compared to 34 percent in the pre-campaign survey.

Among young male drivers, 40 percent of young men believed police were arresting more people for drunk driving, as compared to 26 percent in the pre-campaign period. About 45 percent of young men had seen or heard of a special drunk driving effort by police as compared with 28 percent in the pre-campaign period. Almost 80 percent of young men have heard the slogan *You Drink & Drive. You Lose.* as compared with 66 percent in the pre-survey.

A year ago, during the December 2003 drunk driving crackdown, 60 percent of young men agreed with the statement: "Police in my community are arresting more people for drunk driving than they were a few months ago." Among the general population, 55 percent agreed with this statement. This higher number may be a reflection of the newly changed drunk driving law. On September 30, 2003, Michigan's .08 blood alcohol concentration drunk driving law took effect.

## **MAY 2005 – CLICK IT OR TICKET**

Michigan dedicated approximately the same amount of funding for the May safety belt mobilization as it had the prior year. Further, the number of safety belt enforcement zones increased, and enforcement activity took place in fifty-five of the state's eighty-three counties.

This combination of increased enforcement and strong publicity helped elicit positive changes. In April, a quarter of respondents strongly agreed with the statement "Police in my community are writing more safety belt tickets than they were a few months ago." That number jumped to 37 percent following the mobilization. Among young men, the number was 45 percent.

More than 60 percent of the general population had seen or heard of special efforts by police to ticket drivers for safety belt violations. Among young men, the number was 71 percent. In 2004, following the advertising and enforcement wave, 51 percent of the general population and 68 percent of young men had heard of special efforts by police to ticket drivers for safety belt violations. Over half of the general

population had heard about this on TV. For young men, 41 percent reported hearing it on TV and 32 percent on radio.

When asked if they had seen or heard of any special effort by police to ticket drivers in their community for safety belt violations, 22 percent of the general population and 27 percent of young men said yes before the mobilization.

When asked if they had seen a safety belt enforcement zone in the past thirty days, 34 percent of the general population and 49 percent of young men said yes. Last year, 30 percent of the general population and 39 percent of young men said yes to the same question.

More than 80 percent of the general population and 92 percent of young men had heard messages that encourage people to wear their safety belts. Nearly 90 percent of the general population and 95 percent of young men reported hearing the *Click It or Ticket* message.

## **MAY 2005 – CLICK IT OR TICKET GREAT LAKES REGION DEMONSTRATION PROJECT**



Michigan and other Great Lakes region states agreed to take part in a safety belt demonstration project, targeting safety belt advertising messages to out state, non-urban areas.

A specially developed advertising message aired in the Lansing, Flint/Saginaw/Bay, Traverse City, and Marquette media markets prior to the standard ad flight for the mobilization.

Before advertising and enforcement, when asked what the chances are for receiving a ticket for not wearing a safety belt, 41 responded very likely. Following the ad flight and the enforcement period, 59 percent said it was very likely.

Prior to advertising, 17 percent strongly agreed with the statement: "Police in my community are writing more safety belt tickets than they were a few months ago." After the advertising and enforcement 45 percent strongly agreed with the statement.

When asked if they had seen or heard of any special effort by police to ticket drivers for safety belt violations, the pre-survey showed 16 percent said yes, and 63 percent said yes in the post-survey.

When asked if they had seen a safety belt enforcement zone, 12 percent said yes in the pre-survey, and 37 percent said yes in the post-survey.

Surprisingly, 100 percent said they had heard *Click It or Ticket* in the pre-survey, and 90 percent said they had heard it in the post-survey.

## **AUGUST 2005 – YOU DRINK & DRIVE. YOU LOSE.**

In 2004, Michigan conducted a safety belt mobilization over the Labor Day holiday period. This year, a drunk driving crackdown took place to follow with the national schedule of traffic enforcement mobilizations.

While aggressive efforts were put in place to run advertising and seek news media coverage, the news coverage Labor Day weekend and beyond focused on the devastating effects of Hurricane Katrina as it roared through New Orleans and other coastal areas of the country. It is likely that the intensity of the news coverage of this disaster drew attention from the drunk driving crackdown.

When asked “If you drive after having too much to drink and are unable to drive safely, how likely are you to be stopped by a police officer,” 17 percent said it was almost certain they would be stopped in the pre-survey and 18 percent in the post-survey. Among young men, the pre-survey response was 20 percent and only 12 percent in the post-survey. There was only a 2 percent increase (25 to 27 percent) in the general population from the pre- and post-survey when asked: “Police in my community are arresting more people for drunk driving than they were a few months ago.” Among young men, that number fell from 29 percent in the pre-survey to 26 percent in the post-survey.

When asked if the general population had heard *You Drink & Drive. You Lose.* in the past thirty days, that increased from 59 percent in the pre survey to 74 percent in the post survey. Among young men, the numbers went from nearly 70 percent in the pre survey to 93 percent in the post survey.



## INTERSECTION ENFORCEMENT PILOT

Section 402

### BACKGROUND

There were more than 119,000 intersection crashes in 2003, nearly a third of all crashes in Michigan. Intersection crashes resulted in 337 fatalities (26 percent of the total) and 3,774 incapacitating injuries (33 percent of that total). Despite a positive, downward trend in the number of intersection crashes, fatalities, and injuries in Michigan, the percent of intersection fatalities and injuries in relation to all fatalities and injuries remains constant. This indicates that while the overall number of intersection crashes, fatalities, and injuries are declining, crashes at intersections still result in more fatalities and serious injuries than on any other road segments.



The "rat box," shown attached to this traffic signal, indicates when a traffic signal is red, allowing an officer to be downstream of potential offenders.

### GOAL

Support a pilot program providing law enforcement agencies with overtime funding to conduct intersection enforcement activities at high-crash locations to reduce the number and severity of crashes.

### ACTIVITIES

Law enforcement officers conducted two types of intersection enforcement, using spotter and chase car methods along with a pilot test of "rat box" technology. The rat box technology recognizes that it is often difficult to conduct intersection enforcement so that it does not endanger officers or other motorists. The "rat box" indicates when a traffic signal is red, allowing an officer to be downstream of potential offenders. This provides for enhanced safety since the officer does not have to follow offenders through red lights to cite them and allows law enforcement agencies to conduct this activity with fewer resources.

Six agencies conducted 195 intersection enforcement patrols at twenty intersections, which netted:

- 3,207 vehicle stops
- 74 speeding citations
- 1,057 red-light running citations
- 1,117 safety belt violations
- 93 misdemeanor and 18 felony arrests

Officers also noted citations for illegal turns, suspended licenses, and drunk driving. Crash data will be reviewed once 2005 crash numbers are complete and can be compared against previous years' numbers.

## MICHIGAN TRAFFIC SAFETY FUNDAMENTALS HANDBOOK

unfunded

### BACKGROUND

Last fiscal year, a working group produced the "Michigan Traffic Safety Fundamentals Handbook." Because the data is very recent, a subcommittee determined it was not necessary to update the book as the general principles are still valid. An update to the book with 2005 data will be discussed at the start of FY06 to determine future direction of this activity.

## TRAINING

Section 402

### BACKGROUND

Training non-engineers on basic intersection safety problems, issues, and solutions can help promote better and safer road engineering at the local level. Michigan Technological University, along with the Federal Highway Administration, created "Common Sense Solutions to Intersection Safety Problems" to provide an overview of intersection safety topics including roundabouts, signs, signals, crash data, red light running, and basic components of a road study for non-engineers.

### GOAL

To provide assistance through full or partial scholarships to staff from local non-enforcement agencies to attend the "Common Sense Solutions to Intersection Safety" class.

### ACTIVITIES

Twelve classes took place in Ann Arbor, Auburn Hills, Brighton, Cadillac, Gaylord, Grand Rapids, Jackson, Kalamazoo, Lansing, Marquette, Mt. Pleasant, and Saginaw.

More than 250 participants, including staff and employees from police agencies, road commissions, MPOs, universities, and school districts attended these classes and the feedback has been overwhelmingly positive. The information learned at these classes can be used in a variety of disciplines to help in the identification and resolution of various intersection issues.

## IDENTIFYING LOCAL TRAFFIC HAZARDS

### METROPOLITAN PLANNING ORGANIZATION ENGINEERING RESOURCES

Section 402

#### BACKGROUND

Metropolitan Planning Organizations (MPOs) provide a variety of services to their communities, including transportation safety. To support and further prioritize transportation safety and its role in an MPO region, a traffic safety analysis is an essential component. Many MPOs do not have the resources to conduct an in-depth traffic safety study. This project began in FY04 and is being continued to service other MPOs.

#### GOAL

To provide a comprehensive traffic safety study to selected MPOs.

#### ACTIVITIES

Three traffic safety studies have been completed that encompass Calhoun, Berrien, Van Buren, Cass, and Kent counties. This involves meeting with area traffic safety partners to organize the project. Analysis will identify high-crash locations as well as provide a corridor analysis for issues such as sight distance, no passing zones, and vertical/horizontal alignments. The final report will include strategies to mitigate crash problems and will be presented to each MPO.

A specific study has also been conducted for U.S.-2 in the Upper Peninsula from the Mackinac Bridge to Gladstone. A final report will be presented to the U.S.-2 group prior to the end of calendar year 2005.

## Motorcycles

To counter the growing rate of fatal and serious injury motorcycle crashes, OHSP is working to develop better programs and networks for motorcycle safety by working with the Michigan Department of State, the department responsible for licensing and training riders.

### STATEWIDE ASSESSMENT

Section 402

#### BACKGROUND

With a mandatory motorcycle helmet law and a limited motorcycle riding season due to weather conditions, motorcycle education efforts have been limited in scope. However, Michigan is experiencing part of a national trend – an increase in motorcycle registrations fueled in part by Baby Boomers buying motorcycles. As a result, Michigan has seen an increase in motorcycle deaths in recent years. To assess its motorcycle safety efforts and work to address both an increase in motorcyclists and motorcycle fatalities, Michigan conducted its first-ever assessment of the state's motorcycle rider education and safety programs.

#### GOAL

Support a statewide assessment of Michigan's motorcycle programs. Evaluators will provide a comprehensive analysis of all available traffic safety data and programs, such as education, training, and licensing.

#### ACTIVITIES

The assessment brought together state experts to provide evaluators with a snap-shot of how Michigan conducts its motorcycle training and safety programs. Following the assessment, a final report was issued. Several recommendations were:

- develop a long-term (three- to five-year) plan to include a process for meeting the rider education demand, increasing the number of coaches, maintaining quality control, conducting program evaluations, and collecting data
- work with other state agencies to develop a system that collects motorcycle safety data and allows easy access and linking of these data
- develop and incorporate proper riding gear messages into OHSP occupant protection campaigns to encourage the use of full protective gear by motorcyclists
- work with community task forces and groups such as MADD and rider organizations to develop and administer grassroots activities to prevent impaired riding, especially in areas where alcohol-involved crashes are most prevalent

### MOTORCYCLE TRAINING

*unfunded*

#### BACKGROUND

The Department of State received a special \$200,000 appropriation from the Michigan Legislature to purchase motorcycle training equipment. No support is required at this time.

## SHERIFFS TELLING OUR PARENTS AND PROMOTING EDUCATED DRIVERS (STOPPED) PILOT PROGRAM

Section 402

### BACKGROUND

A disproportionate number of drivers ages 15-24 are involved in traffic crashes. This age group represents about 14 percent of the state's population but is involved in nearly 24 percent of crashes. Traffic safety programs aimed at this age group stand to have a significant impact on reducing the number and severity of traffic crashes.



### GOAL

To encourage safe and responsible driving by young motorists, several local sheriff's offices will pilot a parent notification program if the young driver is stopped by a deputy.

### ACTIVITIES

For many young drivers, the car is not their own, and their parents are paying for part or all of the costs, including insurance. Seven sheriff's offices participated in a pilot program allowing parents to voluntarily enroll their young driver in the Michigan Sheriff's Association's (MSA) STOPPED program. An identifying sticker indicating participation is placed in the young driver's vehicle. Deputies may then notify parents of the time, location, reason for being stopped, and number of passengers. Deputies also may note the driver and whether a citation was issued. Each sheriff's office will decide what information to include.

The MSA selected seven counties, representing urban, suburban, and rural environments, for the pilot program: Calhoun, Clinton, Ingham, Kalamazoo, St. Clair, Tuscola, and Van Buren. The MSA expected to enroll approximately 450 parents or guardians in the program the first year and planned to expand the program to additional counties in the future.

At the conclusion of the first year, 232 families registered 473 vehicles. Additional brochures were printed and placed in Secretary of State branch offices in participating counties. Also, school liaison officers distributed them in participating counties' schools. MSA also secured funding from Ford Motor Company to continue to expand the program next year.

## PUBLIC INFORMATION AND EDUCATION

### SPORTS MARKETING

Section 402



NASCAR fans had the opportunity to film their own traffic safety public service announcement in August at Michigan International Speedway.

### BACKGROUND

Crash statistics and safety belt observation surveys continue to indicate that, when compared to all drivers, young male drivers are more likely to be involved in a traffic crash, are more likely to be arrested for drunk driving, and are more likely to be unbuckled.

Communications and advertising efforts continue to focus on this group to encourage greater compliance with safety belt and drunk driving laws in an effort to further reduce traffic deaths and injuries.

Sporting events offer a unique opportunity to reach this group with traffic safety messages since these events typically draw from a largely young male fan base.

### GOAL

To position traffic safety messages in and around sporting events to reinforce messaging for young male drivers.

### ACTIVITIES

Building on efforts that began in 2004, OHSP engaged in more highly visible traffic safety promotions during the summer at some of the highest attended sporting events of the year.

Michigan was in the spotlight this summer when Comerica Park hosted the All-Star Game. This high-profile event provided a unique opportunity to promote traffic safety messages at a time when Detroit would experience significant increases in travel and traffic. OHSP, NHTSA, Techniques

for Effective Alcohol Management (T.E.A.M.), and Recording Artists, Actors, and Athletes Against Drunk Driving (R.A.D.D.) created a unique partnership to promote traffic safety in an unconventional way during pre All-Star Game festivities linked to FanFest.

At this event, fans were offered the opportunity to tape their own traffic safety television public service announcement against an appropriate sports-themed backdrop. One of the messages they could select: Fans Don't Let Fans Drive Drunk. More than sixty-five people taped a public service announcement and more than 200 other people posed for a Polaroid picture that was placed in a traffic safety picture frame.

The final activity took place at the August NASCAR race at Michigan International Speedway (MIS). Twice a year, nearly 180,000 NASCAR fans descend on the track to watch a cup race. This partnership included T.E.A.M., R.A.D.D., NASCAR, MIS, AAA Michigan, and Roush Racing.

A traffic safety tent was located near the AAA Motorsports exhibit area that featured Cup cars of AAA-sponsored driver Carl Edwards, who also made a quick stop to tape a PSA.

Against a NASCAR Nextel Cup logo backdrop, fans could tape their own traffic safety commercial. More than eighty fans taped a commercial and another 200 had a Polaroid picture taken.

## **ELDERLY MOBILITY WORKGROUP**

*unfunded*

### **BACKGROUND**

The Elderly Mobility Workgroup was established in 1999 by the then Michigan State Safety Commission to begin examining the issues related to driving and a soon-to-be increasing number of older drivers. The initial work resulted in the development of the Elderly Mobility and Safety Final Plan of Action. This included background information, a description of issues and needs, recommendations for implementation, and model programs/key resources in the areas of traffic engineering, alternative transportation, housing and land use, health and medicine, licensing and education, and awareness. Since that time, the group has worked to implement the recommendations. In 2004, the group also assisted in sponsoring the North American Conference on Elderly Mobility – Best Practices from Around the World, which had as a goal, presenting best practices that attendees could take back to their communities and replicate.

### **ACTIVITIES**

The group revised its name to the Senior Mobility Workgroup. The workgroup, comprised of members from government agencies as well as the private sector, meets quarterly.

During the past year, the Senior Mobility Workgroup directed efforts toward identifying a publication to highlight issues surrounding senior mobility. To that end, the FHWA publication *Public Roads* will be including an article in each future issue dedicated to senior mobility in areas such as engineering, automotive initiatives, alternative transportation, licensing, and testing.

Senior mobility was identified as an emphasis area in the strategic highway safety plans of both the American Association of State Highway and Transportation Officials (AASHTO) and the Governor's Traffic Safety Advisory Commission. As a result of the proactive approach Michigan has taken, Michigan was asked to be a "lead state" in implementing the AASHTO Guide for Reducing Collisions Involving Older Drivers. The Senior Mobility Workgroup accepted responsibility for overseeing implementation of the guide, which provides engineering, planning, education, and policy guidance to highway agencies that desire to better accommodate older drivers' special needs.



## GOVERNOR'S TRAFFIC SAFETY ADVISORY COMMISSION (GTSAC)

Much of the GTSAC activity has been focused on developing and implementing a statewide strategic highway safety plan. This plan was commissioned by the GTSAC in October 2004 in response to an anticipated requirement in the new reauthorization bill which was not passed by Congress until the summer of 2005.



A three-day meeting of traffic safety experts from a cross-section of transportation disciplines participated in the development of the plan with the vision that all roadway users reach their destination safely. A goal of reducing roadway fatalities by 10.4 percent and serious injuries from 9,531 to 8,540 by 2008 was established. Twelve emphasis areas were identified in the plan as needing to be addressed in order to achieve this goal. These areas are:

- alcohol/drug impaired driving
- commercial vehicle safety
- decision making process and information systems
- drivers age 24 and younger
- elderly mobility and safety
- intersection safety
- lane departure
- motorcycle safety
- non-motorized transportation
- occupant protection
- other driver behavior and awareness
- work zone safety

Each emphasis area was assigned either to a current action team or if an action team in that emphasis area did not exist, a new one was created. Each team was assigned the responsibility of developing an action plan to address each emphasis area.

Action plan development was the focus of the remainder of fiscal year activity. It is anticipated that as action plans are finalized they will be presented to the GTSAC for approval no later than early 2006. Once approved, implementation of the action plans will begin with the expectation that periodic updates on plan progress will be made to the Commission.

## LEGISLATIVE UPDATE

Several different legislative initiatives have been introduced addressing different traffic safety areas, including mandating booster seat use, restricting cell phone use while driving, increasing penalties for high BAC offenders, aggressive

driving, and easing requirements for the state's mandatory motorcycle helmet law. During the fiscal year, none of these measures were approved.

## MICHIGAN TRAFFIC SAFETY SUMMIT

Approximately 300 registrants, exhibitors, and speakers took part in the tenth annual Michigan



Traffic Safety Summit in Lansing. Featured speakers were: Dr. James Reese of James T. Reese and Associates; John Pastuovic of John Pastuovic Communications, Inc.; David Poulson, a Michigan State University journalism professor; Lieutenant George Crooks of the Marion County Sheriff's Office; Joel Hand of the Indiana Prosecuting Attorneys' Council; Eric Matwiejczyk of the Ingham County Prosecutor's Office; and Lieutenant Gary Megge of the Michigan State Police.

## EXCELLENCE IN ACTION

A new recognition program, Excellence in Action, was introduced this year. The program recognizes a member of the OHSP staff annually for his or her commitment and contribution to fulfilling the objectives of the agency through excellence in performance and service.

Staff members are nominated by their peers for the following reasons:

- a notable event or achievement that is significant in scope, effort, or impact on OHSP and the division goals
- execution of duties of the position far beyond the service level commonly expected, which is of great benefit to or reflects highly on OHSP

Alicia Sledge, Occupant Protection Program Coordinator, was selected as this award's first recipient. Sledge received the award for her enthusiasm and excellent networking efforts as a Regional Liaison, as well as her efforts within the occupant protection program.



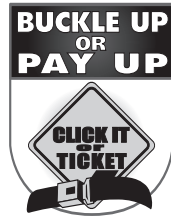
*Alicia Sledge, OHSP's Occupant Protection Coordinator, is presented the Excellence in Action Award by OHSP Division Director Michael L. Prince.*



# Mobilizations

## BACKGROUND

Law enforcement mobilizations seek to reduce dangerous behavior by focusing police efforts statewide on a single area. Periodic, heightened enforcement has a greater deterrent effect than a prolonged but scattered campaign. During mobilization periods, OHSP grantees conduct extra patrols, while many other agencies across the state place heightened attention on traffic enforcement. Enforcement is supported by extensive earned and paid media efforts to bring attention to the increased enforcement. The state came together to fight drunk driving throughout the Christmas and New Year's holidays and again at the end of the summer for the Labor Day period under the banner of *You Drink & Drive. You Lose.* The statewide effort to increase safety belt use, *Click It or Ticket: Buckle Up or Pay Up* ran for two weeks, including the Memorial Day holiday.



## GOALS

Increase safety belt use and decrease drunk driving by increasing the perceived threat of arrest or citation for unsafe driving behaviors. Increase safety directly by removing drunk drivers from the road and causing increased safety belt use in enforcement areas.

## ACTIVITIES

During the December *You Drink & Drive. You Lose.* crackdown, 330 law enforcement agencies reported participation. OHSP grant-funded counties also provided overtime enforcement on alcohol-impaired driving. Participating agencies stopped 32,162 vehicles, arresting 1,041 impaired drivers and 591 for other alcohol offenses. Police also cited 1,285 unrestrained drivers and passengers; arrested 1,115 drivers with suspended licenses, 2,776 for other misdemeanors, and 577 for other felonies; and gave 16,355 citations for other traffic offenses.

Media Events: 6  
Paid Advertising: \$230,000  
News Stories: 266

During the May *Click It or Ticket* mobilization, 390 law enforcement agencies reported participation. OHSP grant-funded counties also provided overtime enforcement of safety belt use in 781 Safety Belt Enforcement Zones. Participating agencies stopped 76,988 vehicles, citing 30,964 for non-use of safety belts and 1,067 for not using child restraints. Police also arrested 1,059 impaired drivers and 1,052 for other alcohol offenses, 1,871 drivers with suspended licenses, 3,954

other misdemeanors, and 645 felony arrests, along with 33,354 citations for other traffic offenses.

Media events: 6  
Paid Advertising: \$750,000  
News stories: 599

May mobilization activities came immediately after the Great Lakes Region Rural Safety Belts Demonstration Project, and was aided by the increased advertising and outreach from that program.

Following the May mobilization, safety belt use reached its highest level ever in Michigan, 93 percent. This was an increase from 89.4 percent before mobilization activity began.

The mobilization year ended with another *You Drink & Drive. You Lose.* crackdown immediately before Labor Day. 302 law enforcement agencies reported participation, stopping 68,325 drivers. They arrested 1,970 impaired drivers and 1,552 for other alcohol offenses. Police also cited 3,693 unrestrained drivers and passengers and 36,851 for other traffic offenses, along with 2,320 arrests for suspended licenses, 5,176 other misdemeanors, and 1,186 felony arrests.

Media events: 6  
Paid Advertising: \$400,000  
News stories: 268



Lieutenant Robert Taylor of the Macomb County Sheriff's Office, demonstrates how an in-car camera works for the media during a mobilization kickoff event.

### SAFETY BELT ENFORCEMENT ZONES

	<b>Zone Reports</b>	<b>Traffic Stops</b>	<b>Safety Belt Citations</b>	<b>Child Restraint Citations</b>	<b>Drunk Driving Arrests</b>	<b>Felony Arrests</b>	<b>Other Misdemeanors</b>	<b>Other Citations and Arrests</b>
May	796	27,278	21,151	552	35	52	1,503	5,550
Other	632	19,882	13,875	346	119	57	1,124	4,895
<b>Totals</b>	<b>1,428</b>	<b>47,160</b>	<b>35,026</b>	<b>898</b>	<b>154</b>	<b>109</b>	<b>2,627</b>	<b>10,445</b>

### LAW ENFORCEMENT CHALLENGE

	<b>Reporting Agencies</b>	<b>Traffic Stops</b>	<b>Safety Belt Citations</b>	<b>Child Restraint Citations</b>	<b>Drunk Driving Arrests</b>	<b>Felony Arrests</b>	<b>Other Misdemeanors</b>	<b>Other Citations and Arrests</b>
December	335	36,517	1,307	138	1,180	663	5,310	18,629
May	376	73,365	26,746	867	1,065	641	6,757	33,328
September	302	68,325	3,516	177	1,970	1,183	9,048	36,851
<b>Totals</b>	<b>434*</b>	<b>178,207</b>	<b>31,569</b>	<b>1,182</b>	<b>4,215</b>	<b>2,487</b>	<b>21,115</b>	<b>88,808</b>

*\*Some agencies reported statistics in more than one enforcement effort*

The Challenge awards provided forty-three traffic safety grants totaling \$275,000. Funding supported some enforcement but mostly equipment such as radars, stop sticks, crash reconstruction materials, and preliminary breath tests.

FY2006 planning began with an analysis of the most prevalent factors in fatal crashes, and then expanded to include serious injury crashes. OHSP set goals for reducing each of these factors, along with other areas receptive to significant marginal improvements, and identified the best programs available to reach these life-saving goals.

The problem identification process established trends for emphasis areas and established annual quantitative targets for each through 2008. These led to long-term strategies and short-term grant development plans. OHSP selected projects and approved budget requests based on projects' demonstrated potential for impacting traffic fatalities, particularly in line with the most prevalent factors identified.

Effective partnerships are essential for solving traffic safety problems. OHSP developed projects in conjunction with a broad network of partners, and OHSP continues to further these networks in the implementation of successful programs and ongoing development of innovative methods of reducing traffic fatalities and injuries. Direct contact, participation in committees and conferences, and online communication are valuable tools in linking traffic safety partners.

Activity for FY2006 continues to be organized around familiar program areas and planning principles. OHSP program coordinators and their partners work together as a team to address issue areas through strategy development and project implementation.

## OCCUPANT PROTECTION AND IMPAIRED DRIVING PREVENTION

Occupant protection and alcohol-impaired driving remain the top two focus areas for crash mitigation and reduction. Driving sober and buckled up every time could eliminate half of the deaths on Michigan's roads. Both of these areas lend themselves to enforcement solutions, as the threat of a ticket or arrest has proven to be the most effective way of improving driving behavior in both areas. The primary strategy for increasing the perceived threat of citation or arrest is through highly visible enforcement campaigns, supported by advertising. This combination, performed at repeated intervals with high intensity, has affected public perceptions more than enforcement, education, or advertising in isolation.

Campaigns will take place in December 2005, May 2006, and August 2006. Each will have increased enforcement, media support, and evaluation to determine its effectiveness. The 2006 goals:

- keep safety belt use at or above 92.9 percent
- reduce the percent of fatal and serious injury crashes involving alcohol to 18.3 percent

Also under these program areas, OHSP will support educational efforts to increase use and proper use of child restraint devices, as well as enforcement and network support to reduce underage use of alcohol.

## LOCATIONS

While Michigan has some of the safest rural interstates in the country, certain types of roads are loci for serious crashes. Most serious crashes happen on local roads, so OHSP seeks to reduce fatal and serious injury crashes on city and county roads to 3,447 in 2006. Intersections also remain high risk, as crashes are most likely where cars interact with each other. Pilot efforts to reduce red light-running are among the programs seeking to reduce fatal and serious injury crashes at intersections to 2,508 in 2008.

## VEHICLES

Passenger cars are the majority of the traffic on the roadways, but some methods of conveyance are disproportionately represented in serious crashes. Heavy trucks, which cover more miles than any passenger car, are involved in significantly more fatal and serious injury crashes than their numbers would predict. Many of these are caused by cars' difficulties compensating for the larger vehicles, but driving improvements for both cars and trucks could contribute to reducing these serious crashes to 407 in 2008. Crashes involving motorcycles also tend to be quite severe. With increasing motorcycle ridership, OHSP hopes to hold serious motorcycle crashes to 723 in 2008.

OHSP is also focused on pedestrian issues. FHWA has identified Michigan and Detroit in particular as focus areas for improving pedestrian safety. OHSP is seeking to reduce pedestrian fatalities and serious injuries to 557 by 2008.

## TIMES

Some times are more dangerous, just as some places are. Fatal and serious injury crashes spike on the weekends, particularly from midnight until 3 a.m. This is a key time for alcohol enforcement, and these programs will help reach the target of 2,244 serious crashes on Friday and Saturday.

Fatal crashes peak in August each year and are higher during the summer months. This is a time of increased driving and decreased attention to the task at hand. OHSP continues to target the summer driving season, from Memorial Day to Labor Day, seeking to reduce these fatal and serious injury crashes to 2,396 by 2008. Contrarily, there is also an increase in serious crashes as snow begins. Research suggests that the problem is not so much snow or rain but the length of time since the last precipitation, as drivers adjust to the weather and oil washes off the road. OHSP's goal for October through December is 1,753 fatal or serious injury crashes in 2006.

## PEOPLE

Ultimately, most people die in crashes because of human error. While some factors make the roads more dangerous, driver behavior can mitigate crashes' severity or prevent them entirely. Excessive speed is a significant factor in crashes, and OHSP seeks to reduce the percent of serious crashes involving excessive speed to 16.7 percent in 2008. Speed is amongst many factors leading to the disproportionate involvement of young drivers and male drivers in crashes, along with decreased safety belt use, increased drunk driving, and all kinds of high-risk behavior. OHSP seeks to reduce the number of males ages 16-34 involved in fatal or serious injury crashes to 2.7 per 1,000 licensed drivers in this age group by 2006.

On the other hand, older drivers face decreasing abilities and increased frailty, and this demographic segment will continue to grow. While older drivers have relatively few crashes per licensed driver, they have more severe crashes per mile driven, as well as increased severity in the crashes that do happen. OHSP's goal is to reduce serious crash involvement for ages 65 and higher to 1.0 per 1,000 licensed drivers by 2006.

## YOUNG PEOPLE

Nationally and in Michigan, traffic crashes are the leading cause of death for teenagers. According to information published in 2003 by NHTSA, teens have the highest fatality rate in motor vehicle crashes than any other age group. There are many reasons; for instance, while teens are learning the new skills needed for driving, many frequently engage in high-risk behaviors, such as speeding and/or driving after using alcohol or drugs. Studies also have shown that teens may be easily distracted while driving.

One key reason for high traffic fatalities among this age group is that they have lower safety belt use rates than adults. Michigan's direct observation surveys consistently report that belt use is consistently lowest among the 16-29 year old age group. The results suggest that new/beginning and young drivers should continue to be a focus of safety belt use messages and programs.

### In 2003 in Michigan:

- 69 teen drivers (ages 14-18) were killed in traffic crashes
- 55 percent wore a shoulder and/or lap belt
- 26 percent used no restraint
- 40 teen passengers (ages 14-18) were killed in traffic crashes
- 32.5 percent wore a shoulder and lap belt
- 42.5 percent used no restraint

### In 2004 in Michigan:

- 66 teen drivers (ages 14-18) were killed in traffic crashes
- 73 percent wore a shoulder and/or lap belt (of those known)
- 27 percent used no restraint
- 61 teen passengers (ages 14-18) were killed in traffic crashes
- 62 percent wore a shoulder and/or lap belt (of those known)
- 38 percent used no restraint

The teen drivers and passengers (14-18 years old) killed in traffic crashes in 2003 represent more than 11 percent of the vehicle occupants killed that year. Overall, restraint use among traffic fatalities in Michigan is approximately 60 percent. The figure for teen drivers and passengers falls below the statewide average, providing further evidence of the need to reinforce safety belt messages among this group.

OHSP will incorporate research into developing effective programs to encourage increased safety belt use among teen drivers and passengers.

## PLACES

While much of the state's population is located in urban and suburban areas, those living in rural areas also face a significant risk of being injured or killed in a traffic crash. According to NHTSA, only 21 percent of the population lives in rural areas, yet 39.5 percent of the total vehicle miles traveled are on the rural roads. In 2002, rural traffic crashes accounted for 60 percent of the total fatalities on the nation's highways.

In Michigan, rural roadways accounted for 48 percent of traffic crashes and 54 percent of fatalities in 2003, according to NHTSA figures.

The motor vehicle fatality rate in rural areas is more than double the fatality rate in urban areas. In 2002, the fatality rate in rural areas was 2.3 fatalities per 100 million miles traveled vs. 1.0 fatality per 100 million vehicle miles traveled in urban areas.

A recent report by TRIP, a national nonprofit transportation research group, found that rural roads are more likely than urban roads to have two lanes and to have roadway designs that include narrow lanes, limited shoulders, sharp curves, exposed hazards, pavement drop-offs, steep slopes, and limited clear zones along roadsides.

Based on 2000-2004 crash data, belt use in rural traffic fatalities in Michigan has been 1 percent higher than in urban fatalities. The top areas for unbelted rural fatalities are in the southern half of the state. OHSP covers every county with at least one rural belted fatality per three months.

OHSP will closely monitor data regarding rural crashes and implement appropriate countermeasures.

# OHSP Status Report

Prog Area/ Fund	PAP/ Task	Grant Number	Description and Grantee	FY2005 HSP Planned Amt.	FY2005 Funding Available	Approved Grant Award	Total Fed. Doll. Rpt.	Period of Last Cost Stmnt.	Approved Grant Bal.	Project Period
<b>OP</b>	<b>05-01</b>									
402	TK #1		Public Information & Education	45,000.00	43,094.00					
402	TK #1	OP-05-10	Central MI Univ			43,094.00	39,941.00	Final	3,153.00	4/25 - 9/30/05
402	TK #6		Grant Development & Community Outreach	121,000.00	120,936.00					
402	TK #6	CP-05-02	OHSP			120,936.00	112,378.00	Final	8,558.00	10/1 - 9/30/05
			<b>Total 402 OP</b>	<b>166,000.00</b>	<b>164,030.00</b>	<b>164,030.00</b>	<b>152,319.00</b>		<b>11,711.00</b>	
157 Inc	TK #1		Public Information & Education	686,000.00	50,000.00					
157 Inc	TK #1	CP-05-03	OHSP			20,000.00	9,479.00	Final	10,521.00	10/1 - 9/30/05
			<b>Total 157 OP Incentive Funds</b>	<b>686,000.00</b>	<b>50,000.00</b>	<b>20,000.00</b>	<b>9,479.00</b>		<b>10,521.00</b>	
2003(b)	TK #3		Child Passenger Safety Networks	370,000.00	370,041.04					
2003(b)	TK #3	OP-05-01	MDCH			210,000.00	166,693.00	Final	43,307.00	10/1 - 9/30/05
			<b>Total 2003b Funds</b>	<b>370,000.00</b>	<b>370,041.04</b>	<b>210,000.00</b>	<b>166,693.00</b>		<b>43,307.00</b>	
405	TK #1		Public Information & Education	392,000.00	739,159.30					
405	TK #1	CP-05-03	OHSP			130,000.00	49,849.00	Final	80,151.00	10/1 - 9/30/05
405	TK #2		Safety Belt Networks	15,000.00	15,000.00					
405	TK #2	2005-1492	Student Leadership Services, Inc. (DENIED)						0.00	
405	TK #3		Child Passenger Safety Networks	860,000.00	506,766.00					
405	TK #3	OP-05-02	MI State Univ			53,000.00	46,200.00	Final	6,800.00	10/13 - 9/30/05
405	TK #3	OP-05-03	Marquette Cty SO			100,000.00	81,800.00	Final	18,200.00	10/21 - 9/30/05
405	TK #3	OP-05-06	Central MI Univ			14,999.00	14,998.00	Final	1.00	12/14 - 9/30/05
			<b>Subtotal TK #3</b>			<b>167,999.00</b>	<b>142,998.00</b>		<b>25,001.00</b>	
405	TK #4		Child Passenger Safety Pilot Programs	75,000.00	75,000.00					
405	TK #4	OP-05-04	Capital Area Community Svcs			24,999.00	24,999.00	Final	0.00	10/29 - 9/30/05
405	TK #4	OP-05-09	UMTRI - C.S. Mott Children's Hosp			49,554.00	12,475.00	Final	37,079.00	3/23 - 9/30/05
			<b>Subtotal TK #4</b>			<b>74,553.00</b>	<b>37,474.00</b>		<b>37,079.00</b>	
405	TK #5		Evaluation	117,000.00	142,000.00					
405	TK #5	OP-05-07	Wayne State Univ			45,560.00	45,560.00	Final	0.00	1/19 - 9/30/05
405	TK #5	PT-04-21	UMTRI			50,814.00	50,251.00	Final	563.00	10/1 - 11/30/04
			<b>Subtotal TK #5</b>			<b>96,374.00</b>	<b>95,811.00</b>		<b>563.00</b>	
			<b>Total 405 Funds</b>	<b>1,459,000.00</b>	<b>1,477,925.30</b>	<b>468,926.00</b>	<b>326,132.00</b>		<b>142,794.00</b>	
157 Inn	TK #5		Evaluation	135,000.00	259,824.36					
157 Inn	TK #5	OP-05-05	UMTRI			56,847.00	48,100.00	Final	8,747.00	11/23 - 9/30/05
157 Inn	TK #5	OP-05-08	Wayne State Univ			76,320.00	74,311.00	Final	2,009.00	1/19 - 9/30/05
			<b>Total 157 OP Innovative Funds</b>	<b>135,000.00</b>	<b>259,824.36</b>	<b>133,167.00</b>	<b>122,411.00</b>		<b>10,756.00</b>	
			<b>TOTAL PAP 05-01</b>	<b>2,816,000.00</b>	<b>2,321,820.70</b>	<b>996,123.00</b>	<b>777,034.00</b>		<b>219,089.00</b>	
<b>AL</b>	<b>05-02</b>									
402	TK #9		Evaluation	25,000.00	25,000.00					
402	TK #9	CP-05-02	OHSP			25,000.00	20,516.00	Final	4,484.00	10/1 - 9/30/05
402	TK #10		Grant Development & Community Outreach	318,000.00	317,831.00					
402	TK #10	CP-05-02	OHSP			317,831.00	295,782.00	Final	22,049.00	10/1 - 9/30/05
			<b>Total 402 AL Funds</b>	<b>343,000.00</b>	<b>342,831.00</b>	<b>342,831.00</b>	<b>316,298.00</b>		<b>26,533.00</b>	
410	TK #1		Reducing Blood Screening Backlogs	150,000.00	150,000.00					
410	TK #3		Public Information & Education	20,000.00	20,000.00					
410	TK #3	AL-05-06	MBWWA			20,000.00	20,000.00	Final	0.00	12/6 - 9/30/05
410	TK #5		Training	536,000.00	676,910.00					
410	TK #5	AL-05-01	PAAM			282,927.00	231,141.00	Final	51,786.00	10/1 - 9/30/05
410	TK #5	AL-05-02	MJI			60,292.00	54,154.00	Final	6,138.00	10/1 - 9/30/05



# OHSP Status Report

Prog Area/ Fund	PAP/ Task	Grant Number	Description and Grantee	FY2005 HSP Planned Amt.	FY2005 Funding Available	Approved Grant Award	Total Fed. Doll. Rpt.	Period of Last Cost Stmnt.	Approved Grant Bal.	Project Period
410	TK #5	AL-04-01	MJI			10,000.00	9,600.00	Final	400.00	10/1 - 9/30/05
410	TK #5	PT-05-01	MPHI			154,802.00	152,896.00	Final	1,906.00	10/1 - 9/30/05
410	TK #5	AL-05-07	TEAM Coalition			7,450.00	6,508.00	Final	942.00	6/24 - 9/30/05
			<b>Subtotal Task #5</b>			<b>515,471.00</b>	<b>454,299.00</b>		<b>61,172.00</b>	
410	TK #6		Fatal Alcohol Crash Team (FACT)	10,000.00	736,850.45					
410	TK #6	CP-05-02	OHSP			10,000.00	300.00	Final	9,700.00	10/1 - 9/30/05
410	TK #7		Underage Alcohol Networks	267,000.00	267,000.00					
410	TK #7	AL-05-04	MDCI			255,013.00	174,012.00	Final	81,001.00	10/1 - 9/30/05
410	TK #8		DUI Courts	115,000.00	115,000.00					
410	TK #8	AL-05-03	State Court Administrators Office			114,720.00	80,000.00	Final	34,720.00	10/1 - 9/30/05
410	TK #12		Statewide Outreach	1,594,000.00						
			<b>Total 410 AL Funds</b>	<b>2,692,000.00</b>	<b>1,965,760.45</b>	<b>915,204.00</b>	<b>728,611.00</b>		<b>247,765.00</b>	
163	TK #1		Reducing Blood Screening Backlogs	800,000.00	800,000.00					
163	TK #1	AL-05-05	MSP			717,818.00	395,234.00	Final	322,584.00	10/5 - 9/30/05
			<b>Total 163 AL Funds</b>	<b>800,000.00</b>	<b>800,000.00</b>	<b>717,818.00</b>	<b>395,234.00</b>		<b>322,584.00</b>	
			<b>TOTAL PAP 05-02</b>	<b>3,835,000.00</b>	<b>3,108,591.45</b>	<b>1,975,853.00</b>	<b>1,440,143.00</b>		<b>596,882.00</b>	
<b>PT</b>	<b>05-03</b>									
402	TK #1		Drive Michigan Safely Task Force	3,079,000.00	3,126,204.00					
402	TK #1	PT-05-03	MSP			470,000.00	456,320.00	Final	13,680.00	10/1 - 9/30/05
402	TK #1	PT-05-02	Holland PD			59,940.00	58,229.00	Final	1,711.00	10/1 - 9/30/05
402	TK #1	PT-05-20	Muskegon Cty SO			60,077.00	40,530.00	Final	19,547.00	11/23 - 9/30/05
402	TK #1	PT-05-11	Bay Cty SO			41,904.00	37,419.00	Final	4,485.00	11/19 - 9/30/05
402	TK #1	PT-05-24	Grand Traverse Cty SO			46,889.00	43,316.00	Final	3,573.00	12/6 - 9/30/05
402	TK #1	PT-05-15	Saginaw Cty SO			46,835.00	37,656.00	Final	9,179.00	11/19 - 9/30/05
402	TK #1	PT-05-32	Washtenaw Cty SO			99,522.00	70,760.00	Final	28,762.00	12/14 - 9/30/05
402	TK #1	PT-05-25	TIA of Oakland Cty			309,759.00	283,477.00	Final	26,282.00	12/6 - 9/30/05
402	TK #1	PT-05-21	Wyoming PD			244,949.00	194,964.00	Final	46,823.00	11/23 - 9/30/05
402	TK #1	PT-05-06	Monroe Cty SO			79,957.00	79,957.00	Final	0.00	10/25 - 9/30/05
402	TK #1	PT-05-09	St. Clair Cty SO			89,912.00	80,037.00	Final	9,875.00	10/29 - 9/30/05
402	TK #1	PT-05-33	Delta Cty SO			22,446.00	17,939.00	Final	4,507.00	12/15 - 9/30/05
402	TK #1	PT-05-28	Calhoun Cty SO			48,850.00	31,944.00	Final	16,906.00	12/6 - 9/30/05
402	TK #1	PT-05-10	Macomb Cty SO			297,930.00	294,736.00	Final	3,194.00	10/29 - 9/30/05
402	TK #1	PT-05-17	JacksonTraffic Sfty			42,061.00	40,609.00	Final	1,452.00	11/19 - 9/30/05
402	TK #1	PT-05-16	Marquette PD			22,912.00	19,445.00	Final	3,467.00	11/19 - 9/30/05
402	TK #1	PT-05-13	Livingston Cty SO			63,976.00	44,371.00	Final	19,605.00	11/19 - 9/30/05
402	TK #1	PT-05-14	W MI Univ DPS			100,395.00	85,580.00	Final	14,815.00	11/19 - 9/30/05
402	TK #1	PT-05-19	Wayne Cty SO			385,475.00	354,581.00	Final	30,894.00	11/23 - 9/30/05
402	TK #1	PT-05-23	Detroit PD			294,541.00	254,853.00	Final	39,688.00	12/6 - 9/30/05
402	TK #1	PT-05-31	Ingham Cty SO			109,782.00	95,656.00	Final	14,126.00	12/14 - 9/30/05
402	TK #1	PT-05-30	Berrien Cty SO			34,374.00	26,300.00	Final	8,074.00	12/14 - 9/30/05
402	TK #1	PT-05-34	Burton PD			153,718.00	124,047.00	Final	29,671.00	12/20 - 9/30/05
			<b>Subtotal Task #1</b>	<b>3,079,000.00</b>	<b>3,126,204.00</b>	<b>3,126,204.00</b>	<b>2,772,726.00</b>		<b>350,316.00</b>	
402	TK #2		Expanded Traffic Enforcement	240,000.00	215,215.00					
402	TK #2	PT-05-65	Clinton Cty SO			10,000.00	10,000.00	Final	0.00	4/29 - 9/30/05
402	TK #2	PT-05-03	MSP			24,900.00	23,914.00	Final	986.00	10/1 - 9/30/05
402	TK #2	PT-05-66	Lenawee Cty SO			10,000.00	10,000.00	Final	0.00	4/29 - 9/30/05
402	TK #2	PT-05-85	Van Buren Cty SO			9,020.00	5,513.00	Final	3,507.00	5/19 - 9/30/05
402	TK #2	PT-05-63	Midland PD			9,785.00	9,785.00	Final	0.00	4/29 - 9/30/05
402	TK #2	PT-05-60	Wexford Cty SO			4,879.00	4,640.00	Final	239.00	4/29 - 9/30/05
402	TK #2	PT-05-84	Ogemaw Cty SO			5,000.00	5,000.00	Final	0.00	5/19 - 9/30/05

Prog Area/ Fund	PAP/ Task	Grant Number	Description and Grantee	FY2005 HSP Planned Amt.	FY2005 Funding Available	Approved Grant Award	Total Fed. Doll. Rpt.	Period of Last Cost Stmnt.	Approved Grant Bal.	Project Period
402	TK #2	PT-05-46	Menominee City Police			9,464.00	5,820.00	Final	3,644.00	
402	TK #2	PT-05-64	Ionia Cty SO			9,980.00	9,746.00	Final	234.00	4/29 - 9/30/05
402	TK #2	PT-05-83	Oceana Cty SO			5,000.00	5,000.00	Final	0.00	5/19 - 9/30/05
402	TK #2	PT-05-70	Eaton Cty SO			10,000.00	10,000.00	Final	0.00	5/5 - 9/30/05
402	TK #2	PT-05-73	Isabella Cty SO			10,000.00	10,000.00	Final	0.00	5/5 - 9/30/05
402	TK #2	PT-05-92	Ludington PD			5,000.00	5,000.00	Final	0.00	5/20 - 9/30/05
402	TK #2	PT-05-93	Allegan Cty SO			9,781.00	9,781.00	Final	0.00	5/20 - 9/30/05
402	TK #2	PT-05-94	Manistique DPS			12,423.00	9,775.00	Final	2,648.00	5/23 - 9/30/05
402	TK #2	PT-05-88	Iron Mt PD			10,000.00	8,819.00	Final	1,181.00	5/20 - 9/30/05
402	TK #2	PT-05-95	St Ignace PD			12,321.00	10,400.00	Final	1,921.00	5/23 - 9/30/05
402	TK #2	PT-05-96	Gogebic Cty SO			2,500.00	2,487.00	Final	13.00	5/23 - 9/30/05
402	TK #2	PT-05-87	Cheboygan Cty SO			4,806.00	4,806.00	Final	0.00	5/19 - 9/30/05
402	TK #2	PT-05-89	Chippewa Cty SO			10,000.00	6,918.00	Final	3,082.00	5/20 - 9/30/05
402	TK #2	PT-05-74	Lapeer Cty SO			9,992.00	6,268.00	Final	3,724.00	5/5 - 9/30/05
402	TK #2	PT-05-72	St. Joseph Cty SO			10,000.00	10,000.00	Final	0.00	5/5 - 9/30/05
402	TK #2	PT-05-76	Montcalm Cty SO			4,850.00	0.00	Final	4,850.00	5/13 - 9/30/05
402	TK #2	PT-05-75	Roscommon Cty SO			4,988.00	4,988.00	Final	0.00	5/13 - 9/30/05
402	TK #2	PT-05-81	Shiawassee Cty SO			9,990.00	0.00	Final	9,990.00	5/19 - 9/30/05
			<b>Subtotal Task #2</b>			<b>224,679.00</b>	<b>188,660.00</b>		<b>36,019.00</b>	
402	TK #4		Law Enforcement Recognition	45,000.00	44,969.00					
402	TK #4	PT-05-03	MSP			6,000.00	0.00	Final	6,000.00	10/1 - 9/30/05
402	TK #4	PT-05-47	Norton Shores PD			1,000.00	994.00	Final	6.00	3/17 - 9/30/05
402	TK #4	PT-05-52	Kentwood PD			4,000.00	3,824.00	Final	176.00	4/4 - 9/30/05
402	TK #4	PT-05-58	Grand Haven DPS			4,000.00	4,000.00	Final	0.00	4/25 - 9/30/05
402	TK #4	PT-05-45	Muskegon Cty SO			1,000.00	1,000.00	Final	0.00	3/11 - 9/30/05
402	TK #4	PT-05-78	Grosse Ile PD			4,000.00	4,000.00	Final	0.00	5/13 - 9/30/05
402	TK #4	PT-05-57	Farmington DPS			1,000.00	1,000.00	Final	0.00	4/25 - 9/30/05
402	TK #4	PT-05-77	Ingham Cty SO			4,000.00	4,000.00	Final	0.00	5/13 - 9/30/05
402	TK #4	PT-05-100	Battle Creek PD			3,998.00	3,998.00	Final	0.00	5/26 - 9/30/05
402	TK #4	PT-05-51	Waterloo Twp PD			1,000.00	1,000.00	Final	1,000.00	4/4 - 9/30/05
402	TK #4	PT-05-101	Manistee Cty SO			1,000.00	1,000.00	Final	0.00	5/26 - 9/30/05
402	TK #4	PT-05-49	Plymouth Twp PD			1,000.00	1,000.00	Final	0.00	3/17 - 9/30/05
402	TK #4	PT-05-68	West Bloomfield Twp PD			1,000.00	1,000.00	Final	0.00	4/29 - 9/30/05
402	TK #4	PT-05-67	Dowagiac PD			4,000.00	3,933.00	Final	67.00	4/29 - 9/30/05
402	TK #4	PT-05-80	Three Rivers PD			994.00	958.00	Final	36.00	5/13 - 9/30/05
402	TK #4	PT-05-91	Sandusky PD			1,000.00	1,000.00	Final	0.00	5/20 - 9/30/05
402	TK #4	PT-05-69	Midland PD			1,000.00	1,000.00	Final	0.00	4/29 - 9/30/05
402	TK #4	PT-05-103	Manistee PD			994.00	994.00	Final	0.00	6/17 - 9/30/05
402	TK #4	PT-05-98	Augusta PD			3,983.00	3,964.00	Final	19.00	5/26 - 9/30/05
			<b>Subtotal Task #4</b>			<b>44,969.00</b>	<b>38,665.00</b>		<b>7,304.00</b>	
402	TK #5		Enforcement Publicity	220,000.00	220,000.00					
402	TK #5	CP-05-03	OHSP			220,000.00	107,939.00	Final	112,061.00	10/1 - 9/30/05
402-PM	TK #5		Enforcement Publicity (Paid Media)	0.00	600,000.00					
402-PM	TK #5	CP-05-03	OHSP			0.00		Final	0.00	10/1 - 9/30/05
402	TK #6		Law Enforcement Coordination	378,000.00	378,100.00					
402	TK #6	PT-05-01	MPHI			220,100.00	195,241.00	Final	24,859.00	10/1 - 9/30/05
402	TK #6	PT-05-03	MSP			125,000.00	119,863.00	Final	5,137.00	10/1 - 9/30/05
402	TK #6	CP-05-02	OHSP			8,000.00	6,559.00	Final	1,441.00	10/1 - 9/30/05
402	TK #6	PT-05-44	Midland PD			25,000.00	14,794.00	Final	10,206.00	3/2 - 9/30/05
			<b>Subtotal Task #6</b>			<b>378,100.00</b>	<b>336,457.00</b>		<b>41,643.00</b>	

# OHSP Status Report

Prog Area/ Fund	PAP/ Task	Grant Number	Description and Grantee	FY2005 HSP Planned Amt.	FY2005 Funding Available	Approved Grant Award	Total Fed. Doll. Rpt.	Period of Last Cost Stmnt.	Approved Grant Bal.	Project Period
402	TK #7		Training Coordination	200,000.00						
402	TK #9		Grant Development & Community Outreach	540,000.00	539,716.00					
402	TK #9	CP-05-02	OHSP			539,716.00	502,200.00	Final	37,516.00	10/1 - 9/30/05
402	TK #10		Equipment	1,000,000.00	400,000.00					
402	TK #10	PT-05-03	MSP			1,000,000.00	1,000,000.00	Final	0.00	10/1 - 9/30/05
			<b>Total 402 PTS Funds</b>	<b>5,702,000.00</b>	<b>5,524,204.00</b>	<b>5,533,668.00</b>	<b>4,946,647.00</b>		<b>584,859.00</b>	
405	TK #1		Drive Michigan Safely Task Force	323,000.00	375,000.00					
405	TK #1	PT-05-03	MSP			323,000.00	246,375.00	Final	76,625.00	10/1 - 9/30/05
405	TK #2		Expanded Traffic Enforcement	645,000.00	1,041,565.00					
405	TK #2	PT-05-35	MI State Univ			14,998.00	13,553.00	Final	1,445.00	1/4 - 9/30/05
405	TK #2	PT-05-03	MSP			299,696.00	153,930.00	Final	145,766.00	10/1 - 9/30/05
405	TK #2	PT-05-12	W MI Univ DPS			14,992.00	11,849.00	Final	3,143.00	11/19 - 9/30/05
405	TK #2	PT-05-48	UMTRI			14,564.00	12,320.00	Final	2,244.00	3/17 - 9/30/05
405	TK #2	PT-05-79	Sault Ste Marie PD			7,491.00	6,853.00	Final	638.00	5/13 - 9/30/05
405	TK #2	PT-05-65	Clinton Cty SO			15,000.00	15,000.00	Final	0.00	4/29 - 9/30/05
405	TK #2	PT-05-66	Lenawee Cty SO			20,000.00	20,000.00	Final	0.00	4/29 - 9/30/05
405	TK #2	PT-05-85	Van Buren Cty SO			14,000.00	9,916.00	Final	4,084.00	5/19 - 9/30/05
405	TK #2	PT-05-63	Midland PD			20,000.00	20,000.00	Final	0.00	4/29 - 9/30/05
405	TK #2	PT-05-60	Wexford Cty SO			8,243.00	6,908.00	Final	1,335.00	4/29 - 9/30/05
405	TK #2	PT-05-84	Ogemaw Cty SO			7,964.00	6,258.00	Final	1,706.00	5/19 - 9/30/05
405	TK #2	PT-05-64	Ionia Cty SO			14,975.00	11,562.00	Final	3,413.00	4/29 - 9/30/05
405	TK #2	PT-05-61	Hillsdale Cty SO			4,973.00	3,634.00	Final	1,339.00	4/29 - 9/30/05
405	TK #2	PT-05-83	Oceana Cty SO			4,950.00	4,895.00	Final	55.00	5/19 - 9/30/05
405	TK #2	PT-05-70	Eaton Cty SO			15,000.00	15,000.00	Final	0.00	5/5 - 9/30/05
405	TK #2	PT-05-73	Isabella Cty SO			15,000.00	14,999.00	Final	1.00	5/5 - 9/30/05
405	TK #2	PT-05-82	Sanilac Cty SO			8,498.00	8,259.00	Final	239.00	5/19 - 9/30/05
405	TK #2	PT-05-92	Ludington PD			7,413.00	5,292.00	Final	2,121.00	5/20 - 9/30/05
405	TK #2	PT-05-93	Allegan Cty SO			18,037.00	18,037.00	Final	0.00	5/20 - 9/30/05
405	TK #2	PT-05-94	Manistique DPS			3,470.00	0.00	Final	3,470.00	5/23 - 9/30/05
405	TK #2	PT-05-88	Iron Mt PD			6,729.00	6,729.00	Final	0.00	5/20 - 9/30/05
405	TK #2	PT-05-95	St Ignace PD			5,000.00	4,944.00	Final	56.00	5/23 - 9/30/05
405	TK #2	PT-05-96	Gogebic Cty SO			2,458.00	2,244.00	Final	214.00	5/23 - 9/30/05
405	TK #2	PT-05-97	Alpena Cty SO			5,970.00	3,939.00	Final	2,031.00	5/23 - 9/30/05
405	TK #2	PT-05-87	Cheboygan Cty SO			3,889.00	3,269.00	Final	620.00	5/19 - 9/30/05
405	TK #2	PT-05-89	Chippewa Cty SO			6,355.00	6,355.00	Final	0.00	5/20 - 9/30/05
405	TK #2	PT-05-74	Lapeer Cty SO			20,001.00	20,001.00	Final	0.00	5/5 - 9/30/05
405	TK #2	PT-05-72	St. Joseph Cty SO			13,372.00	10,988.00	Final	2,384.00	5/5 - 9/30/05
405	TK #2	PT-05-76	Montcalm Cty SO			9,971.00	6,430.00	Final	3,541.00	5/13 - 9/30/05
405	TK #2	PT-05-75	Roscommon Cty SO			8,496.00	7,433.00	Final	1,063.00	5/13 - 9/30/05
405	TK #2	PT-05-81	Shiawassee Cty SO			14,923.00	14,923.00	Final	0.00	5/19 - 9/30/05
			<b>Subtotal TK #2</b>			<b>626,428.00</b>	<b>445,520.00</b>		<b>180,908.00</b>	
			<b>Total 405 PTS Funds</b>	<b>968,000.00</b>	<b>1,416,565.00</b>	<b>949,428.00</b>	<b>691,895.00</b>		<b>257,533.00</b>	
410	TK #1		Drive Michigan Safely Task Force	2,000.00	20,000.00					
410	TK #1	PT-05-06	Monroe Cty SO			1,538.00	1,538.00	Final	0.00	12/10 - 9/30/05
410	TK #2		Expanded Traffic Enforcement	320,000.00	1,442,972.00				0.00	
410	TK #2	PT-05-65	Clinton Cty SO			10,000.00	9,151.00	Final	849.00	4/29 - 9/30/05
410	TK #2	PT-05-03	MSP			194,945.00	159,491.00	Final	35,454.00	10/1 - 9/30/05
410	TK #2	PT-05-66	Lenawee Cty SO			14,998.00	10,599.00	Final	4,399.00	4/29 - 9/30/05
410	TK #2	PT-05-85	Van Buren Cty SO			9,338.00	4,084.00	Final	5,254.00	5/19 - 9/30/05

Prog Area/ Fund	PAP/ Task	Grant Number	Description and Grantee	FY2005 HSP Planned Amt.	FY2005 Funding Available	Approved Grant Award	Total Fed. Doll. Rpt.	Period of Last Cost Stmnt.	Approved Grant Bal.	Project Period
410	TK #2	PT-05-63	Midland			14,975.00	14,882.00	Final	93.00	4/29 - 9/30/05
410	TK #2	PT-05-70	Eaton Cty SO			15,000.00	5,519.00	Final	9,481.00	5/5 - 9/30/05
410	TK #2	PT-05-73	Isabella Cty SO			9,316.00	9,316.00	Final	0.00	5/5 - 9/30/05
410	TK #2	PT-05-93	Allegan Cty SO			15,000.00	13,861.00	Final	1,139.00	5/20 - 9/30/05
410	TK #2	PT-05-74	Lapeer Cty SO			15,000.00	15,000.00	Final	0.00	5/5 - 9/30/05
410	TK #2	PT-05-72	St. Joseph Cty SO			10,000.00	5,730.00	Final	4,270.00	5/5 - 9/30/05
410	TK #2	PT-05-81	Shiawassee Cty SO			10,000.00	10,000.00	Final	0.00	5/19 - 9/30/05
			<b>Subtotal Task #2</b>			<b>318,572.00</b>			<b>60,939.00</b>	
410	TK #4		Law Enforcement Recognition	25,000.00	25,000.00					
410	TK #4	CP-05-02	OHSP			25,000.00	8,569.00	Final	16,431.00	10/1 - 9/30/05
410-PM	TK #5		Enforcement Publicity (Paid Media)	645,000.00	600,000.00					
410-PM	TK #5	CP-05-03	OHSP			600,000.00	642,041.00	Final	(42,041.00)	10/1 - 9/30/05
			<b>Total 410 PTS Funds</b>	<b>992,000.00</b>	<b>2,087,972.00</b>	<b>945,110.00</b>	<b>909,781.00</b>		<b>96,268.00</b>	
157 Inc	TK #2		Expanded Traffic Enforcement	41,000.00	50,000.00					
157 Inc	TK #2	CP-05-02	OHSP			50,000.00	16,750.00	Final	33,250.00	10/1 - 9/30/05
157 Inc	TK #3		Law Enforcement Challenge	299,000.00	480,422.00					
157 Inc	TK #3	PT-05-03	MSP			60,000.00	55,992.00	Final	4,008.00	10/1 - 9/30/05
157 Inc	TK #3	CP-05-02	OHSP			25,000.00	44,716.00	Final	(19,716.00)	10/1 - 9/30/05
157 Inc	TK #3	PT-05-07	Livonia PD			5,000.00	5,000.00	Final	0.00	10/28 - 9/30/05
157 Inc	TK #3	PT-05-08	Metamora Twp PD			4,960.00	4,960.00	Final	0.00	10/28 - 9/30/05
157 Inc	TK #3	PT-05-04	Adrian Charter Twp PD			5,000.00	4,935.00	Final	65.00	10/13 - 9/30/05
157 Inc	TK #3	PT-05-26	Blackman Twp DPS			5,000.00	5,000.00	Final	0.00	12/6 - 9/30/05
157 Inc	TK #3	PT-05-05	Hillsdale Cty SO			5,000.00	5,000.00	Final	0.00	10/21 - 9/30/05
157 Inc	TK #3	PT-05-27	Howard City PD			5,000.00	5,000.00	Final	0.00	12/6 - 9/30/05
157 Inc	TK #3	PT-05-46	Menominee PD			5,000.00	5,000.00	Final	0.00	3/11 - 9/30/05
157 Inc	TK #3	PT-05-18	U of M DPS			5,000.00	4,994.00	Final	6.00	11/23 - 9/30/05
157 Inc	TK #3	PT-05-22	Barry Cty SO			10,000.00	10,000.00	Final	0.00	12/6 - 9/30/05
157 Inc	TK #3	PT-05-29	Holland PD			34,999.00	34,999.00	Final	0.00	12/14 - 9/30/05
157 Inc	TK #3	PT-05-56	Alpena PD			10,000.00	10,000.00	Final	0.00	4/11 - 9/30/05
157 Inc	TK #3	PT-05-36	Detroit PD			4,992.00	4,949.00	Final	43.00	1/19 - 9/30/05
157 Inc	TK #3	PT-05-54	Clinton Twp PD			10,000.00	10,000.00	Final	0.00	4/4 - 9/30/05
157 Inc	TK #3	PT-05-42	Sterling Heights PD			4,994.00	4,994.00	Final	0.00	3/2 - 9/30/05
157 Inc	TK #3	PT-05-43	Missaukee Cty SO			4,776.00	4,776.00	Final	0.00	3/2 - 9/30/05
157 Inc	TK #3	PT-05-102	Grant PD			5,000.00	4,997.00	Final	3.00	6/6 - 9/30/05
157 Inc	TK #3	PT-05-38	Albion DPS			5,000.00	4,906.00	Final	94.00	2/17 - 9/30/05
157 Inc	TK #3	PT-05-39	Fenton PD			5,000.00	5,000.00	Final	0.00	2/17 - 9/30/05
157 Inc	TK #3	PT-05-40	Marquette Cty SO			5,000.00	4,830.00	Final	170.00	2/24 - 9/30/05
157 Inc	TK #3	PT-05-41	Kentwood PD			5,000.00	5,000.00	Final	0.00	2/24 - 9/30/05
157 Inc	TK #3	PT-05-37	Gratiot Cty SO			5,000.00	5,000.00	Final	0.00	2/17 - 9/30/05
157 Inc	TK #3	PT-05-53	Lenawee Cty SO			5,000.00	5,000.00	Final	0.00	4/4 - 9/30/05
157 Inc	TK #3	PT-05-50	Blissfield PD			5,000.00	5,000.00	Final	0.00	3/23 - 9/30/05
157 Inc	TK #3	PT-05-99	Lake Odessa PD			5,000.00	5,000.00	Final	0.00	5/26 - 9/30/05
157 Inc	TK #3	PT-05-71	St. Johns PD			5,000.00	5,000.00	Final	0.00	5/5 - 9/30/05
157 Inc	TK #3	PT-05-59	Sparta PD			5,000.00	5,000.00	Final	0.00	4/25 - 9/30/05
157 Inc	TK #3	PT-05-55	Tawas Police Authority			4,785.00	4,785.00	Final	0.00	4/11 - 9/30/05
157 Inc	TK #3	PT-05-104	Grand Rapids PD			5,000.00	5,000.00	Final	0.00	6/17 - 9/30/05
157 Inc	TK #3	PT-05-62	Center Line DPS			4,995.00	4,995.00	Final	0.00	4/29 - 9/30/05
157 Inc	TK #3	PT-05-90	North Branch			5,000.00	5,000.00	Final	0.00	5/20 - 9/30/05
157 Inc	TK #3	PT-05-86	Shiawassee Cty SO			5,000.00	5,000.00	Final	0.00	5/19 - 9/30/05
157 Inc	TK #3	PT-05-105	Bellevue PD			5,000.00	4,680.00	Final	320.00	6/24 - 9/30/05

# OHSP Status Report

Prog Area/ Fund	PAP/ Task	Grant Number	Description and Grantee	FY2005 HSP Planned Amt.	FY2005 Funding Available	Approved Grant Award	Total Fed. Doll. Rpt.	Period of Last Cost Stmnt.	Approved Grant Bal.	Project Period
			<b>Subtotal TK #3</b>			<b>289,501.00</b>	<b>304,508.00</b>		<b>(15,007.00)</b>	
157 Inc	TK #8		Evaluation	707,000.00	1,381,600.40					
157 Inc	TK #8	CP-05-02	OHSP			100,000.00	79,900.00	Final	20,100.00	10/1 - 9/30/05
			<b>Total 157 Incentive PT Funds</b>	<b>1,047,000.00</b>	<b>1,912,022.40</b>	<b>439,501.00</b>	<b>401,158.00</b>		<b>38,343.00</b>	
157 Inn	TK #1		Drive Michigan Safely Task Force	107,000.00						
157 Inn	TK #1	PT-05-03	MSP			106,939.00	93,069.00	Final	13,870.00	4/26 - 9/30/05
157 Inn	TK #5	CP-05-03	Enforcement Publicity Materials	20,000.00		20,000.00	20,000.00	Final	0.00	
			<b>Total 157 Innovative PT Funds</b>	<b>127,000.00</b>	<b>0.00</b>	<b>126,939.00</b>	<b>113,069.00</b>			
			<b>TOTAL PAP 05-03</b>	<b>8,836,000.00</b>	<b>10,940,763.40</b>	<b>7,974,646.00</b>	<b>6,949,481.00</b>		<b>990,873.00</b>	
<b>PS</b>	<b>05-04</b>									
402	TK #1		Bicycle Safety Materials	45,000.00	45,000.00					
402	TK #1	PS-05-01	MDCH			45,000.00	44,541.00	Final	459.00	12/14 - 9/30/05
402	TK #2		Grant Development & Community Outreach	6,000.00	6,000.00					
402	TK #2	CP-05-02	OHSP			5,997.00	5,607.00	Final	390.00	10/1 - 9/30/05
			<b>TOTAL PAP 05-04</b>	<b>51,000.00</b>	<b>51,000.00</b>	<b>50,997.00</b>	<b>50,148.00</b>		<b>849.00</b>	
<b>TR</b>	<b>05-05</b>									
402	TK #2		Michigan Traffic Crash Facts	70,000.00	70,000.00					
402	TK #2	TR-05-01	UMTRI			70,000.00	70,000.00	Final	0.00	10/5 - 9/30/05
402	TK #3		Traffic Crash Data Systems	25,000.00						
402	TK #3									
402	TK #6		Grant Development & Community Outreach	220,000.00	219,883.00					
402	TK #6	CP-05-02	OHSP			219,883.00	204,548.00	Final	15,335.00	10/1 - 9/30/05
			<b>Total 402 TR Funds</b>	<b>315,000.00</b>	<b>289,883.00</b>	<b>289,883.00</b>	<b>274,548.00</b>		<b>15,335.00</b>	
411	TK #5		Statewide Assessment	1,000.00	96.69	96.69	96.69			
			<b>Total 411 TR Funds</b>	<b>1,000.00</b>	<b>96.69</b>	<b>96.69</b>	<b>96.69</b>		<b>0.00</b>	
157 Inc	TK #3		Traffic Crash Data Systems	1,500,000.00	1,500,000.00					
157 Inc	TK #3	TR-03-04	MSP			1,500,000.00	0.00	Final	1,500,000.00	10/1 - 9/30/05
			<b>Total 157 Incentive TR Funds</b>	<b>1,500,000.00</b>	<b>1,500,000.00</b>	<b>1,500,000.00</b>	<b>0.00</b>		<b>1,500,000.00</b>	
163	TK #1		Traffic Records Training	400,000.00	400,000.00					
163	TK #1	TR-05-03	MSP			400,000.00	0.00	Final	400,000.00	10/21 - 9/30/05
163	TK #3		Traffic Crash Data Systems	525,000.00	525,000.00					
163	TK #3	TR-05-02	MDOT			400,000.00	400,000.00	Final	0.00	10/7 - 9/30/05
163	TK #3	TR-05-04	MSP			125,000.00	125,000.00	Final	0.00	12/14 - 9/30/05
163	TK #4		Driver Record Processing	850,000.00						
163	TK #4	TR-05-05	Department of State			850,000.00			850,000.00	7/21 - 9/30/05
163	TK#5		Statewide Assessment	25,000.00	717,769.00					
163	TK#5	CP-05-02	OHSP			25,000.00	19,872.31	Final	5,127.69	10/1 - 9/30/05
			<b>Total 163 TR Funds</b>	<b>1,800,000.00</b>	<b>1,642,769.00</b>	<b>1,800,000.00</b>	<b>544,872.31</b>		<b>1,255,127.69</b>	
			<b>TOTAL PAP 05-05</b>	<b>3,616,000.00</b>	<b>1,789,883.00</b>	<b>1,789,883.00</b>	<b>274,548.00</b>		<b>1,515,335.00</b>	
<b>CP</b>	<b>05-06</b>									
402	TK #1		Public Information & Education	520,000.00	477,509.00					
402	TK #1	CP-05-01	MDCH			175,000.00	151,184.00	Final	23,816.00	10/1 - 3/31/05
402	TK #1	CP-05-03	OHSP			145,000.00	117,507.00	Final	27,493.00	10/1 - 9/30/05
402	TK #1	CP-05-07	MSP			167,658.00	69,926.00	Final	97,732.00	2/17 - 9/30/05
			<b>Subtotal TK #1</b>	<b>520,000.00</b>	<b>477,509.00</b>	<b>487,658.00</b>	<b>338,617.00</b>		<b>149,041.00</b>	
402	TK #2		NETS Materials	0.00						
402	TK #3		Corporate Networks	37,000.00	30,000.00					
402	TK #3	CP-05-03	OHSP			25,000.00	31,329.00	Final	(6,329.00)	10/1 - 9/30/05



## OHSP Status Report

Prog Area/ Fund	PAP/ Task	Grant Number	Description and Grantee	FY2005 HSP Planned Amt.	FY2005 Funding Available	Approved Grant Award	Total Fed. Doll. Rpt.	Period of Last Cost Stmnt.	Approved Grant Bal.	Project Period
402	TK #4		Safe Communities Consultants	230,000.00	98,973.35					
402	TK #4	CP-05-04	TSA of Michigan			23,170.00	22,416.00	Final	754.00	10/5 - 9/30/05
402	TK #4	PT-05-01	MPHI			19,866.00	2,363.00	Final	17,503.00	
402	TK #4	CP-05-09	MRC Health and Safety			91,678.00	87,605.00	Final	4,073.00	3/11 - 9/30/05
			<b>Subtotal TK#4</b>			<b>134,714.00</b>				
402	TK #5		Safe Community Projects	94,000.00	85,000.00					
402	TK #5	CP-05-05	UMTRI			25,000.00	24,995.00	Final	5.00	10/5 - 09/30/05
402	TK #5	CP-05-08	TSA of Macomb			20,000.00	20,000.00	Final	0.00	2/24 - 9/30/05
402	TK #5	CP-05-12	Huron Behavioral Health			5,000.00	5,000.00	Final	0.00	5/19 - 9/30/05
402	TK #5	CP-05-11	Clinton Cty Family Resource Center			4,849.00	4,146.00	Final	703.00	4/25 - 9/30/05
402	TK #5	CP-05-13	West Shore Safe Comm			5,949.00	5,949.00	Final	0.00	6/1 - 9/30/05
402	TK #5	CP-05-14	Tuscola Cty Health Dept			1,003.00	1,003.00	Final	0.00	7/8 - 9/30/05
402	TK #5	CP-05-10	St. Clair Cty Mental Health Auth.			5,000.00	5,000.00	Final	0.00	4/25 - 9/30/05
402	TK #5	CP-05-15	Van Buren Cty PHD			5,000.00	5,000.00	Final	0.00	7/8 - 9/30/05
402	TK #5	CP-05-16	Sturgis Youth & Family Council			5,000.00	5,000.00	Final	0.00	7/21 - 9/30/05
			<b>Subtotal TK#5</b>	<b>94,000.00</b>	<b>85,000.00</b>	<b>76,801.00</b>	<b>76,093.00</b>		<b>708.00</b>	
402	TK #6		Exhibiting	80,000.00	60,000.00					
402	TK #6	CP-05-03	OHSP			30,000.00	30,687.00	Final	(687.00)	10/1 - 9/30/05
402	TK #7		Technical Assistance	124,000.00	50,000.00					
402	TK #7	CP-05-06	UMTRI			50,000.00	29,015.00	Final	20,985.00	11/18 - 9/30/05
402	TK #8		Grant Development & Community Outreach	120,000.00	118,000.00					
402	TK #8	CP-05-02	OHSP			119,936.00	111,443.00	Final	8,493.00	10/1 - 9/30/05
			<b>TOTAL PAP 05-06</b>	<b>1,205,000.00</b>	<b>919,482.35</b>	<b>924,109.00</b>	<b>729,568.00</b>		<b>190,468.00</b>	
<b>RS</b>	<b>05-07</b>									
402	TK #1		Intersection Enforcement Pilot	181,000.00	179,658.00					
402	TK #1	PT-05-03	MSP			15,878.00	15,878.00	Final	0.00	10/1 - 9/30/05
402	TK #1	RS-05-07	Grand Traverse Cty SO			23,558.00	20,696.00	Final	2,862.00	3/23 - 9/30/05
402	TK #1	RS-05-06	Muskegon Cty SO			18,971.00	10,893.00	Final	8,078.00	3/11 - 9/30/05
402	TK #1	RS-05-03	Wyoming PD			59,570.00	45,680.00	Final	13,890.00	2/24 - 9/30/05
402	TK #1	RS-05-05	Monroe Cty SO			52,873.00	50,167.00	Final	2,706.00	3/11 - 9/30/05
402	TK #1	RS-05-02	Saginaw Cty SO			8,808.00	7,320.00	Final	1,488.00	2/24 - 9/30/05
			<b>Subtotal TK#1</b>	<b>181,000.00</b>	<b>179,658.00</b>	<b>179,658.00</b>	<b>150,634.00</b>		<b>29,024.00</b>	
402	TK #2		Public Information & Education	0.00						
402	TK #3		Training	25,000.00	23,024.00					
402	TK #3	RS-04-03	MI Tech Univ			23,024.00	14,812.00	Final	8,212.00	10/1 - 9/30/05
402	TK #4		Identifying Local Traffic Hazards	172,000.00	171,385.00					
402	TK #4	RS-05-01	Wayne State Univ			150,000.00	142,092.00	Final	7,908.00	10/1 - 9/30/05
402	TK #4	RS-05-04	Wayne State Univ			21,385.00	17,972.00	Final	3,413.00	3/3 - 9/30/05
402	TK #5		Grant Development & Community Outreach	28,000.00	27,985.00					
402	TK #5	CP-05-02	OHSP			27,985.00	26,168.00	Final	1,817.00	10/1 - 9/30/05
			<b>TOTAL PAP 05-07</b>	<b>406,000.00</b>	<b>402,052.00</b>	<b>402,052.00</b>	<b>351,678.00</b>		<b>50,374.00</b>	
<b>DE</b>	<b>05-08</b>									
402	TK #1		STOPPED Pilot	25,000.00	24,457.00					
402	TK #1	DE-05-01	MI Sheriff's Assn			24,457.00	13,815.00	Final	10,642.00	10/28 - 9/30/05
402	TK #2		Public Information & Education	20,000.00	20,000.00					
402	TK #2	CP-05-03	OHSP			20,000.00	16,925.00	Final	3,075.00	10/1 - 9/30/05
402	TK #3		Elderly Mobility Workgroup	0.00						
402	TK #4		Grant Development & Community Outreach	5,000.00	4,997.00					

# OHSP Status Report

Prog Area/ Fund	PAP/ Task	Grant Number	Description and Grantee	FY2005 HSP Planned Amt.	FY2005 Funding Available	Approved Grant Award	Total Fed. Doll. Rpt.	Period of Last Cost Stmnt.	Approved Grant Bal.	Project Period
402	TK #4	CP-05-02	OHSP			4,997.00	4,672.00	Final	325.00	10/1 - 9/30/05
			<b>TOTAL PAP 05-08</b>	<b>50,000.00</b>	<b>49,454.00</b>	<b>49,454.00</b>	<b>35,412.00</b>		<b>14,042.00</b>	
<b>MC</b>	<b>05-09</b>									
402	TK #1		Statewide Assessment	25,000.00	25,000.00					
402	TK #1	CP-05-02	OHSP			25,000.00	17,186.00	Final	7,814.00	10/1 - 9/30/05
402	TK #2		Motorcycle Training	0.00						
402	TK #3		Grant Development & Community Outreach	3,000.00	3,000.00					
402	TK #3	CP-05-02	OHSP			2,998.00	4,211.00	Final	(1,213.00)	10/1 - 9/30/05
			<b>TOTAL PAP 05-09</b>	<b>28,000.00</b>	<b>28,000.00</b>	<b>27,998.00</b>	<b>21,397.00</b>		<b>6,601.00</b>	
<b>PA</b>	<b>05-10</b>									
402	TK #1		Planning and Administration	509,000.00						
402	TK #1	PA-05-01	OHSP		495,408.00	495,408.00	459,951.00	Final	35,457.00	10/1 - 9/30/05
			<b>TOTAL PAP 05-10</b>	<b>509,000.00</b>	<b>495,408.00</b>	<b>495,408.00</b>	<b>459,951.00</b>		<b>35,457.00</b>	
			<b>Total 157 Incentive</b>	<b>3,233,000.00</b>	<b>3,462,022.40</b>	<b>1,959,501.00</b>	<b>410,637.00</b>		<b>1,548,864.00</b>	<b>11.86%</b>
			<b>Total 157 Innovative</b>	<b>262,000.00</b>	<b>259,824.36</b>	<b>260,106.00</b>	<b>235,480.00</b>		<b>24,626.00</b>	<b>90.63%</b>
			<b>Total 405</b>	<b>2,427,000.00</b>	<b>2,894,490.30</b>	<b>1,418,354.00</b>	<b>1,018,027.00</b>		<b>400,327.00</b>	<b>35.17%</b>
			<b>Total 2003b (OP)</b>	<b>370,000.00</b>	<b>370,041.04</b>	<b>210,000.00</b>	<b>166,693.00</b>		<b>43,307.00</b>	<b>45.05%</b>
			<b>Total 402</b>	<b>8,775,000.00</b>	<b>8,266,344.35</b>	<b>8,280,430.00</b>	<b>7,337,966.00</b>		<b>939,302.00</b>	<b>88.81%</b>
			<b>Total 410</b>	<b>3,684,000.00</b>	<b>4,053,732.45</b>	<b>1,860,314.00</b>	<b>1,638,392.00</b>		<b>221,922.00</b>	<b>40.42%</b>
			<b>Total 411</b>	<b>1,000.00</b>	<b>96.69</b>	<b>96.69</b>	<b>96.69</b>		<b>0.00</b>	<b>100.00%</b>
			<b>TOTAL NHTSA GTS Funds</b>	<b>18,752,000.00</b>	<b>19,306,551.59</b>	<b>13,988,801.69</b>	<b>10,807,291.69</b>		<b>3,178,348.00</b>	<b>55.99%</b>
			<b>Total 163**</b>	<b>2,600,000.00</b>	<b>2,442,769.00</b>	<b>2,517,818.00</b>	<b>940,106.31</b>		<b>1,577,711.69</b>	<b>38.49%</b>
			<b>TOTAL ALL FUNDING SOURCES</b>	<b>21,352,000.00</b>	<b>21,749,320.59</b>	<b>16,506,619.69</b>	<b>11,747,398.00</b>		<b>4,756,059.69</b>	<b>54.03%</b>

\*\* Not tracked within NHTSA Grant Tracking System

# Acronyms

## Definitions for acronyms used in the 2005 Annual Evaluation Report

<b>BAC</b>	Blood Alcohol Concentration
<b>CPS</b>	Child Passenger Safety
<b>DMSTF</b>	Drive Michigan Safety Task Force
<b>DUI</b>	Driving Under the Influence
<b>GTSAC</b>	Governor's Traffic Safety Advisory Commission
<b>KA</b>	Based on injury severity scale for traffic crash-related injuries. K-level injuries refer to injuries that result in death within 90 days of the incident. A-level injuries refer to incapacitating injuries.
<b>LEL</b>	Law Enforcement Liaison
<b>MADD</b>	Mothers Against Drunk Driving
<b>MCRUD</b>	Michigan Coalition to Reduce Underage Drinking
<b>MDCH</b>	Michigan Department of Community Health
<b>MIP</b>	Minor in Possession
<b>MPO</b>	Metropolitan Planning Organization
<b>MSP</b>	Michigan State Police
<b>MTSC</b>	Michigan Truck Safety Commission
<b>NHTSA</b>	National Highway Traffic Safety Administration
<b>OHSP</b>	Office of Highway Safety Planning
<b>PAAM</b>	Prosecuting Attorneys Association of Michigan
<b>PBT</b>	Preliminary Breath Test
<b>PSA</b>	Public Service Announcement
<b>UMTRI</b>	University of Michigan Transportation Research Institute
<b>VMT</b>	Vehicle Miles Traveled



Michigan Department of State Police • Office of Highway Safety Planning  
4000 Collins Road • P.O. Box 30633 • Lansing, MI 48909-8133

[www.michigan.gov/ohsp](http://www.michigan.gov/ohsp)

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