



Healthy Mothers, Healthy Babies
The Montana Coalition



Success through partnerships

MONTANA Highway Traffic Safety

Annual Report

For

federal fiscal year 2007

Prepared by

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Montana Department of Transportation



MONTANA

Highway Traffic Safety Program FFY 2007 Annual Report

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I. Sources and Uses of Funds

This annual report covers Federal Fiscal Year 2007 from October 1, 2006 through September 30, 2007.

The National Highway Traffic Safety Administration (NHTSA), U.S. Department of Transportation, Section 402, Title 23, U.S. Code, et seq provides for reimbursement of expenditures incurred in following the approved Governor's Highway Safety Plan (HSP). Basic grants were supplemented by application-based programs, financial incentives and penalty transfers. Where required, MDT fuel tax revenues spent in support of the Montana Highway Patrol were applied as match to federal funds.

We identify and analyze traffic safety problems on a historic basis to determine what improvements can be made in those issues, and then relate these to national priority problem areas. Each July, after all of the previous year's traffic statistics are available, we complete and publish an updated *Problem Identification Paper*. Known and estimated changes through the end of each calendar year are provided in the tables to complete the evaluation on a calendar year basis. Within the last four years, we have also conducted NHTSA supported assessments of safety belt and alcohol usage within Montana, and child occupant protection. Problem areas have been matched with known and recommended countermeasures that have the potential to help solve the injury and fatality rates on Montana's roadways, given the level of funding available.

NHTSA grants are used to strengthen our law enforcement programs, public information and education efforts, and training of people in proper child safety seat use and installation. We also received grants to help the state identify potential racial profiling problems during traffic stops by law enforcement personnel and to help improve the state's electronic traffic records systems for law enforcement, the courts, and other key stakeholders. We continued our effort to merge occupant protection with impaired driving abatement efforts at both the state and local level, and in combination with national mobilization efforts.

Persons interested in the data that guides the annual plan are referred to the *Problem Identification Paper* available on the Montana Department of Transportation's Internet site at <http://www.mdt.mt.gov/safety/safetyprg.shtml>.

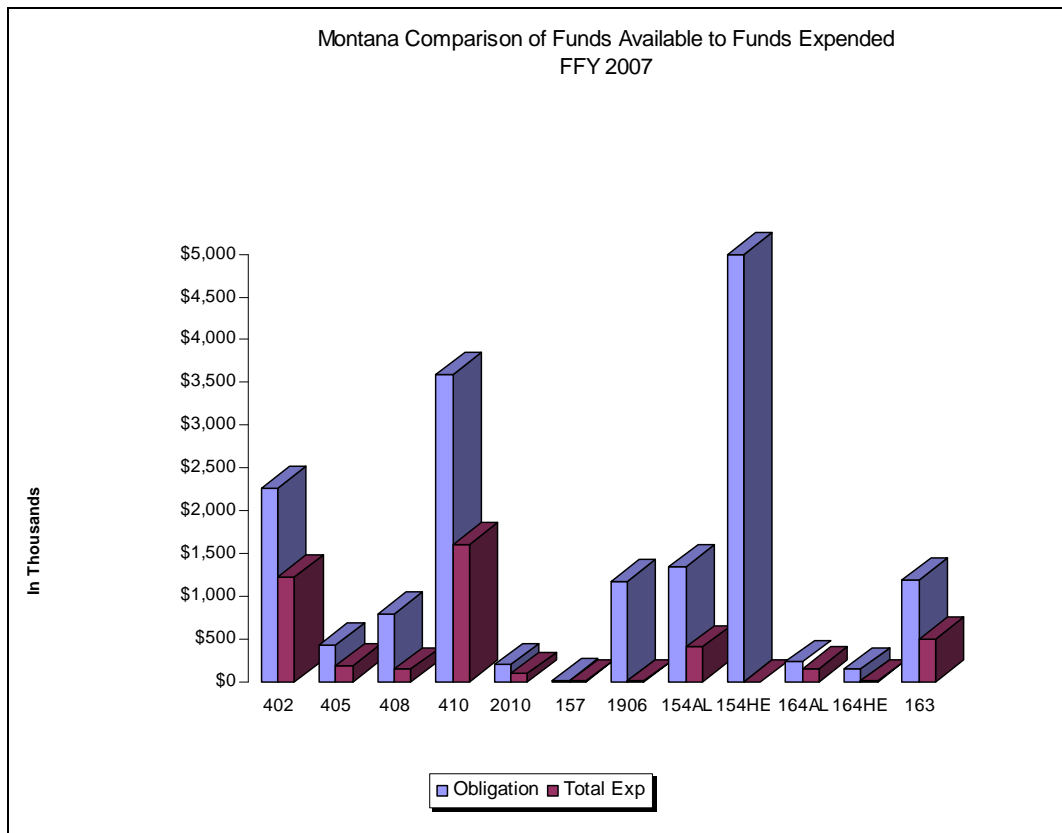
II. Planned versus Expended Funds

Grant funds used in FFY 2007 included basic Section 402 plus sections 405, 408, 410, 154, 157, 163, 164, and 2010. The continuing appropriation process necessitated by the U. S. Congress delayed receipt of some forms of funding meaning the expenditure of those

funds was also delayed. Differences between the planned level of expenditure and the actual level occurred when contracts were issued using estimated levels of activity developed at the beginning of each fiscal year. 2007 has seen some exciting shifts in program activity, including hiring a full-time law enforcement liaison, that hold promise for saving lives.

The following table provides totals rounded to the nearest whole dollar for expenditures and original annual NdHTSA obligations. Funds carried forward which were not expended in the previous year are included in the total award amounts. The current year's funding was received late in September 2007. There are no expenditures for these funds (Sections 408, 410, 1906 and 2010) as the timing of obligation afforded no opportunity in the current federal year in which to execute contracted activities.

There were no expenditures of the 2005 appropriation of Section 154HE penalty transfer funds. The project chosen to receive these funds, *Hamilton-N of Woodside*, is located on US 93 south between Hamilton and Victor from milepost 49 to 54. This project had been delayed pending resolution of condemnation court proceedings. However, these proceedings have since been completed and the project was let for bidding in November 2007.



**Section 408, 410, 1906 & 2010 awards were not received until Sept. 2007.
 Those awards appear in the above totals as part of carry forward.**

Sections 154 and 164 penalty transfer funds used for hazard elimination construction resulted from a lack of open container and repeat offender laws. These transfers are much larger than the normal appropriation to our annual funding that is available for non-construction highway safety programs. Funding will eventually decrease to a historically normal level since Montana has enacted both a .08 Blood Alcohol Level (BAC) and open container law. Other grants that helped add funding to our programs included Sections 405, 408, 410, 157 Incentive, 1906, 2010, and 163 NHTSA awards. Unexpended funds are carried forward into the following year's plan. Closeout of the grants, including this report, will occur by the end of December 2007.

III. Progress in meeting performance goals by program, projects & activities

Fatalities increased 4.8% to 263 during 2006 (from 251 in 2005). This is two straight years of increase and is a number that is higher than 8 of the last 10 years. Severe injuries (incapacitating injuries plus fatalities) have declined generally over the last twelve years. During 1994, there were 2,621 serious injuries. By 1999, these injuries declined to 1,959 and continued to decrease to the 2005 level of 1,792. Unfortunately, during 2006 severe injuries increased 4.4% to 1,870. With the exception of 2006, this general decrease is attributed in large part to seat belt usage along with airbags and more forgiving roadways and vehicles. It is too early to determine whether an upward trend began during 2006, or whether this was a one year increase. The fatality rate for Montana has not been trending up or down during the last six years.

Vehicle Miles Traveled (VMT) in Montana increased by 1.2% during 2006. This value has been relatively stagnant during the last two years, due likely to high gas prices. The Montana Alcohol Fatality Rate was 1.12 during 2005, which was a 17.9% increase from 2004. This rate is the highest rate of any state in the nation. The rate is expected to decrease slightly when 2006 data becomes final. NHTSA will release this information on alcohol fatality rates sometime in late 2007 or early 2008. During 2005, approximately 49% of Montana fatalities were related to alcohol. The American Indian population is over-represented in both fatality rate and alcohol related fatality rate.

The Insurance Institute for Highway Safety reports in one of their studies that "policymakers and others should not use death rate statistics as a basis for judging the effectiveness of, or need for, specific highway safety countermeasures". In this study, examining urban and rural death rates and standardizing the data using national weights, Montana went from 50th in fatality rate to 27th in fatality rate. The gist of this study is that states with a lot of urban travel like New Jersey, have fatality rates that are lower than more rural states. These rates have nothing to do with traffic safety programs--they are simply a function of slower urban travel speeds caused by speed limits and/or congestion.

Montana seat belt usage during 2007 was 79.6%. Over the last eighteen years, usage has climbed about 0.5 to 1.5% each year until 2005 through 2007 when it leveled. Many feel that during the 2005 legislative session, when a primary seat belt law was narrowly defeated, many citizens first came to understand that our law was a secondary law and that they could not be stopped for non-use of a seat belt alone. This may have attributed to this lack of increase in recent years.

3.2.1 General Problem

Goal: The State Highway Traffic Safety Bureau (SHTSB) benchmarked the state fatality rate at 2.29 during 1995. A fatality rate goal of 2.0 was set for the year 2000 and it was not reached. The goal of 2.0 was then pushed back to 2005 and was nearly attained in 2004 when the rate was 2.05. The Montana Comprehensive Highway Safety Plan has now set a goal of 1.50 by 2008.

General Problem Goal	
Year	Fatality Rate
Benchmark (1999)	2.25
2000	2.40
2001	2.30
2002	2.57
2003	2.40
2004	2.05
2005	2.26
2006	2.33
Goal (2008)	1.50

The high fatality rate in Montana is elevated primarily because of the heavy alcohol involvement in fatalities. In addition, Montana has a number of demographics that tend to push it toward a higher fatality rate.

American Indians have a very high rate of fatality deaths in Montana. Because of the number of long distance trips driven by Montanans, yielding high annual vehicle miles traveled, the state also has a high rate of *non*-alcohol-related fatalities. Montana is usually one of the three highest states in percentage of single vehicle fatalities. Most of these single vehicle crashes are run-off-the-road and often become rollovers when overcorrecting occurs.

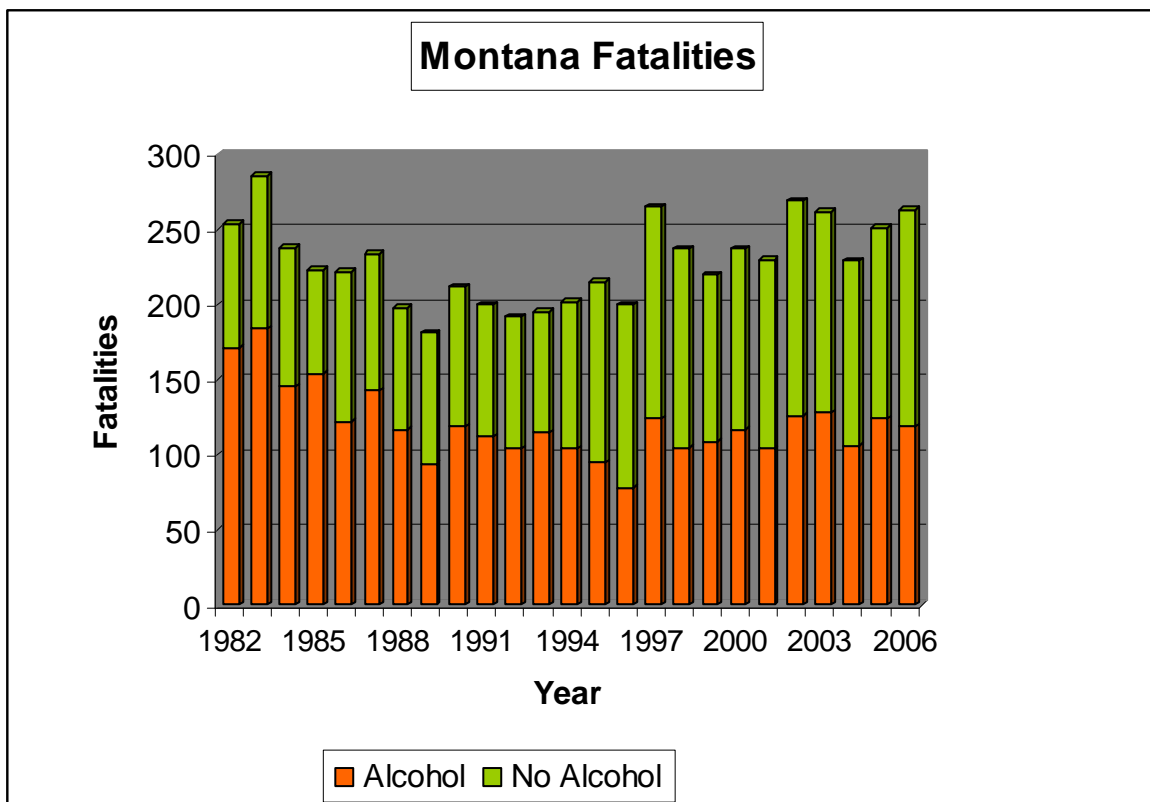
The state also has the highest percentage of registered pickup trucks in the nation and a very high percentage of sport utility vehicles (SUVs). Pickups and SUVs have significantly higher fatality rates than passenger cars (approximately 50% higher). Montana had the highest percentage of total fatalities occurring from occupants of

pickups and SUVs during 2002 according to NHTSA. More recent data is not available. Vehicle Miles Traveled outside of our 15 urban areas is over 75%, which is usually the highest percentage of rural travel in the United States. These factors all contribute to higher fatalities.

Vehicle Miles Traveled (VMT) reached 11.3 billion during 2006, which was an increase of 1.2%. There were over 723 thousand licensed drivers in Montana and 1.43 million registered vehicles during 2006.

From 1988 until 1996, less than 200 fatalities occurred during five different years. Since then every year has been over 220 fatalities. Non-alcohol-related fatalities have been significantly higher since 1995, ranging from 111 to 144. The eight years previous to that, fatalities with no alcohol involvement were always less than 99. This is probably related to both increased vehicle speed and increased VMT. Possible other factors are increases in inattentive or distracted driving and aggressive driving.

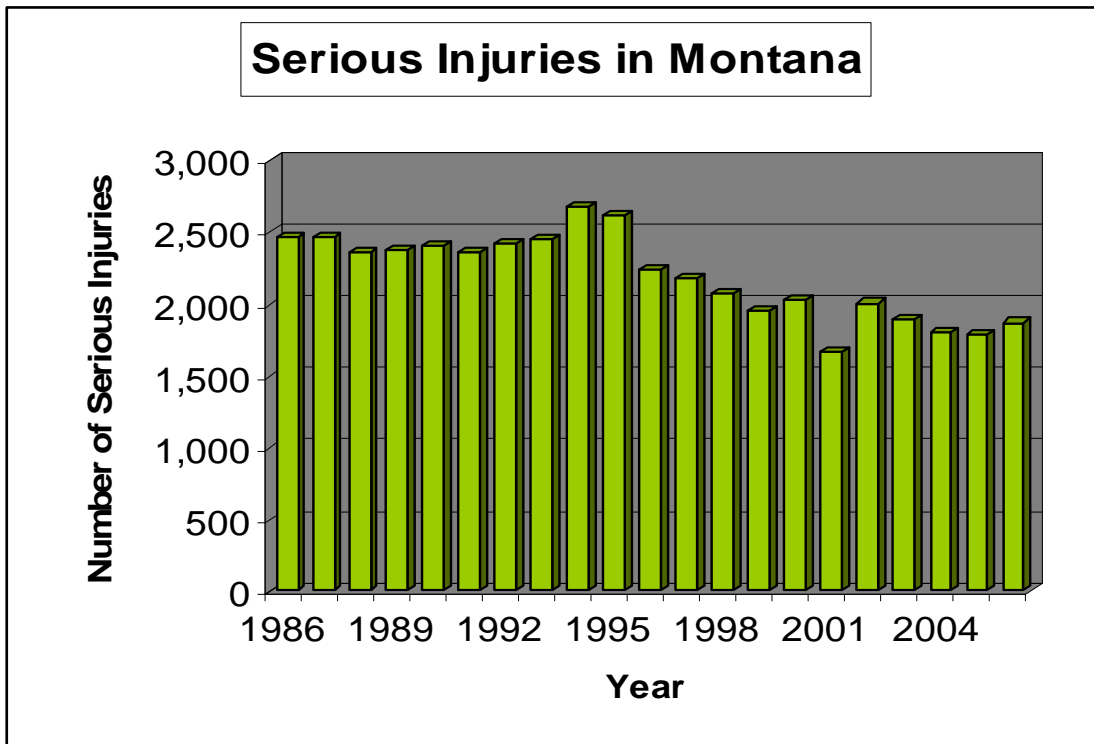
Alcohol-related fatalities had been trending upwards since 1996, but decreased during 2004 and seem to be trending neither up or down since then. The number of alcohol-related fatalities during both 2002 and 2003 were higher than any year since 1987. The number of fatalities that did not involve alcohol, was 144 during 2006. This was the highest number during any of the last 25 years.



When analyzing data from Montana, one cannot draw conclusions based on any one or two years of fatality data. The numbers are simply not large enough. It usually requires examining five, ten or twenty years in order to spot trends. Major conclusions should never be attempted on one or two year trends in fatalities.

Examining a statistic such as fatalities plus incapacitating injuries (serious injuries) can often provide much quicker conclusions to trends. Here, you are looking at numbers approaching 2,000 rather than just over 200. Sometimes this can provide more immediate trend feedback that is statistically significant.

The number of serious injuries fluctuated between 2,350 and 2,470 from 1986 until 1993 (see the chart below). During 1994 and 1995 this number surpassed 2600. Since then there has been a definite decrease that reached 1,792 during 2005, followed by an increase to 1,870 in 2006. During the last eight years, this decrease in part can be attributed to the seat belt law and to the increase in the number of vehicles with airbags and improved characteristics of roadways.



Finally, Montana’s vast and rural geography with corresponding delays in emergency response service limitations also contribute to the higher fatality rate from motor vehicle crashes. Over the last two years, the median time from time-of-injury to the time a patient reaches the receiving facility is 64 minutes; the average length of time for a crash victim (for all crashes, both rural and urban) in Montana to reach a medical facility is 115 minutes—almost two hours. Delays in receiving care are known to affect survival outcomes.

3.2.2 Alcohol and Other Drugs

Performance goal

To reduce statewide alcohol- and drug-impaired fatal and incapacitating injury crashes.

Evaluation Measures

- Reduce alcohol related fatality rate to 0.9 per 100 million vehicle miles by 2008
- Reduce the percentage of alcohol-related fatalities to 40% of all fatalities by 2008
- Reduce the sum of occurrences of “speed too fast for conditions”, “failed to yield”, “careless driving”, “alcohol”, “followed too closely”, “improper turn”, and “improper backing” to 16,000 by 2008
- Reduce motorcycle fatal crashes to 6% of all fatal crashes per year by 2008
- Efficient & effective support of program objectives & administration of HSP

In 2006, Montana had 103 drunken-driving fatalities where the driver’s blood alcohol contract (BAC) was .08 or more, a 4.6 percent decrease from the previous year. There was a total of 119 fatalities where some level of alcohol (.01 BAC or more) was present, down from 124 in 2005.

There is a 3% reduction in the percentage of alcohol-related fatalities compared to all fatalities, from 44.2% in 2005 to 41.1% in 2006. Montana is still on track to achieve a reduction in the percentage of alcohol-related fatalities to 40% of all fatalities by 2008.

Alcohol & other drugs – Accomplishments & Highlights

Law enforcement

Selective Traffic Enforcement Program (STEP)

MDT has strong partnerships with a variety of law enforcement agencies across the state.

In FFY 2007, MDT entered into almost a million dollars worth of contracts with local and state law enforcement to conduct sustained overtime traffic patrols. These contracts covered at least 85% of the state’s population.

21 city police departments	\$ 334,967.57
7 county sheriffs	\$ 117,250.00
1 tribal law enforcement agency	\$ 31,250.00
State highway patrol	\$ 334,460.00
MSPOA (to subcontract with 27 smaller county sheriffs offices)	\$ 123,366.00
Total	\$ 941,293.57

Overtime patrols focused on two main areas: impaired driving and occupant protection, with speeding as a major trigger violation. Patrols were conducted in areas with a history of high alcohol-related fatalities and injuries, and at special events where large groups of people were gathered and alcohol was served, e.g. county fairs, rodeos. In FFY 2008, these law enforcement agencies are contracted to focus much of their overtime efforts in “high crash” corridors within their jurisdictions that have been identified by MDT.

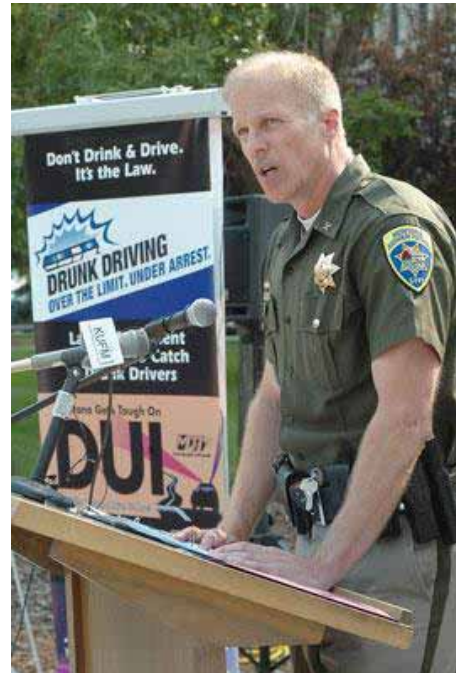
Mobilization enforcement

Additional, concentrated overtime patrols took place during the national mobilizations:

Memorial Day:	May 21 – June 3, 2007
Labor Day:	August 15 – September 3, 2007

Although the Memorial Day mobilization media focused on seatbelt enforcement, and the Labor Day media focused on impaired driving, at a practical level, law enforcement used both mobilization time periods to focus on both traffic safety issues.

DUI checkpoints are considered unconstitutional in Montana, so law enforcement conducts *safety spot checks*. At a pre-determined frequency, drivers are stopped and ask to produce their license, proof of insurance, and vehicle registration. If the officer sees an open container, finds that the person has an outstanding warrant for arrest, or so on, appropriate action is taken. Officers may not, however, cite people for occupant protection violations because of the secondary enforcement provisions in the law.



Law enforcement made a total of 31,617 contacts on STEP overtime (including both sustained and mobilization enforcement), resulting in 791 DUI arrests and 455 MIP citations.

Outreach to tribal law enforcement

By the end of FFY 2007, MDT had an additional STEP contract with the Chippewa-Cree Tribe of Rocky Boy's Reservation. STEP contracts are still pending with Fort Peck and Crow.

Law enforcement equipment

Basic DUI equipment

MDT provided \$65,000 worth of basic DUI equipment (portable breath testing devices, radar, and in-car video systems) to help law enforcement agencies participating in STEP establish probable cause to apprehend impaired drivers.

Preliminary breath testing devices for Montana Highway Patrol

MDT provided \$96,175 to the Montana Highway Patrol to purchase 252 Preliminary Breath Testers (PBT's) plus additional mouthpieces. This purchase allowed MHP to completely replace their inventory of old and out-dated PBT's. The updated equipment allows more accurate and efficient testing of suspected impaired subjects, as well as potential evidence for use in court.

Intoxilyzer 8000

Additionally, MDT provided \$731,350 to the Forensic Sciences Division of the Montana Department of Justice (DOJ) to procure and deploy 110 Intoxilyzer 8000s across the state. After the instruments were purchased, programmed, and distributed, Forensic Sciences staff provided training to local and state law enforcement across the state. At last report, at least 75% of officers were certified to operate the Intoxilyzer 8000 instruments, including several tribal law enforcement entities.

At last report, 88 of the instruments have been deployed to every county in the state, including the 10 counties that previously had no ability to test DUI offenders via breath analysis. Because of this project, transport time of suspected offenders will be dramatically reduced. To date, five of Montana's seven reservations have received Intoxilyzers from DOJ, with one placement pending on the Blackfeet. The only reservation currently not participating is Crow Agency.

Of the remaining 22 instruments, seven were defective and returned to the manufacturer. Forensic Sciences will use 10 of the instruments during training, 7 will be retained for use as back-up when instruments in the field need to be repaired, and applications are being taken for the deployment of the final five.

Kalispell motorcycles

MDT contracted with the Kalispell Police Department to purchase two motorcycles and related equipment. The \$41,000 contract allowed KPD to enhance their traffic safety program in the areas of impaired driving and occupant protection. Besides the public relations value, the motorcycles give KPD officers the ability to maneuver through congested traffic, allowing for more efficient and successful enforcement of traffic laws.



Law enforcement training

SFST refresher training

MDT contracted with the Montana Highway Patrol to provide *Standard Field Sobriety Testing* (SFST) refresher training to local law enforcement and tribal law enforcement in conjunction with the Highway Patrol's SFST training for their own officers.

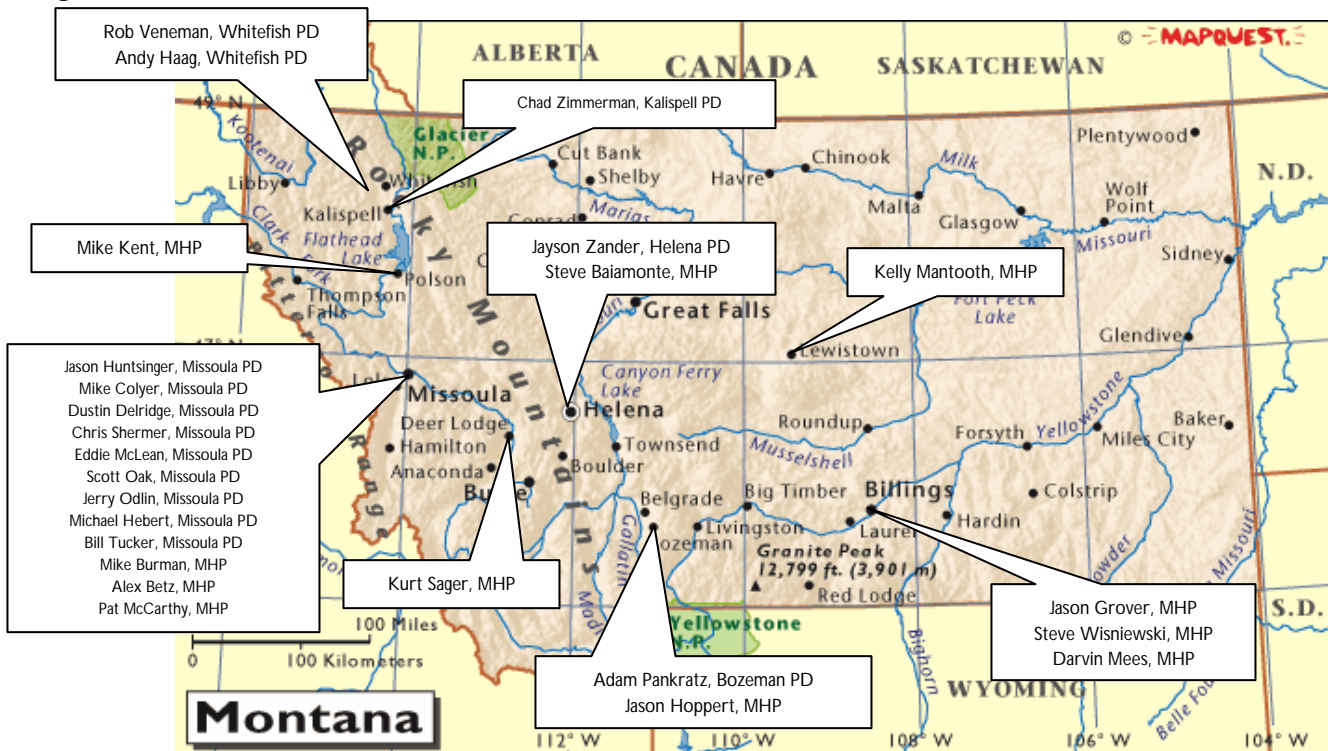
For the \$5,186.14 investment, MHP conducted 13 sessions of the SFST Refresher Course across the state, including two reservation locations. The curriculum contained additional (new) information on gaze nystagmus, as well as drowsy driving, distracted driving, mental illness, and drugged driving. Eighty-eight officers, prosecutors, and judges successfully completed the course.

Drug Recognition Expert (DRE) training

As part of a statewide expansion effort to increase the number of drug recognition experts in law enforcement, MDT provided the Missoula Police Department (the agency sponsoring the DRE school) with \$9,000 to fund the airfare and motel expenses for 14 Montana students and two Montana DRE Instructors.

Montana's first DRE school was held in Missoula from September 25 – October 5, 2006, with field certifications conducted in the Maricopa County Detention Center with the support of Arizona DRE Instructors. Every student who attended the school and field certifications became certified as a Drug Recognition Expert in the state of Montana, effective January 5, 2007.

The map below shows the names and locations of the 25 DREs and the six participating agencies.



Mobile Impaired Driving Assessment Center

MDT provided \$250,000 to the Montana Highway Patrol to procure a *Mobile Impaired Driving Assessment Center* (MIDAC). The MIDAC is 40 feet long and was made by Nomad Technologies of Kalispell. The vehicle has its own testing station, an Intoxilyzer 8000, refrigeration for storing blood evidence, computers for running background checks



and other conveniences normally only found at a police station.

The MIDAC was used at five events during the summer of 2007, and will continue to be used at university athletic games in Missoula.

The center has a general deterrence effect because of its bold presence. For those who do choose to drive impaired, however, officers are able

to bring suspects to the center to perform SFST and DRE testing, rather than having to transport them long distances to the nearest testing location. Offenders are temporarily held at the MIDAC until they can be picked up by a sober friend or transported to a jail.

The center provides opportunity for relationship building, as MHP welcomes participation and usage by other law enforcement entities.

Public education & information

Community coalitions

DUI Task Forces

County DUI Task Forces are authorized under Montana Code Annotated 61-2-106 to conduct county drinking and driving prevention programs. Montana currently has 19 DUI Task Forces. The Governor or Governor's Representative for Highway Safety has the authority to approve plans developed by the counties which outline impaired driving prevention programs. The counties must also submit proof that their County Commissioners have appointed the DUI Task Force and approve of their plan.

The Task Forces are charged with studying the problem of impaired driving related traffic crashes and recommend a program designed to:

- Prevent driving while impaired (eg. alcohol, legal or illegal drugs)
- Reduce impaired driving crashes and economic losses that result from such crashes

- Educate the public on the dangers of driving after consuming alcoholic beverage or other chemical substances that impair judgment or motor functions.

The State Highway Traffic Safety Bureau monitors these plans and works jointly with the Department of Justice serving as a conduit to distribute funds to the task forces based on the license reinstatement fees collected locally. Below is an example of some of the activities many of the DUI Task Forces undertook during FFY07:

○ Overtime wages for law enforcement	○ Compliance checks	○ Designated Driver programs
○ PI&E media campaigns	○ Safety spot checks	○ Safe Ride Home Programs
○ Law enforcement equipment	○ Speaker fees	○ Victim's Impact Panels
○ Responsible Alcohol Sales/Service Training programs	○ Recognition programs for those in the community who make a difference fighting impaired driving	○ Trainings for law enforcement, prosecutors, and judges
○ Partnering with local youth groups	○ Conference attendance	○ Fatal Vision Goggle programs

Safe Communities coalitions

MDT contracted with Healthy Mothers/Healthy Babies (HMHB) to manage the *Safe Kids/Safe Communities* (SKSC) project. Sixteen local coalitions continued to conduct impaired driving programs in the following 24 counties, which encompass over 80% of Montana's population: Ravalli, Butte-Silver Bow, Cascade, Fergus, Custer, Dawson, Flathead, Gallatin, Hill, Lincoln, Missoula, Richland, Lake, Pondera, Lewis & Clark, and Yellowstone.

Coalitions used positive, non-enforcement messages to raise awareness and change cultural norms around drinking and driving. Coalitions sought and received media attention for their impaired driving prevention programs. Coalitions developed and distributed their own brochures and other PI&E resources. Many of the SKSC coalitions collaborate with area DUI task forces on alcohol-related programs¹.

Responsible alcohol sales & service training

Coalitions continued to provide alcohol server training within their respective counties using the Montana Department of Revenue's *Let's Control It* training program. Some

1 Although DUI task forces are not directly funded by MDT (task forces are funded by driver license reinstatement fees), MDT provided technical assistance to the DUI task forces as they compiled their annual work plans.

coalitions also provide TIPS training. In total, 97 classes were held during FFY 2007 at strategic locations throughout the state.

Support for law enforcement

Local SKSC coalitions actively supported local law enforcement during the national impaired driving mobilization over Labor Day, as well as during special enforcement periods specified by the State: Christmas/New Year's, and the 4th of July. Several coalitions provided additional messaging during the Thanksgiving time period.

Designated driver program

For the first time, all SKSC coalitions were required to implement a designated drivers program over the Christmas/New Year's time period. This was a challenge for coalitions in rural areas without public transportation, but they all devised some creative measure. Several coalitions were successful in getting local establishments to provide designated drivers with free soda. Many coalitions provided establishments with "mood" cups that change color when a cold drink is poured into them, as an incentive to be provided to the designated driver.

Outreach to American Indian population

Coalitions were required to reach out to their American Indian populations to encourage participation in SKSC, and/or assist them in establishing SKSC coalitions on reservations. Coalitions not located near a reservation were required to do outreach to American Indians residing in their urban areas. For the first time, several coalitions were represented at pow wows, reached out to urban Indians via clinics, alliances or universities, and were successful in soliciting Indian members for their coalitions.

ACT program for DUI offenders

MDT funded and facilitated two "train the trainers" certification training for licensed addiction counselors who will be operating a state-approved ACT (Assessment, Course, and Treatment) program for those drivers convicted by the courts of DUI. This includes paying American Indians per diem to come and participate in this training.



Judge Greg Mohr interacts with a student after class

Program for at-risk youth

The Department of Corrections continued to implement a special curriculum for at-risk youths incarcerated in correctional youth facilities at Pine Hills in Miles City (boys) and Riverside in Boulder (girls). Instead of using the traditional didactic approach, this

interactive program is designed to present information to these youth in a manner that allows them to draw their own conclusions about driving safely after they are released and start driving.

Support and training

MDT sponsored a day-long conference for the DUI task forces, with a range of informational presentations and time for networking and sharing of ideas.

MDT prepared and distributed a coalition toolkit containing ideas for impaired driving prevention activities.

MDT worked with the Montana Supreme Court to secure time during the annual spring judges' conference for a presentation on Standard Field Sobriety Testing (SFST). Sergeant Steve Baiamonte with the Montana Highway Patrol gave a two-hour presentation on April 24, 2007 covering the following topics:

- Montana specific crash data
- The types of drugs, besides alcohol, found in many crash victims
- The 3 Phases of a DUI arrest:
 - I – Vehicle in Motion
 - II – Personal Contact
 - III – Pre-Arrest Screening – SFST process
- Montana's DUI laws

MDT worked with the Attorney General's office to lay the groundwork for the establishment of a Traffic Safety Resource Prosecutor position for Montana in FFY 2008.

Law enforcement liaison

MDT hired a full-time law enforcement liaison to coordinate and manage law enforcement projects and activities, and enhance the state's presence among the law enforcement communities. The liaison aimed to spend approximately 50% of his time supporting occupant protection related activities and approximately 50% of his time supporting impaired driving related activities.

Educational materials

The impaired driving prevention educational materials listed below were frequently requested and disseminated from the Montana State Highway Traffic Safety Bureau. The materials were also made available on our Montana Department of Transportation website <http://www.mdt.mt.gov/safety/safetyprg.shtml> for public use. These are frequently used by the Montana School Districts K-12 and Higher Education School Systems; Healthy Mothers, Healthy Babies, Safe Kids Safe Communities coalitions; the Office of Public Instruction; Montana hospitals; state and local Public Health and Human

Services; law enforcement agencies; Montana bars/taverns; Montana courts; Driver's Education; and Drivers' Licensing Agencies.

1. *Assessment Course Treatment (A.C.T.) Program- (Brochure):* An explanation of the mandatory program for those convicted of driving under the influence (DUI). This document describes one's responsibilities and rights. It explains vehicle licensing reinstatement fees and driver's license suspensions. Updated 2/05.
2. *Blood Alcohol Concentration (BAC) & You- (Brochure):* An explanation of what BAC is, how it affects your body, behavior and your driving abilities. Updated 4/04.
3. *Blood Alcohol Concentration (BAC) & Youth (Brochure):* An explanation of what BAC is; how it affects your body, behavior and driving abilities. It also explains minors in possession (MIP) laws and penalties for purchasing or possessing alcoholic beverages. Updated 10/05.
4. *Montana's Minors in Possession (MIP) Drinking & Driving Laws (Brochure):* An overview of what could happen if you are a minor stopped for drinking and driving beginning with an alcohol screening test, conviction, vehicle confiscation, A.C.T. program, treatment, fines, and driver's license suspensions and restrictions. This brochure is being updated to incorporate the new MIP laws. Updated 10/05.
5. *Drinking Decisions – Think BEFORE You Drink (Brochure):* An overview of what could happen if you are stopped for drinking and driving beginning with an alcohol screening test, conviction, vehicle confiscation, A.C.T. program, treatment, fines, and driver's license suspensions and restrictions. Updated 3/06.
6. *Montana DUI Laws- (Poster):* Jointly developed by the Department of Justice and the State Highway Traffic Safety Office of Montana's 12 DUI laws, and can also be used as a power point presentation for training. Developed 6/05.
7. *Alcohol Sales and Underage Drinking Laws in Montana- (Pamphlet):* An explanation of legal responsibilities for those selling alcohol, liability for licensees, tips for reducing liability for licensees, staff training, establishment environment, recognizing false identifications, working with law enforcement, underage sales and penalties, serving alcoholic beverages in a bar and recognizing behavioral cues in excessive drinkers. Montana laws pertaining to alcohol sales and underage drinking are also listed. This pamphlet was updated 10/05 to incorporate the new MIP laws. Updated 10/05.

8. *Montana's Open Container Law (Pamphlet)*: Montana's Open Container Law became effective October 1, 2005. This pamphlet explains the law and is signed by the Governor's Highway Safety Representative/Director of the Department of Transportation. Developed 9/05.
9. *Montana Gets Tough on DUI (Brochure)*: An explanation of Montana's DUI Law; the penalties for getting a DUI; the Standard Field Sobriety Test process; and how anyone can help keep impaired drivers off Montana's roads. Updated 4/04

3.2.3 Occupant Protection

Performance Goal

Increase statewide seat belt use which will reduce fatalities and incapacitating injuries.

Evaluation Measures

- *Achieve an 85% statewide seat belt usage rate by 2009.*
- *Reduce the sum of occurrences of "speed too fast for conditions", "failed to yield", "careless driving", "alcohol", "followed too closely", "improper turn" and "improper backing" to 16,000 by 2009 (17,363 during 2004)*
- *Reduce severe injuries in motor vehicle crashes to below 1,700 by 2009*
- *Reduce alcohol-related fatality rate to 0.9 per 100 million vehicle miles by 2009*
- *Efficient & effective support of program objectives & administration of HSP*

Occupant Protection is Montana's second traffic safety priority, based upon the problem identification process and data from fatalities in Montana. The belt usage rate has hovered steadily over the past few years around the 80% mark. That trend continued this year, with an observed seatbelt usage rate of 79.6% in June 2007.

Within the state, occupant protection receives equal attention in reducing the consequences of traffic crashes. Usage rates vary greatly by roadway type, vehicle type as well as by segments of our population. For instance, on local roads, seat belt usage rates are much lower than the interstate and primary roads.

Seat Belt Usage Rates					
Year	Interstate	Primary	City	Other	All Roads
2003	93.6%	82.3%	65.1%	71.7%	79.5%
2004	93.0%	83.3%	67.7%	73.1%	80.9%
2005	92.6%	82.4%	66.9%	72.6%	80.0%
2006	92.6%	81.7%	64.9%	70.6%	79.0%
2007	92.2%	82.1%	67.4%	70.5%	79.6%
Chg 1 Year	-0.4%	+0.5%	+3.9%	-0.1%	+0.8%
Chg 5 Year	-1.1%	-0.4%	+3.6%	-1.5%	+0.1%

Source: State Highway Traffic Safety Bureau – Montana Department of Transportation

Occupant Protection – Accomplishments & Highlights

Law Enforcement

Selective Traffic Enforcement Program (STEP)

MDT contracts with law enforcement agencies throughout Montana to participate in the Selective Traffic Enforcement Program (STEP). SHTSB solicits law enforcement agencies based on fatality data and population.

- The larger law enforcement agencies offered contracts were as follows:
 - the police departments in Billings, Bozeman, Great Falls, Helena, Kalispell, Missoula
 - the sheriffs departments in Missoula, Yellowstone, Cascade, Ravalli, Flathead, Lewis & Clark, and Butte Silver-Bow Counties
- The next group offered contracts were law enforcement agencies (sheriffs and/or police) in communities and counties with a population of at least 5,000 people followed by counties with less than 5,000 people. SHTSB contracted with the Montana Sheriff’s & Peace Officers Association (MSPOA) to manage the STEP overtime contracts for 27 smaller counties.

In total, this allows for 85% statewide coverage of the population by law enforcement.

Law enforcement agencies conducted year-round sustained enforcement from October 1, 2006 to September 30, 2007. They participated in the two national mobilizations, Memorial Day and Labor Day, as well as state-required overtime activities around the July 4th and the Christmas/New Years time frames.

As much as possible, law enforcement spent 50 percent of their time enforcing impaired driving violations and 50 percent of their time enforcing seatbelt usage during the same traffic stop. Since Montana has a secondary seatbelt law, officers cannot pull a driver over solely because of observed seatbelt or child restraint violations. Law enforcement

used speed enforcement as a strategy to stop impaired drivers and cite those drivers seen not wearing their seatbelts.

During STEP patrols in FFY 2007, officers logged a grand total of 5,465 seatbelt citations and 140 child occupant restraint citations.

As part of the STEP program, the Montana Highway Patrol conducted safety spot checks in conjunction with local law enforcement, in strategic areas throughout the state.

Mobilization enforcement

Law enforcement plays a major role in seat belt and child safety usage by conducting overtime patrols in support of the SHTSB's Selective Traffic Enforcement Program (STEP). The Highway Patrol and over 55 local law enforcement agencies received STEP contracts from the SHTSB this year.

May's mobilization, scheduled May 21, 2007 – June 3, 2007, specifically focused on occupant protection. Law enforcement focused their seatbelt efforts in areas that have a history of high incidents of alcohol-related fatalities and injuries based upon plans submitted by each agency as part of their STEP contract with the SHTSB. Seatbelt overtime activities by law enforcement occur during both night and daytime. Law enforcement wrote 853 seat belt citations and 16 child passenger restraint citations during the May Mobilization.

During FFY 2007, combining both the Memorial Day and Labor Day mobilization enforcement efforts, law enforcement wrote 1,208 seat belt citations and 40 child restraint citations.

Combined Memorial Day and Labor Day Mobilizations FFY07				
Organization	Seat Belt Citations	Child Restraint Citations	Speed Citations	Total Citations
8 Montana Highway Patrol	803	19	1,063	1,885
25 Police Departments	297	9	627	933
11 Sheriff's Departments	71	2	192	265
2 Tribal Law Enforcement Agency	9	10	11	30
Montana's Sheriff's & Peace Officer Association (27 Sheriff's Departments)	28	0	200	228
GRAND TOTAL	1,208	40	2,093	3,341

MDT contracted with an advertising company to conduct a major new media campaign during the May mobilization. The campaign's message focused on occupants in motor vehicles not becoming flying objects. The Governor's Representative for Highway Safety, the Governor, and other dignitaries were involved in the delivery of the campaign. They

developed seatbelt messages that had a law enforcement emphasis and placed these radio and television spots in Montana's larger and some smaller markets, covering approximately 85% of Montana's population. One media campaign had a special focus on males who drive pickup trucks noted for not wearing their seatbelts. The media spots used messages similar to *Click It or Ticket* approved by NHTSA.

Outreach to tribal law enforcement – Native American STEP

The SHTSB's law enforcement liaison worked with four of Montana's seven reservations to implement the STEP overtime programs on those reservations whose tribal law enforcement are not funded by BIA federal monies. SHTSB was successful in awarding one tribe a STEP contract during FFY07. This will help improve the Native Americans' ability to apprehend those driving impaired and not wearing their seatbelts. The liaison encouraged tribal law enforcement agencies to work with non-tribal law enforcement agencies such as the Montana Highway Patrol and county sheriff's offices to assist in safety spot checks as part of the STEP program. SHTSB will continue to encourage other Native American law enforcement agencies to join the STEP overtime program in FFY08.

Public information & education

Community Coalitions

MDT contracted with Healthy Mothers, Healthy Babies (HMHB) to manage and subcontract with 16 local *Safe Kids/Safe Communities* (SKSC) coalitions based in Libby, Kalispell, Polson, Missoula, Hamilton, Butte, Helena, Great Falls, Conrad, Havre, Lewistown, Billings, Miles City, Glendive, and Sidney. These 16 coalitions serve 24 of Montana's 56 counties.

Coalition strengthening

1. In FFY06, MDT contracted Deb Nelson of DLN Consulting Inc. from Dickinson, North Dakota, to provide training to Montana's SKSC coalition coordinators on developing and implementing outcome-based programs. In FFY07, Deb was again contracted to follow up with the coordinators on outcome-based programming, the *Safe Communities* model, and coalition building and revitalization. Deb conducted five trainings in the following cities: Glendive, Bozeman, Great Falls, Missoula and Kalispell. Her training topics included the following:

- The seven elements of a *Safe Community*
- Responsibilities of Safe Communities coalition members
- Retaining volunteers
- Volunteer liability
- Practical tips on programming that will change behavior

Overall, Deb's trainings were very well received and the coordinators gleaned valuable information from her.

2. MDT designed and distributed a community coalition activity toolkit to each of the 16 *Safe Kids/Safe Communities* coalition coordinators. This toolkit addresses the following topics:

- Performance planning
- Occupant protection activities
- Impaired driving prevention activities
- Spotlight on coalition activities in Montana

The strategies, activities, suggestions and examples outlined in the toolkit assisted coordinators in developing their work plans for fiscal year 2008.

3. MDT contracted with the Missoula City County Health Department to provide a technical consultant to the 16 *Safe Kids/Safe Communities* coalition coordinators in FFY 2007. The Project Director supported coalitions in conducting projects outlined within their proposals/work plans approved by HMHB and SHTSB, and provided them technical assistance gleaned from 20+ years experience in the traffic safety arena. Priority was given to new SKSC coordinators and those identified by HMHB and SHTSB as needing assistance.

Comprehensive occupant protection education: an integrated approach

During calendar years 2006 and 2007, Montana continued to develop and implement a comprehensive program for increasing the proper use of passenger restraints. Through combined state and local coordination, local leaders and public service agency personnel are being empowered to fulfill their respective occupant protection educational functions. The focus has evolved, throughout the process, from occupant protection for children (directly consistent with OPC Assessment recommendations) to an integrated approach serving both adults and children, called the "family approach". This approach recognizes that children are not truly safe in a vehicle, even in a properly fitted and installed child restraint, unless every other vehicle occupant is properly restrained. As a result of this approach, CPS activities began to include an adult occupant protection message.

Education outreach

The State Highway Traffic Safety Bureau partially funded *Healthy Mothers, Healthy Babies* and national expert, Joe Colella, to travel the state presenting occupant protection awareness workshops to healthcare providers, emergency responders, law enforcement, and others.

Year 1 – FFY 2006

HMHB/Colella's first educational outreach, entitled *Crash Injury & Healthcare – Grand Rounds Tour*, began as an effort to provide functional awareness for

pediatricians and other pediatric healthcare providers. The programming also included reaching communities through the media, as well as inviting legislators and other policymakers to attend. Over half of Montana's healthcare facilities participated.

Throughout the first year of *Crash Injury & Healthcare*, other important partners were identified, and special presentations were adapted and piloted for law enforcement officers, first responders and Head Start childcare providers. Materials were also adapted to meet the specific needs of the statistically over-represented, but programmatically underserved, Native American communities.

This led to many unplanned benefits beyond the original programming. Interest in improving the state laws and local ordinances has increased, and caregivers have been directly reached through news coverage and educational television segments. During FFY06, the *Crash Injury & Healthcare Grand Rounds* tour visited 26 cities and 4 Native American reservations (Crow, Northern Cheyenne, Fort Peck, and Flathead).



Year 2 – FFY 2007

Building on the experiences of Year 1, during which a new two-hour occupant protection section was added to the Law Enforcement Academy Basic Training, Year 2 focused on bringing accredited continuing education training to law enforcement officers. A similar accredited program was also developed to meet the needs of first responders.



Both included expanded information on restraint selection for adults and children, correct use, available resources, interactive exercises, and hands-on practice. *Crash Injury & Healthcare* was also updated and made available in communities where delivery was warranted, and a special effort was made to further address Native American community needs.

From top: Joe Colella teaches attendees about occupant protection best practices, a class participant gets hands-on experience, and Patty Carrell of Healthy Mothers, Healthy Babies invites participation at the local level.

Tailored delivery and content has enhanced attendee receptivity. For example, presentations on Native American reservations included specific information about racial disparities in injury frequency.

Throughout this second year, participating individuals and agency leaders highly evaluated the training's practicality and usefulness. In addition to continuing education for industry-specific groups, the two-hour presentations were also approved for child passenger safety re-certification continuing education units (CEUs). Participants from across the state seemed to agree, however, that three additional audiences desperately need attention:

- Professional and other non-parental childcare providers need a functional awareness of laws and best practices.
- Family members need to be reached directly, helping ensure that all adults and children are adequately protected.
- Judges and prosecutors need training, to ensure that the adult and child occupant protection laws are consistently communicated and enforced.

Because of the project's nature and diverse participation, many of the results are difficult to measure. State and local coordinators have seen increased interest in expanding community coalition activity, formation of new coalitions in communities that did not have them, training hospital and other personnel to provide community education, expanding CPS (child passenger safety) inspection stations, and more. They have also noted higher call volumes from parents, caregivers and professionals, as well as more requests for printed materials and awareness classes. During FFY07, the *Crash Injury & Healthcare Grand Rounds tour* visited 25 cities (some more than once) and all seven of Montana's reservations, offering 57 trainings to 927 participants.

Year 3 – FFY 2008

The third year of the comprehensive program will continue to provide functional and updated occupant protection awareness to law enforcement officers, first responders, and healthcare providers, continuing to include all Native American communities. A new focus will include separate courses delivered to professional and other non-parental childcare providers, as well as directly to community member families.

This phase of the effort will help ensure consistency between educational and enforcement programming, and will continue to serve the integrated "family approach" to occupant protection. In addition, ways to reach judges, prosecutors and local legislators within their communities, will continue to be explored and pursued.

Print and broadcast media involvement will also be included in the programming, in an effort to reinforce occupant protection messaging to community members.

Reaching underserved populations, encouraging local and state partnerships, and the dissemination of available tools and resources, will continue to be high priorities.

Saved by the Belt Awards

Throughout Montana, the SKSC coalitions cumulatively awarded 62 “Saved by the Belt” awards to individuals involved in motor vehicle crashes that were saved by wearing safety belts.

Once law enforcement determines an individual is eligible, the nomination form is completed by the investigating officer and sent to *Healthy Mothers, Healthy Babies*. These awards are typically presented at a press conference with the survivor(s), law enforcement, and public officials. A positive message and increased public awareness by participants and their relatives, followed by news coverage, will hopefully have the effect of influencing more people to wear their safety belts.

Child Passenger Safety

National statistics show that child safety seats reduce the risk of fatal injuries by 69% for infants and 47% for toddlers. Montana’s statistics demonstrate that injuries for children under the age of 4 have decreased 8.6% in the past 5 years. At the same time, injuries to children ages 5 to 14 have decreased by 9.6%. In looking at a ten-year snapshot, we are especially proud to say that the injuries to children under age 4 decreased from 321 in 1996 to 199 in 2006, and injuries to children ages 5 to 14 also decreased from 672 in 1996 to 496 in 2006.

The SKSC coalitions are the invaluable and fundamental element involved in providing child passenger safety car seat clinics and inspection stations throughout the state. During 2007, they developed and conducted numerous Child Passenger Safety (CPS) awareness workshops, six 4-day CPS certification training courses, one 2-day course on transporting children with special health care needs, conducted safety belt surveys, and provided numerous community presentations on child passenger safety. They have integrated the “family approach” occupant protection philosophy in all their trainings and public information and educational materials. Stipends were offered to those students traveling more than 50 miles each way from their homes to attend the 4-day trainings to help offset the cost of their hotel, meals and mileage. MDT also covered all travel expenses for instructors that traveled more than 50 miles to teach the class.

Montana now has 14 CPS instructors, 150 CPS technicians and 25 permanent CPS fitting stations. Over 3,300 child safety seats were inspected and more than 1,000 were

distributed during FFY07. MDT contracted with an advertising agency to provide radio remotes in support of several child passenger safety seat check-up events.

Other factors believed to contribute to these child injury and fatality reductions include increased law enforcement efforts; public information and education campaigns; increased number of fitting stations and available community resources; distribution of educational materials; and safety messaging via radio spots. Montana's culture appears to have embraced the need for child restraint usage for infants and toddlers. However, Montana's CPS law covers children only until they are 6 years old and weigh 60 pounds. More work is needed to increase booster seat usage, including a legislative change to increase the age and weight or height requirements for child passenger safety.

Coalition-provided PI&E

Safe Kids/Safe Communities coalitions provided public information and education (PI&E) to the public on child safety seats by hosting safety seat clinics, and developing and disseminating local information about child safety seat usage. MDT contracted with *Healthy Mothers Healthy Babies* to serve as a clearinghouse to disseminate free PI&E materials to the public on occupant protection and impaired driving. These packets include information about child passenger safety, teen and adult usage as well as other brochures, pamphlets, and manuals addressing occupant protection and impaired driving. Over 2,800 packets were disseminated statewide during fiscal year 2007 in over 24 counties and 3 reservations covering approximately 80% of the population.

In addition to the PI&E educational packets distributed by the *Safe Kids/Safe Communities* coalitions, below are some examples of their educational campaigns:

- **Caught for being safe program.** Over 800 items, including fast food coupons, mugs, and dashboard-size calendars, all with local stats and safety belt messaging included on/with the item, were distributed during the year.
- **Public awareness targeting pickup drivers.** Examples during the year included presentations to businesses, news articles, flyers in grocery stores and drive-through businesses
- **"Do it for the ones you love...Buckle Up"** stickers with a heart crossed by a seat belt provided to hunters.
- **CPS fitting station.** Educate parents about safety belt use for the family in addition to checking and installing child passenger safety restraints.
- **Occupant Protection/Impaired Driving Program targeting high school students.** Envelopes marked with Zero Tolerance messaging, safety belt messages and safe prom messages were distributed.

- **Occupant Protection targeting middle school students.** Students learned about crash dynamics, using autos safely, the dangers of mixing alcohol, drugs with driving, the basics of the graduated drivers licensing. The topic information framework is the family approach to passenger safety.
- **Disseminate information on adjusting speed to conditions and avoiding distracted and drowsy driving.** Articles in the paper addressed these topics throughout the year.
- **Thankful for Safety, Safety Belt Promotion.** Law enforcement handed out mugs to people caught wearing safety belts during the Thanksgiving time period.
- **“Heaven Can Wait” Campaign.** Table tents with the “Heaven Can Wait” logo, local statistics, and reasons to wear a seat belt and survive were placed in restaurants.
- **“Pickup the Habit for Someone You Love” Campaign.** This campaign targeted male pickup truck drivers. People completed survey regarding gravel road safety and safety belt usage. Some people signed a pledge to always wear a safety belt, never drive while impaired or distracted, and support zero tolerance for underage drinking.
- **Bait and Belts Campaign.** 750 flexible rubber fish hook key chains with the message *HOOK UP YOUR SEAT BELT* and stainless steel travel mugs were handed out to men driving pickup trucks or SUVs who were “caught” wearing their seatbelts. Area businesses donated gift certificates and fishing gear to the campaign. Drivers “caught” wearing their seatbelts were invited to enter the drawing for the prizes.
- **Parking lot “Buckle Up” signs.** Parking lot owners received signs saying *Buckle Up It’s the Law* for the exit and entrances to parking lots.
- **Safety Belt Challenge with the high school students.** Students, law enforcement and the community participated in this challenge to increase belt usage. It was very successful.
- **Your Choice Program.** This event is a mock DUI crash re-enactment for high school students. At one location, two speakers who are confined to wheel chairs for the remainder of their lives because they were not wearing seat belts at the time of their crashes spoke to the audience about how their lives would be different if they had only buckled up.
- **Teen High School and Drivers Education Students OP Educational Class.** This program targets new drivers with education about not driving impaired and always wearing their seatbelts.

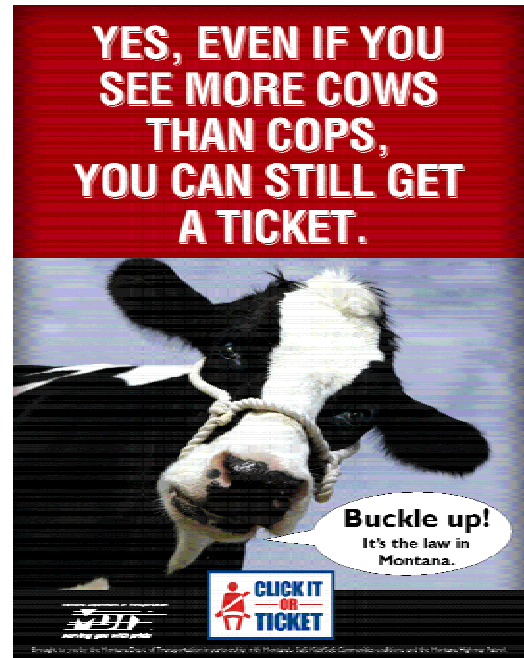
General education

General education to promote the reduction of highway traffic crashes, deaths, and property loss has been accomplished through numerous avenues this fiscal year. The majority of the funding we have received from the National Highway Traffic Safety Administration (NHTSA) has been used toward public information and education about our two major issues: occupant protection and impaired driving. Through contracts with our sub-grantees, such as *Healthy Mothers/Healthy Babies* and *Safe Kids/Safe Communities*, as well as our own internal efforts, we have made great strides educating the public. The key has been to produce and distribute educational materials that publicize the importance of not driving impaired and the importance of wearing a safety belt as a means to influence safer driving habits.

The occupant protection educational materials listed below were frequently requested and disseminated from the Montana State Highway Traffic Safety Bureau. They were also made available on our Montana Department of Transportation website <http://www.mdt.mt.gov/safety/safetyprg.shtml> for public use. These are frequently used by the Montana School Districts K-12 and Higher Education School Systems; Healthy Mothers, Healthy Babies, Safe Kids Safe Communities coalitions; the Office of Public Instruction; Montana hospitals; state and local Public Health and Human Services; law enforcement agencies; Montana bars/taverns; Day care Centers, Montana courts; Driver's Education; and Drivers' Licensing Agencies.

1. *Safety Belt and Child Restraints (Brochure)*: This document consists of Montana laws regarding the use of adult safety belts and child restraints, why we use them, facts, statistics, how to wear them and the penalty for non-use. An overview of air bags and their impact on child seats and size and weight guide for child safety seats are also included in this document. Updated 4/04.
2. *Friends Ask Their Friends to...BUCKLE UP! (Pamphlet)*: This brochure targets teen drivers. The 3 kinds of collisions are explained; how to properly wear safety belts; and how the air bag works in conjunction with the safety belt are defined. The Montana safety belt law explains the legal consequences of being cited for not wearing a safety belt. Finally, this brochure lists a dozen facts about teenagers and safety belt use/non-use. Updated 9/05.
3. *Graduated Driver's License Law Brochure*: This Montana law became effective July 1, 2006. This brochure was jointly produced by the SHTSB and other state agencies and explains who is affected and details within each of the steps toward obtaining a full privilege driver's license. The law emphasizes the need for parental/guardian supervision throughout the 18-month driver-training period, remaining free from traffic violations or alcohol/drug offenses are outlined, as well as the requirement for all occupants wearing their safety belts.

4. *Cow Poster*: MDT designed and printed hundreds these buckle up posters during the May mobilization using NHTSA provided graphic materials.
5. *Keep Your Child Safe While Traveling (Brochure)*: This Native American Occupant Protection for Children brochure details the four steps of safe child transportation. It was developed by the United Tribes Technical College in North Dakota. The State Highway Traffic Safety Bureau has been given permission to reproduce this brochure for distribution on Montana's reservations and throughout the state once the contact information is changed. Updates are currently underway.



6. *Buckle-up Bug Activity Coloring Book*: In the summer of 2007, MDT received permission from the Indiana Automotive Safety Program to reproduce their *Buckle-up Bug activity book*, a coloring book with puzzles and other activities that presents the full range of occupant protection messages in a fun and engaging manner. The booklet has proven to be very popular, and MDT has printed and disseminated about 10,000 copies via summer fairs, SKSC coalitions, CPS technician certification courses, and other venues.
7. *Child Passenger Safety Referral Cards*: During FFY 2007, MDT designed, printed and disseminated approximately 50,000 child passenger safety referral cards for law enforcement to use during traffic stops.

Healthy Mothers/Healthy Babies—the Montana coalition

TRANSPORT YOUR CHILD SAFELY!

Use a properly installed child safety seat or "big kid" booster seat.

Call our Helena office for a certified technician in your area:
1-800-421-6667

Or, find a fitting station near you at
www.hmhb-mt.org

- Most crashes occur near home
- Even crashes at lower speeds can be violent
- **No one** can hold on to a child during a crash... the forces are simply too strong
- **4** out of **5** car seats are used or installed incorrectly

Is YOUR child's safety seat installed correctly?

Call **1-800-421-6667** today for free technical assistance!

Sponsored by the Montana Department of Transportation

Media

MDT's contracted media agency worked with the SKSC's and law enforcement to place occupant protection related messages, based upon the specifications of the State Highway Traffic Safety Bureau. This included messages that focused on the low usage rate by male drivers of pickup trucks and emphasized the rollover susceptibility of SUVs and pickups.

Occupant protection messages for radio, and television were developed and disseminated in support of national mobilizations and sustained enforcement. These messages were disseminated to the following 7 largest media markets and as well as a few of the smaller markets: Gallatin, Flathead, Lewis & Clark, Missoula, Silver Bow, Cascade, and Yellowstone reaching approximately 85% of the population.

For more information, please see the Media Report in Section 3.2.8.

Legislation

Montana is making significant progress towards the passage of a Primary Seat Belt law in Montana.

- 2003 Session – the bill didn't get out of the Senate
- 2005 Session – the bill passed the Senate and lost by 56 votes in the House
- 2007 Session – the primary seat belt bill passed the Senate and was defeated by only 6 votes in the House

Leading up to the 2007 legislative session, SHTSB produced eye catching educational cards on the importance of seatbelt usage. Cards were disseminated to elected legislators, traffic education instructors, schools, first responders, hospitals, local groups such as *Safe Kids/Safe Communities* coalitions, law enforcement, and others who have a vested interest in traffic safety.

Following the 2007 session, the Montana Seat Belt Coalition has been revitalized. The coalition worked on the issue in the 2005 session but was inactive during the 2007 session. Chaired by Denice Harris of Mountain West AAA and comprised of traffic safety advocates from an array of state, federal, local and Native American entities, the coalition's goal is to strategize and determine the most effective way to help legislative officials and the public understand the benefits of a primary seat belt law and vote to pass the bill. Various sponsors of this bill will be considered for FFY 2009, based on strategies suggested by those members of the coalition. MDT is very careful in its participation on the coalition not to violate state and federal lobbying restrictions.

Outreach to Montana's American Indian population

Local SKSC coalitions and DUI Task Forces continue to encourage American

Indians, living on and off the reservations, to join their coalitions. If requested, they will help them establish their own SKSC and DUI Task Forces on their reservations. Both SKSC and DUI Task Forces have provided encouragement and support to American Indians in their educational efforts in developing messages on the importance of seatbelt usage on the reservations. DUI Task Forces are encouraged to support this program since the FFY 2007 Highway Safety Problem Identification verifies there is a significant correlation between those who drive impaired and not wearing their seatbelts.

Native American Occupant Protection Campaign

Restraint use on most of Montana's Native American reservations is very low: less than 30%, according to surveys performed by Indian Health Service staff.

American Indian fatalities during each of the last ten years account for 13.5 to 20.1% of the total Montana fatalities, which is two to three times the percentage of the population (6.2%). During the past four years, seat belt usage for American Indian occupant fatalities has been less than 8%. Seat belt usage for all other race



occupant fatalities has been just over 30%. Because of these statistics, a Native American occupant protection public relations program which started in 2004 continues to this day.

The program is managed by a public relations and communications agency contracted by MDT. The primary strategy is to have occupant protection communications developed and delivered from within the Native American communities rather than from outside, non-Indian sources. **More information concerning this Native American campaign is found in Section 3.2.8 of this report.**

Youth Programs

Driving Risks Program

The SHTSB contracted with the State of Montana Department of Corrections in FFY06 to develop and present a seatbelt educational program for American Indian and non-American Indian youth incarcerated in correctional youth facilities at Pine Hills in Miles City and Riverside in Boulder. Portions of the Office of Public Instruction Driver Education Curriculum help provide the necessary information on seatbelt education for this program. Both of these facilities are located in Montana and incarcerate a significant number of American Indian criminal offenders until they reach age 18. These youth serve as a captive audience which allows for unique educational opportunities including information on the importance of seatbelt usage before these youth are released and start driving. This program continued in FFY07.

AlcoholEdu for College Program

MDT contracted with Helena's Carroll College to educate and evaluate incoming freshman's knowledge about alcohol-related issues. The Internet Alcohol Education Program is a two-part on-line course. This on-line course was sent to incoming freshman so they could complete it prior to arriving at college. The prevention program is interactive and non-opinionated and uses science-based research to educate students about alcohol and its effects. It focuses on how the affects of alcohol use/abuse relate to academics, athletics and destructive decision-making, e.g. drinking and driving. It is expected to help students make well-informed decisions about alcohol and better cope with the drinking behavior of their peers.

Students taking this on-line course must pass with a 75% prior to moving on to Part II of the course. Part II is also an on-line session which must be complete within 45 days following the completion of Part I. The on-line program includes three surveys that measure students' alcohol-related attitudes and behaviors. The overall goal of this prevention program is to reduce alcohol abuse by the students.

In August 2007, the number of freshmen who matriculated, along with the number and percentage of freshmen who began and completed AlcoholEdu for College®, are reflected in the following table:

Number	Percentage	Status
327		Freshmen Matriculated
260	80%	Freshmen Commencing AlcoholEdu for College®
225	69%	FRESHMEN COMPLETING AND PASSING EDU

In essence, 80% of the class acquired some level of alcohol awareness education and 69% of the class acquired the level of education desired by the College. This promotes a baseline of understanding regarding alcohol use and abuse, which will hopefully be considered by each freshman prior to making a decision about alcohol.

The second part of the evaluation for AlcoholEdu for College® will be received from Outside the Classroom™, the producers of AlcoholEdu for College® and several other on-line, interactive education programs for college students, by February 2008. This evaluation will compare pre-survey (prior to beginning AlcoholEdu for College® and prior to the students arriving at Carroll) and post-survey (post examination and forty-five days into their college experience) data which reflect changes in beliefs, attitudes and behaviors as a result of the education received via the alcohol awareness education program.

3.2.4 Speed Control

Performance Goal

To maintain or decrease speeds on rural interstate and non-interstate highway.

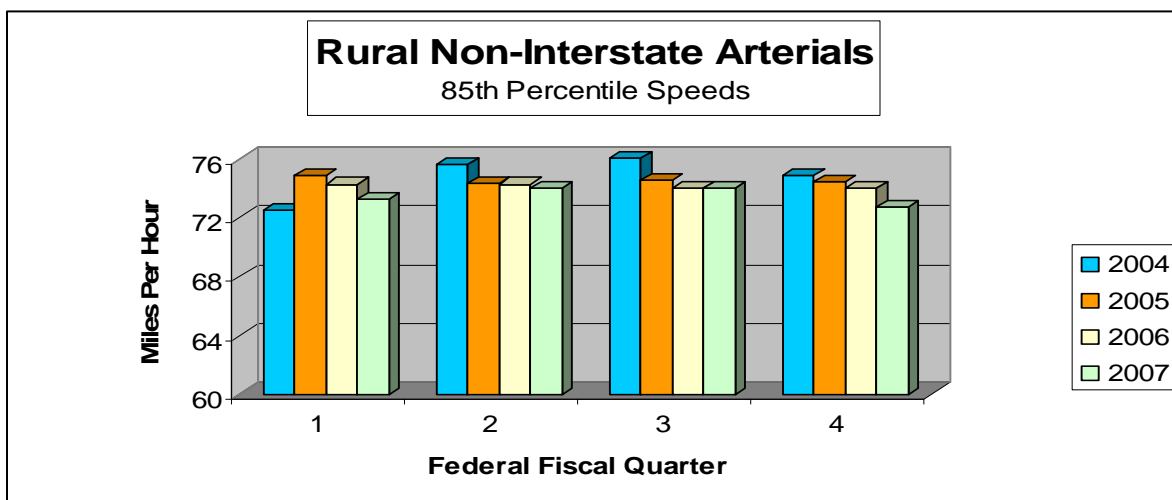
Evaluation Measures

- Reduce alcohol related fatality rate to 0.9 per 100 million vehicle miles by 2009
- Reduce the percentage of alcohol-related fatalities to 40% of all fatalities by 2009
- To reduce the 85th Percentile Speeds on non-interstate to 71 mph for each of the four quarters by 2009
- Efficient & effective support of program objectives & administration of the HSP

Discussion

The 85% speeds for non-interstate arterials during each quarter of FFY 2007 was lower than the corresponding quarter during FFY 2006 (see table on following page). While none of these quarters reached the goal for 2009, they are at least moving in the right direction.

Rural Non-Interstate Arterial 85 th Percentile Comparison				
FFY Quarter	1	2	3	4
2006 85 th Percentile	74.27	74.28	74.03	74.02
2007 85 th Percentile	73.25	74.03	73.97	72.74



Speed Control – Accomplishments & Highlights

Law Enforcement Purchase of “Your Speed Is” trailers

Five enforcement agencies were to purchase speed trailers during 2006. Three agencies made these purchases, while two agencies contracts were extended and completed these purchases during the first quarter of 2007. These agencies were the Kalispell Police Department, the Havre Police Department, the Missoula County Sheriff’s Department, the Gallatin County Sheriff’s Department and the Yellowstone County’s Department. Quarterly reports are required through 2008 for these agencies.

The trailers contain a speed measurement unit plus a display of speed for passing motorists, plus the ability to record data for further analysis. These trailers have been used primarily for speed awareness in locations where speed was high and included school zones. In addition, two of the agencies have recorded data and conducted complex analysis while a third has performed some analysis. Agencies have reported that they have occasionally been surprised by the data analysis. This has helped agencies make decisions about deployment of law enforcement officers. They have also noted a reduction of speed when the display is showing passing vehicle speeds.

Part of the contract called for the sharing of these vehicles with surrounding small agencies. Four of the five agencies have loaned out the speed trailers to other agencies. One of the four agencies gave their old speed trailer to another city police department when they received the new trailer. One agency has not yet loaned out their trailer to surrounding agencies. They were the last agency to make the purchase and the state law enforcement liaison will be visiting them and encouraging them to loan out the trailer and also to make better use of the trailer and the capabilities of the trailer. There have been three of the five trailers where equipment problems occurred. One trailer was completely replaced by a new trailer. Two others have had problems with the counting unit and/or software. Because of this, some agencies had as much down time during 2007 as they had where the trailer worked. The speed trailers all seem to work at this time.

This project has led to the potential of the Montana Department of Transportation purchasing speed trailers that could be used for department purposes, plus the purposes of local law enforcement. If this occurs, the department may share these trailers with local law enforcement for part time use.

Selective Traffic Enforcement Program (STEP)

Law enforcement agencies conduct year round sustained enforcement from October 1, 2006 to September 30, 2007. They are expected to participate in the two national mobilizations, Memorial Day and Labor Day, as well as overtime activities on July 4th and

New Years Day. As much as possible, law enforcement will spend 50% of their time enforcing impaired driving violations and 50% of their time enforcing seatbelt usage during the same traffic stop. If there is a violation, a ticket should be issued for drivers seen not wearing their seatbelts since Montana has a secondary seatbelt law. Law enforcement can also use speed enforcement as a strategy to stop impaired drivers and cite those drivers seen not wearing their seatbelts.

Mobilization enforcement

Law enforcement plays a major role in speed enforcement from conducting overtime patrols in support of the SHTSB's Selective Traffic Enforcement Program (STEP). The Highway Patrol and over 55 local law enforcement agencies received STEP contracts from the SHTSB to do seatbelt overtime and DUI enforcement. These agencies wrote a total of 9,063 speed warnings and 6,819 speed citations during FFY 2007.

Public Information & Education materials on the dangers of speeding

Cascade County SKSC coordinated a radio presentation which discussed school speed zones. Hill County SKSC disseminated information highlighting the importance of adjusting speed to conditions of the roadway and avoiding distracted and drowsy driving. Two articles were in the newspaper relating how speed affects the odds of being in a crash.

3.2.5 Traffic Records Program

Performance Goal

Develop and implement a comprehensive, coordinated traffic safety records, data management and analysis system, accessible to all stakeholders, to manage and evaluate transportation safety.

Performance Measures

- *Measure – 00012 is the percentage of court convictions that are moved electronically from the Office of the Court Administrator database to the Driver's History database.*
- *Measure – 00013 is the percentage of courts that use Full Court and therefore create electronic data to be added to the Court database.*
- *Measure – 00014 is the percentage of EMS providers that submit EMS pre-hospital trip reports to the state database with the Department of Public Health and Human Services.*

Action Plan

- Continue to expand computerization to the Courts of Limited Jurisdiction and to the District Courts
- Continue to implement and add components to the Driver's History database

- Begin to implement the IJIS broker which will transfer conviction data from the Office of Court Administrators to the Driver's History database.
- Begin to deploy the NEMSIS compatible Pre-Hospital Trip Report to EMS providers
- Continue to engage the Traffic Records Coordinating Committee in order to implement the strategic plan.

Traffic Records – Accomplishments & Highlights

The Traffic Records Coordinating Committee has continued to meet since its inception during the fall of 2004. During the last two years, it has been meeting from six to 10 times per year. Currently, the Information Services Division of the Department of Transportation has a program manager who is heading up and coordinating the TRCC. The Information Services Division is also hiring a systems architect, who will be partially funded with 408 funds in order to document the architecture of the various traffic safety related databases. With this information, he will be reporting to the TRCC, the best way to continue integrating databases.

At this time, the Department of Justice and the Office of Court Administration have developed a broker to move court conviction data to the Driver History database. The TRCC envisions a likelihood of continuing to use broker technology to pass information between databases.

The Office of the Court Administrator continued to successfully implement hardware and software in the courts. Ninety-one percent of the Courts of Limited Jurisdiction are computerized, trained and are sending conviction data to the Office of the Court Administrator. These courts account for 99% of convictions from this level of court. This office is now placing computers in the 56 District Courts and has accomplished this placement and training in 4% of those courts. These courts account for a very small percent of traffic convictions, but they do account for many of the very serious felony traffic citations.

The Integrated Justice Information Sharing (IJIS) broker is now moving electronically over 63% of the convictions to the Driver's History database. This percentage should be over 70% by the end of 2007, and the actual amount of movement will be reported during early 2008 for the FFY2008 408 grant application.

The Driver's License file continues to add functionality. During 2007, the public was first able to access their driver's history information on the internet. The Montana Enhanced Registration and Licensing Information Network (MERLIN) is a project to provide access to vehicle registration, driver's license and conviction data within the Department of Justice. This system will be coming on line during 2008 and should provide comprehensive summaries of conviction data, including DUI convictions.

The Emergency Medical Services and Trauma Systems Section within the Department of Public Health and Human Services has begun deploying a 100% compatible NEMSIS Pre-hospital trip report to EMS providers. This deployment began in June with two test service providers. These two providers are going on line electronically now and during the first two months of 2008. Once all problems are solved, the deployment will continue.

The Department of Justice, Office of Court Administration and the Montana Highway Patrol have settled on a statewide format for an electronic citation. Implementation of this will begin soon for the Montana Highway Patrol. In the relatively near future, a study will be conducted to decide how best to move this electronic data to the court software.

The Department of Transportation is involved in a project to determine the requirements from all parts of the agency for GIS. This includes the crash system that originates with the Montana Highway Patrol. The next phase of this project will be the design phase of a department wide GIS.

3.2.6 Emergency Medical Services

Performance Goal

Develop an effective and integrated Emergency Medical Services (EMS) delivery system.

Evaluation Measures

- *Reduce alcohol related fatality rate to 0.9 per 100 vehicle miles by 2008*
- *Improve traffic records data and information in Montana to help provide better and more accurate data; to improve linking of databases and improve access to data*
- *Reduce motorcycle fatal crashes to 6% of all fatal crashes per year*
- *Efficient & effective support of program objectives & administration of the HSP*

Emergency Medical Services (EMS) – Accomplishments & Highlights

Building collaboration

MDT worked collaboratively with EMS staff in the Department of Public Health and Human Services (DPHHS) on several efforts during FFY 2007.

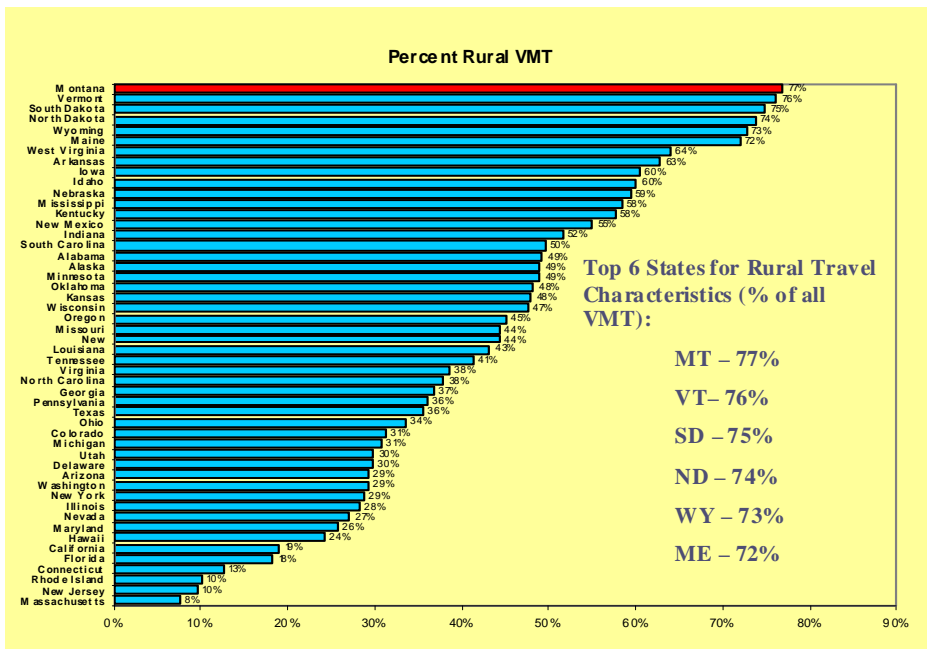


EMS staff provided compelling data from the State Trauma Registry for use on one of the educational seatbelt postcards leading up to the 2007 legislative session. One one postcard,



Trauma Registry data was used to show that the average hospital stay for crash survivors that weren't buckled is about twice as long as those who were buckled. Another postcard featured medical cost estimates for traumatic brain injury care for buckled versus unbuckled vehicle occupants.

The graphic below shows the distribution of percentage of rural vehicle miles traveled (outside of urban areas that are 5,000 population or more) by state. At 77%, Montana has the most rural travel characteristics of any state. One of the many challenges in rural traffic safety is getting to emergency services.



Top 6 States for Rural Travel Characteristics (% of all VMT):

- MT – 77%
- VT – 76%
- SD – 75%
- ND – 74%
- WY – 73%
- ME – 72%

This map shows the challenges we face in rural areas with the distances we have to travel to get crash victims to trauma centers. For example, if someone is injured in a crash near Sand Springs, Montana, an ambulance would have to travel 97 miles each way from the nearest trauma center in Circle to get the victim to

treatment. That 194 mile round trip is longer than the 163 mile distance between Boston and Albany.

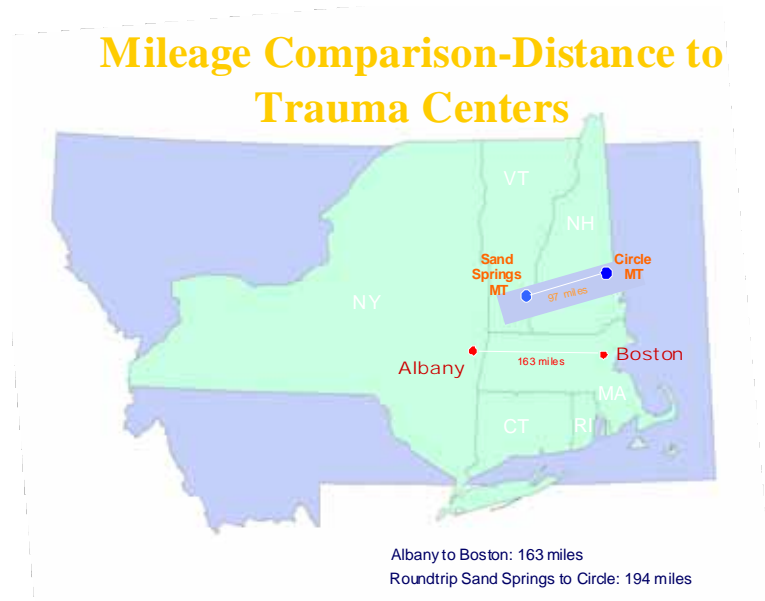
EMS also provided data for the 2007 Labor Day mobilization with regards to average response times to crash scenes. Montana's median response time from time-of-injury to the time a patient reaches the receiving facility is 64 minutes. Delays in receiving care are known to affect survival outcomes.

Education

DPHHS, through their EMS for children program, contributed \$8,000 in FFY 2006 and \$5,000 in FFY 2007 to the Joe Colella outreach education program (see OP section for more detail).

During FFY 2007, EMS staff participated in the Indian Health Service injury prevention coalition (serving Montana and Wyoming) as well as the State Advisory for the *Safe Kids/Safe Communities* coalitions.

In addition to their work on enhancing emergency response services, EMS staff work on building partnerships and doing injury prevention programming, which hopefully result in a reduced need for emergency services.



3.2.7 Motorcycle Involvement in Crashes

Performance Goal

To reduce motorcycle fatal and incapacitating injury crashes.

Evaluation Measures

- Reduce alcohol related fatality rate crashes to 0.9 per 100 vehicle miles by 2008
- Reduce the percentage of alcohol-related fatalities to 40% of all fatalities by 2008
- Reduce the sum of occurrences of "speed too fast for conditions", "failed to yield", "careless driving", "alcohol", "followed too closely", "improper turn" and "improper backing" to 16,000 by 2008 (17,363 during 2004)
- Reduce motorcycle crashes to 1.6% of all crashes by 2008
- Reduce motorcycle crashes to 6% of all fatal crashes by 2008
- Efficient & effective support of program objectives & administration of the HSP

Motorcycles – Accomplishments & Highlights

Support for motorcycle safety training program

MDT received Section 2010 funding for the first time in FFY 2007. \$90,000 was provided to Montana State University-Northern in Havre for the purchase of 29 motorcycles for use in their state-approved motorcycle safety training programs.

As a result of having the extra motorcycles, the Montana Motorcycle Rider Safety (MMRS) estimates they were able to train 100 students during FFY 2007 that otherwise would have been placed on a waiting list or turned away.

Year	Total students trained
2002	891
2003	1039
2004	1356
2005	1281
2006	1336
2007	1425



Additionally, the program expects to realize a projected savings of \$4,000 in maintenance costs because of not having to find expensive parts for aging motorcycles. Because the majority of the maintenance work is done at the end of the training season (October 2007) and again at the beginning (April 2008), the savings will not be realized during the same federal fiscal year as the expenditures.

Motorcyclists and construction zones

Currently, MDT work zones include signs that provide all users (cars, motorcycles, bikes, etc.) information on the road condition to assist the driver in their decision-making and to regulate certain actions they should take to safely negotiate the road.

MDT's Construction Engineer has directed that construction road condition reports for projects having unpaved sections contain an advisory for motorcyclists of the condition and suggest they consider an alternate route. Road condition information is available online and is MDT's most frequently accessed web page. The telephonic road report (at phone number 511) is also well-used.

MDT is working on a work zone motorcycle advisory sign for use on projects on particular routes when the road will be in an unpaved condition.

3.2.8 Media Report

Media is a key component of the State Highway Traffic Safety Bureau's strategy to inform the public about traffic safety issues and campaigns. Each year, with the support of a contracted media company, SHTSB works with partnering agencies to create and broadcast safety messages through media outlets such as radio and television, news releases, press conferences, and other earned media opportunities. SHTSB provides traffic safety public information and education programs on four of Montana's reservations with the assistance of interns that develop culturally relevant media to the resident tribes and target demographic.

In FFY 2007, a media plan was developed by a contracted media company based upon inputs from the Planning Division's State Highway Traffic Safety Bureau and MDT's Public Information Officer.

Action Plan

- *Implement an effective media program to inform the public about traffic safety issues affecting the state.*
- *Communicate issues such as impaired driving, safety belt and child safety seat use, and motorcycle safety.*

Media – Accomplishments & Highlights

During FFY 2007, the following campaigns and programs are examples of both paid and earned media that focused on impaired driving and occupant protection seatbelts promoted by MDT:

A. Impaired driving earned & paid media

1. Impaired driving sustained enforcement media activities

Campaign timing: December 2006

Development/distribution of news releases for impaired driving holiday mobilization (Christmas/New Years)

The contracted media company developed and distributed news releases as earned media informing the public about law enforcement agencies across the state adding extra patrols over the holidays. The releases were sent out to different markets according to the FFY 2007 Sustained Enforcement STEP schedule compiled by the Montana Department of Transportation office.

Following is a list of the releases, the distribution dates and the markets where they were distributed. Included in this report are the releases that were sent out accompanied by newspaper clips that were printed as a result of the press releases the media company wrote and distributed.

MDT ID News releases: December 2006

Title of release	Release date	Distribution
Local law enforcement stepping up for the holidays	Dec. 14	Missoula, Kalispell, Whitefish, Great Falls (HWY. Dist. 2), Glasgow, Helena
County law enforcement stepping up for New Year's weekend	Week of Dec. 18	Country Sheriffs
Law enforcement steps up patrols	Dec. 21	Statewide media
Statewide Holiday crackdown on drunk driving and seat belt use	Dec. 14	MT Hwy. Patrol-District 1, Darby PD, Missoula PD, Ravalli County Sheriff's Office, Stevensville PD, Laurel Police PD
Law enforcement steps up patrols (radio)	Dec. 21	Statewide Radio

Sample news articles appeared in the following newspapers as earned media:

Date	Publication	Headline	Column inches
12/22/06	<i>Anaconda Leader</i> , Anaconda	Law enforcement steps up patrols	10
12/26/06	<i>Miles City Star</i> , Miles City	Law enforcement will be out in force this holiday season	20
12/27/06	<i>Glasgow Courier</i> , Glasgow	Law enforcement stepping up for New Year's weekend	42
12/27/06	<i>Queen City News</i> , Helena	Law enforcement agencies across the state are adding extra patrols this holiday weekend...	8
12/28/06	<i>Judith Basin Press</i> , Stanford	JB County law enforcement stepping up for New Year's	18
12/28/06	<i>Havre Daily News</i> , Havre	Rocky Boy tribal police to target drunken drivers	26.25
12/28/06	<i>Big Horn County News</i> , Hardin	Law enforcement steps up patrols	21.25
12/29/06	<i>Ravalli Republic</i> , Hamilton	Police up patrols on New Year's	34.5
12/29/06	<i>Great Falls Tribune</i> , Great Falls	Law enforcement will be out in force over weekend	22.75
12/30/06	<i>Lewistown News-Argus</i> , Lewistown	Judith Basin County law enforcement stepping up for New Year's weekend	21
1/3/07	<i>Bozeman Daily Chronicle</i> , Bozeman	Holiday brings arrests for DUI's	21
1/4/07	<i>Ravalli Republic</i> , Hamilton	Holiday weekend results in only one serious DUI	41.25

Talk Show Opportunities

The media company researched and coordinated radio and television talk show opportunities for Director Jim Lynch to address the Montana Department of Transportation mobilization efforts over the holiday weekends in Montana. Talking points were provided to Mr. Lynch and media prior to interviews.

Mr. Lynch made an appearance on the following radio and television stations:

Market	Program/station	Date	Time	Location/length
Missoula	Community View Point KGVO AM	Dec. 19	1:30	3250 South Reserve Street/ 30 minutes
Helena	Beartooth NBC	Dec. 19	11 a.m.	MDT offices/ 1:30 TV story
Great Falls	KFBB ABC	Dec. 19	10 a.m.	MDT offices/ 1:45 TV story Ran in Billings, Helena and Great Falls
Kalispell	KOFI Radio	Dec. 21	9 a.m.	317 1 st Ave. E. One hour
Billings	KBUL Clear Channel Radio	Cancelled	9 a.m.	Phone interview – cancelled

Colonel Grimstad appeared on the following radio talk show where Director Lynch was unavailable:

Market	Program/station	Date	Time	Location/length
Helena	KBLL-AM/FM, Coffee Break	Dec. 22	9 a.m.	110 Broadway 45 minutes

- Media coverage on ABC appeared in the Billings, Great Falls and Helena markets.
- Media coverage on NBC appeared in the Great Falls and Helena markets.
- Media company obtained dubs of the stories that aired on ABC and NBC. We are still awaiting copies from some of the radio stations. Follow up calls have been made.

Mobilization Talk Show talking points

The following are sample talking points given to Director Lynch, Colonel Grimstad and the media in preparation for the above-mentioned interviews:

1. Social host liability
2. Cost of a DUI
3. Alcohol-related crash facts
4. Designated driver

December 13, 2006

HOLIDAY MOBILIZATION/SOCIAL HOST LIABILITY LAWS

Holiday parties are in full swing, but hosting a party can also mean running the risk of being liable for a lawsuit.

Under social host liability laws, adults who serve alcohol to minors or to persons who are obviously intoxicated can be held liable if the person who was provided the alcohol kills or injures another person.

The Montana civil liability law calls it "injury or damage resulting from an event involving the person who consumed the beverage."

Many people do not realize that it is illegal in Montana to provide alcohol to an obviously intoxicated person. A prevailing misconception is that it is okay, as long as that person is not driving.

The Montana law regarding civil liability for injuries involving alcohol consumption is set out in Montana Code Annotated section 27-1-710. It was revised by the legislature in 2005 to limit total liability for non-economic or punitive damages to \$250,000.

The law states that grounds for finding the person who furnished the liquor liable include serving someone who is underage, serving someone who is intoxicated, coercing someone to drink, or telling them the beverage contained no alcohol while knowing it did.

Civil liability laws regarding the serving of alcohol were instituted to reduce alcohol-related injury crashes.

Given the potential for liability, establishments that serve liquor should provide training for their employees.

The term "social host" means anyone who hosts a social gathering, including private individuals, employers, and organizations. So the same liability issues apply for a private citizen or a business that hosts an open bar at a holiday party.

Reduce the risk of social host liability by making sure those that attend your party have a designated driver who will provide them with a safe and sober ride home.

Some taverns and bars offer programs to get their patrons a free ride home. (Show host should talk about their local 'safe ride home' programs here.)

Any social host has the obligation to the people who attend their party and become intoxicated to ensure they do not drink and drive.

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December 13, 2006

COST OF A DUI TALKING POINTS/2006 HOLIDAY MOBILIZATION

It is a crime to drive if your blood-alcohol concentration (BAC) is .08 or over.

In 2005, 124 people in Montana were killed in crashes where alcohol was involved.

Enforcement crackdowns have contributed to an increase in the number of DUI citations in the state.

Last year, the Montana Highway Patrol issued 3,244 citations for driving under the influence, a jump of almost 22 percent over 2004. With additional patrol hours and new equipment, the number of citations is expected to increase again for 2006.

If you plan to drink, plan for a designated driver. A DUI is not worth the risk.
Montana is tough on DUI's.

It costs more than you think, even for a First time DUI offender:

- Minimum sentence of 24 hours in county jail; could serve up to 6 months in jail
- Fines up to \$1000
- 6 month suspension of driver's license and privileges
- Completion of alcohol treatment information course – estimated at about 12 hours, approximately nine weeks of commitment, and you pay the cost of the course.
- Possible chemical dependency treatment program
- Possible ignition interlock system on all vehicles
- Your name in the paper---and subsequent effects to your reputation, your business, maybe your job opportunities.

###

2. Holiday designated driver paid & earned television/radio media

Campaign Timing: December 11 - 31, 2006

Target Audience:

Primary demographic: Males: 21-35

Components of this campaign were as follows:

1. One thirty-second television commercial ran that was created and produced for the 2005 Designated Driver campaign entitled "Designated Driver, Keys – Governor." The commercial had a designated driver message and aired statewide during this campaign.
2. For this holiday campaign, MDT allowed the media contractor \$46,500 for paid network and cable television media. There was also an additional \$1,000 from

production dollars that was not used for a total of \$47,500. The media contractor placed \$47,167.00 of that budget. Using the one-paid/one-bonus method, we know the client received an additional \$49,115 in no-charge television commercials throughout this campaign.

Television Analysis:

Utilizing the buy one-paid/one-bonus method, we ran a network and cable television schedule during this campaign in all major markets (Billings, Bozeman, Butte, Great Falls, Helena, Kalispell and Missoula). Extra money was available to place on additional rural cable markets which included Anaconda, Deer Lodge, Hamilton, Havre and Shelby. Only one spot was missed on KPAX in Missoula for a total of \$185 and was not made good due to the time sensitivity of this campaign. The GRP's purchased in each market varied based on the number of GRP's needed to achieve the reach/frequency goal. The television placement received an average of 455.9 GRP's in each major market. This schedule achieved an average reach of 81.7% and frequency of 5.6.

Paid\bonus spots for TV: (Cable spots are included)	Total paid spots – 1,880 Total bonus spots – 1,919
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3. One thirty-second radio commercial ran that was created and produced for the 2005 Designated Driver campaign entitled "Governor and Lynch Designated Driver Holiday." The commercial had a designated driver message and aired statewide. The spot delivered this designated driver message: "Be the life of the party, be the designated driver." The spot ran for the entire length of the campaign.

For this holiday campaign, MDT allowed The media contractor \$32,500 for radio paid media. Out of those dollars, The media contractor placed \$32,132.43. Using the one-paid/one-bonus method, we know the client received an additional \$30,078.77 in no-charge radio commercials throughout the campaign.

Radio Analysis:

Utilizing the one-paid/one-bonus method, we ran a schedule during the campaign in all major markets (Billings, Bozeman, Butte, Great Falls, Helena, Kalispell and Missoula). The GRP's purchased in each market varied based on the number of GRP's needed to achieve the reach/frequency goal. Our paid radio during the campaign achieved an average of 1464.1 GRP's in each market, with an average reach of 82.7% and a frequency of 17.8.

Combined with television reach and frequency, this more than adequately met our campaign expectations of an 82.2% reach with a frequency of 11.7.

Paid\bonus spots for radio:	Total paid spots – 2,667 Total bonus spots – 2,443
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<i>Summary of paid and earned media dollars received for TV and radio:</i>	
TV placement	
TV placement – advertising cost:	\$47,352.00 placed \$47,167.00 billed
Earned media dollars @ N/C:	\$49,114.41
Radio placement:	
Radio placement – advertising cost:	\$32,132.43
Earned media dollars @ N/C:	\$30,078.77
Grand Total placement – advertising cost:	\$79,299.43
Grand Total Earned media dollars @ N/C:	\$79,193.18

3. Impaired driving sustained enforcement earned media

Campaign Timing: December 2007

Development and Distribution of News Releases for Sustained Enforcement

The contracted media company wrote and distributed news releases about law enforcement agencies across the state adding extra patrols through December. The releases were sent out to different markets according to the FFY 2007 Sustained Enforcement Plans schedule that we received from the Montana Department of Transportation office.

The following is a list of the releases, the distribution dates and the markets where they were distributed. Copies of the news releases follow. We were assisted in the individualization of county news releases by Nanette Gilbertson of the Montana Sheriff’s and Peace Officers Association (MSPOA). Our Sustained Enforcement releases differed from the statewide releases in that local law enforcement was asked to insert the name and quote of their own spokesperson. Some of the 27 counties under the MSPOA STEP contract did add their own quote or placed their name in front of the quote in the template release. These are reflected in the clippings of the articles that were published. Some also contacted their local radio station, taking the release with them for an on-air interview.

During January, Media company again worked with the Montana Department of Transportation, the Montana Sheriff’s and Peace Officers Association and individual law enforcement agencies to compile results of the New Year’s Holiday weekend patrols.

If the release dates of our New Year’s publicity efforts seem early, it should be noted that many of our target publications only come out weekly, with early deadlines further compounded by holidays.

Since the Montana Department of Transportation’s STEP contracts were based on both Occupant Protection and Impaired Driving, we were asked to include a seat belt message as well as impaired driving enforcement in our releases.

Title of release	Release date	Distribution
Local law enforcement stepping up for the holidays	Dec. 14	Missoula, Kalispell, Whitefish, Great Falls (HWY. Dist. 2), Glasgow, Helena
County law enforcement stepping up for New Year’s weekend	Week of Dec. 18	Country Sheriffs
Law enforcement steps up patrols	Dec. 21	Statewide media
Statewide Holiday crackdown on drunk driving and seat belt use	Dec. 14	MT Hwy. Patrol-District 1, Darby PD, Missoula PD, Ravalli County Sheriff’s Office, Stevensville PD, Laurel Police PD
Law enforcement steps up patrols (radio)	Dec. 21	Statewide Radio

MSPOA SUSTAINED ENFORCEMENT—FOR RELEASE: IMMEDIATE
Through December 27, 2006

COUNTY LAW ENFORCEMENT STEPPING UP FOR NEW YEAR’S WEEKEND

The _____ County Sheriff’s Office has added extra patrols during the holiday party season. Over the holiday, deputies will increase their weekend shifts and perform saturation patrols. The effort is part of a Selective Traffic Enforcement Program (STEP) established to detect and deter violators in order to improve traffic safety in Montana. County patrols will focus on the apprehension of impaired drivers and the enforcement of seat belt laws.

“We are working the extra hours because we know it can save lives,” said Sheriff _____ of _____ County. “This is our local contribution to the state and national crackdown to reduce highway deaths.” The additional patrols are funded by the Montana Department of Transportation with grants from the National Highway Traffic Safety Administration.

Jim Lynch, director of the Montana Department of Transportation, has placed a high priority on the reduction of alcohol-related crash fatalities in Montana. “Highly visible law enforcement is our best defense,” Lynch said. “We’re committed to showing there are consequences for driving under the influence.”

Deputies will also strictly enforce the state’s seat belt laws. “Seat belt use tends to be much lower among vehicle occupants who are under the influence of alcohol. Everyone is at a greater risk of injury or death if they are not buckled up,” said Lynch.

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LOCAL SUSTAINED ENFORCEMENT—FOR IMMEDIATE RELEASE

DEC 14,2006

Contact: Charity Watt Levis, Information Officer, Montana Department of Transportation
 406-444-7205 e-mail: cwattlevis@mt.gov

MPSOA contact: Nanette Gilbertson
 406-443-5669
ngilbertson@mt.net

LOCAL LAW ENFORCEMENT STEPPING UP FOR THE HOLIDAYS

The Missoula County Sheriff's Office, the Missoula Police Department and the Flathead County Sheriff's Office have added extra patrols during the holiday party season. Throughout December, deputies will increase their weekend shifts and perform saturation patrols. The effort is part of a Selective Traffic Enforcement Program (STEP) established to detect and deter violators in order to improve traffic safety in Montana. County patrols will focus on the apprehension of impaired drivers and the enforcement of seat belt laws.

The additional patrols are funded by the Montana Department of Transportation with grants from the National Highway Traffic Safety Administration.

Jim Lynch, director of the Montana Department of Transportation, has placed a high priority on the reduction of alcohol-related crash fatalities in Montana. "Highly visible law enforcement is our best defense," Lynch said. "We're committed to showing there are consequences for driving under the influence."

Deputies will also strictly enforce the state's seat belt laws. "Seat belt use tends to be much lower among vehicle occupants who are under the influence of alcohol. Everyone is at a greater risk of injury or death if they are not buckled up," said Lynch.

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Related newspaper articles appeared in the following newspapers:

Date	Publication	Headline	Column inches
12/26/06	<i>Miles City Star</i> , Miles City	Law enforcement will be out in force this holiday season	20
12/27/06	<i>Dillon Tribune</i> , Dillon	County law steps up for New Year's	13.5
12/27/06	<i>Glasgow Courier</i> , Glasgow	Law enforcement stepping up for New Year's weekend	42
12/27/06	<i>Blaine County Journal</i> , Chinook	County Law Enforcement Stepping up For New Year's Weekend	19
12/27/06	<i>Lewistown News-Argus</i> , Lewistown	County Law Enforcement stepping up for New Year's weekend	21
12/28/06	<i>Sanders County Ledger</i> , Thompson Falls	More patrols ordered for weekend	23
12/28/06	<i>Herald-News</i> , Wolf Point	Law Enforcement Steps Up Patrols	27.5
12/29/06	<i>Miles City Star</i> , Miles City	Custer County law enforcement stepping up for New Year's weekend	21
12/29/06	<i>Great Falls Tribune</i> , Great Falls	Law enforcement will be out in force over weekend	22.75

4. St. Patrick's Day impaired driving sustained earned media

Campaign Timing: March 2007

Development and Distribution of News Releases

Following is a list of the releases, the distribution dates and the markets where the media company distributed news released in support of St. Patrick's Day. These releases, were individualized for each market participating in the STEP program with additional patrols that weekend. Local law enforcement was asked to okay their name and a quote that was prepared in advance for the release.

Below are the titles of the press releases and the dates in which they were distributed. The releases were distributed to area newspapers, radio and TV stations.

Title of release	Release date	Distribution
Extra patrols to help keep motorists safe during tournament travel <i>MDT helps fund program to increase law enforcement during highly traveled events – Butte</i>	Feb. 21	Butte, Helena, Boulder, Dillon, Anaconda
Extra patrols to help keep motorists safe during tournament travel <i>MDT helps fun program to increase law enforcement during highly traveled events – Belgrade</i>	Feb. 26	Gallatin County, Bozeman, Livingston, Helena
Extra patrols in force during St. Patrick's Day celebration <i>MDT helps fund program to increase traffic safety during popular holiday in Butte</i>	March 13	Butte/Silver Bow County
Extra patrols in force during St. Patrick's Day celebration <i>MDT helps fund program to increase traffic safety during popular holiday</i>	March 13	Gallatin County, Flathead County, Missoula County, Hill County, Columbia Falls, Havre, Billings, Ravalli County, Kalispell, Whitefish
Extra patrols out to help keep ST. Patrick's Day safer <i>MDT funds helped to provide extra traffic safety measures during popular holiday – After</i>	March 27	All districts that participated in St. Patrick's Day STEP

Sample news release:

March 13, 2007

**Contact: Charity Watt Levis, Information Officer, Montana Department of Transportation
406-444-7205 e-mail: cwattlevis@mt.gov**

Extra patrols in force during St. Patrick's Day celebration

MDT helps fund program to increase traffic safety during popular holiday in Butte

Butte – Area law enforcement and the Montana Highway Patrol will add extra patrols March 16-18 as one of the largest celebrations in the Northwest occurs in Butte over St. Patrick's Day weekend.

Approximately 20,000 people will gather in Butte for its annual St. Patrick's Day celebration, so law enforcement agencies are taking extra precaution to help keep impaired drivers off the roads.

"We will have a large number of our officers working the festivities, several times more than our normal shift numbers," said Silver Bow County Sheriff John Walsh. "We are trying to keep people from getting hurt or killed. If they know we're out there, they might be smart and get a cab, call a friend, or designate a driver."

The added patrols are funded by a grant from the Montana Department of Transportation's Selective Traffic Enforcement Program (STEP). The STEP program is designed to give law enforcement additional resources to focus on traffic safety, especially deterring impaired drivers and encouraging the use of seat belts.

The Montana Highway Patrol will also assist with added patrols to focus on those who may be traveling to visit family and friends in Butte over the holiday weekend.

"We certainly want people to have a good time on St. Patrick's Day, but we'll have some extra troopers on the roads over the weekend," said Col. Paul Grimstad of the Montana Highway Patrol. "We don't want anyone's St. Patrick's Day weekend to end in tragedy."

According to Jim Lynch, director of MDT, improving safety on Montana roads takes everyone's help. "We hope people will look out for their friends and family. Don't drive if you will be drinking, and don't let anyone who has been drinking get behind the wheel. And of course, always buckle up."

Lynch encouraged reporting suspected impaired drivers to authorities by calling 911.

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5. St. Patrick's Day Impaired Driving STEP Enforcement Paid Media

Campaign Timing: March 12 to March 17, 2007

Target Audience:

Primary demographic: Males: 21-35

Components of this campaign were as follows:

1. One thirty-second radio commercial was created and produced and ran for this campaign entitled “Paul Grimstad-St. Pats”. The commercial had an enforcement message and aired statewide, “Remember don’t drink and drive, it’s the law and it will be enforced.” The spot ran for the entire length of the campaign.

Col. Grimstad’s PSA rotated in appropriate market using these individual STEP partners.

Belgrade	Sheriff Cashell	Clear Channel Radio
Belgrade	Asst. Chief Clark	Clear Channel Radio
Billings	Sheriff Maxwell	Clear Channel Radio
Bozeman	Deputy. Chf. Schumacker	Clear Channel Radio
Butte	Sheriff Walsh	Fisher Radio
Columbia Falls	Chief Perry	Bee Broadcasting
Whitefish	Chief Dial	Bee Broadcasting
Glendive	Chief Michaels	KXGN/KDZN
Great Falls	Captain Reeves	Fisher Radio
Cascade County	Sheriff Castle	Fisher Radio
Havre	Chief Barthel	KOMJ/KPQX
Helena	Colonel Grimstad	Cherry Creek Radio
Helena	Chief McGee	Cherry Creek Radio
Jefferson County	Sheriff Doolittle	Cherry Creek Radio
Missoula	Chief McMeekin	Fisher Radio
Missoula	Mike Collier (TSO)	Fisher Radio
Ravalli County	Under sheriff McConnell	Clear Channel
Salish / Kootenai	Tribal Chief Couture	Anderson Radio Broadcasting

For this St. Patrick’s Day campaign, MDT allowed The media contractor \$13,500 for radio paid media. Out of those dollars, The media contractor placed \$13,486.33. Using the one-paid/one-bonus method, we know the client received an additional \$12,505.33 in no-charge radio commercials throughout the campaign.

Radio Analysis:

Utilizing the one-paid/one-bonus method, we ran a schedule during the campaign in all major markets (Billings, Bozeman, Butte, Great Falls, Helena, Kalispell and Missoula) as well as a select few rural markets (Glendive, Havre, Polson and Ronan). The GRP’s purchased in each rated market varied. Our paid radio during the campaign achieved an average of 457 GRP’s in each market, with an average reach of 56% and a frequency of 8. This was only a one week schedule leading up to St. Patrick’s Day.

Paid\bonus spots for radio:

Total paid spots – 1,142

Total bonus spots – 1,071

Summary of paid and earned media dollars received for radio.

Radio placement – advertising cost: \$13,486.33
Earned media dollars @ N/C: \$12,505.33

As of the date of this report, all affidavits have been verified and final Post has been submitted.

6. Sustained Enforcement Earned Media

Campaign Timing: April-June 2007

Development and Distribution of News Releases

The contracted media company wrote and distributed news releases on different impaired driving and sustained enforcement messages that were distributed statewide.

Title of release	Release date	Distribution
Results of 2nd quarter reports - Extra law enforcement time helps to increase seat belt use. MDT helps fund program to encourage motorists to buckle up and deter impaired drivers.	May 15, 2007	Statewide

High Risk Events PR

The contracted media company with the assistance of the State Highway Traffic Safety Bureau identified local annual events where alcohol was served. STEP officers tagged these events as “high risk” events for DUI’s. Once the event calendar was established and approved by the local STEP officers, we wrote and produced :30 second radio PSA's directly addressing these high-risk events. Each high risk PSA was produced with a STEP officer within the area of the event. Media company partnered with local radio media outlets to rotate the PSA’s for one week prior to the event.

For additional media exposure, the media company prepared press releases that were distributed in conjunction with the radio PSA’s. The press releases contained quotes from several local law enforcement officers. The press releases were submitted to the Montana Department of Transportation and approved by Charity Watt Levis. Prior to distribution, local law enforcement officers also approved quotes used in each press release. Press releases were distributed to daily and weekly newspapers within the event’s region.

This table charts the events, speakers, stations and run dates for each high-risk event.

Event	Location	Spokesperson	Station	Run dates
Microbrew Fest	Billings	U-Sheriff Bell	Clear Channel	5/26-6/2
Bitterroot days	Hamilton	Sheriff Hoffman	KLYQ	5/21-5/27
Belt Rodeo	Belt	Sheriff Castle	Fisher Radio	6/9-6/17
Badlands Drifters	Glendive	Chief Michaels	KXGN	6/15-6/21
Augusta Rodeo	Augusta	Sheriff Leidle	KMTX	6/17-6/24

- Microbrew Fest
 - KMHK, KKBR, KCTR, KBUL and KBBB ran 8-9 spots daily from 5/26-6/2 on each radio station
- Bitterroot days
 - KLYQ ran 4-5 spots daily from 5/21-5/27
- Belt Rodeo
 - KAAK, KXGF, KQDI, KINX and KIKF ran 10 spots daily from 6/9-6/17
- Badlands Drifters
 - KXGN/KDZN ran 7-8 spots daily from 6/15-6/21
- Augusta Rodeo
 - KMTX ran 7-8 spots daily from 6/9-6/17

Following are samples of these the scripts for some of the events:

:30 PSA Bitterroot Days

Start Date June 3rd

End Date June 9th (Cut off 5:00 PM)

Sheriff Hoffman :23

Hello, this is Sheriff Hoffman with the Montana Highway Patrol. Everyone knows that summer time brings many visitors to the Bitterroot Valley. The Sheriff's Department, the Montana Highway Patrol and the local police are asking you to drive safely and sensibly. Enjoy Montana's events, rodeos and fairs, but if you are drinking alcohol, always have a designated driver. Please help keep Montana's roads safe. Remember, don't drink and drive. It's the law!

RADIO STATION ANNOC: :06

This message is brought to you by the Montana Department of Transportation and this station.

:30 PSA Badlands Drifters Car Club - Glendive

Start Date June 15th

End Date June 22nd (Cut off 5:00 PM)

Chief Allen Michaels :23

Hello, this is Chief Michaels with the Glendive Police Department. This Friday is the Badlands Drifters Car Club. The Sheriff's Department, the Montana Highway Patrol and the local police are asking you to drive safely and sensibly. Enjoy Montana's events, rodeos and fairs, but if you are drinking alcohol, always have a designated driver. Please help keep Montana's roads safe. Remember, don't drink and drive. It's the law!

RADIO STATION ANNOC: :06

This message is brought to you by the Montana Department of Transportation, and this station.

The contracted media company also distributed a second release to all Montana newspapers targeting all general summer events such as rodeos and fairs. The following new release was sent out to local media to raise awareness of summer high-risk events.

FOR IMMEDIATE RELEASE

June 29, 2007

Contact: Charity Watt Levis, Information Officer, Montana Department of Transportation
406-444-7205 e-mail: cwattlevis@mt.gov

MDT cautions Montana motorists to be responsible this summer

Nice weather and outdoor fun pose potential danger for alcohol related crashes

Summer in Montana means residents and out-of-state visitors can enjoy beautiful sites and a variety of events and activities. With more people on the road and taking part in summer fun, reports show an increase of alcohol-related vehicle crashes associated with summer events such as rodeos, fairs and other outdoor activities.

"We want everyone to enjoy Montana's summer, but play it safe," urges Jim Lynch, director of the Montana Department of Transportation. "Designate a sober driver before the fun begins. Don't let your friends drive if they've been drinking, and never get behind the wheel after you've been drinking."

With Montana having the highest alcohol related fatality rate in the nation per vehicle mile traveled, law enforcement across the state are taking a proactive approach by stepping up patrols during high-risk events.

"There will be some extra patrols around some events this summer," said Montana Highway Patrol Colonel Paul Grimstad. "We want everyone to have a great time and stay safe."

If the dangers of impaired driving don't strike a chord with some drivers, then the penalties of bad choices might. First time offenders face a maximum of six months in jail as well as a fine if convicted. Drivers are also urged to call the Montana Highway Patrol at (800) 525-5555 to report a suspected drunk driver.

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7. Impaired Driving Labor Day Mobilization – earned media

Campaign Timing: July – September 2007

Target Audience:

Primary Demo: Male 21 – 35

Secondary Demo: Adults 35 – 54

Earned Media Activities Overview

The media company coordinated earned media efforts to support the Montana Department of Transportation's paid media traffic safety campaign running during the

fourth quarter. We began those efforts with a Labor Day Mobilization campaign kick off press conference event on August 14, 2007. This event was followed by news releases supporting the Mobilization. Media company and personnel from Director Lynch's office coordinated media interviews were conducted with Director Lynch to help educate Montanans about the Labor Day Mobilization.

The contracted media company also researched, wrote and distributed a template news release to Selective Traffic Enforcement Program (STEP) sheriff's offices and police departments in Montana about the Labor Day Mobilization to help support the other Labor Day news releases that were distributed before, during and after the mobilization.

McDonald's® of Montana and the Montana Department of Transportation partnered for a second year to help promote traffic safety in Montana. The McDonald's® partnership was included in Labor Day news releases and the press kits. The McDonalds® promotion was also part of our Occupant Protection sustained enforcement campaign.

To accompany the Labor Day impaired driving campaign, Media company researched, wrote and distributed several other sustained enforcement news releases supporting MDT's impaired driving objectives. Some of these releases were geared toward specific markets, while others were appropriate for statewide distribution.

At the end of 3rd quarter and the beginning of 4th quarter, Media company was finishing up high risk summer events public relations efforts. The media contractor researched, wrote and distributed news releases regarding events such as rodeos, fairs, festivals, etc., where extra patrols would be on site to help detect and deter impaired drivers. This report was included with the media contractor's 3rd quarter report and is also included in this report to assure complete coverage of these efforts.

Campaign Launch - Labor Day Mobilization

Press Conference

Media company coordinated a press conference for the kickoff of the statewide Labor Day Mobilization. It was held on August 14, 2007 at 10 a.m. in front of the Montana Department of Transportation offices in Helena. The media contractor provided the following items to be included as a part of the press event:

- Press kits (samples of the following below)
 - Agenda of press conference
 - Mobilization news release. (This counted as the "Before" release that we are required to research, write and distribute prior to the start of the actual mobilization time period, which in this case was August 17 – September 3, 2007.)
 - McDonald's Partnership news release
 - Current strategies to reduce highway deaths and injuries
 - Montana Emergency Medical Services State Trauma Registry Report (2005-2006)

- Fatalities during summer holidays
- Statistical fact sheet
- Year-to-date Montana Highway Patrol Fatality Crash Information
- Electronic Media invites
- Invitee invites (from other State offices, MDT traffic safety supporters, etc.)
– same invite as above
- Follow up calls before press conference to media and other invitees
- Talking points for all speakers at the press conference
- Electronic rotating banners “Drunk Driving- Over the Limit. Under Arrest.

Agenda for Labor Day Mobilization News Conference:



Drunk Driving. Over the Limit. Under Arrest. Press Conference
10 am, August 14, 2007
Montana Department of Transportation 2701 Prospect Avenue, Helena

Jim Lynch – welcome

Announcement of Labor Day Law Enforcement Mobilization
August 17 through September 3
Crash risk in rural areas: Montana’s rural miles
Higher speeds
Longer EMS response/transport time

Introduce Don Wells, Ambulance Operations Supervisor, St. Peter’s Hospital

Don Wells, Ambulance Operations Supervisor, St. Peter’s Hospital

Rural EMS response

Jim Lynch introduces Kirsten Brewer

Her only brother died December 19, 2006, in an alcohol-related crash on Canyon Ferry Road. Kirsten is the daughter of Tracie Neilson, who has helped our media campaign by recording a moving radio testimonial about their family’s loss.

Kirsten Brewer

Kirsten recalls the crash event when her brother died.

Colonel Paul Grimstad, Montana Highway Patrol

The experience of MHP troopers on Montana’s rural roads

Jim Lynch

MDT Current strategies to reduce highway deaths and injuries

Jim Lynch introduces Jeff Gorman, representing McDonald’s of Montana and owner operator of McDonald’s Restaurants in Butte

The Montana Department of Transportation is partnering with McDonald’s® of Montana to encourage seat belt use during the Labor Day crackdown on drunk drivers.

Jeff Gorman

Representing McDonalds of Montana, owner/operator of Butte McDonald’s restaurants. McDonald’s is donating 40,000 coupons for free Soft Serve cones to be distributed to troopers, sheriff’s deputies and other peace officers.

Jim Lynch: Conclusion

SAMPLE TALKING POINTS OF PRESS CONFERENCE

10 am, August 14, 2007

Montana Department of Transportation 2701 Prospect Avenue, Helena

10:00 Mr. Lynch welcome

(8 minutes)

No matter how many other strategies we have in place to reduce traffic deaths—from engineering to education to emergency services—law enforcement is still the most important element in getting drunk drivers off the road.

We are here today to announce the increased patrols of Montana law enforcement to detect and apprehend impaired drivers over the next two weeks and through the Labor Day weekend.

The Drunk Driving Over the Limit Under Arrest campaign will be in effect August 17 through Sept 3.

The Montana Department of Transportation is funding overtime and extra patrols for the Montana Highway Patrol, 28 agencies through the Montana Sheriffs and Peace Officers Association and 29 other law enforcement agencies on the local and county level.

August and September are consistently among the highest fatality months in this state. Summer is tough in Montana, and not just because of fires....

We've got kids out of school, running around in the warm summer nights...we've got tourists, travel trailers, RVs and more motorcyclists whose deaths have been on a terrible climb.

We don't want the Labor Day holiday to end in tragedy for anyone.

Risk increases when travel increases over the holiday...and when people are celebrating

But alcohol use is only one factor in the equation for crash risk in this state.

Other risk elements make it even more important that we change the culture of drinking and driving to prevent these deaths.

Montana's high percentage of rural vehicle miles and low population combine to give us a high risk score for traffic deaths.

Montana, in fact, has the highest percentage of rural vehicle miles traveled for any state in the nation.

In most of Montana we don't have bumper to bumper slow downs, gridlock only means there's a cattle drive ahead...but in return we have a higher statistical risk of single vehicle crashes –miles away from the nearest hospital.

The last thing you should do is drive impaired on Montana roads...and for all too many, that is the last thing they did.

Last year, 226 people died on Montana roads, 209 of those deaths were in rural crashes. Over 92% of the fatal crashes were rural.

There are many contributing factors for the high rate of rural deaths.

- Head-on collisions and road departure crashes are common on two-lane roads, and are disproportionately deadly
- Motorists are traveling at higher rates of speed
- Drivers have a false comfort level because of lighter traffic and pleasant scenery, more likely to be distracted or fatigued
- Seat belt use is lower on rural roads
- Impaired driving is often a contributing factor
- Increased emergency response time and lengthy trips to the nearest hospital

Crash victims are five to seven times more likely to die from their injuries unless they arrive at a trauma center in

the first half-hour after a crash.

The EMS and Trauma Systems Section at Montana's Department of Public Health and Human Services found that in the last two years, the average length of time for a crash victim (for all crashes, both rural and urban) in Montana to reach a medical facility is 115 minutes—almost two hours.

Their report shows that some very long rural transports are bringing that average up.

Paul Grimstad:

(4-5minutes)

Montana's troopers and EMS personnel see tragedies like this all too often...and every one of them is difficult to forget. Montana Highway Patrol troopers understand better than any table of statistics what it is like out there on the highways, where drivers make brutal mistakes all too often.

Most rural crashes in Montana – about 3 out of 4—involve just one vehicle.

In most cases they didn't have to happen.

Each of our 8 districts includes hundreds of miles of rural roads...they may be primary roads, even our interstates in Montana are considered rural through many of their miles...

During the next two and a half weeks, MHP will be adding patrols, putting all available personnel on the roads, and taking overtime shifts, to make every effort to apprehend impaired drivers and make sure people are obeying the open container law.

This year we have added seven new troopers in our most affected districts, to allow for the population increases.

And in a big step forward to make blood alcohol evidence gathering more mobile...so law enforcement can move with the patterns of risk...we have put the MIDAC to use, This summer, the MIDAC was utilized to apprehend, test and detain drunk drivers at locations where major events occurred.

After we finish here, I'd like to invite you to step inside MIDAC and take a look at our latest tool to help keep Montana's roads safe.

Jim Lynch:

(3 minutes)

MDT Current strategies to reduce highway deaths and injuries

- \$250,000 funding for the Mobile Impaired Driving Assessment Center
- 110 Intoxilizer 8000s, which will go online this fall
- Sustained Selective Traffic Enforcement Program---increasing number of agencies are participating in our STEP grants for additional and overtime patrols.
- Funding for detection equipment such as radar
- Support for local DUI task forces and Safe Kids, Safe Communities coordinators for community-based programs for safe rides home, education and other activities
- Public education focusing on run-off-the-road crashes
- In addition to all our other practices to improve road safety, looking at high risk locations from both and engineering and enforcement perspective
- Promoting increased seat belt use

Single vehicle rollovers and ejection rates are high on rural roads. The seat belt use rate for the Interstate in Montana is over 92 percent, but on rural, non-primary roads, the use rate drops to 70 percent.

Seat belts are also less likely to be used by impaired drivers, so both factors contribute to the rate of deaths and injuries.

The Montana Department of Transportation is partnering with McDonald's® of Montana to encourage seat belt use during the Labor Day crackdown on drunk drivers.

Our thanks to McDonald's for helping us in our efforts to reduce traffic deaths and injuries.

Thank you all for coming, and helping us get the word out that MDT and law enforcement are doing everything possible to prevent deaths on Montana roads---and that means no lenience for anyone who endangers themselves and others by drinking and getting behind the wheel.

Labor Day Press Conference Coverage

- o Press conference TV stories ran on CBS, ABC and NBC on August 14, 2007 and again during the morning news on August 15, 2007.

CBS	<ul style="list-style-type: none">• Bozeman• Butte• Great Falls, Helena• Billings ran closer to Labor Day
ABC	<ul style="list-style-type: none">• Great Falls• Helena• Billings on NBC (an affiliate)
NBC	<ul style="list-style-type: none">• Helena• East Helena• Townsend• Great Falls• Havre• Lewistown

- o A shortened version of the "During" Labor Day news release was sent to all major and small market radio stations statewide on August 16, 2007
 - It was difficult to track what radio stations aired the information from the news release and when, but it was clear from follow up calls that several major market and most small market radio stations aired the Labor Day Mobilization message.
- o Newspaper
 - Many newspapers around the state picked up at least one form of the Labor Day Mobilization news release. There were a total of 26 newspaper clips generated from the news releases Media company put together and distributed for the Labor Day Mobilization. See clips at the end of this report.

Development and distribution of news releases

The media company researched, wrote and distributed "Before," "During" and "After" news releases about the Labor Day Mobilization. The releases were sent out statewide. The following is a list of the releases and their distribution dates.

Title of release	Release date
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<p>Law enforcement mobilizes against drunk driving August 17 – Sept. 3 <i>Crash risk on rural roads adds to Montana's alcohol fatality rate</i></p>	<p>August 14 – at press conference and then distributed statewide</p>
<p>Labor Day travel poses increased vehicle crash risks Statewide Labor Day law enforcement mobilization still in effect through the busy travel holiday</p>	<p>Between August 17 and September 3, 2007 – distributed statewide</p>
<p>MDT Labor Day reports show enforcement program 'stepping' it up Statewide law enforcement increased patrols to help keep MT roads and motorists safe during busy travel holiday</p>	<p>September 26, 2007 – distributed statewide</p>

Related newspaper articles appeared in the following newspapers:

Date	Publication	Headline	Column Inches	Pr value
8/16/07	<i>Shelby Promoter, Shelby</i>	National drunk driving crackdown in effect through Labor Day	28	\$195.00
8/16/07	<i>Independent Record, Helena</i>	It's the law – Montana Highway Patrol steps up its presence leading into this year's Labor Day weekend	85.5	\$1,930.00
8/18/07	<i>Independent Observer, Conrad</i>	Crackdown on impaired drivers goes into Aug. 17 through Labor Day	35	\$187.00
8/20/07	<i>Havre Daily News, Havre</i>	Law enforcement working overtime to crack down on drunk drivers	48	\$537.00
8/23/07	<i>Glacier Reporter, Browning</i>	National drunk driving crackdown in effect now through Labor Day	34	\$235.00
8/23/07	<i>Herald News, Wolf Point</i>	Fort Peck Law Enforcement Will Crackdown On Drunk Driving August 17-September 3	43	\$255.00
8/23/07	<i>Lake County Leader, Polson</i>	Driving crackdown seeks to save lives	27.5	\$260.00
8/24/07	<i>Belgrade News, Belgrade</i>	Belgrade cops to increase patrols for Labor Day	25	\$162.00
8/24/07	<i>Billings Gazette, Billings</i>	Sheriff's Office plans DUI crackdown	14	\$880.00
8/29/07	<i>Dillon Tribune, Dillon</i>	Sheriff patrols increased for Labor Day Weekend	16.25	\$90.00
8/29/07	<i>Laurel Outlook, Laurel</i>	Area crackdown on DUI drivers	15	\$155.00
8/30/07	<i>Searchlight, Culbertson</i>	Law Enforcement Increases Patrols For Labor Day	24.25	\$118.00
8/30/07	<i>Valley Journal, Ronan</i>	Local law enforcement increasing patrols for Labor Day	22.5	\$145.00
8/31/07	<i>Miles City Star, Miles City</i>	Law enforcement increases patrols for Labor Day	28	\$222.00
8/31/07	<i>Western News, Libby</i>	Local law enforcement increases patrols for Labor Day	17	\$92.00
9/1/07	<i>Bozeman Daily Chronicle, Bozeman</i>	Local law enforcement to stop up holiday patrols	8	\$154.00
9/6/07	<i>Ranger Review,</i>	Law enforcement increase patrols over	36	\$267.00

	Glendive	holiday		
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“Before” news release

NEWS RELEASE

For release: August 14, 2007

**Contact: Charity Watt Levis, Information Officer,
Montana Department of Transportation
406-444-7205 e-mail: cwattlevis@mt.gov**



Law enforcement mobilizes against drunk driving August 17 – Sept. 3

Crash risk on rural roads adds to Montana's alcohol fatality rate

Helena—Montana continues to have the highest rate of alcohol-related crash fatalities in the nation, based on the number of vehicle miles traveled. In today's announcement of stepped up law enforcement over the weeks leading up to Labor Day, the director of the Montana Department of Transportation urged Montanans to be aware that alcohol use increases the risks of traveling on rural roads.

“Alcohol use is only one factor in the equation for crash risk in this state,” said Jim Lynch, who is also the Governor's Representative for Highway Safety. “Other risk elements make it even more important that we change the culture of drinking and driving to prevent these deaths.”

A major factor Lynch cited was the increased relative risk of travel on rural roads. Montana has the highest percentage of rural vehicle miles traveled for any state in the nation, and 96 percent of all highway lane miles in the state are rural.

Rural versus urban matters because rural travel speeds are much higher than travel speeds in congested urban areas. When there are crashes in Montana the consequences are often severe due to travel speed. In 2006, over 92 percent of the fatal crashes were rural.

Making matters worse, it may take a considerable amount of time before a crash site is discovered in a rural area. Crash victims are five to seven times more likely to die from their injuries unless they arrive at a trauma center in the first half-hour after a crash, according to a July report issued by the national Center for Excellence in Rural Safety (CERS) at the University of Minnesota.

The EMS and Trauma Systems Section at Montana's Department of Public Health and Human Services found that in the last two years, the average length of time for a crash victim (for all crashes, both rural and urban) in Montana to reach a medical facility is 115 minutes—almost two hours. “Some very long rural transports are bringing that average up,” said Bobbi Perkins, the Injury Prevention coordinator at the EMS and Trauma Systems Section.

Single vehicle rollovers and ejection rates are also high on rural roads. The seat belt use rate for the Interstate in Montana is over 92 percent, but on rural, non-primary roads, the use rate drops to 70 percent. “Seat belts are also less likely to be used by impaired drivers,” said Jim Lynch, “so both factors contribute to the rate of deaths and injuries.”

The Montana Department of Transportation is partnering with McDonald's® of Montana to encourage seat belt usage during the Labor Day crackdown on drunk drivers. At today's kick-off event, Jeff Gorman, who owns and operates McDonald's restaurants in Butte, announced that McDonald's is donating 40,000 coupons for free Soft Serve cones to the Montana Highway Patrol as well as local and county law enforcement. The coupons will be distributed to drivers and passengers during safety spot checks and routine stops in an effort to thank motorists for improving traffic safety in Montana.

"Peace officers are in the front lines of our battle against drunk drivers," said Lynch, "and they will not show leniency to anyone who appears to be driving impaired. But, with the help of McDonald's, we can also remind people that law officers are here to protect Montana families, by rewarding drivers that are doing the right thing by wearing seat belts and driving safely."

About Drunk Driving. Over the Limit. Under Arrest Crackdown.

Law enforcement will be out in force August 17 through September 3 with extra patrols to prevent impaired driving. The Montana Department of Transportation State Highway Traffic Safety Office is providing funding for additional patrols and overtime for the Montana Highway Patrol, the Montana Sheriffs and Peace Officers Association and a total of about 56 police and sheriffs departments.

If you are caught driving while under the influence, you will be arrested. Montana considers impaired driving a deadly crime. If you will be celebrating the Labor Day weekend, or if you plan to be traveling, make sure that a sober driver is behind the wheel. It's not worth the risk.

The national *Drunk Driving. Over the Limit. Under Arrest.* impaired driving crackdown is a prevention program organized by the National Highway Traffic Safety Administration that focuses on high visibility enforcement combined with heightened public awareness.

About McDonald's

McDonald's USA, LLC, is the leading food service provider in the United States serving a variety of wholesome foods made from quality ingredients to millions of customers every day. More than 80 percent of McDonald's 13,700 U.S. restaurants are independently owned and operated by local franchisees--including the 44 restaurants in Montana. For more information on McDonald's visit www.McMontana.com

"DURING" news release for radio

NEWS IMMEDIATE RELEASE – RADIO

For release: August 16, 2007

Contact: Charity Watt Levis, Information Officer,
Montana Department of Transportation
406-444-7206 e-mail: cwattlevis@mt.gov

Law enforcement mobilizes against drunk driving August 17 – Sept. 3

Crash risk on rural roads adds to Montana's alcohol fatality rate

Helena—Montana continues to have the highest rate of alcohol-related crash fatalities in the nation, based on the number of vehicle miles traveled. Director of the Montana Department of Transportation urged Montanans to be aware that alcohol use increases the risks of traveling on rural roads.

A major factor Director Jim Lynch cited was the increased relative risk of travel on rural roads. Montana has the highest percentage of rural vehicle miles traveled for any state in the nation, and 96 percent of all highway lane miles in the state are rural.

What's more is that crash victims are five to seven times more likely to die from their injuries unless they arrive at a trauma center in the first half-hour after a crash.

A recent study conducted by the Montana Department of Public Health and Human Services (DPHHS) found that in the last two years, the average length of time for a crash victim (for all crashes, both rural and urban) in Montana to reach a medical facility is 115 minutes—almost two hours.

Single vehicle rollovers and ejection rates are also high on rural roads. The seat belt use rate for the Interstate in Montana is over 92 percent, but on rural, non-primary roads, the use rate drops to 70 percent.

The Montana Department of Transportation is partnering with McDonald's® of Montana to encourage seat belt usage during the Labor Day crackdown on drunk drivers. Coupons for a free soft serve cone will be distributed to drivers and passengers during safety spot checks and routine stops in an effort to thank motorists for improving traffic safety in Montana.

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“AFTER” news release

NEWS RELEASE

For immediate release – September 26, 2007

**Contact: Charity Watt Levis, Public Information Officer, Montana Department of Transportation
406-444-7205 cwattlevis@mt.gov**

MDT Labor Day reports show enforcement program 'stepping' it up

Statewide law enforcement increased patrols to help keep MT roads and motorists safe during busy travel holiday

Helena – The Montana Department of Transportation warned motorists that an increase in law enforcement patrols would saturate the state between Aug. 17 to Sept. 3, 2007 in an effort to lessen the number of impaired drivers who were on the road and remind folks to buckle up.

Reports from the Montana Highway Traffic Safety Bureau show a slight decrease in DUI numbers over the same 18-day period last year. The Labor Day crackdown from last year recorded 121 DUI arrests, while this year 98 DUI arrests were made during the mobilization. Although results are not yet final, there may have been a small reduction in alcohol related fatal crashes during 2006 for Montana. Early indicators for the first eight months of 2007, also

appear to be showing a decrease in fatal crashes with alcohol involvement when compared to the first eight months of 2006.

While Montana continues to have the highest rate of alcohol-related crash fatalities in the nation, based on the number of vehicle miles traveled, the efforts made by the Selective Traffic Enforcement Program (STEP) appear to be a 'step' in the right direction.

"One of our highest priorities is to reduce the number of highway fatalities," said MDT Director, Jim Lynch. "The STEP program is one tool to improve safety for our Montana motorists, but we need everyone to do their part and to make good traffic safety choices. Don't get behind the wheel if you've been drinking and always wear your seat belt."

The added patrols over the Labor Day mobilization were funded by a grant from the Montana Department of Transportation's Selective Traffic Enforcement Program. STEP is designed to give officers from the Montana Highway Patrol, tribal law enforcement agencies and 56 police and sheriffs departments, additional resources to focus on traffic safety, especially deterring impaired drivers and encouraging the use of seat belts. As more law enforcement agencies join STEP – 10 others have joined this year – more motorists will have less of a chance to put themselves and/or others in danger due to impaired driving or failing to buckle up.

Statewide seat belt usage on all Montana roads has stayed between 79-81 percent over the last four years, according to State Highway Traffic Safety Bureau reports. However, the seat belt use rate for the Interstate in Montana is over 92 percent, but unfortunately, on rural, non-primary roads, the use rate drops to 70 percent. "Seat belts are also less likely to be used by impaired drivers," said Lynch, "so both factors contribute to the rate of deaths and injuries."

With more participating STEP agencies, the opportunity for them to be on the road to help lower the number of potential crashes and fatalities increases. "We want to thank all of our law enforcement partners for working so hard to achieve safer roads and safer motorists on our roads," said Lynch. "Their efforts will help save lives, and that is the bottom line."

Labor Day media interviews with Director Jim Lynch

Media company worked with the Montana Department of Transportation personnel to coordinate media interviews with Director Lynch who spoke to communities about the Labor Day mobilization. The following is a brief summary of this project.

- Media company provided talking points to Director Lynch for these interviews.
- We worked with Christy Richem at the Department of Transportation to schedule Director Lynch as best we could. The following chart illustrates which shows Director Lynch interviewed with.

RADIO or TV TALK SHOWS with Director Jim Lynch – Labor Day Mobilization,
August/September 2007

Market	Program station	Interview Date possibilities	Time	Location	Host/ Reporter	Station Contact
Kalispell	KOFI Radio – Coffee Talk	Wed. 8-29 9 a.m.	Call in – 9-10 a.m.	Call in: 406-755-6691 KOFI Studio in Kalispell 317 1 st Ave. E.	Dax VonFassen	Dax VonFassen 755-6690
Missoula	KGVO AM – Clear Channel Radio, Community View Point (94.9, 96.3, and 107.5)	Wed. 8-30 2 p.m.	20-30 min. interview	Dir. Lynch will need to call into 406-523-9809! (3250 S. Reserve St.)	Pete Deneault	Pete Deneault 523-9809

NOTE Coordination of Director Lynch’s schedule and the media’s schedule did not allow for many live interviews. Christy (from MDT) and Media company worked diligently to set up as many as interviews as possible.

Keep in mind, the TV stations (NBC, ABC & CBS) were willing to do a story with Director Lynch, but none of them worked out because of Director Lynch’s schedule conflicts. The Billings KBUL radio station talk show hosts were on vacation the two weeks leading up to Labor Day. KBUL said they would have done the interview prior to Labor Day but Director Lynch was not available. KBUL said they were always willing to do an interview with Director Lynch.

Sustained Enforcement

Media company created a list of sustained enforcement news release ideas. With the go-ahead from MDT, The media contractor then researched and wrote news releases – some pertaining to specific markets and others that related to statewide enforcement. The following is a list of releases distributed:

Title of release	Release date
MDT reports motorcycle fatality numbers climbing <i>Safety rider courses encouraged for all riders</i>	Distributed to statewide media on October 19, 2007
Statewide upgrade in breath alcohol testing <i>Changeover to new Intoxilyzers takes place in early October</i>	Distributed to statewide media on October 16, 2007
MDT grant steps up DUI enforcement on game days	Distributed to Missoula media (newspaper, TV, radio, college newspaper) on October 17,

	2007
Bozeman city police see enforcement program as 'blessing' to community	Distributed to Bozeman media (newspaper, college newspaper, TV, radio, Bozeman Chamber) on October 18, 2007

Media company will continue to track all possible coverage on the before-mentioned news releases that have not yet been published.

FOR IMMEDIATE RELEASE

October 10, 2007

Contact: Charity Watt Levis, Information Officer, Montana Department of Transportation

406-444-7205 e-mail: cwattlevis@mt.gov

406-444-7206

MDT grant steps up DUI enforcement on game days

Missoula – When the University of Montana football team plays at home, an extra crowd of 20,000-25,000 people floods Missoula to cheer on the Griz. It's also a time when local law enforcement provides extra patrols dedicated to deterring impaired drivers and keeping Missoulians and out-of-town visitors safe.

While U of M has its own campus police who patrol the game and on-campus activities, like tailgates, city police watch out for those that are partying in popular pre- and post-game areas like downtown. "We have to gear up when the Grizzlies have a home game," said Sgt. Shawn Paul with the Missoula Police Department. "With STEP (Selective Traffic Enforcement Program), we are able to patrol traffic around town affected by game day. Before STEP, we never had the manpower to handle all of that."

The Missoula PD is a part of the Selective Traffic Enforcement Program, which is funded by a grant from the Montana Department of Transportation. STEP is designed to give officers from the Montana Highway Patrol, tribal law enforcement agencies and 56 participating police and sheriff's departments, additional resources to focus on traffic safety, especially deterring impaired drivers and encouraging the use of seat belts.

Paul said the biggest advantage of having a STEP contract is that the number of DUI citations in Missoula is better exposed to the public. He said the publicity helps educate the public and creates a positive impact on lessening the number of DUI crashes that occur in the city.

According to Missoula PD reports, the number of DUI arrests has nearly doubled in the last four years, even though data varies by quarter. For example, Missoula PD reported 13 DUI arrests last quarter (July-Sept.), compared to one DUI arrest during the previous quarter, April-June. Paul said there are not more DUI arrests being made because more people are drinking and driving, but because there are more resources to deal with them. He believes this is because of the ability to dedicate officers to detecting and deterring impaired drivers through the STEP grant.

"The extra money for enforcement is a huge help," Paul said. "STEP allows us to put more officers on the streets to do their job, and I think people are seeing that. We are a reminder to people, especially college students, to not drink and drive. Our goal is to help save lives, and whether that is during Griz games or all year round, the STEP program is helping us achieve that goal."

FOR IMMEDIATE RELEASE

October 12, 2007

Contact: Charity Watt Levis, Information Officer, Montana Department of Transportation
406-444-7205, e-mail: cwattlevis@mt.gov

Bozeman city police see enforcement program as 'blessing' to community

Bozeman – Understaffed and overworked – a familiar phrase and situation for many law enforcement agencies across the state. But because Bozeman is one of the fastest growing cities in Montana, finding extra law enforcement to help address increasing traffic issues including stopping impaired drivers could be a real problem.

Thanks to the Selective Traffic Enforcement Program through the Montana Department of Transportation, Lt. Rich McLane of the Bozeman Police Department said they are able to schedule extra hours dedicated to traffic and create public awareness, both of which are blessings to the community as well as the officers.

The Bozeman PD signed a STEP contract in 2002 and they are seeing positive behavioral changes from Bozeman area residents. The program is funded by a grant from MDT and designed to give officers from the Montana Highway Patrol, tribal law enforcement agencies and 56 participating police and sheriff's departments additional resources to focus on traffic safety. Deterring impaired driving and increasing seat belt use are the primary objectives of the grant.

Through the STEP program alone, the Bozeman PD was able to conduct about 400 hours of overtime strictly dedicated to traffic safety from Oct. 1, 2006 – Sept. 31, 2007. According to preliminary reports, those 400 hours encompassed 874 traffic stops, which included 12 DUI arrests and 53 seat belt citations. "Those are stops and citations we wouldn't have been able to make without STEP," said McLane. "By making those stops, we are taking impaired drivers off the streets to make it safer for the community."

Other drivers tend to pay attention when they see a traffic stop so the STEP program has a ripple effect in promoting safe driving. "When people see our lights or hear our sirens, they might slow down, buckle their seat belts or simply be more aware of our presence," said McLane. "We're not just affecting those that get pulled over, we may be affecting 20,000 other people who see us doing our job. It's not a total solution, but STEP helps us raise awareness to the community for all of our traffic safety issues. It's a great program and we will continue to be a part of it as long as the opportunity is there."

As a result of the new releases distributed for the high-risk summer events, 13 news articles were printed in Montana news publications.

Date	Publication	Headline	Column Inches	Pr value
7/4/07	<i>Dillon Tribune</i> , Dillon	Montana DOT urges safe, sober driving – Play it safe (Jim Lynch)	20	\$161.00
7/3/07	<i>Phillips County News</i> , Malta	Officials caution motorists about mixing alcohol with fun	12	\$65.00
7/5/07	<i>Wibaux Pioneer</i> , Wibaux	MDT warns of alcohol-impaired driving	12	\$56.00
7/5/07	<i>Fairfield Times</i> ,	MDT cautions Montana motorists to e	21	\$148.00

	Fairfield	responsible this summer		
7/11/07	Cut Bank Pioneer Press, Cut Bank	MDT cautions Montana motorists to be responsible this summer	22	\$151.00
7/11/07	Liberty County Times, Chester	MDT cautions Montana motorists to be responsible this summer	18	\$97.00
7/12/07	Shelby Promoter, Shelby	MDT cautions motorists to be responsible this summer	22	\$151.00
7/12/07	Independent Observer, Conrad	Nice weather and outdoor fun pose potential danger for alcohol related crashes	22	\$116.00
7/12/07	Glacier-Reporter, Browning	MDT cautions Montana motorists to be responsible this summer	24.75	\$170.00
7/18/07	Terry Tribune, Terry	Motorists warned – be safe	13	\$61.00
7/25/07	Terry Tribune, Terry	Our lives, our health, our nutrition – MDT cautions motorists	14	\$66.00

Wibaux Pioneer-- Printed on July 5, 2007

MDT warns of alcohol-impaired driving

Summer in Montana means residents and out-of-state visitors can enjoy beautiful sites and a variety of events and activities.

With more people on the road and taking part in summer fun, reports show an increase of alcohol-related vehicle crashes associated with summer events such as rodeos, fairs and other outdoor activities.

“We want everyone to enjoy Montana’s summer, but play it safe,” urges Jim Lynch, director of the Montana Department of Transportation. “Designate a sober driver before the fun begins. Don’t let your friends drive if they’ve been drinking, and never get behind the wheel after you’ve been drinking.”

With Montana having the highest alcohol-related fatality rate in the nation per vehicle mile traveled, law enforcement across the state are taking a proactive approach by stepping up patrols during high-risk events.

“There will be some extra patrols around some events this summer,” said Montana Highway Patrol Colonel Paul Grimstad. “We want everyone to have a great time and stay safe.” If the dangers of impaired driving don’t strike a chord with some drivers, then the penalties of bad choices might. First time offenders face a maximum of six months in jail as well as a fine if convicted. Drivers are also urged to call the Montana Highway Patrol at (800) 525-5555 to report a suspected drunk driver.

Nice weather and outdoor fun pose potential danger for alcohol related crashes

FOR IMMEDIATE I

**Contact: Charity W
 406-444-7205 e-ma**

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Glendive— The annual Dawson County Fair begins August 8 and ends on August 12 and the Montana Department of Transportation is urging motorists to be careful while celebrating during the festivities. Reports show an increase in alcohol-related vehicle crashes associated with summer events such as rodeos, fairs and other outdoor activities.

“Designate a sober driver before the fun begins,” said Jim Lynch, director of the Department of Transportation,. “Don’t let your friends drive if they’ve been drinking, and never get behind the wheel after you’ve been drinking.”

With Montana having the highest alcohol related fatality rate in the nation per vehicle mile traveled, law enforcement across the state are taking a proactive approach by stepping up patrols during high-risk events.

“We want you to enjoy your time at the fair, but there is no reason to put yourself or others at risk by making bad decisions,” said Police Chief Allen Michaels. “Be smart – don’t drink and drive and always buckle your seat belt.”



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Helena MT 59601
406-443-2850

AUG 23 2007

Searchlight
Culbertson, Montana

8 – THE SEARCHLIGHT, Thursday, August 23, 2007

Fort Peck Law Enforcement Cracks Down On Drunk Driving

Law enforcement officers on the Fort Peck Reservation will be running saturation patrols and overtime shifts for the next two weeks in an effort to reduce impaired driving.

"As summer winds down and we have our last big celebration of the powwow season, there will be some partying," said Captain Jim Summers of the Fort Peck Law and Justice Department. "But it is never okay to get behind the wheel under the influence of alcohol. We're going to be doing everything we can to catch you, stop you, and arrest you, if you're driving drunk," he said.

Driving with a blood alcohol level of .08 or higher is illegal on the reservation. With alcohol in the blood stream, people are not able to accurately judge the impairment to their motor

skills and vision. "If you are over the limit, you are a danger to yourself and others," said Summers.

The campaign also encourages the use of designated drivers. "If you are going to drink, be smart about it and designate someone to be the sober driver before you start partying," said Captain Summers. "It's simple and it will save your family a lot of grief."

The local law enforcement effort is a national campaign funded by the BIA Highway Safety program. The national "Drunk Driving. Over the Limit. Under Arrest." impaired driving crackdown is a prevention program organized by the National Highway Traffic Safety Administration that focuses on high visibility enforcement combined with heightened public awareness.

8. Impaired Driving Labor Day Mobilization – paid media

Campaign timing: August 17 – September 3, 2007

Target Audience:

Primary demographic: Males: 21-34

Secondary demographic: Males: 35-49

Components of this campaign were as follows:

1. Two thirty-second **television** commercials were used that had been produced for a previous Labor Day Mobilization Campaigns. These two spots were entitled "Foot" and "Walk". These commercials had an enforcement message and for this campaign closed caption was added. This campaign ran statewide.

For this campaign, MDT allowed the media contractor \$66,100 for paid television media. The media contractor placed a total of \$66,020 of that budget. **Using the one-paid/one-bonus method, we know the client received an additional \$70,319.05 in no-charge television commercials throughout the course of this campaign.**

Television Analysis:

Utilizing the buy one paid/one bonus method we ran a network television and cable schedule during the course of this campaign in all major markets (Billings, Bozeman, Butte, Great Falls, Helena, Kalispell and Missoula) and additional smaller rural markets (Anaconda, Conrad, Cut Bank, Deer Lodge, Dillon, Hamilton, Havre, Livingston, Polson, Ronan and Shelby). The GRP's purchased in each market varied based on the number of GRP's needed to achieve the reach/frequency goal. The network television placement received an average of 649 GRP's in each major market. This schedule achieved an average reach of 90% and a 7 frequency.

Media company paid\bonus spots:	Total paid spots – 2305
(Cable spots are included)	Total bonus spots – 2362

2. Two sixty-second **radio** testimonial commercial were used which were created and produced entitled "Tracie" and "Rambo". These commercials had an enforcement message tag and aired statewide during the course of the campaign. They delivered the message: *"Don't do this to your family, Don't Drink and Drive, help us keep our roads safe for everyone."*

For this campaign, MDT allowed The media contractor \$61,400 for radio paid media. Out of those dollars The media contractor placed \$61,334.66. **Using the one paid/one bonus method, we know the client received an additional \$59,590.83 in no-charge radio commercials throughout the course of the campaign.**

Radio Analysis:

Utilizing the one paid/one bonus method we ran a schedule during the course of the campaign in all major markets (Billings, Bozeman, Butte, Great Falls, Helena, Kalispell and Missoula) and various small markets which included Big Fork, Dillon, Glendive, Havre, Lewistown, Miles City, Polson, Ronan and Sidney. The GRP's purchased in each market varied based on the number of GRP's needed to achieve the reach/frequency goal. Our paid radio during the course of the campaign achieved an average of 1399 GRP's in each market, with an average reach of 77.9% and a 15.5 frequency.

Paid\bonus spots for radio:	Total paid spots – 3,755
	Total bonus spots – 3,849

Summary of paid and earned media dollars received for TV and radio.

TV placement – advertising cost:	\$66,020.00
Earned media dollars @ N/C:	\$70,319.05
Radio placement – advertising cost:	\$61,334.66
Earned media dollars @ N/C:	\$59,590.83

9. Labor Day Campaign evaluation: Motor Vehicle Division Survey

Intercept surveys at Department of Motor Vehicle offices were conducted in September of 2007 following the Labor Day Law Enforcement Mobilization media campaign. Surveys responses were collected, with the cooperation of the DMV, in Helena, Billings and Bozeman.

A similar survey was conducted in 2006. The PowerPoint documents that detail the results also provide a comparison summary between the two years.

Eighty percent of all those interviewed remembered recently seeing or hearing messages about impaired driving or DUI enforcement—up from 75 percent of the sample who remembered messages in 2006. Our survey team felt it worthy to note that several people in each market commented on the testimonial radio ads used in the Labor Day campaign. They remembered them very well and felt the spots delivered a strong "don't drink and drive" message.

Other questions regarding the exposure to impaired driving messages received less clear responses. Only 39 percent said they had heard about DUI enforcement "more than usual" in the past 30-40 days, while an increased number, 55 percent, said they had heard about DUI enforcement "about the same as usual." This response could be influenced by a perception of on-going information about drunk drivers in the media and elsewhere. The positive responses increased when the respondents were asked if they remembered an announcement featuring the Montana Department of Transportation or a law enforcement officer asking them not to drink and drive—and the positive responses increased yet again when they were asked if they had seen or heard anything about impaired driving enforcement "in Montana."

Among all respondents, the answer to the questions "Compared to 3 months ago, are you now driving after drinking...." revealed a 13 percent increase in the number who said "never." We also saw a 10 percent increase in those who said they designate a sober driver "every time" they drink or plan to drink.

In the 21-34 year-old age group, a comparison with the September 2006 surveys revealed a 9 percent increase among those that feel penalties aren't strict enough. An additional 4 percent of respondents in this age group went through police checkpoints in 2007 as compared with 2006.

Among 21-34 year-olds we saw a 6 percent increase in those who had seen, read or heard any drunk driving messages recently. This target audience segment also showed an increase of 5 percent of respondents who pick a designated driver "every time."

The 21-34 year old age group also showed a quite significant increase in the number of respondents who feel that drunk driving is a "significant" problem—up 17 percent over 2006.

10. Impaired Driving special events paid & earned media

Campaign Timing: July 18 – August 31, 2007

a) Earned Media:

The following press releases were distributed on July 24 to local media outlets targeting specific high-risk local events.

FOR IMMEDIATE RELEASE

July 24, 2007

Contact: Charity Watt Levis, Information Officer, Montana Department of Transportation

406-444-7205 e-mail: cwattlevis@mt.gov

MDT cautions motorists to be responsible during the Rockin' the River festivities

Nice weather and outdoor fun pose potential danger for alcohol related crashes

Three Forks — The annual Rockin' the River begins on August 10 and runs through August 12 and the Montana Department of Transportation is urging motorists to be careful while attending and celebrating the festivities. Reports show an increase in alcohol-related vehicle crashes associated with summer events such as rodeos, fairs and other outdoor activities.

"Designate a sober driver before the fun begins," stated the Director of the Department of Transportation, Jim Lynch. "Don't let your friends drive if they've been drinking, and never get behind the wheel after you've been drinking."

With Montana having the highest alcohol related fatality rate in the nation per vehicle mile traveled, law enforcement across the state are taking a proactive approach by stepping up patrols during high-risk events.

"We want you to enjoy your time during the Rockin' the River days, but there is no reason to put yourself or others at risk by making stupid decisions," said Jim Cashell, Sheriff for Gallatin County. "Be smart – don't drink and drive and always buckle your seat belt."

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FOR IMMEDIATE RELEASE

July 24, 2007

Contact: Charity Watt Levis, Information Officer, Montana Department of Transportation

406-444-7205 e-mail: cwattlevis@mt.gov

MDT cautions motorists to be responsible during the Dawson County Fair

Nice weather and outdoor fun pose potential danger for alcohol related crashes

Glendive— The annual Dawson County Fair begins August 8 and ends on August 12 and the Montana Department of Transportation is urging motorists to be careful while celebrating during the festivities. Reports show an increase in alcohol-related vehicle crashes associated with summer events such as rodeos, fairs and other outdoor activities.

"Designate a sober driver before the fun begins," said Jim Lynch, director of the Department of Transportation,. "Don't let your friends drive if they've been drinking, and never get behind the wheel after you've been drinking."

With Montana having the highest alcohol related fatality rate in the nation per vehicle mile traveled, law enforcement across the state are taking a proactive approach by stepping up patrols during high-risk events.

"We want you to enjoy your time at the fair, but there is no reason to put yourself or others at risk by making bad decisions," said Police Chief Allen Michaels. "Be smart – don't drink and drive and always buckle your seat belt."

###

b) Paid Media for Sustained Special Events

Target Audience:

Primary demographic: Males: 21-35

Components of this campaign were as follows:

Various thirty-second **radio** commercials were produced by local law enforcement. All commercials had an impaired driving sustained enforcement message and aired statewide. Each spot ran before and during event area. Spots were produced featuring Director Lynch who delivered a message notifying the public that there was additional law enforcement patrolling these events.

The following PSA's were re-used from 2006 for each market using these specific events.

Billings:	Billings Fair
Butte:	Butte State Fair
Butte:	Evil Knievel Days
Glendive:	Dawson County Fair
Great Falls:	Montana State Fair
Havre:	Great Northern Fair
Helena:	Last Chance Stampede
Kalispell:	Northwestern Montana Fair
Kalispell:	Columbia Falls Rodeo
Missoula:	Ravalli County Fair
Missoula:	Testicle Festival
Missoula:	Western Montana Fair

For this sustained Special Events campaign, MDT allowed the media company \$29,000 for radio paid media. Out of those dollars, the media company placed \$28,995.41. **Using the one-paid/one-bonus method, we know the client received an additional \$27,190.57 in no-charge radio commercials throughout the campaign.**

Radio Analysis:

Utilizing the one-paid/one-bonus method, we ran a schedule during the campaign in the following markets (Billings, Bozeman, Butte, Glendive, Great Falls, Havre, Helena, Kalispell and Missoula). The GRP's purchased in each rated market varied. Our paid radio during the campaign achieved an average of 533 GRP's in each market, with an average reach of 56% and a frequency of 9. Each schedule was approximately 4-5 days in length running during each specific event..

Paid \ bonus spots for radio:

Total paid spots – 2,043

Total bonus spots – 1,930

Summary of paid and earned media dollars received for radio.

Radio placement – advertising cost: \$29,000.00
Earned media dollars @ N/C: \$28,995.71

B. Occupant Protection Earned and Paid Media

1. Occupant Protection sustained enforcement media activities

Campaign Timing: November 2006 – March 2007

Target Audience:

Primary Demo: Male 18-34

Objective:

The objective of this campaign is to continue to promote increased and regular seatbelt use through the communication of positive, informative and motivating earned and paid media. We will also continue to inform and educate Montanans on the importance of consistent use of seat belts, based on an enforcement message tied closely with the national campaign. Seatbelt usage reduces injuries and fatalities. Everyone in the vehicle needs to be properly secured, as it is our law. If the driver is stopped for another reason and the driver is seen not wearing a seat belt, he/she will then receive a ticket. If the Legislature would have passed a Primary Seat Belt law, the message for our media campaign would have switched to an educational message informing Montanans about the new law.

Media Strategy:

The media for the sustained enforcement period was radio. Most all Local STEP officers had been contacted to see if they would produce a :30-second radio spot to be used within their markets. Director Lynch did not want these local STEP officer's PSA running during this time, therefore three new :30-second Sustained Enforcement radio PSA's were produced using Director Lynch voiceover only. We did not produce any STEP officer's PSA's. Media company placed a 13-week radio schedule with the Montana Broadcasters Association for PSA's to run in all Montana markets. The media contractor purchase 12 week and MBA bonused MDT an additional week at no-charge.

Please note that this schedule did not run, Director Lynch's office asked us to hold until after the seat belt law bill either passed or failed in the Legislature. HB300 did not pass; therefore this campaign will start directly after the May Mobilization, June 4th, 2007.

Because the placement for our radio is through the Montana Broadcaster Association and because not all Montana radios stations are rated markets we will not be able to do a post-analysis report after these PSA's run in June, 2007.

2. Paid & earned media for May Mobilization

Campaign Timing: May 14-June 3, 2007

a) Paid Media

Campaign Objectives:

Our goal was to continue to promote increased and regular seatbelt use through the communication of positive, informative and motivating earned and paid media. We will also continue to inform and educate Montanans on the importance of consistent use of seat belts, based on an enforcement message tied closely with the national "Click it or Ticket" campaign. Seatbelt usage reduces injuries and fatalities. Everyone in the vehicle needs to be properly secured, as it is our law. If the driver is stopped for another reason and the driver is seen not wearing a seat belt, he/she will then receive a ticket.

Target Audience: Males 18-34

Media Strategies:

The media utilized for this campaign included network television, cable television and radio. Media company requested that all media provide one no-charge bonus PSA for every paid PSA scheduled, as appropriate for a non-profit entity. All campaign materials were placed in all seven major Montana markets. May Mobilization grant dollars were also used to purchase additional rural markets, using cable television and radio. We focused on smaller cities that have the 18 to 34 year old male who might be attending community colleges. These cities included; Anaconda, Conrad, Cut Bank, Deer Lodge, Dillon, Glendive, Hamilton, Havre, Lewistown, Livingston, Miles City, Polson/Ronan and Sidney.

Components of this campaign were as follows:

1. Three **thirty-second television PSA's** were used. All three spots have run in the past. The first PSA, "Don't be stupid and become a flying object", was created and produced last year. It featured three people in a car, with one person in the back seat not wearing a seatbelt. This PSA had a strong emphasis on how important it is to wear your seatbelt for the safety of others in the vehicle with you. The other two PSA's also had been previously produced, but were revised for this campaign. They were titled "Revised Emma" and "Revised Danny/Baseball." Media company placed this :30 PSA's on stations with the lowest cost per point based on the target demographic. These PSA's ran the entire length of the campaign.

For this May Mobilization campaign, MDT allowed The media contractor \$51,540 for paid television media in the seven major markets and an additional \$6,900 for cable in select rural markets. The media contractor placed \$57,780 of that budget. **Using the one-paid/one-bonus method, we know the client received an additional \$55,228 in no-charge television PSA's throughout this campaign.**

Television Analysis:

Utilizing the buy one-paid/one-bonus method, we ran a network and cable television schedule during this campaign in all major markets (Billings, Bozeman, Butte, Great Falls, Helena, Kalispell and Missoula). An additional cable buy was done in the following rural markets; Anaconda, Conrad, Cut Bank, Deer Lodge, Dillon, Hamilton, Havre, Livingston, Polson/Ronan and Shelby. A few spots were missed on various network stations and were not made good due to the time sensitivity of this campaign. The GRP's purchased in each market varied based on the number of GRP's needed to achieve the reach/frequency goal. The television placement received an average of 613.9 GRP's in each major market. This schedule achieved an average reach of 92.5% and frequency of 6.69.

Media company paid \bonus spots for TV: (Cable spots are included)	Total paid spots – 3,922
	Total bonus spots – 3,893

2. **Two new sixty-second radio testimonial PSA's** were created and produced titled "Tiffany" and "Ed Tinsley." Tiffany and Ed told their real seat belt stories and Director Lynch added the enforcement tag to the end of the PSA's. Both PSA's had a strong emphasis on the importance of wearing your seatbelt, as well as letting people know that seatbelts save lives. Both PSA's aired statewide during the course of the campaign.

Five additional thirty-second radio PSA's were used featuring local STEP partners. The STEP officers produced an enforcement message, then The media contractor placed it in their local markets. The local message was, *"Wearing seat belts is the law and it WILL be enforced. If you are stopped and you're seen NOT wearing your seat belt, you will be ticketed. We're here to protect all Montana citizens."* These PSA's rotated one to every 4 with the "Tiffany" and "Ed" PSA's. The five local STEP officers and markets were:

Billings:	Lt. Bryce
Bozeman:	Sheriff Jim Cashell
Butte:	Sheriff Walsh
Helena:	Chief of Police Troy McGee
Missoula:	Sgt. Shawn Paul

For this mobilization campaign, MDT allowed The media contractor \$40,725 for radio paid media and an additional \$18,700 in the rural markets. Out of those dollars, The media contractor placed \$57,842.90. **Using the one-paid/one-bonus method, we know the client received an additional \$72,335.85 in no-charge radio PSA's throughout the campaign.**

Radio Analysis:

Utilizing the one-paid/one-bonus method, we ran a schedule during the campaign in all major markets (Billings, Bozeman, Butte, Great Falls, Helena, Kalispell and Missoula). The GRP's purchased in each market varied based on the number of GRP's needed to achieve the reach/frequency goal. Our paid radio during the campaign achieved an average of 1401.5 GRP's in each market, with an average reach of 81.5% and a frequency of 17.

Combined with television reach and frequency, this more than adequately met our campaign expectations of an 85.5% reach with a frequency of 12+.

Media company paid \ bonus spots for radio:	Total paid spots – 3,647
	Total bonus spots – 4,544

Summary of paid and earned media dollars received for TV, radio, inside signs and billboards.

TV placement – advertising cost:	\$57,780.00
Earned media dollars @ N/C:	\$55,228.00
Radio placement – advertising cost:	\$57,842.90
Earned media dollars @ N/C:	\$72,335.85
Grand Total placement – advertising cost:	\$115,622.90
Grand Total Earned media dollars @ N/C	\$127,563.85

b) Earned media

High School Graduation

The Montana Department of Transportation's Occupant Protection message "Don't become a Flying Object—Please Buckle up - It's the Law" was strategically placed in the hands of over 4,255 Montana high school seniors. This message was put on a poster and placed on the walls of their All-Night Graduation Parties as well as one After-Prom party. We also placed our message on admission tickets, raffle tickets and invitations.

We contacted and partnered with 13 Montana high schools and worked with the schools' parent council boards. The following is a description of our participation with each school, samples of the materials and press releases.

**NOTE: To reduce printing costs, The media contractor printed 400 four-color, "Don't become a flying object" event posters for participating high schools. Before distributing the poster to the individual schools, we over-printed the local event information for each school in the allotted blank space at the bottom left of the poster.*

Bozeman High After Graduation Party



Bozeman High has very limited space for posters, so did not use them. Their school gives personal invitation to the seniors inviting them to the "Senior Sober" party. The invitations were used as "stand-in" diplomas and given out by the Principal during the graduation rehearsal. The senior invites also served as admission tickets to the party; they must bring the invite to the "Senior Sober" party. This opportunity as an ideal vehicle for the Occupant Protection

message because the seniors carried this invite with them a guaranteed period of time. The Bozeman High School Parent Council Event Coordinator, Theresa Lerner, provided the event text to us and we designed and printed 400 invites for the school.

We also designed and printed 150 raffle tickets that students bought at the door for \$5. They wrote their names on the back of each ticket; at the end of the party, all were entered into drawings for a wide range of prizes. Both the invites and tickets were sent to the school on May 4th and received by Teresa on May 7th. There were a reported 340 students in attendance at the Senior Sober party.

Senior High, Billings MT

Senior High's Parent Event Coordinator, Janice Allen, stressed an immediate need to have Master Lube tickets designed and printed for the students to sell. Master Lube donated the entire day of May 12th to the school for oil changes and car washes. Students sold each ticket for \$35 and then kept the funds for the graduation party. The media contractor designed and printed 400 numbered tickets with our Occupant Protection message "Please Buckle up-

Remember it's the law" as well as the MDT's logo and the Click it or Ticket logo. Students received the tickets on April 12th and all tickets were sold in a month. The fundraiser grossed over \$10,000 for Senior's Graduation Party. They also received 60 11" x 17" event/seat belt posters. 300 students attended the party and at least half the graduating class participated in the Master Lube ticket sale.

Butte High, Butte MT

The Seatbelt Convincer was requested for May 30th, 9pm-10pm, but was canceled by the parents. The school received 60 Occupant Protection posters for Butte High Chemical Free Graduation Party.

Media company also designed and printed 350 raffle tickets that were delivered on May 14th. Approximately 260 graduates attended the party.

Helena High & Capital High, Helena MT

We provided 50 Occupant Protection posters for the Senior All Night Party. We did not print admission or raffle tickets because Helena High and Capital High use wrist bands for admission tickets and the raffled prizes are already predetermined before the party. The posters were hung at the party, giving us further message exposure. Approximately 525 students attended the after graduation party.

Hellgate High, Sentinel High & Big Sky High, Missoula MT

The three Missoula high schools collaborate each year for one All Night Senior party. Their planning committee already designed and printed their posters and tickets, and suggested we contact them next January if we are interested in providing admission or raffle tickets.

We did send 25 Occupant Protection posters with a senior congratulations message printed in the event box. These posters were hung as decorations at the All Night Senior Party. Approximately 800 seniors attended the party.

Summary

In summary, the media company contacted the top 14 High Schools in Montana with 13 participating in our Occupant Protection campaign. The designed and printed 2,150 tickets for admission and raffle, 870 personal invitations and 350 event posters. Our message reached more than 4,255 Montana High School students.

The sample press release:

FOR IMMEDIATE RELEASE

May 17, 2007

Contact: Charity Watt Levis, Information Officer, Montana Department of Transportation

406-444-7205 e-mail: cwattlevis@mt.gov

MDT partners with local high school all night graduation parties to deliver 'buckle up' message

BILLINGS—The 2007 Billings West and Senior High Schools' all night graduation parties are receiving additional community support from the Montana Department of Transportation. The state agency is lending a hand to both schools' "Rad-Grad" planning committees by designing and printing event tickets and/or posters for their parties with a message to buckle up.

The Montana Department of Transportation welcomed the opportunity to print their occupant protection message, "Don't become a flying object" on items directly targeted at the graduates. According to the State Highway Traffic Safety Office, 30 motorists on Montana roads between the ages of 14-18 who were not wearing a seat belt died in car crashes in the last two years (2005-2006).

"It is important for our kids to understand the risks of not wearing a seat belt," said Jim Lynch, director of the Montana Department of Transportation. "Regular seat belt use is the single most effective way to protect people and reduce fatalities in motor vehicle crashes. We want to remind teens to be in the habit and stay in the habit of buckling up."

BHS students have been selling the tickets for an oil change and carwash at Master lube with 100 percent of the profit from the tickets going towards the party. Businesses and individuals within the Billings community are encouraged to donate prizes and/or funding for this event. Donations help ensure a fun and safe celebration for the high school seniors in the community. The Senior High all night graduation party will be on May 20 from 10 p.m. until 4:30 a.m. at the school. Billings West will host their all night graduation party at the school on May 20 starting at 9:30 p.m.

For more information about Senior High's post-graduation party or to make a donation, please contact Janice Allen at (406) 860-1909. Contact Barb Regel for more information about Billings West's party at (406) 652-6898.

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May Mobilization

Development and Distribution of News Releases

The media company researched, wrote and distributed news releases about law enforcement agencies across the state adding extra patrols for the national May Mobilization "Click It or Ticket" campaign, which occurred May 21 – June 3, 2007. Releases were distributed to markets where law enforcement agencies are participating in STEP overtime hours (according to the FFY 2007 Sustained Enforcement Plans

schedule that we received from the State Highway Traffic Safety Office in the Montana Department of Transportation office).

Following are the three news releases that were written and distributed (Before, During & After) to areas that participated in STEP.

“BEFORE”

STATEWIDE—FOR RELEASE:

May 10, 2007

**Contact: Charity Watt Levis, Information Officer,
Montana Department of Transportation
406-444-7205 e-mail: cwattlevis@mt.gov**

Law enforcement mobilizes for annual Click It or Ticket campaign

HELENA – The Director of the Montana Department of Transportation and the Colonel of the Montana Highway Patrol said today that a record number of law enforcement agencies across the state will participate in stepped-up enforcement and saturation patrols from May 21 to June 3 as part of the national "Click It or Ticket" campaign.

"On Memorial Day and every day, we want everyone to drive safe and buckle up," said Col. Paul Grimstad. "As more Montanans take to the roads to begin the summer, however, we hope drivers and passengers will do their part."

Grimstad added that he would personally be working patrol shifts during the Memorial Day mobilization.

According to the Highway Traffic Safety Office in the Department of Transportation, in 2006, 219 drivers and passengers died in crashes on Montana roads. More than 70 percent of them were not wearing their seat belts.

"Regular seat belt use is the single most effective way to protect people and reduce fatalities in motor vehicle crashes," said Director Jim Lynch. "We participate in the national Click It or Ticket campaign to help save lives, and to educate people on the importance of always buckling up."

The added patrols are funded by a grant from the Montana Department of Transportation's Selective Traffic Enforcement Program (STEP). The STEP program is designed to give law enforcement additional resources to focus on traffic safety, especially deterring impaired drivers and encouraging the use of seat belts.

"Wearing your seat belt costs you nothing, but the costs for not wearing it can be high," said Lynch. "Emergency room treatment, long term medical costs and the ultimate price of one's life are just too much compared to just buckling up."

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"DURING"

FOR IMMEDIATE RELEASE:

May 25, 2007

**Contact: Charity Watt Levis, Information Officer,
Montana Department of Transportation
406-444-7205 e-mail: cwattlevis@mt.gov**

Extra Montana law enforcement patrols are out in force for annual Click It or Ticket mobilization

HELENA – The Director of the Montana Department of Transportation and the Colonel of the Montana Highway Patrol want to remind Montana motorists that a record number of law enforcement agencies across the state are participating in stepped-up enforcement and saturation patrols that began May 21 and continue through June 3 as part of the national "Click It or Ticket" campaign.

"On Memorial Day and every day, we want everyone to drive safe and buckle up," said Col. Paul Grimstad. "As more Montanans take to the roads to begin the summer, however, we hope drivers and passengers will do their part."

Grimstad added that he will personally be working patrol shifts during the Memorial Day mobilization.

According to the Highway Traffic Safety Office in the Department of Transportation, in 2006, 219 drivers and passengers died in crashes on Montana roads. More than 70 percent of them were not wearing their seat belts.

"Regular seat belt use is the single most effective way to protect people and reduce fatalities in motor vehicle crashes," said Director Jim Lynch. "We are participating in the national Click It or Ticket campaign to help save lives, and to educate people on the importance of always buckling up."

The added patrols are funded by a grant from the Montana Department of Transportation's Selective Traffic Enforcement Program (STEP). The STEP program is designed to give law enforcement additional resources to focus on traffic safety, especially deterring impaired drivers and encouraging the use of seat belts.

"Wearing your seat belt costs you nothing, but the costs for not wearing it can be high," said Lynch. "Emergency room treatment, long term medical costs and the ultimate price of one's life are just too much compared to just buckling up."

So remember to buckle up, it's the law and it can save your life.

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“AFTER”

FOR IMMEDIATE RELEASE:

June 18, 2007

Contact: Charity Watt Levis, Information Officer,
Montana Department of Transportation
406-444-7205 e-mail: cwattlevis@mt.gov

MDT reports too many Montana motorists still not buckling up

HELENA, June 2007– More than 850 seat belt citations were given to Montana motorists during last month's "Click It or Ticket" mobilization that took place between May 21 and June 3, according to the Montana Department of Transportation. Through June 11 of this year, the Montana Highway Patrol reports that failure to wear a seat belt was a factor in 96 fatalities, an increase of more than 20 percent over the same period in 2006.

"It's unfortunate that so many people do not take buckling up more seriously," said Director of the Montana Department of Transportation, Jim Lynch. "Too many of our relatives and friends continue to die on our roadways. That's why Montana law enforcement participates in mobilizations – to remind motorists that seat belts prevent deaths and injuries."

In 2006, 219 drivers and passengers died in crashes on Montana roads. More than 70 percent of them were not wearing their seat belts.

"It's alarming that many people are still not buckling up, a simple act that can protect motorists and reduce fatalities in crashes," said Colonel Paul Grimstad of the Montana Highway Patrol. "It is important for people to know the unnecessary gamble they are taking by not wearing their seat belts."

The added patrols were funded by a grant from the Montana Department of Transportation's Selective Traffic Enforcement Program (STEP). The STEP program is designed to give law enforcement additional resources to focus on traffic safety, especially deterring impaired drivers and encouraging the use of seat belts.

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Following is a list of the releases, the distribution dates and the markets where they were distributed. The releases were distributed to area newspapers, radio and TV stations.

May Mobilization 2007 – Click It or Ticket Campaign

Title of release	Release date	Sample distribution
"Before" News Release for <i>Click It or Ticket Campaign</i> - Law enforcement mobilizes for annual Click It or Ticket campaign	May 10, 2007	<ul style="list-style-type: none">• Anaconda Leader• Big Horn County News (Hardin)• Billings Gazette• Billings Outpost• Bozeman Daily Chronicle• Butte Montana Standard• Dillon Tribune

		<ul style="list-style-type: none"> • Hungry Horse News (Columbia Falls) • Cascade Courier • Kalispell Daily Interlake • Helena IR • Havre Daily News • Herald News (Wolf Point) • Whitefish Pilot • Ravalli Republic (Hamilton) • Livingston Enterprise • Liberty County Times (Chester) • Glasgow Courier • Glendive Review • Glacier Reporter (Browning) • Missoulian • Meagher County News (White Sulphur Sprints) • Mountaineer (Big Sandy) • Phillips County News (Malta) • The Roundup (Sidney) • Mountaineer (Big Sandy) • Received and will distribute it to all of our stations via my listserv (170 stations). I suspect that it will get good coverage both as a PSA and possible news story. I'll suggest that stations contact local LE officials if they want more specific info. <p style="margin-left: 40px;">Gregory MacDonald President / CEO Montana Broadcasters Association 3914 Rainbow Bend Drive Bonner, MT 59823 voice: 406-244-4622 fax: 406-244-5518</p>
<p>"During" News Release for Click It or Ticket Campaign - Extra Montana law enforcement patrols are out in force for annual Click It or Ticket mobilization</p>	<p>May 25, 2007</p>	<ul style="list-style-type: none"> • Same as above
<p>"After" News Release for Click It or Ticket Campaign - MDT reports too many Montana motorists still not buckling up</p>	<p>Sent to MDT for approval on June 15th Received approval July 2nd Distributed on July 2, 2007</p>	<ul style="list-style-type: none"> • Same as above

Coordination of media interviews for Director Jim Lynch:

The contracted media company coordinated TV and radio interviews for Director Jim Lynch to speak to the public about the May Mobilization efforts taking place between May 21 and June 3, 2007. The following are the talking points Media company put together for Mr. Lynch:

May 2, 2007

MEMORIAL HOLIDAY MOBILIZATION TALKING POINTS

Law enforcement agencies throughout Montana will be participating in a high-visibility enforcement mobilization to buckle down on those not buckled up, beginning May 21 – June 3.

This May Mobilization is a part of the national Click It or Ticket enforcement campaign.

SB-300 (Be prepared to talk about failure to pass SB-300).

Regular seat belt use is the single most effective way to protect people and reduce fatalities in motor vehicle crashes.

Last year, 219 people who were drivers or passengers died in car crashes on Montana roads – More than 70 percent of them were not wearing seat belts. In all likelihood, most, if not all, who were killed because they were partially or completely ejected, would be alive today had they been wearing their seat belts.

In Montana, there is one fatality every 39 hours; one injury every 57 minutes; and one crash every 23 minutes.

Seat belt use rate in Montana:

- 80% of occupants in vehicles utilize seat belts, on average of all roads.
- Use is highest on Interstate highways and lowest on rural roads and in-town.
- Seat belt use is low among light truck occupants: 61.5%.

In Montana, annually there are 15,000 reported accidents that lead to an average of 200 fatalities and nearly 9,000 injuries that cost a total of \$150 million dollars in economic loss.

Roadway injuries and fatalities cost Montanans \$595 million last year – about \$600 for every resident of the state. 74% of that price tag is paid by citizens who were not involved in the crash (according to AAA Montana figures based on National Highway Traffic Safety Administration data). The cost of traffic crashes is measured in medical expenses, lost productivity, property damage, and related costs.

Two out of 10 Montanans still don't buckle up and they represent over 70 percent of our states' fatalities.

Injuries among the least experienced drivers, 15-19 year olds, are the highest – this is also the group least likely to be safely buckled up.

The Montana injury and fatality rates are highest among those age 15 to 34 – the age group with the lowest seat belt use rate.

Without a seat belt the chances of being ejected from the vehicle is dramatically increased. Those ejected from vehicles are four times more likely to die.

Unbelted crash victims were more than twice as likely to need hospitalization.

Unbelted crash victims treated and released had 25% higher charges in the ER.

Those patients who were not belted are also more likely to suffer moderate to severe injuries to face, head, chest and spine.

Lap-shoulder belts reduced the risk of fatal injury to front seat occupants by 45% and the risk of moderate-to-critical injury by 50%.

Back seat lap belts reduce fatality risk by 26%, serious injury risk by 37% and moderate-to-serious injury risk by 33%.

Seat belts and safety restraint devices are especially important for children, but four out of five child safety seats are installed incorrectly. Child safety seats, when properly installed, will prevent the child from being ejected from the vehicle or thrown around the inside of the vehicle during a crash.

Pickups have a high fatality rate because occupants of pickups are less likely to wear seat belts and pickups are more likely to roll over than passenger cars.

- Seat belts reduce the risk of death by 45 percent in passenger cars, but by 60 percent in pickups and SUVs.
- Nationally, 70 percent of those killed in pickups crashes in 2003 were not wearing a seat belt.
- Less than 17% of fatalities in pickups on Montana roadways were wearing a seat belt compared to over 30% for passenger cars, SUVs and vans.

Ejection Facts:

- Over 44 percent of unrestrained vehicle occupants are ejected from small types of vehicles as compared to only six percent of restrained fatal occupants (according to 2003 National data).
- The risk of a fatal injury is many times higher if ejected than if not ejected.

On Memorial Day, and every day, we want everyone to drive safe and buckle up – especially as more Montanans take to the road to begin the summer, we hope driver and passengers will do their part.

Montana Highway Patrol, sheriffs' offices and police departments will be enforcing seat belt use laws – if you are pulled over and you or someone in your vehicle are not buckled up, you will be ticketed.

The Montana Department of Transportation is funding extra patrols and overtime in order to make our motorists safer. The added patrols are funded by a grant from the Montana Department of Transportation's Selective Traffic Enforcement Program (STEP). The STEP program is designed to give law enforcement additional resources to focus on traffic safety, especially deterring impaired drives and encouraging the use of seat belts.

Col. Paul Grimstad and some other administrators will also be out patrolling during this may mobilization.

We are serious about putting an end to the deadly record of highway crashes in this state.

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Director Lynch interviewed with/on the following radio and/or TV stations:

May Mobilization Radio and TV Talk Shows Lynch Interviews May 2007						
Market	Program station	Interview Date possibilities	Time	Location	Host/ Reporter	Station Contact
Billings	KBUL – Clear Channel Radio – would run on all five Clear Channel stations (KCTR, KKBR, B103, 95FM-The Hawk, News Radio-970 KBUL	May 2 11:30 a.m.	Interview time varies 3 or 15 min, or 30 min.+	Host will call Dir. Lynch at 406-444-6201	Bell Braaten	Bell Braaten 248-7827
Great Falls	KFBB TV	May 2 1:20 p.m.		MDT offices	Brent Somppi	GF: Julie Klesh 453-4377 H: Alden
Gt. Falls / Helena	KRTV TV/KXLH	May 4		MDT offices w/ Charity	Terri	Jerry Howard 791-5450
Kalispell	KOFI Radio	May 14	Live – 9-10 a.m.	IN KALISPELL KOFI Studio in Kalispell 317 1 st Ave. E.	Wendy Ostrum	Wendy Ostrum 755-6690
Missoula	KGVO AM – Clear Channel Radio, Community View Point (94.9, 96.3, and 107.5)	May 2 11 a.m.	20-30 min. interview	Dir. Lynch will need to call into 406-523-9809! (3250 S. Reserve St.)	Pete Deneault	Pete Deneault 523-9809

3. DMV Intercept Surveys (Brief comparison June 2006 and June 2007)

July 27, 2007

Project description:

With the permission of the Montana Department of Motor Vehicles, drivers license applicants were asked to fill out a brief questionnaire about seat belt use, law enforcement perceptions and advertising message recall. The questions were similar to those asked in a similar DMV survey conducted in June of 2006. We gave the

respondents the opportunity to demonstrate both unaided and aided recall of messages. The full results of the surveys are provided in two PowerPoint documents that accompany this summary.

Sample:

396 completed surveys were analyzed. This represents a reliability of 95 percent with a confidence interval of plus or minus 5 percent. Three representative markets were sampled: Helena, Bozeman and Billings.

Objective:

Evaluate message exposure during the 2007 Labor Day law enforcement mobilization ("Click It Or Ticket", May 22- June 3)

Summary of Results:

As a measure of the number of people who recalled seat belt enforcement messages and of the number of people who found the law enforcement messages credible, the results were highly satisfying. Almost three-fourths of respondents had heard, seen or read about seat belt enforcement recently. About two-thirds of respondents felt that seat belt laws are very or somewhat strictly enforced.

In comparison with 2006 responses, we saw substantial increases in the perception that seat belt laws are strictly enforced among those age 21 to 34 as well as the aggregate sample. Among 21-34 year olds, there was an increase of 17 percent in those who felt that the Montana Highway Patrol enforces seat belt laws strictly, and an 11 percent increase showed for local police and sheriffs on the same question. Those who said they had seen heard or read seat belt enforcement message in the past 30-40 days was up 16 percent over 2006 numbers.

Both the 2006 and 2007 surveys are demographically conformed to provide good comparison measures. The only significant difference in demographics is the specific markets. Surveys were collected in Great Falls, Missoula and Billings in '06 and Helena, Bozeman and Billings in '07.

One of the surprising statistics was the decline in the 21 – 34 yr age group among drivers who asked their passengers to buckle up (down 9% from 2006). This would seem to indicate the need for further education about making sure that passengers are using seat belts.

It is very encouraging and significant that the percentage in the target age group who said they saw or heard about a safety spot check was up from 17 percent to 30 percent and those who had read, seen or heard about seatbelt enforcement was up from 63

percent to 74 percent. Recognition of the “Click It Or Ticket” campaign increased 10 percent in the 21-34 age group.

These results also seem to show that seat belt use among the target audience is slightly down, even though they clearly feel the law is more enforced and they are more likely to get a ticket. The drop in reported seat belt use is not significant since our confidence interval is plus or minus 5 percent, but this could be a red flag that needs to be examined. They believe the enforcement is there, but that increased cognition does not have a correlated bump in self-reported seat belt use.

4. Occupant Protection 4th of July Media

Campaign Timing: June 29 to July 8, 2007

Target Audience:

Primary demographic: Males: 21-35

Components of this campaign were as follows:

Two sixty-second **radio** testimonial commercial ran for this campaign entitled “Tiffany” and “Tinsley”. The commercial had an occupant protection message and aired statewide. The spot delivered this safety belt message: “A seatbelt will save your life.” The two spots ran for the entire length of the campaign.

For this 4th of July campaign, MDT allowed The media contractor \$19,000 for radio paid media. Out of those dollars, The media contractor placed \$18,813.58. **Using the one-paid/one-bonus method, we know the client received an additional \$18,584.78 in no-charge radio commercials throughout the campaign.**

Radio Analysis:

Utilizing the one-paid/one-bonus method, we ran a schedule during the campaign in all major markets (Billings, Bozeman, Butte, Great Falls, Helena, Kalispell and Missoula). The GRP’s purchased in each rated market varied. Our paid radio during the campaign achieved an average of 514 GRP’s in each market, with an average reach of 60% and a frequency of 8.6. This was only a two week schedule during the 4th of July holiday.

Paid\bonus spots for radio:

Total paid spots – 1,133

Total bonus spots – 1,219

Summary of paid and earned media dollars received for radio.

Radio placement – advertising cost:	\$18,813.58
Earned media dollars @ N/C:	\$18,584.78

5. Occupant Protection – Sustained Earned Media Activities

Campaign Timing: July – September 2007

Target Audience:

Primary Demo: Male 18 – 24

Secondary Demo: Adults 24 – 54

Earned Media Activities Overview

McDonald's® partnership

The Montana Department of Transportation and McDonald's® of Montana partnered for a second year to help promote traffic safety in Montana. Media company helped coordinate live radio remotes at a McDonald's® location in Billings, Butte, Helena, Kalispell and Missoula. Local law enforcement was present at these remotes to help distribute McDonald's® Soft Serve coupons to folks reminding them to buckle up and follow all other traffic laws. The McDonald's® partnership was also included in Impaired Driving Labor Day news releases and the Labor Day press kit.

Development and Distribution of News Releases

Media company researched, wrote and distributed sustained enforcement news releases supporting MDT's occupant protection objectives. Some of these releases were geared toward specific markets, while others were appropriate for statewide distribution.

McDonald's® partnership with the Montana Department of Transportation

Media company created a partnership opportunity with McDonald's® of Montana. The partnership consisted of a donation from McDonald's of 40,000 Soft Serve Cone coupons with the Montana Department of Transportation logo and a message that reads, "Thanks. It's cool to buckle up," printed on each coupon.

The following is the press release about the MDT and McDonald's partnership:

FOR IMMEDIATE RELEASE:

August 14, 2007

Contact: Charity Watt Levis, Information Officer, Montana Department of Transportation
406-444-7205 e-mail: cwattlevis@mt.gov

Laurel Yamaguchi, DDB Seattle on behalf of McDonalds of Montana
206-399-8295 email: laurel.yamaguchi@sea.ddb.com

McDonald's® of Montana supports Department of Transportation traffic safety efforts

HELENA, August 2007– In an effort to reduce vehicle crash fatalities on Montana roads, McDonald's of Montana has partnered for the second year in a row with law enforcement agencies across the state to thank motorists for buckling up during the Labor Day Mobilization campaign (August 17 – Sept. 3).

Patrol officers, troopers and deputies will be handing out coupons for one free Soft Serve Cone from participating McDonald's® in Montana to those who are helping to improve traffic safety in Montana by following laws to buckle up. Forty-thousand (40,000) coupons have been distributed among statewide law enforcement agencies participating in the Selective Traffic Enforcement Program (STEP).

STEP is used in areas that have been identified through local analysis as needing targeted intervention due to high rates of DUI's, motor vehicle crashes, speeding and general high traffic causing motorists to be at risk. In addition to saturation patrols, STEP funds are also used to conduct vehicle safety spot-checks.

"We're grateful to McDonald's® for their help in doing something positive to reward those travelers who understand how important seat belts are to their safety," said Col. Paul Grimstad of the Montana Highway Patrol.

"At McDonald's corporate responsibility and giving back to our communities is part of our heritage and core values", says local McDonald's Owner/Operator Jeff Gorman. "We are happy to be working with the Montana Department of Transportation and law enforcement to do our part in keeping Montana families safe."

About Drunk Driving. Over the Limit. Under Arrest Crackdown.

Law enforcement will be out in force August 17 through September 3 with extra patrols to prevent impaired driving. The Montana Department of Transportation State Highway Traffic Safety Office is providing funding for additional patrols and overtime for the Montana Highway Patrol, the Montana Sheriffs and Peace Officers Association and a total of about 56 police and sheriffs departments.

If you are caught driving while under the influence, you will be arrested. Montana considers impaired driving a deadly crime. If you will be celebrating the Labor Day weekend, or if you plan to be traveling, make sure that a sober driver is behind the wheel. It's not worth the risk.

The national *Drunk Driving. Over the Limit. Under Arrest.* impaired driving crackdown is a prevention program organized by the National Highway Traffic Safety Administration that focuses on high visibility enforcement combined with heightened public awareness.

About McDonald's

McDonald's USA, LLC, is the leading food service provider in the United States serving a variety of wholesome foods made from quality ingredients to millions of customers every day. More than 80 percent of McDonald's 13,700 U.S. restaurants are independently owned and operated by local franchisees--including the 44 restaurants in Montana. For more information on McDonald's visit www.McMontana.com

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This was a way for McDonald's® of Montana to show their appreciation to Montana motorists who are helping to improve traffic safety in Montana by following traffic laws. Media company distributed these coupons to all participating STEP law enforcement agencies across the state, who then handed out these coupons to anyone who was properly buckled up in the car when they were stopped at safety spot check sites, routine stops and at public relations events that Media company coordinated, such as the live McDonalds® radio remotes. Larger STEP agencies received 800 to 1,000 coupons (i.e. Billings, Bozeman, Kalispell, etc.) and smaller agencies (i.e. Hamilton, Ronan, Darby, Libby, etc.) received 250-500. The contracted media company coordinated with Laurel Yamaguchi at DDB Seattle (McDonald's® of Montana's advertising agency) to conduct live radio remotes at McDonald's® stores in different major markets across Montana.

Remote Fact Sheet for McDonald's on-air DJ

ATTENTION STATION MANAGERS:

Please distribute this fact sheet to the on-air personality at least two days prior to the remote. If he/she has any questions, they can call Ronda The media contractor, Randi Szabo or Rosanne Hatzenbeller at 406 454 3422.

WHO- This radio remote is brought to you by the Montana Department of Transportation.

WHY- The Montana Department of Transportation, the Montana Highway Patrol and local law enforcement are serious about putting an end to the deadly record of highway crashes in this state.

The Montana Highway Patrol and your local law enforcement officers have added more patrols so that they can enforce Montana's seat belt laws and so motorists will stop drinking and driving on Montana roads and highways. The objective is to detect and deter drunk drivers on Montana's roads and Highways and to make sure that all Montana seat belt laws are enforced. McDonald's® of Montana is helping spread the word and are helping law enforcement reward safe drivers.

McDonald's of Montana is showing their appreciation to Montana motorists who are helping to improve traffic safety in Montana by following traffic laws by generously donating 40,000 free soft serve cone coupons to Montana law enforcement agencies. Law enforcement officers and the Montana Highway Patrol troopers will give these coupons to motorists who are stopped at safety spot checks or routine traffic stops. If parents are using their seat belts and if the children are properly restrained in car seats or booster seats, they will all receive a free soft serve cone coupon.

Ronald McDonald®, McDonald's Global Chief Happiness Officer, loves kids! He wants all Montanans to drive safely. Always buckle up every time you get in a vehicle, and never drink and drive!

Optional – use only if Convincer is at the remote. (The Montana Highway Patrol is here demonstrating the Convincer Crash Test Simulator. Experience first hand the value of a seat belt when the Convincer takes you through a simulated 12-15 mph head on crash. Even at that slow of a speed, a head on crash gives you quite a jolt. Come check it out!)

Over all facts

As summer winds down, Montana law enforcement will step up the effort to detect and deter Montana's deadliest offenders – drunk drivers – and will step up enforcement on Montana seat belt laws. Extra patrols, overtime shifts and highway spot safety checks are supported with funds from the Montana Department of Transportation as part of a national impaired driving and seat belt crackdown. The law enforcement agencies include the Montana Highway Patrol, police departments, sheriffs' offices and tribal police. The increased law enforcement have been effective in getting drunk drivers off the road and enforcing Montana's seat belt laws. The crackdown is designed to increase public awareness that consequences will be enforced if you drink and drive or if you do not buckle up.

This program has become a critical component of the Montana Department of Transportation's traffic safety program.

Sustained Enforcement

Media company created a list of sustained enforcement news release ideas. With the go-ahead from MDT, The media contractor then researched and wrote news releases – some pertaining to specific markets and others that related to statewide enforcement. After approval, the news releases were distributed.

Title of release	Release date
Air bags alone don't measure up <i>MDT urges you to buckle up</i>	Distributed to statewide media on September 11, 2007
Enforcement Program helping city motorists to buckle up	Distributed to Helena media (included newspaper, TV, radio, Helena Chamber) on October 10, 2007
Wildlife give Montana motorists another reason to buckle up and stay alert <i>MDT warns motorists of dangers of animals on the road</i>	Distributed to statewide media on October 22, 2007

The following is a list of releases as of the date of this report. The media contractor expects additional coverage in October and November. Media company will continue to track all possible coverage on the before-mentioned news releases that have not yet been published. Clips on the air bags release follow this report.

Related newspaper articles for the air bags release appeared in the following newspapers:

Date	Publication	Headline	Column Inches	PR value
9/12/07	<i>Laurel Outlook</i> , Laurel	Motorists should always use seat belts	30	\$310.00
9/12/07	<i>Mountaineer</i> , Big Sandy	Airbags Alone Don't Measure Up	23	\$115.00
9/15/07	<i>Lewistown News Argus</i> , Lewistown	MDT urges people to buckle up	30	\$265.00
9/18/07	<i>Miles City Star</i> , Miles City	Reports show without proper seat belt use, air bags potentially more dangerous	40	\$320.00
9/19/07	<i>Three Forks Herald</i> , Three Forks	Buckle Up – Help Prevent Serious Injury	31	\$147.00
9/20/07	<i>Madisonian</i> , Ennis	MDT Urges You to Buckle Up	25	\$150.00
9/20/07	<i>Shelby Promoter</i> , Shelby	Air Bags alone do not measure up, MDT urges you to also use seat belts	42	\$341.00
9/26/07	<i>Blaine County Journal</i> , Chinook	Air Bags Alone Don't Measure Up – Reports show without proper seat belt use, air bags potentially more dangerous	36	\$222.00
9/26/07	<i>Choteau Acantha</i> , Choteau	Buckling up essential in vehicles with air bags	15	\$105.00
9/28/07	<i>Yellowstone County News</i> , Huntley	Air Bags intended for use with seat belts, not as replacement for seat belts	27	\$191.00
10/3/07	<i>Sheridan County News</i> , Plentywood	Seat belts save lives	23	\$112.00

Sample news release:

FOR IMMEDIATE RELEASE:

September 11, 2007

Contact: Charity Watt Levis, Information Officer,
Montana Department of Transportation
406-444-7205 e-mail: cwattlevis@mt.gov

Air bags alone don't measure up – MDT urges you to buckle up

Reports show without proper seat belt use, air bags potentially more dangerous

HELENA, 2007–The Montana Department of Transportation has been reminding Montana motorists for years that seat belt use is the single most effective way to prevent serious injury or death in a motor vehicle crash. These days, that message is even more important as new studies look into air bag related fatalities and the risk air bags pose to those not wearing a seat belt.

Airbags were introduced in the 1970s and became mandatory in all vehicles in 1998. Although they have saved thousands of lives since first being installed, they have also been the cause of death in many crashes where occupants were not buckled. According to the National Highway Traffic Safety Administration, 32 children and 20 adults have been killed by air bags as of Jan. 9, 1997. According to NHTSA, the majority of drivers fatally-injured by an air bag are short-statured women who sat too close to the steering wheel and were not using any type of restraint.

Studies show that wearing seat belts is the best way for adults to protect themselves from the force of an airbag. An air bag deploys forcefully at a rate of 200 mph. A seat belt acts as a buffer between the air bag and the occupant so the air bag doesn't injure the neck of a passenger or driver. These studies prove that use of seat belts, backed up by air bags for both the driver and passenger, has saved thousands of lives (James Kowalick, Ph.D., P.E. Renaissance Leadership Institute).

Data collected over 11 years from 67,284 drivers and front-seat passengers involved in car crashes found that air bags were effective for people of medium height (five foot three – five foot 11) when accompanied by a seat belt, but potentially harmful to people smaller than four foot 11 and taller than six foot three, especially when not wearing any kind of restraint. (Study conducted by Dr. Craig Newgard, lead researcher emergency medicine and public health and preventive medicine Oregon Health & Science University.)

To reduce the risk of injury from an airbag alone, ALL occupants should position themselves at a distance so their sternum is at least 10 inches back from the air bag cover and should also be wearing a seat belt. "We want everyone to understand that air bags work best when accompanied by a seat belt," said Director of the Montana Department of Transportation, Jim Lynch. "Too many people have the misconception that an air bag alone will save your life. Air bags are secondary. Seat belts are the key to surviving a crash."

(*Montana State law 61-9-420, V7361, children under six years and under 60 pounds must be properly buckled up in a child restraint.)

C. Native American Impaired Driving Activity Report

The contracted media company has continued the coordination and supervision of traffic safety promotion on American Indian reservations in northern Montana. Activities during FFY 2007 were successfully expanded on three of the four reservations, using numerous community events to increase the public exposure of our messages. During this year, the “Sober Behind the Wheel” was developed and introduced, with the hope of giving our audience an alternative behavior to alcohol use by utilizing cultural teachings.

The scope of activities included training, media advertising development and placement, writing and distributing news releases, coordinating with community partners,



production and distribution of print materials and promotional items, displays and public engagement at community events, building a network of safe drivers, message testing through focus groups and the collection of survey data as an evaluation measure.

Also during this period the media company undertook a new medium to be utilized in the battle against alcohol-related deaths and injuries on Indian reservations in Montana: rocks. With community partners, they dedicated the site of a Medicine Wheel in Browning, and stone landmarks in Poplar, Wolf Point and Fort Belknap. These sites will be used as a community focus for teachings and expression to discourage drinking and driving.

Community partnerships have been a cornerstone of our program strategy, and these were highly strengthened during the 2007 fiscal year. College partnerships on the Fort Peck and Blackfeet Reservations are especially robust. Coordination with injury prevention staff and law enforcement has also increased. Through Billings Area Indian Health Service and the network of Safe Kids, Safe Communities coordinators, impaired driving materials have also been distributed to urban Indian populations in Billings, Great Falls, and Bozeman, and to the Northern Cheyenne and Crow tribes.

Target Audience:

Primary Demographic: Native American men age 18-34
Secondary Demographics: Young Native American women; students and youth

Market Definition:

Residents of four Montana Indian Reservations:

- Blackfeet Reservation
- Fort Belknap Reservation
- Fort Peck Reservation
- Rocky Boy's Reservation

Objectives:

Goal: Reduce traffic deaths and injuries on these reservations

- 1) Reduce incidence of impaired driving
- 2) Educate young adults and youth not to ride with a driver who has been drinking

Traffic Safety Communications Interns

Local coordinators have been key to our success, and the local effectiveness can be measured in direct relation to the time and energy that they have expended. Mike Todd, who joined the program in July of 2006, has been outstanding in his varied efforts with both the public audiences and other agencies on the Fort Peck Reservation. He is frequently invited to provide traffic safety education for numerous events and organizations. Cheryl Little Dog, who joined the program in April of 2006 for the Blackfeet Nation, has become a visible spokesperson for traffic safety for youth events and policy-making groups. Lynette Chandler has continued to represent traffic safety on the Fort Belknap Reservation since February of 2006, with an incredible amount of exposure on the local radio station, as well as school presentations and community events. Shannon Stump on the Rocky Boy's Reservation joined the program in 2007 and coordinates our goals with law enforcement.

Personal Contracts

Beginning in December 2006, the "Safe On All Roads" program has invited people at public events to sign a "contract" committing themselves not to ride with a drunk driver and not to drive after consuming more than two drinks of alcohol. Hundreds of signatures have been collected.

The safe driver contracts give us several ways of impacting the public:

- We have a reason to engage them at events and an action they can take
- We have the names and contact information for a corps of supporters
- We have a method to remind both the signers and the public that the commitment to safe driving has been made, and it will be rewarded

The Town Pump charitable foundation has provided funding for monthly \$30 Gift Cards (to be used for fuel only) to be given away to winners drawn from the contract signatories on each reservation. The winners are announced in the newspaper and their names posted on the Town Pump reader boards in Havre, Chinook, Browning and Wolf Point. Opportunity Link, a non-profit located in Havre, facilitates the gift card purchase and also helps publicize the winners.

Community Events

The program materials and objectives were represented at numerous community events throughout the year focusing on impaired driving and occupant protection. This year's round dance sponsorships and presentations achieved high visibility for MDT.

Dates	Event	Location	Reservation
October 9	Homecoming	Harlem	Fort Belknap
October 20, 27	Hallowe'en Masquerade Powwows	Poplar, Frazer	Fort Peck
November 4	Badlands Veterans Powwow	Brockton	Fort Peck
November 10-11	Veteran's Powwow	Fort Belknap	Fort Belknap
December 10	Poplar Round Dance	Poplar	Fort Peck
December 29	Brockton Round Dance	Brockton	Fort Peck
December 31	New Year's Powwow	Browning	Blackfeet
January 1	New Year's Powwow	Browning	Blackfeet
January 9	KGVA talk show with Lynette and Mike	Fort Belknap	Fort Belknap
January 12-19	Fort Belknap College Orientation	Fort Belknap	Fort Belknap
February 5	Fort Belknap Mid-Winter Fair	Fort Belknap	Fort Belknap
February 10	Sweetheart Dance	Oswego	Fort Peck
February 21	Career Fair	Fort Belknap	Fort Belknap
March 6	Health Fair	Browning	Blackfeet
March 11	Round Dance	Poplar	Fort Peck
March 18	Round Dance	Wolf Point	Fort Peck
March 23	Youth Fair	Browning	Blackfeet
March 24	Child Safety Seat Clinic	Cut Bank	Blackfeet
April 20	Blackfeet Men's Health Fair	Browning	Blackfeet
April 21	Fort Peck Child Fair and Child Safety Seat Clinic	Poplar	Fort Peck
April	Rocky Boy Fitness Center	Rocky Boy Agency	Rocky Boy's
May 4	Fort Belknap Spring Fling	Fort Belknap	Fort Belknap
May 12	Fort Peck CC Powwow	Poplar	Fort Peck
May 12	Blackfeet CC Powwow	Browning/Starr School	Blackfeet
May 23	Glacier Bank Child Safety Seat Clinic	Cut Bank	Blackfeet
June 15-17	Red Bottom Celebration	Frazer	Fort Peck
June 22-24	Badlands Powwow	Brockton	Fort Peck
July 6	Seat belt Clinic	Hays	Fort Belknap
July 12	Medicine Wheel Dedication	Browning	Blackfeet
July 12-15	North American Indian Days	Browning	Blackfeet
July 18	IHS Injury Prevention presentation	Billings (The media contractor)	Fort Peck, Fort Belknap, No. Cheyenne, Crow
July 19-22	Wahcinca Dakota Oyate Celebration	Poplar	Fort Peck
July 27-29	Milk River Indian Days	Fort Belknap	Fort Belknap
Aug 2-5	Wadopana Celebration	Wolf Point	Fort Peck
Aug 7-8	Child safety seat clinics	Hays and Lodge Pole	Fort Belknap
Aug 10-12	Hays Powwow	Hays/Mission Canyon	Fort Belknap
Aug 21-30	College orientation	Stone Child, Blackfeet, Fort Belknap, Fort Peck Community Colleges	Rocky Boy's, Blackfeet, Fort Belknap, Fort Peck

Dates	Event	Location	Reservation
August 23	Journey of the Sacred Hoop	Browning	Blackfeet
August 26	Journey of the Sacred Hoop	Fort Belknap	Fort Belknap
August 27	Journey of the Sacred Hoop	Poplar	Fort Peck
Aug 31- Sept 3	Poplar Indian Days	Poplar	Fort Peck
September 17	Sobering Stone event	Wolf Point	Fort Peck
September 24	Sobering Stone event	Fort Belknap	Fort Belknap
September 26	Native American Heritage day	Stone Child College	Rocky Boy's
September 27	Sobering Stone event	Poplar	Fort Peck
September 27	Native American Heritage Parade	Wolf Point	Fort Peck
September 29	Horse Therapy family education program	Poplar	Fort Peck
October 4	Dept of Public Safety Career Fair	Browning	Blackfeet
October 5	Homecoming parade	Harlem	Fort Belknap
October 6	Native American Heritage parade	Browning	Blackfeet

Native American Impaired Driving Campaigns

Impaired Driving: October-November, 2006

Materials for an impaired driving campaign based on August focus groups were developed in September under the contract for FFY 2006. Media placement and poster distribution continued in October and November.

1. Sober Behind the Wheel: Holiday Impaired Driving

As the Medicine Wheel is a symbol of balance, healing and following the right path, its teachings can be effective in encouraging individuals to choose not to drink and drive. The rationale is that it is a better strategy to try to *heal* the problem of drinking and driving rather than *fight* the problem. We have received wide input and enthusiastic support for this concept so far. The Indian-owned White Bison non-profit corporation, which founded a 12-step program of Medicine Wheel teachings for "Wellbriety" has endorsed the concept. Reaction has been overwhelmingly positive on the three reservations where this concept is being utilized.

Radio and newspaper advertising were placed in 2007. Radio scripts were written, approved by our local contacts, and distributed to Lynette, Mike and Cheryl. Each recorded their own versions of the three spots.

Embroidered items for the Sober Behind the Wheel campaign were also handed out or awarded at events. Beanies and low-pro sports caps were widely distributed on Fort Peck and Fort Belknap. Hooded sweatshirts went to the interns for their personal use or as drawing prizes. An SBTW hoodie will also go to the high school student winner of the impaired driving message artwork contest. T-shirts with the Sober Behind the Wheel imprint were distributed to residents at summer powwows who filled out surveys or signed personal contracts.



At the request of residents on the Fort Peck Reservation, we also produced and distributed Sober Behind the Wheel bumper stickers, which were given away at



powwows and parades. We also produced SBTW travel mugs as a giveaway item.

When our local coordinators have something to give away, it gives people a reason to stop by our table or booth, and provides an opportunity to engage the public with our educational talking points. It also serves as a type of peer education when young men of the reservation are wearing the Sober Behind the Wheel cap or sweatshirt with pride.

Vinyl banners of the Sober Behind the Wheel message were also produced and sent to the local coordinators, who placed

them on campus, at convenience stores and at other locations. They were also used for display at events, booths and parades throughout the rest of the year.





*Native American Heritage parade
in Wolf Point, September, 2007.*



2. Graduation Campaign

A paid media campaign was targeted at high school and college students during prom and graduation season. For the graduation campaign, Cheryl Little Dog's graduation testimonials ran in rotation with a new spot written and voiced by Mike Todd, called "Mother's Day."

During this period, local activities focused on students. Local coordinators had booth displays at the graduation powwows in Poplar, Browning and Fort Belknap. Sober Behind the Wheel hooded sweatshirts were given away in prize drawings. Personal contracts for safe driving pledges were



also collected at the events. Sponsorships allowed coordinators to address the audience with traffic safety messages.

The media company produced vinyl mesh banners that were positioned near roadsides on all four reservations. The banners are mounted on fence posts and are moved around the reservation communities.

3. Powwow Season

The summer powwow season began in late June and continued through Labor Day. The media company provided media support, airing traffic safety messages during major powwow weekends.

4. Labor Day Campaign

The contracted media company provided media and earned media support for the Labor Day law enforcement mobilizations on the Fort Peck and Rocky Boy's Reservations. Mike Todd's previously produced DUI spots were aired. Newspaper ads for the Fort Peck Reservation were created in collaboration with the Fort Peck traffic safety officer, Eugene Stump.

5. Blackfeet Nation Stop the Grief Medicine Wheel Project



In April, Cheryl Little Dog received approval from the Blackfeet Tribal Business Council to construct a Medicine Wheel as a community focus for education and memorials to prevent driving under the influence of alcohol and drugs. On Thursday July 12, 2007, a site was dedicated for a fifty-foot diameter rock circle Medicine Wheel. Medicine grandmother Rosie Day Rider of Cardston, Alberta, conducted a ceremony

transferring the Medicine Wheel design from her family to the Blackfeet Nation to be used as a spiritual and educational focus against drunk driving. "This one place, this one purpose," she said. The design of the wheel comes down to her from her grandfather, Many Pinto Horses. He used the wheel to protect his family from enemies, she explained, and that's what alcohol and drugs are to the Indian people—enemies.

Montana Department of Transportation Director Jim Lynch spoke at the dedication. Other speakers included John Salois, Blackfeet Community College president, Blackfeet elder Forrest Little Dog, representatives of Senators Max Baucus and Jon Tester, and Blackfeet Tribal Business Council chairman, Earl Old Person, and council members, Betty Cooper, Sooney Little Plume and Willie Sharp. Blackfeet SOAR coordinator Cheryl Little Dog and Fort Peck SOAR coordinator Mike Todd also addressed the assembled crowd.

The Medicine Wheel project is a collaboration between the Safe On All Roads program and Blackfeet Community College. The college donated the land for the Medicine Wheel site and hosted the dedication event. The college has also supplied the architectural design services for the 50-foot diameter arbor that is planned for the hilltop site. Supporters of the project hope it will become an impetus for community healing and behavior change. The Medicine Wheel in Browning will be a project for the entire community, including student volunteers. The rock circle itself will be on the side of the

hill so it is visible to the community and travelers on the highway. Fundraising for the project is now underway.

The term Medicine Wheel also refers to a spiritual symbol that is also known as the Sacred Hoop or the Circle of Life. The lessons we can derive from the Medicine Wheel will make the events at the rock circle meaningful for our objectives.



MDT Director Jim Lynch speaks to the crowd at the dedication ceremony for the site of the Blackfeet Medicine Wheel in Browning

6. "Sobering Stone" Project

In Wolf Point and Poplar, the high schools, school boards, Fort Peck Community College and the Safe On All Roads program of the Montana Department of Transportation collaborated on the placement of a large boulder in front of each of the high schools. Brochures about the Sobering Stone project were distributed on both the Fort Peck and Fort Belknap Reservations with the help of the schools. Cement footings hold the stones in place. Mike Todd coordinated dedication ceremonies in September. The ceremonies preceded by a 40-minute school assembly where Mike and local leaders addressed the students with messages tying cultural tradition to the choice not to drink and drive. Chief Robert Four Star of the Red Bottom Assiniboine and Sioux spiritual leader LeRoy Comes Last led the dedications.

Frazer High School has also requested a "Sobering Stone" placement and the project has been approved by their school board. A stone was also placed at the entrance to Fort Belknap College, through a collaboration between the SOAR program and the Tribal Department of Transportation. Lynette Chandler coordinated a dedication of the stone held on September 24.

The purpose of the stones is to provide a place where students can express their feelings about the risks of driving under the influence of alcohol and the damage it does to their families and community. Student-centered events at the stone will be an opportunity to discover that by sharing the problem and finding positive directions, change is possible.



The Fort Belknap College stone is shown during the construction phase in May

Students will develop their own ideas to educate their peers on the reasons to avoid impaired driving. They will paint messages on the stone and use it as a centerpiece for displays. Student competitions to develop message designs for the stones are planned for October.

Students and faculty attended the Poplar High School dedication on September 27, 2007.



7. Rodeo banners

Rodeos in Indian country tend to evidence relatively pervasive alcohol use. Two banners were designed that specifically targeted rodeo audiences.

Local coordinators posted the banners at rodeos, and also kept them on display at various roadside locations when not in use at an event.

Many positive comments were received regarding the banner designs.





Blackfeet Reservation

Activities in brief:

- Development of Medicine Wheel project
- Booth, speech and drawing at New Year's Eve powwow Dec. 31 and Jan. 1. Cheryl was again given an honor dance for her efforts to improve traffic safety in the community.
- Presentations to Blackfeet Tribal Business Council
- Presence at Blackfeet Community College
- Presentations at the high school and middle school and college
- Meetings with law enforcement; coordination and collaboration with the new Department of Public Safety and Director Steve Juneau
- Radio production
- Distribution of banners, posters, fliers
- Coordination with IHS community education
- Coordination with MIP program
- Coordination with Blackfeet Tribe Dept. of Transportation
- Maintaining a network of families who have lost loved ones to alcohol-related crashes
- Obtaining safe driver contract signatures
- Speaker at Journey of the Sacred Hoop with White Bison Foundation
- Booth and displays at powwows and events
- Providing traffic safety messages during school or community awareness weeks for Native American Heritage, Red Ribbon Week, Child Safety Week, etc.
- Recruitment of student advocates

Blackfeet Community College has donated an office for the Safe On All Roads program on the campus in Browning, and the Montana Department of Transportation loaned a computer for Cheryl's use. Cheryl has become well-known as the spokesperson for traffic safety in the community and is often asked to speak at various functions.



Cheryl helps carry the Sacred Hoop through Browning on August 23, 2007. The eagle feathers represent Indian communities that have committed to reducing alcohol use. (whitebison.org)

Fort Belknap Reservation

Activities in brief

- Traffic Safety presentations at seven schools in November, including the language immersion school and Harlem High School
- S.O.A.R. booth at college registration and orientation
- Distribution of posters, fliers and banners
- Newspaper articles, publicity for sponsorships and awards
- Partnering with KGVA public radio on spots, announcements and programming
- Recorded radio program discussion of Traffic Safety with Mike Todd on Jan. 9
- Development of radio PSA's, including the recruitment of student talent and translation into White Clay language: new commercials written and produced for Valentine's Day and "Native Pride" campaign and numerous others
- Table display and distribution of materials at community events and powwows
- Coordination with injury prevention personnel
- Coordination with Harlem High School for Sobering Stone project
- Coordination development of Native art illustrations
- Coordination with Fort Belknap College

As an educator who is also very self-motivated, Lynette takes an educator's approach, creates lessons and gets out there and teaches them. Her strength is in reaching out to children, youth and families. This year, Lynette has greatly increased her coordination with injury prevention personnel. Avis Spencer, from the Tribe's office assigned to injury prevention, has helped with our traffic safety activities on several occasions.

Fort Peck Reservation

Mike has been doing a tremendous job and is truly making an impact on the reservation communities at Fort Peck. He's been helped by very strong support from Fort Peck Community College and from law enforcement. In December, he received letters endorsing the program and commending his efforts from state Senator Frank Smith, state Representative Marge Campbell and Fort Peck Tribal Chairman, John Morales.



Thanks to a computer loaned by the Montana Department of Transportation, Mike has been able to connect to the Internet and receive materials much more readily. Mike has become very well-known as the spokesperson for traffic safety on the Fort Peck Reservation. He is currently serving on four prevention and community quality groups. Event organizers are coming to him with opportunities to get our messages out.

Mike has become a proficient public speaker, using our event or drawing sponsorships as a reason to talk about traffic safety at public venues. He was chosen for the great honor of leading the Native American Heritage Week parade on horseback on September 28 in Wolf Point.

Activities in brief

- Planning and sponsorships at Round Dances and powwows
- Booths, displays, speeches and presentations at community events
- Development and collection of "Personal Contracts" for traffic safety
- Writing and recording radio PSA's
- Regular radio interviews and news updates for traffic safety topics and events
- Recording of traffic safety discussion on radio station KGVA Jan. 9 with Lynette Chandler
- Working with local law enforcement; regular contacts
- Injury prevention committee meetings
- DUI task force meetings
- Intertribal traffic safety committee
- Community quality committee
- Banner and poster distribution
- Weekly counseling at Spotted Bull Treatment Center
- Presentations to young parents in the Even Start program



- Management of the Sobering Stone project with three high schools and their art classes
- Training in White Bison “Wellbriety” teachings of the Medicine Wheel
- Coordination with Fort Peck Community College
- Focus group recruitment and organization in May



The Round Dances on Fort Peck Reservation were a resounding success for our program. They are exactly the kind of venue that is effective in talking to our audiences. Mike was invited to meetings of several community organizations that pooled resources to sponsor the events, including the college, the Fort Peck Tribes, the individual community, and the Diabetes Education in Tribal Schools program. In return, the media company provided publicity for the event and modest contributions in the form of drawing prizes or expense money for the singers.

A commercial quality booth canopy imprinted with the Safe On All Roads logo made summer powwow displays much easier this year. The Blackfeet and Fort Peck Reservations each have one. Mike Todd transported the booth to Fort Belknap Reservation for events there.

Rocky Boy's Reservation

Rocky Boy's impaired driving activities have varied from what we are doing on the other three reservations. One or two of the Elders did not support our Sober Behind the Wheel campaign, so materials with that particular theme that have been so effective elsewhere, have not been used for the Chippewa Cree.

Local coordinator Shannon Stump recruited students to help her throughout the year, since she has a full-time job and has also been filling in as Traffic Safety staff for the Tribal Law and Order Department. Shannon is also a valuable resource for data related to crashes and citations. This year we have also built a connection with *Safe Kids/ Safe Communities*, which helps in the Havre market as well as on the Reservation.



Activities in brief

- Mid-winter cultural fair, Sweetheart Dance, annual powwow and rodeo
- Distribution of banners, fliers and posters
- Revised concept development for impaired driving
- Support for law enforcement mobilizations
- Distribution of personal contracts for traffic safety
- Regular displays at the Fitness Center
- Development of award winners and sponsorships

Focus Group

The “Sober Behind the Wheel” campaign was first introduced on the Fort Peck Reservation at the end of 2006. A focus group was held at Fort Peck Community College in May of 2007 as a measure of message exposure and campaign effectiveness. A group of 17 men between the ages of 18 and 34 participated. Past groups at this location have tended to represent the college students population heavily. This time, since school was out, so to speak, there was a very balanced representation of the men in the community. In synopsis, the group results gave us some very interesting findings:

- The campaign tie with the traditional teachings of the Medicine Wheel appears to be a very sound strategy for this group;
- Almost half of this group professed, credibly, to be non-drinkers, and some were sensitive to what they perceived as an alcohol-use stereotype. This was a first in all of the focus groups we have done on the reservations. There were indications that a sobriety movement is underway among this audience;
- Among the media materials tested, those that relied on a “soft” message of cultural tradition or family themes were reported as the most well-received. Messages that might be included in a category of consequences or factual education were not as well regarded.
- Remembering that this is qualitative research and the representative qualities of the group are subjective, the responses were somewhat instructive. There appeared to be four divisions of the audience: those who shun alcohol as an enemy; those who are so far into alcohol use as to be in denial of its destructive powers; youthful and somewhat innocent alcohol-users who don’t yet see beyond the partying; and those who have already experienced some consequences and



wish, but don't hope, for an alternative to what they think is an inevitable result. The latter two audience segments are the ones we need to address. The ones who are looking for an answer to the cycle of alcohol abuse must especially be a concern for the community.

In summary

This task will never have a simple solution; the alcohol use is too endemic. However, we have reason to feel our efforts are working. First, many other agencies are looking for the leadership and creative focus that MDT can offer. Secondly, our local coordinators show results in direct proportion to their activities, and they are getting grateful community feedback. Community support is growing. Finally, and most importantly, we have collaborated with our community partners on a theme which has sufficient content to reach multiple audience segments, to serve different levels of alcohol abuse, including treatment, and has the power to be a tribal rallying cry. We must take this as far as we can, with unrelenting energy.

Native American Impaired Driving Paid Media Activities – FFY 2007

Target Audience:

The primary demographic is Native American Men 18 to 34 years of age. Secondary demographic of teenagers on the reservation.

Market:

Blackfeet Reservation
Fort Belknap Reservation
Fort Peck Reservation
Rocky Boy Reservation

Campaign Timing:

October 9th – November 26th, 2006

Medium:

RADIO

For the Native American Impaired Driving October/November 2006 campaign the "Lucky" spot was run in all markets and the "Mike Todd with DUI" was also run in Wolf Point. Media company negotiated a paid schedule with a matching no charge schedule that aired five radio stations.

KRYK-FM.....	\$374.00 (spot value)
KPQX-FM.....	\$374.00 (spot value)
KZIN-FM.....	\$395.64 (spot value)

KVCK-FM.....\$305.60 (spot value)
 KVCK-AM.....\$305.60 (spot value)

Total Paid Placement Radio Dollars - \$1,754.84

Total Bonus Value - \$1,754.84


NEWSPAPER

For the Native American Impaired Driving October/November newspaper Media company placed a 6 column x 6" black and white newspaper ads ("Crosses" and "Truck") in the Fort Belknap News, Fort Peck Journal, Chinook Blaine County Journal News, Browning Glacier Reporter, Havre Daily News, Rocky Boy Tribal News, Wolf Point Herald News and the Wotanim Wowapi. These covered the Fort Peck, Blackfeet, Rocky Boy's and Fort Belknap Reservations. The Rocky Boy's Tribal News and the Fort Belknap News print once a month.

Fort Belknap News	October 1, 2006 November 1, 2006	\$262.60
Fort Peck Journal	September 28, 2006 October 12, 2006 November 9, 2006	\$381.19
Blaine County Journal News	September 27, 2006 October 11, 2006 November 8, 2006	\$777.63
Browning Glacier Reporter	September 28, 2006 October 12, 2006 November 9, 2006	\$646.01
Havre Daily News	September 29, 2006 October 13, 2006 November 10, 2006	\$1,043.60
Rocky Boy Tribal News	October 1, 2006 November 1, 2006	\$211.77
Wolf Point Herald News	September 28, 2006 October 12, 2006 November 9, 2006	\$821.75
Wotanim Wowapi	September 28, 2006 October 12 & October 26, 2006 November 9, 2006	\$571.78

Campaign Total Paid Newspaper Placement - \$4,368.93


“Truck” Black and white newspaper ad




If you have been drinking, you are a danger on the roads, to yourself, your passengers, and to other vehicles.

Please, respect the families of your community and your tribe.

Drunk Driving + 2,000 Pound Weapon = Violent Crime!
Don't drink and drive. Don't ride with a driver who has been drinking.

A Message from the Montana Department of Transportation and Your Tribal College 


“Crosses” Black and white newspaper ad



What if you are not the only one who dies? You don't want to cause the death or disability of your friends—but drunk drivers do it all the time.

Please, respect the families of your community and your tribe. Don't drink and drive. And never get into a vehicle with a driver who has been drinking.

Killing Yourself Isn't the Worst Part

A Message from the Montana Department of Transportation and Your Tribal College 

BILLBOARD

The outdoor boards in Harlem and near Tule Creek on the Fort Peck Reservation were reserved under a yearlong contract that was paid for in FFY 2006. New artwork was posted on these two boards in December. The art was replaced September 1, 2007.

“Crosses Billboard”



1. Native American Holiday Impaired Driving 2007

Target Audience:

The primary demographic is Native American Men 18 to 34 years of age.
Secondary demographic of teenagers on the reservation.

Market:

Blackfeet Reservation
Fort Belknap Reservation
Fort Peck Reservation
Rocky Boy Reservation

Campaign Timing:

December 21st – January 2nd, 2007

Medium:

RADIO

For the Native American Holiday Impaired Driving 2006 campaign from late December to early January the “BIA 1” and “BIA 2” spots were run in Wolf Point, Shelby and Havre markets. The “You Pay” spot was also rotated in the schedule in

Shelby. Media company negotiated a paid schedule with a matching no charge schedule that aired on five stations.

The BIA spots were provided by Trent Standing Rock of the BIA's Highway Safety Division in Albuquerque. The spots, one for impaired driving and one for seat belt use, were developed to publicize the New Year's Eve law enforcement mobilization in which the Fort Peck, Blackfeet and Rocky Boy's agencies participated.

KPQX-FM	\$233.75 (spot value)
KRYK-FM.....	\$233.75 (spot value)
KZIN-FM.....	\$348.60 (spot value)
KVCK-AM.....	\$191.05 (spot value)
KVCK-FM.....	\$191.05 (spot value)

Total Paid Placement Radio Dollars placed - \$1,198.20
Total Bonus Value - \$1,198.20

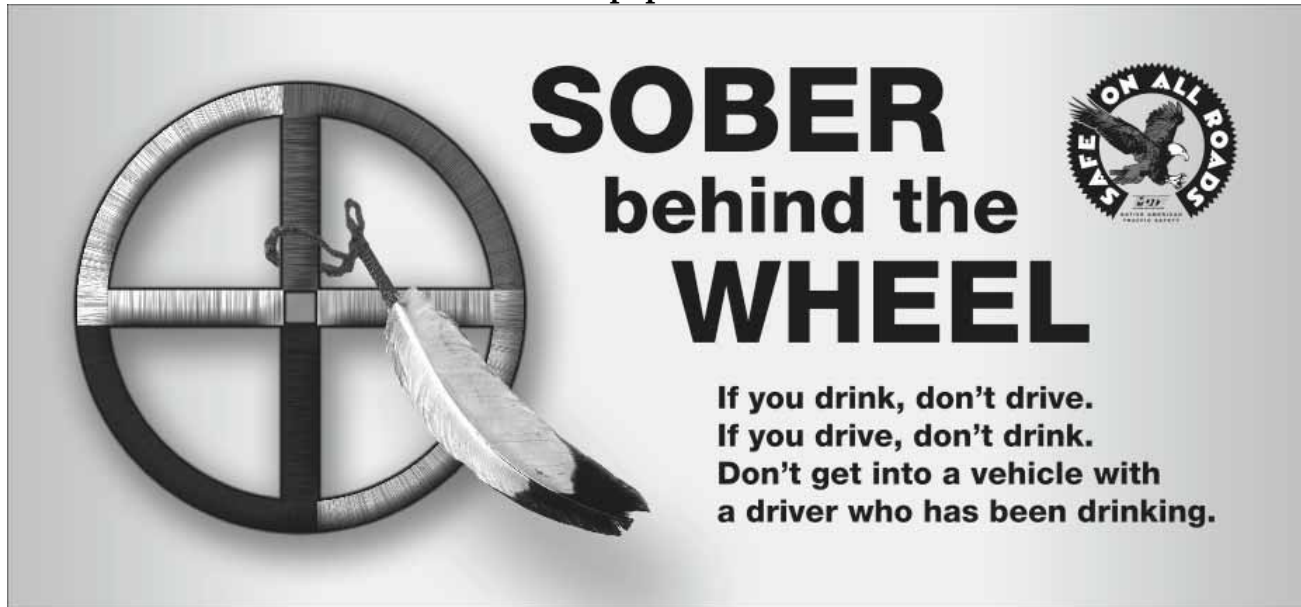
Newspaper

For the Native American Holiday Impaired Driving newspaper Media company placed a 6 column x 6" black and white newspaper ad ("Medicine Wheel" except in Rocky Boy where the "Crosses" ad was run) in the Fort Belknap News, Fort Peck Journal, Chinook Blaine County Journal News, Browning Glacier Reporter, Rocky Boy Tribal News, Wolf Point Herald News and the Wotanin Wowapi. These covered the Fort Peck, Blackfeet, Rocky Boy's and Fort Belknap Reservations. The Rocky Boy's Tribal News and the Fort Belknap News print once a month.

Fort Belknap News	December 1, 2007	
	January 1, 2007	\$393.90
Fort Peck Journal	December 21 & December 28	
	January 4, 2007	\$238.30
Blaine County Journal News	December 20, 2006	
	January 4 & January 11, 2007	\$600.40
Browning Glacier Reporter	January 4 & January 11, 2007	\$430.75
Rocky Boy Tribal News	December 1, 2006	\$105.90
Wolf Point Herald News	December 21	
	& December 28, 2006	\$410.85
Wotanin Wowapi	December 21	
	& December 28, 2006	\$381.20

Campaign Total Paid Newspaper Placement - \$2,561.30

“Medicine Wheel” Black and white newspaper ad



2. Wolf Point Round Dance

Target Audience:

The primary demographic is Native American Men 18 to 34 years of age. Secondary demographic of teenagers on the reservation.

Market:

Poplar, Montana

Campaign Timing:

March 18, 2007

Medium:

Newspaper

For the Wolf Point Round Dance newspaper Media company placed a 6 column x 11" black and white and a 3 column x 3" black and white newspaper ads ("Round Dance" & "Community Social") in the Wotanin Wowapi. This publication covers the Fort Peck Reservation and prints weekly.

Wotanin Wowapi

March 18, 2007

\$308.82

Campaign Total Paid Newspaper Placement - \$308.82

3. Graduation Campaign

Target Audience:

The primary demographic is Native American Men 18 to 34 years of age. Secondary demographic of teenagers on the reservation.

Market:

- Glasgow, Montana
- Havre, Montana
- Shelby, Montana
- Wolf Point, Montana

Campaign Timing:

April 30 – May 20, 2007

Medium:

RADIO

For the Graduation campaign from April 30 – May 20, three 30-second spots were run. Media company negotiated a paid schedule with a matching no charge schedule that aired on eight radio stations in the Blackfeet, Fort Peck and Rocky Boy Reservation areas.

KLAN-FM (May).....	\$1,111.32 (spot value)
KLTZ-AM (May)	\$1,111.32 (spot value)
KOJM-AM (May)	\$1,014.31 (spot value)
KPOX-FM (May)	\$1,014.31 (spot value)
KRYK-FM (May)	\$1,014.31 (spot value)
KZIN-FM (May)	\$1,186.92 (spot value)
KVCK-AM (May).....	\$962.64 (spot value)
KVCK-FM (May).....	\$962.64 (spot value)

Total Paid Placement Radio Dollars - \$8,377.77

Total Bonus Value - \$8,377.77

NEWSPAPER

For the Graduation newspaper Media company placed a 6 column x 5" black and white newspaper ad (Your Next Set of Wheels) in the Browning Glacier Reporter, the Chinook Blaine County Journal News, the Fort Peck Journal, the Havre Daily News, the Wolf Point Herald News and the Wotanin Wowapi. These covered the

Fort Peck, Blackfeet and Rocky Boy Reservations. The Havre Daily News prints Monday through Friday while the other publications print weekly.

Browning Glacier Reporter	May 10 & May 17	\$392.47
Chinook Blaine County Journal	May 9 & May 16	\$352.25
Fort Peck Journal	May 10 & May 17	\$176.50
Havre Daily News	May 10 & May 17	\$635.30
Wolf Point Herald News	May 10 & May 17	\$352.95
Wotanin Wowapi	May 10 & May 17	\$317.65

Campaign Total Paid Newspaper Placement - \$2,227.12



**Your Next Set
of Wheels?**

Wear Your Seat Belt.



For your future, for your family – Drive Safe, Drive Sober.

4. Medicine Wheel

Target Audience:

The primary demographic is Native American Men 18 to 34 years of age. Secondary demographic of teenagers on the reservation.

Market:

Browning, Montana

Campaign Timing:

June - July, 2007

Medium:

Newspaper

For the Browning Medicine Wheel newspaper Media company placed a 4 column x 10" black and white newspaper ad (Medicine Wheel) in the Browning Glacier Reporter. This covered the Blackfeet Reservation.

Browning Glacier Reporter June 28 & July 5 \$495.54

Campaign Total Paid Newspaper Placement - \$495.54

Medium:

Television (Starlink Cable: Ch. 37)

The Medicine Wheel dedication announcement and the Sober Behind the Wheel logo were aired approximately once per hour every day for ten days. This publicity was donated to the program by Starlink Cable. The local access channel has significant viewership, and the televisions in the Glacier Peaks Casino are normally tuned to this station.

Campaign Total Paid Television Placement - \$0.00

5. Blackfeet Radio

Target Audience:

The primary demographic is Native American Men 18 to 34 years of age.
Secondary demographic of teenagers on the reservation.

Market:

Blackfeet Reservation

Campaign Timing:

July 13 – July 19, 2007

Medium:

Radio

For the Blackfeet Radio campaign from July 13 – 19, a 30-second spot was created. Media company negotiated a paid schedule with a matching no charge schedule that aired on two radio stations in the Rocky Boy Reservation area.

KZIN-FM (July) \$461.58 (spot value)

Total Paid Placement Radio Dollars - \$461.60

Total Bonus Value - \$461.60

6. Rocky Boy Powwow

Target Audience:

The primary demographic is Native American Men 18 to 34 years of age.
Secondary demographic of teenagers on the reservation.

Market:

Rocky Boy Reservation

Campaign Timing:

July 30 – August 6, 2007

Medium:

Radio

For the Rocky Boy Powwow campaign from July 30 – August 6, a 30-second spot was created. Media company negotiated a paid schedule with a matching no charge schedule that aired on two radio stations in the Rocky Boy Reservation area.

KOJM-AM (August)	\$348.00 (spot value)
KPQX-FM (August)	\$348.00 (spot value)

Total Paid Placement Radio Dollars - \$696.00

Total Bonus Value - \$696.00

7. Native American Impaired Driving Wadopana and Poplar Indian Days

Target Audience:

The primary demographic is Native American Men 18 to 34 years of age.
Secondary demographic of teenagers on the reservation.

Market:

Wolf Point, Montana

Campaign Timing:

July 31 – September 3, 2007

Medium:

Radio

For the Native American Impaired Driving Wadopana (powwow) campaign from July 31 – September 3, 2007, three 30-second spots (“Family Wealth,” “MDT – Mike Todd with DUI” & “MDT – Lucky”) were run. Media company negotiated a paid schedule with a matching no charge schedule that aired on two radio stations in the Fort Peck Reservation area.

KVCK-FM (July - September).....\$1,016.15 (spot value)
KVCK-AM (July - September).....\$1,016.15 (spot value)

Total Paid Placement Radio Dollars - \$2,032.30
Total Bonus Value - \$2,032.30

8. Native American Theater Video Ads

Target Audience:

The primary demographic is Native American Men 18 to 34 years of age. Secondary demographic of teenagers on the reservation.

Market:

Cut Bank, Montana
Havre, Montana
Wolf Point, Montana

Campaign Timing:

August 2007 – August 2008

Medium:

Theater Advertising

For the Native American Theater campaign from August 2007 – August 2008, 15-second, 30 second and 60 second theater slides are running at select theaters reaching the Fort Peck, Rocky Boy’s and Blackfeet Reservation audiences.

Prairie Theater – Wolf Point (August - August).....\$1,470.60
Cut Bank Theater (August – August)\$1,470.60
Cottonwood Cinema 4 – Havre (August – August)\$4,706.00

Total Paid Placement Radio Dollars placed - \$7,647.20

9. Labor Day – Native American 2007

Target Audience:

The primary demographic is Native American Men 18 to 34 years of age. Secondary demographic of teenagers on the reservation.

Market:

Chinook, Montana
Havre, Montana
Shelby, Montana
Wolf Point, Montana

Campaign Timing:

August 20 – September 3, 2007

Medium:

Radio & Newspaper

RADIO

For the Labor Day – Native American 2007 campaign from August 30 – September 3, 2007, one 30-second spot (“Family Wealth”) was run. Media company negotiated a paid schedule with a matching no charge schedule that aired on four radio stations in the Blackfeet, Fort Belknap, Fort Peck and Rocky Boy Reservation areas.

KOJM-AM (August - September)	\$652.50 (spot value)
KPQX-FM (August - September)	\$652.50 (spot value)
KRYK-FM (August - September)	\$652.50 (spot value)
KZIN-FM (August - September)	\$706.50 (spot value)

Total Paid Placement Radio Dollars placed - \$2,664.00

Total Bonus Value - \$2,664.00

NEWSPAPER

For the Labor Day Native American newspaper, Media company placed two 3 column x 8” black and white newspaper ads in the Fort Peck Journal, the Wolf Point Herald News and the Wotanin Wowapi. These publications cover the Fort Peck Reservation and print weekly. The ads were created in cooperation with local law enforcement to support the Labor Day Mobilization by the Fort Peck Tribes Law and Justice Department.

Fort Peck Journal	August 23 & August 30	\$423.55
Wolf Point Herald News	August 23 & August 30	\$529.45
Wotanin Wowapi	August 23 & August 30	\$476.50



**If you will
be drinking
tonight, let her
have the keys.**

**DRUNK DRIVING
OVER THE LIMIT. UNDER ARREST.**

**LABOR DAY
LAW ENFORCEMENT
CRACKDOWN**
August 17 - September 3

SAFE ON ALL ROADS
Native American Traffic Safety



**Planning for
Labor Day Weekend?**

- Stock up on junk food.
- Lose the alarm clock.
- Relax with friends and family.
- Step up. Plan ahead to take your turn at being your buddies' designated driver.

**DRUNK DRIVING
OVER THE LIMIT. UNDER ARREST.**

**LABOR DAY LAW
ENFORCEMENT CRACKDOWN**
August 17 - September 3

SAFE ON ALL ROADS
Native American Traffic Safety

Campaign Total Paid Newspaper Placement - \$1,429.50

10. Sobering Stone – Chinook

Target Audience:

The primary demographic is Native American Men 18 to 34 years of age. Secondary demographic of teenagers on the reservation.

Market:

Chinook, Montana

Campaign Timing:

September 20, 2007

Medium:

Newspaper

For the Sobering Stone - Chinook newspaper Media company placed 1 3 column x 8" black and white newspaper ads ("Sobering Stone") in the Chinook Blaine County Journal News. This publication covers the Fort Belknap Reservation and prints weekly.

Blaine County Journal News	September 20	\$140.90
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Campaign Total Paid Newspaper Placement - \$140.90

11. Native American TV (It Takes a Community)

Target Audience:

The primary demographic is Native American Men 18 to 34 years of age.
Secondary demographic of teenagers on the reservation.

Market:

Cut Bank, Montana
Shelby, Montana

Campaign Timing:

October 15 – December 2, 2007

Medium:

Cable

The "It Takes a Community" spot, produced by the New Mexico Department of Transportation, which Media company is running with permission, is being aired approximately 18 times a week on the Discovery Channel, ESPN and TNT networks in the Cut Bank & Shelby markets. Starlink Cable was also included in this cable purchase. Media company negotiated a paid schedule with a matching no charge schedule that aired on these stations in the Blackfeet, Rocky Boy and Fort Belknap Reservations areas.

Campaign Total Television Placement - \$4,275.80
Total Bonus Value - \$4,275.80

12. Browning Medicine Wheel

Target Audience:

The primary demographic is Native American Men 18 to 34 years of age.
Secondary demographic of teenagers and families on the reservation.

Market:

Browning, Montana

Campaign Timing:

October 18, 2007 – December 13, 2007

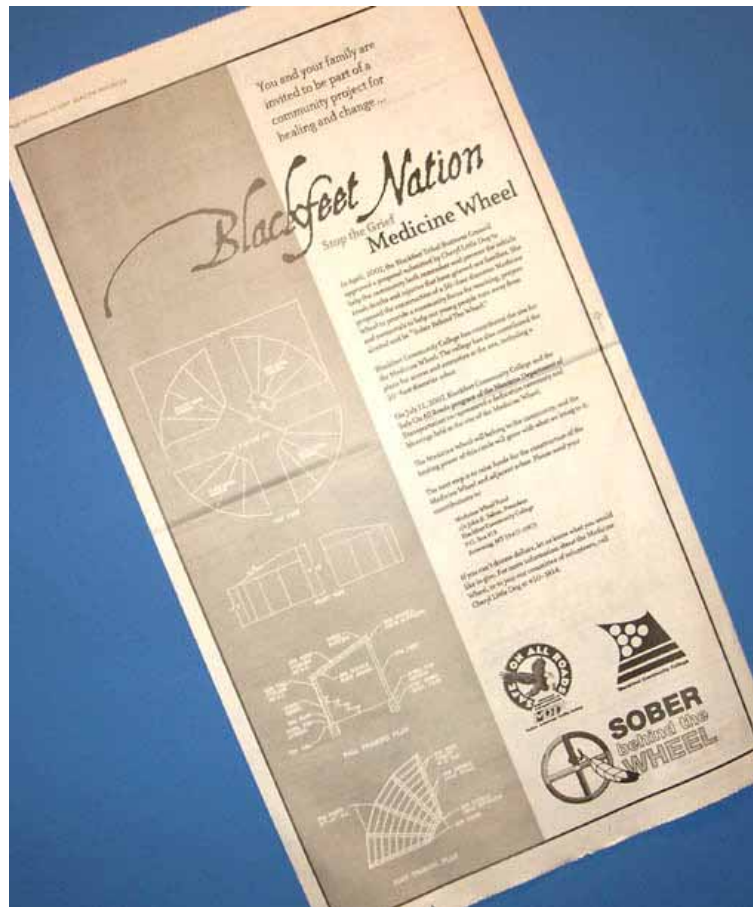
Medium:

Newspaper

For the Medicine Wheel campaign from October 18, 2007 – December 13, 2007, two 6-column x 21" newspaper ads ("Medicine Wheel"), one black & white ad and one 4-color ad, were placed in the Browning Glacier Reporter. This publication covers the Blackfeet Reservation and prints weekly.

Browning Glacier Reporter
October 18, October 25,

November 1, November 8, November 15, December 6 & December 13



Campaign Total Paid Newspaper Placement - \$5,297.40

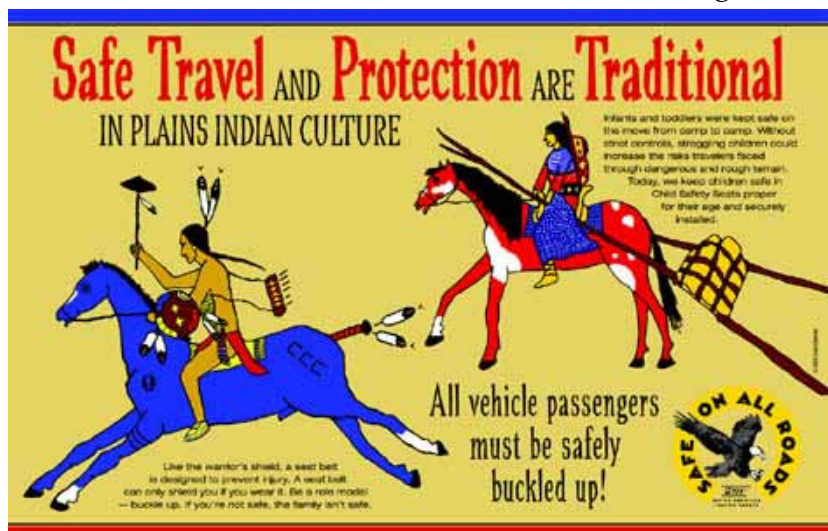
D. Native American Occupant Protection Activity Report

Project Description: The contracted media company during FFY 2007 continued the coordination and supervision of traffic safety promotion on four American Indian reservations in northern Montana focusing on occupant protection in addition to impaired driving.

The scope of activities includes training, media advertising development and placement, writing and distributing news releases, coordinating with community partners, production and distribution of print materials and promotional items, displays and public engagement at community events, building a network of safe drivers, message testing through focus groups and the collection of survey data as an evaluation measure.

The media company began developing training materials for the Traffic Safety Interns on the reservations to use when discussing child passenger safety. In support of child safety seat education, the media company began a more organized effort to coordinate with Safe Kids, Safe Communities. This includes the use of shared materials and working with the Certified Child Passenger Safety Technicians on target reservations.

Through Billings Area Indian Health Service and the network of Safe Kids, Safe Communities coordinators, seat belt and child safety seat materials were distributed to urban Indian populations in Billings, Great Falls, and Bozeman, and to the Northern Cheyenne and Crow tribes.



Target Audience:

- Primary Demographic: Native American men age 18-34
Secondary Demographics: Young Native American women; students and youth
Tertiary Demographics: Grandparents and families

Market Definition:

Residents of four Montana Indian Reservations:

- Blackfeet Reservation
- Fort Belknap Reservation
- Fort Peck Reservation
- Rocky Boy's Reservation

Objectives:

Goal: Reduce traffic deaths and injuries on these Reservations

- 1) Increase seat belt use
- 2) Increase awareness of the value of seat belts
- 3) Support education for child passenger safety

Community Events

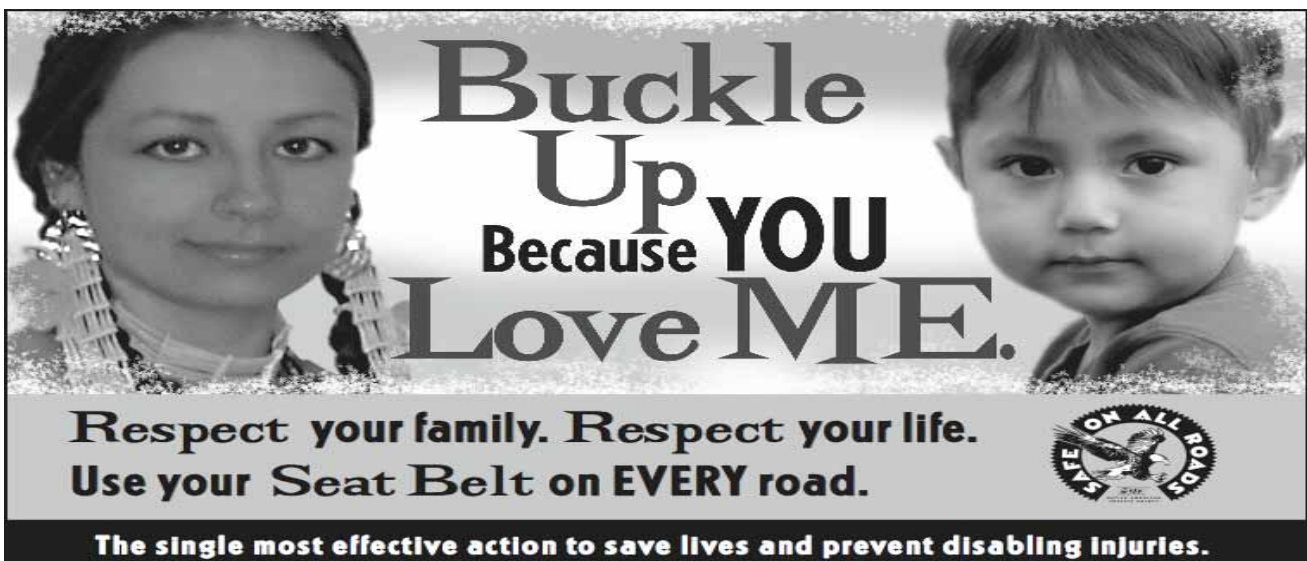
The program materials and objectives were represented at numerous community events throughout the year. This year's round dance sponsorships and presentations achieved high visibility for us. Please reference table on page 100 - 101 of this document for location and dates of events.

FFY 2007 Native American Occupant Protection Campaigns

1. Valentine's Day Campaign

The "Buckle Up Because You Love Me" Father's Day campaign from 2006 was reprised during the middle of February. Each reservation had an event associated with the holiday, such as a "Sweetheart" Round Dance. A Valentine flier was designed, printed on bright colored paper and distributed to the interns. Paid media ran in newspaper and on the radio. We also supported the media campaign with news releases.

We also sent out the seat belt "Valentine" to our friends in Injury Prevention and at Safe Kids, Safe Communities. The black and white newspaper ad is shown below.



Radio was produced for the Valentine's Day campaign. Lynette, Cheryl and Mike Todd's daughter each did a version of the script. In addition, Lynette recorded two additional Valentine's Day spots.

Valentine's Day Radio, Buckle Up Because You Love Me: :30

VOICEOVER:

There are a million ways to show someone you love them: gentle words, a smile, a hug.

Sweethearts, mothers, aunties, sisters, even children, know how to show you they care.

You can show them your love with one swift click... [SFX: Seat Belt Click]

Buckle your seat belt...not just for yourself...but for the people who love you.

Buckle up so you can be there for them.

Buckle up because protecting yourself protects *them*.

:04 Native American music comes up and fades out under tag.

TAG: Be safe on all roads, it's your life.

Child Safety Seat Clinics



Early in calendar 2007, two child safety seat technicians were certified for the Blackfeet Reservation. The media contractor staff sent out letters to solicit sponsors for a child safety seat clinic. Northern Ford of Cut Bank, 30 miles from Browning, responded. They provided an indoor facility, refreshments and a car seat to give away. We also received a free car seat from Wal-Mart in Great Falls to give away. The Safe Kids, Safe Communities coordinator from Havre, Wanda Allison, assisted Shane Goss and Wayne Bull Calf in

the child passenger safety assessments. In all we helped eleven families and gave away 3 car seats. Child safety seat facts were also broadcast throughout the afternoon by radio announcer Mark Daniels of KZIN/KSEN. Two Montana Highway Patrol troopers also stopped in to help, and Trooper Noel Durham also provided radio interviews.

The Safe On All Roads program coordinator at Fort Peck Reservation also worked a child safety seat clinic in 2007, assisting the Indian Health Service Injury Prevention officer in Poplar.

2. Graduation Campaign

A paid media campaign was targeted at high school and college students during prom and graduation season. The graduation campaign emphasized both seat belt use and sober driving, as the two behaviors are tied together as a cause of crash injuries and deaths. For the graduation campaign, Cheryl Little Dog's graduation testimonials ran in rotation with a new spot written and voiced by Mike Todd, called "Mother's Day."

During this period, we also supported local activities aimed at students. Our local coordinators had booth displays at the graduation powwows in Poplar, Browning and Fort Belknap. Personal contracts for safe driving pledges were also collected at the events. Sponsorships allowed our coordinators to address the audience with traffic safety messages.

As support for our media campaign, we produced vinyl mesh banners that were



positioned near roadsides on all four reservations. The banners are mounted on fence posts and are moved around the reservation communities.

3. Father's Day Campaign

For the Father's Day campaign, we utilized the newspaper insert that had tested so well for the Blackfeet Reservation in 2006, and ran it on all four reservations. We added some seat belt facts to the back of the insert to give it more educational impact.

New radio production was obtained for this campaign to run in rotation with the Blackfeet Father's Day ad from 2005. Mike Todd wrote a new radio spot that told of two chiefs of the Assiniboine with their grandchildren. Lynette developed several radio ads featuring children's voices asking daddy to buckle up. We received a lot of positive comment about the radio that accompanied this campaign.

4. Theater Video

Television is not only the most persuasive medium, but it is also the most well attended medium for our target audience. Because of the sparse or negligible penetration of television in our reservation communities, we have had a challenge in finding ways to put video messages in front of our audience. Now we have found a new resource: cost-effective video ads in select movie theaters along the Hi-Line. Production of the video is included in the cost of the annual contract. Videotaping of footage for the spot recently took place in Browning, Glasgow and Wolf Point. Measurement of the message exposure achieved through this tactic should be included in future reports. A :15 seat belt spot began airing in Cut Bank and Wolf Point in August.

Movie Ads: Draft Script
Buckle UP
June 09, 2007

:15

Music: Native drums, singing under voiceover

Visual: Hand held feel to shots of Native interactions, young couple, older man/woman & young child; parents, etc.

Voice over:

Always remember that preserving our way of life begins with protecting yours. For your family, for all our relatives, choose life and...

Visual: cut to CU of young man in car, seat belt buckle snaps in place

Voice Over:

...always buckle up.

(Logos and other tags up)

*This display of **Safe On All Roads** materials was created by Mary Kay Burns, the Cascade County Safe Kids, Safe Communities coordinator. It is currently on display at the Indian Family Health Clinic in Great Falls.*

Occupant protection and impaired driving activities on the Blackfeet, Fort Peck, Fort Belknap, and Rocky Boy's reservations were implemented by the Native American interns at the same events. (Please reference pages 107 – 111 of this report for the dates and locations of these events).



Focus Group

May 17, 2007 at Poplar

A focus group was held at Fort Peck Community College in May of 2007 as a measure of our message exposure and campaign effectiveness. A group of 17 men between the ages of 18 and 34 participated. Past groups at this location have tended to represent the college

student population heavily. This time, since school was out, we had a very balanced representation of the men in the community.

Like our responses in previous groups on this reservation, most do not wear their seat belts in town, and a majority of them report that they will wear their seat belts when traveling Highway 2. Some wear their seat belts only when their kids are in the car or if a family member or the driver asks them to.

The perception of this group is that most people on the reservation are not wearing seat belts and that many parents will take care that their kids are properly restrained, but then don't wear their seat belt themselves. In general, the group was unfamiliar with seat belt laws and only two or three knew what the fine is. The fathers were much more sure that they knew how to install a child safety seat properly and when a booster seat should be used than they were about seat belt laws.

Interestingly, four members of the group reported that they have recently become more likely to ask passengers to buckle up in their vehicle, though the reasons were not clearly articulated (except for one who had received a citation for all passengers).

The most top-of-mind mention for seat belt messages was "Buckle Up, It's the Law." Six of the 17 volunteered that they had seen the "Buckle Up Because You Love Me" message. Other messages they recalled were "Safe Travel and Protection are traditional" and "New set of Wheels is a wheelchair." They felt the "Because you love me" message is a good one. One member of the group reported that he has seen posters at many locations, and several mentioned hearing Mike Todd's radio spots. The radio spots for 2007 and the Father's Day Blackfeet radio from 2005 tested very well with this group.

When motivations for wearing a seat belt were explored, this group unanimously felt that larger fines or jail time would motivate them to wear their seat belt. The reasons cited for not wearing seat belts were primarily related to their perception of risk—they don't wear them in town because there is no danger. Several said they don't wear the seat belt when they should have because they were "too drunk to remember." An interesting insight provided by one participant and ratified by the group was that, on the reservation, he just "never got into the habit." One member of the group recently retired from the military, where "you lost your license for your first offense" (for not wearing a seat belt). He admitted that his 100 percent habit of seat belt use is eroding now that he is back on the reservation.

Fourteen of the participants had been in serious crashes, eight of them with fatalities, all with no seat belts in use. This group reported that none of them had been influenced to wear their seat belt more often because of those experiences. This reflects an interesting

light on their response to an earlier question, when more than half said their greatest motivating factor was 'fear of death.'

All members of the group felt it was unlikely that they would be ticketed for no seat belts on the reservation, but it would be likely to get a citation from the Montana Highway Patrol. For those of the group who had received multiple seat belt citations, these were in conjunction with multiple DUI's.

In summary

Our two themes to promote seat belt use—traditions and family—continue to show a building effectiveness. Family should continue to be the important link in education—we continue to hear that our audience is most likely to buckle up when a family member asks them to.

The addition of child passenger safety restraint education has been good for our program, because it gives us a reason to talk to young parents about their own seat belt use. This year's focus group again showed that young men like to feel that they know how to use child passenger safety seats correctly, and if their self-report is believed, they like to have the education that is offered at hospitals and clinics.

Our cooperation with Safe Kids, Safe Communities coordinators has also grown, and Cheryl Little Dog is helping to coordinate an EMS and law enforcement CPS training session on the Blackfeet Reservation in November for Healthy Mothers, Healthy Babies. Wanda Allison from Northern Montana Hospital in Havre volunteered her valuable time to come and help us and the two newly certified Child Safety Seat technicians from Browning at our child safety seat clinic in Cut Bank.

Injury prevention and community health educators are increasingly coordinating with us. The network of mutual support for occupant protection education on the reservations is a rewarding aspect of our program.

Native American Occupant Protection Paid Placement For FFY 2007

1. Buckle Up Because You Love Me Campaign

Target Audience:

The primary demographic is Native American Men 18 to 34 years of age. Secondary demographic of teenagers on the reservation.

Market:

Rocky Boy Reservation

Campaign Timing:

Six months from date of installation
(February – July)

Medium:

BILLBOARD

We have been utilizing vinyl wraps for our billboard postings. The vinyl lasts longer and holds up better in the harsh conditions along the Hi-line in Montana. The use of vinyl gives us the opportunity to move our artwork or store it for a later campaign. The sign company that removed the vinyl from Harlem to post our Impaired Driving campaign took the vinyl art to Box Elder where it is being posted on a new billboard along Highway 87 on the way to Havre. No new production costs were required.

Cost: (6 months)\$2,470.65

2. Valentine's Day Campaign

Target Audience:

The primary demographic is Native American Men 18 to 34 years of age. Secondary demographic of teenagers on the reservation.

Market:

- Glasgow, Montana
- Havre, Montana
- Malta, Montana
- Shelby, Montana
- Wolf Point, Montana

Campaign Timing:

February 7 – March 1

Medium:

Radio & Newspaper

RADIO

For the Valentine's Day campaign from February 7 – February 25 a 30-second spot was created. Media company negotiated a paid schedule with a matching no charge schedule that aired on radio stations in the Blackfeet, Fort Belknap, Fort Peck and Rocky Boy Reservation areas.

KLAN-FM (February)	\$158.76 (spot value)
KLTZ-AM (February)	\$158.76 (spot value)
KMMR-FM (February).....	\$148.14 (spot value)
KPQX-FM (February).....	\$243.10 (spot value)
KRYK-FM (February).....	\$243.10 (spot value)
KVCK-AM (February)	\$359.08 (spot value)
KVCK-FM (February)	\$359.08 (spot value)
KZIN-FM (February).....	\$329.70 (spot value)

Total Paid Placement Radio Dollars placed - \$1,999.72
Total Bonus Value - \$1,999.72

NEWSPAPER

For the Valentine's Day newspaper Media company placed a 6 column x 6" black and white newspaper ad (Buckle Up Because You Love Me) in the Browning Glacier Reporter, the Chinook Blaine County Journal News, the Fort Belknap News, the Fort Peck Journal, Rocky Boy Tribal News, the Wolf Point Herald News and the Wotanin Wowapi. These covered the Fort Peck, Blackfeet, Rocky Boy and Fort Belknap Reservations. The Rocky Boy's Tribal News and the Fort Belknap News print once a month while the other publications print weekly.

Browning Glacier Reporter	February 8 & February 15	\$433.65
Chinook Blaine County Journal	February 7 & February 14	\$389.15
Fort Belknap News	February 6	\$196.95
Fort Peck Journal	February 8 & February 15	\$247.10
Rocky Boy Tribal News	March 1	\$211.80
Wolf Point Herald News	February 8 & February 15	\$411.80
Wotanin Wowapi	February 8 & February 15	\$444.75

Campaign Total Paid Newspaper Placement - \$2,335.20

3. Fathers Day Campaign 2007

Target Audience:

The primary demographic is Native American Men 18 to 34 years of age. Secondary demographic of teenagers on the reservation.

Market:

Chinook, Montana
Glasgow, Montana
Havre, Montana
Shelby, Montana
Wolf Point, Montana

Campaign Timing:

June 8 – June 23, 2007

Medium:

Radio

For the Father’s Day campaign from June 8 – June 23, three 30-second spots were run in all markets except Wolf Point which ran 4 spots. Media company negotiated a paid schedule with a matching no charge schedule that aired on 7 radio stations in the Blackfeet, Fort Belknap, Fort Peck and Rocky Boy Reservation areas.

KRYK-FM (June)	\$675.60 (spot value)
KLAN-FM (June).....	\$758.46 (spot value)
KLTZ-AM (June).....	\$758.46 (spot value)
KPOX-FM (June)	\$675.60 (spot value)
KZIN-FM (June)	\$781.26 (spot value)
KVCK-AM (June).....	\$549.96 (spot value)
KVCK-FM (June).....	\$549.96 (spot value)

Total Paid Placement Radio Dollars - \$4,749.30

Total Bonus Value - \$4,749.30

Medium:

Newspaper

For the Occupant Protection inserts in to the newspapers Media company placed a 11" x 6.25" 4-color insert (I Love you Daddy, Buckle Up) in the Browning Glacier Reporter, the Fort Belknap News, the Fort Peck Journal, and the Rocky Boy Tribal News. These covered the Fort Peck, Blackfeet, Fort Belknap and Rocky Boy Reservations.

Browning Glacier Reporter	June 14	\$235.30
Fort Belknap News	June 14	\$103.53
Fort Peck Journal	June 14	\$395.30
Rocky Boy Tribal News	June 1	\$352.95

Campaign Total Paid Newspaper Placement - \$1,087.08

4. Buckle Up - Traditional Man

Target Audience:

The primary demographic is Native American Men 18 to 34 years of age.

Market:

Harlem, Montana
 Poplar, Montana

Campaign Timing:

September 2007 – February 2008

Medium:

Billboard

For the Buckle Up campaign from September 2007 – February 2008, two billboards were purchased and the “Keep Our



Traditions Alive – Buckle Up” billboard was placed on them. These billboards cover the Fort Belknap and Fort Peck Reservation areas.

Fort Belknap (September 2007 – February 2008)	\$2,470.65
Fort Peck (September 2007 – February 2008)	\$2,470.65

Total Paid Placement Radio Dollars - \$4,941.30

5. Back to School

Target Audience:

The primary demographic is Native American Men 18 to 34 years of age. Secondary demographic of teenagers on the reservation.

Market:

- Chinook, Montana
- Havre, Montana
- Shelby, Montana
- Wolf Point, Montana

Campaign Timing:

September 17 – November 1, 2007

Medium:

Radio & Newspaper

RADIO

For the Back to School campaign from September 17 – 30, two 30-second spots were run (“Selfish” & “Horse Story”). Media company negotiated a paid schedule with a matching no charge schedule that aired on 6 radio stations in the Blackfeet, Fort Belknap, Fort Peck and Rocky Boy Reservation areas.

KOJM-AM (September).....	\$390.60 (spot value)
KPQX-FM (September)	\$390.60 (spot value)
KRYK-FM (September)	\$390.60 (spot value)
KZIN-FM (September)	\$527.52 (spot value)
KVCK-FM (September)	\$342.72 (spot value)
KVCK-AM (September)	\$342.72 (spot value)

Total Paid Placement Radio Dollars - \$2,384.85

Total Bonus Value - \$2,384.85

NEWSPAPER

For the Back to School newspaper Media company placed two 6 column x 7" black and white newspaper ads ("Back to School – Wheel Chair" & "Back to School – Buckle Up) in the Browning Glacier Reporter, Chinook Blaine County Journal News, Fort Belknap News, Fort Peck Journal, the Rocky Boy Tribal News, the Wolf Point Herald News and the Wotanin Wowapi during 2 separate time frames. These publications cover the Blackfeet, Fort Belknap, Fort Peck and Rocky Boy Reservations.

September Placement:

Browning Glacier Reporter	September 20 & September 27	\$520.85
Chinook Blaine County Journal	September 19 & September 26	\$467.45
Fort Belknap News	September 20 & September 27	\$459.55
Fort Peck Journal	September 20 & September 27	\$376.50
Rocky Boy Tribal News	October 1, 2007	\$215.00
Wolf Point Herald News	September 20 & September 27	\$494.15
Wotanin Wowapi	September 20 & September 27	\$444.70

October Placement:

Browning Glacier Reporter	October 11, October 18 & October 25	\$781.20
Chinook Blaine County Journal	October 10, October 17 & October 24	\$701.20
Fort Belknap News	October 11, October 18	\$459.55
Fort Peck Journal	October 11, October 18 & October 25	\$564.70
Rocky Boy Tribal News	November 1, 2007	\$105.90
Wolf Point Herald News	October 11, October 18 & October 25	\$741.20
Wotanin Wowapi	October 11, October 18 & October 25	\$667.10

Have you had trouble getting the medical care you need?

Many of the injuries that are draining our health care resources could be PREVENTED if everyone used their seat belts. Ask your family to buckle up, for the sake of all our families.



Seat belts are the single most effective tool to prevent injury and death.



Campaign Total
Paid Newspaper
Placement -
\$6,999.05

6. Horse Therapy

Target Audience:

The primary demographic is Native American Men 18 to 34 years of age.

Secondary demographic of teenagers on the reservation.

Market:

Fort Peck Reservation

Campaign Timing:

September 27, 2007

Medium:

Newspaper

For the Medicine Wheel campaign on September 27, 2007, a 3 column x 8" newspaper ad ("Horse Therapy") was placed in the Fort Peck Journal, Wolf Point Herald and the Wotanin Wowapi. These publications cover the Fort Peck Reservation and print weekly.

**Native American Horsemanship
Therapy Presentation**

**What the values of the Plains
Indian Horse Culture can offer
for your family's well-being**

"Our culture is therapy"

Saturday, Sept. 29
9 am to 3 pm
Comes Last Family Ranch
2.5 mi. NW of Poplar


Come and heal.

- Domestic abuse
- Alcohol and drug abuse
- Drinking and driving
- Family values
- Buckle up for safe travel

Families welcome.

Presented by LeRoy Comes Last and his horse, Sarge. Mr. Comes Last is a spiritual leader for the Fort Peck Tribes, President of the Native American Church, cultural specialist for Spotted Bull Treatment Center, Facilitator for Batterer's Re-education program and the 12-step program of Medicine Wheel teachings for men, women and adolescents.

**For more information, call 448-2509
or call Mike Todd at 650-3323.**



Fort Peck Journal	September 27	\$112.95
Wolf Point Herald	September 27	\$141.20
Wotanin Wowapi	September 27	\$169.40

Campaign Total Paid Newspaper Placement - \$423.55

IV. Planning & Administration

Performance Goal

Assure that the Highway Safety Plan is administered by a state highway safety agency suitably equipped, staffed, and organized to carry out the state's traffic safety programs efficiently and effectively.

Performance measure

- *Afford each staff member the opportunity to attend professional development function.*
- *The SHTSB includes six full time positions within the Montana Department of Transportation.*
- *The SHTSB is equipped and supported by the same technologies and services provided to all sections within the Department*
- *Continue integrating the goals and objectives of the Comprehensive Safety plan into the Highway Safety Plan that meet NHTSA federal requirements.*

Accomplishments:

The State Highway Traffic Safety Bureau in FFY 2007 focused on securing federal funds for new and continuing program areas, and on providing technical assistance and support for various partner organizations and coalitions.

The SHTSB was successful in securing the following federal grant monies: Section 402 Highway Safety Program, Section 405 Occupant Protection, Section 408 Traffic Records, Section 410 Impaired Driving, Section 2010 Motorcycle Safety grant, and Section 1906 Racial Profiling Prevention.

Staff members continued their professional development through active participation in NHTSA and other training opportunities to enhance their project management skills. Training included NHTSA Managing Federal Finances, NHTSA Program Management,

FARS updates, coalition structure and development (North Dakota Safe Communities meeting and annual Alcohol Forum), and participation in the development of a pilot Occupant Protection course at TSI.

In FFY 2005, the primary seatbelt law passed was introduced and passed in the Senate but failed on the floor of the House of Representatives by 25 votes. During FFY 2007, a primary safety belt law was again introduced to the legislature again and passed in the Senate. However, it failed on the floor of the House of Representatives by 6 votes.

In preparation for FFY 2009 legislative session, AAA of Montana is currently hosting periodic meetings with key stakeholders throughout the state to develop and implement strategies that will help with the passage of a primary seatbelt law in FFY 2009. The Montana Department of Transportation is one of the key members on this committee.

The SHTSB also in the process of hiring a permanent law enforcement liaison (LEL). The person that filled this position as a temporary left MDT in July 2006 to pursue a law degree. The hiring of this permanent position should be accomplished no later than December 28, 2007.

The SHTSB continued supporting the development of *Montana's Comprehensive Safety Plan* during FFY 2007, by working jointly on this project with other personnel within the Montana Department of Transportation's Rail, Transit & Planning Division. Montana's Comprehensive Plan encompasses all areas of highway safety and requires commitments from the following agencies to ensure the success of this program: Office of Public Instruction, Department of Health and Human Services, local law enforcement, Montana Highway Patrol, MDT Engineering, emergency medical responders, *Safe Kids/Safe Communities*, DUI Task Forces, Tribal partners, and others. The plan's overall goal is to significantly reduce death and injury on Montana's roads.

The SHTSB integrated portions of Montana's current Comprehensive Safety Plan into the FFY 2008 Highway Safety Plan. This Highway Safety Plan includes many of the following emphasis areas outlined in the Comprehensive safety Plan: Native American Crashes, High Crash Corridors, Single Vehicle Run-Off-the-Road Crashes, and Young Driver Crashes. The countermeasures in support of these emphasis areas include strategies that help reduce impaired driving and increase occupant protection usage.