

2005 Annual Evaluation Report

HIGHWAY TRAFFIC SAFETY PROGRAM MONTANA

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II. Sources and Uses of Funds

The National Highway Traffic Safety Administration (NHTSA), U.S. Department of Transportation, provided funding as mandated under Section 402 of Title 23, U.S. Code that provides for reimbursement of expenditures incurred in following the Governor's Highway Safety Plan (HSP). The basic grant was supplemented by additional federal funds from other NHTSA application-based programs, financial incentives and penalty transfers. Where required, MDT fuel tax revenues and other State agencies' funding, such as the Montana Highway Patrol annual budget matched federal funds. While little is documented, many localities also spent their own funds in support of traffic safety programs.

We analyzed and identified problems on a historic basis to determine what improvements to be made in traffic safety issues, and related these to national priority problem areas. We also conducted NHTSA supported assessments of statewide Alcohol and Impaired Driving, Child Occupant Protection and Emergency Medical Services programs. Problem areas were then matched with known countermeasures and countermeasures recommended by each assessment team that could help solve the known problems, given the level of funding available. This year we were again the recipients of transferred funds used for highway safety construction since we did not have an open container law in place as required by Congress. Montana passed an open container law in 2005.

We were awarded additional grants to strengthen our safety restraint law enforcement, education efforts, training of people in proper child safety seat use and installation, and a seat belt incentive grant to promote increased usage rates. 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.

This annual report covers Federal Fiscal Year 2005. The year runs from October 1, 2004 through September 30, 2005. Each July, after all of the previous year's statistics are available, we complete a Problem Identification Paper. Known and estimated changes through the end of each calendar year are provided to complete the evaluation on a calendar year basis.

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 under State & Local Traffic Safety Program www.mdt.state.mt.gov.

III. Planned *versus* Expended Funds

Funds used in FFY 2005 included basic Section 402 and additional allocated funds, penalty transfer funds, and occupant protection program support funds applied for and received by the State Highway Traffic Safety Office. Differences between the planned level of expenditure and the actual level occur when contracts are issued using estimated levels of activity developed at the beginning of each fiscal year. As the year progresses, needs and safety focuses change, causing variations between the planned funding use and the actual expenditure of funds.

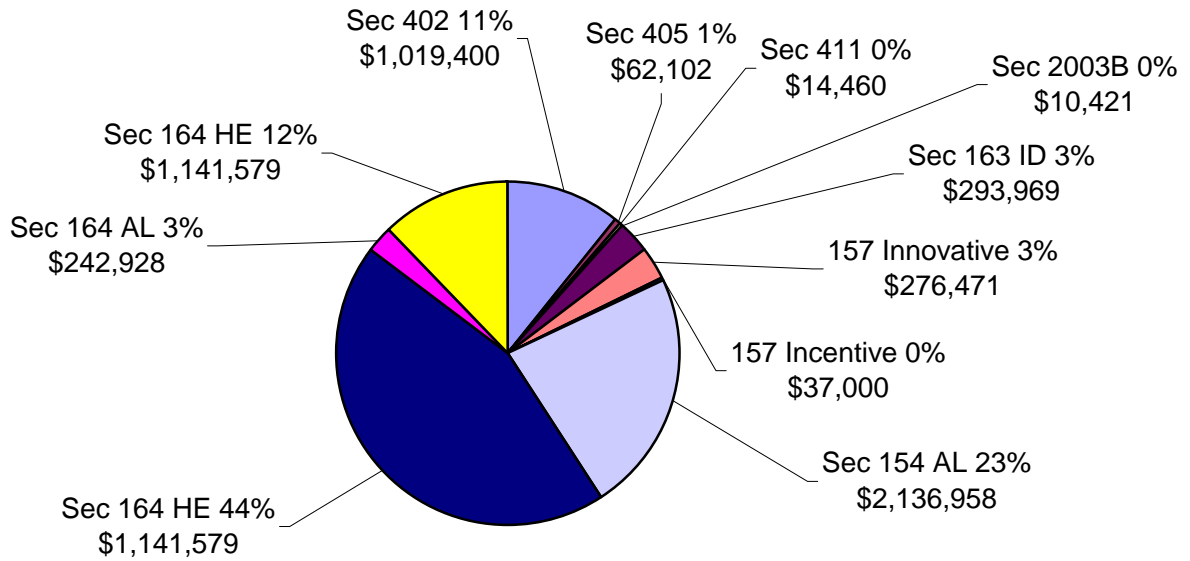
The following table provides totals rounded to the nearest whole dollar for expenditures, original allocations by NHTSA for the year, and funds carried forward which were not expended in the previous year.

**HIGHWAY TRAFFIC SAFETY
TABLE OF FUNDS - GOVERNOR'S HIGHWAY SAFETY PLAN**

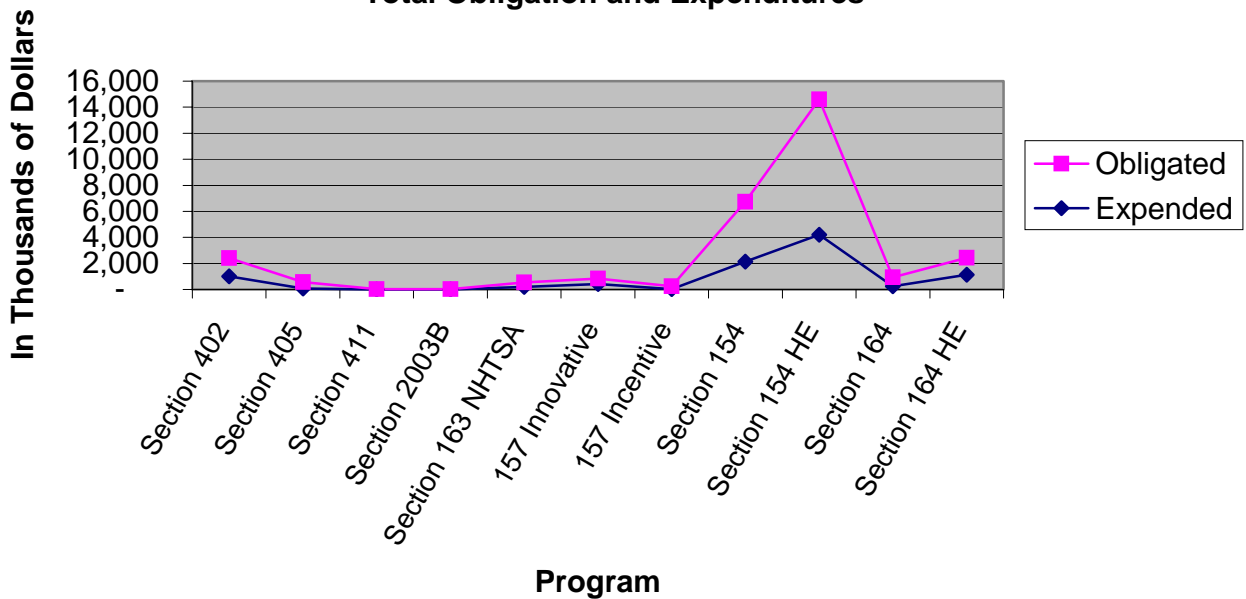
Program	FFY05 Amount	Carryforward Amount	Total Available	Expended
Section 402 base (HSP)	\$ 996,811	\$ 401,750	\$ 1,398,561	\$ 1,019,400
Section 405 OP Enforcement	219,486	277,951	497,437	62,102
Section 411 Data Improvement	-	14,460	14,460	14,460
USC 2003B Child OP Training	-	10,421	10,421	10,421
Section 157 Incentive	40,065	179,954	220,019	37,000
Section 157 Innovative	400,000	-	400,000	276,471
NHTSA Total	1,656,362	884,536	2,540,898	1,399,854
Section 154 Transfer	1,380,497	3,225,577	4,606,074	2,136,958
Section 154 Transfer HE	4,696,833	5,698,519	10,395,352	4,196,840
Section 163 ID/163 DM	250,000	100,000	350,000	293,969
Section 164 Transfer	-	683,449	683,449	242,928
Section 164 Transfer HE	-	1,297,157	1,297,157	1,141,579
Total Transfer Funds	6,327,330	11,004,702	17,332,032	8,012,274
 GRAND TOTAL	 \$ 7,983,692	 \$ 11,889,238	 \$ 19,872,930	 \$ 9,412,128

Basic and additional funding for the year was provided by continuing appropriations enacted by the U.S. Congress. Section 402 funding received was 2.47% lower than the authorized level after the Byrd Test was applied in September 2003. 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 which is available for non-construction highway safety programs but will decrease to a normal level of funding since Montana enacted an open container law this year. Other grants that helped add funding to our programs included Sections 2003B, 405, 157 Incentive, 157 Innovative, and 163 NHTSA grant 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 2005.

FFY 2005 MONTANA HIGHWAY TRAFFIC SAFETY EXPENDITURES



FFY 2005 Highway Traffic Safety Office Total Obligation and Expenditures



III. Progress in Meeting Performance Goals by Programs, Projects and Activities

Vehicle Miles Traveled (VMT) in Montana increased by 2.5% during 2004. Although there are other indicators for exposure to crashes, this is usually the best indicator. The primary reported crash statistics were somewhat lower during 2004 compared to 2003. Fatalities were down 12.6% to 229 during 2004. Crashes were down 5.9% while injuries were down 3.8%.

Severe injuries (incapacitating injuries plus fatalities) have declined generally over the last ten years. During 1994, there were 2,621 serious injuries. By 1999, these injuries declined to 1,959 and continued to decrease to the current level of 1,796. This decline is attributed in large part to seat belt usage along with airbags and forgiving shoulders on highways. The fatality rate for Montana has been relatively level during the last six years, with a significant drop during 2004. The injury rate has declined by 14.6% over the last five years, while the crash rate decreased by 11.1%.

Unfortunately, the Montana Alcohol Fatality Rate was 1.17 during 2003. This was the highest rate of any state in the nation. This rate is expected to be between 0.95 and 1.00 for 2004, which is much lower than the previous two years. NHTSA will confirm this information no later than January 2006. During 2004, approximately 46% of Montana fatalities were related to alcohol. The American Indian population is over-represented in these rates.

Montana seat belt usage during 2005 was 80.0%. Usage has climbed about 0.5 to 1.5% each year until 2005 when it dropped.

3.2.1 General Problem:

Goal: The State Highway Traffic Safety Office (SHTSO) 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 Strategic Planning process 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
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 make it a higher fatality rate state.

American Indians have a very high rate of fatality deaths in Montana. Because of the number of long distance trips driven by Montanan's, 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 pickups in the nation and a very high percentage of SUV's. Pickups and SUV's 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 SUV's during 2002. 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 11.2 billion during 2004, which was an increase of 2.5%. There were over 712 thousand licensed drivers in Montana and 1.25 million registered motor vehicles during 2004. Fatalities decreased from 262 in 2003 to 229 during 2004. This was the lowest number of fatalities since 1999.

From 1988 until 1996, less than 200 fatalities occurred 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 143. The eight years previous to that were all less than 99. This is probably related to both increased vehicle speed and increased VMT. Possible other factors are increases in inattentive driving and aggressive driving.

Alcohol related fatalities had been trending upwards since 1996, but decreased during 2004. The number of alcohol related fatalities during both 2002 and 2003 were higher than any year since 1987, but during 2004 this number dropped from 128 to 106.

Montana Fatalities			
Year	Alcohol Related Fatalities	Non- Alcohol Related Fatalities	Total Fatalities
1982	171	83	254
1983	184	102	286
1984	145	93	238
1985	154	69	223
1986	122	100	222
1987	143	91	234
1988	117	81	198
1989	94	87	181
1990	119	93	212
1991	112	88	200
1992	104	88	192
1993	115	80	195
1994	104	98	202
1995	95	120	215
1996	78	122	200
1997	124	141	265

Year	Alcohol Related Fatalities	Non-alcohol Related Fatalities	Total Fatalities
1998	105	132	237
1999	109	111	220
2000	117	120	237
2001	104	126	230
2002	126	143	269
2003	128	134	262
2004	106	123	229

When analyzing data from Montana, you cannot draw conclusions 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. So major conclusions should never be attempted on one or two year trends in fatalities. It can usually be attributed to random statistical variation.

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 2000 rather than just over 200. Sometimes this can provide more immediate trend feedback.

The number of serious injuries was between 2350 and 2470 from 1986 until 1993 (see the table below). During 1994 and 1995 this number surpassed 2600. Since then there has been a definite decrease to 1796 during 2004. A decrease during 1988 was expected because of the seat belt law and higher usage. It never materialized although there was a decrease in fatalities. 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.

Montana Serious Injuries	
Year	Injuries
1986	2,463
1987	2,465
1988	2,360
1989	2,381
1990	2,411
1991	2,363
1992	2,423
1993	2,455
1994	2,676
1995	2,621
1996	2,241
1997	2,182
1998	2,071
1999	1,959
2000	2,027
2001	1,663
2002	2,007
2003	1,896
2004	1,796

3.2.2 Alcohol & Other Drugs

Goal A – B: The MT Department of Transportation set two goals for the alcohol problem. The first is to reduce alcohol related crashes to 7.0% of all crashes by 2006. The eventual goal is to reduce alcohol related fatalities to 1.0 per 100 million vehicle miles traveled by 2008.

Alcohol Goal A	
Year	Percent Alcohol/Drug Related Crashes
Benchmark (2000)	9.9%
Goal (2006)	7.0%
2001	9.3%
2002	9.7%
Achieved (2003)	9.4%
Alcohol Goal B	
Year	Alcohol/Drug Fatality Rate
Benchmark (2000)	1.18
Goal (2008)	1.00
2001	1.04
2002	1.20
Achieved (2003)	1.17

Fatalities have increased in 2005 over 2004. Official information verifying the actual number of impaired driving fatalities that occurred during 2005 is not available until July 2006 when the 2005 data for FARS is tallied. However, based upon recent data made available from the Montana Highway Patrol's Fatal Crash Information dated November 14, 2005, there is a 34.41% increase in daytime fatalities compared to this time last year, which means other major factors are possibly causing fatalities besides alcohol. The SHTSO Research Operations Analyst speculates the cause may be increases in distracted driving. Distracted driving is caused by several factors including cell phone use, stereos, GPS and other gadgets.

Still, alcohol-related fatal crashes and fatalities are currently the number one priority for Montana and NHTSA to address. According to NHTSA, Montana's percent of alcohol related fatalities increased from 47% in 2002 to 49% in 2003. Of the 262 fatalities, 128 were alcohol related. Alarmingly, of the 51 American Indian fatalities that occurred during 2002, 33 or 64.7% were alcohol related. Preliminary counts for 2004 show less Indian fatalities, but more traffic crashes are alcohol related. In fact, alcohol related American Indian fatalities account for 30.5% of the total alcohol related fatalities for the state during 2004.

Our DUI convictions went down significantly from 1994 -1997 when there were over 6,000 convictions each year. In 2003 there were 5343 DUI convictions in Montana. In 2004 the conviction dropped to 4970. Not all arrests result in convictions for DUI since some are dismissed or not prosecuted and drivers are not found guilty. In 2004 police departments wrote a total of 2437 citations that resulted in 49.0% of the total convictions. The 1233 Citations written by

sheriffs departments accounted for 24.8% of convictions and the 1248 citations written by the MT Highway Patrol accounted for 25.1%. For FFY 2005, convictions are currently unknown. This information is not available until April 2006. We anticipate an increase in the conviction rate for 2005 compared to 2004. This is because of the addition of 14 sheriffs offices that participated in Selective Traffic Enforcement Program (STEP) thanks to the Montana Peace Officer's Association whom our office contracted to oversee and provide reports to the SHTSO on the overtime activities of these law enforcement agencies.

Montana leads the nation in alcohol-related fatalities and is designated by NHTSA as a strategic evaluation state (SES). Montana had the highest rate of alcohol related fatalities in both 2002 and 2003. As an SES we developed a plan with NHTSA during FFY 2005 to address the alcohol-related fatality problem. We enlarged the pool of law enforcement agencies participating in sustained enforcement overtime activities. We also increased our media coverage that ran in conjunction with these overtime activities.

Alcohol Related Fatality Rate			
Year	Alcohol Related Fatalities	Vehicle Miles Traveled (100 Million)	Alcohol Related Fatality Rate
1993	115	87.1	1.32
1994	104	91.2	1.14
1995	95	94.0	1.01
1996	78	94.2	0.83
1997	124	93.2	1.32
1998	105	94.9	1.10
1999	109	97.8	1.11
2000	117	98.6	1.18
2001	104	100.1	1.04
2002	126	104.9	1.20
2003	128	109.0	1.17

Source: Fatality Analysis Reporting System (FARS)

A. Countermeasures:

1. Alcohol Assessment

One of the most important alcohol related projects that was completed was the Alcohol Assessment held in May of 2005 that was funded by Section 163 FHWA grant monies. After negotiating with NHTSA, the Montana Department of Transportation was able to add a Native American component to the Assessment. Five professionals in the field of Impaired Driving hosted by NHTSA were brought into Montana, which included a Native American panel member. Montanans familiar with impaired driving programs were interviewed and had their testimony evaluated by the panel.

Representation from each of the seven Reservations in Montana testified on the different aspects of impaired driving in Indian Country. A contractor that was an expert on traffic safety on Montana's Reservations assisted the Assessment Team to make sure the information they received was correct. The Assessment Team provided the SHSTO with 27 priority recommendations on how to reduce impaired driving fatalities, which include recommendations that addresses Native American impaired driving issues. A Management Action Plan has been developed based on those priority recommendations and integrated into the FFY 2006 Governor's Highway Safety Plan to help provide guidance to the state on the appropriate impaired driving projects to implement throughout the year **(please refer to attachment A)**.

2. Legislative Action

The Montana legislature meets biannually. During 2005 the session began January 2005 and ran through April. The 2003 session passed .08, Ignition Interlock legislation, and increased penalties for high BAC and added a parent/guardian's obligation to attend alcohol classes with their youth to the MIP law. 2005 was also a successful session. An open container law was introduced and passed by lawmakers during 2005. Felony DUI, Ignition Interlock and Vehicle Homicide laws were also strengthened during the 2005 session. Additionally, DUI Child Endangerment, probation indication on drivers license and Keg Registration laws were passed the same year.

3. Assessment, Course, and Treatment (ACT)

The SHSTO continues to work with the Assessment, Course and Treatment (ACT) program for DUI Offenders. A class funded by Section 402 grant monies was held in April of 2005 to train 40 ACT trainers/counselors. All ACT trainers from state approved programs located statewide are required to attend this program before teaching ACT classes to those drivers convicted for DUI by the courts. Dr. Tim Conley of the University of Montana completed an updated version of the Montana ACT Manual in September of 2005 for chemical dependency counselors to use as a reference guide. This manual was also funded by Section 402 and includes Native American information and treatment recommendations to be incorporated into the FFY 2006 ACT program managed by the MT Department of Public Health and Human Services.

4. SAFE KIDS/SAFE COMMUNITIES

The FFY 2005 Highway Safety Plan included funding for state and local countermeasures to help abate alcohol-related crashes. Section 402 funding was provided to our 16 local SAFE KIDS/SAFE COMMUNITIES (SKSC) Coalitions via our main subcontractor, Healthy Mothers, Healthy Babies (HMHB), The Montana Coalition. HMHB administered pass-through funding to each of 16 coalitions plus their catchment areas of 14 counties that total to 30 counties. The coalitions conducted impaired driving public information and education (PI&E) campaigns that focused on youth and adults to avoid drinking and driving covering 80% of the state's population.

All SAFE KIDS/SAFE COMMUNITIES programs are required by contract to spend approximately 50% of their time on impaired driving abatement programs and approximately 50% of their time on occupant protection PI&E programs. In FFY 2005, local SKSC's conducted a

variety of projects that included 70 server trainings for local retail alcohol outlets, coordinated community public information campaigns to promote anti-drinking and driving behaviors during national mobilizations, use of designated drivers, and training to reduce underage drinking. SKSC's distributed over 5,000 packets that included impaired driving information at local events. HMHB serves as a clearinghouse for impaired driving and occupant protection PI&E materials for the public. Nine communities have set up local Safe Ride Home programs. All SKSC coalitions are required to develop and support Safe Ride Home programs in FFY 2006. SKSC will also be working to include more Native American representation on their local coalitions in FFY 2006.

SAFE KIDS/SAFE COMMUNITIES local coalitions, as part of their contract with the SHTSO for FFY 2005, worked with their local law enforcement by providing public information and education (PI&E) support during the mobilizations using national and local PI&E education materials. Some of the coalitions approached their local sheriff and police departments to participate in seatbelt and DUI enforcement activities even though a few of these agencies do not have a STEP contract with the State Highway Traffic Safety Office.

Section 402 funds were used to fund a contract with the Missoula City/County Health Department to provide technical assistance to local SAFE KIDS/SAFE COMMUNITIES coalitions in the western portion of the state on alcohol related projects. Lonie Hutchinson from the Health Department provided ten hours a week coaching and training SAFE KIDS/SAFE COMMUNITIES coordinators on alcohol programs. A significant amount of this time was spent assisting in the "Let's Control It" alcohol server training. Guidance was also provided on working within the community to bolster coordinated drinking and driving prevention programs.

5. Banik Communications Media Company

Banik Communications contracted by the SHTSO developed and aired statewide impaired driving messages during a FFY 2005 national mobilization and state sponsored mobilization. These media messages ran in conjunction with law enforcement overtime activities. The state sponsored mobilization occurred during Christmas/New Years Holiday (December 17, 2004 – January 4, 2005) and the national mobilization occurred during the Labor Day Holiday period (August 19, 2005 – September 5, 2005). Specific details of Banik's media activities are in section 3.2.8.2 of this document.

6. Native American Impaired Driving PI&E Program

In FFY 2005, a pilot public relations program was implemented targeting residents of the Blackfeet Indian Reservation in northwest Montana. Banik Communications managed the project and Section 402 grant monies funded this project. The primary strategy was to have impaired driving communications developed and delivered from within the Native American communities rather than from outside, non-Indian sources. The objective was to decrease drinking and driving among Indian males 18 – 34. An intern from the Blackfeet reservation was hired to oversee this project under the guidance of Banik Communications. The intern managed a focus group where Native American impaired driving messages were tested helping the intern determine the best direction to take in developing and disseminating occupant related messages for the target

audience. During FFY 2005, this project was expanded to 2 other Indian reservations within Montana, Fort Peck and the Fort Belknap Reservations. Each reservation focused on a different message. Fort Peck developed messages from law enforcement about recent fatalities where the occupants were not wearing seat belts. Fort Belknap developed "Saved-by-the-Belt" survivor's story. The Blackfeet focused their message on family members encouraging each other to buckle up. Between the 3 reservations, they produced television ads, radio spots, billboards, newspaper ads, banners and seat belt fact fliers. As a side note, a similar project was conducted on the same reservations for occupant protection. More information is available in section 3.2.8.2 and **attachment F** of this document on the Native American impaired driving program.

7. Montana State University Most of Us Impaired Driving Campaign

Montana State University's (MSU) Most of Us ® Campaign received Section 402 funding to work with SKSC to disseminate public information and education messages on impaired driving. No paid media funding was provided to MSU for this project. Local chiefs of police and county sheriffs had their own impaired driving radio spots developed through the assistance of MSU. During the December 2004 mobilization 46 law enforcement officers from 16 different locations were used to create Impaired Driving PSA's with a Most of Us theme. During the Labor Day Mobilization in 2005, 38 law enforcement officers from 14 different locations created impaired driving PSA's. These radio spots were voluntarily played at the local radio stations informing citizens that their local law enforcement is involved in reducing impaired driving.

MSU's Most of Us also created tools for the local SKSC to be more effective in their programming. Following a needs assessment, a training agenda was developed in support of SKSC programming efforts. Online technical assistance was also provided to SKSC coordinators.

8. MT Highway Patrol Mobile Data

During FFY 2004 Sections 154 and 164 alcohol grant funds were frozen due to a program review by NHTSA that temporarily halted the use of these funds for the mobile data communication project. All concerns relating to these funds have now been satisfied and the State Highway Traffic Safety Office continued with this project during FFY 2005. The Montana Highway Patrol continued the development and installation of mobile data systems for a variety of local law enforcement agencies that make up a Mobile Data Task Force chaired by the Gallatin County Sheriff. Grant monies from Sections 154/164 transfer funds paid for mobile data equipment and other related services such as tower leases in support of this project. The Montana Highway Patrol and the Missoula County Sheriff have taken the lead in developing these mobile data systems to a new level of interoperability and exchange unavailable in the past. Once completed, these system improvements will enhance the ability of all emergency response providers to effectively communicate alcohol related incidents and other traffic related incidents that occur on Montana's roadways.

9. Selective Traffic Enforcement Program (STEP)

The detection and arrest of impaired drivers is a priority for Montana Highway Patrol and local law enforcement. The law enforcement agencies the SHTSO contracted during FFY 2005 to participate in STEP supported two DUI mobilizations Christmas December 15 – December 30, 2004 and Labor Day holiday August 19, 2005 – September 5, 2005 and year round sustained enforcement activities October 1, 2005 – September 30, 2005.

During the same traffic stop law enforcement as part of their STEP contract were required to cite drivers seen not wearing their seatbelts. Sections 405 and 157 Innovative grant monies funded this portion of their contract.

A. STEP Law Enforcement Activities Funded by FFY 2005 Section 163 NHTSA July 1, 2005 – September 30, 2005

Overtime impaired driving sustained activities conducted July 1, 2005 – September 30, 2005 were funded by Section 163 NHTSA funds that required at least one major alcohol related overtime activity (i.e. county fair, rodeo). This involved law enforcement agencies contracted by the SHTSO to participate in this particular part of the STEP program. 163 NHTSA also funded four nights of overtime activities during the Labor Day timeframe for these same law enforcement agencies. The SHTSO contracted the MT Highway Patrol plus 24 smaller and larger law enforcement agencies to conduct STEP related activities in support of this program. The SHTSO also entered into a contract with the Montana Sheriff's and Peace Officers Association (MSPOA) July 1, 2005 – September 30, 2005 that brought on board 14 more sheriff's offices from the smaller counties to participate in seatbelt and impaired driving overtime activities. This addition brought the total number of local law enforcement agencies participating in STEP to 38 plus the MT Highway Patrol who supported Labor Day and sustained enforcement activities funded by Section 163 NHTSA.

The impaired driving portion of the MSPOA contract was funded by Section 163 NHTSA funds. The contract provided MSPOA the ability to efficiently disseminate NHTSA related grants to the smaller sheriff's offices to get them to participate in impaired driving overtime activities July 1, 2005 – September 30, 2005. These smaller sheriffs departments had the same reporting requirements as the larger sheriffs departments funded by 163 NHTSA grant monies. MSPOA reported to the SHSTO the activity level in each county by providing a combined report on mobilization and sustained enforcement activities. The sheriffs that participated in this project provided very positive feedback on this process. The majority of the paperwork was completed by MSPOA while the sheriff's offices spent their time on patrols. This was so successful that MSPOA is to continue this overtime program in FFY 2006 for both occupant protection and impaired driving overtime programs.

Earned media activities that ran in conjunction with the sustained and Labor Day enforcement activities were funded by 163 NHTSA grant monies and managed by Banik Communications contracted by the State Highway Traffic Safety Office. Details concerning this media support are found in section 3.2.8.2 of this document.

The law enforcement agencies that had their STEP contracts funded by Section 163 NHTSA also had their reporting requirements enhanced by the SHTSO. These contracts required law enforcement agencies to report the number and type of citations they wrote for mobilizations and sustained enforcement overtime. The SHTSO provided standardized reporting forms as part of these STEP contracts with law enforcement agencies for both DUI and seatbelts. New planning forms were included in law enforcement contracts that requested specific information on when and where STEP patrols would take place during sustained timeframes and mobilizations. This included information on high-risk events, times and roadways with a history of known alcohol related fatalities. These same reporting requirements were continued during FFY 2006.

A Standard Field Sobriety Testing (SFST) train the trainers' course for several law enforcement agencies was held in early FFY 2005 in Missoula to help improve SFST usage across Montana and funded by Section 163 NHTSA funds carry forward from FFY 2004.

B. STEP Activities Funded by Section 154

Section 154 alcohol grant monies funded overtime-sustained activities conducted October 1, 2005 – June 30, 2005. The MT Highway Patrol and 24 smaller and larger law enforcement agencies received STEP contracts. This included the six largest police departments located in Billings, Bozeman, Great Falls, Helena, Kalispell, and Missoula and three sheriffs departments located in Missoula and Gallatin, and Silverbow Counties. The smaller law enforcement agencies that also received STEP contracts were Havre, Laurel, Lewistown, Livingston, and Whitefish. Combined, these agencies covered 85% of the state's population.

C. FFY 2006 Law Enforcement Activities

During FFY 2006 the SHTSO will take more aggressive measures getting law enforcement agencies to participate and properly implement STEP by personally meeting with the larger and some of the smaller law enforcement agencies by encouraging them to write more DUI and seatbelt citations. The hiring of contracted law enforcement liaisons will help in this effort that is part of the Impaired Driving recommendations and based upon the FFY 2005 Impaired Driving Assessment. The MT Highway Patrol is contracted in FFY 2006 to provide SFST refresher training in their eight districts by inviting local sheriffs and police departments and tribal law enforcement to participate.

10. Law Enforcement DUI Equipment

Sections 154 and 164 transfer monies funded DUI equipment for law enforcement. During FFY 2003 – 2005 all non-Native American law enforcement agencies have been approached and asked for inputs on the DUI related equipment they require to improve their ability to apprehend impaired drivers. These funds paid for radar, portable breath testing devices and in-car video systems. Specifically in FFY 2005, 20 sheriffs offices and 24 police departments received DUI equipment from Montana's large, mid-size, and smaller cities and counties covering over 85% of the population. Early in FFY 2006 four tribes have been approached via written correspondence

by the Governor's Representative for Highway Safety requesting inputs on DUI equipment the tribes would like to receive to help improve enforcement of DUI on the reservations.

11. Judges Training

In April of 2005, 108 Judges from the Montana Courts of Limited Jurisdiction attended a three-day conference that provided training on DUI Adjudication in Montana. 402 funds were used to pay travel for experts in DUI Adjudication. NHTSA invited Judge Michael Kavanaugh to speak on this subject. Continuing education was provided through WEB based training on DUI Adjudication allowing judges the chance to access and update their information on DUI and query other Montana Judges to learn about DUI Adjudication Procedures.

12. Prosecutors Training

At the summer Montana County Attorney's Association meeting in FFY 2005, 40 prosecutors attended DUI Prosecution Training. The funding for this training was provided directly from the NHTSA Prosecutor Training Project out of Washington D.C. Three national experts were brought in to provide the training on effective DUI Prosecution. In FFY 2006, the SHTSO has contract a prosecutor from Yellowstone County to update the DUI Prosecution manual for statewide use.

3.2.3 Occupant Protection:

Goal C: To achieve an 83% overall seat belt usage rate by 2006.

During 2005 the state achieved an 80.0% seatbelt usage rate as a secondary state compared to an 80.9% usage rate in 2004. The goal is to achieve a usage rate of 85% by 2008. If a primary seatbelt law became effective, this goal is expected to change to 90%.

The slight decrease in seatbelt usage rate is not a statistically significant and may result from statistical variation only. During the FFY 2005 legislative session a primary seatbelt law was introduced by the Attorney General and supported by the Director of the MT Department of Transportation and other stakeholders. The bill was passed by the Senate and made it to floor of the House of Representatives where it died. However, this is the first time that any seatbelt legislation introduced to a Montana legislature ever made it on the floor of both chambers and debated.

The debates on the seatbelt law during the legislative session received much publicity via radio, television, and newspaper. Much of the public learned from this publicity that not wearing a seatbelt was a secondary and not a primary offense. As a result a few citizens took the liberty of not wearing their seatbelts that is believed to have caused a small reduction in its usage during 2005. The goal now is to do an increased education campaign with both the Governor and the Director of the MT Department of Transportation advocating the importance for the public to buckle up to help save lives. The Director will also introduce a primary seatbelt law during the next legislative session.

Occupant Protection Goal C	
Year	Seat Belt Usage
Benchmark (2000)	75.6%
Goal (2006)	83.0%
2001	76.3%
2002	78.4%
2003	79.5%
2004	80.9%
Achieved (2005)	80.0%

The history of Montana seat belt usage is listed in the following table:

Year	Interstate	Primary	City	Other	All Roads
1984	24.7%	20.7%	8.4%	8.4%	16.8%
1985	30.6%	25.8%	9.7%	12.2%	21.7%
1986	43.4%	33.9%	14.8%	17.1%	29.5%
1987	54.8%	44.0%	24.0%	27.0%	39.7%
1988	75.8%	64.7%	41.2%	45.6%	59.5%
1989	78.6%	69.3%	40.6%	47.5%	61.8%
1990	79.1%	70.5%	40.2%	48.4%	62.6%
1991	80.9%	72.8%	41.4%	49.3%	64.5%
1992	83.1%	75.3%	47.8%	53.7%	68.0%
1993	84.2%	75.9%	49.6%	56.2%	69.2%
1994	84.7%	75.4%	51.1%	56.4%	69.6%
1995	86.4%	75.0%	51.3%	57.5%	70.1%
1996	86.2%	75.5%	51.8%	61.0%	70.8%
1997	87.9%	79.3%	52.4%	60.2%	72.6%
1998	88.4%	78.2%	54.0%	63.5%	73.1%
1999	89.1%	78.9%	55.3%	65.0%	74.0%
2000	91.3%	79.5%	58.3%	65.5%	75.6%
2001	92.5%	79.6%	59.7%	65.7%	76.3%

Year	Interstate	Primary	City	Other	All Roads
2002	94.3%	82.5%	60.8%	69.7%	78.4%
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%
Chg 1 Year	-0.4%	-1.1%	-1.2%	-0.7%	-1.1%
Chg 5 Year	-0.4%	+1.2%	+7.3%	+5.0%	+2.4%

Source: TIS – Montana Department of Transportation

Seatbelt usage rates in Montana varied depending upon the roadway type. On the interstate, the seatbelt usage rate slightly decreased from 93.0% in 2004 to 92.6% in 2005. For city roadways, seatbelt usage dropped from 67.7% in 2004 to 66.9 % in 2005. Primary roadways experienced a decrease from 83.3% in 2004 to 82.4% in 2005. For all other roadways (rural), there was a slight decrease from 73.1% in 2004 to 72.6% in 2005.

During 2004 seat belt citations resulted in 15,458 convictions compared to 16,045 in 2003, a 3.7% decrease, but higher than all but 5 of 16 years with the seat belt law. The Montana Highway Patrol accounted for 75% of the convictions statewide by writing 11,674 citations during 2004. The local police departments followed the Patrol in the number of citations by writing 2,869. The MT Highway Patrol was more aggressive in writing seatbelt tickets during 2004 since they are a much larger law enforcement agency. Police Departments accounted for over 15% of statewide citations. Sheriff departments wrote 912 citations that accounted for nearly 6% of the statewide total. A representative from the MT State Highway Traffic Safety Office, during 2005, worked closely with local law enforcement agencies to encourage higher seat belt usage on local roads and city streets. This included contacting and visiting the local police chiefs in Billings, Bozeman, Great Falls, Helena, Kalispell, and the sheriffs in Missoula, Yellowstone, Gallatin and Silver Bow Counties to get them involved in writing more seatbelt and DUI citations.

Countermeasures:

1. SAFE KIDS/SAFE COMMUNITIES

Montana’s local SAFE KIDS/SAFE COMMUNITIES (SKSC) coalitions continuously strive to impact the seatbelt usage rate in the city and on rural roadways through their local education campaigns for the public through radio spots, newspapers, billboards, etc. on the importance of seatbelt usage. There are 16 coalitions that include a catchment of 14 counties. Funded by Sections 163 FHWA and 402 grant monies, Healthy Mothers, Healthy Babies (HMHB) as the lead agency was contracted by the MT Department of Transportation during 2005 to manage all 16 coalitions’ occupant protection education programs for the public. Throughout Montana, the SKSC’s cumulatively awarded 41 “Saved by the Belt Award” plaques to resident recipients who survived a motor vehicle crash. The “Saved by the Belt Award” Program honors and recognizes

individuals involved in crashes that were saved because they were wearing a seat belt. 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 always presented at a press conference with the survivor(s), law enforcement, and public officials. This increased public awareness will, hopefully, have the effect of influencing more people to wear their seat belts.

The SKSC's are the invaluable and fundamental element involved in all the child passenger safety car seat clinics and inspection stations throughout State. During 2005, they developed and ran Child Passenger Safety (CPS) Awareness workshops, CPS Training Courses, developed seatbelt surveys, and provided numerous community presentations on child passenger safety. During fiscal year 2006, the coalitions are expected to continue their public outreach and PI&E programs using mobilization materials provided by the State Highway Traffic Safety Office, NHTSA and Banik Communications Media Company.

Unintentional injuries from motor vehicle crashes still constitute the highest risk to younger passengers under the age of 18. During 2004 one fatality occurred for children ages 4 years old and under and injuries decreased to 214 from the previous year's 232. As a means to continue reducing the injury rate among children riding in motor vehicles, Section 2003b child passenger safety education grants monies focused on educating parents and care providers about the proper use and installation of child safety seats for children. SAFE KIDS/SAFE COMMUNITIES coalitions provided 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. Healthy Mothers, Healthy Babies, during fiscal year 2005, was contracted as a clearinghouse by the MT Department of Transportation to disseminate free PI&E materials to the public on occupant protection and impaired driving. These packets include information about child safety seat usage as well as the importance of adult use of seatbelts. Over 5000 of these packets were disseminated statewide during fiscal year 2005 in over 25 counties and 3 reservations covering approximately 80% of the population. Section 402 funded this PI&E project.

2. Native American Occupant Protection PI&E Program

In FFY 2005, a pilot public relations program was continued from FFY 2004 that implemented targeting residents of the Blackfeet Indian Reservation in northwest Montana. Banik Communications managed the project that was funded by Section 157 Innovative grant monies. The primary strategy was to have occupant protection communications developed and delivered from within the Native American communities rather than from outside, non-Indian sources. The objective was to increase seat belt use among Indian males 18 – 34. An intern from the Blackfeet reservation was hired to oversee this project under the guidance of Banik Communications. The intern managed a focus group where Native American occupant protection messages were tested helping the intern determine the best direction to take in developing and disseminating occupant related messages for the target audience. During FFY 2005, this project was expanded to 2 other Indian reservations within Montana, Fort Peck and the Fort Belknap Reservations. Each reservation focused on a different message. Fort Peck developed messages from law enforcement about recent fatalities where the occupants were not wearing seat belts. Fort Belknap developed

“Saved-by-the-Belt” survivor’s story. The Blackfeet focused their message on family members encouraging each other to buckle up. Between the 3 reservations, they produced television ads, radio spots, billboards, newspaper ads, banners and seat belt fact fliers. A similar Native American impaired driving PI&E project was conducted on the same reservations with the assistance of interns and focus groups that developed media messages. The impaired driving PI&E Native American project was funded by Section 402. More information about the Native American public information and education campaign in impaired driving and occupant protection is in section 3.2.8.2 and in **attachment E** of this document.

3. Montana State University Most of Us Campaign

The SHTSO funded the Montana State University (MSU) Most of Us social norms program with Section 402 to deliver strategic technical assistance and training to help Montana’s Safe Kids Safe Communities coordinators work more effectively with their local law enforcement in support of both occupant protection and impaired driving programs. A Needs Assessment was developed to determine how local law enforcement groups and SKSC coordinators could better collaborate, communicate, and work as a team. Below are the 4 training areas identified in which communication and productivity between the two groups could be improved; recommendations by MSU Most of Us follow:

- A. Improve Knowledge Transfer and Training** – incoming and outgoing SKSC coordinators need to have a period of overlap time with one another in which they jointly meet with law enforcement and other key community members, building familiarity and trust.
- B. Streamline and Structure Communications** – by consolidating communications and framing requests in terms of shared interests and common goals, SKSC coordinators could improve the quality of their communications with law enforcement.
- C. Find Areas and Activities of Mutual Benefit** – SKSC coordinators should seek out law enforcement officers who are eager to participate in their programs because the officer finds that specific program/project mutually beneficial.
- D. Find Other Ways to Get Involved with Law Enforcement** – SKSC coordinators could attend local law enforcement weekly/monthly meetings or become involved in their local Emergency Disaster Relief Task Force. These provide opportunities to meet and work with law enforcement officers building relationships and trust.

MSU Most of Us also provided each SKSC coalitions support in disseminating behavioral related occupant protection and impaired driving messages to the public through site visits, e-mails, and education materials such as brochures and posters. They provided the coalitions press releases giving each coalition an opportunity to spread a positive message about the importance of seatbelt usage throughout their community. Furthermore, tips were circulated on how to and where to effectively place Most of Us messages that included schools and other public places. The SHTSO assesses that the use of positive, social norms messages makes a better impact on all of the targeted audiences that need informing about the problems of drinking and driving and the importance of wearing seatbelts.

MSU Most of Us teamed with the SKSC coordinators and law enforcement to create radio PSA's on seatbelt usage with a social norms message and developed these into compact discs. MSU provided the same support for development of impaired driving PSA's during December 2004. These seatbelt messages focused on the May mobilization timeframe and circulated these to local radio stations encouraging them to play them to promote increased seatbelt usage. These PSA's were recordings developed from the law enforcement agencies in Bozeman, Butte, Hamilton, Kalispell, Libby, Missoula, Polson, Conrad/Shelby, Glendive, Laurel, Lewistown, Miles City, Sidney and Troy advocating how important it is for the public to buckle up. These recordings were aired on local radio stations. Both the SKSC coordinators and law enforcement were extremely grateful for the exemplary support Most of Us gave them during these activities. No airtime was bought by NHTSA funds to play these messages. Each coalition used their own local resources to purchase airtime for these PSA's or get radio stations to play these voluntarily. Most of Us also recorded "bonus" PSA's with Attorney General Mike McGrath and Colonel Paul Grimstad of the Montana Highway Patrol.

Throughout the grant year, Most of Us stayed in close contact with the SKSC coordinators. One vehicle used to accomplish this was the SKSC Online Community Network. This created a forum to allow the coordinators to share ideas, experiences and information, discuss challenges in their work and post and get feedback on campaign materials. "Montana Rules", "The Busy Block", and "Safe Driving in Your Backyard" are other innovative online tools Most of Us created this grant year. These aforementioned programs address getting ready for the driver's license exam, traffic safety for elementary kids, and road signs for preschoolers. Teaching traffic safety messages to young children is beneficial in that, as adults, they should be safer drivers.

4. Child Passenger Safety Training

2003b grant monies funded certification training of child occupant protection technicians. During federal fiscal years 2002 through 2005 the MT Department of Transportation used these monies to support 4-day NHTSA Standardized Child Passenger Safety Technical Training classes resulting in the certification of over 300 students. Montana currently has over 135 certified technicians. Eleven are certified instructors. Five 32-hour courses took place during federal fiscal year 2005 in Bozeman, Billings, Great Falls, and twice in Missoula. Students who attend these classes included law enforcement, RN's, fire department personnel, health department employees, childcare providers, EMT's, Native Americans, etc. As part of the training, volunteer and regular fire departments were encouraged to develop and conduct projects throughout the state to establish a network of fitting stations.

In conjunction with the child safety seat training, during federal fiscal year 2005, approximately 105 known child safety seat clinics were held statewide for parents and care providers to learn how to properly use and install child safety seats. During these clinics, approximately 2,725 child passenger safety seats were inspected and/or installed. Twenty fitting stations are currently established in Montana and approximately 4,000 child passenger safety seats were inspected and/or installed.

5. Occupant Protection for Children Assessment (OPC)

In September 2005, Montana hosted its first NHTSA-sponsored Occupant Protection for Children Assessment. This request fulfilled Montana's assessment requirement accompanying the 2003b grant funds. The assessment is designed to take a comprehensive look at existing state, local and tribal child passenger safety programs, which will then help Montana create a strategic plan for the future. The Governor's Highway Safety Association developed the following key program elements that will be, in the future, used as decision-making tools.

- a. Management and Leadership
- b. Data
- c. Evaluation
- d. Training
- e. Child Restraint Inspection and Distribution Program
- f. Legislation/Regulation/Policy
- g. Law Enforcement
- h. Public Information and Education
- i. Community Programs

Presentations were given by the State Highway Traffic Safety Office, local SKSC coalition representatives, a legislator, law enforcement, firefighters, native American representatives, hospital staff and a media consultant, just to name a few. The multi-disciplinary assessment team of national experts identified 19 priority recommendations and 25 secondary recommendations. During FFY06, the State Highway Traffic Safety Office will review these recommendations and identify funding availability and staff resources to determine a feasible strategic plan for future occupant protection for children programs.

6. Selective Traffic Enforcement Program (STEP)

The SHTSO contracted law enforcement agencies in Montana to support May Mobilization seatbelt overtime activities May 23, 2005 – June 5, 2005 and sustained seatbelt overtime enforcement October 1, 2005 – September 30, 2005. Twenty-four local law enforcement agencies and the MT Highway Patrol participated in both sustained and May Mobilization seatbelt overtime activities.

The State Highway Traffic Safety Office also contracted the Montana Sheriff's and Peace Officers Association (MSPOA) to conduct STEP overtime activities July 1, 2005 through September 30, 2005. MSPOA brought on board 14 more sheriffs departments from the smaller counties to participate in both impaired driving and seatbelt overtime activities. Combined with the MT Highway Patrol and the other 24 local law enforcement (LE) agencies, this brought the total number of LE agencies participating in STEP to 38 that covered over 85% of the population.

These same agencies were required to cite drivers not seen wearing their seatbelts during the same DUI traffic stop. Section 405 funded sustained law enforcement seatbelt overtime throughout FFY 2005. Section 157 Innovative funded May Mobilization overtime activities and media support that

ran in conjunction with the law enforcement overtime activities. These same law enforcement agencies that supported seatbelt STEP overtime also conducted impaired driving overtime activities during the same traffic stop. Section 163 NHTSA funded impaired driving overtime activities July 1, 2005 and Section 154 alcohol grants monies funded STEP impaired overtime activities October 1, 2005 – June 30, 2005. Impaired driving was used as a trigger violation that helped cite drivers not wearing their seatbelts since Montana is a secondary state.

Grant monies from Sections 163 NHTSA and 405 grants allowed law enforcement agencies to place more officers on rural roads and highways resulting in a larger number of stops than normal. Because of this extra manpower, there were more traffic violation stops, DUI, MIP, and drug related arrests. During these same traffic stops, seatbelt citations were also written. Most counties felt that their increased presence on the roads and highways acted as a deterrent, which always results in increased traffic safety. All the counties who participated in this STEP grant demonstrated a commitment to the safety of Montana's citizens. The counties also expressed that this was a positive project because it helped to refocus officers' attention on traffic safety and they expressed the desire to participate again in FFY 2006.

7. Pre- and Post Seatbelt Survey

The State Highway Traffic Safety Office Research Operations Analyst in support of the May Mobilization campaign did a pre- and post seatbelt survey. A certification of this process was submitted to the NHTSA regional office in Denver July 2005 by the SHTSO. The April 2005 pre-survey report showed a statewide seatbelt usage rate prior to the May Mobilization timeframe at 75.5% . The June 2005 post survey report summarized the results of the seatbelt usage rate at 80.0% conducted after the Mobilization. This increase in the seatbelt usage rate shows that the media messages that ran in conjunction with the law enforcement overtime activities most likely contributed to the 4.5% increase in seatbelt usage.

8. Legislative Initiatives

During the 2005 State Legislature, the Attorney General of Montana introduced a primary seat belt bill. It was considered and, regrettably, rejected. Current legislation requires children up to 6 years of age and 60 pounds be in the proper child restraints, but unfortunately, the primary enforcement aspect of this law was unintentionally eliminated after the 2003 Legislative session. During the 2007 legislature, a new primary seat belt bill will be introduced by the MT Department of Transportation. In turn this should help change the existing child passenger safety law to a primary offense.

3.2.4. Drivers Hazardous Actions

Goal D: To reduce the “speed too fast for conditions” as percent of total crashes by 10% by 2008.

The eventual goal is to reduce hazardous actions including speed reported in crashes by 10% in 2008. Benchmarking of citations for DUI of alcohol and other drugs, and seat belt misuse or non-

use is summarized sections 3.2.2 and 3.2.3 of this document. In FFY 2004, DUI citations written resulted in 4970 convictions. For seatbelt citations written the same year, 15,458 resulted in convictions. The effort was to average over three years 6,000 DUI citations and 16,000 seat belt citations. These goals were to carry us through the end of calendar year 2005. While these remain reasonable goals, a big need is to maintain effective traffic law enforcement now in the face of competing interests in homeland security, combat staffing for wars in Iraq and Afghanistan, preparing for and fighting terrorism, and reduction of law enforcement funds nationwide.

The sum of the following contributing actions are used for this goal: Alcohol, Speed too Fast, Failed to Yield, Careless Driving, Follow too Closely, Improper Turn, Improper Backing.

Hazardous Actions Goal D	
Year	Hazardous Actions
Benchmark (2002)	18,691
Goal (2008)	16,822
2003	18,546
Achieved (2004)	17,363

When officers investigate a crash, they identify the presence of alcohol, other contributing circumstances leading to the crash, and lack of seat belt use. Careless driving, inattentive driving and speeding are the most common actions of drivers.

Additionally, there is a correlation between alcohol related crashes and exceeding the speed limit in fatal crashes. In FFY 2004 vehicles were speeding in 58.5% of alcohol related crashes and only 31.7% of the non-alcohol related crashes.

Countermeasures:

1. Drivers Education: Young & Old

Young and old drivers are provided training in driving skills and habits. The Office of Public Instruction (OPI) facilitates the driver’s education curriculum and training for young drivers through public and private schools throughout the state. The State Highway Traffic Safety Office funded a portion of OPI’s traffic education curriculum using Sections 402 and 157 Incentive grant monies during FY 2004 and 2005. This project secured the services of a contractor from Idaho to work with members of the MT Traffic Education community in revising our state’s drivers’ education curriculum. The revisions to this curriculum include information on the dangers of not wearing seatbelts and the problems associated with drinking and driving. Completion of this curriculum including it’s field testing is expected in 2006.

The Courts of Limited Jurisdiction is trying to establish training for drivers in need of rehabilitative training but is encountering difficulties in costs and local provision of the training. Elderly are being served through the American Association of Retired Persons (AARP) who provide approved elderly driving training programs in the state, although the American

Automobile Association (AAA) and the National Safety Council (NSC) have an approved 8 hour curricula for this particular group.

2. DUI Equipment

Enforcing traffic laws requires dedicated resources and focus by law enforcement agencies. From 2003 – 2005 the State Traffic Safety Office offered law enforcement DUI related equipment based upon the following criteria:

1. Dissemination of DUI related equipment (in-car video and PBT's) was based upon alcohol related crashes and the number of DUI convictions within a particular community and county.
2. Total crashes and contributing circumstances such as speed played a role in which law enforcement agencies received radar equipment.

The law enforcement agencies that responded to the State Highway Traffic Safety Office's offer of DUI equipment during FFY 2005 received PBT's, radars, and in-car video equipment. Sections 154 and 164 alcohol monies funded this equipment for 34 sheriff's departments and 30 local police departments. This provided law enforcement agencies the ability to reach approximately 80% of the population. The counties and local police department who did not receive law enforcement equipment during FFY 2003 and FFY 2004 were contracted during FFY 2005 achieving almost 90% to 95% coverage of the population in Montana.

3. Public Information & Education

Public information through newspaper flyers, radio spots, and brochures on the reasons to avoid drinking and driving and to buckle up was provided to the public by local SAFE KIDS/SAFE COMMUNITIES coalitions throughout the state in support of law enforcements' efforts. Section 402 funded this project. Some of this information was made available from free packets of information including brochures. Over 5000 packets of occupant protection and impaired driving information were disseminated statewide during FFY 2005 to over 25 counties and 3 reservations covering 80% of the state's population. Healthy Mothers, Health Babies contracted by the State Highway Traffic Safety Office as a clearinghouse, disseminated these packets to the public on request.

4. Selective Traffic Enforcement Program (STEP)

The SHTSO contracted the MT Highway Patrol and 38 police departments and sheriffs departments to do impaired driving and seatbelt overtime enforcement. Their overtime activities are summarized in section 3.2.2 and 3.2.3 of this document. Law enforcement agencies stopped drivers for speeding that provided the trigger violation to cite drivers wearing their seatbelts. This strategy was important since Montana is a secondary state for seatbelts. Also, stopping drivers speeding provided law enforcement the opportunity to stop drivers who may also be impaired from drugs and/or alcohol. Sections 163 NHTSA and 154 alcohol grant monies funded this impaired driving portion of the STEP contracts. Sections 405 and 157 Innovative funded seatbelt overtime

as appropriate. Specifically, 157 Innovative was used during the 2005 May Mobilization timeframe.

3.2.5 Traffic Records/License Compliance

Goal E: To improve Traffic Records data and information in Montana to help provide better and more accurate data for decision-making, law enforcement, health, and other traffic safety stakeholders.

This program area was re-benchmarked for 2002 with a goal to improve coordination of statewide traffic records systems. Several national organizations are promoting the improvement to traffic records. NHTSA has made the formation of a Traffic Records Coordinating Committee along with the development of a Traffic Records Strategic Plan as a priority. The development of a statewide Citation/Conviction Tracking Systems is a secondary priority. The latest Transportation Bill has a special category for Traffic Records funding.

Countermeasures:

During FFY 2004, Montana co-hosted a Traffic Records Assessment with NHTSA. The Assessment was published and finalized in July 2004. Two of the major recommendations from the assessment suggested the development of a two-tiered Traffic Records Coordinating Committee (TRCC) and the development and implementation of a Strategic Plan for Traffic Records. Cambridge Systematic was contracted during FFY 2005 to develop this Strategic Plan and was funded by remaining Section 411 grant monies and other funds provided by the MT Department of Transportation Planning Division. Completion of this plan is expected February 2006.

The two-tiered TRCC has been implemented. The working level TRCC committee held their first meeting during October 2004 and a second meeting to review a draft of the Strategic Plan is expected after January 2006. This committee will continue to meet about 3 times per year as the Strategic Plan is finalized. The committee has representation from law enforcement and the various departments in the state plus tribal representation.

This current push on Traffic Records seems to be coming at the right time. During the past 20 years, agencies in Montana have not been very supportive of Traffic Records except in the crash database, the roadway inventory database and the traffic count database. For the first time there is widespread interest and development in traffic records. The Department of Justice is currently involved in a program to improve their business practices related to driver's license, vehicle registration and title databases. They are proceeding in that project and improving the databases and hardware when needed. The Department of Health and Human Services is implementing an EMS trip report database and redoing their trauma database. The Court Administration has provided software to most courts of limited jurisdiction in the state and this office continues with deployment and training. This citation and adjudication data will be provided to Department of Justice in order to update their records and summarize convictions. This provides two thirds of a citation/conviction tracking system. Law Enforcement is beginning to consider an electronic ticket

for use in vehicles with computers. Law Enforcement is moving forward with mobile data terminals in many vehicles and has communication capabilities over a microwave backbone in much of Montana east of the continental divide. The information within an electronic ticket will be fed to the Full Court software. Global positioning is beginning to be used by the Department of Transportation, by law enforcement and by emergency responders.

This is the perfect time for the TRCC to try to bring these players together so that linking of databases can occur. NHTSA traffic records funding should be very helpful in moving some of these projects forward.

3.2.6 Emergency Medical Services (EMS)/Trauma System Development:

Goal F: The measurable goal is to reduce incapacitating injuries in Montana to 1,500 per year by 2008.

Another goal is to provide Emergency Medical Services (EMS) to victims of traffic crashes within one hour, for 90% of traffic crash victims requiring transit. Since Montana currently has no trip report system, this is currently not a measurable goal. However, we believe supporting emergency medical service providers is critical to reducing injuries and deaths on the roadways since motor vehicle crashes are one of the top three unintentional injuries in every county in Montana.

Emergency Medical Services Goal F	
Year	Incapacitating Injuries
Benchmark (2002)	1,738
Goal (2008)	1,500
Achieved (2004)	1,557

The Report on Rural and Frontier Emergency Medical Services sums up the problem in Montana as well as other states. “EMS agencies are dependent on volunteers for staffing and fund-raising for revenue and have found advancement difficult. Indeed, it is often a challenge to continue to assure the timely response of a basic life support ambulance in these settings. In the current era of preparing public safety for effective response to manage terrorist and other events, the reality of rural/frontier EMS is that the infrastructure upon which to build such a response is itself in jeopardy.”

Only those employed by agencies like police, fire departments and hospitals have any form of economic security to provide EMS services. Private ambulance services and hospitals struggle to meet the needs of their communities. New emergency service volunteers face difficulties in obtaining continuing education and training to graduate to higher levels of expertise in this field. In the most rural and frontier areas of Montana a shrinking volunteer base has caused a crisis in providing timely emergency medical response.

Countermeasures:

1. Emergency Medical Services Advisory Group

The Emergency Medical Services & Injury Prevention Division within the MT Department of Public Health and Human Services (DPHHS) has formed a statewide Emergency Medical Services Advisory group to look at the infrastructure of EMS in Montana. This Advisory group will provide leadership for EMS and set priorities to improve EMS. The State Highway Traffic Safety Office is represented on this committee and will provide inputs.

2. Emergency Medical Services Assessment

In June of 2005, EMS participated in a NHTSA sponsored EMS Assessment. The State Highway Traffic Safety Office funded \$10,000 for this assessment with Section 402 grant monies while EMS from DPHHS paid the other half with their own monetary resources. The Assessment team made many recommendations. EMS has decided to make two of the recommendations priorities. The first priority is data collection. EMS is working on a new data collection system that is scheduled for field-testing by December 2005. EMS Division anticipates the system will be able to collect data statewide with a secure web based system by the end of 2006.

The second priority based upon the EMS Assessment is the recruitment and retention of EMS professionals. The EMS Division is working with the State Highway Traffic Safety Office in FFY 2006 in developing a marketing plan to recruit and retain EMS practitioners. This includes the EMS Division developing a packet for local EMS systems on effective recruitment and retention techniques with the assistance of SHTSO funding. The EMS State Advisory Committee will also be looking at recruitment and retention at a policy level and consider proposing legislation to provide benefits and/or retirement for volunteer EMT's.

3.2.7 Motorcycle Involvement in Crashes:

Goal G-H: To maintain motorcycle crashes less than 1.6% of all crashes, motorcycle crashes as less than 6% of all fatal crashes per year.

The number of motorcycle crashes as a percentage of total crashes were originally benchmarked in 1999 at 1.3%. The goal for 2002 was to stay at 1.3%. This goal was changed in 2002 to keep these crashes below 1.6% of all crashes through 2008. The goal was changed since motorcycle registrations and crashes are continuing to rise. Motorcycle registrations doubled in seven years from 1997 to 2004 necessitating this goal change. The percent of fatalities is above the goal during 2004, but Goal H will be higher yet during 2005 (see table on next page). Perhaps a rate of crashes per 1000 motorcycle registrations should eventually replace this measure.

Motorcycle Goal G	
Year	Percentage of Motorcycle Crashes
Benchmark (1999)	1.3%
Goal (2008)	1.6%
2000	1.5%
2001	1.4%
2002	1.5%
2003	1.6%
Achieved (2004)	1.8%
Motorcycle Goal H	
Year	Percentage of Motorcycle Fatal Crashes
Benchmark (1999)	7.7%
Goal (2008)	6.0%
2000	7.0%
2001	5.5%
2002	10.3%
2003	4.6%
Achieved (2004)	9.6%

As people age and can afford a motorcycle and its upkeep, motorcycle use increases. Higher gasoline prices have also contributed to the increase in motorcycle riders. Motorcycle registrations increased substantially since 1993 and the highest occurrence of injuries occur among those between age 35 and 64. During 2003, there were 34,433 motorcycle registrations and 42,967 registrations in 2004 reflecting a one-year increase of 24.8%.

Motorcyclist deaths are a continuing concern in Montana. Of those in traffic crashes, 36.8% receive an incapacitating injury or are killed. The chance of severe injury is nearly ten times higher when riding motorcycles than in other types of motor vehicles.

Countermeasures:

1. Motorcycle Training

The state conducts two forms of motorcycle training. One is through Montana State University (MSU) Northern, in Havre, Montana, using the Motorcycle Safety Foundation’s curriculum and taught by local, contracted instructors. The second is an off-road motorcycle (dirt bike) training program conducted by the Montana Department of Fish Wildlife and Parks that focuses on off-road riding and requirements on state and federal forest and public lands. Both promote safety, helmet use and practice to ensure survival and to reduce injuries.

Depending upon available federal funding, the State Highway Traffic Safety Office during FY 2006 plans on supporting a public information and education campaign by contracting MSU

Northern to address the problems associated with driving a motorcycle while intoxicated. MSU Northern already has established motorcycle training at approximately 13 locations throughout the state. Much of this information on motorcycle safety can be also disseminated through the Healthy Mothers, Healthy Babies clearing-house where they already send free packets of information to the public on occupant protection and impaired driving.

2. MT Motorcycle Rider Safety Committee

The State Highway Traffic Safety Office joined the Montana Motorcycle Rider Safety committee that is part of MSU. This committee meets periodically to discuss issues related to motorcycle safety within Montana such as licensing, helmets, and the aging population buying motorcycles.

3.2.8.1 General Education:

Goals:

Impaired Driving

- A. To reduce alcohol related crashes to 7.0% of all crashes by 2006**
- B. Eventual goal is to reduce alcohol related fatalities to 1.0 per 100 million vehicle miles traveled by 2008**

Occupant Protection

- C. To achieve an 83% overall seatbelt usage rate by 2006**

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 for our two major issues: Occupant Protection and Impaired Driving. Funding comes from Section 402. Through contracts with our subgrantees such as SAFE KIDS/SAFE COMMUNITIES and MSU Most of Us Campaign, 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 seatbelt as a means to influence better driver behavior. Montana drivers adapting to these public messages contribute to saving the state millions of dollars in medical expenses for victims involved in fatal and non-fatal crashes.

The educational materials listed below are available either in hardcopy at the Montana State Highway Traffic Safety Office or on our MT Department of Transportation website (www.mdt.gov) 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.

- A. Educational materials including posters focus on impaired driving that are produced and disseminated by the State Highway Traffic Safety Office:
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 ones responsibilities and rights. It explains vehicle licensing reinstatement fees and driver's license suspensions. Updated 9/05.
 2. Blood Alcohol Concentration (BAC) & You- (Brochure): An explanation of what BAC is, how it affects your body, behavior and your driving abilities.
 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. This brochure is being updated to incorporate the new MIP laws.
 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.
 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.
 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.
 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.
 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 Director of the Department of Transportation.
- B. Educational materials focus on occupant protection that are produced and disseminated by the State Highway Traffic Safety Office:

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 on air bags and their impact on child seats and size and weight guide for child safety seats are also included in this document.
2. Friends Ask Their Friends to...BUCKLE UP! (Pamphlet): This newly developed brochure targets teen drivers. The 3 kinds of collisions are explained, how to properly wear seat belts and how the air bag works in conjunction with the seat belt is defined. The Montana seat belt law explains the legal consequences of being cited for not wearing a seat belt. Finally, this brochure lists a dozen facts about teenagers and seat belt use/non-use.
3. Graduated Driver's License Law (Fact Sheet): This Montana law becomes effective July 1, 2006. The fact sheet 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; and remaining free from traffic violations or alcohol/drug offenses are outlined, as well as the requirement for all occupants wearing their seat belts.

3.2.8.2 Paid and Earned Media Report

Goals:

A. To reduce alcohol related crashes to 7.0% of all crashes by 2006

B. Eventual goal is to reduce alcohol related fatalities to 1.0 per millions vehicle miles traveled by 2008

C. To achieve 83% overall seatbelt usage rate by 2006

Purchases of media were used to further extend our messages on safety to the traveling public. Television, radio, billboards, and printed media were purchased in campaigns directed at impaired driving and occupant protection. The State Highway Traffic Safety Office (SHTSO) contracted services with Banik Communications media company. Banik completed their contract with the SHTSO during FFY 2005 and competed and received another media contract for FFY 2006 and beyond. Banik Advertising develops and places traffic safety related campaigns with a special emphasis on seatbelts and DUI.

Banik promoted state messages to run concurrent with our statewide national mobilization and sustained enforcement overtime efforts. Banik's use of paid media in many cases includes monitoring of their use of one for one paid ads and free public service ads. They receive reports at the end of each year or campaign that track the media purchases to ensure that ads were run in purchased slots and venues, and received for the purchase price.

Paid Media

Banik received funding for production and placement of paid media ads that came from various sources of grant funds provided by NHTSA. Grant funds include Sections 163 FHWA and 154 alcohol grant monies that funded the production and airing of impaired driving campaigns. Section 163 NHTSA funded earned media in support of law enforcement impaired driving sustained and mobilization overtime activities from July 1, 2005 to September 30, 2005. Sections 157 Innovative and 157 Incentive grant monies funded production and paid media for occupant protection campaigns including May Mobilization that ran in conjunction with law enforcement overtime activities. No Section 402 funds were used for paid media placement during FFY 2005 for either occupant protection or impaired driving.

Media Campaigns:

1. Christmas/New Years Holiday Campaign

Banik conducted impaired driving media buys during FFY 2005 Christmas/New Years Holiday timeframe (December 15 - December 30) that informed the public about the importance of not drinking and driving. This campaign targeted adults 21 to 34 with a secondary demographic of adults 35 – 49. This included television play in all 7 major markets on networks and cable TV: Billings, Bozeman, Butte, Great Falls, Helena, Kalispell and Missoula. Television play also occurred in the smaller markets in Havre, Livingston, and Polson/Ronan. Banik received \$32,740 for the placement of the television spot “Killer.” The “Killer” spot portrayed an intoxicated man who gets in his car and sees himself in the rear view mirror and the audience sees this drunken man looking back at himself. A law enforcement officer later stops the man and has him outside the car putting handcuffs on him followed by a strong enforcement tag: “If you are driving and you are intoxicated you will be caught and you will be prosecuted and stopped from killing yourself or someone else.” The television spot, when played, averaged 646 GRPs in each major market. This schedule achieved an average reach of 86% and an 8 frequency. Banik achieved a total of 4252 paid television spots matching this with 4342 bonus spots.

During the Christmas/New Years Holiday, Banik also achieved 14 billboard spots matched with 14 bonus billboard spots with a DUI message: “.08 - Don’t blow it, you will be caught and prosecuted. Montana is tough on DUIs.” Placement for these billboards cost \$7490. For all billboard placement during both impaired driving and occupant protection campaigns, 50% of billboards normally remain posted an additional month. 25% of billboards remain posted for two additional months and 15% of billboards remain posted for three additional months. Based upon these estimates, the MT Department of Transportation receives approximately \$26,964 in bonus advertising throughout the billboard campaign.

For impaired driving radio spots during the Christmas/New Years Eve Holiday, Banik created and produced one 30-second radio version of “Killer” that also had a strong enforcement related tag like the television version. Banik was allowed \$17,000 for paid radio placement. Utilizing one paid/one bonus method, Banik ran this ad in all 7 major markets: Billings, Bozeman, Butte, Great

Falls, Helena, Kalispell, and Missoula. The GRP average for radio was 860 in each market with an average reach of 74% and a 13+ frequency. Combined with television reach and frequency, this achieved a 94% reach with a 9 frequency. A total of 1543 paid spots and 1539 bonus spots were played.

Banik Communications also continued with the impaired driving radio spot “Killer” January 18 – 30, 2005. Banik was provided \$17,000 for paid media during this timeframe that resulted in 1496 paid spots and 1496 bonus spots. An average of 1016 GRPs was achieved in each major market, with an average reach of 74% and a 13 frequency.

2. Labor Day Campaign

Funded by 154 alcohol and 163 FHWA grant monies, Banik conducted impaired driving media placement during the Labor Day Mobilization August 19 – September 5, 2005. Production was funded by the 163 NHTSA grant. This campaign primarily targeted adults 21-34 with a secondary demo of adults 35 – 49. This involved use of radio, television, and billboard conveying DUI related messages with a strong law enforcement tag. One 30-second radio commercial was produced for each individual market as paid placement using police chiefs and sheriffs participating in Selective Traffic Enforcement Program (STEP) overtime from the major markets in Billings, Bozeman, Butte, Great Falls, Helena, Kalispell, and Missoula. A 30-second radio spot with Colonel Paul Grimstad from the MT Highway Patrol was also produced delivering the same law enforcement message as the local law enforcement agencies. Banik achieved an average of 860 GRPs in each market with an average reach of 78% and an 11 frequency. A total of 1439 paid radio and 1426 bonus radio spots were placed during the Labor Day Mobilization timeframe. These radio spots with local law enforcement and Colonel Grimstad also included Jim Lynch, the Director of the MT Department of Transportation, providing statistics on the number of those who have died on Montana’s roadways.

For the Labor Day Mobilization one-30 second television commercial was created and entitled “One Foot” which also had a strong law enforcement tag. This involved a police officer standing on the shoulder of the road with a young man whom he as pulled over and administers a sobriety test to the young man. A strong enforcement tag then follows this venue: “If you drive while your are intoxicated you will be arrested and you will be prosecuted and stopped from killing yourself or someone else. You drink and drive you lose.” Banik used \$50,000 for paid television placement during the Mobilization. The television placement achieved 820 GRPs in each market. This schedule achieved an average reach of 86% and an 8 frequency.

A total of 28 paid billboards and 28 bonus billboards in support of the Labor Day Mobilization had an enforcement message: “WARNING Montana has the highest alcohol related fatality rate in the nation. Drunk drivers will be caught and prosecuted!” The billboard company Lamar, provided one no-charge bonus billboard for each paid location. The total cost for the paid billboards was \$7,490.

Banik produced earned radio and television PSA’s in support of the Labor Day Mobilization. This included the television spot called “Walk the Line” that involved a police officer who has pulled

over an intoxicated, bespectacled fellow and asks him to do the walk and turn field sobriety test. The intoxicated person falls sideways onto the ground. This scenario is followed by the text “Montana has the highest alcohol related fatality rate in the nation. Jim Lynch, the MT Department of Transportation Director says: “Drinking and driving in Montana is no laughing matter. If you drive while you are intoxicated you will be caught and you will be prosecuted and stopped from killing yourself or someone else.” This is then followed by the logo “You drink and drive you lose.” Another earned PSA was for radio that involved both the MT Department of Transportation Director Jim Lynch and Colonel Paul Grimstad of the MT Highway Patrol. Director Lynch says: “One out of every two Montana fatalities is alcohol related. We’re going to get drunk drivers off our roads and stop them from killing innocent people.” Colonel Grimstad: “Local and State officers are cracking down, we will do whatever it takes so that we do not have to pull another baby, a mother or father out of a wreck because of a drunk driver. If you are driving and you are intoxicated you will be caught, you will be prosecuted and stopped from killing yourself or someone else.”

(Please refer to the report on earned media efforts funded by the 163 NHTSA grant July 1, 2005 – September 30, 2005, attachment B).

Banik communications conducted a statewide telephonic survey before and after the campaign in support of the Labor Day Impaired Driving public education campaign. The questions focused on awareness of the “You Drink & Drive, You Lose” national campaign slogan and the awareness of the STEP law enforcement safety spot checks. The pre-campaign survey took place between July 19, 2005 and July 28, 2005. The post-campaign survey took place between September 13, 2005 and September 23, 2005. **(Please refer to attachment C for more information on survey questions used for interviews).**

After the Labor Day media campaign, September’s survey showed the audience was more aware of the likelihood of being punished for driving under the influence and thinking about those factors that will stop someone from drinking and driving. A 16% increase among 18 to 34 year olds for the need to stop drinking in Montana was noted during the post-survey. Among this same age group, the survey also showed an 8% increase in the number of those who said they did not drive after drinking alcoholic beverages the previous month. In both the general demographics and the 18 to 34 year olds, an increase in the rated importance of enforcing DUI law more strictly was recognized based upon this survey. Ninety-three percent of all respondents age 18 to 34 considered enforcing DUI laws as very important. The pre- and post-campaign comparison showed substantial increases of 11% of all respondents and 13% of 18-34 year olds who recognized the *You Drink and Drive, You Lose* slogan from the Labor Day Mobilization campaign.

3. Open Container Media Education

In support of the MT Department of Transportation’s impaired driving program, Banik developed and placed a 30 second radio media message to educate the public about the new open container legislation passed by the 2005 legislature. Section 154 alcohol grant monies funded the open container media coverage. This ad, although played at the beginning of FFY 2006, was aired in the seven major markets and smaller rural markets including Anaconda, Big Fork, Deer Lodge,

Glasgow, Havre, Lewistown, Polson, Ronan, Shelby and Wolf Point. The production of open container media message occurred in FFY 2005. GRPs purchased in each market varied. The expected average radio per market was 80% - 90% based upon the current Arbitron and Eastlan ratings data. The average frequency was 18+. This campaign was funded by Section 154 alcohol money for both paid media and production. The primary audience for this campaign was adults 21 – 54. Paid placement was approximately \$48,918.

Banik also designed and produced one newspaper ad to inform the public about the new open container law. Banik placed a 40 column-inch ad four times in 38 rural markets papers and 7 major markets. Newspaper paid placement in rural markets cost \$35,310 and \$39,285 for the major markets.

Banik developed a color two-fold brochure on open container. This brochure were distributed through SAFE KIDS/SAFE COMMUNITIES local coalitions, Motor Vehicle Registration Offices, Universities and Community Colleges, MT Highway Patrol, MDT Motor Vehicle Pool, and MT Sheriff and Peace Officers Association.

4. May Mobilization

The May Mobilization seat belt campaign developed by Banik and funded by Section 157 Innovative grant funds was based upon guidelines set by NHTSA. The campaign focused on adult males 18 – 34 years of age who do not always wear their seatbelts. Banik created one 30-second television commercial directed at the adult male 18 – 34 to get them to buckle up. The television spots focused on pickup truck rollovers with a strong enforcement message: *“Pickups are more likely to rollover than a car. Buckle up and remember, it’s our law. If you’re stopped and you’re seen not wearing your seat belt you will be ticketed!”* The television spot was played in all major markets and some rural markets. Banik received \$27,997 for paid placement in the major markets and \$5,200 for paid placement in the rural area markets. The television placement received an average of 600 GRP’s in each major market. The schedule achieved an average reach of 75% and a 4 frequency. Banik's paid television spots were 3068 matched with 3130 bonus spots.

One 30-second radio spot for the May Mobilization seatbelt campaign was also created by Banik and directed at males 18 – 34 years of age. The radio spot was produced using local law enforcement participating in STEP overtime for the 7 major markets and smaller markets in Sydney, Glendive, Deer Lodge, Dillon, Havre, Lewistown, Great Falls, Hamilton, and Miles City. Local law enforcement delivered the following message: *“Wearing seat belts is our law and it WILL be enforced. If your are stopped and you’re seen NOT wearing your seat belt, you will be ticketed. We’re here to protect all Montana citizens.”* Another 30-second radio commercial was produced with an enforcement message using Colonel Paul Grimstad from the MT Highway Patrol. Banik rotated Colonel Grimstad’s commercial with the individual market commercials. Banik also negotiated a paid schedule with a matching no charge schedule that aired on 65 radio stations. Banik received \$27,329 for paid radio placement in the major markets and \$7,393 for placement in the rural area markets. The average radio reach per market was 74% based on current Arbitron ratings data. The expected average frequency was 17. The total paid radio spots were 3163 matched with 3340 bonus spots.

Banik also developed a billboard for paid placement in support of May Mobilization. The billboard had a photo of a pickup that has rolled over and is lying on its top. The headline reads: "Pickups rock...and roll!" The subheading reads "Buckle-up-- IT'S OUR LAW AND IT'S ENFORCED!" Banik posted a total of 38 paid and 38 bonus billboards that covered all major markets and smaller rural markets. Banik received \$14,980 for paid placement of billboards in the major markets and \$5350 for paid placement of billboards in the smaller, rural markets.

The State Highway Traffic Safety Office Research Operations Analyst in support of the May Mobilization campaign did a pre- and post seatbelt survey. A certification of this process was submitted to the NHTSA regional office in Denver July 2005 by the SHTSO. The April 2005 pre-survey report showed a statewide seatbelt usage rate prior to the May Mobilization timeframe at 75.5% . The June 2005 post survey report summarized the results of the seatbelt usage rate at 80.0% conducted after the Mobilization. This increase in the seatbelt usage rate shows that the media messages that ran in conjunction with the law enforcement overtime activities most likely contributed to the 4.5% increase in seatbelt usage.

In addition to paid media support during the May Mobilization, an earned media occupant protection campaign also took place (**please refer to attachment D for more details of this campaign**).

5. Child Passenger Safety

Banik Communications continued their media support by increasing public awareness on the importance of installing child safety seats. The primary target was adults 25 – 64 year olds. Their media objective was to inform the public (parents, grandparents, care providers) on the date, time, and location of child safety seat clinics with the assistance of the local SAFE KIDS/SAFE COMMUNITIES local coalitions. Banik placed 3 child safety seat clinic ads that ran from Oct 1, 2004 through 12/31/2004. For each clinic they placed one radio remote with a radio schedule on four radio stations. They also placed two newspaper ads for each clinic. The budget for this campaign was \$4447 and funded from Section FHWA 163 monies.

6. Native American Occupant Protection and Impaired Driving Media Program

The objective of the Native American media program is to increase seatbelt usage and reduce impaired driving among 18-34 year old Native American males. This pilot project was managed by Banik Communications and conducted on the following reservations: Blackfeet, FT Belknap, and FT Peck. These reservations already have a public relations program in place to promote traffic safety issues. All contacts and advisors on these reservations told a Banik representative that the subject of seatbelts and impaired driving was intertwined.

Section 157 Innovative grant monies funded Native American occupant protection media program while Section 154 grant monies funded Native American Impaired Driving. Interns from each of these reservations managed the development of a variety of seat belt and impaired driving messages and test responses using a focus group of members that targeted 18 – 34 year old Native

American males. Because of the time required to develop, test, and produce new materials for these audiences, the time frame for Native American seatbelt campaign continued through July 2005. Also, since production is integrated with the public relations of the Native American interns, these messages continued throughout the summer.

FT Peck Reservation: The focus of the message was determined to be law enforcement. FT Peck residents believed that seatbelt education is inextricably combined with the issue of alcohol related crashes. The primary message involved 5 people who died last year and none were wearing seatbelts. This message was articulated in a billboard design created by Banik Communications. The design depicted photos of white crosses located along Highway 2 near Wolf Point. The billboard was tested among family and colleagues who felt it had a strong impact. The billboard included the secondary tag *CLICK IT OR TICKET* slogan. A radio spot was also produced and aired the testimonials about those who had know someone not wearing a seatbelt and had died in a traffic crash.

FT Belknap Reservation: The focus group at FT Belknap felt a personal experience was effective. 30-second public service radio announcements were produced promoting seatbelt usage and increase the awareness of impaired driving. For example, the intern from this reservation had a young man who survived a car crash but lost his spleen saying how he was one of the lucky Native Americans because he did survive. This survivor emphasized how important it is to wear a seatbelt to prevent injury or death. Additionally, the same billboard from FT Peck was placed near the FT Belknap Reservation depicting the white crosses.

Blackfeet Reservation: The Blackfeet came out with the idea of focusing on the family to help create an idea for a billboard and television PSA on seatbelts. The billboard concept also appeared as a newspaper insert and vinyl banner at powwow events. The billboard shows a Native American boy saying: *I Love You Daddy! Please BUCKLE UP!* along with the secondary logo *CLICK IT OR TICKET*. The scripts for radio and television spots are currently in draft. The script for the television spot called “Fancy Dancer Buckles Up” describes a Native American male wearing a costume that is customarily worn during Native American dances. He is practicing dance steps for the upcoming powwow and at the same time paying homage to his ancestors and tribe. Toward the end of this spot, this Native American says: *“Tradition keeps our ways alive through the generations. Seat belts can keep YOU alive. For your children. Buckle up.”* Then the *CLICK IT OR TICKET* logo appears. **(For more details concerning Native American occupant protection and impaired driving programs, please refer to attachments E and F).**

IV. Legislative and Administrative Changes

During the FFY 2005 legislative session the MT Department of Transportation introduced an open container bill. The MT Attorney General introduced a primary seat belt law and a graduated drivers license bill. The Montana legislature passed the open container and graduated drivers’ license bills. The primary seat belt law, unfortunately, died on the floor of the House of Representatives. In FFY 2003, the Montana legislature passed .08 and repeat offender laws. The Governor’s Representative for Highway Safety has committed himself to introducing a primary seatbelt law during the 2007 legislative session.

Not having an open container law prior to its passage during the FFY 2005 legislature has meant the transfer of some of the Section 154 funds to the highway safety program from the state's construction funds and used in the MT Department of Transportation's Hazard Elimination program. The Governor's Representative for Highway Safety also earmarked \$1.8 million of these transfer monies to support traffic safety impaired driving related programs during FFY 2006.

We continued updating our State Highway Traffic Safety Office Policies and Procedures Manual to improve how we develop and implement our Highway Safety Plan, budget, monitor our projects, etc. We also provided annual training on the SHTSO's financial and administrative processes outlined in this same Manual. The State Highway Traffic Safety Office also hired a part time Accounting Technician to assist the Grants Accountant in all financial matters related to the highway safety program.

V. Comprehensive Safety Plan

The SHTSO continued supporting the development of Montana's Comprehensive Safety Plan during FFY 2005 by working jointly on this project with the MT Department of Transportation's Planning Division. Planning contracted Cambridge Systematics to facilitate the development of this document that goes beyond the Governor's Highway Safety Plan. The Plan encompasses all areas of highway safety and reaches out for commitments to the agencies that manage the following areas: Office of Public Instruction, Department of Health and Human Services, local law enforcement, MT Highway Patrol, engineering, emergency medical responders, etc. The plan's overall goal is to significantly reduce crashes associated with death and injury.

The American Indians from Montana's seven reservations are also participating in the development of the Comprehensive Plan. A tribal forum hosted by the MT Department of Transportation June 2005 introduced the concept of the Comprehensive Safety Plan that encouraged the Indians participation.

Montana's Traffic Safety Committee chaired by the Governor's Representative for Highway Safety comprises of state agency heads and tribal leaders that make key decisions in terms of the goals and objectives of the Comprehensive Safety Plan. The latest draft of this document consists of the following goals and objectives:

- Goal A: Reduce the Montana statewide fatality rate from 2.05 per 100 million vehicle miles traveled (VMT) (2004) to 1.79 per 100 million VMT).
- Goal B: Reduce Montana statewide fatality rate to 1.0 per 100 million VMT by 2015.
- Goal C: By reducing the goal of the Montana fatality rate to 1.0 per 10 million VMT by 2015 Montana's incapacitating injuries fall from 1700 in 2005 to 950 in 2015.

Objectives to help us achieve our goals:

- a. Reduce statewide alcohol- and drug-impaired fatal and incapacitating injury crashes
- b. Reduce and mitigate the consequences of single vehicle run-off-the-road fatal and incapacitating injury crashes.
- c. Reduce young driver (under age 21) fatal and incapacitating injury crashes
- d. Reduce Native American Fatalities
- e. Increase safety belt usage to 90%
- f. Reduce fatal and incapacitating injury crashes involving trucks
- g. Reduce fatal and incapacitating injury crashes in urban areas
- h. Reduce motorcycle fatal and incapacitating injury crashes
- i. Reduce older driver fatal and incapacitating injury
- j. Establish process to reduce crashes, injury crashes, and fatal crashes in identified high crash corridors
- k. Establish a process to reduce crashes, injury crashes, and fatal crashes in identified high crash locations
- l. Develop and implement a comprehensive, coordinated transportation records and crash reporting, data management, and analysis system, accessible to all stakeholders to manage and evaluate transportation safety.
- j. Develop an effective and integrated Emergency Medical Service (EMS) delivery system

VI. Attachments

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FFY 2006 Management Action Plan
(Based upon Recommendations from the May 2005 Impaired Driving Assessment)

<i>Recommendation number</i>	<i>Recommendation</i>	<i>Management Action Plan (MAP)</i>
1-A: State, Local & Tribal DUI Task Forces/Commissions	Establish a Governor’s Impaired Driving Task Force to include tribal representation with high-level visible leadership.	Involve tribal leaders in annual HSP planning meetings scheduled in May annually.
1-A: State, Local & Tribal DUI Task Forces/Commissions	Establish a Governor’s Impaired Driving Task Force to include tribal representation with high-level visible leadership	SAFE KIDS/SAFE COMMUNITIES (SKSC) & local DUI Task Forces to encourage American Indians to join their coalitions as members who live on and off the reservations. SKSC & DUI Task Forces will also help or encourage American Indians to establish their own DUI Task Force and SKSC.
1-A: State, Local & Tribal DUI Task Forces/Commissions	Establish a Governor’s Impaired Driving Task Force to include tribal representation with high-level visible leadership.	Involve tribal leaders in the development of Comprehensive Safety Plan by inviting them to Traffic Safety Committee meeting chaired by the Governor’s Representative for Highway Safety. Had first meeting August 3, 2005 involving their participation.
1-C: Program Management	<p>Hire or contract a full-time law enforcement liaison to coordinate and manage law enforcement projects and activities that will enhance the State’s presence among the law enforcement communicates.</p> <p>Hire or contract a full-time American Indian liaison to assist the State Highway Traffic Safety Office to provide program</p>	Develop and submit RFP to MDT Purchasing for bid to contract 2 part-time law enforcement liaisons to provide technical assistance to American Indian and non-American Indian law enforcement agencies throughout the state. This includes technical assistance on STEP overtime, SFST, and other law enforcement related duties that support traffic safety.

<i>Recommendation number</i>	<i>Recommendation</i>	<i>Management Action Plan (MAP)</i>
	<p>(Continued from previous page)</p> <p>management support, to establish positive relationships with all Montana tribes, and to support and assist the Governor’s Office of Indian Affairs.</p>	
1-E: Evaluation	Develop, fund, and implement a comprehensive evaluation plan to include process and impact evaluation for the impaired driving program.	Contract qualified organization to develop, conduct, and analyze telephonic surveys that ask about the publics’ understanding of impaired driving issues in Montana.
2-B: Transportation Alternatives	Ensure that designated driver and safe ride programs are age-appropriate, include health risk information, and discourage over-consumption.	<p>SKSC local coalitions choose to implement a designated drivers program known as “Home Free” and include local data and SHTSO data that targets appropriate group. This program will include appropriate health risk information, and discourages over consumption.</p> <p>Have ad agency develop and implement media campaign that addresses designated drivers programs that include age appropriate messages, health risk information and discourages over consumption.</p>
2-D-1: Schools	Coordinate impaired driving and traffic safety prevention activities with science-based substance abuse prevention strategies at the state and local level.	SHTSO will continue to work with the Office of Public Instruction (OPI), Safe & Drug Free School Coordinators to promote protective factors. SHTSO will also work with Addictive and Mental Disorders Division to collaborate prevention activities funded by Substance Abuse & Mental Health Administration.
3-A: Impaired Driving Laws	Enact felony statutes with mandatory imprisonment penalties that criminalize	Department of Justice responsible for introducing legislation.

<i>Recommendation number</i>	<i>Recommendation</i>	<i>Management Action Plan (MAP)</i>
	DUI Manslaughter and Vehicular Homicide when a death occurs incident to the operation of a motor vehicle by a person with a blood alcohol level of .08 or higher or when such person's ability to operate a motor vehicle is diminished due to drugs or alcohol in the body.	
3-A: Impaired Driving Laws	Enact statutory provisions providing for a one-year suspension for refusing to submit to a chemical test with no provision for a temporary or probationary license for 30 days for a first refusal.	Department of Justice responsible for introducing legislation.
3-A: Impaired Driving Laws	Enact statutory provisions providing for a criminal penalty of up to six months incarceration in addition to a three-year license suspension for a third time refusal to submit to a chemical test, within any time period, with no provision for a temporary or probationary license.	Department of Justice responsible for introducing legislation.
3-A: Impaired Driving Laws	Elevate to felony status, and impose mandatory incarceration for the offense of operating a motor vehicle after suspension or revocation of driving privileges following a third Per Se or DUI conviction or following a conviction for a Per Se or DUI offense which resulted in death, or severe bodily injury or great bodily harm to another.	Department of Justice responsible for introducing legislation.
3-A: Impaired Driving Laws	Enact a primary seatbelt law.	The Governor's Representative for Highway Safety has already committed to sponsoring a primary seatbelt law for FY 2007 legislative session.
3-B: Enforcement	Provide SFST refresher and recertification training.	Contract the MT Highway Patrol to provide SFST refresher training to local (sheriffs and police officers) & tribal law enforcement in conjunction with the Highway

<i>Recommendation number</i>	<i>Recommendation</i>	<i>Management Action Plan (MAP)</i>
		Patrol’s SFST training for their own officers.
3-B: Enforcement	Conduct sobriety checkpoints.	In support of STEP impaired driving overtime, law enforcement agencies will update plans when and where they will conduct their sustained and mobilization enforcement activities for impaired driving. This is based upon areas with a history of high fatalities and injuries. The MT Highway Patrol is committed to conducting safety spots checks in strategic areas in all 8 districts which includes checking for impaired drivers. Sobriety checkpoints in themselves are unconstitutional in Montana.
3-C: Publicity to Enhance General Deterrence	Develop and implement a year-round media plan to enhance general deterrence.	Develop a year round media plan based upon specifications provided by the SHTSO for impaired driving and other traffic safety related subject areas. The goal is to enhance general deterrence.
3-D: Prosecution	Encourage all tribal courts to adopt uniform traffic safety codes that incorporate provisions of the Montana statutes governing DUI, Per Se violations, and the suspension of driving privileges upon conviction or for refusal to comply with the Montana implied consent law.	SHTSO will identify current practices on the reservations and identify tribal leaders that can implement change in Tribal Traffic Codes through surveys.
3-D: Prosecution	Require through statute or rule of court procedure, that a prosecutor shall be present at all proceedings in which pleas of guilty or no contest are entered on DUI or Per Se violations and that such prosecutor provide information to the court concerning defendant's conviction record prior to imposition of sentence.	Request the MT County Attorney’s Association(MCAA) train prosecutors on legal and procedural elements in which pleas of no contest are entered on DUI or Per Se violation and prosecutor provides information to the court the defendant’s record prior to sentencing.

<i>Recommendation number</i>	<i>Recommendation</i>	<i>Management Action Plan (MAP)</i>
3-E: Adjudication	Encourage all tribal courts and their judges to report all traffic convictions and case dispositions to Driver Control.	Ask MT Wyoming Tribal Judges Association at their semi-annual training to include block of instruction that encourages American Indian judges to work with their tribal councils and allow sharing the reservations' conviction and case dispositions with Montana's Drivers Control located within the MT Department of Justice.
3-E: Adjudication	Require judges to decline to accept plea negotiations that include prosecutorial commitments to effect the disposition of implied consent refusal proceedings in favor of a defendant.	Request Courts of Limited Jurisdiction to include block of instruction that teaches judges the importance of declining to accept plea negotiations that include prosecutorial commitment to effect the disposition of implied consent refusal proceedings in favor of defendant.
3-F-1 Administrative License Revocation & Vehicle Sanction	Adopt and implement a comprehensive ALR program	Pass recommendation to MT Department of Justice.
1-D: Data & Records	Include American Indian representation in the current strategic planning process for state and tribal records, and on the State's Traffic Records Coordinating Committee.	MT Department of Transportation will continue hosting a Traffic Records Coordinating Committee and include American Indian representation.

<i>Recommendation number</i>	<i>Recommendation</i>	<i>Management Action Plan (MAP)</i>
1-B: Strategic Planning	Enact a state policy requiring consistent and timely reporting of all crashes to a single state agency.	Currently MT Code Annotated 61-7-109 designates the MT Department of Justice as the single agency to receive reporting of all crashes. The MT Department of Transportation, however, will request the MT Department of Justice to implement policy to receive crash reports in a consistent and timely basis.
1-D: Data & Records 3-F-3: Information and Records System 4-C: Monitoring Impaired Driving	Traffic Records Related Recommendations: Work with tribal governments toward incorporation of Native American reservation data into the statewide database. Include summary data on all crashes, DUI citations, convictions and sentences. Coordinate plans for upgrading the driver license system with those components of a comprehensive statewide traffic records system, as included in the previous Traffic Records Assessment. Develop an Impaired Driver Tracking System including data on all DUI offenders' actions in the criminal justice, driver licensing and treatment systems.	A consultant firm is contracted by the MT Department of Transportation to develop a traffic records strategic plan that addresses 1-D, 3-F-3, and 4-C. Based upon this plan and the availability of federal funding, the MT Department of Transportation will work with other state and federal agencies and tribal councils to encourage planning and implementing a statewide citation tracking system. This will be accomplished through the efforts of the Traffic Records Committee hosted by the MT Department of Transportation.
4-B: Treatment and Rehabilitation	Evaluate the current ACT screening procedure and instruments and revise or replace as indicated.	SHTSO contracted University of Montana to evaluate current ACT (Assessment, Course, & Treatment) screening procedures and (Continued from previous page) instruments and revise or replace segments of this program as necessary. MT Department of Health & Human Service's Addictive and Mental Disorders Division is involved in advising the contractor with the development and implementation of this project.

<i>Recommendation number</i>	<i>Recommendation</i>	<i>Management Action Plan (MAP)</i>
4-B: Treatment and Rehabilitation	Develop screening, referral and treatment procedures for Native Americans that address cultural differences and access to services.	Coordinate Addictive & Mental Disorders Division's (AMDD) efforts with state approved programs to screen, refer, and treat Montana citizens including American Indians on and off the reservations. This project is currently in the planning stages by AMDD who will incorporate this into the semi-annual ACT training.

Media Activity Report
Earned Media: Impaired Driving
July 1 – September 30, 2005
Developed by Banik Communications

Project Description

The purpose of the earned media effort was to reinforce the effectiveness of the paid media campaign. Most importantly, the earned media was intended to provide factual, news-based coverage to increase the awareness of the law enforcement presence and focus on impaired driving. We also tied our law enforcement messages to the “reason to care”—the tragic burden of alcohol-related crashes in Montana (the highest rate in the U.S.). Our earned media efforts were segmented into separate activities, which are summarized individually in this report.

We have also included a report on the Labor Day law enforcement kick-off press conference, which was funded by a separate budget approved in our original annual budget. The “tasks” reported below were developed in a revised budget approved in June.

Evaluation of the message effectiveness is measured in comparisons between a pre- and post-campaign telephone survey. Results of the survey analysis are provided in attachment B of this report. The post-campaign survey was completed September 30, 2005. Measurement facts included in this report rely on extent, quantity and quality of coverage.

Target Audience

The primary demographics were adults 21 to 34 years of age.
Secondary demographics were general public, adults 21 to 64.

General Objectives

Continue to increase awareness of the consequences of driving under the influence of alcohol, and the likelihood that offenders will be caught and prosecuted. Create public awareness of law enforcement efforts over the Labor Day holiday. Draw attention to this issue as an important one for all Montanans.

Summary:

The scheduling of earned media opportunities resulted in virtually every STEP Program agency receiving localized media coverage. Every Highway Patrol district in the state received local coverage for its Safety Spot Checks.

The challenges in getting these spots, and in trying to get every city covered included:

- Many radio and television stations book out weeks in advance on their talk shows. We were able to discuss with them how important it was to get the “You Drink & Drive, You Lose” message out as soon as we could, and utilizing any and all available openings.

- Busy schedules of enforcement agencies. The summer months are typically very busy for law enforcement, and not all agencies were able to free up manpower when a radio or television opening surfaced. There were cases of law enforcement committing to be at an interview, but unable to make it due to an emergency.
- Saturation of topic. Many media outlets had covered the drinking and driving issue earlier in the summer. They chose not to repeat, despite efforts to stress different angles, such as sustained enforcement or “You Drink & Drive, You Lose.”

Despite these challenges, we were able to secure an unprecedented number of statewide stories with electronic media. The term ‘statewide’ refers to television and/or radio stations that provide news in all seven major Montana Markets.

Montana Public Radio and the Berg in the Morning Show, two of the highest rated radio shows in the state, each discussed the STEP program. MPR reaches 50% of the population in the state, including Dillon, Helena, Great Falls, Kalispell, Missoula, and Bozeman. Berg in the Morning airs on 16 Montana radio stations including Billings, Butte, and Montana’s Hi Line.

On television, there were 12 stories that reached all seven major markets in Montana. In addition, the CBS affiliates reached eastern Montana’s satellite TV subscribers (the highest per capita in the nation). These stories include, but are not limited to: Dr. Bob Weltzer’s Arrival 8/22, Helena Labor Day Press Conference 8/23, Sustained Enforcement Ride Along 8/25, Safety Spot Check Ride Along 8/15, and Great Falls DUI Crash Reenactment 8/25. It’s important to note that these stories were covered locally, i.e., Great Falls, but via microwave transmitter were aired during the local newscasts of all seven major markets, and the local stations ‘tagged’ each story with a local element. For instance, Missoula would end the Great Falls crash story with the number of Missoula County deaths the previous year and/or mention police and law enforcement would have extra law enforcement officers on the roads through the end of the summer.

In all, the earned media campaign was exceptional. We were sure to highlight to the media any change in angle, to assure as much as possible that we would get coverage. All in all, the topic of impaired driving received a dramatic amount of attention across Montana for a saturation period of ten days, with significant coverage over a total period of almost six weeks.

It should also be noted that the MDT’s community and law enforcement partners also contributed their efforts to public awareness of impaired driving over the Labor Day holiday. In addition to the extensive newspaper coverage that we can verify as generated by the Banik team, a significant number of newspaper articles were initiated by releases from the Montana Highway Patrol, Safe Kids, Safe Communities coordinators, and other public officials. In the coverage reported here, we were careful to exclude any of the results of these other partners’ efforts, even where it was possible, but not verifiable, that the Banik

contacts helped promote the attention given to the subject.

Specific reports on each earned media element follow here.

Labor Day Press Conference

Tuesday, August 23, 2005

10:00 a.m.

Capitol, in front of the steps

Helena, MT

We determined that a graphic statement would be necessary to help the public grasp the impact of alcohol-related fatalities. A collaborative decision was made to utilize white crosses, as they are symbols of fatalities people recognize on Montana roadsides. We also determined that signage would be necessary to make sure people understood the tie with traffic fatalities. Al Recke of the Cascade County DUI Task Force supervised the construction of the crosses by the inmates of the Great Falls Pre-release Center.

On Monday, August 23, Banik staff and helpful volunteers located by MDT's Pam Buckman met at the Capitol grounds and installed 584 white crosses made of wood lath. The crosses stretched from the intersection of busy Montana Avenue to the area of the steps where the podium would be situated. The next morning, we installed a large banner behind the podium, another along Montana Avenue, and a four-foot sidewalk sign in the midst of the crosses.

Lieutenant Governor John Bohlinger opened the event, addressing the need to change Montana's record as the worst rate of alcohol-related crash deaths in the nation. Jim Lynch, Director of the Department of Transportation, made the announcement of the law enforcement crackdown and spoke of the MDT's commitment to making Montana's roads safer. Other speakers included Colonel Paul Grimstad of the Montana Highway Patrol, Confederated Salish and Kootenai Tribes Chief of Police, Craig Couture, and Dr. Robert

Weltzer of the National Highway Traffic Safety Administration.



Two officers from the Flathead Reservation accompanied Chief Couture to Helena, and one of the most poignant moments of the morning came when he said that between the three officers, they had five family members represented among the white crosses.



Other law enforcement representatives in attendance were Helena Chief of Police Troy McGee, Lewis and Clark county Sheriff Cheryl Leidle and Gallatin County Sheriff Jim Cashell.

Press Kits

Among the three Impaired Driving press events, including this one, we distributed about 50 press kits. The information in the kits included:

- the “You Drink & Drive, You Lose” news release
- Alcohol-related crash facts
- The Montana Highway Patrol’s fatality report for 2005 through August 22
- A NHTSA chart showing estimated BAC levels for men and women
- NHTSA’s national crackdown fact sheet
- Montana’s DUI laws
- A listing of the 11 worst counties in the state for alcohol-related crashes

Results

We received statewide coverage on television through the Montana News Network, Max Media, and the NBC affiliate in Helena. The white crosses and interviews with Director Lynch, Colonel Grimstad and other law enforcement were shown on the evening news and again on the morning news.

Newspaper coverage was especially gratifying. The AP story was printed widely across the state, and in most cases featured a photo of Confederated Salish and Kootenai Tribes Chief of Police, Craig Couture, in front of the white crosses on the banner, and with the “You Drink & Drive, You Lose” message prominently displayed. The Lee newspapers in Montana all carried the story.

In addition to the media at the press conference, we also sent out our press release and fact sheet to all of the members of the Montana Newspaper Association, accompanied by a photo of Jim Lynch and a photo of the white crosses on the lawn. These photos were reprinted with the news release in some of the smaller papers, which had not picked up the AP story. The news coverage received between August 18 and September 3 added up to a minimum equivalent of 11 half-page ads. Additional articles have continued through

September.

Task 1. Coordinate public relations for high risk traffic areas and events

Banik Communications identified high alcohol use events throughout Montana. Banik developed an enforcement PSA that was produced by a law enforcement officer from each area.

Time Frame:

August 1st - September 30, 2005.

Results:

These PSAs ran one week prior to the event and they ran on most radio stations within the area of the event. We elevated the public's awareness that these events will be patrolled by law enforcement, and requested the listeners to please not drink and drive.

The events that were identified during August and September were;

- Butte- Evel Knievel Days - July 28, 29 & 30 Sheriff John Walsh
- Great Falls- Montana State Fair, concerts and rodeo - July 29th-August 6, Sheriff Dave Castle produced one :30 radio PSA
- Forsyth- Yellowstone River Duck and Microbrew Fest- August 13, Captain Joe Dow with the Montana Highway Patrol produced one :30 radio PSA
- Billings- Montana Fair and concerts - August 12 - 20, Captain David Dill with the Montana Highway Patrol produced one :30 radio PSA
- Bozeman/Three Forks- Rockin' the Rivers - August 12, 13 and 14, Captain Keith Edgell with the Montana Highway Patrol produced one :30 radio PSA
- Missoula- Testicle Festival- Sept. 15-Sept. 19, Sheriff Michael McMeekin with the Missoula County Sheriff produced one :30 radio PSA
- Gardiner- Annual Brewfest - Sept 24, Captain Keith Edgell with the Montana Highway Patrol produced one :30 radio PSA

Task 2. Coordinate media ride-alongs with law enforcement

Banik Communications worked with print and television media in the state of Montana to coordinate ride-alongs with law enforcement agencies. This task was targeted at the seven major markets or where ride-alongs are allowed by the local law officials. Banik Communications provided a media brief/criteria and a press kit for each ride-along, emphasizing the enforcement message.

Time Frame:

August 1st - September 30, 2005.

Results:

All television and newspapers in major markets were contacted. Statewide coverage was obtained on CBS television for a ride-along done with the Helena Police Department, and the Great Falls area Montana Highway Patrol. Each of these stories ran on the CBS affiliates in all seven major markets. The video story was also posted on the Montana Television Network's web sites. The *Bozeman Chronicle* was the only newspaper

interested in a ride- along, but due to a change in beat reporters, it did not happen during August or September. Radio did not deem ride-alongs a good format for its news content.

Task 3. Coordinate media with STEP program publicity

Banik Communications was given the task of coordinating media public relations support for the Sustained Enforcement efforts during August and September 2005, and four days/nights of Crackdown Enforcement media public relations support sometime between August 19 and Sept 5, 2005. STEP agencies included police departments and sheriffs' offices. In July, Banik Communications began the communication process with the STEP agencies so that when event dates were supplied, all the preparation was complete. In early August, MDT supplied Banik Communications with the dates for both the Sustained and Crackdown efforts. Banik Communications confirmed all dates with each agency prior to any information released to the press.

Time Frame

August 1- September 30, 2005.

Results

Media focused on television and radio talk show formats. The discussions with each radio and television station garnered similar results: most had already tackled this issue, but many were willing to advance their stories with further coverage using the 'You Drink & Drive, You Lose' message, or that of sustained enforcement.

Every major newspaper, television and radio station was called in an attempt to get interviews for STEP officials. Here is a breakdown of publicity received:

Belgrade:

KGWV-AM/FM week of 8/15: Assistant Chief Clark

Belgrade News: Assistant Chief Clark from Belgrade PD
<http://www.belgrade-news.com/view.php?article=2440>

Billings:

Berg in the Morning Radio Show 8/30 (16 Montana Markets)
Charity Watt Levis from MDT and Col. Paul Grimstad from MHP

Bozeman:

Reiter Radio Broadcasting 8/30: Bozeman Police Department

Columbia Falls:

Hungry Horse News reporter John VanCleet.

Glendive:

KGLE-AM – set up for 8/22, but STEP officials did NOT show up. They were too busy and short on manpower. KGLE cannot reschedule them in September.

The *Ranger Review* will follow up 9/12.

Great Falls:

Cable "Law Talk" show 8/19 aired 8/22 and 8/24/05: Cascade County Sheriff's Office
Fisher Radio - 8/25- Great Falls Police Department
KRTV- Community Segment 9-13

Kalispell:

KOFI AM/FM 8/22
Includes Kalispell, Polson, Whitefish, Troy, Columbia Falls, Libby, Hot Springs, East Glacier and Missoula. For a better perspective, check out the coverage map on kofi.com.
(CBS, NBC and ABC affiliate air press event statewide- 9/1)

Havre:

New Media Broadcasters- Outlook Radio Show aired 8/22
The Havre Daily News: ran 8/19. Follow up with Larry in September
http://www.havredailynews.com/articles/2005/08/19/local_headlines/drunken%20driving.txt

Helena:

HCTV- Chief Troy McGee 8/22- community access cable show
Z101 Radio 9/13: Chief Troy McGee and Sheriff Cheryl Leidle
Kicker Radio 9/13: Chief Troy McGee and Sheriff Cheryl Leidle
(ABC and CBS affiliates air statewide stories on 8/22 and 8/23)
(NBC affiliate aired statewide on 8/23)

Laurel:

Larry from the Laurel Outlook not interested prior to Labor Day. As of 9/12, he was considering a late summer STEP story.

Livingston:

KPRK-AM 9/16: Livingston PD Chief Darren Raney

Missoula:-

Clear Channel Radio Stations- 8/30: Capt. Dick Lewis of MPD
Montana Public Radio – 8/30: Dr. Weltzer

Polson:

Polson Lake County Leader: Nate did a front-page story prior to Labor Day with TRIBAL Police. He will follow up in September with local Polson PD.

Sidney:

Sidney Herald slated for 9/19

Troy:
KOFI 8/22

Whitefish:
KOFI 8/22

NBC – Chief Bill Dial- 9/1

Task 4. Media Coordinating for Montana Highway Patrol Safety Spot Checks

Banik Communications provided support for the monthly Montana Highway Patrol Safety Spot Checks, for all eight districts. In July, Banik Communications began calling all districts to find out when they were doing their spot checks.

Time Frame

August 1- September 5, 2005.

Results:

Newspapers from every district printed the notice of when each district had its safety spot checks scheduled. All of the Highway Patrol offices make it a standard practice to send out a notice of their spot checks to the media, so we did not count the MHP announcements in our tally of newspaper coverage.

In addition to the print coverage, publicity obtained included:

District 1: Captain Hamilton on Clear Channel Radio Stations- 8/30

District 2: Trooper Taylor on CBS on 8-18; 8-21
Trooper Taylor on ABC 8-19
CBS and ABC statewide 8/25

District 3: ABC, NBC, CBS aired statewide- 8/23

District 4: Berg in the Morning 8/30

District 5: No Safety Spot Checks conducted.
Used extra manpower for “Thunder on the Prairie”

District 6: ABC, NBC, CBS affiliates 8/23 and 9/1

District 7: KGVW AM-FM
Commander Edgell prior to 8/19

District 8- KUJM “Outlook” segment 8/30

Task 5. Joint campaign with Montana Tavern Association

Time Frame

August 1- September 5, 2005.

Results:

Banik Communications designed and printed 63,000 bar napkins. These napkins were placed in taverns and bars throughout Montana increasing the awareness of having a designated driver. Banik Communications coordinated this campaign with the Montana Tavern Association and the local association distributed the napkins to these taverns:



Billings

Bozeman

Butte

- Bayou
- Boodles
- BB Casino
- Giggin' Grizzly
- Filling Station
- Lisac's
- Grandstand
- Haufbrau
- Lucky Lil's
- Montana Chad's
- Hide A Way Lounge
- Magic Diamond

Billings

Bozeman

Butte

- Bar/Crazee Carol's
- Play Inn
- Powderhorn Lounge
- Tap Inn
- The Bug Z's Casino

- The Hub (Belgrade)
- Rocking R
- The Mint
- JR Lounge (Belgrade)

- Pair-A-Dice Bar
- Pair-A-Mill

Great Falls

Helena

Missoula

- City Bar & Casino
- Classic 50's
- Club Cigar

- Bullwinkle's Saloon
- Gold Bar Casino
- Hap's

- Al & Vic's Bar
- Elbow Room
- Golden Rose Casino

J Bar T
Legends
Great Falls
Pepper's Grill & Bar
Spoon's One Way
That Bar
The Brick
The Cowboy Bar
The Hi Ho
The Sting

Miller's Crossing
Longhorn
Helena
Montana Nugget Casino
Nickel's Gaming Parlour
Rialto
Valley Hub

Red's Bar
The Depot
Missoula
The Iron Horse Brew
The Press Box
The Oxford
The Rhinoceros

Kalispell

Moose's Saloon
Sawbuck Saloon Company
Scotty's Windmill
Outlaw's

Task 6. One memorial event press conference in Great Falls and Missoula

Our goal was to extend the coverage given to the drunk driving topic by staging additional media events after the kick-off of the campaign in Helena. We originally planned to stage these two additional events in Great Falls and Missoula, based on the strength of the DUI task force efforts in those communities. However, scheduling conflicts eliminated the Missoula option, and we selected Kalispell as the best alternative. Kalispell was our choice because of population, a public site in a high traffic area, and the fact that the area's Montana Highway Patrol district has the highest rate of fatalities in Montana (and therefore, the nation).

The media events were planned to highlight the campaign to crack down on impaired drivers. To do our best to assure media coverage of all events, each had a different theme with a fresh perspective. Our kick-off event, a Press Conference hosted by MDT Director Jim Lynch and Lt. Governor John Bolinger, was held in Helena on August 23rd. Although this event fell under a different umbrella than the other two, it was important to not recreate these efforts if we wanted media coverage of the remaining events. We came up with concepts that created visual and emotional opportunities.

Great Falls Crash Reenactment

Thursday, August 25, 2005

10:00 a.m.

Eden Road, near Wilson Butte Road at an area known as 'Drunk Curve' approximately 3 miles south of Great Falls

Using the theme "You Drink & Drive, You Lose," we staged a two-vehicle crash that made it very clear what a person can lose when they drive impaired. The Montana Department of Transportation, along with Great Falls Fire and Rescue, the Jaws of Life, Cascade County Sheriff's Office, Montana Highway Patrol, Ambulance, Cascade County DUI Taskforce, and Mercy Flight teamed up to stage an in-depth, visual, virtually true-to-life look at what

can happen when a driver gets behind the wheel impaired.

The scenario: A family of four was driving into Great Falls when they were hit head on by an impaired driver. We didn't want this driver to be 'sloppy drunk' so we created his character to have had two cocktails on the golf course that morning with friends. He makes the 911 call, the scene unfolds with the actors portraying their level of injuries. The result was one 10-year old girl killed at the scene (complete with her being placed in a body bag), and the father seriously injured and taken via helicopter to Benefis Healthcare. The mother and son acted out minor injuries. The drunk driver had minimal injuries, and was ultimately arrested and charged with negligent vehicular homicide.

Shown here, the Great Falls Fire & Rescue team extracts the "injured" father from the vehicle after cutting the top of the car away.



In the second photo, the father is being transported to the waiting helicopter as the law enforcement officers take the impaired driver into custody while the video cameras are rolling.

Results

The media coverage included the CBS and ABC television affiliates in Great Falls, with the stories airing statewide on both evening news and morning news. The news stories included interviews with Dr. Weltzer, Audrey Allums of the State Highway Traffic Safety Office, and Al Recke of the Cascade County DUI Task Force. Copies of the news clips can be provided. The *Great Falls Tribune* published a feature article on August 26, with a color photo of the little girl being zipped into the body bag.

Kalispell Memorial Event

Thursday, September 1, 2005

12:30 p.m.

Depot Park, Kalispell, MT

The third event highlighting the sustained enforcement of drunk drivers featured the touching stories of three people who lost family to impaired drivers. This was the angle we believed would draw the media, who at this point had been saturated with the message and were considering not covering it.

The event took place at an area called "Depot Park," on one of the busiest intersections in the city, Highway 93 and Center Street. More than 500 white crosses were pounded into the ground near that intersection, and there were two large banners announcing these crosses



represented people lost on Montana roads in alcohol-related crashes in the past 5 years. Flathead County DUI Task Force Coordinator Wendy Olson stepped up the plate and proved to be a vital part of the team that got this event off the ground.



The news conference began with Olson welcoming those in attendance (about 30 people). MDT Director Jim Lynch gave a short speech



highlighting what the state has done to toughen DUI laws, the “You Drink & Drive, You Lose” message, and sustained enforcement aimed at getting impaired drivers off the road. Flathead County Undersheriff Mike Meehan (after pounding in hundreds of white crosses) reiterated the extent of the problem drinking and driving presents in the Flathead Valley, and spoke of the extra forces on the road working to stop impaired drivers.

Then, the tears began. Shelly Sutton Hilde lost her father when a repeat drunk driver T-Boned his vehicle as he pulled out from a restaurant in Great Falls several years ago. She told the story of how it had been her parent’s anniversary when the crash occurred, and then pleaded for tougher laws and stricter enforcement. Patricia Rioux, a grandmother from Missoula, lost her six-year-old granddaughter as she was traveling from Missoula to Lolo to visit Rioux. Patricia punctuated the story by bringing her granddaughter’s picture and tiny lawn chair, placing them next to the podium, in the same row as the chairs used by the presenters.

Whitefish Police Chief Bill Dial concluded the event, speaking on behalf of law enforcement and as a man who lost his brother 30 years ago to a drunk driver. He told the story of losing his hero, his older brother. He then took the time to reemphasize local efforts to get drunk drivers off the roads, especially during the holiday weekend. Sgt. Brian Fulford of the Kalispell Police Department, and representatives from the Montana Highway Patrol and the Kalispell Fire Department also attended.



Results

Media in attendance included CBS, NBC, and ABC affiliates, who provided statewide coverage. Newspapers invited included Kalispell, Whitefish, Hungry Horse, Columbia Falls, Ronan, and Bigfork. None were able to attend, though the *Daily Interlake* made an announcement of the memorial event in the newspaper on September 1.

Task 7. Radio Interviews for Bob Weltzer

Dr. Weltzer flew into Montana on Monday, August 22, and he immediately received television and print coverage. Generously, he came straight from the airport to our scheduled media event. Monday evening, the ABC and CBS television affiliates aired stories statewide on Dr. Weltzer’s arrival, and the NHTSA message of how Montana is progressing in toughening its DUI laws, the sustained enforcement efforts, and the “You Drink & Drive, You Lose” campaign. Lee Newspapers also covered Dr. Weltzer’s arrival. (Lee Publishing owns five newspapers in Montana: the *Missoulian*, the *Ravalli Republic*, the *Billings Gazette*, the *Helena Independent Record* and the *Montana Standard* in Butte.) All of this coverage served as a preview for the 8/23 Lieutenant Governor’s Press Conference on the Labor Day DUI crackdown. The NBC affiliate interviewed Dr. Weltzer on Tuesday, 8/23, which ran statewide along with the CBS and ABC affiliates.

Dr. Weltzer received more statewide television coverage later that week. On Thursday, 8/25 in Great Falls, during a DUI Fatal Crash Reenactment, the ABC and CBS affiliates, along with the *Great Falls Tribune*, featured interviews with Dr. Weltzer while covering the event.

In radio, the highly respected news director, Sally Mauk, of KUFM Montana Public Radio did a lengthy interview with Dr. Weltzer for her 30-minute news show, “Montana Evening Edition” that airs during “All Things Considered.” The interview aired 8/30 and was carried by affiliates that cover half of the state.

Newspaper coverage

DATE	PUBLICATION	HEADLINE	COLUMN INCHES
8/18	<i>Glendive Ranger Review</i>	Police focus on drunk driving	18
8/19	<i>Havre Daily News</i>		14
8/23	<i>Helena Independent Record</i>	Police plan Labor Day awareness campaign	37.5
8/23	<i>Miles City Star</i>	Campaign targets drunken driving in Montana	12.5
8/23	<i>Missoulian</i>	Law officers warn against Labor Day drunken driving	15.75
8/23	<i>Billings Gazette</i>	Lawmen get ready for drunks	30
8/24	<i>Daily Interlake</i>	State plans drunken driving crackdown during Labor Day	23.25
8/24	<i>Havre Daily News</i>	State launches crackdown on drunken driving	22.5
8/24	<i>Great Falls Tribune</i>	State cracks down on drunken driving	32
8/24	<i>Helena Independent Record</i> front page top	Police beef up holiday patrol – MHP to add 55 extra officers over Labor Day in hopes of curtailing alcohol-related fatality rate	28.5
8/24	<i>Billings Gazette</i>	Statewide crackdown begins	30
8/24	<i>Missoulian</i>	Capitol crosses memorialize DUI victims	45
8/24	<i>Bozeman Daily Chronicle</i>	State launches crackdown on drunken driving	28
8/24	<i>Butte Montana Standard</i>	State launches crackdown on holiday drunken driving	23.25
8/25	<i>Helena Independent Record</i> editorial	Holiday, crackdowns go together	10.5
8/25	<i>Forsyth Independent Press</i>	State launches anti-drunk driving campaign	10.75
8/26	<i>Great Falls Tribune</i>	DUI reenactment, response serves as striking reminder of real situation	24

8/27	<i>Lewistown News-Argus</i>	State launches campaign against drunk driving	5
8/31	<i>Libby Montanian</i>	Law enforcement cracks down on holiday drunken drivers	29.75
8/31	<i>Liberty County Times</i> (Chester)	Law enforcement mobilizes to prevent impaired driving	29.5
9/1	<i>Culbertson Searchlight</i>	Motorists are warned: You Drink & Drive, You Lose. Law enforcement mobilizes too prevent impaired driving	30.5
9/1	<i>Polson Lake County Leader</i>	Law enforcement out in force for Labor Day	19
9/1	<i>Whitefish Pilot</i>	State to crack down on Labor Day	8
9/1	<i>Shelby Promoter</i>	Motorists are warned: You Drink & Drive, You Lose. Law enforcement working overtime Labor Day weekend to crackdown on drunk drivers	31.5
9/1	<i>Char-Koosta News</i> (Pablo)	Law enforcement mobilizes to prevent impaired driving	41.25
9/2	<i>Ekalaka Eagle</i>	You Drink & Drive, You Lose National Enforcement Campaign	13
9/2	<i>Miles City Star</i>	Law enforcement cracking down on Labor Day weekend drunk drivers	28
9/3	<i>Lewistown News-Argus</i>	Law enforcement mobilizes to prevent impaired driving this weekend	20.75
9/7	<i>Blaine County Journal</i>	Law enforcement mobilizes to prevent impaired driving	28.5
Clippings past Sept. 7 not yet received.		Total to date	690.25

- **Earned Media Sponsored PSAs:**

Banik Communications created and produced two sixty-second television commercials and four sixty-second radio PSAs that delivered a strong enforcement message. These PSAs have a fifteen-second blank tag to be filled-in by a local sponsors. The sponsors purchased the media time in the major markets.

Banik Communications negotiated for radio station groups and television stations across the state to run a :60 PSA. The following is a sampling of what ran:

<u>Radio</u> <u>Market & Stations</u>	<u>Approximate # of spots</u>	<u>Approximate Value</u>
Billings (KCTR, KKBR, KBBB, KMHK, KBUL)	150/station	\$13,611
Butte (KBOW, KOPR)	24/station	\$2,304
Great Falls (KQDI)	500	\$4,000
Helena	No Inventory available for more PSAs	
Missoula (KZOQ, KGGL, KXDR, KBQQ, KGRZ, KLYT)	189/station	\$13,230
Great Falls (KRTV)	2/day	\$6,000
Helena (KTVH)	Average of 2/day	\$4,940

Impaired Driving Message Evaluation

Prepared by Banik Communications

Project Description: Develop and execute pre- and post-campaign evaluation of impaired driving message awareness in Montana audiences. At least 400 survey responses will be obtained statewide, for a confidence interval of plus or minus 5 percent. A report of the results will be provided, utilizing industry standard statistical analysis.

Survey Instrument: The questions have been developed utilizing message questions derived from a NHTSA-approved telephone survey for the You Drink & Drive, You Lose message evaluation authored by Schulman, Ronca and Bucuvalas, Inc. of New York, combined with questions authored by Banik Communications. The questions have been reviewed by, and revised according to the suggestions of, Jack Williams of the Montana Department of Transportation.

Objectives

- Determine awareness of impaired driving messages
- Determine awareness of impaired driving enforcement messages/efforts

Audience:

- Adult Montana residents age 18 to 64, male and female; skew toward younger drivers
- Balanced responses will be obtained from urban and rural geographic areas

Timeframe:

- Pre-campaign survey to be executed prior to campaign start; complete approx. August 10.
- Post-campaign survey will take place immediately following the campaign close, Sept. 30.

YOU DRINK AND DRIVE. YOU LOSE TELEPHONE SURVEYS

Date: _____

Interviewer: _____

Telephone Number: _____

Time Start: _____ Time End: _____ TOTAL TIME: _____

INTRODUCTION

Hello, I'm _____ We are conducting an independent study of Montanans' attitudes about driving and traffic safety. The interview is completely confidential and will only take 5 minutes. This number was dialed at random and your name is not in any way attached to this report.

Q1. First, including yourself, how many persons age 18 and older are living in this household at least half the time, even if they are not at home right now?

___ NUMBER OF ADULTS IN HOUSEHOLD

None.....00 **CONFIRM, THEN SCREEN OUT Q1**

Refused.....99

**IF ONLY ONE IN Q1, ASK TO SPEAK TO THAT PERSON AND CONTINUE WITH Q5
IF MORE THAN ONE IN Q1, ASK Q2a**

Q2a.

ALTERNATE WORDING: Could I speak to that person?

___ Number of Men

___ Number of Women

The person I need to talk to is_____

(Randomly select man or woman and then randomly select one of the men or women if more than one. You can do this by selecting the youngest, then the oldest, etc.)

Other respondent comes to phone.....2

SKIP TO Q3a

Respondent is not available.....3

ARRANGE CALLBACK

Refused.....4

ASK Q3b

Q2b. Would you please tell me why you do not want to do the interview?

_____ **TERMINATE**

Q3a. Hello, I'm _____. We are conducting a study of Montanans' attitudes about driving and traffic safety. The interview is completely confidential and will take 5 minutes. Could we begin now?

CONTINUE INTERVIEW.....1

SKIP TO Q4

Arrange Callback.....2

CALLBACK

Refused.....3

ASK Q3b

Q3b. Would you please tell me why you do not want to do the interview?

_____ **TERMINATE**

Q4. What type of vehicle do you drive (most often)?

a. car-sedan-passenger vehicle

b. passenger van

c. SUV

d. light truck

e. truck

f. don't drive **[TERMINATE]**

Q5. When driving your vehicle, how often do you wear your seat belt? **[READ ANSWERS]**

[IF ASKED IF THIS APPLIES TO SHOULDER BELTS OR LAP BELTS SAY SHOULDER BELTS]

- All of the time.....1
- Most of the time.....2
- Some of the time.....3
- Rarely.....4
- Never.....5
- (Vol) Don't Know.....6
- (Vol) Refused.....7

Q6. Have you or anyone you know personally been involved in a vehicle crash (resulting in serious injury or death) that was related to alcohol use?

- No.....1
- Yes..... 2
- Don't know*..... 3
- Refused*..... 4

Q7. Of the following choices, which do you think is the closest approximation to the number of people who die in alcohol-related crashes in Montana each year?

- 200.....1
- 125.....2
- 75.....3
- 25.....6
- Don't know*..... 7
- Refused*..... 8

MESSAGE EVALUATION

Q8. On a scale of 1 to 10, with 1 being least important and 10 being most important, how would you prioritize the need to stop drunk driving in Montana.

- 1 2 3 4 5 7 8 9 10
- Don't know*..... 98
- Refused*..... 99

Q9. Do you feel that driving under the influence is a problem in your community? On a scale of one to 10, with one being the least problem and ten being the worst problem, how would you rank driving under the influence as a negative factor in your community?

- 1 2 3 4 5 7 8 9 10
- Don't know*..... 98
- Refused*..... 99

Q10. Do you think enough is being done to stop driving under the influence in your community? On a scale of one to 10, with one being no effort, and 10 being a maximum effort, how would you characterize the effort to stop driving under the influence in your community?

- 1 2 3 4 5 7 8 9 10
- Don't know*..... 98
- Refused*..... 99

Q11. What do you think should be done to discourage driving under the influence of drugs and alcohol?

- Stronger law enforcement.....1
- Stiffer penalties for repeat offenders.....2
- Treatment programs.....3
- Education4
- Social/Cultural change5
- Don't know*..... 6
- Refused*..... 7

Q12a. In the past 30 days, have you seen or heard any messages that encourage people to avoid driving after drinking? This could be public service announcements on TV, messages on the radio, signs on the road, news stories, or something else.

- Yes.....1
- No.....2
- Don't know....3
- Refused.....4

Q12b. Where did you see or hear these messages?

- TV.....1
- Radio.....2
- Friend/Relative.....3
- Newspaper.....4
- Personal observation/on the road....5
- Billboard/signs.....6
- Police officer/judge/job-related exposure. 7
- Other (specify_____).....8
- Don't know.....9
- Refused.....10

Q12c. Was the (TV/radio) message a commercial (Advertisement or part of an advertisement, for a product such as Budweiser), or a public service message, or was it part of a news program, or was it something else?

- Commercial/Advertisement.....1
- Public Service Announcement.....2
- News story/news program.....3
- Something else (specify):4
- Don't know.....5

Q12d. Would you say that the number of these messages you have seen or heard in the past 30 days that encourage people to avoid driving after drinking is more than usual, fewer than usual, or about the same as usual?

- More than usual.....1
- Fewer than usual.....2
- About the same.....3

Don't know.....4

Q13a. Yes or No--in the past 30 days, have you seen or heard of any special effort by police to reduce driving under the influence or drunk driving in your community?

Yes.....1
No.....2
(Vol) Don't know.....3
(Vol) Refused.....4

Q13b. Where did you see or hear about that special effort?

TV.....1
Radio.....2
Friend/Relative.....3
Newspaper.....4
Personal observation/on the road....5
Billboard/signs.....6
I am Police officer/judge/job-related exposure 7
Other (specify _____).....8
Don't know.....9
Refused.....10

Q13c. Was the (TV/radio) message a commercial/public service announcement, was it part of a news program, or was it something else?

Commercial/Advertisement/PSA.....1
News story/news program.....2
Something else (specify): _____.....3
Don't know.....4

Q14a. In the past 30 days, have you seen or heard anything about police setting up safety spot checks or other enforcement efforts on the roads?

Yes.....1
No.....2
(Vol) Don't know.....3
(Vol) Refused.....4

Q14b. In the past 30 days, did you personally drive past, or drive through, a safety spot check or other enforcement effort set up to stop drivers on the highway?

Yes.....1
No.....2
(Vol) Don't know.....3
(Vol) Refused.....4
Yes.....1
No.....2
Don't know.....3
Refuse.....4

FOR Q14c MARK ALL THE MENTION.

Q14c. Do you recall the slogans or phrases for any campaigns or safety programs aimed at preventing driving under the influence?

- 1. Friends don't let friends drive drunk
- 2. You Drink and Drive. You Lose
- 3. "If you drive while you are intoxicated you will be caught, you will be prosecuted and you will be stopped from killing yourself or someone else."
- 4. Designate a Sober Driver
- 5. Operation Zero Tolerance
- 6. Arrive Alive! Don't Drink and Drive
- 7. MADD/Mothers Against Drunk Driving
- 8. DARE/Drug Abuse Resistance Education
- 9. SADD/Students Against Drunk Driving
- 10. Other, specify _____
- 98. (VOL) Don't know
- 99. (VOL) Refused

Q15. Do you recall hearing or seeing the following slogans in the past 30 days?

- 1. Friends don't let friends drive drunk
- 2. You Drink and Drive. You Lose
- 3. Get the keys
- 4. Operation Zero Tolerance
- 5. Do Buckle – Don't Booze
- 6. There's NO EXCUSE for Drunk Driving
- 7. Be a Designated Driver
- 8. "If you drive while you are intoxicated you will be caught, you will be prosecuted and you will be stopped from killing yourself or someone else."
- 97. (VOL) None of these.....97
- 98. (VOL) Don't know.....98
- 99. (VOL) Refused.....99

Q16. Thinking about everything you have heard, how important do you think it is for Montana to enforce the drinking and driving laws more strictly very important, fairly important, just somewhat important, or not that important?

- Very important.....1
- Fairly important.....2
- Just somewhat important....3
- Not that important.....4
- Don't know.....5
- Refused.....6

Q17. If a driver leaves a tavern to drive home impaired in your community, how likely is it that that person will be stopped by law enforcement officer?

- Not likely.....1
- Probable.....2

- Somewhat likely.....3
- Very Likely.....4
- Don't know*..... 5
- Refused*..... 6

Q18. If a person is stopped and found under the influence, how likely do you think it is that they will be charged and prosecuted?

- Highly Likely..... 1
- Depends on who it is.....2
- Somewhat likely.....3
- Not very likely.....4
- Don't know*..... 5
- Refused*..... 6

Q19. If a person is charged, how likely do you think it is that they will be punished?

- Highly Likely..... 1
- Somewhat likely.....2
- Not very likely.....3
- Don't know*..... 4
- Refused*..... 5

Q20. The national slogan, You Drink and You Drive, You Lose, has been used in Montana. Where have you seen or heard this phrase?

- Television.....1
- Billboard.....2
- Radio.....3
- Newspaper.....4
- Not sure5
- Haven't heard it.....6
- Don't know*..... 7
- Refused*..... 8

The following questions will help us qualify how well we are reaching target audiences in Montana—again, this survey is completely confidential so you can be accurate and honest with your answers.

Q21. How often do you consume alcoholic beverages?

- Almost every night.....1
- A few times a week.....2
- On weekends.....3
- About once a week.....4
- A couple times per month.....5
- Once a month.....6
- A few times per year7
- I do not consume alcoholic beverages*8
- Don't know*..... 9
- Refused*..... 10

Q22. When you do go out to celebrate or meet friends on average how many drinks (alcoholic beverages) do you consume in the duration of the event (time)? (One

drink includes one beer, one glass of wine, one mixed drink, or any other beverage containing alcohol).

- 1 or 2 drinks.....1
- 3 or 4 drinks.....2
- 5 or 6 drinks.....3
- 7 or 8 drinks.....4
- 9 or more drinks.....5
- Don't know*..... 6
- Refused*.....7

Q23. In the past month, how many times have you driven a vehicle after drinking alcoholic beverages?

- None.....1
- 1 time.....2
- 2 times.....3
- 3 times.....4
- 4 times.....5
- 5 times.....6
- Between 6 and 10 times... ..7
- More than 10 times.....8
- Don't know*..... 9
- Refused*..... 10

Q24. In the past month, how many times have you designated a sober driver (either before or after drinking alcoholic beverages)?

- None.....1
- 1 time.....2
- 2 times.....3
- 3 times.....4
- 4 times.....5
- 5 times6
- Between 6 and 10 times... ..7
- More than 10 times.....8
- Don't know*..... 9
- Refused*..... 10

Q25. Have you ever been charged with driving under the influence?

- No.....1
- Yes..... 2
- Yes, more than once ... 3
- Don't know*..... 4
- Refused*..... 5

Q26. If you do consume alcohol , is the location where you drink *usually*

- at home.....1
- within 3 miles of home.....2
- within 10 miles of home3
- within 20 miles4

farther than 20 miles from home.....5
Don't consume alcohol.....6
Don't know..... 7
Refused..... 8

Q27. Which of the following factors do you consider when deciding to drive home after you've been drinking?

The possibility of getting into an accident and hurting yourself or another person Y/N
 The possibility of getting pulled over and getting a ticket Y/N
 Your name in the paper Y/N
 Losing your license Y/N
 Paying a fine Y/N
 Other (What is it?) _____
Don't know.....
Refused.....

Q28. What strategies do you use to successfully drive home after drinking?

Limit alcohol consumption as to not impair driving:
 Always.....1a
 Sometimes.....2a
 Never.....3a
Don't know..... 4a
Refused..... 5a

Designate a driver:

Always.....1b
 Sometimes.....2b
 Never.....3b
Don't know..... 4b
Refused..... 5b

Arrange for a ride home:

Always.....1c
 Sometimes.....2c
 Never.....3c
Don't know..... 4b
Refused..... 5b

Other (What is it?) _____

DEMOGRAPHIC QUESTIONS

D1. GENDER BY OBSERVATION

Male.....1

Female.....2

D2. How old are you?

- 18-21 years of age.....1
- 22-25 years of age.....2
- 26-34 years of age.....3
- 35-44 years of age.....4
- 45-54 years of age.....5
- 55 or older.....6
- Refused*..... 7

D3. What is your approximate combined household income?

- Less than \$25,000 /yr.....1
- \$25,000 to \$49,999/yr.....2
- \$50,000 to \$74,999/yr.....3
- \$75,000 to \$99,999/yr.....4
- \$100,000 a year or more.....5
- Don't know*..... 6
- Refused*..... 7

D4. What is the last level of education you've completed?

- Less than high school.....1
- High school graduate.....2
- Some college.....3
- College graduate.....4
- Post graduate degree.....5
- Refused*..... 6

D5. Which of the following racial categories describes you? You may select more than one.
[READ LIST--MULTIPLE RECORD]

- White
- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or other Pacific Islander
- Latino or Hispanic
- Other
- (VOL) Refused.....9

D6. How many miles do you personally drive in a week?

- Less than 50.....1
- 51 – 100.....2
- 101 – 150..... 3
- 151 – 250.....4
- More than 250.....5
- Don't know*..... 6
- Refused*..... 7

D7. What is your zip code?

_59_____

MEDIA QUESTIONS

M1. Do you subscribe to a Montana newspaper?

Yes.....1
No.....2
Don't know..... 3
Refused..... 4

M2. How many hours a week do you watch television?

0 – 5.....1
6 – 10.....2
11 – 15.....3
16 – 20.....4
Over 20.....5
Don't know.....6
Refused.....7

M3. How many hours a week do you listen to the radio?

0 – 5.....1
6 – 10.....2
11 – 15.....3
16 – 20.....4
Over 20.....5
Don't know.....6
Refused.....7

That completes the survey.

Thanks for taking the time to participate in this research study

**Occupant Protection Activity Report for May Mobilization Earned Media
Prepared October 14, 2005**

The Occupant Protection May Mobilization Earned Media campaign took place from May 9th – June 5th, 2005. The primary demographics were Men 21 to 34 years of age.

The May Mobilization News Conference

A new conference to publicize seat belt enforcement was held Thursday, May 26th at 10:00 a.m. in the Old Supreme Court Chambers on the third floor of the Capitol in Helena, Montana.

Governor Brian Schweitzer made the announcement of Montana’s effort to reduce crash-related deaths and injuries through increased seat belt law enforcement during the National “Click It or Ticket” campaign. Montana Department of Transportation Director, Jim Lynch, spoke about the Department’s partnerships with law enforcement in this effort. He also highlighted the greater statistical risk in Montana’s rural areas and among pickup occupants, especially young males.

Dr. Robert Weltzer, of the Region VIII National Highway Traffic Safety Administration spoke about the lessons we have learned in how to be most effective in increasing seat belt use. He also pointed out the cost of preventable injuries and deaths.

Captain Clancy King represented the Montana Highway Patrol. He spoke of the need for awareness during Montana’s travel season, and the MHP’s schedule to put more officers on the highway during this Mobilization campaign.

Leslie Venetz, a student (and student body vice president-elect) at the University of Montana, appeared at the news conference as a seat belt survivor. She and her cousin survived a roadway departure and rollover caused by icy conditions because they were buckled up.

Other seat belt awareness supporters were in attendance at the news conference, including Chief of Police Troy McGee of the Helena Police Department, Lewis and Clark County Sheriff, Cheryl Liedle, state Sen. Mike Cooney, executive director of Healthy Mothers, Healthy Babies, and Cara Wiest, a “Saved by the Belt” award winner and seat belt advocate. The Governor’s communications director, Sarah Elliott, was also present. The conference was chaired by Charity Watt-Levis, public information officer of the MDT Traffic Safety Office.

Media in attendance included the Independent Record, Lee Newspapers, and the Associated Press. Television news crews from Montana News Network, KTVH-Helena, and Max Media. These journalists were the only ones necessary to receive statewide coverage. The TV crews interviewed Director Lynch, Dr. Weltzer, Ms. Venetz, and Captain King. Over the next two days the press conference and the interviews were aired on:

Billings: KULR NBC
Billings: KTVQ CBS
Great Falls: KFBB ABC
Great Falls: KRTV CBS
Helena: KHBB ABC
Helena: KXLH CBS
Bozeman: KBZK CBS
Butte/Bozeman: KWYB ABC
Butte: KXLF CBS
Missoula/Kalispell: KTMF ABC
Missoula/Kalispell: KMMF Fox
Kalispell: KAJ CBS
Missoula: KPAX CBS

In addition to the television, the May Mobilization launch was also carried on radio stations in the Great Falls market.

An Associated Press story by Bob Anez began appearing on newspaper web sites by 2:00 pm the afternoon of the news conference. The AP article appeared in most of Montana's major newspapers, including: *The Bozeman Daily Chronicle*; *The Great Falls Tribune*; the *Havre Daily News*; the *Billings Gazette*; the *Miles City Star*; *The Libby Western News*; the *Helena Independent Record*; and the *Missoulian*. Text of the article is shown below.

Safe driving, seat belt campaign launched

By BOB ANEZ - Associated Press Writer - 5/27/05

HELENA — Motorists in Montana will notice more law officers on the roads beginning this Memorial Day Weekend as part of a national and state campaign to make driving safer and encourage greater use of seat belts.

The state effort, which will continue through June, comes in conjunction with the nationwide "Click It or Ticket" drive aimed at those who fail to buckle up when driving or riding in autos. Billboards and other advertising also are part of the project.

"We've seen these campaigns work to save lives in the past," Gov. Brian Schweitzer said Thursday in announcing the campaign. "This is a multi-agency effort that will put more officers on the roads enforcing safe driving."

The most visible presence probably will be the Montana Highway Patrol, which plans to reassign officers for the first holiday weekend of the summer travel season in order to increase the number on highways by about 50 percent.

But the patrol and other law enforcement agencies also will have added funding from the National Highway Traffic Safety Administration to cover the cost of overtime pay for officers to work more hours.

Robert Weltzer of Denver, a spokesman for the federal agency, said the NHTSA is providing \$10 million in grants nationwide. Montana will get \$400,000 for the seat belt campaign and overtime costs.

Jim Lynch, state Transportation Department director, said the seat belt campaign will take particular aim at male drivers 18-34 years old, and pickup truck drivers.

Those in that age group are the least likely to buckle up, he said. They also tend to be the more aggressive drivers and, therefore, more likely to be involved in traffic crashes, Lynch added.

Pickups account for about four out of every 10 vehicles on Montana's roads and their drivers often develop a false sense of security or invincibility when behind the wheel of those larger vehicles, thinking bigger is safer, he said.

Weltzer said that attitude prompts not only more aggressive driving, but also less willingness to wear a seat belt. The problem is that pickups, as well as sport-utility vehicles and vans, have higher centers of gravity and are more likely to roll in a crash, ejecting those inside, he said.

Montana's seat belt law doesn't let police pull people over for not wearing a seat belt. Drivers may be cited only if they are pulled over for another offense first, such as speeding.

Highway Patrol Capt. Clancy King said the only way to avoid be thrown out and crushed by a rolling vehicle is a seat belt. Three out of four people riding in vehicles involved in rollover crashes are ejected, he said.

Leslie Venetz of Great Falls learned that lesson first hand.

The 22-year-old University of Montana student said she was traveling to Missoula the day after Christmas 2003 when her car skidded on the icy highway near Lincoln, went off the road and rolled. The investigating officer said she and a passenger were saved by their seat belts keeping them inside the car, she said.

High School Graduation Parties

Our pick-up truck roll-over/enforcement message was placed in front of our target audience by sponsoring seven all-night High School graduation parties. The schools donated a gift for MDT to give away at the end of the night. When the students came to the all-night party they had to registered or check in. When they registered they received a printed raffle ticket with our roll-over/enforcement message on it. At the end of the night, one young

adult from each school won the gift. We printed 4000 4-color raffle tickets and 1500 4-color posters. Both the posters and the raffle tickets were printed with our roll-over/enforcement message. The posters were customized naming the individual schools and the information about that school's all-night party. The posters were placed in the schools as well as in key area of each city. These graduation parties took place between May 25th and June 1st. Bozeman does have a High School graduation party but they opt not to participate. The markets that did participate were;

- Great Falls

CMR – Prize: Television

100 posters and 420 tickets

Great Falls High – Prize: Television

175 posters and 445 tickets

- Billings

Senior High – Prize: Portable DVD Player

125 posters and 520 tickets

Skyview High – Prize: \$50 in Cash

50 posters and 420 tickets

- Helena

Helena High - Prize: (things got hectic, no raffle tickets given out & no prize awarded; posters did get distributed.) 100 posters

- Butte

Butte High – Prize: Portable DVD Player

125 posters and 445 tickets

- Missoula

(combined schools for party) - Prize: Digital Camera

460 posters and 900 tickets

Editorial media

Banik Communications developed several “seat belt survivor” news articles for distribution in Montana’s newspapers. News articles appeared in the *Great Falls Tribune*, the *Laurel Outlook*, and will publish later this month in the *Helena Independent Record*, the *Montana Standard* and the *Missoulian*. Banik also distributed fact sheets to newspapers in Montana’s major markets, as well as some rural markets with weekly newspapers such as Glasgow, Havre, Wolf Point and the Bitterroot Valley.

News coverage of the National Highway Traffic Safety Administration data on pickup rollovers received good coverage in the state, and preceded our press release on Montana’s rural drivers and pickup rollovers. Coordination with the NHTSA effort could help us achieve more extensive coverage in the future. Though our clipping service missed the NHTSA articles based on their mid-May press release, we know that articles on national pickup rollover fatalities and seat belt use appeared in the *Billings Gazette*, the *Missoulian*, and the *Bozeman Chronicle*.

Columns and news articles on seat belt topics appeared widely in Montana newspapers during the period between May 22 and June 9. During that period alone, we collected news items totaling 338.65 column inches. Six different “Letters to the Editor” urging seat belt use added another 31

inches to this total. Authorship or sources of these articles and letters included newspaper editorial staff, Safe Kids, Safe Communities coordinators, law enforcement agencies, town mayors, doctors, and Bill Watanda, Acting Regional Administrator of the National Highway Traffic Safety Administration. Schools, and in one case, a business, also contributed to seat belt support events during the month of May.

Editorial-opinion pieces promoting seat belt use appeared in at least two newspapers, the *Great Falls Tribune* and the *Missoulian*.

Seat belt survivor articles authored by Banik during this period are listed below. This coverage is in addition to the earned media column-inch totals for newspaper coverage itemized above.

Editorial/news release			
Mark Richter	Seat belt survivor, 45, T-boned a van on 200	Pitched to Great Falls Tribune; Harlowton Times-Clarion; Lewistown News Argus	Ran June 10, '05
Bill Knapp	Seat belt survivor, age 43, fell asleep, hit a tree	Missoulian	Editorial ran June 21, 2005
Don Peoples	Seat belt survivor, popular coach	Montana Standard	Ran but did not receive a clipping
Alex Poolet	Seat belt survivor, Age 38, ice on I-90	Laurel Outlook; also pitched to Billings Gazette	Ran June 15, '05
Janet Smith	Seat belt survivor; Age 26, hit an elk	Independent Record	Has not appeared to date
Cara Wiest	Helena Saved by the Belt, now dedicated to seat belt education	Pitched to Helena IR, others	Butte paper, but did get clipping

In our efforts to get seat belt articles published, we were challenged by the fact that seat belts had received so much coverage during May. The Safe Kids, Safe Communities coordinators that were supplying our seat belt survivors were also working on their own "Saved by the Belt" news. Most of the survivors whose names we were given had already received newspaper or media coverage.

Especially in rural markets, we found that our possible survivor subjects were too divergent from our target demographic. The people we could find to talk about seat belts in those areas are often elderly. We have started a file based on newspaper clippings to help us locate local testimonial subjects in the future.

Our recommendation for future earned media seat belt education would include targeting rural areas and weekly newspapers. Montana's predominantly rural crash numbers support this, but it also appears the small newspapers welcome local safety events and topics. Coordinating with a

local spokesperson would help foster the success of this strategy.

We also need to prepare an approach to seat belt education that goes beyond “seat belt survivors.” Also during May, two letters were written to editors arguing that you have a fifty-fifty chance of dying in a vehicle crash whether you are wearing a seat belt or not. We need to educate the public on the meaning of the statistics, because there are some people who just aren’t getting it. Another area of possible persuasion would address those people who think that they are likelier to be injured or killed if they don’t have freedom of movement in a vehicle.

Native American Occupant Protection Paid Media Project
Prepared October 12, 2005 by Banick Communications

Objectives:

Increase seat belt use among 18-34 year male Native Americans in select Montana markets
increase awareness and perception of the value of seat belt use in these markets

Target Audience:

18-34 year old males on the Blackfeet, Fort Belknap and Fort Peck Reservations in Montana (Blackfeet, Gros Ventre and Assiniboine, and Assiniboine and Sioux tribes, respectively)

Message Strategy

- *Develop message within the community, specific to that community*
Banik Communications has a public relations program in place on all three reservations promoting traffic safety. We used this paid media campaign to support the communications efforts already in progress. The Native American paid media was also limited to these three Reservations because we determined that the messages for the paid media needed to be developed within these communities. Our Traffic Safety Interns in Browning, Fort Belknap and Wolf Point provided the message development under their Scope of Work as subcontractors with Banik Communications.
- *Testing of messages*
Our interns were asked to develop a variety of seat belt messages and test responses at a focus group of members of our target audience. Messages were tested in Poplar on April 11, in Fort Belknap on April 28, and in Browning on May 10.
- *Not limited to May Mobilization/Click It or Ticket timeframe*
Because of the requirement to develop, test and produce new materials for these audiences, the time frame for the Native American seat belt campaign continued through September. Some production for the Blackfeet Reservation was completed in September, for unpaid distribution that will continue through October. Public Service Announcements developed for this campaign will continue in PSA rotations.
- *Message evaluation*
Like the message development, our message evaluation was executed under a separate budget for Native American Occupant Protection Public Relations. We were able to utilize those dollars for a focus group specific to evaluation of message exposure on the Blackfeet Reservation. Since the message activities took place over the summer, the evaluation focus group was held in late September.

Messages

- ***Fort Peck Reservation***
Based on our initial collaboration with the community college and the Traffic Safety Intern, Lonnie Weeks, the focus of the message was determined to be law enforcement. Fort Peck residents also felt that seat belt education is inextricably combined with the issue of

alcohol-related crashes. The primary message was determined to be that seat belt use makes a difference in who lives or dies, and in all cases on Fort Peck over at least the last three years, the alcohol-related traffic fatalities were not wearing seat belts.

The interns' initial research showed that those who don't use a seat belt cause a burden of emotional and economic tragedy on the reservation community. The cost of traffic injuries overburdens health services and prevents other needed care on the Fort Peck Reservation. However, we also found the community did not find seat belt law enforcement a credible threat. We decided the burden on health services and the law enforcement priorities were more appropriate for the public relations strategy, and exposure through news articles and community activities.

The message that seat belts make a difference in who lives or dies was articulated in a billboard design created by Banik Communications. It contains photos of white crosses obtained along Highway 2 near Wolf Point. Many such roadside crosses extend along the highway that crosses the Reservation. Our intern then tested the billboard design among family, friends and colleagues. All responded that they felt the billboard had a strong impact.

This message was also evaluated in our September focus group in Browning on the Blackfeet Reservation, where the participants felt it had high impact, and rated it highest on a scale of one to five. The design received exposure in various venues:

- 1) Billboard (Malta and Glasgow)
- 2) Newspaper ad (*Fort Belknap News*, *Fort Peck Wotanim Wowapi*)
- 3) Parade float, Milk River Indian Days, Fort Belknap
- 4) Vinyl banner for display at several powwows (Fort Peck)
- 5) Four-color poster distributed to all three reservations



For radio on the Fort Peck Reservation, Lonnie Weeks collaborated with Dean Snow of KGVA radio in Fort Belknap. Lonnie wrote an alternate tag for the radio spot that Dean developed for the Fort Belknap Reservation. The Fort Peck version of the testimonial ran on KVCK, the Wolf Point radio station.

In addition, Lonnie collaborated with the project director on two additional radio PSA scripts. The first, titled “Summer Celebration,” was alternated with the testimonial spot on KVCK. A version of this PSA was also produced and aired on the Fort Belknap Reservation. The news director of KVCK in Wolf Point also recorded and aired two separate news interviews with Lonnie regarding his efforts for traffic safety on the Reservation during powwow season.

MDT-OP Native American Radio
“Summer Celebration” :30 PSA
June 14, 2005

LONNIE:

Summer is a time of celebration on the Fort Peck Reservation. But there is one thing we can’t celebrate—and that is the number of deaths and crippling injuries from motor vehicle crashes. The worst part is that deaths and injuries could be prevented by using seat belts and *not* using alcohol when you drive. My name is Lonnie Weeks, and I am working with the many people on the Fort Peck Reservation who want to see this tragedy stop. Celebrate your summer, but celebrate safe. Ride buckled, drive sober.

MDT-OP Native American Radio
“Lonnie PSA-2” :30 PSA
July 26, 2005

LONNIE:

My name is Lonnie. Recently, I’ve learned some important things about the risks that young men of the reservation take with their lives. Did you know that Indians make up 30 percent of the roadway deaths in Montana? The most likely to die are young Indian men who are driving a pickup on a rural road...probably too fast, probably intoxicated, and never wearing a seat belt. Does that sound like you? It’s time to change your dangerous ways. Before you kill yourself or someone else. Ride Buckled, Drive Sober.

- ***Fort Belknap Reservation***

Our focus group participants in Fort Belknap felt that personal experience or the experience of peers was effective. Our intern, Dean Snow, located a young man (John) who had lost his spleen as a result of a car crash in which he was not wearing a seat belt. He recorded a testimonial radio spot that says he’s one of the lucky few Native Americans, because he did survive. Dean added statistics about the deaths on the Fort Belknap Reservation. This spot also ran on the Fort Peck Reservation with a different tag.

Because of the proximity of the Fort Peck and Fort Belknap Reservations along Highway 2, and because of the greater cost-effectiveness, the billboard design produced for Fort Peck was also placed near the Fort Belknap Reservation, outside of Malta. Dean Snow approved the design and also tested it among friends and colleagues at Fort Belknap. To support the billboard, this art also ran in the Fort Belknap tribal newspaper. The newspaper continued

on through October, because our original insertion order was placed while the paper was publishing twice a month. In mid-summer, the newspaper changed to a monthly publication.

- *Blackfeet Reservation*

Message development on the Blackfeet Reservation was slowed down by the fact that our original intern left the position in April to take full-time employment. The committee met with the replacement intern, Notaja Bear Medicine, and brainstormed strategies. Led by Notaja, they came up with the idea of focusing on family, and developed ideas for a billboard concept and television PSA.

The concept leant itself to a June campaign, coincidental with Father's Day. The design below appeared in three delivery channels:

- 1) Billboard outside of Cut Bank in June/July
- 2) Newspaper insert in the *Glacier-Reporter* in June
- 3) Vinyl banner for powwow events held in July and August
- 4) Newspaper ad in the *Glacier-Reporter* in September



During our message evaluation focus group held with 14 young Native American males in Browning on September 27, 100 percent of the participants were familiar with the image, remembered seeing it frequently, and felt it had a high impact. Some participants also commented that family has an important and emotional appeal for them.

Notaja Bear Medicine developed a radio script to support this campaign. Several draft scripts were developed, and we went through a number of revisions to try to meet the recommendations of the Traffic Safety Committee. An approved script was produced in September.

The television spot written from the Committee's original concept was finished and delivered in September. The PSA was produced by Darren Kipp, a board member of the Piegan Institute, and owner of 360degreefilms production company.

Montana Department of Transportation
May Mobilization Native American Television
Concept: Traffic Safety Committee and Notaja Bear Medicine, Blackfeet
Reservation
Draft: May 17, 2005; Banik Communications

Blackfeet Television :30 PSA: “*Fancy Dancer Buckles Up*”

Sfx: Ambient nature noises, bugs buzzing in sunlit afternoon, birds, breeze in leaves....

Camera wide on meadow scene. Buzz of insects, twitter of birds, faint. We become aware of a faint jingle. Camera pans around, slow zoom. Jingle becomes louder. Then louder, louder.

Camera pans right to bring in the distance, zooms in on dancer.

We see young man in full dance regalia, bells, feathers. He is practicing his competition dance steps for the powwow. Concentrating, rhythmic. The camera brings us in and we are entranced with his energy and dedication. Brief focus on elements of costume, Cutting to face, back, feet. He is an example of homage to the tradition of his ancestors and his Tribe.

The camera pulls away. We again see the meadow scene.

Sfx, bells. Jing, jing. He has stopped dancing, off camera, but we hear the bells as he walks.

Sound of pickup door opening. Camera swings back unto the dancer as he climbs into the pickup.

He looks forward, smiling into a future that he is satisfied with, he is working to keep his Tribe’s traditions alive and he is satisfied to know that... And he buckles his seat belt, automatically...Close-up on belt. Click....And he starts the ignition.

Voiceover comes in: ***Tradition keeps our ways alive through the generations. Seat belts can keep YOU alive. For your children. Buckle up.***

Dancer drives off in pickup.

CG comes up: **Buckle Up. It’s Our Law.**
Click It or Ticket logo.

Montana Department of Transportation
Occupant Protection Native American Television
Concept: Traffic Safety Committee and Notaja Bear Medicine, Blackfeet Reservation
Draft Script (4): July 20, 2005

Blackfeet Radio :30 PSA: “Buckle Up, Daddy”

Sfx: low volume music bed, Native American music.

Voice of older male Native American:

Our young men must stay strong for the...

Voice of young Native American woman:

future of the Indian people.

Voice of young Native American child:

But when Daddy doesn't wear his seat belt,

Voice of older male Native American:

he is not safe, he is not as...

Voice of young Native American woman:

Strong as I need him to be...

Voice of older male Native American:

Tradition keeps our old ways alive...

Voice of young Native American woman:

through the generations. Seat belts can...

Voice of young Native American child:

keep YOU alive. For your children...

Voice of young Native American woman:

For the Indian people. Buckle up.

Voice of young Native American child:

Because Seat belts prevent injury and death.

Voice of older male Native American:

Buckle Up. It's Our Law on the Reservation.

Media Placement Time Frame:

The Occupant Protection May Mobilization Native American Paid Media campaign extended from May 20 – October 28, 2005. The summer months from June through August 7 were the primary campaign flights in the Fort Peck and Fort Belknap communities. The Blackfeet Reservation media could be described as having two phases. The first centered on Fathers Day in late June, through North American Indian Days in early July. Then in September, when the radio and television production were completed, we had a second phase, which also included newspaper to support the broadcast materials. For the Browning area, the seat belt messages will continue in unpaid PSA rotations.

Media Strategy:

The primary media utilized for this campaign were radio, outdoor boards and newspaper. We also supported the paid media with posters and banners for events, so that our messages would receive

maximum exposure in communities that are difficult to penetrate with media alone.

Of these three reservations, the Blackfeet Reservation is the only one with significant cable television penetration. One of the recommendations of the Blackfeet Traffic Safety Committee was the use of television. We were able to utilize television to target the Blackfeet audience (primarily in Browning and Cut Bank) because of cost-effective production through a local film company.

RADIO

Banik Communications negotiated a no-charge bonus radio commercial for every paid commercial scheduled, as appropriate for a non-profit entity. Paid radio was supported by earned media, with the use of radio station news segments wherever possible. (Note that the integration of our paid media budget and the public relations/intern budgets made this synergy possible.)

One 30-radio announcement was produced for both the Malta and the Wolf Point markets. This PSA was a testimonial by a young Native American male named John. Banik Communications negotiated a paid schedule with a matching no charge schedule that aired on 3 radio stations in the Fort Peck Reservation area.

John's testimonial PSA was placed on KVCK-AM/FM in Wolf Point and KMMR-FM in Malta. The spot originally aired from June 3rd to July 10th.

KVCK-AM Fort Peck (Wolf Point)	\$453
KVCK-FM Fort Peck (Wolf Point)	\$447
KMMR-FM Fort Belknap (Malta)	\$890

Another 30-second radio announcement was produced for the Wolf Point market to run in rotation with the testimonial. The "Summer Celebration" PSA was recorded by Lonnie Weeks, the MDT Traffic Safety intern. (Again, the intern's time and message development was paid under a separate contract for Native American Occupant Protection Public Relations.)

In late July for the Wolf Point Stampede, we planned a new paid schedule with a matching no charge schedule that aired on just one radio station in the Fort Peck Reservation area. Lonnie's PSA-2 was placed on KVCK-FM with bonus matching on KVCK-AM. These spots aired July 29th to August 7th. (Lonnie Weeks PSA)

KVCK-FM Fort Peck \$306
KVCK-AM Fort Peck \$0

One :30 radio commercial was produced for the Shelby market. Banik Communications negotiated a paid schedule with a matching no charge schedule that aired on one radio station in the Blackfeet Reservation area. KZIN was selected because of its music format, but also because it was the station most reported by our focus group participants.

The PSA that accompanies the "Daddy Please Buckle Up" visual concept was placed on KZIN-FM in Shelby. It will air from September 28th to October 23rd. (Blackfeet Seat belt)

The “Buckle Up, Daddy” radio spot was also supplied to the Town of Browning radio station to run as an unpaid PSA in rotation. The cost of dubs, shipping, administrative and indirect costs for distribution of radio and other media PSAs are not included in this document, but are accounted in the budget spreadsheets for this project. The numbers you see here are the totals for media placement only.

KZIN-FM Shelby	\$729
Total Paid Placement Radio	\$2,825

KGVA 88.1 FM in Fort Belknap is a public radio station and does not take paid advertising. However, Banik Communications provided a paid sponsorship for seat belt messages. This paid sponsorship provided a regular schedule for the airing of the Fort Belknap testimonial spot produced by Dean Snow. The programming sponsorship continued through the three summer months, and was used to support programming that promoted seat belt use. Primarily, the programming comprised discussion of seat belt use, or mentions of seat belt facts by the on-air announcers. The sponsorship also encouraged the station to institute a continuing slate of traffic safety programming.

Total Paid Sponsorship Radio.....	\$588
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TELEVISION (Cable)

One :30 television commercial was produced for the Cut Bank market. Banik Communications negotiated a paid schedule with a matching no charge schedule that aired on a total of four cable networks in the Blackfeet Reservation area.

These spots were placed with Bresnan Cable. Networks included Discovery, ESPN, TBS and TNT. Spots aired from September 28th to October 23rd. (Blackfeet Seat Belt)

Bresnan Cable Cut Bank	\$1,710
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Total Paid Placement Television	\$1,710
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BILLBOARD

Banik Communications negotiated for a paid schedule with a matching no charge schedule. The vinyl boards outside of Malta and Glasgow remained up for the summer months, and we had numerous anecdotal reports of positive public awareness of the boards.

We posted a total of two paid boards in the Malta and Glasgow areas. These boards covered both the Fort Peck and Fort Belknap Reservations. The boards posted on May 20th and are still up. Banik Communications posted a total of one paid board in the Cut Bank area to reach Blackfeet Reservation. This board posted on June 20th.

Malta Board	
Fort Peck	\$535
Glasgow Board	
Fort Belknap	\$535
Cut Bank Board	

Blackfeet	\$535
Total Paid Placement Outdoor Board	\$1,605

Production:

Malta Board	
Fort Peck vinyl	\$350
Glasgow Board	
Fort Belknap vinyl	\$280
Cut Bank Board	
Blackfeet	\$150
Total Production for billboard.....	\$780

NEWSPAPER

From our focus groups, young men on all three reservations told us that they read the local paper. Contrary to what we might have expected from reader demographics in urban areas, people of all ages rely on the newspaper as the single source to tell them what is going on in small communities such as Poplar and Fort Belknap. Banik Communications placed a 6 column x 5” newspaper ad in both the *Fort Belknap News* and the *Wotanim Wowapi*. These covered, respectively, the Fort Belknap and Fort Peck Reservations.

<i>Fort Belknap News</i>	June 10 th to August 12 th	\$706
<i>Wotanim Wowapi</i>	June 2 nd to June 9 th	\$320
	Sept. 8 th to Sept. 15 th	\$320

Banik Communications also placed a 4-color newspaper insert in the Browning *Glacier Reporter* on June 23rd. This covered the Blackfeet Reservation (Daddy, Please Buckle Up). In the same issue in which the insert ran, an editorial piece explained the purpose and local development of the “Daddy Please Buckle Up” insert and urged readers to save the insert and share it with their families.

<i>Glacier Reporter</i>	June 23 rd	\$236
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“Daddy Please Buckle Up” ran again as a black and white ad in the newspaper in September. The September ad was placed to support the newly produced radio. Banik Communications placed a 5 column x 5” newspaper ad in the Browning *Glacier Reporter*, to reach the Blackfeet Reservation.

<i>Glacier Reporter</i>	Sept. 8 th to 15 th	\$333
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Total Paid Placement Newspaper	\$1,915
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Conclusion

For the non-reservation communities in Montana, the Memorial Day weekend was the focus of our

“Mobilization.” In the Indian Country communities, however, the summer holiday season was more generally attached to the season of powwows. Our Mobilization budget was extended over a summer period, targeting local celebrations.

It is challenging to reach this audience with media, especially in markets that are extremely dispersed, rural and underserved by telecommunications. However, we were able to utilize the most effective available media, to the best advantage. Extended message exposure from other tactics, such as earned media and event displays is crucial support.

All media representatives and news staff in these markets showed an outstanding level of cooperation for earned media and PSA support.

Local talent and message development are especially desirable, even though various factors and a committee dynamic make deadlines more difficult to meet. Our results in this campaign again demonstrated that it is necessary and valuable to have our professional art department create the advertising based on the concepts suggested by our community partners and interns.

May, June, July and August are months with historically higher rates of traffic fatalities in these markets. Summer powwows are one of the only venues where our target audience is reliably gathered. A summer campaign for seat belt use would be a solid choice for continuing efforts to reach our seat belt objectives among Native Americans.

**Native American Impaired Driving Public Relation Activity Report
Prepared October 14, 2005**

Prepared for: Priscilla Sinclair, State Traffic Safety Officer
Montana Department of Transportation
(ID)

Reference: MDT 10590

Project Description:

We've continued our pilot program to communicate traffic safety messages to Montana's Native American populations, through the use of a local subcontractor hired through the community college. The project dollars for our Intern programs at Blackfeet Community College, Fort Belknap College and Fort Peck Community College were evenly split between Impaired Driving and Occupant Protection topics. However, all of our contacts and advisors on these reservations, along with the crash data, told us that the two issues are intertwined. At times, the activities to address Impaired Driving were simultaneously implemented with seat belt messages.

Objectives:

- 1) Reduce the incidence of alcohol-related crashes;
- 2) Increase awareness of the social burden of alcohol-related deaths and injuries;
- 3) Increase awareness of law enforcement focus on impaired driving

Our overall goal is to reduce the number of deaths and injuries resulting from vehicle crashes on Montana Indian Reservations.

Target Audience:

- Native American residents of three of Montana's seven Indian reservations: Blackfeet; Fort Belknap and Fort Peck.
- Primary audience: Men age 18 – 34

Campaign Strategies:

The primary strategy has been to structure and fund a part-time stipend for a resident of the Reservation. We relied on the local tribal college to select and oversee the recipient of the stipend. Central to this strategy is the flexibility for the intern to be creative and develop innovative methods of communications within the reservation communities. We have also encouraged our intern to coordinate with other agencies and organizations on the Reservation who have the same objectives.

Time Frame:

Approximate schedule included:

- Soliciting applicants, hiring and training: January through March
- Focus group and message development: April and May
- Activities and events: June through August

Blackfeet Reservation

Supervisory committee structure continues

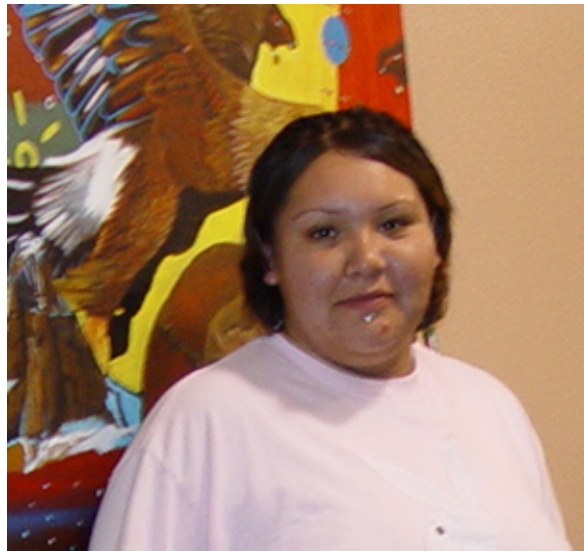
The volunteer committee oversees the project and assists the intern. Wayne Bruno, a counselor at Blackfeet Community College has continued as our primary contact, and the driver for the committee. Sharon Wagner, the health educator with Indian Health Services, and Philip “Papoose” Rattler, the chairman of Tribal Health, have also continued to participate. Don White, representing the Blackfeet Department of Transportation, and Lola Doore, administrative specialist for the BFCC college president, are also participating on the committee.

Notaja Bear Medicine

Notaja signed our internship contract on April 21. She holds an associate degree in psychology and has experience as a juvenile detention officer.

Here is Notaja’s introduction of herself:

*O-kii
Nik-So-ka-wa
Ni-Sto-wa
Na-toh-ni-koa
A-Ka-Pii-Mon*



Hello, my friends, my name is *A-Ka-Pii-Mon* (Cradle Board). My western name is Notaja Bear Medicine. The reason I have greeted you in my native language and called you my friends is because we are all here to work together for the same goal and will most likely be in contact with one another over time and will have the need to be friendly. Also in order for more understanding of where I come from and how I communicate with others on the reservation. There are some who only feel comfortable in speaking about themselves in our language. To be successful in attaining public awareness I have to be able to communicate at many different levels.

Blackfeet Message

Working with the committee, Notaja determined that the message for the young men of the Blackfeet Reservation should center on family: it is important that they behave responsibly behind the wheel because their families depend on them.

Notaja had limited success in trying to work with law enforcement on the Reservation. However, the recently signed cross-deputization agreement with the Montana Highway Patrol provided a focal point for communications regarding law enforcement.

Focus Group

A focus group was held at the Browning Fire Hall on May 10. Our objective of this discussion was to discover viable directions for message development. Nineteen young men participated, plus three

men between age 45 and 65. The participants were members of the volunteer fire department. Our possible impaired driving messages were tested in this group. The message testing confirmed the focus on family. Participants also felt that law enforcement and stiffer penalties are the key to reducing the incidence of impaired driving.

On September 27, a more formal focus group was held at the Student Commons at Blackfeet Community College. The purpose of this second focus group was to evaluate the exposure, retention and effectiveness of our messages. Fourteen young men between the ages of 18 and 34 participated.

Focus Group September 27, 2005

Impaired Driving Discussion

Three of the participants are non-drinkers. Three of the participants had been charged with DUI (and two reported “getting out of it.” One participant has been charged with DUI twice, once on the reservation and once in Helena.



The participants were asked what kind of situation, when they are driving, would be one in which they'd like to have a law enforcement officer show up. They had already told us that the situations they most deplored were a driver going too slow, or a driver going through a stoplight (in that order). Almost all volunteered that they would want to see the police show up in a situation in which a driver is “too messed up” to drive. Most reported seeing people drive when very drunk; “I saw a drunk driver trying to chase cows with his car.” A few mentioned a car that tries

to pass when they are coming right at you.

When out drinking with friends, all would take a ride home if offered by a friend who hadn't been drinking. None would call tribal police to get a ride home: “Yeah, right. Throw that question right out.”

When asked if they felt law enforcement in their community actively seeks and punishes drunk drivers, only two said yes. Almost all (86%) responses were emphatically negative.

The participants were asked to end the sentence, “I know I've had too much to drink when...” While the answers were often intended to be funny, they also rang true on further questioning. “When I can't see.” “When I pass out in a ditch.” “When all the beer is gone.”

The participants said they don't generally feel sympathy for a person whose name is in the paper for DUI. "But if it's a friend, I hate to see him go to jail." "But if it's a friend, I'll tease him."

Participants were asked how many drinks they think they can safely drink and still drive home. Three participants abstained because they don't drink alcohol.

Three drinks	11
Four drinks	8
Five drinks	4
Six drinks	1
Seven drinks	1

Half of the participants who drink said the distance they have to drive home affects their decision to drink and drive.



The response totals for true and false questions are shown below:

#		True	False
1	My family would not want me to drink and drive.	14	0
2	There are occasions when I have to drink and drive.	2	12
3	I feel safer when I'm driving rather than someone else.	13	1
4	I think it is okay to take along a beer or two when driving on the reservation.	9*	
5	A few beers don't impair my ability to drive safely.	10	
6	I'm more likely to drink and then drive when I'm on the reservation than I am when I am in another town or city.	10	
7	If I see a friend or family member that has had too much to drink, I offer to drive them home every time.	5	
8	I have served as a designated driver (stayed sober to drive for friends who are drinking)	8**	

	at one time or another.		
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*“It’s okay out of town, but in Browning, you’ll get an open container violation.” Other respondents seemed to think it was okay but didn’t want to say it out loud.
 **“If you’re not drinking it’s not fun.”

The participants were asked if, in their experience, are younger people or older people more likely to drink and drive. All participants said that it is “50-50.” Both groups are drinking. “The adults go out, and then their kids are free to sneak out and drink.”

When asked if they are less likely to wear a seat belt when alcohol is involved, one response was that yes, they are less likely because there are too many in the car to wear the belts. Half the group said they were more likely to wear a seat belt if the driver of the car had been drinking.

The participants were asked to describe their general feeling about drinking and driving. One gentleman summed it up by saying, “It’s a bad idea, until you’ve got the beer.” Of those who drink, some seemed to feel that only dire consequences such as “handcuffs and jail” would prevent them from activities that include drinking and driving.

	culture	Role models	Personal experience	family
What has influenced your attitudes most about drinking and driving	4	1	4	1

All participants agreed that those who drink and drive with children in the car are to be despised: “that is really bad.” “We would look down on them.”

Message Testing

The following messages were tested as phrases alone. The group tended to have a high degree of agreement, but individuals did not appear to be reluctant to differ from the majority opinion. Answers appeared to be honest and thoughtful. In some cases various individuals did not vote on a particular message, because they had no opinion one way or another.

Impaired Driving Phrases

“Ride Buckled. Drive Sober.”

Comments: “Confusing”

RATING	DESCRIPTION	NUMBER OF RESPONSES
5	Most impact	0
4	Good impact	0
3	Moderately effective	3
2	Barely an effective message	5
1	Not an effective message	1

“You Drive Drunk, You Drive Stupid”

Comments: “It sounds threatening.” “Too negative.”

RATING	DESCRIPTION	NUMBER OF RESPONSES
5	Most impact	1
4	Good impact	1
3	Moderately effective	2
2	Barely an effective message	5
1	Not an effective message	4

“A DUI is expensive—you might pay with your life”

Comments: This is good, and true.

RATING	DESCRIPTION	NUMBER OF RESPONSES
5	Outstanding impact	4
4	Good impact	7
3	Moderately effective	0
2	Barely an effective message	0
1	Least impact	1

“You Drink and Drive, You Lose”

Comments: “Seen this all over the place.” Everyone had seen this slogan. “It’s pretty good.”

RATING	DESCRIPTION	NUMBER OF RESPONSES
5	Outstanding impact	0
4	Good impact	4
3	Moderately effective	4
2	Barely an effective message	0
1	Least impact	5

Activities

Notaja, often supported by her family and friends, discussed traffic safety at local events. Briefly listed, her activities and events in addition to the focus group and message development were:

- *Created Powerpoint presentation*
- *Distribution of fliers to Browning businesses, organizations*
- *North American Indian Days parade*
- North American Indian Days encampment
- Lewis & Clark Parade
- Sobriety Camp
- Heart Butte Indian Days and parade

Obstacles

Notaja has found it difficult or impossible to get information about vehicle crashes, injuries or citations from local law enforcement. The help of the committee is valuable but it takes an extended period of time to get any particular action item executed.

Notaja also had a summer of unhappy personal events. She persevered and did a good job at the powwows, but certainly her broken leg slowed her efforts down for a time.

What I learned from the Internship

By Notaja Bear Medicine

I learned about the high statistic rates of traffic fatalities on and off the reservation, and how much this affects the community. On the Blackfeet Reservation, alcohol use is very often the cause of deaths and injuries. Many young people have friends or family that have been injured or killed, but this does not always change their habits. It is difficult to get the young men of the reservation to understand the consequences of drinking and driving, when they are more interested in having fun and finding something to do. They are doing the same thing that their parents did, and the same pattern continues in each generation.

Since law enforcement isn't really trusted on the Reservation, and there are many places in the country to go and drink, getting caught does not provide a deterrent. This is why I felt it was more important to point out the responsible behavior that the young men owe to their families. This message seems to be a good one, especially for those young men who are parents. From the focus groups, I learned that the gentlemen do not have respect for drunk drivers, and this is a sign that they understand the value of responsible behavior.

Fort Belknap Reservation

Contracted with the college

Fort Belknap Community College president Carole Falcon-Chandler signed the contract for the Traffic safety Internship with Banik Communications on January 28, 2005. The project concluded September 14, 2005.

Dean Snow

Fort Belknap College, lead by Dean of Students, Clarena Brockie, selected Dean Snow to be the recipient of the stipend. Dean is an enrolled member of the Gros Ventre-Assiniboine Tribes. He is 35 and was employed part-time as an announcer at the Fort Belknap community public radio station, KGVA. Dean has an associate degree in Allied Health.

In August, Dean was promoted to program director at KGVA, where he now works full-time. He is interested in continuing traffic safety programming on the station. He can also assist the project in the future with radio production at the KGVA studio.



Dean began his work on the project by gathering data on the Fort Belknap Reservation traffic safety incidents. The following is some of the information he submitted.

Fort Belknap Indian Reservation Statistics

Leading Cause of Emergency Room Visits 2001/2002:

Assaults 31, 13%
Suicides 43, 17%
Falls 61, 25%
Motor Vehicle 113, 45%

Motor Vehicle Fatalities 1999-2002:

1999-3
2000-6
2001-2
2002-1

DUI Citations by Tribal Law Enforcement 2000-2002:

2000-62
2001-118
2002-122

Federal Technical Assessment Panel on Impaired Driving

On May 23, Dean participated in a presentation to a federal panel of impaired driving program experts who convened in Helena on behalf of the National Highway Traffic Safety Administration and the Montana Department of Transportation. Dean provided a Powerpoint overview of Fort Belknap Reservation and the conditions that foster alcohol abuse. He also shared his radio spots for traffic safety with the panel.

Final Report: Summary of Activities By Dean Snow, Fort Belknap

Will Gray Jr. was hired as Project Manager, and I was hired as intern to accomplish the task of implementing the "Seatbelt and Impaired Driving Communications" grant. We had some preliminary meetings with Randi Szabo to discuss the goals and directives of the grant, and to initiate a preliminary calendar of events and venues for communication.

In April we recruited 12 individuals age 18-34 and male. The objectives of the focus group were to determine attitudes and perceptions towards seatbelts and driving under the influence, discover motivations for use or non-use of seatbelts, discover motivations regarding impaired driving, explore the relationship between current behaviors and personal knowledge or experience of vehicle crashes, test possible directions for the articulation of seatbelt use and impaired driving "messages" for this audience, discover the values and benefits that this target audience holds, and discover media or venues where this audience can be reached with a message. From the responses of the participants, personal experience appeared to be the most credible or motivating factor for this group. This confirmed a message strategy of testimonials from their peers. We also learned

that almost without exception, these young men read the tribal newspaper and tuned into the local radio station: “How else do you find out what’s going on?”

The Focus Group was held in the Little River Learning Lodge at Fort Belknap College in classroom number 2 and was recorded by Will Gray Jr. to analyze the responses. Refreshments were provided and a small stipend was given as an incentive to the individuals participating in the Focus Group. The Focus Group went very well and the participants responded openly and candidly to the written questionnaire provided.

I produced two thirty second public service announcements to promote seatbelt usage and increase awareness about impaired driving; one was run on stations in our area, including KGVA 88.1 FM (the voice of the white clay and nakoda people), the second announcement was run exclusively on KGVA 88.1 FM. The first public service announcement included a testimonial by a Native American individual from the Fort Belknap Reservation in the range of our target audience (18-34, Male). The two public service announcements were aired from May 2005 through September 2005.

I reserved a spot and set up a booth at the Milk River Indian Days Powwow and the Hays Powwow, the two major events of the summer for our local community. I also entered a float in the parade to promote the goals of the grant. Two 11X17 posters were developed to inform the community that we would have a booth at both the Milk River Indian Days Powwow and the Hays Powwow. I also created two pamphlets promoting increased seatbelt usage and impaired driving awareness that were handed out at our booths during the powwows. Law Enforcement also handed out the poster and pamphlets as motorists entered the powwow grounds at their checkpoints in the evening. We were also fortunate enough to have refreshments and gift bags donated by the Closing the Health Gap: Take a Loved One For a Check-Up Day Program to give to visitors of the booths. The booth at the Milk River Indian Days Celebration was very well received, with over 150 individuals stopping in to acquire information. The booth at the Hays Powwow didn’t have nearly as many visitors, however the Hays Powwow altogether isn’t as large as the Milk River Indian Days Powwow and a decrease in visitors was to be expected. Overall, I do believe the “Seatbelt and Impaired Driving Communications” grant was a success. The lack of summer events in Fort Belknap was really the only obstacle encountered. However, the use of public service announcements made up for us only being at two events. KGVA 88.1 FM will continue to air public service announcements regarding seatbelt safety and impaired driving.

Fort Peck Reservation

College provides additional funding

Fort Peck Community College recommended a student for the position of intern for the Montana Department of Transportation. Through a Bridges Grant administered by the Financial Aid office of the college, the school expanded the dollars for the Intern so that he could work full time on traffic safety. The college also hired an additional intern to work on the database-driven deliverables of the scope of work; the second intern was Paul Melbourne initially, but he was replaced by Andrea Simons when he took full-time work and left the campus. The primary contact at the college was Haven Gourneau. The immediate supervisor for the interns was Lynette Clark.

Lonnie Weeks III

Lonnie Weeks was hired as the MDT intern. He is studying Tribal Law and Justice at Fort Peck Community College with the goal to become a tribal lay-counselor. Lonnie is also a member of the Fort Peck Warrior Society and the Assiniboine Medicine Lodge.

Coordinating with other agencies

Lonnie had excellent success in working with others on the Fort Peck Reservation who are addressing the same issues. He has received support, shared information, and coordinated activities with a number of others, including:

- Indian Health Director Julie Bemer
- Tribal safety officer, Lewis Peterson
- State Representative Marge Campbell
- Tribal Health Injury Prevention officer, Elaine Boyd
- Wolf Point School Board president, Ron Jackson
- Tribal Law and Justice, and Fort Peck Chief Prosecutor
- Chief of Police Harada

Focus Group

A focus group of men age 18 to 34 was held at Fort Peck Community College on April 11. Messages for seat belt use were tested at that time. Most of the group's participants felt that an expectation of enforcement and more severe penalties would be their primary motivation. Most reported that they used seat belts when there were children in the vehicle.

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The Herald-News
Wolf Point, Montana

Traffic Safety At Summer Pow-wows

Lonnie Weeks will be on the job at this year's Red Bottom Celebration. Lonnie is working under a contract with the Montana Department of Transportation to decrease vehicle crash deaths and injuries on the Fort Peck Reservation.

He will be asking residents who attend the powwow to fill out a survey on their use of seat belts and their perception of impaired driving on the Reservation. "The survey will help us learn more about the attitudes of people towards these two behaviors," Weeks said. "The information may help determine what we can do to encourage people to use safe driving practices."

Participants in the traffic safety survey will be eligible for drawings for free merchandise.

Montana continues to have the highest rate of alcohol related vehicle deaths in the U.S. In 2004, 30.4 percent of the alcohol-related fatalities in

Montana were American Indian, five times greater than their representation in the population of the state. Very few of those who died, only 5.7 percent, were wearing seat belts.

While the number of deaths among the state's general population has been showing a downward trend, traffic deaths among Montana's American Indian populations have seen increases.

"Seat belt use, alone, would greatly reduce the number of deaths and serious injuries," said Weeks. "The cost of these crashes is hurting all the people of the Fort Peck Reservation because of the dollars it takes away from other health care."

Weeks is a Fort Peck Community College student and Wolf Point resident. He is coordinating his efforts on Traffic Safety with Tribal Health and law enforcement, as well as the college.

Activities

- Lonnie manned a table display at a series of powwows on the Fort Peck Reservation. In some cases, he utilized a teepee that belongs to the College. He distributed promotional items that come from Tribal Health and from Tribal law enforcement. The display included a vinyl banner that is a reproduction of the "Learn from those who passed this way" billboard. He engaged the public at the following events:
 - Lewis & Clark Corps II exhibit May 6-7
 - Red Bottom Celebration June 17-19

- Badlands Powwow June 24-26
- Wolf Point Stampede July 15-16
- Wolf Point Wadopana Powwow August 5-7

- Lonnie was interviewed on radio station KVCK, Wolf Point, on June 16 and again on July 28. Lonnie recorded two radio PSAs at KVCK, which aired over the summer months. In both the interviews and the PSAs, he emphasized the need to drive sober during the powwow season on the reservation.

Several newspaper articles have appeared in both the *Wotanin Wowapi* tribal newspaper and in the *Wolf Point Herald*. The newspaper articles keep the objectives and activities of the intern in front of the public.



- Lonnie obtained prizes for drawings at the powwows to help him get attention and recruit participants in his traffic safety survey. State Representative Marge Campbell assisted in acquiring a leather coat from the FPCC bookstore that was given away at the Red Bottom Festival.
- Photos for newspaper articles. Lonnie used his digital camera to provide photos that Banik Communications could submit along with press releases. This was a tremendous advantage in obtaining news coverage. We were able to obtain newspaper articles in both the *Wolf Point Herald* and the *Wotanin Wowapi* regularly. Other articles included parade entry, seat belt spot checks by the Tribal police and announcement of prize winners.

Seat belt use and sober driving promoted at area pow-wows

Lonnie Weeks of Wolf Point is talking up traffic safety at the summer's powwow events on the Fort Peck Reservation.

In addition, he's asking residents of the Reservation to take a public survey on their attitudes toward seat belt use and drunk driving. The survey results will be used to help determine future strategies

to reduce roadway deaths and injuries.

Lonnie's traffic safety effort is funded by the Montana Department of Transportation and Fort Peck Community College.

Drawing Winner

At the recent Red Bottom celebration, survey respondents were given chances to win an FPCC leather jacket donated by

Fort Peck Community College with the assistance of State Representative Marge Campbell. Nikki Smoker of Frazer was the winner of the jacket.

Thanks to all who participated in the traffic safety survey, look for Lonnie and additional prize drawings at upcoming powwows.

Police to hold checkpoints during stampede

Due to the possibility of large numbers of drinkers and drivers during Stam-

peche, police will hold checkpoints to seek out intoxicated people at the wheel.

and drive," and to "Have a safe summer."

Federal Assessment Panel for Impaired Driving

Lonnie Weeks and Ron Jackson traveled from Wolf Point to Helena to add their report to the presentations on community-based activities provided to the panel on May 23, 2005. Lonnie prepared a report describing the incidence of impaired driving on the Fort Peck Reservation, the challenges for law enforcement and the social issues surrounding drinking and driving. Ron Jackson, is the retention officer for Fort Peck Community College as well as the president of the Wolf Point School Board. Mr. Jackson also spoke about the social environment and the cycle of

behavior that fosters alcohol abuse in the Indian people.

Newspaper articles about the report the two men provided to the panel appeared in both the *Wotatin Wowapi* and the *Wolf Point Herald News* (see following).

Traffic Safety Intern Reports to DUI Assessment Panel

HELENA — Lonnie Weeks of Wolf Point traveled to Helena recently to report on possible strategies to reduce drunk driving on the Fort Peck Reservation.

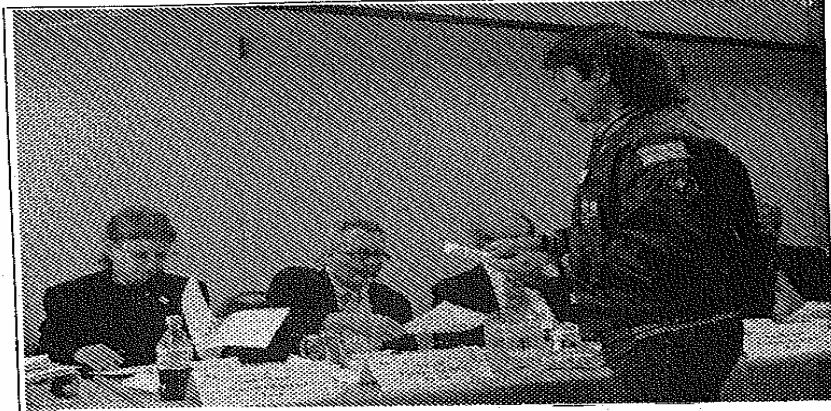
Weeks made his report at the request of the Montana Department of Transportation. His presentation included an outline of his activities to promote traffic safety, as well as an overview of the incidence and impact of DUIs in the reservation communities.

Weeks appeared before the National Highway Traffic Safety Administration Technical Assessment Panel. The six members of the panel had the task of evaluating programs the state of Montana has in place to address impaired driving. Their deliberations will be used in part to determine additional programs and refinements, along with new or continued funding recommendations.

Elaine Boyd, the Tribal Health Injury Prevention officer, and Safety officer Lewis Peterson also represented the Fort Peck Reservation in presentations to the Assessment Panel.

Weeks was representing Fort Peck Community College, which oversees his traffic safety internship grant from the Montana Department of Transportation.

The college retention officer, Ron Jackson, also



Lonnie Weeks shows his report on the costs of alcohol-related vehicle crashes to Bob Weltzer of the National Highway Traffic Safety Administration.

accompanied Weeks to Helena, and assisted in the report to the Panel. The two men made the point that it is vital to change the pattern of behavior that encourages new generations to grow up thinking it is okay to drink and drive.

"The deaths and injuries that result from alcohol-related crashes are hurting the whole reservation," Weeks reported. "People are apathetic when they think it doesn't touch them, but the costs for this preventable medical treatment take money away from other needed health care," he said.

Using figures provided by Julie Bemer, the director of Indian Health Service Unit, he reported that motor vehicle accidents eat away a large percentage of the contract services budget for health care on the Fort Peck Reservation.

Weeks also reported that he is coordinating his work on traffic safety with

the efforts of Tribal Law and Justice and Tribal Health. He also hopes to work with schools to see what additional prevention programs can be used in Fort Peck Reservation classrooms.

The Impaired Driving Technical Assessment Panel consisted of six consultants from around the nation. Their individual expertise included treatment, program development, enforcement, judicial measures, records and licensing. Rebecca Tsosie, a Professor of Native American Law and Ethics at Arizona State University, represented Native American issues among the panelists.

Officials of the National Highway Traffic Safety Administration and the Montana Department of Transportation were also in attendance for Weeks' presentation.

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Survey

The traffic safety intern collected responses to a survey on traffic safety attitudes and enforcement at each of the powwows. An overview of the survey results and the survey Excel files are provided as separate documents.

The results of the survey show that many residents of the reservation feel that law enforcement and stiffer penalties would help diminish the incidence of impaired driving .



Traffic Safety Internship Ending Report

By Lonnie Weeks, Intern, July 12, 2005

In April of 2005 Dean of Students Bob McAnally approached me about doing an internship. Haven Gourneau briefed me on what the internship was, what I had to do and gave me a copy of the contract for the State of Montana Department of Transportation. The project called for public relations to get the message out to the Native Americans by a Native American on the Fort Peck Reservation.

The first step was to set up and organize a focus group of 18 to 34 old males. On April 11th of 2005 Paul Melbourne (intern who quit a week later) and I conducted the focus group with the help of Randi Szabo of Banik Communications; she is also contracted with the State of Montana Department of Transportation. We had approximately 16 males in the age range of 18 to 34 years of age and questioned them on their practice of seat belt use.

The next step in the Internship was to introduce myself to the different Tribal department heads to ask for their help in getting the message out about seat belt safety and driving impaired. I needed their cooperation in gathering statistics, the release of information pertaining to the laws being enforced, tickets being issued for no seat belt use and driving impaired. In my endeavors I met with Louis Peterson who is the department head for Tribal Law and Justice and Public Safety. Mr. Peterson gave me full cooperation and access to the public records. I have also been working closely with Tribal Officer Jason Schigley who is the tribe's Highway Traffic Safety Officer.

I also met with Kim Johnson, acting Chief Prosecutor for the Fort Peck Tribes and also received full cooperation and statistics on the amount of cases of violation of non- seat belt use and D.U.I's issued per year for the last ten years. I also met with Tribal Court Administrator Rita Weeks, who fully cooperated. Then it was on to the Department of Health, where I met with Elaine Boyd who also gave me full cooperation and provided some incentives for the powwow surveys, and then sent me to see Julie Bemer, director of Indian Health Services.

Julie Bemer provided valuable information on the cost of alcohol-related traffic injuries and how these excessive costs affect the basic budget of the health system. Furthermore, as a result of the crashes involving alcohol and no seat belt use, the health service is unable to provide from other less life saving procedures and people do not receive the care they need. Alcohol-related incidents drain the budget around seven million a year, they estimate.

Then I was asked to come to the Traffic Safety Assessment Panel in Helena, Montana, put on by the National Highway Transportation Safety Administration. The panel discussed how to improve traffic safety matters on the Fort Peck Reservation and through out other reservations in the state of Montana. I gave an hour and a half presentation on the life style, living conditions, and of the effects of the alcohol problems. I pointed out how the tribes have a dilemma on their hands with the generational cycle abuse of alcohol and the lack of the enforcement of the tribal codes. Where as a week later I received word that the National Transportation Safety Board was very impressed with my presentation and had made recommendations to the Montana Department of Transportation on the fact. Instead of just targeting 18-34 year old males they should be also going to and putting on displays and lectures to the younger people (1st grade to 12th grade) to try to educate and change the cycle of receptiveness in the non use of seat belts and driving impaired.

The next step was getting the message out to the public by way of local radio and newspaper ads. I have made one radio ad and will be doing one more in the future I have also placed an ad in the two local papers, Then I went out of my way, for it was not on the contract with Montana Department of Transportation, and made the suggestion to the Montana Department of Transportation, Banik Communications and also to Haven Gourneau, that I make up a traffic survey and attend all the local celebrations, (powwows) and administer the surveys and see what the public response would be. I was given permission to do so and started out with making a 25 question survey and going to different places of business and private individuals to come up with some incentives to encourage people to fill out the surveys,

In which case when I talked and told of my plans and ambitions with this internship, to Ms, Marge Campbell who is in the House of Representative for the State of Montana and also the Vice President of Community Services at Fort Peck Community College. Ms. Campbell helped me to acquire a Fort Peck Community College leather coat to give away at the first powwow on June 17-19, located in Frazer Montana, which is called the Red Bottom celebration. During Red Bottom I received about 30 surveys and then the following weekend I attended the Bad Lands celebration June 24-26 in Brockton Montana. On July 15,16,17 was the traditional powwow at Poplar Montana. Then on July 19, 2005 I was called to Haven Gourneau's office and told to bring all the surveys and statistics; at this time I was informed that as of July 27, 2005 that the funding that was paying me would run out, and that the other Intern Andrea Simons would complete the Internship with Montana Department of Transportation and that she would also work the last powwow.

I called Banik Communications to convince them into donating a portable DVD player, which will be given away at the Wadopana celebration in Wolf Point, Montana. I would have like the funding for the program to continue at least through Poplar Indian Days in September, which has a large attendance.

This has been a great learning experience and I personally enjoyed it. Throughout the program I have received full cooperation from the different tribal department heads and individuals. Everyone liked this program and feels it is helping.

I have basically implemented and followed through with this public relations and added on research project from the start on April 11, 2005 to July 27, 2005. It has been hard, yet satisfying work that needed to be done. With in the last year alone we had five traffic fatalities, where none were wearing seat belts and alcohol was involved. I have no complaints otherwise, I strongly feel it should be carried on next year with the same message that using seat belts and not driving impaired does save lives.

My personal recommendations for the continued efforts of this internship program would be that they

also include younger (1st to 12th grades) and older adults 35-+ so that we may change the mind set and life styles of future generations. In at least the next generation it will become habit and acceptable to use seat belts and not drive impaired.

From the surveys and comments I received during the project, I think we should also see that the laws are changed to make it a primary law to stop motorists for not wearing their seat belts and enact stricter enforcement of such laws that are on the Tribal Codes and hand out stiffer penalties for driving under the influence for repeat offenders.

I would like to thank the following, Fort Peck Community College, Banik Communications and Montana Department of Transportation and all the wonderful people involved. Also the wonderful people of the Fort Peck Indian Reservation, whom I am very proud to be part of.

Thank you for this amazing opportunity
Lonnie P. Weeks III

Andrea L. Simons

The second intern who contributed to the project, as a paid intern of Fort Peck Community College, was a 23 year-old psychology major who plans on going on to the University of Montana to complete her B.A. Andrea's ultimate goal is a PH.D. in clinical or counseling psychology and a job in the Indian Health Service at Poplar. Andrea is a Poplar resident who is involved in American Indian Club and was a Gates Millennium Scholar at Montana State University.

Andrea worked the Wadopana traditional powwow in Wolf Point, and finished the collection of surveys. She assembled the response data from both the focus group and from the surveys collected at the powwows. Andrea also put Lonnie's research numbers from Tribal Law and Justice into a spreadsheet. Her files of the research numbers accompany this report.

Andrea's statement:

Native Americans have the highest death rate occurring from motor vehicle crashes in the nation, 47% in 1992 for Native Americans compared to 15.8% for all races of the United States. Specifically, Fort Peck Indian Reservation has the highest death rates of all the seven reservations in Montana. The objective of this project is to bring awareness of the importance of seat belts and dangers of driving under the influence. Statistics show that about 50% of deaths from motor vehicle crashes could be avoided by the use of seat belts.



The IHS spends around \$500,000 per patient in a motor vehicle accident. I hope by bringing awareness of the dangers of driving without a seat belt or driving under the influence will decrease the number of preventable deaths on our reservation. This project can alleviate these numbers and also save money that could be administered to address some of the major

medical concerns Native Americans face. In a paper *Walking Away—Safe*, the National Conference of State Legislatures wrote, "the truth is that most crash injuries and deaths are caused by behaviors that are predictable and preventable, such as not wearing seat belts or driving drunk." This project can help keep our people alive, so drive safe.

Conclusion by the Project Director

Expansion of the Blackfeet pilot project to two additional Reservations was definitely successful. It should be again noted, however, that the communities, cultures, political structure and various other factors make each reservation a unique situation.

The Blackfeet program should be continued in conjunction with both the college and the volunteer Traffic Safety Committee. The committee has voiced the desire to be more closely involved with the project and would like to have more regular meetings with the intern and project director. A personal meeting with the Committee should be scheduled to do a final "debriefing" of this year's project and make plans for future efforts.

In May, we briefly entertained the idea of a media event in Browning with the Tribal Council and officials of the Montana Department of Transportation. While such an event will pose a scheduling and organizational challenge, it is still a good idea to bring the state and the Tribe together to show the level of commitment to traffic safety issues, if it can be done. We have struggled with the challenge of developing an impaired driving message that will be effective with the target audience of young men. Support from the tribal elders may be a route to developing an effective on-going message to reduce drinking and driving.

On the Fort Belknap Reservation, we found a distinct advantage in working with the staff of the radio station, the only Indian-owned public radio station in the state. Our intern in Fort Belknap also did an outstanding job of producing informational materials for both print and radio. Dean's experience and initiative in publicizing events made his efforts effective. However, on the down side, we had less support and supervision from the college, where the staff is already overworked. A solution needs to be found for intern supervision, if the program continues with the same structure. The radio station can continue to be a resource for publicizing and producing traffic safety materials, however.

The Fort Peck Reservation program was an outstanding success. The Fort Peck Community College staff was generous, efficient and diligent, and should definitely be utilized to support this program in the future. However, we should note that the grant money that enabled them to overmatch our funds this year will not be available next year.

It was interesting to observe the intern's initial efforts to make law enforcement and adjudication the central focus of his messages on the Fort Peck Reservation. His initial research led him to deduce that few traffic safety cases were actually prosecuted, and that if they were, sentences were often nominal. Rallying the community to encourage stricter prosecution and judgments seemed like a good idea, initially. However, Lonnie kept learning things, and found that the problem is not so easily addressed. The reservation does not have sufficient jail space for many of the offenders, for one thing. The problem of drinking and driving on the Reservation has many obstacles and complicating factors—the

barriers faced by law enforcement and tribal courts are another part of the puzzle.

Helpfully, we were also able to see an outstanding level of cooperative effort with other agencies on the Fort Peck Reservation, in part because the intern had the tenacity to make it happen. These other agencies provided much of the information that allowed us to see the complexity of the problem, as well as the burden that alcohol-related crashes place on the community as a whole. Our intern programs on the other reservations would likely benefit by better levels of collaboration and cooperation on traffic safety issues.

