

Utah Highway Safety

2006

FEDERAL FISCAL YEAR

ANNUAL REPORT



State of Utah

Department of Public Safety

INTRODUCTION

Welcome to the Utah Department of Public Safety's Highway Safety Office's report on our activities for Federal Fiscal Year (FFY) 2006. This Annual Report is the forum where we showcase the projects and the accomplishments of our diverse coalition of traffic safety partners and the Highway Safety Office.

In FFY2006, our coalition of traffic safety partners celebrated Utah's declining traffic fatalities (282 compared to 296 the previous year), an alcohol-related traffic fatality rate (about 13%) that is the lowest in the nation, and an increased seat belt use rate (observed survey of 88.6%).

Governor Huntsman's Highway Safety Representative, Public Safety Commissioner Scott T. Duncan, continues to champion the traffic safety cause in Utah. Through his leadership and support, the Highway Safety Office continues to demonstrate significant achievements with relatively modest funding.

In preparing this Annual Report for the National Highway Traffic Safety Administration, we have endeavored to measure our progress against the stated performance goals and action plans in the FFY2006 Highway Safety Plan. We invite you to read about the highlighted projects and share in our excitement about the accomplishments in this report of Utah's success.

David A. Beach, Director
Highway Safety Office

December, 2006

Continuing Our Success

ANNUAL REPORT UTAH HIGHWAY SAFETY PLAN FEDERAL FISCAL YEAR 2006

State of Utah Department of Public Safety Highway Safety Office

"Our mission is to protect and promote the safety and well-being of Utah citizens and visitors through public information and education, specialized training and support of traffic enforcement efforts."

EXECUTIVE SUMMARY

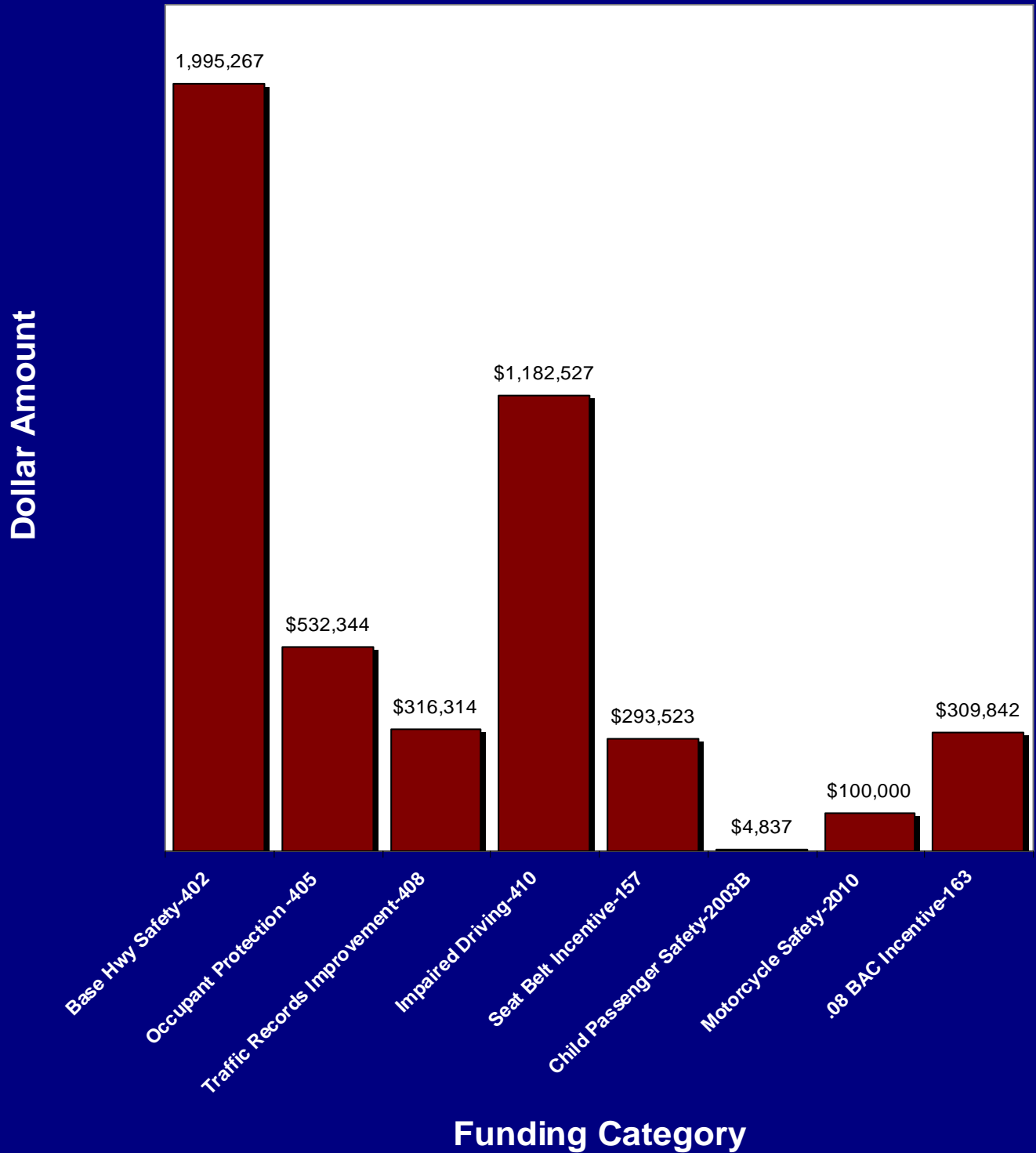
The year 2006 brought the Utah Department of Public Safety's Highway Safety Office's focus to a single number: Zero. Making the statement that even one traffic-related fatality is too many, the Highway Safety Office joined the Utah Department of Transportation and many other partners to champion the "Zero Fatalities: A Goal We Can All Live With." campaign. As a core member of the Safety Leadership Team, which is the campaign's steering committee, the Highway Safety Office strengthened its role in improving the safety of Utah's roadways.

With this goal as a guiding principle, the Highway Safety Office navigated the new federal grant application processes in order to secure continued or increased funding opportunities. The Congressional authorization of SAFETEA-LU concurrently created new funding levels for alcohol and occupant protection programs as well as new categories for funding traffic records improvement and motorcycle safety. Under this new paradigm, the Highway Safety Office continued to sharpen its focus on high-risk groups to maximize its impact. The Highway Safety Office made significant effort to acquire funding for traffic records improvement to accelerate improvements to Utah's crash data collection processes. This data guides the Highway Safety Office's performance goals and will lead it to its ultimate goal: Zero.

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Available Grant Funds in FFY2006 (Carryforward plus Current SAFETEA-LU Funds)



POLICE TRAFFIC SERVICES PROGRAM

Performance Goal:

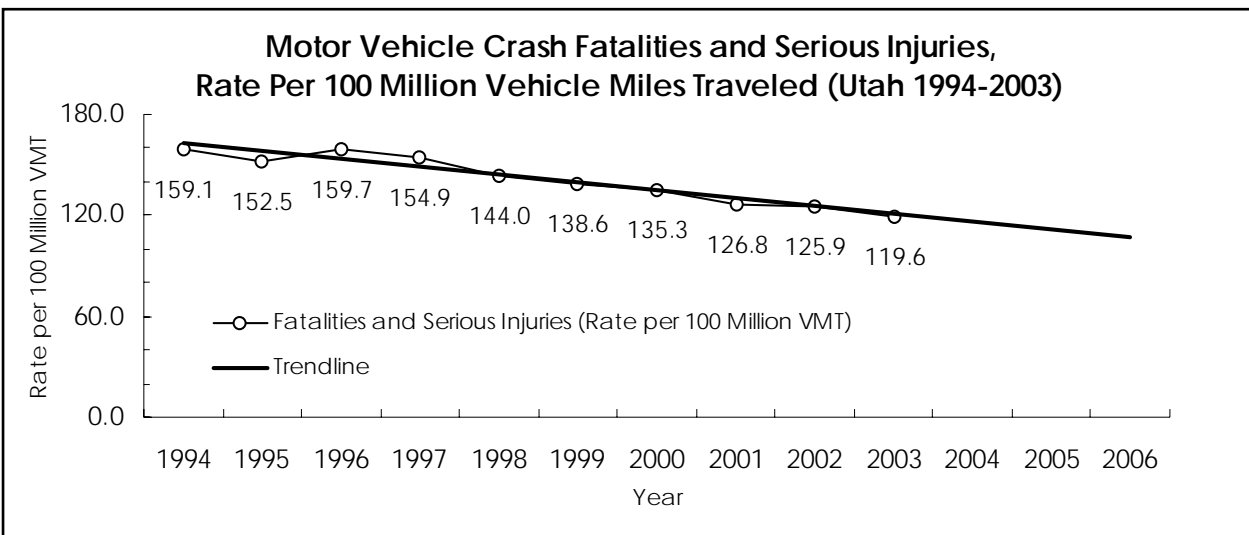
Provide police traffic services support to reduce the traffic fatality and serious injury rate in Utah.

Performance Measure:

Continue the favorable trend by demonstrating a reduction in the motor vehicle crash fatalities and serious injuries rate per 100 million vehicle miles traveled to 106.6 in CY 2006.

Action Plan:

- Fund seven speed monitor trailers, five mobile vision cameras, and 15 radar units for distribution to local law enforcement agencies.
- Provide specialized motor-training to four officers.
- Supply 14 LED Pursuit Emergency Systems for UHP motors.



Police Traffic Services - Accomplishments & Highlights

The Highway Safety Office (HSO) continued its efforts through the Police Traffic Services program to assist law enforcement agencies throughout the state that may not have the resources to purchase traffic safety equipment. The HSO fielded many requests this past year for a wide range of needs, and assisted those agencies with the greatest financial challenge to purchase traffic safety equipment, provide training and secure funding for their enforcement efforts. Equipment purchased and supplied to local law enforcement agencies, using the federal funding available, included four speed monitoring/display trailers, two in-car video camera systems for police cruisers, ten radar units for use in controlling speeding, and multiple portable breath testers for use during impaired driving traffic stops.

The Utah Highway Patrol continued using carryover Section 163 .08 funds to tighten their traffic safety program. They purchased needed safety equipment for troopers to strengthen and refine statewide DUI enforcement efforts. Funds were also used to improve their crash investigation capabilities and their officer's skills, and to improve the collection of traffic crash data from throughout the state.

The Utah Highway Patrol and the Salt Lake County Sheriff's Office received funding for aerial viewing programs to improve their crash investigation programs. These programs and the equipment purchased allow the agencies to better investigate and diagram serious or fatal crashes in order to accurately reconstruct the cause of the crash and reduce liability concerns. With this equipment, they hope to reduce serious injury and fatal crashes by closely analyzing the factors that contribute to such crashes.

The HSO produced 5,000 pocket reference criminal/traffic code books and distributed them to all police agencies in the state. These quick reference guides allow police officers to have criminal and traffic violation codes in the shirt pocket of their uniforms. This streamlines the issuance of a traffic citation and assists officers when booking an individual into jail.

The Salt Lake County Multi-Agency Task Force continues to be a strong voice for traffic, seatbelt and DUI enforcement in the Salt Lake metro area. At monthly meetings, enforcement efforts are planned and implemented with member agencies participating in various national campaigns such as *"Click It or Ticket"* and *"Drunk Driving. Over the Limit. Under Arrest."* This unified effort and message earns significant media coverage, and emphasizes the agencies' commitment to providing a safe traffic environment.

Several law enforcement officers from various agencies throughout the state participated in the Northwestern University crash investigation courses held in Utah. The first training course was held in February 2006 with 30 officers trained and certified in the advanced accident investigation "level one" course. In March of 2006, 40 officers received advanced training in handling auto-pedestrian crashes. This advanced training provides for better accident investigations, more successful criminal prosecutions and helps officers to more effectively deal with the sensitive nature of these crashes.

During FFY2006, a total of five Utah Highway Patrol (UHP) motorcycle training events were conducted, including two Police Motorcycle Instructor/Basic classes and three refresher/recertification classes. A total of 13 police motorcycle instructors and 29 basic police operators graduated from the training, including 1 UHP instructor and 11 UHP basic police operators. Additionally, a total of 36 officers attended the refresher/recertification motorcycle classes. Sergeant Gary Caldwell, UHP Motorcycle program coordinator, was successful in completing and publishing the motorcycle training manual for the Police Motorcycle Instructor and Basic classes. A UHP Motorcycle Policy, covering administration and training for the motorcycle program, was also completed and approved.



Speed trailer being used to educate motorists about the speed limit in the area.

COMMUNITY TRAFFIC SAFETY PROGRAM

Performance Goal:

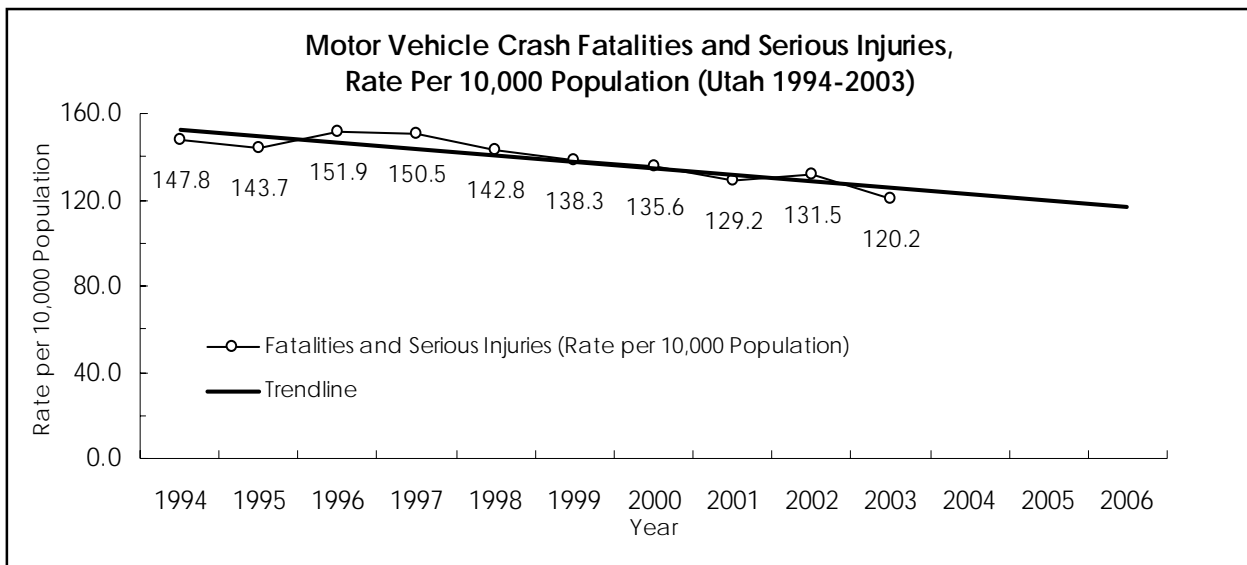
Work with community traffic safety programs in participating counties to continue the downward trend of Utah's traffic-related fatality and serious injury rate.

Performance Measure:

Continue the favorable trend by demonstrating a reduction in the motor vehicle crash fatalities and serious injuries rate per 10,000 population to 116.6 in CY 2006.

Action Plan:

- Fund 13 Safe Community Projects, including two new projects in areas with high death and/or injury crash rates.
- Fund 4 Community Traffic Safety Programs (funded under Police Traffic Services).
- Provide specialized training and networking opportunities to project coordinators and HSO staff.
- Outreach Utah's largest minority population with highway safety information by supporting an Hispanic Traffic Safety Program.



Community Traffic Safety - Accomplishments & Highlights

With the funding available during FFY2006, twelve successful Safe Community projects were funded, technical support was provided to other self-sufficient Safe Community projects, and two community traffic safety programs were funded. These projects are the backbone of the Utah Highway Safety Office and represent much of the traffic safety education effort in the state.

The Davis County Safe Community project worked to improve safety restraint use, decrease youth alcohol consumption, promote helmet use, and improve traffic safety in their community. Students at seven high schools heard the "Drink, Drive, Crash, Bleed" message, and the 13th Annual Moonlight Bike Ride on Antelope Island provided an ideal forum to promote bicycle safety to 800 participating riders. In addition, the program conducted 9 bicycle rodeos, 48 Green Ribbon projects, 9 Buckle

Bear presentations, 5 school "Gear-Up" Games, 32 "National Walk to School Day" activities, and 5 car seat checkup events were conducted during which 161 seats were inspected revealing a misuse rate of 86.6%. In all, the program outreached more than 75,000 citizens with safety information.



Needy children who were fitted with bicycle safety helmets.

The Box Elder Safe Communities Program continued to explore ways to expand and collaborate with area agencies to strengthen their coalition. In planning for objectives, the program utilized data from the Utah Crash Summary, Box Elder County Sheriff's Office, Seat Belt Use Survey, Bike Helmet Use observations and reports from local media. The program outreached children and teens with various traffic safety messages including underage drinking, impaired driving, pedestrian and bicycle safety, and seat belt safety. Highlights included the "Battle of the Belts" campaign, where teens representing the Governing Youth Council conducted safety belt activities at area high schools and competed for the highest belt use rate. Results of the activity showed a 30% increase in reported restraint use among the teen motorists.

The Utah County Safe Community project found success in increasing the safety of area residents.



GYC Teens leading a seat belt "pledge party" at school.

The task force held 6 car seat checkpoints, scheduled 496 individual appointments and 60 car seat classes, during which more than 770 seats were inspected for proper use and 292 unsafe seats were replaced. In addition, the program promoted bicycle helmet use during various activities resulting in the distribution of 184 helmets. Pedestrian safety messages reached students at 39 schools during Green Ribbon month and National Walk to School Day. Safety belt campaigns held at local high schools included competitions, seat belt pledge activities, and the buckle up stencil program.

Tooele County's Safe Community program worked to prevent traffic related death and injury resulting from lack of safety restraint and helmet use in their area. Program partners conducted a Booster Seat Luncheon for Professionals, "Be Safe, Be Seen" presentations, helmet education activities, pre-school safety fairs, car seat checkpoints, bicycle rodeos, and worksite promotions. During the year, more than 76 activities and events were held, outreaching at least 16,000 citizens who received traffic safety education.

The Tri-County Health Department, which encompasses some of the more rural areas of northeast Utah, worked to increase the proper and consistent use of child safety seats and safety belts and decrease the incidence of speeding and impaired driving. The Safe Community program held several child safety seat checks during community events, safety fairs and in conjunction with the Ute Tribe Annual Pow Wow. In addition, information regarding healthy lifestyles, including the correct use of seat belts and car seats, speeding, and impaired driving, was provided during all planned activities. Interesting highlights included partnering with the Lane Frost Challenge Kid's Stampede where helmets were provided and fitted for children participating in the "mutton busting" event (a quasi-rodeo event where children under 50 pounds can have fun riding sheep, similar to a bull riding-style event). Helmets were also provided for the Neola Fourth-of-July celebration for children participating in the mutton busting and calf riding events.

The Latino Community Information and Education Center provided Utah's growing Hispanic community with traffic safety information, education and resources. The Center outreached more than 100,000 Latino citizens each week through television and radio programs, as well as at community events. During the year, 25 television programs, 52 radio programs, and 104 radio public service announcements aired to promote various traffic safety issues. In addition, eight special community events were organized, outreaching at least 12,000 families.



A family participating in a car seat inspection during an event targeting the minority community.

ALCOHOL PROGRAM

Performance Goal:

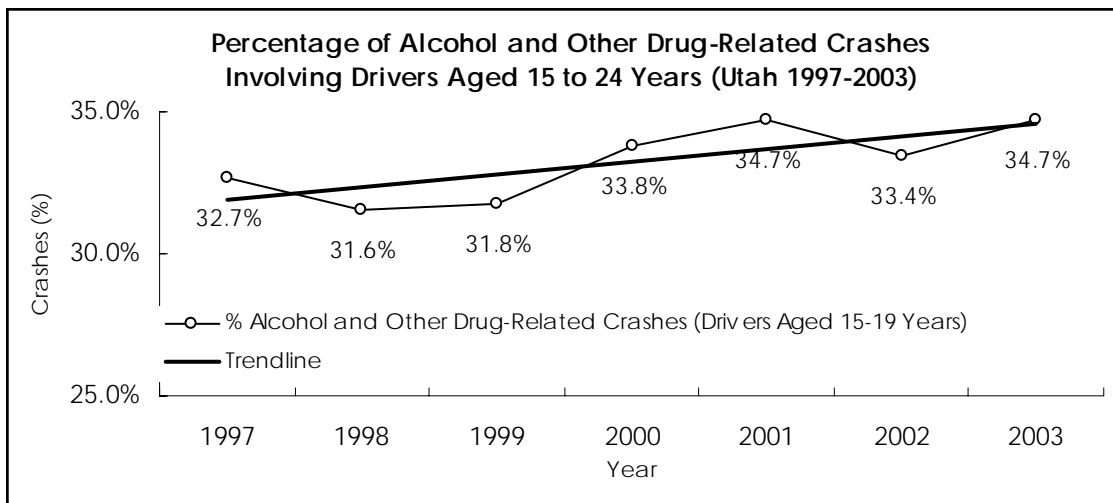
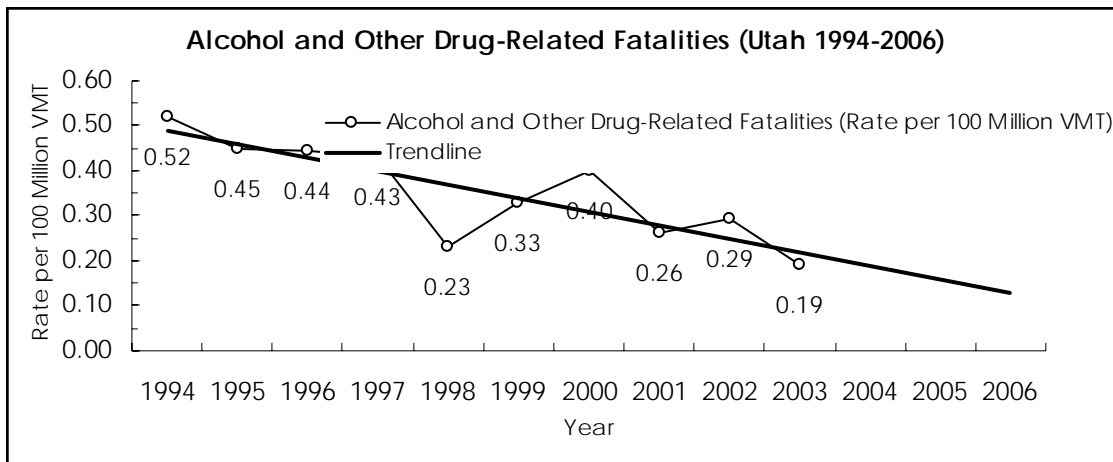
Through continued support of prevention, educational and enforcement programs, sustain the reduction trend in the alcohol-related fatality and serious injury rate.

Performance Measures:

Continue the favorable trend by demonstrating a reduction in the alcohol and other drug-related traffic fatalities rate per 100 million vehicle miles traveled from 0.19 in CY 2003 to 0.13 in CY 2006. Reduce the upward trend of alcohol and other drug-related crashes involving drivers aged 15-24 years to 32% in CY 2006.

Action Plan:

- Provide specialized and updated training for officers including youth enforcement.
- Conduct DUI enforcement mobilizations and provide overtime shift funding.
- Fund high school and college campus programs for alcohol/drug prevention.
- Continue collaborative efforts with safety and prevention partners to educate children and adults regarding the dangers of impaired driving and underage drinking.
- Continue to strengthen the branding identity of the "You Drink and Drive. You Lose" slogan for alcohol enforcement campaigns.



Alcohol & Other Drugs - Accomplishments & Highlights

The Highway Safety Office (HSO) continued to give impaired driving prevention and enforcement a high priority by providing funding for media campaigns and for high visibility enforcement campaigns and DUI checkpoints. In partnership with other state agencies such as the Department of Alcoholic Beverage Control (DABC), the Department of Human Services' Division of Substance Abuse and Mental Health, the Attorney General's Office, and local community organizations such as MADD (Mothers Against Drunk Driving), the Salt Lake Conference of Mayors, and the Salt Lake County Multi-Agency Task Force, collaborative efforts continue to educate children and adults about the dangers of impaired driving and underage drinking.

The TRACE (Target Responsibility for Alcohol Related Emergencies) program made an impact on reducing alcohol related crashes by educating and regulating establishments that serve alcohol, and tracing the source of alcohol in fatal or serious injury crashes. The Utah Highway Patrol's (UHP) Alcohol Enforcement Team (AET) has shared information with other law enforcement agencies regarding the benefits of the TRACE program and how to start one in their jurisdictions. Agents also provide training for establishments such as sporting event venues, clubs and restaurants to educate their staff about the importance of not serving alcohol to an intoxicated patron.

The HSO collaborated with the AET and the Salt Lake County Sheriff's Office to provide nine Youth Alcohol Enforcement Training Classes statewide. Studies indicate that persons under the age of 21 lack experience in driving and have not had time to fully develop safe driving skills. Combined with alcohol and/or controlled substances, these factors create dangerous conditions on Utah's roadways. The training classes offered to law enforcement officers assist them in dealing with minors and adults involved in situations with alcohol and/or illegal drugs.

Utah's Drug Recognition Expert (DRE) Program provided 33 Standardized Field Sobriety Testing (SFST) training classes in 2006, and also offered one recertification class. At the end of the reporting period, Utah had a total of 170 DRE-trained officers, and 49 certified DRE instructors. Currently there are 53 Utah law enforcement agencies in Utah with at least one DRE officer.

The DRE Program also offers phlebotomy training for officers to perform blood draws in the field. This allows officers to gather blood evidence in a more timely manner for DUI cases, and enhances the ability to prosecute such cases.

The Cops, Clubs and DABC (Department of Alcoholic Beverage Control) program participated in eight SIP (Serving Intoxicated Person) operations and 82 covert inspections of serving locations. The investigators looked for over-intoxicated persons being served alcohol, and other violations of the establishment's DABC licensing agreement. For SIP operations, the AET targeted establishments that had received public complaints, or exhibited a track record of having last served many different persons arrested for DUI, or have been observed by investigators to be over-serving patrons. Results from these operations include twelve alcohol servers criminally charged with serving to intoxicated patrons, five DUI arrests, and an arrest for sexual



Utah Highway Patrol officers practicing their phlebotomy skills on each other.

assault. Overall, these operations resulted in the referral of 26 licensees to DABC for administrative actions. Additionally, the AET provided eleven educational presentations to 280 DABC-licensed employees to eliminate the incidence of serving to over-intoxicated patrons and also to prevent underage drinking.

Supporting youth and young adult organizations continued as a priority for the HSO. These organizations or events included the National Student Safety Program and the Governing Youth Council (GYC) Annual Summit that target high school students, the Utah Students for Substance Abuse Prevention Conference which focuses on university and college students, and the Youth/Peer Court Conference. This program is a means of collaborating with prevention partners to develop a unified statewide prevention message that emphasizes substance abuse prevention (specifically alcohol) aimed at this target age group.

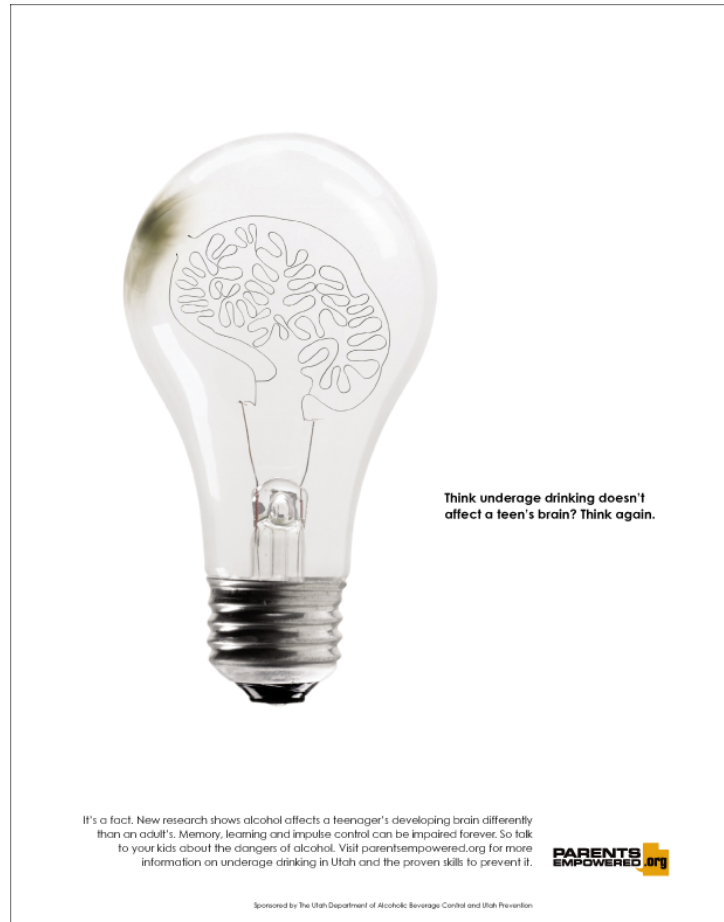
The Eliminating Alcohol Sales to Youth (EASY) law was enacted during the 2006 legislative session to eliminate youth access to alcohol at grocery and convenience stores, and conduct a statewide media campaign to educate the community about the dangers of alcohol to the developing teen brain and the increased risk of addiction from early use. The HSO was tasked with administering the portion of the program that provides reimbursement to law enforcement agencies who conduct compliance checks at grocery and convenience stores. A program coordinator was hired to manage and promote the program, and an interactive web-site to track violators is in the development stage.

During the Halloween observance, the HSO partnered with the Utah Highway Patrol and the Utah Auto Dealers Association to provide visual aids and media kits to educate the public about impaired driving. Law enforcement agencies received overtime DUI enforcement shifts to get impaired drivers off the road.

Three separate "You Drink & Drive, You Lose." media events and mobilizations were held during the Christmas/New Year holiday season. These combined enforcement efforts targeted

both impaired drivers and occupants not using seat belts. Thirty-eight law enforcement agencies participated in the mobilization, and the slogan for the event was "Your Best Defense Against a Drunk Driver is to Buckle Up." Overtime shifts provided to law enforcement officers throughout Utah resulted in 1,386 contacts, 64 DUI arrests, 18 warrants served, ten felony arrests, and 46 seat belt violations.

The Salt Lake County Sheriff's Office, the Taylorsville Police Department and the Utah Highway Patrol held an administrative checkpoint at the mouth of Big Cottonwood Canyon over the Memorial Day weekend. This DUI checkpoint was named "Operation JJ" after J.J. Tabish, a 17 year old who was killed in a drunken driving incident in this popular Salt Lake area canyon.



"Think Underage Drinking Doesn't Affect a Teen's Brain? Think Again. (EASY Ads)"

A high visibility enforcement blitz was held August 19th through September 4th to combat impaired driving during the Labor Day holiday. The new national impaired driving slogan, *"Drunk Driving. Over the Limit. Under Arrest."* was used in conjunction with the media event kickoff. Law enforcement officers from the member agencies of the Salt Lake County Multi-Agency Task Force worked the overtime DUI enforcement shifts. To assist officers in testing and processing those arrested, the Utah Highway Patrol's "BAT-mobile" was stationed at the Salt Lake County Sheriff's Office training center and staffed by UHP personnel. The results of the campaign included 6,225 vehicles stopped, 473 field sobriety tests, 212 DUI arrests, 232 designated drivers, 34 felony arrests, 187 vehicles impounded, and 144 warrants totaling \$152,264 were served.



In collaboration with the Utah Attorney General's Office, the Utah Prosecution Council, the Utah Department of Transportation and the Highway Safety Office, joint funding was secured to create a Traffic Safety Resource Prosecutor (TSRP) position to serve Utah. A TSRP Advisory Committee was formed to identify focus areas and desired skills, and to recruit the position. The new TSRP, Brent Berkley, an experienced prosecutor, is now an active member of the Salt Lake County Multi-Agency Task Force, and has offered presentations about traffic safety and underage drinking for community events and to school groups. In conjunction with POST (Peace Officer Standards and Training), he is developing a curriculum to train law enforcement officers and prosecutors. Fliers, brochures, and other information have already been disseminated to prosecutors statewide.

As part of Utah's DUI arrest process, vehicles are impounded and driver privileges are sanctioned.



A DUI checkpoint in operation.

The fees collected as a result of the impound and the driver license reinstatement are used to provide resources to fight impaired driving in Utah. These monies are used to purchase equipment, provide specialized training, and fund overtime DUI enforcement shifts for law enforcement agencies statewide. The Alcohol-Drug Traffic Enforcement Committee oversees this funding and approves the statewide distribution of equipment and overtime shifts. The HSO manages the distribution of DUI overtime enforcement shifts and also tracks statistics for the project. This funding in FY2006 contributed to 22,476 vehicles stopped, 1,329 DUI arrests, 1,215 vehicles impounded, 300 youth alcohol citations, 311 open container citations, 519 drug arrests and 312 warrants totaling \$217,511

were served.

OCCUPANT PROTECTION PROGRAM

Performance Goal:

Sustain the favorable conversion trend of unbelted drivers and unrestrained children, through continued support of prevention, educational and enforcement programs.

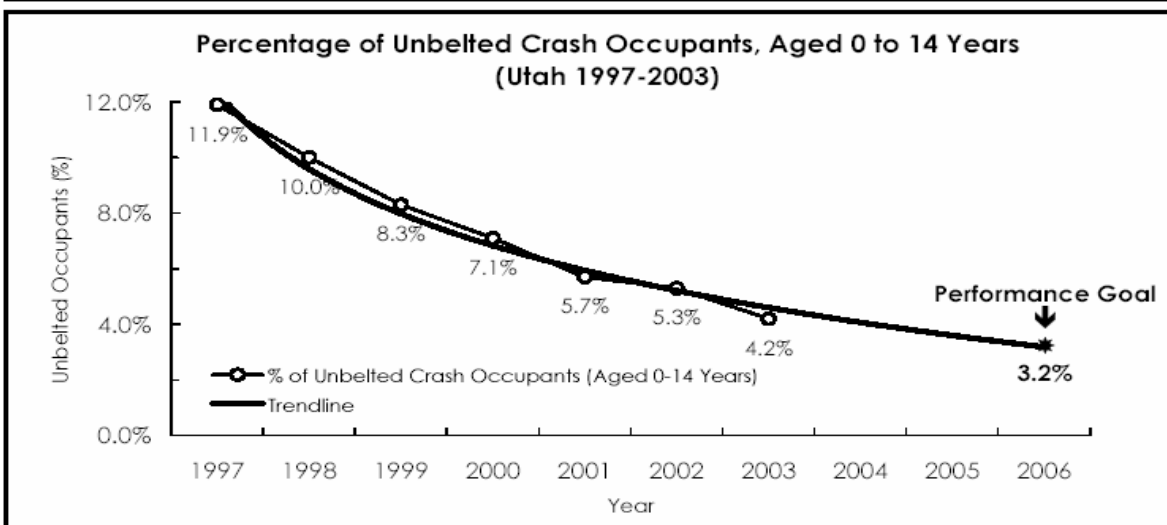
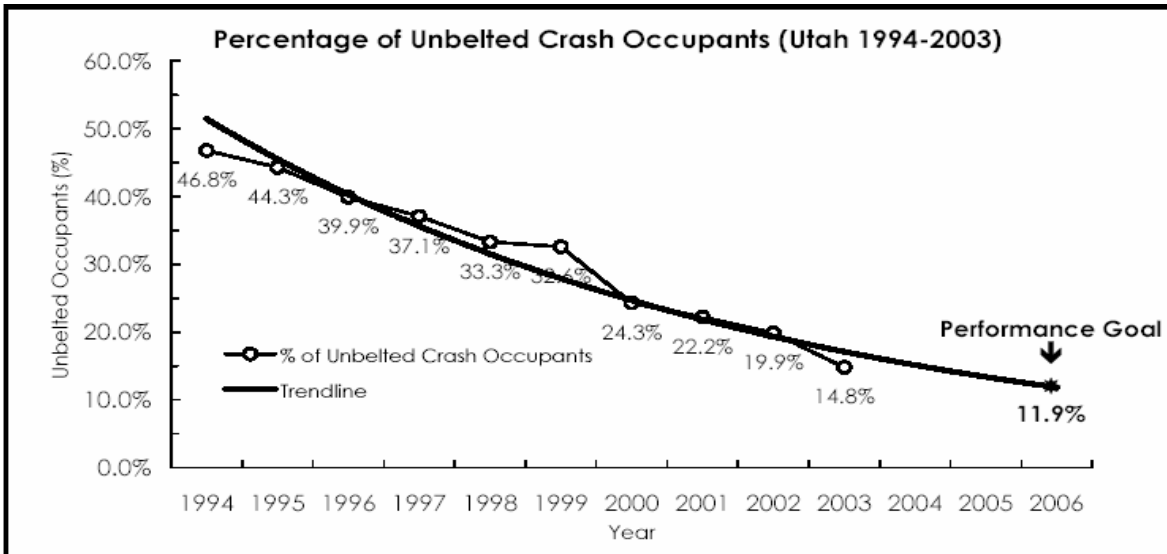
Performance Measures:

Continue the favorable trend by demonstrating a reduction in the percentage of unbelted crash occupants to 11.9% in CY 2006.

Continue the favorable trend by demonstrating a reduction in the percentage of unbelted crash occupants aged 0-14 years to 3.2% in CY 2006.

Action Plan:

- Establish branding for the "Click It Or Ticket" identifier for the May Mobilization.
- Conduct a safety restraint enforcement mobilization and provide overtime shift funding to law enforcement statewide.



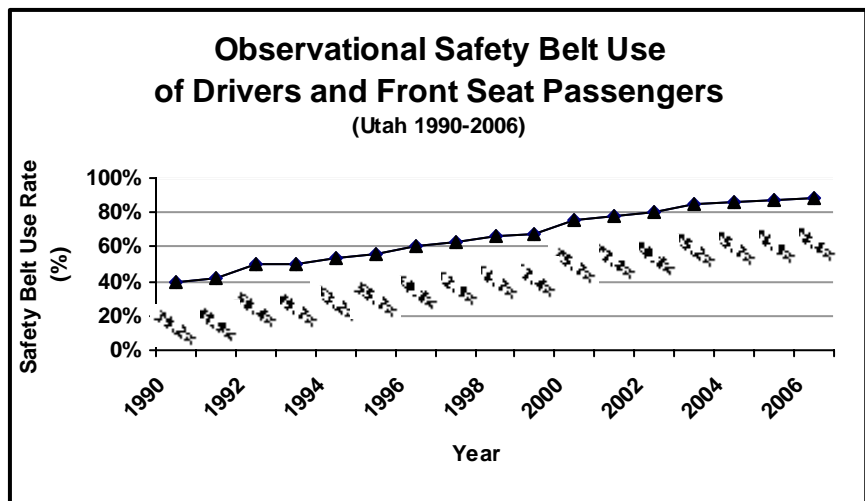
- Continue collaborative efforts with Safe Community Partners to educate children and adults regarding child safety seats, safety belts and air bags.
- Conduct and support car seat checkpoint clinics across the state.
- Conduct three NHTSA Standardized Child Passenger Safety Technician Courses in CY 2006.
- Conduct two Child Passenger Safety Technician Renewal Courses in CY 2006.
- Conduct a statewide Safety Belt Observational Survey in June 2006.
- Conduct an Occupant Protection For Children (OPC) Assessment.

Occupant Protection - Accomplishments & Highlights

Occupant protection has been identified by Utah's traffic safety leaders as one of the top priority areas for statewide outreach campaigns and local program activities with the Highway Safety Office (HSO) providing the majority of program funding. During FFY 2006, the HSO funded 31 projects that worked toward improving the proper and consistent use of safety restraints. The occupant protection programs implemented by the HSO included education, enforcement, equipment and evaluation components. These programs were primarily conducted by partnering Safe Community agencies that include the state and local health departments, Utah Highway Patrol, local law enforcement agencies, hospitals, Safe Kids Coalitions and Chapters, EMS and fire personnel.

One of the key methods used to evaluate the success of the state's Occupant Protection Program is the annual Safety Belt Observational Survey. The survey was conducted in June 2006 and showed that 88.6% of motor vehicle

drivers and front seat passengers wear their safety belts. This demonstrates a 1.7% increase from the 2005 usage rate. In addition, the survey observed children under the age of ten for safety restraint use and found that 92.9% were buckled up, which demonstrates an increase of 5.2% from the 2004 rate of 87.7%. The survey also showed that 94.8% of children under five years were restrained in a child safety seat, whereas only 87.0% of children ages 5-10 were restrained in a safety seat or seat belt.



To help increase the proper and consistent use of safety restraints and support the state's various occupant protection programs, partnering agencies receive training. During the year, the UHSO sponsored 32 occupant protection training courses, which included three NHTSA Standardized Child Passenger Safety (CPS) trainings, one NHTSA Spanish-Speaking Standardized CPS training, one 8-hour CPS Technician Renewal Training, and a Transporting Children with Special Needs Workshop. As a result of these trainings, 88 individuals became certified Child Passenger Safety Technicians, 8 were re-certified, 3 were certified as CPS Technician Instructors and 123 Technicians received refresher training. Currently, the state has approximately 300 nationally certified Child Passenger Safety Technicians who have current certifications.

During the year, Child Passenger Safety Technicians throughout Utah inspected over 11,500 child safety seats for proper use. Seats were inspected during an estimated 135 car seat checkpoints, 400

community classes, and 4,200 individual appointments. In addition, the UHSO and its partnering agencies provided over 4,500 car seats to families in need and assisted in the safe transportation of more than 250 children with special health care needs. The majority of all child passenger safety education took place at the state's 28 fitting stations, and through their efforts the state continues to see a reduction in the rate of misuse of child safety seats.

With help from 150 local agencies consisting of Safe Community programs, Safe Kids Utah Coalitions and Chapters, law enforcement agencies, fire departments, health departments, hospitals, and private and nonprofit business partners, the UHSO distributed more than 380,000 pieces of occupant protection educational material including videos, brochures, posters, activity books and seat belt promotional items. Additionally, through partnerships with Autoliv, the National Air Bag Safety Campaign and the Utah Safety Council, more than 85,000 air bag safety pamphlets were distributed statewide in an effort to inform the public regarding air bag safety issues.

In an effort to increase booster seat use for children ages 4-8 years, the Utah Department of Health in partnership with the local health departments (LHD), implemented a statewide campaign in 2002. During FY06 booster seat use was promoted to more than 31,300 children and parents through awareness activities at day care centers, schools, churches, doctors' offices, and businesses. In addition, the LHD's distributed nearly 2,800 child safety seats, conducted 101 car seat checkpoints, inspected more than 4,200 car seats for correct use, and worked to implement booster seat policies in pre-schools and day care centers. The public was also educated through 95 media activities such as public service announcements, press conferences, and news releases. To evaluate the effectiveness of the program, observational surveys were conducted at day care centers, schools, parks, and stores. During the campaign, booster seat use increased 11% to 33.2% in 2006.

As part of the state's efforts to educate the public about the importance of booster seat usage, the HSO produced a new educational tool entitled, "Under 4'9" ? Keep The Seat!" This poster was designed to be used in medical clinics and physician's offices to remind nurses and doctors to discuss booster seat use with their young patients and their families. The poster can be easily taped next to the growth measurement chart with the poster's arrow pointing to the 4'9" level on the chart or be taped to any wall or door at the 4'9" level to educate the general public. More than 5,000 posters were distributed statewide to partnering agencies for display in their community.



Educational poster to provide information on booster seats.

One of Utah's most effective occupant protection programs is the "Click It or Ticket" Campaign, which was initiated in May 2000. The goal of this high-visibility enforcement mobilization is not to give out tickets, but rather to influence people to buckle up and prevent injuries and fatalities. The campaign recruited participation from law enforcement agencies statewide, including a comprehensive public information and paid media plan, and provided educational activities conducted at the state and local level. In 2006, the effort was conducted May 22 through June 4, and was announced during a press conference held at the University of Utah- Rice Eccles Stadium, Olympic Cauldron Park. Colonel Scott Duncan with the Utah Highway Patrol conducted the press conference, and other speakers included Lt. Governor Gary Herbert, Commissioner Robert Flowers, Chief Scott Folsom, and Jim Shea Jr., Olympic Gold Medalist. More than 55 law enforcement officers from 10 different agencies participated in the event and saturation patrols issued a total of 571

safety restraint citations during a four-hour period. Following the event, 94 law enforcement agencies across Utah issued 7,041 safety restraint citations, 46 DUI arrests, 31 felony arrests, and 7,311 citations for other violations during a two-week period.

The campaign's educational activities focused primarily on younger drivers who are at a higher risk of being injured or killed in a motor vehicle crash. For example, the Davis County Safe Community project conducted a high school seat belt competition to encourage seat belt use and create awareness about the campaign. The two high schools in the county with the lowest belt use were chosen as the target schools. The student body officers and administration implemented a Seat Belt Awareness Week during which various activities were conducted, the seat belt message reached a total of 4,000 students and one school increased their seat belt usage by 13%, from 73% to 86%.



Olympic Gold Medalist Jim Shea, Jr. speaking at the "Click It or Ticket" kick-off while Lt. Governor Herbert looks on.

In support of the "Click It or Ticket" campaign, the HSO contracted with a student group at Utah Valley State College to develop educational material aimed at increasing safety belt use among young drivers. They performed focus groups with college students and determined that belt use should be compared to other safe behaviors such as wearing appropriate gear when playing sports. In turn, the group developed three concepts involving hockey, rock climbing and construction work, and created television, radio, billboard and poster advertisements for each message. Grant funding for the project was minimal and the materials were provided to partners statewide for placement in their local community.



The 2006 Child Passenger Safety Conference logo and theme for CPS technicians.

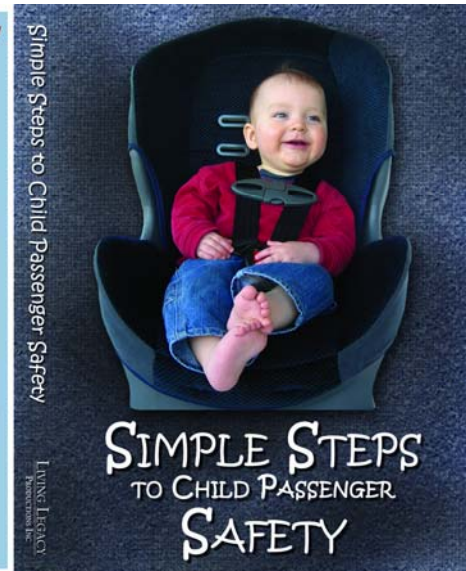
The state held the second annual "Child Passenger Safety Conference" on March 29, 2006, with 123 Technicians attending. The theme of the conference was "CPS Survivor Utah" and revolved around competitive activities and promoted team work. Conference workshops included presentations by nationally recognized CPS leaders that provided new information, best practice updates and related hands-on experience. Through this event, attendees were able to obtain updated information and refresh their skills and knowledge of child passenger safety issues.

An integral part of the state's highway safety education efforts is the Utah Highway Patrol's Public Information and Education Program, which involves 26 troopers throughout the state. Education is provided in all areas of occupant protection, as well as impaired driving, pedestrian and bicycle safety, aggressive and fatigued driving, and young driver issues. During the year, troopers outreached more than 220,000 individuals through presentations. In addition, 34,000 children rode the Seat Belt Convincer, 170 aggressive driving classes were conducted, and 50 American Association of Retired Persons (AARP) classes were taught to 750 senior citizens.

The "Buckle Up for Love" program was initiated in 1995 with the purpose of educating violators of Utah's Safety Restraint Law by encouraging concerned motorists who observe an unbuckled child to call 1-800-877-KIDS. Since the beginning of the program, 26,973 reports of unbuckled children have

been received with 91% of the reports resulting in educational packets being mailed to citizens. During the year, approximately 947 reported individuals received educational materials on the importance of using safety restraints. In addition, more than 7,306 observation cards, 13,324 brochures and 831 posters were distributed. To publicize the program, materials were distributed to day care centers, physicians, hospitals, health departments, law enforcement agencies, private citizens and businesses.

During the year, the CPS Advisory Committee finalized a new child passenger safety educational video, "Simple Steps to Child Passenger Safety." The video was designed to provide simple instructions to parents regarding the different types of child safety seats. Funding was provided for the production of 750 DVD's and 150 VHS tapes, including a Spanish version, which were distributed to health departments, hospitals, health clinics and law enforcement agencies statewide.



In August 2006, the HSO conducted an Occupant Protection for Children Assessment, which examined the state's occupant protection programs and focusing on children through age 15. The assessment was performed by out-of-state traffic safety experts who reviewed current programs and policies and studied all aspects of Utah's program including grant management, legislation/policy, law enforcement, data/evaluation, public information and education, and the occupant protection for children training program. During the week, 25 traffic safety partners participated in interviews and provided details regarding each of the focus areas of the occupant protection program. Through these interviews, the assessment team compiled a formal report that outlines strengths and weaknesses in the state's program. This report will be used by the UHSO to provide direction for future funding efforts and guidance in establishing new or revised goals and objectives.

The Network of Employers for Traffic Safety (NETS) program included 321 participating organizations that received quarterly planners and triennial newsletters focusing on current traffic safety information and member activity highlights. "Drive Safely to Work Week" was promoted as well as the "Occupant Protection Award" program, which honored three organizations that obtained safety belt use rates above 75%.

As the state's safety belt use rate continues to rise, it has become more challenging to change the behaviors of those who choose not to buckle up. These individuals are generally the high-risk driver and young males between the ages of 16-34 years. In turn, the HSO has partnered with the Utah Department of Transportation, Utah Highway Patrol, Utah Department of Health, local health departments, Utah Office of Education, and Primary Children's Medical Center to develop an effective program aimed at increasing belt use among teen drivers. By working to create the "buckle up" habit among Utah's young motorists, the HSO hopes to decrease the traffic-related death and injury rate of this population

TRAFFIC RECORDS PROGRAM

Performance Goal:

Improve the collection, analysis and dissemination process to reduce the Annual Crash Summary published date from twelve months to eight months after the end of the calendar year.

Performance Measure:

Distribute the 2006 Crash Summary within eight months of the end of the calendar year.

Action Plan:

- Expand the Mobile Data Collection System to the entire UHP fleet and other agencies statewide.
- Implement usage of the new Police Accident Report statewide beginning January 1, 2006.

Traffic Records - Accomplishments & Highlights

It has been a challenging year for Utah's traffic records program, but despite the ups and downs, Utah is headed in a positive direction. Two specific highlights for 2006 include implementing a new police accident report, and receiving the National Highway Traffic Safety Administration's 408 grant award. An update of the Traffic Records Coordinating Committee (TRCC) Strategic Plan started in December 2005, focusing on the issues highlighted from the April 2005 Traffic Records Assessment. The TRCC accepted a realistic, thorough plan with accountabilities and measurable result benchmarks in July 2006.

With NHTSA's announcement of available funding for traffic safety information systems improvement, Utah's traffic records program took a different course. In order to meet the requirements for Section 408 funding, Utah's previous Traffic Records Coordinating Committee was transitioned to the Utah Traffic Records Advisory Committee (UTRAC), and a new Traffic Safety Information Systems Strategic Plan was drafted. The goal of this plan is to allow law enforcement agencies statewide to electronically submit their accident reports without being limited to a specific program such as the Mobile Data Collection System.

Comprised of representatives from each of the six core data systems, UTRAC functions at three levels: an executive level, a technical board, and a working group level. Since its inception, UTRAC conducted regular meetings, and worked to accomplish its mission of providing timely, accurate, complete, uniform, integrated and accessible data to Utah's traffic safety community. This will be accomplished through completion of projects outlined in the Traffic Safety Information Systems Strategic Plan that will be funded, in part, through the 408 monies awarded in September 2006.

The implementation of Utah's new police crash report began in February 2006, and resulted from collaborative multi-agency efforts. State traffic records partners worked closely together to achieve remarkable results in this year-long project. As a result of Utah's success, TRCC members presented "Utah's TRCC Partnership Success: It Took a State to Make a Crash Form" at the 2006 Traffic Records Forum in Palm Springs, CA. The presentation highlighted the crash form revision process, training, and the upgrades to important crash data.

The Annual Crash Summary identifies and describes the trends and effects of traffic crashes in Utah. The data for this summary is derived from Utah crash reports. Crash reports are forwarded to the Utah Department of Transportation (UDOT) for central collection. UDOT reviews the crash report forms and enters the data into a database called the Crash Analysis Reporting System (CARS). The 2005 Annual Crash Summary will be published later than usual this year, due to the implementation of the new police accident reports, with some technical issues that are still being sorted out.

EMERGENCY MEDICAL SERVICES PROGRAM

Performance Goal:

Improve the trauma registry data and provide specialized training.

Performance Measure:

Make significant progress in completing a data dictionary to increase the accuracy of each hospital's trauma database. Emergency Room Nurses CARE, Inc. (ENCARE) has developed a series of multi-media programs that are presented at schools, businesses and organizations by trained emergency health care professionals.

Action Plan:

- Implement a new data collection system to allow more accurate and timely research.
- Support the Emergency Room Nurses Care programs in Salt Lake and Utah Counties.

EMS - Accomplishments & Highlights

Motor vehicle crashes are one of the most frequent causes of injury, especially in rural Utah, with trauma being the leading cause of death for young age groups. While working, emergency health care providers concentrate their efforts on the acute phase of injury treatment, focusing on optimization of the patient's condition for rehabilitation. Emergency health care professionals are in a unique position to educate the public before they reach the emergency room by sharing their experience and observations with others in an educational setting.

The Highway Safety Office provided funding for the Emergency Nurses Care (ENCARE) project, which has helped decrease alcohol-related trauma and fatalities by increasing awareness of the dangers of alcohol and drug abuse and impaired driving through education programs targeting youth ages 12 to 24. ENCARE increased its number of presentations per month by 65% in FFY2006, with the number of students reached increasing by more than 50%.

The EMS community is partnering with the Utah Traffic Records Advisory Committee (UTRAC) to improve EMS data collection. This improvement to the overall traffic records data system will enhance EMS data analysis and research.



The Crash Dummies, Vince and Larry, arriving at an event on the University of Utah Hospital's Life Flight helicopter.

PEDESTRIAN AND BICYCLE PROGRAM

Performance Goal:

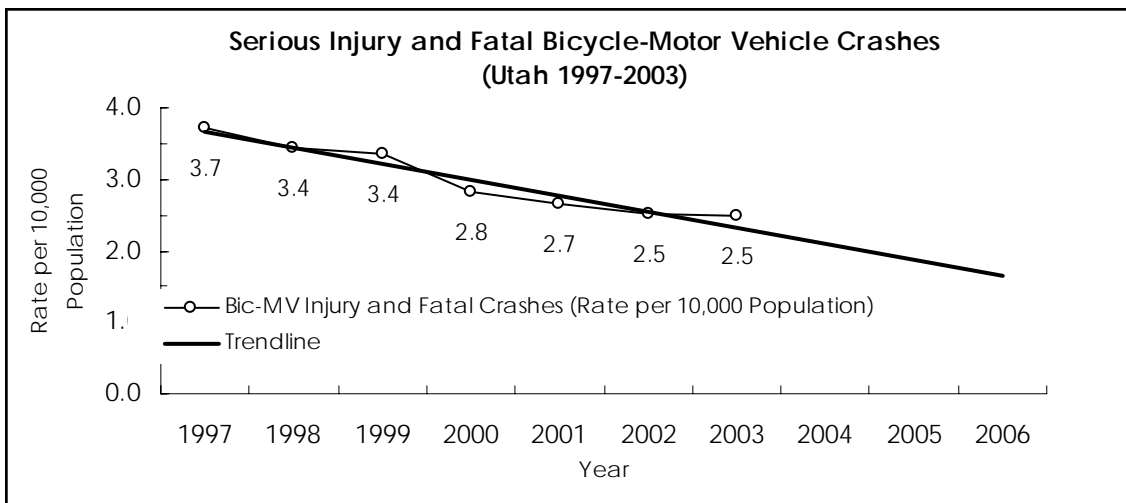
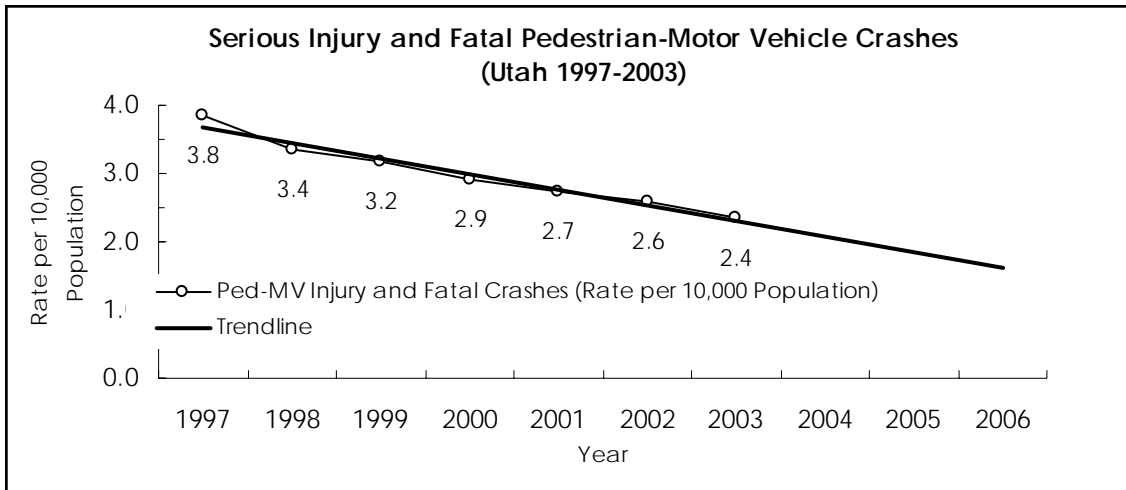
With continued support of prevention, educational and enforcement programs, continue the downward trend in the reduction in the pedestrian and bicyclist traffic fatality and serious injury rates.

Performance Measure:

Continue the favorable trend by demonstrating a reduction in the serious injury and fatal pedestrian-motor vehicle crash rate per 10,000 population to 1.6 in CY 2006. Continue the favorable trend by demonstrating a reduction in the serious injury and fatal bicycle-motor vehicle crash rate per 10,000 population to 1.6 in CY 2006.

Action Plan:

- Foster the continuing partnership on pedestrian and bicycle projects and campaigns with the Utah Department of Health and the Utah Department of Transportation.
- Establish branding for the "Share The Road" identifier with bicycle programs, and increase the public awareness of bicycle laws and bicyclist concerns.
- Restart the Pedestrian Enforcement Program in FFY2006 with emphasis on a sustained campaign.
- Outreach young bicyclists through support of the Bicycle Rodeo program.



Pedestrian & Bicycle - Accomplishments & Highlights

The HSO continued its partnership on pedestrian and bicycle projects and campaigns with the Utah Department of Health and the Utah Department of Transportation. In addition, the HSO worked closely with Primary Children's Medical Center and Safe Kids Utah on pedestrian and bicycle safety issues. Efforts made throughout the year have been directed toward reducing pedestrian and bicycle fatalities through education and enforcement.

The 2006 Annual Bicycle Helmet Use Observational Survey reported a 23.5% use rate for all age groups, a slight decrease of 3% from the 2005 use rate of 26.5%. However, secondary school bicyclists increased their usage by 2.5% over last year, reporting a rate of 9.9%, and adult helmet use increased 11.9%, reporting a 54% usage rate for 2006.

The Pedestrian and Bicycle Safety Program Coordinator at the Utah Department of Health, Theron Jeppson, worked closely with the HSO on such projects as the National Strategies for Advancing Bicycle Safety "Share the Road" grant, and the proposal securing funding for the "3-Year Pedestrian Media and Enforcement Program" which will start in 2007 using Transportation Enhancement Funds from the Utah Department of Transportation.

The West Valley and Draper City Police Departments participated in the Bicycle Safety Enforcement Action Initiative. A total of seven different operations were conducted where 370 motorists and bicyclists received traffic citations or written/verbal warnings. Media coverage of this initiative was earned on all the major news stations and print media, furthering the "Share the Road" message.



Governor Huntsman proclaiming May as "Bicycle Safety Month."

Support for bicycle and pedestrian safety continued throughout the year with over 45 bicycle rodeos and safety events taking place in the state. More than 1,700 bicycle helmets and over 10,600 brochures and other educational material relating to bicycle safety, pedestrian safety and "Share the Road" were distributed. Governor Huntsman supported the program by signing a proclamation declaring May as "Bicycle Safety Month."

Pedestrian safety was promoted on a national and statewide level during "Green Ribbon Month," where considerable effort and time was put into the event. A public information and education booth was set up for two days at the Utah PTA Conference where 400 Green Ribbon Month and Walk Your Child to School Day packets were distributed to Utah school teachers. Parents and caregivers were encouraged to walk their child to school with an estimated 118 schools and 72,000 people participating in activities.

The "Spot the Tot" campaign was created because of the growing number of Utah children who were being hurt and killed in driveways and parking lots. In 2004, 10 Utah children died in driveway back-over incidents. In 2005, this was reduced to three children. This reduction in deaths can be attributed to the "Spot the Tot" campaign and the awareness and education that it has brought with it. This successful campaign caught the attention of Safe Kids USA, and in September 2006, Safe Kids USA launched the program in ten cities across the country. The campaign focuses on both parents/drivers and children. Drivers are asked to be aware of their surroundings and anything behind their vehicle by walking entirely around the car before getting in to drive, and children are encouraged to not play in driveways, or in and around vehicles.



Children participating in a "Spot the Tot" educational activity.

ROADWAY SAFETY PROGRAM

Performance Goal:

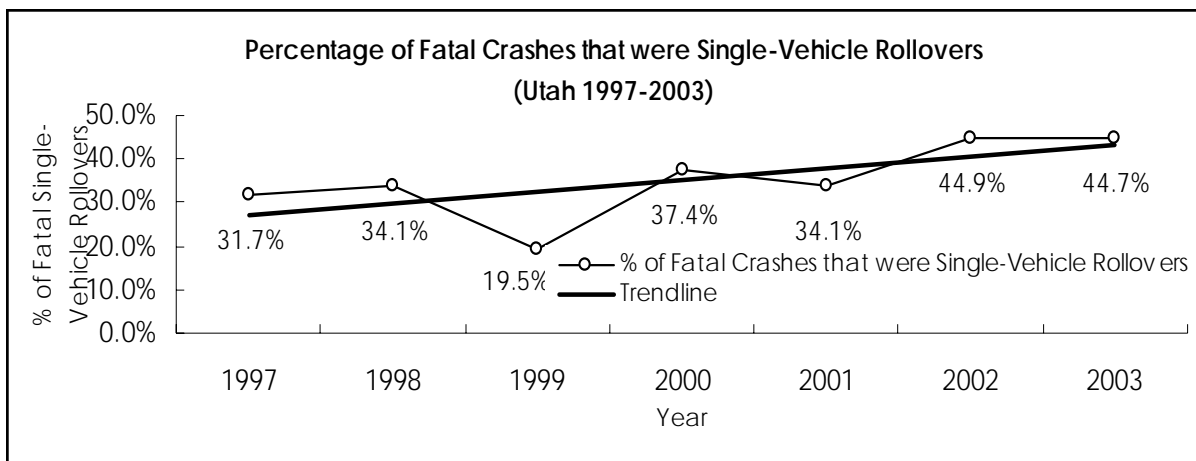
Support prevention, educational and enforcement programs to reduce the single-vehicle rollover fatality and serious injury rate.

Performance Measure:

Reduce the upward trend in the percentage of fatal crashes that were single vehicle rollovers from 44.7% in CY 2003 to 40% in CY 2006.

Action Plan:

- Implement a fatigued driving education program with special focus on young drivers.



Roadway Safety—Accomplishments & Highlights

The Highway Safety Office (HSO) funded several projects during the year that focused specifically on reducing the number of traffic-related deaths and injuries on Utah's roadways. These projects worked to decrease the incidence of fatigued driving, aggressive driving, and crashes at highway-rail grade crossings.

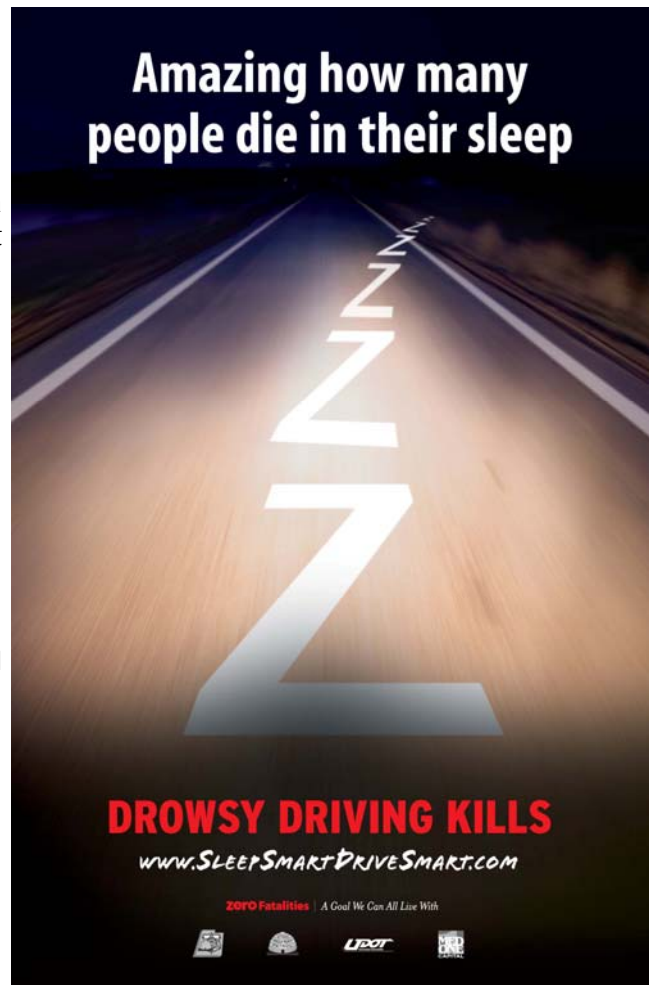
State Road 6 has long been considered one of Utah's most deadly highways. This stretch of highway through Utah, Wasatch and Carbon counties has had many high profile fatal crashes which have brought about several temporary and long term engineering and structural changes. To make the roadway safer for motorists, the HSO funds the Aggressive Driving Education and Enforcement Project, which increases the presence of law enforcement along this highway to help reduce traffic crashes and fatalities. During the year, the Utah Highway Patrol (UHP) reported that troopers worked 2,293 hours and stopped 4,816 vehicles, averaging 2.10 stops per hour. These traffic stops resulted in the issuance of 2,945 citations and 3,786 warnings, and the Utah Highway Patrol showed a reduction in crashes from the previous year.



Operation Lifesavers works to prevent injury and fatal incidents involving various railway systems.

In 2004, 32 people died and 563 were injured as a result of someone falling asleep at the wheel. In turn, the *Sleep Smart. Drive Smart.* task force was formed with the goal of educating the public about the dangers of driving while fatigued. To better understand the scope of the problem, the task force funded a telephone survey in January 2006, during which 40% of Utah drivers reported that they have fallen asleep or nodded off while driving. The task force worked to decrease drowsy driving by conducting various activities and promoting the new and innovative "*Don't be a bob*" campaign. The campaign attempts to increase awareness that drowsy driving is dangerous and drivers should pay attention to warning signs such as "sleepy head bobs." One hundred fifty partnering agencies statewide received campaign kits which included a newly created brochure, radio advertisements, print materials and fact sheets promoting the fatigued driving message. In addition, 36 presentations and 12 community and school events held throughout Utah provided education to at least 85,000 people.

The HSO continued to support Operation Lifesavers, which is a national, non-profit education and awareness program dedicated to ending tragic collisions, fatalities and injuries at highway-rail grade crossings. This program seeks to educate both drivers and pedestrians to make safe decisions at crossings and around railroad tracks. Educational efforts included the distribution of presentations and educational materials to children in all grade levels, driver education students, school bus drivers, professional truck drivers, commercial bus drivers, law enforcement, fire fighters, emergency medical services personnel, and the general public. The Operation Lifesavers message reached an estimated 20,000 people this year with the help of 73 volunteer presenters.



A sample of the innovative materials developed for the Fatigued Driving Campaign.

MOTORCYCLE SAFETY PROGRAM

Performance Goal:

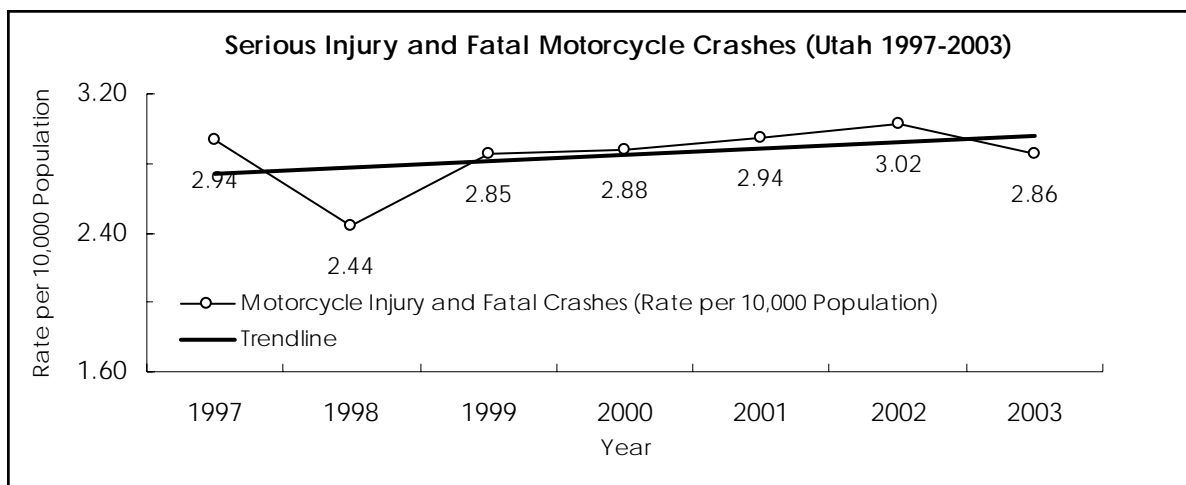
To provide training and educational programs to reduce the upward trend in the motorcyclist traffic fatality and serious injury rate.

Performance Measure:

Reduce the upward trend in the serious injury and fatal motorcycle crash rate per 10,000 population from 2.86 in CY 2003 to 2.75 in CY 2006.

Action Plan:

- Establish branding for the *"Share The Road"* identifier with motorcycle programs, and increase the public awareness of motorcyclist concerns.
- Partner with the Driver License Division and ABATE (American Bikers Aimed Towards Education) of Utah to distribute educational materials.



Motorcycle Safety—Accomplishments & Highlights

The Highway Safety Office (HSO) continued its partnership with the Driver License Division and ABATE (American Bikers Aiming Toward Education) of Utah to increase public awareness of motorcyclist concerns and establish the *"Share the Road"* identifier. Additionally, the HSO partnered with AHRMA (American Historic Racing Motorcycle Association) and the Utah Highway Patrol (UHP) Motor Squad in an effort to educate both motorcyclists and motor vehicle drivers to *"Share the Road."* Through these partnerships, training and educational programs have been conducted in order to reduce the upward trend in the motorcyclist traffic fatality and serious injury rate.

During the 2006 motorcycle riding season, the UHP motor squad participated in 36 special, enforcement, public information and education events, as well as traffic and crowd control. The squad received media coverage at a number of these events such as the *"Zero Fatalities"* campaign kickoff, Carson City Motorcycle Training, the Salt Lake City and St George Marathons, Utah Fast Pass, several bicycle races and the Hill Air Force Base Air Show.

The UHP hosted the 1st Annual Police Motorcycle Training/Skills Competition on September 15-16, 2006 at the Larry H. Miller Motorsports Park in Tooele, Utah. Officers from around the country were invited

to attend this training and test their skills on an advanced course. A total of 45 police officers, including 11 UHP troopers and 2 UHP sergeants, participated in the competition and won 5 awards during the event. Police officers from Utah, Nevada, Idaho, and California also attended the two-day training/competition.

The UHP motor squad directed and participated in four VIP motorcades for dignitaries including President Bush, Secretary of State Rice, Secretary of Defense Rumsfeld, and President Fox from Mexico during their visits to Utah.

Motorcades are considered a dangerous event because of the high intensity demands. They involve speed, running red lights and driving the wrong way in traffic issues, as well as other dangerous situations. The motor squad was professional, well organized, and performed beyond expectations. No crashes occurred, and the motorcades safely transported the VIPs as planned.

The UHP motor squad used grant funds to purchase a new two-place motorcycle trailer, motorcycle safety equipment, and pay for overtime shifts worked throughout the year at various motorcycle events and details.

The HSO continued its partnership with ABATE of Utah by providing each ABATE Chapter with public information and education materials and incentives for "Share the Road" classes. ABATE conducted 58 presentations during the year at high school driver education classes in Davis and Weber Counties. Approximately 2,600 young drivers received information about sharing the roadway with motorcycles and increasing their awareness of motorcyclist concerns and their presence on the road. Each student received "Share the Road" brochures produced and distributed by the HSO.

ABATE members promoted "Share the Road" at the annual Motorcycle Awareness Day event on May 20, 2006 in Salt Lake City, Utah. All motorcycle clubs, organizations and enthusiasts were invited

to help create awareness by encouraging motorists to "Share the Road," and to "Start Seeing Motorcycles." More than 70 motorcycle enthusiasts participated in the event, including officers from the Utah Highway Patrol motor squad, the Salt Lake County Sheriff's Office motor squad, and the Taylorsville Police Department motor squad. Members from the media covered the event, and after the press event motorcyclists were invited to participate in a "Share the Road" Awareness Ride.



UHP Motor Officer participating in the skills competition at the Larry H. Miller Motorsports Park.



UHP and other Motor Officers providing VIP motorcade escort.





Utah motorcycle clubs participating in the Motorcycle Awareness Day events.

The HSO partnered with the American Historic Racing Motorcycle Association (AHRMA) as a sponsor for the *Bonneville Vintage Grand Prix* motorcycle race event that took place September 15 through 17 at the Larry H. Miller Motorsports Park in Tooele, Utah. This event attracted thousands of motorcycle enthusiasts from around the country, and had advertisements in several motorcycle magazines, and on the internet, on posters and event brochures. In return for event sponsorship, the HSO received space to display public information and educational materials on motorcycle safety. HSO staff, UHP Public Information and Education officers, Certified Motorcycle Safety Instructors and the Governor's Motorcycle Advisory Committee members staffed the display trailer. Extensive event advertising included a motorcycle safety message targeting

motorcyclists printed on the back cover of the event program. Safety-related public service messages were announced during the course of the event and local law enforcement motorcycle squads participated in a motorcycle skills competition at the event location. Overall, the event was a success despite cold weather. Event patrons and participants were impacted by safety messages including "Share the Road" and "Ride Smart. Ride Sober. Ride Alert." A portion of the proceeds from the event were donated to the Utah Highway Patrol Honoring Heroes Foundation.

You drink.
You ride.
You crash.
You die.
Your brother-in-law
gets your bike.
Bummer.



Live to ride. 

Visit us— www.highwaysafety.utah.gov/

Informational poster used to prevent impaired motorcycle riders.

PLANNING & ADMINISTRATION PROGRAM

Performance Goal:

Continue the effective highway safety program in Utah through partnerships and participation with groups and coalitions focusing on highway safety issues, and by encouraging professional development of UHSO staff members.

Performance Measure:

Afford each staff member the opportunity to attend a professional development function.

Provide justification to increase the state match portion (10% of Section 402 monies, about \$130,000) to take full advantage of the matching federal P&A funds.

Successful alignment of goals and measures of success of the UHSO Strategic Plan and the annual Highway Safety Plan (HSP).

Action Plan:

- Encourage professional development of staff members by assuring each staff member is afforded at least one opportunity to attend training or other function with enhancing professional development as the goal.
- Identify various justifications to increase the state match portion to maximize the utilization of federal planning and administration monies.
- Foster program manager participation to meld the goals and measures of success in the UHSO Strategic Plan so they also meet the NHTSA requirements for the annual Utah HSP.

Planning & Administration - Accomplishments & Highlights

Planning and administering the highway safety program in FFY2006 focused on securing federal funds for Utah in the new and continuing program areas, providing technical assistance and support for various partner organizations and coalitions, integrating the Highway Safety Office's Strategic Plan into the annual Highway Safety Plan, and furthering staff members' professional development.

The Highway Safety Office's (HSO) program management group expended a great deal of time considering and responding to the proposed rules offered by National Highway Traffic Safety Administration (NHTSA) for the various funding areas such as impaired driving, traffic records, etc., and then subsequently crafting applications and submitting them. The HSO was successful in securing funding for the base 402 Highway Safety Program, Section 405 Occupant Protection, Section 408 Traffic Safety Information Systems Improvement, Section 410 Alcohol-Impaired Driving Prevention, and the Section 2010 Motorcyclist Safety grants.

Staff members have continued their professional development through active participation in NHTSA and other training opportunities to enhance project management and outcomes. Training attended included NHTSA Program Management, NHTSA Managing Federal Finances, Section 408 Application Procedures, and the Occupant Protection Pilot Course.

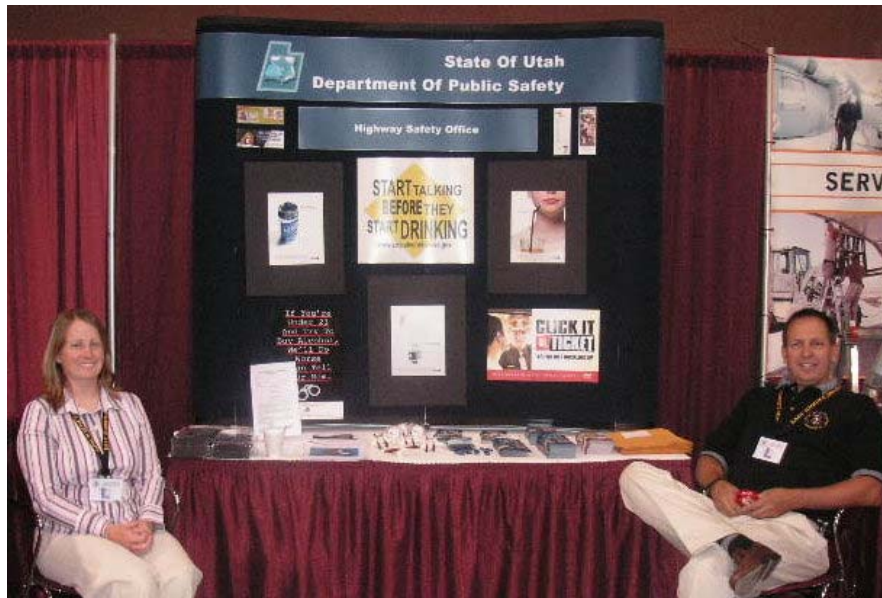
The HSO program management group worked hard to re-format the HSO's Strategic Plan so that it could be directly integrated into the annual Highway Safety Plan (HSP). This process was successful and the results have been recognized both regionally and nationally as samples of an HSP format for other states to consider using.

The HSO staff attended various meetings of traffic safety organizations and coalitions to offer technical assistance and resources. Examples of these groups includes:

- Utah Safety Leadership Team
- Coalition for Utah Traffic Safety (CUTS)
- Utah Alcohol Policy Coalition
- Operation Lifesavers Executive Board
- Zero Fatalities
- Sleep Smart. Drive Smart.
- Utah Traffic Records Coordinating Committee (TRCC)
- Utah Traffic Records Advisory Committee (UTRAC)
- Salt Lake County Multi-Agency Task Force

Conferences offer staff members a unique networking forum and the opportunity to explore new ideas. A sample of conferences attended by staff members includes:

- Utah Chiefs and Sheriff's Conferences
- Road School
- Lifesavers
- MADD Regional
- Traffic Records Forum
- Motorcycle Safety Forum
- Multi-Regional Law Enforcement Liaison Conference



HSO staff members Helen Knipe and Sgt. Ted Tingey offering educational information and networking at the Utah Sheriff's Association Conference.

MEDIA PLAN

Media is a key component of the Highway Safety Office's (HSO) plan to inform the public about traffic safety issues and campaigns. Each year the HSO works with partnering agencies to create and disseminate safety messages through media outlets such as radio, television, outdoor and print. The majority of all messaging is placed and distributed through earned media; however, some paid media is used.

Action Plan:

- Implement an effective media plan that will inform the public about traffic safety issues affecting the health and quality of life for Utah's citizens and visitors.
- Communicate issues such as impaired driving, safety belt and child safety seat use, pedestrian and bicycle safety, aggressive driving, drowsy driving and motorcycle safety through the media during the year.
- Partner with UDOT to put select national campaign messages on the variable message boards on Utah roadways.

Media Plan - Accomplishments & Highlights

Each year the Highway Safety Office (HSO) implements a statewide media plan to inform the public about traffic safety issues and program initiatives. During FFY06, the HSO promoted several campaigns and programs utilizing paid media, which included television, radio, outdoor advertisements and print messaging. A total of \$266,998 in federal highway safety dollars was used for paid media to support the "Click It or Ticket," "Don't be a bob!," "Getting the Word Out," "Spot the Tot," and "Share the Road" campaigns. In addition, state funds were used to support the Eliminating Alcohol Sales to Youth (EASY) program and to promote the state's three-foot law requiring motorists to leave three feet of clearance when passing bicyclists.

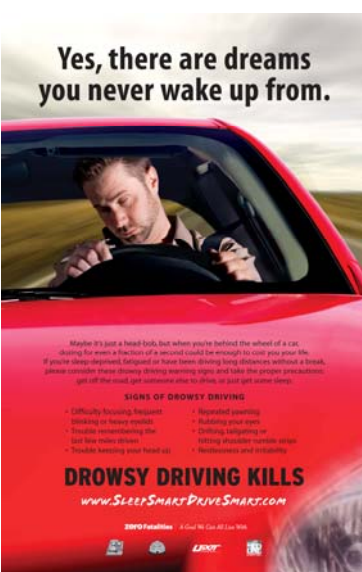
Utah's "Click It or Ticket" Campaign utilized high-visibility enforcement to influence motorists to buckle up. The campaign supported enforcement of the state's safety belt law by educating the public that officers statewide would target unbuckled motorists. As part of the media plan, the HSO placed television, radio and outdoor advertisements promoting the enforcement effort.



CLICK IT OR TICKET

\$45 FOR NOT BUCKLING UP

UTAH DEPARTMENT OF PUBLIC SAFETY



During the month-long campaign, paid media placement totaled \$131,968 and included 207 television spots, 585 radio spots, 60 bus boards and 14 billboards. Additionally, media outlets provided at least \$120,000 in bonus placement, including 170 television spots, 572 radio spots, 30 bus boards and 14 billboards.

In 2006 the Utah Department of Transportation awarded funding to the Sleep Smart. Drive Smart. task force to develop an effective campaign to educate the public about the dangers of driving while fatigued. In Utah, at least 10% of fatal crashes are caused by drowsy driving and one of the highest risk groups is young males. In turn, the "Don't be a bob" campaign was created to send a message that if you start experiencing "sleepy head bobs," you shouldn't be driving. An April 5th press conference, attended by all statewide media news outlets, kicked off the campaign. Following the press event, \$95,000 in federal dollars was used to place 258 television and 350 radio spots. An estimated \$100,000 was received in bonus media and numerous earned media segments were provided as a result of this new and innovative campaign.

The HSO contracted with the Salt Lake Radio Broadcasters Association to develop and place traffic safety radio advertisements through the "Getting the Word Out" campaign. A total of \$24,000 was budgeted for the paid media effort, which promoted 13 messages including impaired driving, child passenger safety, safety belts, speed, aggressive driving, slow down-move over law, fatigued driving, pedestrian safety and driving in inclement weather. During the year, a total of 10,301 spots were placed on more than 30 radio stations. The estimated value of the media effort was \$267,000, including in-kind and bonus spots.

To help promote the "Share the Road with Bicyclists" message, the HSO worked with the Utah Highway Patrol (UHP) to develop and place a radio advertisement on stations throughout Utah. The primary message supported the "three-foot" law, which states that motorists must give at least three feet of passing space between the right side of their vehicle and a bicyclist. This project was funded with \$10,000 in state monies awarded to the UHP by the legislature. During a five-month period, a total of 2,475 radio spots were placed at an estimated value of \$59,000, including in-kind and bonus spots.

During the year, efforts were made to increase public awareness regarding the safety of motorcyclists on Utah's roadways through the "Share the Road with Motorcyclists" campaign. Facts and tips were provided to the public using print messages that were placed in local newspapers and in the Hill Air Force Base air show program (with 150,000 attending). A total of \$1,500 in federal dollars was used for this paid media effort.

The "Spot the Tot" campaign was created in 2005 to promote and educate the public regarding driveway back-over prevention. To spread this important safety message statewide, radio advertisements were utilized. During 2006, the campaign received a total of \$25,000 to place 240 radio spots, with another 240 spots placed through bonus media. Of the grant award, \$15,000 was federal highway safety dollars provided by the HSO.



During FFY2006, the Eliminating Alcohol Sales to Youth (EASY) program and Underage Drinking Campaign Committee initiated a state-funded \$1.3 million media contract to develop an educational campaign dedicated to reducing the incidence of teen alcohol and drug use. As a result, the committee launched the "ParentsEmpowered.org" campaign during a press conference attended by First Lady Mary Kay Hunstman, Attorney General Mark Shurtleff, Salt Lake Valley mayors, police chiefs, and Utah legislators. The "ParentsEmpowered.org" campaign is designed to prevent underage drinking in Utah by providing information about the harmful effects of alcohol, particularly on the developing teen brain, along with proven parental skills for preventing underage alcohol use. The campaign, which includes the self-titled web site, television commercials, radio announcements, and print ads, was created to engage Utah's citizens in a manner that a national effort might fail to do, given the state's unique culture.

Media message developed as part of the Eliminating Alcohol Sales to Youth program.

UTAH DEPARTMENT OF PUBLIC SAFETY
www.publicsafety.utah.gov

UTAH HIGHWAY SAFETY OFFICE
www.highwaysafety.utah.gov

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION
www.nhtsa.dot.gov

PHOTO CREDIT: Cyclists Up Emigration Canyon - Steve Griffin / Salt Lake Tribune