



PB98-147200

# *TRAFFIC SAFETY* *DIGEST*

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## **A Compendium of Innovative State and Community Traffic Safety Projects**

**Winter 1998**



U.S. Department of Transportation  
National Highway Traffic Safety Administration

REPRODUCED BY:   
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National Technical Information Service  
Springfield, Virginia 22161





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- Changing Speed Limit Awareness (California)
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- Franklin County DUI Task Force (Ohio)
- Greer Police Department Enforcement Blitz (South Carolina)
- Guaynabo Municipal Police Traffic Records (Puerto Rico)
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- Marion County Traffic Safety Partnership Summer Enforcement Project (Indiana)
- Minnesota DWI and Traffic Safety Law Teleconference (Minnesota)
- Nevada Highway Patrol Los Protectores Program (Nevada)
- Operation Aggressive Driver (Maryland)
- Operation Curb Crime (Virgin Islands)
- Operation Partnership (Missouri)
- Operation SAFE Speed (Arkansas)
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- Traffic Records Blue Ribbon Competition (Maryland)
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- Loyola University Burn & Shock Trauma Institute Prevention Center (Illinois)
- Magic Valley SAFE KIDS Coalition (Idaho)
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- Older Driver/Pedestrian Conference (Arizona)
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- Safety Integration into Metropolitan Planning Organization Activities (Michigan)
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- EMS Training Project (Nebraska)
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- Injury Prevention Collaboration (Colorado)
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- Lincoln-Lancaster County Health Department Traffic Safety Program (Nebraska)
- Marathon County Public Health Department Child Passenger Safety Program (Wisconsin)
- Morristown Memorial Hospital Injury Prevention Community Education Program (New Jersey)
- New York Safe Kids Coalition (New York)
- North Dakota Nurses' Seat Belt Project (North Dakota)
- Peer to Peer Physician Training (Pennsylvania)
- Rural EMS Conference (Michigan)
- Save A Life Like Yours (SALLY) (Nevada)
- Southeast Region Injury Control Network (Southeastern States)
- Spectrum of Prevention—A New Approach to Highway Safety Planning (Nevada)
- THINK FIRST of New York (New York)

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- "A TIP From EMS" (Wisconsin)
- "Arrive Alive" Alcohol Saturation Project (Missouri)
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- Elementary Traffic Safety Leadership Training (Kansas)
- "Get A Grip" - Youth Alcohol/Statewide Traffic Safety Training Program (Iowa)
- Give a Policeman a PAT (Police Appreciation Time) (Mississippi)
- Huntsville City Schools (Alabama)
- Injury Prevention Program (Illinois)
- It's Your Choice (Montana)
- Little Red Driving Hood Project (Illinois)
- Missouri HEADS UP (Missouri)
- Northern Kentucky Rural Office of Traffic Safety (Kentucky)
- Operation "Buckle Up Night" (Pennsylvania)
- Project Extra Mile (Nebraska)
- Safe Driving Competition for Youth - York County (Pennsylvania)
- Safety City (New York)
- Stanford Community Responsible Hospitality Project (California)
- Stanislaus County: The Young and the Reckless (California)
- Stop Underage Drinkers (SUDS) (New Jersey)
- Stratford Community Traffic Safety Program (Connecticut)
- Strides For Safety (North Dakota)
- Teen Court (Illinois)
- Teen Court of Lincoln County (Oregon)
- Teens of Northeast Youth Intervention Program (Arkansas)
- University of Southern Mississippi Youth in the Workplace Initiative (Mississippi)
- West Valley Community Traffic Safety Pedestrian Program (Utah)
- YMCA Resource Center "Pathways" (Delaware)
- "You Can't Win" Zero Tolerance Campaign (Iowa)
- Young Adult Pre-DUI Visitation Program
- Young Driver Deterrence Project (Hawaii)
- Youth Appreciate Law Enforcement (YALE) (Virginia)
- Youth in the Workplace (Minnesota)
- Youth Traffic Safety Teacher (Hawaii)
- Youthful Drunk Driving Program (Oklahoma)
- Youthful DUI Offender Project (Missouri)

### **Other Traffic Safety Areas**

- "Drive Smart" Nights at Central Pennsylvania Speedways (Pennsylvania)
- DWI Ad Hoc Reporting System (New Jersey)

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### **Other Traffic Safety Areas (cont'd)**

- Non-Commercial Sustaining Announcements (NCSA) (New Jersey)
- Ohio Partnership for Traffic Safety (Ohio)
- Preschool Teachers Safety Workshop (Pennsylvania)
- Preschool Transportation Program: "Safe and Secure" (Indiana)
- Regional Driver Education Instructor's Workshop (Pennsylvania)
- Senior Driver Program: "Getting There Safely" (Washington)
- Speed Limit Brochure (Minnesota)
- Tri-State Traffic Safety Partners (New York, New Jersey, Connecticut)

### **Public Information and Education**

- 1993 Safe Holiday Season Program (Washington, DC)
- Child Passenger Safety Promotion (Texas)
- Driver Fatigue and Its Impact on Driving (New York)
- La Loteria del Manejo Seguro (Motor Vehicle Driver Safety) (California)
- Regional Traffic Safety Workshops (Missouri)

### **School Bus Safety**

- Safety Rating System for School Bus Loading and Unloading Zones (South Carolina)
- School Bus Partnership (Colorado)
- Transporting Students With Special Needs (Iowa)

- = Winter 1998 Edition
- = Previous Editions

**Maui Server Training Program**

**HAWAII**

<b>PROJECT CHARACTERISTICS</b> Easy to replicate	<b>PROGRAM AREA(S)</b> Alcohol and Other Drugs
<b>TYPE OF JURISDICTION</b> County	
<b>TARGETED POPULATION(S)</b> Servers and Sellers of Alcohol	<b>JURISDICTION SIZE</b> 151,300

**PROBLEM IDENTIFICATION**

In part because of its popularity with vacationers, the State of Hawaii has long experienced a higher-than-average rate of alcohol-involved fatal traffic crashes. Data for 1995 indicated that 49.3 percent of motor vehicle crash fatalities statewide were alcohol-related. While researching the case records of motorists arrested for impaired driving, Maui County Liquor Control Commission investigators determined that 102 of the arrestees had been served alcohol at county restaurants and bars, while already under the influence. Disciplinary action was initiated against 75 percent of the 102 alcohol licensees cited. Realizing the need to educate those who serve and sell alcohol to patrons, the Liquor Control Commission enacted a 1995 law requiring all managers, assistant managers and supervisory personnel in alcohol licensed establishments to be approved and certified, through completion of server training classes.

**GOALS AND OBJECTIVES**

In fulfilling its mandate to protect the health, safety and welfare of Maui residents, the Maui County Department of Liquor Control developed the Maui Server Training Program in 1996. Specific objectives of the program included:

- Providing a two-hour server training program targeted for restaurant and bar managers and bartenders
- Developing a quarterly newsletter for distribution to all Maui County alcohol licensees
- Producing and distributing educational materials to alcohol licensees countywide
- Purchasing a computer and scanner to provide desktop publishing support for the production of educational materials and newsletters

**STRATEGIES AND ACTIVITIES**

During 1997, activities associated with the Maui Server Training Program included:

### **Maui Server Training Program (cont'd)**

- Certification of 1,011 applicants who had completed the server training curriculum and passed a written examination
- The Maui Liquor Control Commission expanded its server training class location to include on-site training at 13 local hotels, restaurants and bars
- A quarterly newsletter published by the Commission and distributed to approximately 425 alcohol licensees countywide
- A personal computer and scanner were purchased and are used to produce the newsletter, create educational materials, revise administrative rules and provide Internet access for Commission staff

### **RESULTS**

The Maui Server Training Program has successfully increased the awareness of alcohol licensees of the dangers of impaired driving. During 1997, the number of DUI cases involving alcohol licensee establishments dropped to 79, from 102 in 1996. Of these 79 cases, 36 percent resulted in disciplinary action against licensees, compared with 75 percent in 1996.

#### **FUNDING**

Section 402: \$6,500

#### **CONTACT**

Glenn Mukai  
Investigator  
Maui Liquor Control Commission  
2145 Kaohu Street, Room 107  
Walluku, HI 96793  
(808) 243-7753

**It's Your Choice**

**MONTANA**

<b>PROJECT CHARACTERISTICS</b> Outstanding collaborative effort Targets hard-to-reach/at risk population	<b>PROGRAM AREA(S)</b> Youth Programs Alcohol and Other Drugs
<b>TYPE OF JURISDICTION</b> Multijurisdictional	
<b>TARGETED POPULATION(S)</b> Youth	<b>JURISDICTION SIZE</b> 879,000

**PROBLEM IDENTIFICATION**

Alcohol- and drug-related crashes tend to result in injuries that are more severe than crashes with no alcohol or drug involvement. In Montana, during the past 10 years, alcohol and drugs have been a factor in 50 percent of all fatal crashes involving teens. Also, drivers under the age of 21 are involved at a much higher rate in crashes than are more mature drivers. Many Montana teens live in rural communities in which driving after drinking is more likely, especially during events such as school proms and graduations.

**GOALS AND OBJECTIVES**

The goal of the *It's Your Choice* program was to reduce youth involvement in alcohol- and drug-related motor vehicle crashes through the following objectives:

- Change the drinking and drinking-while-driving behavior of Montana youth
- Promote the use of alcohol-related safety measures, such as the use of designated drivers
- Target traffic safety education to drivers between the ages of 15- and 19-years-old in rural communities
- Promote collaboration among public and private agencies to address the issue

**STRATEGIES AND ACTIVITIES**

In 1990, a Yellowstone County deputy coroner developed the *It's Your Choice* program, which is a live re-enactment of a car crash. The crash is staged with local law enforcement officials, fire departments, and emergency medical services (EMS) providers during prom and graduation events, when heavy drinking and driving is common. The

**It's Your Choice (cont'd)**

presentation uses students who volunteer to be made up as crash victims. A narrator explains the events as they happen, describes the results of the injuries, and reveals the long-term impact on the survivors and their families.

The *It's Your Choice* program was initiated in Yellowstone County, but has expanded to reach most colleges, high schools and middle schools in the state. To reach the rural communities, where a re-enactment on-site might not be feasible, the Yellowstone County DUI Task Force formed a partnership with a local television station to produce a professional-quality video of the re-enactment for distribution throughout the state. This video received the National Commission Against Drunk Driving Media Awareness Award.

**RESULTS**

Over a five-year period, Montana state trends have indicated a 16.8 percent decrease in involvement of teens in alcohol-related crashes, compared with a 7 percent decrease in the general population. In Yellowstone County (Montana's most populous county), where the program has been presented most frequently, there has not been a serious injury or fatality resulting from an alcohol-related crash on prom night or graduation night since the inception of the *It's Your Choice* program in 1990.

This program has inspired collaboration among law enforcement agencies, EMS providers, fire departments, schools, hospitals, funeral homes and the media to take an active part in addressing the issue of impaired driving among Montana youth.

<p><b>FUNDING</b></p> <p>Section 410:                      \$3,000</p> <p><b>CONTACT</b></p> <p>Anne Jourdan Yellowstone County DUI Task Force P.O. Box 20982 Billings, MT 59104 (406) 254-0434</p>
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**Maui Police Department Purchase  
of Preliminary Breath Testers (PBTs)**

**HAWAII**

<b>PROJECT CHARACTERISTICS</b> Easy to replicate	<b>PROGRAM AREA(S)</b> Alcohol and Other Drugs
<b>TYPE OF JURISDICTION</b> County	
<b>TARGETED POPULATION(S)</b> Motorists	<b>JURISDICTION SIZE</b> 151,300

**PROBLEM IDENTIFICATION**

As part of concentrated effort to reduce the number of alcohol-related fatal traffic crashes in Maui County, Hawaii, the Maui Police Department has increased enforcement of impaired driving laws. Sobriety checkpoints are conducted regularly, along with additional highway patrols on weekends. When police officers stop a suspected drunk motorist, they complete a series of observations and procedures to detect whether or not the driver is impaired. Once probable cause for impairment has been determined, officers ask the driver to perform the Standardized Field Sobriety Tests (SFST). These tests include the Walk and Turn test, One-Leg Stand test and Horizontal Gaze Nystagmus. If a suspected impaired driver has an injury or physical disability that would affect their performance on the SFST battery, the One Leg Stand and Walk and Turn tests are not performed. The inability of the suspect to perform these tests hampers the officer's ability to accurately determine blood alcohol concentration (BAC) levels in motorists at or close to the legal per se level of .08. In some cases, a suspect could be arrested for impaired driving despite having a BAC within the legal limit.

**GOALS AND OBJECTIVES**

The goal of the Maui Police Department's Purchase of Preliminary Breath Testers (PBTs) is to provide police officers with an accurate alternative means for conducting sobriety testing on injured or disabled suspects. Specifically, Maui police sought to purchase five Preliminary Breath Testers (PBTs). Use of PBTs at sobriety checkpoints provide guidance on how to properly handle a motorist suspected of driving while impaired—whether to arrest or release the suspect. The PBT is particularly useful in determining the BAC in borderline cases—those close to the legal limit of .08.

**STRATEGIES AND ACTIVITIES**

In 1996, the Maui Police Department purchased six new PBTs and a small printer with cable hookup for direct attachment to the testing units. Using the direct hookup to the printer, police officials were able to track the number of preliminary breath tests

## **Maui Police Department Purchase of Preliminary Breath Testers (cont'd)**

conducted, and the calibration requirements for each PBT device.

During 1996, the Maui police used the PBT devices in 296 arrests for impaired driving. Of this total, 58 arrestees indicated BAC readings of between .08 and .10 in the PBT test. When retested at police headquarters using the more accurate intoxilyzer test, only 4 of the 58 motorists indicated blood alcohol readings of less than .08 BAC.

The PBT units are very successful in providing guidance to the Maui police in deciding whether or not to detain motorists who have been drinking, but who may not necessarily be legally impaired. In some cases, police officers require motorists who test close to .08 BAC to get another driver.

### **RESULTS**

Maui police officers have greatly enhanced their ability to accurately determine whether or not a motorist is legally impaired through use of the PBT devices. The devices are especially valuable in borderline cases, in which the motorist is close to the .08 BAC limit, but not necessarily legally impaired. In 1996, the percentage of alcohol-related crash fatalities in Maui County decreased by 19 percent over 1995; from 68.8 percent to 55.6 percent. This decrease was due in large part to the use of PBT testing at sobriety checkpoints.

#### **FUNDING**

Section 402: \$4,986

#### **CONTACT**

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**Comprehensive Server Training Program**

**HAWAII**

<b>PROJECT CHARACTERISTICS</b> Easy to replicate	<b>PROGRAM AREA(S)</b> Alcohol and Other Drugs
<b>TYPE OF JURISDICTION</b> County	
<b>TARGETED POPULATION(S)</b> Servers and Sellers of Alcohol	<b>JURISDICTION SIZE</b> 920,500

**PROBLEM IDENTIFICATION**

Alcohol use has historically been a contributing factor in a high percentage of serious motor vehicle crashes in Hawaii. According to data compiled from the Fatal Analysis Reporting System (FARS), the average rate of alcohol-involved fatal traffic crashes in Hawaii during the past ten years is 51.4 percent. The county of Honolulu has more than 1,500 liquor licensed establishments operating within its boundaries. In accordance with a 1993 law, all managers and bartenders working in these establishments must attend a five-hour server training program established and administered by the Honolulu Liquor Commission. Further, they must pass a test based on this program every four years. Although mandatory server training had been provided since 1993, Honolulu had not realized a significant reduction in the rate of alcohol-involved fatal crashes countywide.

**GOALS AND OBJECTIVES**

The goal of the Comprehensive Server Training Program is to prevent highway fatalities and injuries caused by impaired drivers. In order to more effectively achieve this goal, Honolulu Liquor Commission members met in 1996 to establish a focused set of objectives including:

- Continuing the existing server training program in Honolulu so as to comply with mandatory training required for all managers and bartenders
- Develop a quarterly newsletter for distribution to approximately 1,500 licensees throughout Honolulu County
- Develop and sponsor a seminar on Juvenile Crime and Integrity Leadership
- Create a series of educational handout materials

**STRATEGIES AND ACTIVITIES**

In 1996, Honolulu server training activities included the following:

### **Comprehensive Server Training Program (cont'd)**

- A total of 85 server training classes presented countywide, and were attended by 2,921 managers and bartenders
- Honolulu Liquor Commission officials conducted 24 server training retest classes, to meet four-year retest requirements for managers and bartenders
- An additional 66 two-hour sessions were held at licensee facilities, to provide information to approximately 1,861 employees on serving alcohol to minors and how to properly check identification cards
- Four newsletters were produced and delivered to each of 1,500 alcohol licensees in Honolulu
- A Juvenile Crime and Integrity Leadership seminar was conducted for 35 participants, presenting relevant materials on dealing with juveniles and ethical situations
- A series of handout educational materials were developed, providing information on checking identification cards, tips for spotting intoxicated customers and cutting them off and checking the age of minors. These materials were also provided to licensees on Maui, Kauai and Oahu
- A new identification checking card was developed, and provided to all licensees. An identification checking letter was also produced for use by retailers, hotels and the local restaurant association

### **RESULTS**

As a result of the educational enhancements provided by the Comprehensive Serving Training Program, alcohol-related traffic crash fatalities in Honolulu decreased from 42.4 percent in 1995, to 28.9 percent in 1996.

#### **FUNDING**

Section 410: \$11,840

#### **CONTACT**

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**Traffic Records System Strategic Plan**

**MARYLAND**

<p><b>PROJECT CHARACTERISTICS</b> Outstanding collaborative effort</p>	<p><b>PROGRAM AREA(S)</b> Traffic Records</p>
<p><b>TYPE OF JURISDICTION</b> State</p>	
<p><b>TARGETED POPULATION(S)</b> General Population</p>	<p><b>JURISDICTION SIZE</b> 5,071,604</p>

**PROBLEM IDENTIFICATION**

The Maryland Traffic Records System is a complex network of programs and systems involving over 150 state agencies that collect and report data relating to a wide variety of traffic-related processes; however, this system does not interlink and integrate the various "in-house" systems to provide analyses of motor vehicle crashes, driver and vehicle information, highway engineering, emergency care response, and/or court convictions of crash-related offenses. In addition, when the independent systems were developed, no consideration was made for long-range strategic planning for future traffic safety issues, emerging technologies, or evaluation needs.

**GOALS AND OBJECTIVES**

The goal of the Traffic Records System Strategic Plan project was to develop a five-year plan for improving Maryland's Traffic Records System, using the following objectives:

- Analyze the existing Traffic Records System to establish a baseline of conditions
- Ensure the participation of every sector of the state in an integrated approach to highway traffic safety
- Identify emerging technologies and weave future technology requirements into the Strategic Plan

**STRATEGIES AND ACTIVITIES**

In 1997, the Maryland State Highway Administration organized the Maryland State Police, the Maryland Motor Vehicle Administration, the Maryland Emergency Medical Services, the National Highway Traffic Safety Administration (NHTSA) Region 3, the Maryland Safety Council and other organizations into a multi-agency Traffic Records Coordinating Committee (TRCC), charged with oversight of the Strategic Plan project. The TRCC then engaged the services of a professional consulting firm to plan and implement the Strategic Plan.

## **Traffic Records System Strategic Plan (cont'd)**

The new plan, unveiled in October 1997, focused on 8 major elements, comprising 21 strategies and activities:

- Hiring a Traffic Records Coordinator by January 1998
- Formalization of the TRCC
- Identifying activities to be undertaken by the TRCC, which was charged with building cooperation among the various agencies so that data collection activities and reporting processes could link and integrate data
- Implementing the various redesign and development activities within agencies and programs, identified by the TRCC in the third element
- Promoting the exploration of the development of a State Repository or Clearinghouse as the fifth priority element
- Studying the development of a Standard Location Reference System for all roadways and all jurisdictions in order to assist law enforcement and emergency medical technicians in data collection
- Proposing an interagency subcommittee of the TRCC to develop cost initiatives for each agency's proposed improvements
- Proposing a second interagency subcommittee of the TRCC be established to plan a future National Traffic Records Forum to be held in Maryland

### **RESULTS**

The efforts of the Maryland agencies involved in this project have met both the goal and objectives of developing a Strategic Plan. Implementation of the Plan will begin early in 1998, and will ultimately be judged on how well it promotes the goal of highway safety.

#### **FUNDING**

Section 402:	\$5,000
Section 403:	\$50,000

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**Traffic Records Blue Ribbon Competition**

**MARYLAND**

<b>PROJECT CHARACTERISTICS</b> Strong evaluation component	<b>PROGRAM AREA(S)</b> Traffic Records
<b>TYPE OF JURISDICTION</b> State	
<b>TARGETED POPULATION(S)</b> General Population	<b>JURISDICTION SIZE</b> 5,071,604

**PROBLEM IDENTIFICATION**

The Code of Maryland Regulations (COMAR) requires that crash data be available to the public within 20 days after the occurrence of a motor vehicle crash. However, the Maryland State Highway Administration observed that state law enforcement agencies responsible for reporting crash data were frequently submitting reports needing improvement in both accuracy and timeliness.

**GOALS AND OBJECTIVES**

The goal of the Traffic Records Blue Ribbon Competition was to achieve timely and accurate reporting of crash data through three objectives:

- Raising awareness within Maryland law enforcement agencies about crash data reporting problems
- Promoting a better understanding of the importance of records reporting requirements
- Educating law enforcement agencies about successful reporting practices in use throughout the state

**STRATEGIES AND ACTIVITIES**

In January 1997, the Maryland State Police and the Maryland State Highway Administration jointly sponsored the Maryland Traffic Records Blue Ribbon Competition—a program which challenged law enforcement agencies to focus attention on their procedures for investigating and reporting motor vehicle crashes. Police agencies that investigated and reported a minimum of 100 motor vehicle crashes per year were invited to participate in a competition for traffic safety grants ranging from \$5,000 to \$20,000 for use in local law enforcement traffic services activities. In order to win the Maryland Traffic Records Blue Ribbon Competition, a law enforcement agency was required to answer a short survey about the reporting procedures and policies of the jurisdiction or State Police barracks in which they operated. An eight-member panel,

## Traffic Records Blue Ribbon Competition (cont'd)

comprised of representatives from the State Highway Administration, the Maryland State Police, and Region 3 of the National Highway Traffic Safety Administration (NHTSA), placed each competitor into one of four size categories based on the agency's numbers of reported crashes during 1996. The panel then evaluated that agency's reporting procedures based on the responses to the survey. Next, the panel evaluated the actual reporting data of each competitor—once at the beginning of the competition, and again nine months later, to determine the level of improvement in accuracy and timeliness of reporting. Both the subjective and objective criteria were used to determine the winning scores within each of the four size categories.

### RESULTS

Invitations to the Traffic Records Blue Ribbon Competition were mailed to more than 80 law enforcement agencies, with 44 agencies electing to participate in the competition. Cash awards ranging from \$5,000 to \$20,000 were presented to the top three agencies in each of the four size categories, for the winning agency to use for any traffic safety-related project.

Based on comparison data, the quality and timeliness of vehicle crash reporting improved in most cases analyzed.

A *Best Practices* guide highlighting law enforcement agencies with improved reporting procedures was compiled, and will be used to help improve reporting efforts in all law enforcement agencies in Maryland.

#### FUNDING

Section 402: \$90,000

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**Walk In Our Shoes**

**ILLINOIS**

<b>PROJECT CHARACTERISTICS</b> Outstanding collaborative effort Easy-to-replicate	<b>PROGRAM AREA(S)</b> Occupant Protection Emergency Medical Services
<b>TYPE OF JURISDICTION</b> Multijurisdictional	
<b>TARGETED POPULATION(S)</b> General Population	<b>JURISDICTION SIZE</b> 160,000

**PROBLEM IDENTIFICATION**

Motor vehicle travel is the primary means of transportation in the United States, providing an unprecedented degree of mobility. In recent years, motor vehicles have become crash-worthy, equipped with safety devices such as seat belt restraint systems and air bags, and equipped with "friendly interiors" such as padded steering wheels, padded dashboards, and touch pad control dashboards. Yet, for all these safety improvements, deaths and injuries resulting from motor vehicle crashes are the leading cause of death for persons of every age from 6- to 27-years-old (based on 1996 data). In 1996, 41,907 lives were lost, 3,511,000 people were injured in motor vehicle traffic crashes, and 4,548,000 crashes involved property damage only. The economic cost of motor vehicle crashes in 1996 was reported to be more than \$150.5 billion.

**GOALS AND OBJECTIVES**

The goal of the Walk In Our Shoes project, developed by the injury prevention and medical outreach specialists at the National Highway Traffic Safety Administration (NHTSA) Region 5 office, was to reduce the injuries, fatalities, and economic costs which result from motor vehicle crashes. The objectives of the project were:

- To raise the public's awareness of the health and economic benefits of proper use of air bags, safety restraints, and child safety seats
- To engender collaboration between the medical and enforcement communities for the purpose of promoting traffic safety
- To promote a more active role by medical professionals in traffic safety and motor vehicle injury prevention activities

**STRATEGIES AND ACTIVITIES**

In Spring 1997, the NHTSA Region 5 injury prevention and medical outreach specialists

## Walk In Our Shoes (cont'd)

developed the Walk In Our Shoes project—an easy-to-replicate educational program that involved the combined efforts of medical and law enforcement professionals to promote goodwill while providing public information on traffic safety. The program developed a collaboration among nurses, law enforcement professionals, firefighters, and emergency medical services (EMS) professionals—those professionals who are regularly exposed to the senseless injuries and fatalities because of unsafe traffic practices, and whose simple philosophy was: "If the general public could just walk in our shoes for even one day, they would know the frustration of coping with needless injuries and deaths."

The Walk In Our Shoes project featured the medical and law enforcement professionals spending a few hours together distributing traffic safety materials to motorists stopped at traffic lights. Restrained motorists received compliments, and those who were not restrained were strongly encouraged to buckle up. Citations were not issued to motorists not using safety belts during the Walk In Our Shoes project; however, they were warned that, as seat belt use is the law, further violations would be enforced.

The project was piloted in three communities in Illinois during the summer of 1997, and received an overwhelming response from the local media, including features in regional and local community newspapers, radio announcements, and television coverage. During each of the three pilots, the effort was supported by at least two representatives from each of the four partner professions, who provided additional visibility for the project with ambulances and fire engines.

## RESULTS

Medical and law enforcement professionals distributed more than 500 traffic safety packets at each of the Walk In Our Shoes pilots. Trained safety specialists instructed motorists in the proper use of child safety seats, and each motorist was either complimented for use of seat belts or reminded to buckle-up. Post-event windshield surveys conducted by local police have shown a marked increase in safety belt and child safety seat use.

Many public safety and medical professionals from communities surrounding the pilot sites have sought information on replicating the program in their own community. To assist other communities, a "how-to" handbook that provides detailed, step-by-step directions for establishing a local program has been developed.

### FUNDING

NHTSA Region 5:           \$15,000

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**Car Seat Loaner and Safety  
Belt Education Program**

**COLORADO**

<b>PROJECT CHARACTERISTICS</b>	<b>PROGRAM AREA(S)</b>
Targets hard-to-reach/at risk population Strong self-sufficiency program	Occupant Protection
<b>TYPE OF JURISDICTION</b>	
County	
<b>TARGETED POPULATION(S)</b>	<b>JURISDICTION SIZE</b>
Low-Income Families	495,000

**PROBLEM IDENTIFICATION**

Colorado's Primary Law for Children requires that children under the age of 4 and under 40 pounds use an approved child safety seat in all vehicle seating positions. Moreover, children under age 15 must be restrained by seat belts. In April 1992, a survey conducted by the Denver Department of Social Services (DDSS) revealed that 1,630 children between the ages of 0 to 2, whose families were registered with DDSS, did not use child safety seats. The families surveyed were low-income, making it difficult for these families to purchase child safety seats. In addition, many of the families needed education in the correct use of child safety seats and other occupant protection devices. Many of the families were non-English speaking, indicating a need for bilingual safety education.

**GOALS AND OBJECTIVES**

The goal of the Car Seat Loaner and Safety Belt Education Program was to increase the use of child safety seats and other occupant protection devices throughout the metropolitan Denver area. Objectives of the program included:

- Provide child safety seats to low-income, DDSS-registered families with children
- Provide occupant protection education to the families receiving the child safety seats
- Educate non-English speaking, DDSS-registered families about occupant protection

**STRATEGIES AND ACTIVITIES**

In 1993, the Denver Department of Social Services developed the Car Seat Loaner and Safety Belt Education Program for the benefit of DDSS-registered families with children and other DDSS clients who were motor vehicle operators. From 1993 until 1996, DDSS successfully ran a program that annually supplied low-income families with child safety

## **Car Seat Loaner and Safety Belt Education Program (cont'd)**

seats, and provided occupant safety education to more than 15,000 other DDSS clients. A special program was developed to provide education to non-English speaking DDSS clients, and DDSS staff provided education and training to schools and businesses, and assisted at car seat checkpoints.

The Car Seat Loaner and Safety Belt Education Program was financed from 1993 through 1996 with Section 402 funds provided by the Colorado Department of Transportation (CDOT). In 1996, in keeping with the original implementation plan for the Program, DDSS established a new non-profit organization, Safety Education and Training Saves Lives (S.E.A.T.S.) for Kids, as the new vehicle that would ensure self-sufficiency for the program. This organization was comprised of a working Board of Directors, whose membership included representatives of successful businesses in the metropolitan Denver community.

Through the new S.E.A.T.S. for Kids organization, DDSS has continued and expanded its services to include other organizations, throughout the state, serving low-income families with children. At the end of 1997, 1,320 child safety seats had been shared with other non-profit organizations in 30 of Colorado's 63 counties (an additional 250 seats are in the pipeline). The DDSS Safety Education Specialist, who also serves as the Administrator for the S.E.A.T.S. for Kids Program, has been able to expand outreach efforts to other hard-to-reach and at risk groups, including special needs children, parenting teens, and foster grandparents.

### **RESULTS**

The Car Seat Loaner and Safety Belt Education Program has met its goal of increasing the use of child safety seats and seat belts in Colorado by providing more than 1,600 low-income families with safety seats for their children. Of the seats provided through the program, 18 were destroyed in motor vehicle crashes, but all children survived.

#### **FUNDING**

Section 402:	\$29,700
KMGH TV:	\$100,000
KMGH TV PSAs:	\$300,000
In Kind:	\$15,000

#### **CONTACT**

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**Coordinated Corridor Enforcement Initiative**

**IOWA**

<b>PROJECT CHARACTERISTICS</b> Outstanding collaborative effort	<b>PROGRAM AREA(S)</b> Police Traffic Services
<b>TYPE OF JURISDICTION</b> State	
<b>TARGETED POPULATION(S)</b> General Population	<b>JURISDICTION SIZE</b> 2,852,423

**PROBLEM IDENTIFICATION**

Law enforcement agencies in Iowa historically have operated with limited resources for conducting concentrated traffic enforcement efforts. Moreover, the state has not had a long tradition of multi-agency coordination of enforcement efforts, particularly across jurisdictions. The result has been a perception held by the general population that there has been a very low risk of receiving a citation for a traffic infraction—an attitude which has induced unlawful vehicle operating behavior, particularly along traffic corridors that pass through more than one jurisdiction.

**GOALS AND OBJECTIVES**

The Coordinated Corridor Enforcement Initiative was implemented in 1995 to reduce unlawful behavior by motor vehicle operators along cross-jurisdictional traffic corridors. The objectives of the initiative included:

- Developing an awareness of, and commitment to, multi-agency enforcement efforts
- Providing resources to support agencies involved in multi-agency enforcement efforts
- Promoting aggressive multi-agency enforcement activities
- Encouraging recognition of successful, multi-agency law enforcement efforts
- Fostering ongoing, self-perpetuating multi-agency activities among participants

**STRATEGIES AND ACTIVITIES**

Iowa law enforcement agencies have enjoyed many years of successful collaboration in conducting joint safety checkpoints and other traffic safety activities. Moreover, many agencies had built upon this tradition of collaboration through implementation of Iowa's Special Traffic Enforcement Program (STEP).

## **Coordinated Corridor Enforcement Initiative (cont'd)**

Then, in 1995, while attending a traffic safety conference, law enforcement agencies were introduced to the concept of "saturation patrols" which promised to supply the missing link to successful reduction of unlawful, cross-jurisdictional driving behavior. Although enthusiastically embraced as a concept, Iowa agencies recognized that successful implementation depended on organizational structure, coordination of effort, guidance, and encouragement.

Help in implementing the saturation patrols came from the Iowa Governor's Traffic Safety Bureau (GTSB) which, in Spring 1995, organized the first multi-jurisdictional, coordinated corridor enforcement activity in the state. Planning for the saturation patrols began with a highly-focused problem identification exercise drawing on data from the National Highway Traffic Safety Administration's (NHTSA) Fatal Analysis Reporting System (FARS) and from Iowa's sophisticated Personal Computer-Accident Location Analysis System (PC-ALAS). Armed with this important data, the job of selecting implementation activities became simple, needing only the guidance of the GTSB to facilitate a coordinated enforcement effort.

Two years after the initial saturation patrol effort, in the Summer of 1997, the GTSB organized a saturation patrol involving 116 officers from 37 agencies in 3 states—Iowa, Illinois, and Nebraska—who patrolled 330 miles of a major interstate that bisected the states, resulting in 2,500 enforcement contacts. Today, the GTSB continues to provide important guidance; but the participating agencies, which include canine patrols, drug recognition officers, and officers from aircraft reconnaissance, now assume most of the leadership, planning, and execution of the patrols.

### **RESULTS**

The Coordinated Corridor Enforcement Initiative has provided excellent results in reduction of fatalities along cross-jurisdictional corridors. The number of fatalities in Iowa state have declined from 527 in 1995 to 461 in 1997 (more than 11 percent). The numbers of fatalities relating to impaired driving have also declined from 153 in 1995 to 128 in 1997—a reduction of almost 15 percent.

#### **FUNDING**

Section 402:	\$10,000
State:	\$10,000
Local:	\$25,000

#### **CONTACT**

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**Regional Traffic Safety Workshops**

**MISSOURI**

<b>PROJECT CHARACTERISTICS</b> Outstanding collaborative effort Easy-to-replicate	<b>PROGRAM AREA(S)</b> Public Information and Education
<b>TYPE OF JURISDICTION</b> State	
<b>TARGETED POPULATION(S)</b> General Population	<b>JURISDICTION SIZE</b> 5,359,000

**PROBLEM IDENTIFICATION**

Missouri has a population of more than five million residents. Each of the state's largest cities, St. Louis and Kansas City, has a population of approximately 500,000, with the remaining 4 million residents scattered among smaller communities of under 50,000. Traffic safety education for the 1 million residents of St. Louis and Kansas City was facilitated by the large concentrations of people; however, traffic safety messages were not reaching the majority of Missouri's residents spread among smaller communities throughout the state.

**GOALS AND OBJECTIVES**

The goal of the Regional Traffic Safety Workshops was to raise awareness of the importance of traffic safety for the majority of Missouri's residents, through the following objectives:

- Forming partnerships between traffic safety advocates within communities
- Educate key traffic safety advocates within each community

**STRATEGIES AND ACTIVITIES**

In 1992, the Missouri Department of Public Safety, Division of Highway Safety, set aside a small portion of their State and Community Highway Safety Grant Program funds (Section 402) to develop and implement a program that would educate all Missouri citizens about reducing deaths, injuries, and economic losses resulting from motor vehicle crashes. Traffic safety planners developed a strategy to initiate this education effort through a series of workshops to be held in locations throughout the state. The workshops were developed in a "train-the-trainer" format, whereby participants were invited from key organizations who could then implement further education activities within their local communities. These organizations included: local law enforcement agencies, community leaders, American Association of Retired Persons (AARP)

## **Regional Traffic Safety Workshops (cont'd)**

representatives, school administrators and educators, public health professionals, hospital/medical professionals, parent educators, child care organizations, civic organizations and other advocates for traffic injury prevention.

The one-day workshops featured a series of individual breakout sessions led by professionals trained in a variety of traffic safety areas. For example, a session on occupant protection was led by the coordinator of Think First Kids, who would present an overview of child restraint issues and current laws. Another breakout was led by a representative of Mothers Against Drunk Driving (MADD), who would discuss programs on alcohol and other drugs. Another breakout provided a discussion of various programs on public transportation and school bus safety. Other sessions included presentations on motorcycle safety, pedestrian safety, public health, public information and education, emergency medical services, programs for senior citizens, and bicycle safety.

In 1997, the Regional Traffic Safety Workshops offered Continuing Education Units (CEUs) to local day care providers, who are required by the terms of their license to maintain current information on a variety of subjects.

## **RESULTS**

Eight Regional Traffic Safety Workshops have been held for each of the past five years. During the 1997 Workshops, 427 traffic safety advocates were trained to carry the safety message into Missouri's smaller communities. Feedback from these communities indicates that many of the traffic safety programs presented at the Workshops have been implemented locally.

### **FUNDING**

Section 402: \$17,000

### **CONTACT**

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**Project Extra Mile**

**NEBRASKA**

<b>PROJECT CHARACTERISTICS</b> Innovative or non-traditional approach Targets hard-to-reach/at risk population	<b>PROGRAM AREA(S)</b> Youth Programs Alcohol and Other Drugs
<b>TYPE OF JURISDICTION</b> Multijurisdictional	
<b>TARGETED POPULATION(S)</b> Youth	<b>JURISDICTION SIZE</b> 700,000

**PROBLEM IDENTIFICATION**

Traffic safety professionals in the Omaha, Nebraska metropolitan area were familiar with the many national studies and programs concerning the two-fold problem of underage drinking and underage impaired driving—a problem affecting the youth of Omaha and the surrounding counties. Through the years, many recommendations had been made for addressing the problem in Omaha, but these recommendations were made without prior knowledge of the unique situations and issues involving Omaha's youth, resulting in less effective approaches to the problem.

**GOALS AND OBJECTIVES**

The goal of Project Extra Mile was to reduce alcohol-related crashes, fatalities, and injuries among the driving youth of the Omaha metropolitan area. The project was conceived as a three-phase approach to the problem:

- Research the problem
- Develop an Action Plan
- Implement education, enforcement and advocacy initiatives

**STRATEGIES AND ACTIVITIES**

In 1995, concerned citizens in the Omaha area created a coalition of organizations and individuals committed to addressing the problems of underage drinking and impaired driving among youth. This coalition developed what became known as Project Extra Mile, whose membership approached the problem systematically through a three-phased strategy. The first phase of this strategy was to conduct the research necessary to arm the coalition with data specific to the Omaha metropolitan area. During this first phase, several key activities were completed:

### Project Extra Mile (cont'd)

- A thorough review of the current local and state laws and regulations was conducted
- Members of the coalition reviewed existing data on traffic safety and youth alcohol use for the metropolitan area. Research included juvenile traffic crash involvement, deaths and injuries associated with underage alcohol consumption, environmental risk factors, adults who provide or procure alcohol for minors, consequences for use, alcohol marketing, recreation and social opportunities, role modeling, schools, neighborhood associations, media, child service agencies, law enforcement, drug prevention organizations and alcohol licenses and sales
- A survey was developed to measure activities and attitudes surrounding youth alcohol use. The survey was conducted with 420 youth under age 21 and with 423 adults. Information derived from the surveys closely paralleled other data: that youth were drinking in large numbers (57 percent of all respondents, 61 percent of 15-17 year-old respondents, 76 percent of 18-20 year-old respondents). Among youth who reported consuming alcohol, 67 percent admitted to binge drinking (five or more drinks at a time). Youth respondents indicated that they would be motivated to stop drinking if they believed they would injure or kill themselves or others in a crash, if they would be caught by police, or if they would lose their driving privileges. Participation in alcohol-free activities was also a motivating factor for abstinence
- Fourteen focus groups were conducted with youth, parents, law enforcement agencies, retail clerks, and prosecutor agencies. Seven focus groups were conducted for youth in three age groups from 12- to 20-years-old. During the focus groups, youth gave distinct indication of the need for adult guidance and positive role models. They also were emphatic about the need for clear, consistent messages with consequences for unacceptable behavior not only for youth, but also for adults who provide alcohol and businesses selling alcohol to minors

### RESULTS

As a result of Project Extra Mile, the rate of non-compliance by retailers of alcohol sales to minors dropped to 29 percent in 1997 for the Omaha metropolitan area, down from 41 percent in 1996.

In addition, all Omaha metropolitan law enforcement agencies agreed to undertake coordinated enforcement efforts four times each year.

#### FUNDING

Section 402:	\$88,000
In-kind:	\$12,000

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**Share The Road**

**KANSAS**

<b>PROJECT CHARACTERISTICS</b> High media visibility Innovative or non-traditional approach	<b>PROGRAM AREA(S)</b> Motorcycle Safety
<b>TYPE OF JURISDICTION</b> State	
<b>TARGETED POPULATION(S)</b> General Population	<b>JURISDICTION SIZE</b> 2,595,000

**PROBLEM IDENTIFICATION**

In 1996, the Kansas Bureau of Traffic Safety reported 737 crashes involving motorcycles, 21 of which included a fatality. During this time, although motorcycles comprised 2 percent of all registered motor vehicles in the state, motorcycle riders and passengers accounted for 4.3 percent of all fatal crashes. Because two-thirds of all motorcycle crashes involving another vehicle were the error of the other vehicle, traffic safety specialists surmised a twofold problem: motorcycle riders not wearing protective head gear, and other drivers not aware of motorcycle riders.

**GOALS AND OBJECTIVES**

The goal of the *Share The Road* motorcycle safety campaign was to reduce crash-related injuries and fatalities involving motorcycles using the following unique objectives:

- Increase the general population's awareness of motorcycle riders
- Improve the image of motorcycle riders in the state
- Reinforce motorcycle safety for motorcycle riders

**STRATEGIES AND ACTIVITIES**

The *Share The Road* project was developed as a result of mid-project analyses of a broader motorcycle safety effort initiated in 1995. Although motorcycle safety efforts had generally improved Kansas crash statistics involving motorcycle riders, traffic safety professionals recognized the need for a non-traditional approach to achieving more positive results. Initial traffic safety efforts had targeted motorcycle riders, however, the new approach targeted the general population. The primary strategy was an intensive motorcycle safety media campaign that featured the following activities:

## Share The Road (cont'd)

- Using the expertise of a media marketing firm, a campaign was developed using radio, television, newspapers, and billboards to address the need for all Kansans to *Share The Road*. All advertising time and space were donated
- Two billboard designs were created with the *Share The Road* message and displayed on billboards in Hutchinson, Wichita, Manhattan, Topeka, Lawrence, and Kansas City
- All radio, television, and newspaper messages, as well as messages on all other printed materials, were designed to promote a change from negative to positive public perceptions about motorcycle riders. Messages supported an image of the typical motorcycle rider as one with which the general population could readily identify—citizens with families who take seriously issues of safety and responsibility
- Kansas motorcycle safety materials were distributed at motorcycle shows, at meetings of motorcycle clubs, at safety fairs, and other community events where the general population could benefit from the *Share The Road* message

## RESULTS

The motorcycle safety campaign was conducted during the 1997 fiscal year and was tested at the end of the fiscal year in September 1997. A survey was developed and distributed randomly to 200 motorcycle riders and motorists identified through various mailing lists. Sixty-four surveys (32 percent) were returned. The surveys measured public awareness of the media campaign through response to questions such as:

- Are you aware of the motorcycle safety campaign, *Share The Road*?
- Have you seen one of the motorcycle safety campaign billboards?
- What factors would improve your chance of avoiding a crash?

The responses to the campaign were positive, and the Kansas Bureau of Traffic Safety anticipates a decrease in motorcycle fatalities and injuries due in part to the success of the program.

### FUNDING

Section 402: \$78,459

### CONTACT

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**Wyandotte Tribal Safety and  
Safe Community Program**

**OKLAHOMA**

<b>PROJECT CHARACTERISTICS</b> Targets hard-to-reach/at risk population	<b>PROGRAM AREA(S)</b> Safe Communities
<b>TYPE OF JURISDICTION</b> Multijurisdictional	
<b>TARGETED POPULATION(S)</b> Native Americans	<b>JURISDICTION SIZE</b> 34,000

**PROBLEM IDENTIFICATION**

By mid-1995, traffic fatalities in the Wyandotte community of Northwest Oklahoma had reached an all-time high. Two major highways cut through the community, transporting more than 33,000 tourists and commercial vehicles each week. These highways are intersected by more than 20 other traffic routes, giving rise to a dangerous situation for this tiny community comprised of residents of the Wyandotte Nation and the Town of Wyandotte. Particularly affected was the Wyandotte Nation, which reported seven fatalities in 1995, in the Tribal Service Area.

**GOALS AND OBJECTIVES**

The primary goal of the Wyandotte Tribal Safety and Safe Community Program was to reduce fatalities and injuries resulting from motor vehicle-related crashes. The objectives of the program were to:

- Increase use of seat belts and child safety seats
- Provide education on the dangers of impaired driving
- Implement a Safe Communities program

**STRATEGIES AND ACTIVITIES**

The initiative for the project came from the Wyandotte Tribe of Oklahoma. The Wyandotte Tribe has been active in traffic safety activities since 1986, beginning with a successful car seat loaner program. In 1996, Chief Bearskin approached the Bureau of Indian Affairs (BIA), Indian Highway Safety Program, for selection as a Tribal Safe Community under earmarked funds from the National Highway Traffic Safety Administration (NHTSA). The Tribal Safe Community designation provided the framework for development of a Safe Community Coalition comprised not only of the Wyandotte Tribe, but also of the nine other Tribes in close proximity to the Wyandotte

## **Wyandotte Tribal Safety and Safe Community Program (cont'd)**

Service Area and the residents of the Town of Wyandotte. Some of the activities developed and implemented under the Safe Community program included:

- Continuation of many of the successful programs developed prior to forming of the Safe Community project, such as the "Preschool to Six" safety education program of bike helmet use and school bus safety presented to local schools by both Tribal members and Wyandotte police
- Reduction of speed limits along the two major highways
- Presentation of 16 safety programs at schools, fairs, and community centers
- Development of an Indian Highway Safety public information and education effort
- Implementation of youth-oriented programs, such as instruction on seat belt use and impaired driving, featuring popular attractions such as photo ID and finger printing sessions
- Provision of street signs, pavement markings, and other roadway improvements
- Purchase of 97 child safety seats distributed to Tribal families with children, including complete instruction for proper installation and use

### **RESULTS**

Early in 1996, a windshield survey of traffic along the major traffic routes through the Wyandotte community showed a seat belt use rate of 54 percent. Recently-conducted windshield surveys in late 1997 showed a 72 percent seat belt use—an increase of 18 percent over a period of less than two years. In 1996 and 1997, the Wyandotte Tribe reported no motor vehicle fatalities.

#### **FUNDING**

Section 402:                      \$63,000

#### **CONTACT**

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**Albuquerque Safe Streets**

**NEW MEXICO**

<b>PROJECT CHARACTERISTICS</b> Outstanding collaborative effort	<b>PROGRAM AREA(S)</b> Joint FHWA/NHTSA Initiatives Police Traffic Services
<b>TYPE OF JURISDICTION</b> City	
<b>TARGETED POPULATION(S)</b> General Population	<b>JURISDICTION SIZE</b> 384,000

**PROBLEM IDENTIFICATION**

New Mexico is the fifth largest state in land area, but is sparsely populated by only 1.7 million residents, one-third of whom reside in Albuquerque. Albuquerque annually attracts over 3.1 million visitors to events such as the Kodak International Balloon Fiesta and the New Mexico State Fair, giving rise to increased population growth during these times of year, severe traffic congestion, increased crime, and an increase in traffic crashes.

**GOALS AND OBJECTIVES**

The goal of the Albuquerque Safe Streets project was to increase safety in Albuquerque's streets and neighborhoods through the following objectives:

- Identify the specific problems
- Increase enforcement activities
- Increase public awareness of the problems and solutions

**STRATEGIES AND ACTIVITIES**

In February 1997, the Albuquerque Police Department (APD) launched an aggressive and ambitious plan to make the city's streets and neighborhoods safe. The Albuquerque Major, the City Council, and the city's Chief of Police formed a partnership with the New Mexico Traffic Safety Bureau and the Motor Transportation Officers of the Federal Highway Administration (FHWA) to undertake a series of activities and strategies to help meet the project's goal. Traffic records and crime data were analyzed, to help identify the various problems. City funds to implement the Safe Streets project were identified and matched by the Traffic Safety Bureau and the FHWA.

During the first phase of implementation, Albuquerque was divided into sections based on

## Albuquerque Safe Streets (cont'd)

frequency of crashes and crimes. This first phase focused on intense traffic enforcement and visibility, through deployment of a special team of 10 officers for a period of 3 weeks. This special team focused on speed, aggressive driving, unsafe commercial vehicles, and drug and narcotics interdiction. The goal of the team was to promote interaction between the officers and the community, using neighborhood associations, community input, and officer foot patrols as tools to encourage active participation by the community. During the same time, a variety of other activities were initiated at additional locations in concert with other area law enforcement agencies. These activities included driving while intoxicated (DWI) saturation patrols, DWI and occupant protection checkpoints, and speed enforcement activities. As a side result, the increase in these activities compelled the Metropolitan Court of Albuquerque to increase court sessions from once weekly to daily.

The APD was successful in raising public awareness of traffic safety through keen use of the media to report on the "stings," citation activities, and enforcement efforts; and also to provide air time for public input on the various operations. The result of the media attention was high visibility for the APD and an increase in public knowledge and support for the project activities.

Albuquerque's attraction to visitors and its population growth have also given rise to increased road construction, another area targeted for increased enforcement activities. The APD coordinated work zone enforcement with several other agencies to post speed reduction signs and position an officer in the area using a laser speed-monitoring device. Seven hundred citations were issued within a two-week period in 1997.

## RESULTS

From February through July 1997, 50,928 traffic citations (a 100 percent increase from the same period the previous year) were issued and 289 felony arrests were made. In addition, 424 DWI arrests were made, 88 stolen vehicles recovered, 1,118 misdemeanor arrests made, and 307 vehicles towed for having no insurance coverage. Safety belt use increased to 93 percent and traffic fatalities decreased by half from 1995 statistics. A further benefit of the project was an increase in revenue for traffic safety education and enforcement programs of approximately \$70,000.

### FUNDING

Section 402:	\$ 43,800
FHWA:	\$ 71,773
State:	\$101,087
City:	\$601,857

### CONTACT

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**Maryland Vehicle Dealers  
Safety Alliance Initiative**

**MARYLAND**

<b>PROJECT CHARACTERISTICS</b> Outstanding collaborative effort	<b>PROGRAM AREA(S)</b> Occupant Protection
<b>TYPE OF JURISDICTION</b> State	
<b>TARGETED POPULATION(S)</b> General Population	<b>JURISDICTION SIZE</b> 5,071,604

**PROBLEM IDENTIFICATION**

In 1993, the State of Maryland set a seat belt use goal of 85 percent compliance by the year 1995. Since then, the state has set an excellent example by promoting programs that help achieve their goal. However, 1996 use rates report that Maryland has not reached its 1995 goal, achieving a 70 percent rate of compliance (2 percent above the 1996 national average).

**GOALS AND OBJECTIVES**

The goal of the Maryland Vehicle Dealers Safety Alliance Initiative is to increase seat belt and child safety seat use through the following objectives:

- Form partnerships among organizations to promote occupant protection
- Provide valuable occupant protection tools to partnership members
- Increase occupant protection education opportunities and public awareness

**STRATEGIES AND ACTIVITIES**

In September 1996, the Maryland State Highway Administration teamed with the Maryland Committee for Safety Belt Use, the National Highway Traffic Safety Administration (NHTSA) Region 3, and the Maryland New Car and Truck Dealers Association to educate automobile purchasers about the proper use of seat belts and child safety seats.

This new partnership developed an educational program featuring the assembly of packets filled with occupant protection information to be distributed to more than 300 automobile agencies throughout the state. The packets consisted of:

- An Air Bag Safety Alert with important information and guidelines for safe traveling

## **Maryland Vehicle Dealers Safety Alliance Initiative (cont'd)**

for passengers of all ages, in an air bag-equipped vehicle

- An identical Air Bag Safety Alert on a long form, produced in camera-ready format for easy reproduction, including a signature block at the bottom of the document for customers to indicate their understanding of the instructions included on the form.
- A letter, signed by the NHTSA Region 3 Administrator, the Kids in Safety Seats (KISS) Program Coordinator, the Executive Director of the Maryland Committee for Safety Belt Use, the Maryland Highway Safety Coordinator, and the Vice President of the Maryland New Car and Truck Dealers Association, explaining the program, the need for occupant protection education, and encouraging dealerships to help spread the message of proper use of occupant protection.
- A postal response card inviting the dealer to become part of the partnership or to be placed on the KISS mailing list to receive additional information about services, materials, and child safety seat recalls.

### **RESULTS**

A critical result of the Maryland Vehicle Dealers Safety Alliance Initiative was the participation of more than 25 dealerships in ongoing occupant protection education efforts. Some dealerships that produce a consumer newsletter have included occupant protection as a feature in their publications. Other dealerships have implemented programs to train sales staff in the correct use of child safety seats. Still other dealerships have sponsored child safety seat checks jointly with law enforcement agencies, providing advertising and refreshments for the events. The partnerships have provided the foundation for further involvement by the automobile dealerships in programs such as the National Safe Kids Campaign/Safe Kids GM Adopt-A-Dealer Program.

#### **FUNDING**

Section 402:                      \$3,142

#### **CONTACT**

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**Bicycle Helmet Blitz Program**

**PENNSYLVANIA**

<b>PROJECT CHARACTERISTICS</b> Outstanding collaborative effort Targets hard-to-reach/at risk population	<b>PROGRAM AREA(S)</b> Pedestrian/Bicycle Safety
<b>TYPE OF JURISDICTION</b> Multijurisdictional	
<b>TARGETED POPULATION(S)</b> Youth Bicyclists	<b>JURISDICTION SIZE</b> 708,782

**PROBLEM IDENTIFICATION**

During 1995, 830 bicyclists accounted for 2 percent of all traffic fatalities nationally. Although 70 to 80 percent of bicycle fatalities involved head injuries (one-third of victims were between 5- and 15-years-old), only 10 to 15 percent of bicyclists used a helmet. Montgomery County, Pennsylvania statistics mirrored these national data in 1994, reporting 49 bicyclists hospitalized for bicycle-related injuries and 36 percent of young bicyclists never using a helmet. Although Pennsylvania law requires bicycle helmet use by all bicyclists below 12-years-old, statistics clearly indicated a problem.

**GOALS AND OBJECTIVES**

The goal of the Bicycle Helmet Blitz Program was to reduce injuries and fatalities resulting from bicycle-related traffic crashes. A program was designed to meet this goal aided by the following objectives:

- Increase enforcement activities involving non-compliance with the helmet law
- Provide education to bicyclists on the importance of wearing a helmet
- Determine factors leading to non-compliance with the helmet law

**STRATEGIES AND ACTIVITIES**

The Bicycle Helmet Blitz Program was initiated in 1997 through the collaborative efforts of the Montgomery County Health Department and local police departments within the county. The Highway Safety Specialist from the Health Department's Highway Safety Program patrolled in a police car with a uniformed police officer in areas where bicyclists frequently rode. All bicyclists (including adult bicyclists) were stopped and educated about bicycle safety. Children wearing a helmet were praised for their safety awareness, and given a water bottle as positive reinforcement.

## **Bicycle Helmet Blitz Program (cont'd)**

Bicyclists under the age of 12 who were not wearing a helmet, were educated about the law and the need for protection. In blitz areas where younger children were riding close to home, the Health Department and officers frequently found an opportunity to educate the parents as well as the children. Bicyclists were sent on their way with bicycle safety information and the water bottles in a small plastic litter bag designed to be hung on the handle bars of the bicycle.

The Bicycle Helmet Blitz Program was implemented in four local communities during the summer of 1997. With each bicycle stopped during a blitz, the following information was collected: bicyclist age, gender, and race; use or non-use of a helmet at time of the blitz; self-reported reason for non-use of a helmet; ownership of a helmet; and the specific location of the event. These responses were synthesized and analyzed to determine factors that may indicate reasons for non-compliance with the helmet law, which could ultimately aid in developing strategies for strengthening compliance.

### **RESULTS**

Throughout the four communities participating in the Bicycle Helmet Blitz Program, 102 bicyclists were stopped and provided education and materials promoting the use of bicycle helmets. Fifty-two percent of bicyclists were not using a helmet, of which 70 percent were under the age of 12. Males were somewhat more likely to not wear a helmet than were females. Non-use of a helmet was more common among African-American bicyclists (87 percent were not using a helmet).

Ownership of a helmet did not appear to assure use. Forty-four percent of bicyclists not wearing a helmet reported owning a helmet. The most commonly reported reason for not wearing a helmet among this group was that it had been left at home. Other reasons included outgrowing a helmet and not replacing it, the economic cost of purchasing a helmet, riding close to home (the perception being that the closer to home, the safer one becomes), and appearance/comfort. Teenage bicyclists claimed that wearing a helmet was not only uncomfortable, but did not fit with their image.

It is anticipated that the high visibility of the program will significantly contribute to meeting the goal of reduction of bicycle-related fatalities and injuries.

#### **FUNDING**

Section 402: \$700

#### **CONTACT**

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**SAFE KIDS Hospital  
Association Partnership**

**SOUTH CAROLINA**

<b>PROJECT CHARACTERISTICS</b> Outstanding collaborative effort Targets hard-to-reach/at risk population	<b>PROGRAM AREA(S)</b> Occupant Protection
<b>TYPE OF JURISDICTION</b> State	
<b>TARGETED POPULATION(S)</b> Rural Residents Low-Income Families	<b>JURISDICTION SIZE</b> 3,760,181

**PROBLEM IDENTIFICATION**

Historically, motor vehicle crashes have been responsible for more injury-related deaths of children in South Carolina than any other cause, and are the leading cause of non-fatal injuries requiring hospitalization. In 1995, 16,356 children under six-years-old were involved in traffic crashes. Of this number, one in 2,216 resulted in a fatality if the child were properly restrained in a safety seat; however, one in 134 resulted in a fatality if the child were not properly restrained. In addition, these crashes accounted for 1,725 injuries to children five-years-old and younger, resulting in \$6 million in hospital costs (not including rehabilitation and re-hospitalization).

Although South Carolina has a primary child restraint law, a major deterrent to compliance is cost. Forty-five percent of South Carolina's population reside in low-income, rural areas of the state, making the \$50 to \$100 cost for a child safety seat unaffordable for most. In addition, the rate of correct use of a child safety seat is only 15 percent, even with instructional manuals on proper use.

**GOALS AND OBJECTIVES**

The goal of the SAFE KIDS Hospital Association Partnership was to reduce fatalities, injuries, and hospital costs resulting from non-use and improper use of child safety seats. The objectives of the program were to:

- Form a partnership between the hospitals in South Carolina and the state and local SAFE KIDS programs
- Provide child safety seats free-of-charge to low-income families
- Provide education to low-income families on the proper use of child safety seats

## **SAFE KIDS Hospital Association Partnership (cont'd)**

### **STRATEGIES AND ACTIVITIES**

The SAFE KIDS Hospital Association Partnership was initiated in 1997 by the South Carolina Hospital Association in partnership with the state and local SAFE KIDS programs. As Medicaid-covered women about to give birth entered a hospital in the state, each woman was identified and targeted for receiving a free child safety seat and for training in proper use of that seat. Local and state SAFE KIDS coordinators provided the safety seats, trained the new mothers in the proper use of the seats, and also trained hospital staff to provide the education.

### **RESULTS**

The SAFE KIDS Hospital Association Partnership was the only statewide coordinated car seat program involving hospitals, at the time of funding in 1997. During the year, 1,828 child safety seats were distributed through the South Carolina Hospital Association through an agreement with 30 hospitals participating in the program. A database has been developed to monitor distribution of the car safety seats and track personnel trained. In addition, a training curriculum has been developed and approved for use in the program.

#### **FUNDING**

Section 402: \$64,288

#### **CONTACT**

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**Magic Valley SAFE KIDS Coalition**

**IDAHO**

<b>PROJECT CHARACTERISTICS</b> Outstanding collaborative effort Exemplifies "seed money" concept Strong evaluation component	<b>PROGRAM AREA(S)</b> Safe Communities Injury Prevention
<b>TYPE OF JURISDICTION</b> Multijurisdictional	
<b>TARGETED POPULATION(S)</b> General Population	<b>JURISDICTION SIZE</b> 143,374

**PROBLEM IDENTIFICATION**

In 1991, the communities of South-Central Idaho conducted a needs assessment, which identified four health priorities for the communities: drugs and alcohol abuse, tobacco use, teenage pregnancy and injuries. One of the most pressing health issues was found to be unintentional injuries, which, at 55 per 100,000, was the highest in the state (one-third higher than the state rate of 39.9 percent), and almost twice the national rate of 29.6 percent. Factors attributing to the high injury rates were reasons relating to the rural nature of the communities, which included an increased tolerance for risky and unsafe behavior.

**GOALS AND OBJECTIVES**

The goal of the Magic Valley SAFE KIDS Coalition was the reduction of injuries in the communities of South-Central Idaho through the following objectives:

- Attaining the Healthy People 2000 goal of only 29 unintentional deaths per 100,000
- Reducing the numbers of children treated for non-fatal injuries in the emergency department by 20 percent by the year 2000
- Developing a comprehensive program to address injuries through prevention

**STRATEGIES AND ACTIVITIES**

The Magic Valley SAFE KIDS Coalition was initiated in 1991 through the efforts of a local pediatrician in Twin Falls, Idaho, who treated most of the pediatric trauma cases processed through the Magic Valley Regional Medical Center. The pediatrician enlisted the help of the Medical Center to donate space and personnel for establishing a center to address the injury prevention needs of the communities served by the Medical Center.

### **Magic Valley SAFE KIDS Coalition (cont'd)**

The primary strategy designed to meet the goals of injury reduction was the development of a SAFE KIDS Coalition—the foundation for implementing a number of programs and activities. The key programs established by the Coalition as conduits for all activities included:

- Head Smart for promoting bicycle safety through use of helmets
- Interactive Driver's Training for teenage driver's education using a simulator
- SAFE KIDS Buckle Up for promoting use of seat belts and child safety seats
- Farm Safety Day Camps to promote agricultural safety
- YouthNet for delivering community-wide youth and family asset-building activities

Using these primary programs as the vehicles for all injury prevention activities, the Coalition sponsored a variety of age-specific activities on more than 13 safety areas, and included healthy decision-making activities.

The Coalition was initially developed with seed money from the Section 402 program; however, the program quickly became largely self-sustaining, giving rise to creation of the Center of Excellence in Rural Healthcare, under which the Coalition currently operates through a creative mix of funds from grants, foundations, donations, volunteer services, and an increasingly smaller sum from the Section 402 program.

### **RESULTS**

The strong evaluation component which has marked this program indicates the following results:

- An increase in helmet ownership by 55 percent and a savings of \$148,110 in emergency room costs since 1990
- Unintentional injuries have declined from 55 per 100,000 in 1991 to 11 per 100,000 in 1995
- The number of children treated for non-fatal injuries has been reduced by 51 percent since 1991

#### **FUNDING**

Section 402:                      \$20,000

#### **CONTACT**

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## CROSS REFERENCE

### Alcohol and Other Drugs

- ◆ 888-Under 21 Project (Pennsylvania) [*Youth Programs*]
- ◆ 1991 Law Enforcement Safety Belt Challenge (Wisconsin) [*Occupant Protection*]
- ◆ 3D Month Program (Oklahoma)
- ◆ A Commitment to Traffic Safety Education (California) [*Pedestrian/Bicycle Safety*]
- ◆ Alcohol In School Is Stupid (AISIS) (Michigan)
- ◆ Arrive Alive Safe and Sober (Nebraska) [*Youth Programs*]
- ◆ Badges in Bars (Nebraska)
- ◆ BOUNCERS (Business Opposed to Underage Consumption and Irresponsible Selling) (Illinois)
- ◆ Burgers, Fries and Jail (Michigan) [*Youth Programs*]
- ◆ California Highway Patrol (CHP) Designated Driver Program (California)
- ◆ California Licensee Education on Alcohol (LEAD) (California)
- ◆ Chicago Museum of Science and Industry Auto Safety Exhibit (Illinois) [*Occupant Protection*]
- ◆ City of Chico Police Department (California) [*Police Traffic Services*]
- ◆ City of San Diego Drunk Driving Enforcement Program (California)
- ◆ Comprehensive EMS/Highway Safety Program (New Jersey) [*Emergency Medical Services*]
- ◆ Comprehensive Server Training Program (Hawaii)
- ◆ Comprehensive Traffic Safety Program for All Age Groups (California) [*Pedestrian/Bicycle Safety*]
- ◆ Cops In Shops (North Carolina)
- ◆ Cops In Shops (Texas)
- ◆ Cops In Shops (Utah) [*Youth Programs*]
- ◆ Cops In Shops (Wisconsin)
- ◆ Corporate Alcohol/Safety Belt Challenge (Wisconsin) [*Occupant Protection*]
- ◆ Corridor Safety Project (Washington) [*Safe Communities*]
- ◆ Crime Lab Fund Tracking (New Mexico)
- ◆ Dade County High School Alcohol and Buckle Up Prevention Program (Florida) [*Youth Programs*]
- ◆ Dane County DRIVING FORCE (Wisconsin)
- ◆ Delaware-Madison County DUI Task Force (Indiana)
- ◆ Delinquent OWI Fine Collection Program (Iowa)
- ◆ Drive Smart Colorado (Colorado) [*Injury Prevention*]

*Project summaries are listed under their major program area, unless otherwise noted by [ ].*

## CROSS REFERENCE (cont'd)

### Alcohol and Other Drugs (cont'd)

- ◆ Drunk Drivers: We've Got Your Number 9-1-1 (Michigan)
- ◆ DUI Prosecution Coordination Project (Hawaii)
- ◆ DUI Victim/Witness Program (South Carolina)
- ◆ DUI/BUI Awareness and Enforcement Program (California)
- ◆ DWI Ad Hoc Reporting System (New Jersey) [*Other Traffic Safety Areas*]
- ◆ DWI Blanket Patrols - Albany County (New York) [*Police Traffic Services*]
- ◆ DWI Fine Collection Program (Iowa)
- ◆ DWI Offender Driver License Examination (Minnesota)
- ◆ Elementary Traffic Safety Leadership Training (Kansas) [*Youth Programs*]
- ◆ Facing Alcohol Challenges Together (Indiana)
- ◆ Fatal Reality (New Hampshire)
- ◆ "Get A Grip" - Youth Alcohol/Statewide Traffic Safety Training Program (Iowa) [*Youth Programs*]
- ◆ Governor's DUI Task Force (Montana)
- ◆ Habitual Offender Project (Virginia)
- ◆ Habitual Offender Tally Sheets (HOT Sheets) (Ohio)
- ◆ Holiday OUIL Enforcement Project, Flint Police Department (Michigan)
- ◆ Houston Lights On For Life Coalition (Texas)
- ◆ Indiana Motorcycle Operator Safety Education Program (Indiana) [*Motorcycle Safety*]
- ◆ Injury Prevention Program (Illinois) [*Youth Programs*]
- ◆ It's Your Choice (Montana) [*Youth Programs*]
- ◆ Kansas Youth Alcohol Media Campaign: "Take a Stand" (Kansas)
- ◆ Lafayette Alcoholic Beverage Vendor/Server Training (Louisiana)
- ◆ Law Enforcement Assistance Fund (Colorado) [*Police Traffic Services*]
- ◆ Lee County Sheriff's Office/Keokuk Police Department Cooperative Alcohol Enforcement Effort (Iowa)
- ◆ Linking Traffic Safety and Health (Nebraska)
- ◆ Little Red Driving Hood Project (Illinois) [*Youth Programs*]
- ◆ Low Manpower Sobriety Checkpoint Training (Nevada)
- ◆ Maui Police Department Purchase of Preliminary Breath Testers (PBTs) (Hawaii)
- ◆ Maui Server Training Program (Hawaii)
- ◆ Massachusetts Head Injury Association's Occupant Protection Program (Massachusetts) [*Occupant Protection*]
- ◆ Motor Vehicle Homicide Seminar (New Hampshire)
- ◆ National Judicial College (Nevada)
- ◆ Older Driver/Pedestrian Conference (Arizona) [*Joint FHWA/NHTSA Initiatives*]
- ◆ Operation Curb Crime (Virgin Islands) [*Police Traffic Services*]
- ◆ Operation DWI/OBD Evaluation Project (New Mexico)
- ◆ Operation Pull Over/Deal With It Corporate Sponsorship Campaign (Indiana)

## CROSS REFERENCE (cont'd)

### Alcohol and Other Drugs (cont'd)

- ◆ Operation R.I.D.E. (New Jersey) [*Emergency Medical Services*]
- ◆ Operation Zero Tolerance (Alabama)
- ◆ OWI Fine Collection Program (Iowa)
- ◆ Oxnard DUI and Seat Belt Enforcement (California) [*Police Traffic Services*]
- ◆ Peer Education: INSIGHT, CATCH and PASSAGES (New Jersey)
- ◆ Preventable Deaths: A DWI Public Awareness Program (New Mexico)
- ◆ Phoenix Prosecutors' DUI Training Program (Arizona)
- ◆ Policies and Programs for the 1990's (Illinois)
- ◆ Presiding Judge-Municipal Courts DWI Project (New Jersey)
- ◆ Preventable Deaths: A DWI Public Awareness Program (New Mexico)
- ◆ Project Extra Mile (Nebraska) [*Youth Programs*]
- ◆ Public Information and Education Committee (Kansas)
- ◆ Pulaski Highway Impaired Driving Project (Maryland)
- ◆ Responsible Alcohol Management Program (Pennsylvania)
- ◆ Roadside Safety Checks (Illinois)
- ◆ Sabers and Roses (New Jersey)
- ◆ Safe & Sober Projects With Communities (Minnesota)
- ◆ Safe And Vital Employees (Maryland)
- ◆ Safety Check (Alaska)
- ◆ San Jose Police Department Traffic Enforcement Program (California)
- ◆ Saving Lives Through Public Awareness (New Jersey) [*Occupant Protection*]
- ◆ Seasonal Alternative Non-Alcoholic Testing Adventure (SANTA) (Washington)
- ◆ Smooth Operator Program (Virginia) [*Police Traffic Services*]
- ◆ South Decatur (Junior/Senior High School) Safety Group (Indiana)
- ◆ South Pasadena Police Department Roadside Sobriety Checkpoint Program (California)
- ◆ Southern Ute Highway Safety Program (Colorado) [*Community/Corridor Traffic Safety Programs*]
- ◆ Sports Marketing Program (California)
- ◆ St. Lucie County Youth Traffic Safety Program (Florida) [*Occupant Protection*]
- ◆ Stanford Community Responsible Hospitality Project (California) [*Youth Programs*]
- ◆ Stanislaus County: The Young and the Reckless (California) [*Youth Programs*]
- ◆ Statewide Roadside Sobriety Checkpoint Program for Local Law Enforcement Agencies (California)
- ◆ STOP-DWI - Clinton County/Plattsburg AFB (New York)
- ◆ Stop Underage Drinkers (SUDS) (New Jersey) [*Youth Programs*]
- ◆ Street Smarts (Pennsylvania) [*Occupant Protection*]
- ◆ Strides For Safety (North Dakota) [*Youth Programs*]
- ◆ Suspended Driver's License Enforcement Program (California)
- ◆ Talking to Your Kids About Alcohol (Washington)

## **CROSS REFERENCE (cont'd)**

### **Alcohol and Other Drugs (cont'd)**

- ◆ Teen Court (Illinois) [*Youth Programs*]
- ◆ Teens of Northeast Youth Intervention Program (Arkansas) [*Youth Programs*]
- ◆ The Car (Nebraska)
- ◆ Traffic Accident Reduction Goals and Enforcement Techniques (TARGET) (Nevada)
- ◆ Traffic Enforcement and Education Programs (California) [*Pedestrian/Bicycle Safety*]
- ◆ UHP DUI Squad Efficiency Enhanced by Digital Dictation Equipment (Utah)
- ◆ Underage Drinker Identification Training Program (North Dakota)
- ◆ University of California at Berkeley Traffic Safety Curriculum (California)
- ◆ University Presidents' Summit on Campus Alcohol Issues (Michigan)
- ◆ Victims Impact Panel of Oklahoma (Oklahoma)
- ◆ Working With Sellers and Servers to Restrict Alcohol Access to Minors (Massachusetts)
- ◆ YMCA Resource Center "Pathways" (Delaware) [*Youth Programs*]
- ◆ "You Can't Win" Zero Tolerance Campaign (Iowa) [*Youth Programs*]
- ◆ Young Adult Pre-DUI Visitation Program (California) [*Youth Programs*]
- ◆ Youth in the Workplace (Minnesota) [*Youth Programs*]
- ◆ Youth Safety Program (North Carolina)
- ◆ Youth Traffic Safety Teacher (Hawaii) [*Youth Programs*]
- ◆ Youthful Drunk Driving Program (Oklahoma) [*Youth Programs*]
- ◆ Youthful DUI Offender Project (Missouri) [*Youth Programs*]
- ◆ Zero Tolerance Campaign (Indiana)

### **Emergency Medical Services**

- ◆ "A TIP From EMS" (Wisconsin) [*Youth Programs*]
- ◆ Bamberg County (South Carolina)
- ◆ Bystander Trauma Care Program (Iowa)
- ◆ Camp 9-1-1 (Michigan)
- ◆ Comprehensive EMS/Highway Safety Program (New Jersey)
- ◆ Emergency Cellular Phone System (Pennsylvania)  
[*Joint FHWA/NHTSA Initiatives*]
- ◆ Emergency Medical Services Combitube Study (Michigan)
- ◆ Emergency Medical Services for Children (Arizona)
- ◆ Emergency Medical Services for Children (New Mexico)
- ◆ Emergency Medical Services for Children Implementation Project (South Dakota)
- ◆ EMS Defibrillator Project (Illinois)
- ◆ EMS Distance Continuing Education Project (North Dakota)
- ◆ EMS Training Institute (Virgin Islands)
- ◆ EMS Training Project (Nebraska) [*Injury Prevention*]

## CROSS REFERENCE (cont'd)

### Emergency Medical Services (cont'd)

- ◆ Extrication Project (North Dakota)
- ◆ Incident Management (Utah) [*Joint FHWA/NHTSA Initiatives*]
- ◆ Indiana Highway Emergency Lifesaving Program (HELP) (Indiana)
- ◆ Legacy Emmanuel Hospital Trauma Nurses Talk Tough (Oregon)  
    [*Injury Prevention*]
- ◆ Lifesavers Care Training (Wyoming)
- ◆ Medical Director/EMS System Video Package (Minnesota)
- ◆ North Coast Emergency Medical Services Adopt-A-Call Box Program (California)
- ◆ Operation R.I.D.E. (New Jersey)
- ◆ Piasa Health Care Emergency Medical Services (Illinois)
- ◆ Pre-Hospital Database Project (Oregon) [*Traffic Records*]
- ◆ Quality Assurance Program for EMT-Basic (Minnesota)
- ◆ Rural EMS Conference (Michigan) [*Injury Prevention*]
- ◆ Rural EMS Training (Nevada)
- ◆ Saved By the Helmet Club (Washington) [*Pedestrian/Bicycle Safety*]
- ◆ Self-Sustaining Emergency Medical Service Pilot Training Program (New Jersey)
- ◆ Southern Ute Highway Safety Program (Colorado) [*Community/Corridor Traffic Safety Programs*]
- ◆ Spectrum of Prevention - A New Approach to Highway Safety Planning (Nevada)  
    [*Injury Prevention*]
- ◆ Trauma Referral System (South Carolina)
- ◆ Volunteer 1st Responder Training and Equipment (Georgia)
- ◆ Walk In Our Shoes (Illinois) [*Occupant Protection*]

### Motorcycle Safety

- ◆ Cycle Rider Safety Training Program (Illinois)
- ◆ "Get in Gear" and "Ride Straight" Programs (Wisconsin)
- ◆ Indiana Motorcycle Operator Safety Education Program (Indiana)
- ◆ Motorcycle Helmet Law Evaluation (California)
- ◆ Motorcycle Rider Education Program (Colorado)
- ◆ Motorcycle Rider Education Program (Connecticut)
- ◆ Motorcycle Safety Program (Nebraska)
- ◆ Motorcycle Safety Public Information Program (Oregon)
- ◆ Neighbor Island Motorcycle Safety Instruction (Hawaii)
- ◆ New Orleans Traffic Court, Occupant Restraint and Motorcycle Helmet Compliance Program (Louisiana) [*Occupant Protection*]
- ◆ North Carolina Motorcycle Safety Education Program (NCMSEP) (North Carolina)
- ◆ Rural Community Occupant Protection and Motorcycle Incentive Project (Texas)  
    [*Occupant Protection*]
- ◆ Share The Road (Kansas)
- ◆ Skills Training Advantage for Riders (STAR) (Idaho)

## CROSS REFERENCE (cont'd)

### Motorcycle Safety (cont'd)

- ◆ TOP GUN Motorcycle Safety Rodeo (South Dakota)
- ◆ Wyoming Motorcycle Rider Training Program (Wyoming)

### Occupant Protection

- ◆ 100% Platinum Pacesetter Safety Belt Honor Roll (Maryland)
- ◆ 1991 Law Enforcement Safety Belt Challenge (Wisconsin)
- ◆ 1992 Black Community Safety Belt Challenge (Ohio)
- ◆ 1994 Child Passenger Safety Week Campaign (Pennsylvania)
- ◆ A Commitment to Traffic Safety Education (California)  
*[Pedestrian/Bicycle Safety]*
- ◆ Air Bag Safety: Buckle Up Everyone! Children in Back! (Delaware)
- ◆ The Best of Operation Buckle Down (Illinois)
- ◆ Better Safe Than Sorry Program (Washington)
- ◆ Brookfield High School DECA Chapter (Missouri) *[Youth Programs]*
- ◆ Buckle Down Media Relations (Minnesota)
- ◆ Buckle Up Donora (Pennsylvania)
- ◆ Buckle Up Huntsville (Alabama)
- ◆ California Pickup Truck Campaign (California)
- ◆ Car Seat Loaner and Safety Belt Education Program (Colorado)
- ◆ Chicago Museum of Science and Industry Auto Safety Exhibit (Illinois)
- ◆ Child Passenger Safety Violator Course (Texas)
- ◆ Child Restraint Infraction Deterrence Sites (CIDS) (Washington, DC)
- ◆ Child Safety Seat Inspection Clinics (Indiana)
- ◆ Child Safety Seat Program (Oregon)
- ◆ Child Safety Seat Roadblocks (Georgia)
- ◆ Children's Traffic Safety Program (Tennessee) *[Injury Prevention]*
- ◆ Clarke County Occupant Restraint Project (Mississippi)
- ◆ Click-It, Ticket - Safety Belt Education Awareness (South Carolina)
- ◆ Colebrook Child Safety Seat Loaner/Inspection Program (New Hampshire)
- ◆ Combining Injury Control and Traffic Safety Initiatives (New York)  
*[Injury Prevention]*
- ◆ Comprehensive EMS/Highway Safety Program (New Jersey)  
*[Emergency Medical Services]*
- ◆ Corona Occupant Protection Program (California)
- ◆ Corporate Alcohol/Safety Belt Challenge (Wisconsin)
- ◆ CRASH Regional Program (Kentucky) *[Joint FHWA/NHTSA Initiatives]*
- ◆ Dade County High School Alcohol and Buckle Up Prevention Program (Florida)  
*[Youth Programs]*
- ◆ Denver Fire Department (DFD) Buckle Up Kids Training (Colorado)

## CROSS REFERENCE (cont'd)

### Occupant Protection (cont'd)

- ◆ Family Passenger Safety Program (Texas)
- ◆ Fatal Reality (New Hampshire) [*Alcohol and Other Drugs*]
- ◆ Getting You There Safely Seat Belt Use Campaign (Nevada)
- ◆ Hands Across the Border (Georgia)
- ◆ Hopkinsville/Christian County Community Traffic Safety Program (Kentucky)  
    [*Safe Communities*]
- ◆ Infants and Air Bag Public Awareness (Missouri)
- ◆ Lifesaving In Any Language (California)
- ◆ Louisiana Automobile Dealers Association Quarterly Occupant Protection  
    Campaign (Louisiana)
- ◆ M-59 Corridor Safety Project (Michigan) [*Police Traffic Services*]
- ◆ Marathon County Public Health Department Child Passenger Safety Program  
    (Wisconsin) [*Injury Prevention*]
- ◆ Maryland Automotive Child Safety Seat Check-Up Day (Maryland)
- ◆ Maryland Vehicle Dealers Safety Alliance Initiative (Maryland)
- ◆ Massachusetts Head Injury Association's Occupant Protection Program  
    (Massachusetts)
- ◆ Metropolitan Columbia Traffic Safety Program (South Carolina)  
    [*Safe Communities*]
- ◆ National Parks Service Summertime Seat Belt Awareness Campaign  
    (Rocky Mountain Region)
- ◆ Navajo Nation Seat Belt/Community Traffic Safety Program (Navajo Nation)
- ◆ Nebraska Cares (Nebraska)
- ◆ New Orleans Traffic Court, Occupant Restraint and Motorcycle Helmet  
    Compliance Program (Louisiana)
- ◆ New York Safe Kids Coalition (New York) [*Injury Prevention*]
- ◆ North Dakota Nurses' Seat Belt Project (North Dakota) [*Injury Prevention*]
- ◆ Occupant Restraint/Child Passenger Program (Guam)
- ◆ Operation "Buckle Up Night" (Pennsylvania) [*Youth Programs*]
- ◆ Operation Curb Crime (Virgin Islands) [*Police Traffic Services*]
- ◆ Operation Pull Over/Deal With It Corporate Sponsorship Campaign (Indiana)  
    [*Alcohol and Other Drugs*]
- ◆ Operation Partnership (Missouri) [*Police Traffic Services*]
- ◆ Ozark Guidance Center Occupant Protection Program (Arkansas)
- ◆ Red, White and Blue Campaign (Louisiana)
- ◆ Regional Occupant Protection Program—Safety Belt Initiative (Massachusetts)
- ◆ Roadside Safety Checks (Illinois) [*Alcohol and Other Drugs*]
- ◆ Rural Community Occupant Protection and Motorcycle Incentive Project (Texas)
- ◆ Safe & Sober Projects With Communities (Minnesota) [*Alcohol and Other Drugs*]
- ◆ SAFE KIDS Hospital Association Partnership (South Carolina)
- ◆ Safe Kids On The Move (Minnesota) [*Pedestrian/Bicycle Safety*]

## CROSS REFERENCE (cont'd)

### Occupant Protection (cont'd)

- ◆ Safety Belt Blitz (Florida)
- ◆ Safety Check (Alaska) [*Alcohol and Other Drugs*]
- ◆ Saving Lives Through Public Awareness (New Jersey)
- ◆ Seat Belts and Child Safety Seats - Working Together (Vermont)
- ◆ Section 153 Mini-Grants Program (Georgia)
- ◆ Smooth Operator Program (Virginia) [*Police Traffic Services*]
- ◆ South Decatur (Junior/Senior High School) Safety Group (Indiana) [*Alcohol and Other Drugs*]
- ◆ Southern Ute Highway Safety Program (Colorado) [*Community/Corridor Traffic Safety Programs*]
- ◆ St. Lucie County Youth Traffic Safety Program (Florida)
- ◆ Stratford Community Traffic Safety Program (Connecticut) [*Youth Programs*]
- ◆ Street Smarts (Pennsylvania)
- ◆ Success By 6 (Kansas)
- ◆ Taxi/Child Safety Seat Law Program: "We Care About Your Child" (New Jersey)
- ◆ The Michigan 650 (Michigan)
- ◆ Third Grade Safety Belt Program (Ohio)
- ◆ Three Flags International Project (Washington, Oregon, British Columbia) [*Police Traffic Services*]
- ◆ Traffic Enforcement and Education Programs (California) [*Pedestrian/Bicycle Safety*]
- ◆ Transporting Preschoolers and Children With Special Needs (Indiana)
- ◆ Travel-Related Injury Prevention (TRIP) Program (Nebraska)
- ◆ Tuscaloosa's Intersection Enforcement Project (Alabama) [*Police Traffic Services*]
- ◆ Vermont KISS Program (Kids in Safety Seats) (Vermont)
- ◆ Vermont Truck STEP (Vermont) [*Joint FHWA/NHTSA Initiatives*]
- ◆ Walk In Our Shoes (Illinois)
- ◆ Workplace Safety Belt Use Program (Oklahoma)
- ◆ You Can Re-Lion Your Seat Belt Child Passenger Safety Week Promotion (Region III States)

### Pedestrian/Bicycle Safety

- ◆ A Commitment to Traffic Safety Education (California)
- ◆ Adult Crossing Guard Workshop (Pennsylvania)
- ◆ Annual Pedestrian Safety Conference (Washington)
- ◆ Basics of Bicycling Pilot Program (Wisconsin)
- ◆ Bicycle Helmet Blitz Program (Pennsylvania)
- ◆ Bicycle Helmet Coupon Hotline (Washington)

## CROSS REFERENCE (cont'd)

### Pedestrian/Bicycle Safety (cont'd)

- ◆ Combining Injury Control and Traffic Safety Initiatives (New York)  
*[Injury Prevention]*
- ◆ Comprehensive Traffic Safety Program for All Age Groups (California)
- ◆ Cool Cat Bicycle Helmet Program (Michigan)
- ◆ CYCLE SMART<sup>sm</sup> (Kansas)
- ◆ DUI/BUI Awareness and Enforcement Program (California) *[Alcohol and Other Drugs]*
- ◆ Fulton County Pedestrian Safety Project (Georgia)
- ◆ Heads Up For Safety (Connecticut)
- ◆ Nevada Elementary Traffic Safety Education (NETSE) (Nevada)
- ◆ New York City Pedestrian Safety Program (New York) *[Joint FHWA/NHTSA Initiatives]*
- ◆ North Woods Driving Force (Wisconsin)
- ◆ Older Driver/Pedestrian Conference (Arizona) *[Joint FHWA/NHTSA Initiatives]*
- ◆ Orange County Bicycle Safety Project (California)
- ◆ Police Mountain Bike Unit (New Hampshire) *[Police Traffic Services]*
- ◆ Program for the Deaf Community (New Jersey)
- ◆ Prosecuting the Drunk Driver (Michigan)
- ◆ Riley Riders Bike Safety Smart Program (Indiana)
- ◆ Riverton Impaired Driving Program (Wyoming)
- ◆ Safe Kids On The Move (Minnesota)
- ◆ Safe Roads/Safe Families (California)
- ◆ Safety City (New York)
- ◆ Sandy City School District Pedestrian/Bicycle Safety (Utah)
- ◆ Santa Cruz County Bicycle/Pedestrian Program (California)
- ◆ Saved By the Helmet Club (Washington)
- ◆ Sidewalk Rangers (Pennsylvania)
- ◆ Traffic Enforcement and Education Programs (California)
- ◆ West Valley Community Traffic Safety Pedestrian Program (Utah) *[Youth Programs]*
- ◆ Yellowstone County Traffic Safety Gophers (Montana) *[Safe Communities]*

### Police Traffic Services

- ◆ Accident Reconstruction Training (Oklahoma)
- ◆ Albuquerque Safe Streets (New Mexico) *[Joint FHWA/NHTSA Initiatives]*
- ◆ The Best of Operation Buckle Down (Illinois) *[Occupant Protection]*
- ◆ Bicycle Safety Mini-Contract Program for Local Law Enforcement Programs (North Carolina) *[Pedestrian/Bicycle Safety]*
- ◆ Cary Alcohol STEP (North Carolina)
- ◆ Changing Speed Limit Awareness (California)
- ◆ Checkpoints and Education Traffic Safety Program (California)

## CROSS REFERENCE (cont'd)

### Police Traffic Services (cont'd)

- ◆ City of Chico Police Department (California)
- ◆ Community Policing Partnership (Colorado)
- ◆ Coordinated Corridor Enforcement Initiative (Iowa)
- ◆ Corona Occupant Protection Program (California)
- ◆ Drunk Drivers: We've Got Your Number 9-1-1 (Michigan) [*Alcohol and Other Drugs*]
- ◆ DWI Blanket Patrols - Albany County (New York)
- ◆ Franklin County DUI Task Force (Ohio)
- ◆ Greer Police Department Enforcement Blitz (South Carolina)
- ◆ Guaynabo Municipal Police Traffic Patrols (Puerto Rico)
- ◆ Habitual Offender Tally Sheets (HOT Sheets) (Ohio) [*Alcohol and Other Drugs*]
- ◆ Hands Across the Border (Georgia) [*Occupant Protection*]
- ◆ Hastings Police Department Speed Monitoring Awareness Project (Nebraska)
- ◆ Helena Police Department In-Car Computer Pilot Program (Montana) [*Traffic Records*]
- ◆ Holiday OUIL Enforcement Project, Flint Police Department (Michigan) [*Alcohol and Other Drugs*]
- ◆ Las Vegas Seat Belt and Speed Project (Nevada)
- ◆ Laser Speed Detection Pilot Program (Wisconsin)
- ◆ Laser Speed Measuring Devices (Florida)
- ◆ Law Enforcement Assistance Fund (Colorado)
- ◆ Law Enforcement Officer Training (Indiana)
- ◆ Lee County Sheriff's Office/Keokuk Police Department Cooperative Alcohol Enforcement Effort (Iowa) [*Alcohol and Other Drugs*]
- ◆ Los Angeles Police Department Hispanic Outreach/El Protector Azul (California)
- ◆ M-59 Corridor Safety Project (Michigan)
- ◆ Marion County Traffic Safety Partnership Summer Enforcement Project (Indiana)
- ◆ Minnesota DWI and Traffic Safety Law Teleconference (Minnesota)
- ◆ Motor Vehicle Homicide Seminar (New Hampshire) [*Alcohol and Other Drugs*]
- ◆ Nevada Highway Patrol Los Protectores Program (Nevada)
- ◆ Operation Aggressive Driver (Maryland)
- ◆ Operation Curb Crime (Virgin Islands)
- ◆ Operation Partnership (Missouri)
- ◆ Operation R.I.D.E. (New Jersey) [*Emergency Medical Services*]
- ◆ Operation SAFE Speed (Arkansas)
- ◆ Operation STETSON (State Troopers Enforcing Traffic Safety To Overcome Non-Compliance) (New York)
- ◆ Operation Western 9 (Western U.S.) [*Joint FHWA/NHTSA Initiatives*]

## CROSS REFERENCE (cont'd)

### Police Traffic Services (cont'd)

- ◆ Operation Zero Tolerance (Alabama) [*Alcohol and Other Drugs*]
- ◆ Oxnard DUI and Seat Belt Enforcement (California)
- ◆ Police Mountain Bike Unit (New Hampshire)
- ◆ Police Traffic Services Assessment (New Mexico)
- ◆ Police Traffic Services Assessment (Texas)
- ◆ Red, White and Blue Campaign (Louisiana) [*Occupant Protection*]
- ◆ Safe & Sober Projects With Communities (Minnesota) [*Alcohol and Other Drugs*]
- ◆ Safety Management System Committee (Louisiana) [*Joint FHWA/NHTSA Initiatives*]
- ◆ San Gabriel Traffic Safety Plan (California)
- ◆ Scannable Crash Report (Michigan)
- ◆ School Zone Safety Improvement Project (Washington)
- ◆ Selective Traffic Enforcement - Mobile Police Department (Alabama)
- ◆ Smooth Operator Program (Virginia)
- ◆ South Pasadena Police Department Roadside Sobriety Checkpoint Program (California) [*Alcohol and Other Drugs*]
- ◆ Southern Ute Highway Safety Program (Colorado) [*Community/Corridor Traffic Safety Programs*]
- ◆ Specialized Traffic Enforcement Project (STEP) Ingham County Sheriff's Department (Michigan)
- ◆ Speed Limit Monitoring (Oklahoma) [*Joint FHWA/NHTSA Initiatives*]
- ◆ Statewide Roadside Sobriety Checkpoint Program for Local Law Enforcement Agencies (California) [*Alcohol and Other Drugs*]
- ◆ Strict Traffic Regulation Enforcement for Safe Streets (STRESS) (Kansas)
- ◆ Swinomish Tribe Police Traffic Services Project (Indian Nations)
- ◆ Technocar 2000 (Texas) [*Traffic Records*]
- ◆ Three Flags International Project (Washington, Oregon, British Columbia)
- ◆ Traffic Enforcement and Education Programs (California) [*Pedestrian/Bicycle Safety*]
- ◆ Traffic Safety Recognition Program (Nevada)
- ◆ Truck Speed and Work Zone Enforcement (Arkansas) [*Joint FHWA/NHTSA Initiatives*]
- ◆ Tulare Traffic Safety Team (California)
- ◆ Tuscaloosa's Intersection Enforcement Project (Alabama)
- ◆ UHP DUI Squad Efficiency Enhanced by Digital Dictation Equipment (Utah) [*Alcohol and Other Drugs*]
- ◆ Whitfield County Speed Enforcement Program (Georgia)

### Traffic Records

- ◆ Accident Location Analysis System (Iowa)
- ◆ Accident Records System Advisory Committee (New Jersey)

## CROSS REFERENCE (cont'd)

### Traffic Records (cont'd)

- ◆ Automated Citation Writing Devices (California)
- ◆ Combining Injury Control and Traffic Safety Initiatives (New York)  
*[Injury Prevention]*
- ◆ Computerized Accident Records and Analysis System (California)
- ◆ Court Abstract Transmission System (Indiana)
- ◆ Crash Report Form Enhancement (North Dakota) *[Joint FHWA/NHTSA Initiatives]*
- ◆ GIS Accident Maps (Pennsylvania)
- ◆ Habitual Offender Project (Virginia) *[Alcohol and Other Drugs]*
- ◆ Helena Police Department In-Car Computer Pilot Program (Montana)
- ◆ Iowa Trauma System Registry (Iowa)
- ◆ Mobile Accident Reporting System (MARS) (Iowa)
- ◆ New York CODES Project (New York)
- ◆ OWI Ad Hoc Reporting System (New Jersey) *[Other Traffic Safety Areas]*
- ◆ OWI Fine Collection Program (Iowa) *[Alcohol and Other Drugs]*
- ◆ Pre-Hospital Database Project (Oregon)
- ◆ Safety Integration into Metropolitan Planning Organization Activities (Michigan)  
*[Joint FHWA/NHTSA Initiatives]*
- ◆ Scannable Crash Report (Michigan)
- ◆ Speed Limit Monitoring (Oklahoma) *[Joint FHWA/NHTSA Initiatives]*
- ◆ Technocar 2000 (Texas)
- ◆ Total Crash Scene Mapping Stations (Minnesota)
- ◆ Traffic Records Blue Ribbon Competition (Maryland)
- ◆ Traffic Records System Strategic Plan (Maryland)
- ◆ Traffic Services (TRASER) (Texas)
- ◆ Trauma System Registry (Iowa)
- ◆ Utah CODES Project (Utah)
- ◆ Vermont Traffic Records Strategic Planning Project (Vermont)

### Community/Corridor Traffic Safety Programs

- ◆ Community Traffic Injury Prevention Program (New York)
- ◆ Community Traffic Safety Grants Program (Rhode Island) *[Injury Prevention]*
- ◆ Community Traffic Safety Program (Kentucky)
- ◆ Community Traffic Safety Programs for Native Americans  
(North Dakota/South Dakota)
- ◆ Cornhusker Highway Community/Corridor Traffic Safety Project (Nebraska)
- ◆ Corridor Safety Improvement (Oregon) *[Joint FHWA/NHTSA Initiatives]*
- ◆ Corridor Safety Program (Washington)

## CROSS REFERENCE (cont'd)

### Community/Corridor Traffic Safety Programs (cont'd)

- ◆ Corridor/Community Traffic Safety Program (Colorado) [*Joint FHWA/NHTSA Initiatives*]
- ◆ Deschutes County Corridor Safety Improvement Project (Oregon)
- ◆ Florida Community Traffic Safety Program (Florida)
- ◆ Josephine County Traffic Safety Project (Oregon)
- ◆ Keep Boston Moving Safely (Massachusetts)
- ◆ Lafayette Alcoholic Beverage Vendor/Server Training (Louisiana)  
[*Alcohol and Other Drugs*]
- ◆ Lincoln-Lancaster County Health Department Traffic Safety Program (Nebraska)  
[*Injury Prevention*]
- ◆ Miller County Community Traffic Safety Project (Arkansas)
- ◆ Navajo Nation Seat Belt/Community Traffic Safety Program (Navajo Nation)  
[*Occupant Protection*]
- ◆ Northern Panhandle Regional Highway Safety Program (West Virginia)  
[*Joint FHWA/NHTSA Initiatives*]
- ◆ Operation Western 9 (Western U.S.) [*Joint FHWA/NHTSA Initiatives*]
- ◆ Pacific Coast Highway Safety Corridor Task Force (California)  
[*Joint FHWA/NHTSA Initiatives*]
- ◆ Pulaski Highway Impaired Driving Project (Maryland) [*Alcohol and Other Drugs*]
- ◆ Safety Integration into Metropolitan Planning Organization Activities (Michigan)  
[*Joint FHWA/NHTSA Initiatives*]
- ◆ Smooth Operator (California) [*Joint FHWA/NHTSA Initiatives*]
- ◆ Southern Ute Highway Safety Program (Colorado)
- ◆ Springfield Comprehensive Traffic Safety Program (Illinois)
- ◆ Stratford Community Traffic Safety Program (Connecticut) [*Injury Prevention*]
- ◆ Traffic Injury Prevention Program (North Carolina)
- ◆ Traffic Safety Cities Conference (Nevada)
- ◆ Traffic Safety O.N.E. (Vermont)
- ◆ Triple Jeopardy (Tennessee)
- ◆ Washington State Corridor Traffic Safety Program (Washington)  
[*Joint FHWA/NHTSA Initiatives*]
- ◆ West Valley Community Traffic Safety Pedestrian Program (Utah)  
[*Youth Programs*]

### Safe Communities

- ◆ A Model "Safe Community" - Contra Costa County, California (California)
- ◆ Buckle Up Huntsville (Alabama) [*Occupant Protection*]
- ◆ Building a Safe Community (Alaska)
- ◆ Cape Girardeau Safe Community Program (Missouri)
- ◆ Chicago Traffic Safety Task Force and Projects (Illinois)

## CROSS REFERENCE (cont'd)

### Safe Communities (cont'd)

- ◆ Community Policing Partnership (Colorado) [*Police Traffic Services*]
- ◆ Community Traffic Injury Prevention Program (TIPP) (North Carolina)
- ◆ Community/Corridor Traffic Safety Project (North Dakota)
- ◆ Corridor Safety Project (Washington)
- ◆ Dane County DRIVING FORCE (Wisconsin) [*Alcohol and Other Drugs*]
- ◆ Drive Smart® Colorado (Colorado) [*Injury Prevention*]
- ◆ Greater Dallas Injury Prevention Center (Texas)
- ◆ Greer Police Department Enforcement Blitz (South Carolina)  
    [*Police Traffic Services*]
- ◆ Harlem Hospital Safe Communities (New York)
- ◆ Hispanic Safe Communities Coalition (Illinois)
- ◆ Hopkinsville/Christian County Community Traffic Safety Program (Kentucky)
- ◆ La Loteria del Manejo Seguro (Motor Vehicle Driver Safety) (California)  
    [*Public Information and Education*]
- ◆ Loyola University Burn and Shock Trauma Institute Prevention Center (Illinois)
- ◆ Magic Valley SAFE KIDS Coalition (Idaho)
- ◆ Metropolitan Columbia Traffic Safety Program (South Carolina)
- ◆ Riverton Impaired Driving Program (Wyoming) [*Alcohol and Other Drugs*]
- ◆ Safe Jonesboro Coalition (Arkansas)
- ◆ Yellowstone County Traffic Safety Gophers (Montana)
- ◆ Wyandotte Tribal Safety and Safe Community Program (Oklahoma)

### Joint FHWA/NHTSA Initiatives

- ◆ Accident Location Analysis System (Iowa)
- ◆ Accident Records System Advisory Committee (New Jersey) [*Traffic Records*]
- ◆ Albuquerque Safe Streets (New Mexico)
- ◆ Coalition Building (Montana)
- ◆ Community/Corridor Traffic Safety Project (North Dakota) [*Safe Communities*]
- ◆ Corridor/Community Traffic Safety Program (Colorado)
- ◆ Corridor Safety Improvement (Oregon)
- ◆ Corridor Safety Project (Washington) [*Safe Communities*]
- ◆ CRASH Regional Program (Kentucky)
- ◆ Crash Report Form Enhancement (North Dakota)
- ◆ Deschutes County Corridor Safety Improvement Project (Oregon)  
    [*Community/Corridor Traffic Safety Program*]
- ◆ Emergency Cellular Phone System (Pennsylvania)
- ◆ Heavy Truck Safety Initiative (Wyoming)
- ◆ Incident Management (Utah)
- ◆ New York City Pedestrian Safety Program (New York)

## CROSS REFERENCE (cont'd)

### Joint FHWA/NHTSA Initiatives (cont'd)

- ◆ Northern Panhandle Regional Highway Safety Program (West Virginia)
- ◆ Older Driver/Pedestrian Conference (Arizona)
- ◆ Operation Western 9 (Western U.S.)
- ◆ Pacific Coast Highway Safety Corridor Task Force (California)
- ◆ Safety Integration into Metropolitan Planning Organization Activities (Michigan)
- ◆ Safety Management System Committee (Louisiana)
- ◆ Safety Management System Development (South Dakota)
- ◆ Smooth Operator (California)
- ◆ Speed Limit Monitoring (Oklahoma)
- ◆ Traffic Safety Impact Team (Puerto Rico)
- ◆ Traffic Safety on the U.S.-Mexico Border (New Mexico/Texas)
- ◆ "TRUCK SMART" Public Information and Education Campaign (Pennsylvania)
- ◆ Truck Speed and Work Zone Enforcement (Arkansas)
- ◆ Vermont Truck STEP (Vermont)
- ◆ Washington State Corridor Traffic Safety Program (Washington)
- ◆ Work Zone Safety Public Service Announcement (Nevada)
- ◆ Work Zone Traffic Control Sign Package (Maine)

### Injury Prevention

- ◆ A Model "Safe Community" - Contra Costa County, California (California)  
*[Safe Communities]*
- ◆ Bicycle Helmet Coupon Hotline (Washington) *[Pedestrian/Bicycle Safety]*
- ◆ Building a Safe Community (Alaska) *[Safe Communities]*
- ◆ Bystander Trauma Care Program (Iowa) *[Emergency Medical Services]*
- ◆ Camp 9-1-1 (Michigan) *[Emergency Medical Services]*
- ◆ Chicago Museum of Science and Industry Auto Safety Exhibit (Illinois)  
*[Occupant Protection]*
- ◆ Children's Traffic Safety Program (Tennessee)
- ◆ Combining Injury Control and Traffic Safety Initiatives (New York)  
*[Traffic Records]*
- ◆ Community Traffic Safety Grants Program (Rhode Island)
- ◆ Drive Smart® Colorado (Colorado)
- ◆ EMS Training Project (Nebraska)
- ◆ Harlem Hospital Safe Communities (New York) *[Safe Communities]*
- ◆ Head Injury Prevention Program: Phase II (Kansas)
- ◆ Hispanic Safe Communities Coalition (Illinois) *[Safe Communities]*
- ◆ Injury Control Local Health Units (New York)
- ◆ Injury Prevention Collaboration (NHTSA Region VIII)
- ◆ Legacy Emmanuel Hospital Trauma Nurses Talk Tough (Oregon)

## CROSS REFERENCE (cont'd)

### Injury Prevention (cont'd)

- ◆ Lincoln-Lancaster County Health Department Traffic Safety Program (Nebraska)
- ◆ Linking Traffic Safety and Health (Nebraska) [*Alcohol and Other Drugs*]
- ◆ Loyola University Burn and Shock Trauma Institute Prevention Center (Illinois) [*Safe Communities*]
- ◆ Magic Valley SAFE KIDS Coalition (Idaho) [*Safe Communities*]
- ◆ Marathon County Public Health Department Child Passenger Safety Program (Wisconsin)
- ◆ Morristown Memorial Hospital Injury Prevention Community Education Program (New Jersey)
- ◆ Motorcycle Helmet Law Evaluation (California) [*Motorcycle Safety*]
- ◆ New York Safe Kids Coalitions (New York)
- ◆ North Dakota Nurses' Seat Belt Project (North Dakota)
- ◆ Peer to Peer Physician Training (Pennsylvania)
- ◆ Rural EMS Conference (Michigan)
- ◆ Save a Life Like Yours (SALLY) (Nevada)
- ◆ Southeast Region Injury Control Network (Southeastern States)
- ◆ Spectrum of Prevention - A New Approach to Highway Safety Planning (Nevada)
- ◆ Success By 6 (Kansas) [*Occupant Protection*]
- ◆ THINK FIRST of New York (New York)
- ◆ Transporting Preschoolers and Children With Special Needs (Indiana) [*Occupant Protection*]

### Youth Programs

- ◆ 888-Under 21 Project (Pennsylvania)
- ◆ "A TIP From EMS" (Wisconsin)
- ◆ Alcohol In School Is Stupid (AISIS) (Michigan) [*Alcohol and Other Drugs*]
- ◆ Arrive Alive Safe and Sober (Nebraska)
- ◆ "Arrive Alive" Alcohol Saturation Project (Missouri)
- ◆ Badges in Bars (Nebraska) [*Alcohol and Other Drugs*]
- ◆ Bicycle Safety Education Program (California) [*Pedestrian/Bicycle Safety*]
- ◆ Brookfield High School DECA Chapter (Missouri)
- ◆ Burgers, Fries and Jail (Michigan)
- ◆ Camp 9-1-1 (Michigan) [*Emergency Medical Services*]
- ◆ Chicago Museum of Science and Industry Auto Safety Exhibit (Illinois) [*Occupant Protection*]
- ◆ Community Occupant Protection Program (Indiana)
- ◆ Cops in Shops (North Carolina) [*Alcohol and Other Drugs*]
- ◆ Cops In Shops (Utah)

## CROSS REFERENCE (cont'd)

### Youth Programs (cont'd)

- ◆ Cops In Shops (Wisconsin) [*Alcohol and Other Drugs*]
- ◆ Cross-Age Mentoring Program (Tennessee)
- ◆ CYCLE SMART <sup>sm</sup> (Kansas) [*Pedestrian/Bicycle Safety*]
- ◆ Dade County High School Alcohol and Buckle Up Prevention Program (Florida)
- ◆ Dane County DRIVING FORCE (Wisconsin) [*Alcohol and Other Drugs*]
- ◆ DUI Victim/Witness Program (South Carolina) [*Alcohol and Other Drugs*]
- ◆ Elementary Education Initiative (Maine)
- ◆ Elementary Traffic Safety Leadership Training (Kansas)
- ◆ Facing Alcohol Challenges Together (Indiana) [*Alcohol and Other Drugs*]
- ◆ "Get A Grip" - Youth Alcohol/Statewide Traffic Safety Training Program (Iowa)
- ◆ Give a Policeman a PAT (Police Appreciation Time) (Mississippi)
- ◆ Head Injury Prevention Program: Phase II (Kansas) [*Injury Prevention*]
- ◆ Huntsville City Schools (Alabama)
- ◆ Injury Prevention Program (Illinois)
- ◆ It's Your Choice (Montana)
- ◆ Kansas Youth Alcohol Media Campaign: "Take a Stand" (Kansas)  
    [*Alcohol and Other Drugs*]
- ◆ Little Red Driving Hood Project (Illinois)
- ◆ Missouri HEADS UP (Missouri)
- ◆ New Orleans Traffic Court, Occupant Restraint and Motorcycle Helmet  
    Compliance Program (Louisiana) [*Occupant Protection*]
- ◆ Northern Kentucky Rural Office of Traffic Safety (Kentucky)
- ◆ Operation "Buckle Up Night" (Pennsylvania)
- ◆ Policies and Programs for the 1990's (Illinois) [*Alcohol and Other Drugs*]
- ◆ Project Extra Mile (Nebraska)
- ◆ Riley Riders Bike Safety Smart Program (Indiana) [*Pedestrian/Bicycle Safety*]
- ◆ Safe Driving Competition for Youth - York County (Pennsylvania)
- ◆ South Decatur (Junior/Senior High School) Safety Group (Indiana)  
    [*Alcohol and Other Drugs*]
- ◆ Stanford Community Responsible Hospitality Project (California)
- ◆ Stanislaus County: The Young and the Reckless (California)
- ◆ Stop Underage Drinkers (SUDS) (New Jersey)
- ◆ Stratford Community Traffic Safety Program (Connecticut)
- ◆ Strides For Safety (North Dakota)
- ◆ Teen Court (Illinois)
- ◆ Teen Court of Lincoln County (Oregon)
- ◆ Teens of Northeast Youth Intervention Program (Arkansas)
- ◆ Underage Drinker Identification Training Program (North Dakota)  
    [*Alcohol and Other Drugs*]
- ◆ University of Southern Mississippi Youth in the Workplace Initiative (Mississippi)

## CROSS REFERENCE (cont'd)

### Youth Programs (cont'd)

- ◆ University Presidents' Summit on Campus Alcohol Issues (Michigan)  
*[Alcohol and Other Drugs]*
- ◆ West Valley Community Traffic Safety Pedestrian Program (Utah)
- ◆ YMCA Resource Center "Pathways" (Delaware)
- ◆ "You Can't Win" Zero Tolerance Campaign (Iowa)
- ◆ Young Adult Pre-DUI Visitation Program (California)
- ◆ Young Driver Deterrence Project (Hawaii)
- ◆ Youth Appreciate Law Enforcement (YALE) (Virginia)
- ◆ Youth in the Workplace (Minnesota)
- ◆ Youth Safety Program (North Carolina) *[Alcohol and Other Drugs]*
- ◆ Youth Traffic Safety Teacher (Hawaii)
- ◆ Youthful Drunk Driving Program (Oklahoma)
- ◆ Youthful DUI Offender Project (Missouri)
- ◆ Zero Tolerance Campaign (Indiana) *[Alcohol and Other Drugs]*

### Other Traffic Safety Areas

- ◆ "Drive Smart" Nights at Central Pennsylvania Speedways (Pennsylvania)
- ◆ DWI Ad Hoc Reporting System (New Jersey)
- ◆ Heavy Truck Safety Initiative (Wyoming) *[Joint FHWA/NHTSA Initiatives]*
- ◆ Injury Prevention Program (Illinois) *[Youth Programs]*
- ◆ Non-Commercial Sustaining Announcements (NCSA) (New Jersey)
- ◆ Ohio Partnership for Traffic Safety (Ohio)
- ◆ Preschool Teachers Safety Workshop (Pennsylvania)
- ◆ Preschool Transportation Program: "Safe and Secure" (Indiana)
- ◆ Regional Driver Education Instructor's Workshop (Pennsylvania)
- ◆ Senior Driver Program: "Getting There Safely" (Washington)
- ◆ Southeast Region Injury Control Network (Southeastern States) *[Injury Prevention]*
- ◆ Spectrum of Prevention - A New Approach to Highway Safety Planning (Nevada)  
*[Injury Prevention]*
- ◆ Speed Limit Brochure (Minnesota)
- ◆ Tri-State Traffic Safety Partners (New York, New Jersey, Connecticut)

### Public Information and Education

- ◆ 1992 Black Community Safety Belt Challenge (Ohio) *[Occupant Protection]*
- ◆ 1993 Safe Holiday Season Program (Washington, DC)
- ◆ 3D Month Program (Oklahoma) *[Alcohol and Other Drugs]*
- ◆ BOUNCERS (Business Opposed to Underage Consumption and Irresponsible Selling) (Illinois) *[Alcohol and Other Drugs]*
- ◆ Buckle Up Donora (Pennsylvania) *[Occupant Protection]*

## CROSS REFERENCE (cont'd)

### Public Information and Education (cont'd)

- ◆ Bystander Trauma Care Program (Iowa) [*Emergency Medical Services*]
- ◆ California Highway Patrol (CHP) Designated Driver Program (California)  
[*Alcohol and Other Drugs*]
- ◆ Child Passenger Safety Promotion (Texas)
- ◆ CRASH Regional Program (Kentucky) [*Joint FHWA/NHTSA Initiatives*]
- ◆ Delaware-Madison County DUI Task Force (Indiana) [*Alcohol and Other Drugs*]
- ◆ Driver Fatigue and Its Impact on Driving (New York)
- ◆ "Get in Gear" and "Ride Straight" Programs (Wisconsin) [*Motorcycle Safety*]
- ◆ Hands Across the Border (Georgia) [*Occupant Protection*]
- ◆ Houston Lights On For Life Coalition (Texas) [*Alcohol and Other Drugs*]
- ◆ Kansas Youth Alcohol Media Campaign: "Take a Stand" (Kansas)  
[*Alcohol and Other Drugs*]
- ◆ Keep Boston Moving Safely (Massachusetts) [*Community/Corridor Traffic Safety Program*]
- ◆ La Loteria del Manejo Seguro (Motor Vehicle Driver Safety) (California)
- ◆ Law Enforcement Assistance Funds (Colorado) [*Police Traffic Services*]
- ◆ Miller County Community Traffic Safety Project (Arkansas) [*Community/Corridor Traffic Safety Program*]
- ◆ Morristown Memorial Hospital Injury Prevention Community Education Program (New Jersey) [*Injury Prevention*]
- ◆ Motorcycle Safety Public Information Program (Oregon) [*Motorcycle Safety*]
- ◆ National Parks Service Summertime Seat Belt Awareness Campaign (Rocky Mountain Region) [*Occupant Protection*]
- ◆ Non-Commercial Sustaining Announcements (NCSA) (New Jersey)  
[*Other Traffic Safety Areas*]
- ◆ Operation Curb Crime (Virgin Islands) [*Police Traffic Services*]
- ◆ Operation DWI/OBD Evaluation Project (New Mexico) [*Alcohol and Other Drugs*]
- ◆ Operation STETSON (State Troopers Enforcing Traffic Safety To Overcome Non-Compliance) (New York) [*Police Traffic Services*]
- ◆ Pacific Coast Highway Safety Corridor Task Force (California)  
[*Joint FHWA/NHTSA Initiatives*]
- ◆ Public Information and Education Committee (Kansas)  
[*Alcohol and Other Drugs*]
- ◆ Red, White and Blue Campaign (Louisiana) [*Occupant Protection*]
- ◆ Regional Driver Education Instructor's Workshop (Pennsylvania)  
[*Other Traffic Safety Areas*]
- ◆ Regional Traffic Safety Workshops (Missouri)
- ◆ Responsible Alcohol Management Program (Pennsylvania)  
[*Alcohol and Other Drugs*]

## CROSS REFERENCE (cont'd)

### Public Information and Education (cont'd)

- ◆ Safe And Vital Employees (Maryland) [*Alcohol and Other Drugs*]
- ◆ Safe Roads/Safe Families (California) [*Pedestrian/Bicycle Safety*]
- ◆ Saved By the Helmet Club (Washington) [*Alcohol and Other Drugs*]
- ◆ Saving Lives Through Public Awareness (New Jersey) [*Occupant Protection*]
- ◆ Seasonal Alternative Non-Alcoholic Testing Adventure (SANTA) (Washington) [*Alcohol and Other Drugs*]
- ◆ Section 153 Mini-Grants Program (Georgia) [*Occupant Protection*]
- ◆ Senior Driver Program: "Getting There Safely" (Washington) [*Other Traffic Safety Areas*]
- ◆ Smooth Operator (California) [*Joint FHWA/NHTSA Initiatives*]
- ◆ STOP-DWI - Clinton County/Plattsburg AFB (New York) [*Alcohol and Other Drugs*]
- ◆ Talking to Your Kids About Alcohol (Washington) [*Alcohol and Other Drugs*]
- ◆ THINK FIRST of New York (New York) [*Injury Prevention*]
- ◆ Three Flags International Project (Washington, Oregon, British Columbia) [*Police Traffic Services*]
- ◆ Traffic Safety on the U.S.-Mexico Border (New Mexico/Texas) [*Joint FHWA/NHTSA Initiatives*]
- ◆ Triple Jeopardy (Tennessee) [*Community/Corridor Traffic Safety Program*]
- ◆ "TRUCK SMART" Public Information and Education Campaign (Pennsylvania) [*Joint FHWA/NHTSA Initiatives*]
- ◆ Work Zone Safety Public Service Announcement (Nevada) [*Joint FHWA/NHTSA Initiatives*]

### Financial Management

- ◆ Crime Lab Fund Tracking (New Mexico) [*Alcohol and Other Drugs*]

### Child Safety Seats

- ◆ Child Safety Seat Inspection Clinics (Indiana) [*Occupant Protection*]
- ◆ Colebrook Child Safety Seat Loaner/Inspection Program (New Hampshire) [*Occupant Protection*]
- ◆ Denver Fire Department (DFD) Buckle Up Kids Training (Colorado) [*Occupant Protection*]
- ◆ Infants and Air Bag Public Awareness (Missouri) [*Occupant Protection*]
- ◆ Nebraska Cares (Nebraska) [*Occupant Protection*]
- ◆ Regional Occupant Protection Program—Safety Belt Initiative (Massachusetts) [*Occupant Protection*]
- ◆ Seat Belts and Child Safety Seats - Working Together (Vermont) [*Occupant Protection*]

## CROSS REFERENCE (cont'd)

### Child Safety Seats (cont'd)

- ◆ Vermont KISS Program (Kids in Safety Seats) (Vermont) [*Occupant Protection*]
- ◆ You Can Re-Lion Your Seat Belt Child Passenger Safety Week Promotion (Region III) [*Occupant Protection*]

### Impaired Driving

- ◆ Lafayette Alcoholic Beverage Vendor/Server Training (Louisiana) [*Alcohol and Other Drugs*]

### School Bus Safety

- ◆ Safety Rating System for School Bus Loading and Unloading Zones (South Carolina)
- ◆ Sandy City School District Pedestrian/Bicycle Safety (Utah) [*Pedestrian/Bicycle Safety*]
- ◆ School Bus Partnership (Colorado)
- ◆ Transporting Students With Special Needs

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