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DaimlerChrysler Announces Another Safety First *New Child Safety Seat Distribution Program to Target Minority Families*



October 24, 2000. Miami Florida. NHTSA Deputy Administrator Rosalyn Millman joined senior officials from Daimler Chrysler and the William Jackson Medical Center in Miami, Florida to announce a major campaign by DaimlerChrysler to expand its "Fit for a Kid" child safety seat inspection service. The new initiative, *Fit for a Kid/Me Siento Seguro*, will educate minority and low-income families on the importance of car seat safety and use. Research shows that eight out of 10 children are improperly buckled in child safety seats and minority children are at an even greater risk because they are less likely to be restrained in safety seats.

Fit for a Kid/Me Siento Seguro is an initiative to distribute 5000 free car seats, offer free child safety seat inspections, and educate low-income and minority families about the importance of car safety seats around the country. The inspection service is available at nearly 700 participating Five Star Chrysler, Jeep and Dodge dealers by appointment and is open to everyone, no matter what make or model vehicle they drive.

In congratulating DaimlerChrysler and Jackson Memorial Hospital for their leadership and commitment toward improving the health and well being of our nation's children, Deputy Administrator Millman announced that NHTSA would post a list of inspection locations throughout the United States on NHTSA's website to help families and care givers find convenient stations.

The William Lehman Injury Research Center, part of the William Jackson Medical Center, is one of the Crash Injury Research and Engineering Network (CIREN) centers. During the Miami launch, DaimlerChrysler announced the donation of \$25,000 to Jackson Memorial Hospital to support the hospital's ongoing effort to teach parents about the importance of child safety seats. ■



NHTSA Deputy Administrator Rosalyn Millman and Sue Cischke, Senior Vice President, Regulatory Affairs and Passenger Car Operations, DaimlerChrysler, ensure the fit for this young man's child safety seat.

Deputy Administrator Rosalyn Millman delivers remarks at the Fit for a Kid/Me Siento Seguro news conference in Miami.



Deputy Administrator Rosalyn Millman Receives Prestigious Alumni Fellow Award from Penn State

September 8, 2000. Pennsylvania. Deputy Administrator Rosalyn Millman was selected by her alma mater, Penn State, as one of only three Earth and Mineral Sciences (EMS) graduates to receive the Alumni Fellows for 2000.

The Alumni Fellow Award is the most prestigious award given by the Penn State Alumni Association. The award is administered in cooperation with each of Penn State's

academic colleges and has achieved high academic prestige and visibility with the Penn State community. Since 1973, the Alumni Fellow Award has been given to select alumni who, as leaders in their professional fields, are nominated by an academic college, and accept an invitation from the president of the University to return to the campus to share

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Statement by U.S. Transportation Secretary Slater Upon Signing of Transportation Appropriations Act by President Clinton

October 23, 2000. By signing the Fiscal Year 2001 Transportation and Related Agencies Appropriations Act, President Clinton today approved legislation that will provide a record \$58.5 billion for transportation programs in America. This law is good for all Americans and a win for transportation safety.

The funding and other provisions it contains will help this country meet the transportation needs of the 21st century by continuing to provide a safe, sustainable system of transportation that safeguards the environment and supports economic growth.

Strong leadership by President Clinton and Vice President Gore as well as bipartisan

leadership in the Senate and House of Representatives enabled this important legislation to be completed promptly. I applaud this cooperation, especially on matters of safety, and this Act contains numerous provisions to enhance transportation safety.

Especially noteworthy is a provision to prompt states to adopt a standard of .08 Blood Alcohol Concentration and thus reduce alcohol-impaired driving. We expect this provision alone to save 500 lives a year when all states have adopted it. Among the many other provisions in the Act is a measure enabling the Department to continue work, short of a final rule, on an "hours of service,"

standard that will affect the amount of time drivers of large interstate trucks and buses can spend behind the wheel. We also can move forward now in posting rollover ratings on cars and light trucks later this year while the National Academy of Sciences simultaneously studies this issue. Funding increases included in the Act will also enhance pipeline safety and the motor vehicle defect investigation program.

I am particularly pleased that the Act funds the Federal Aviation Administration and Federal Highway Administration programs at record levels. It includes funds to support the FAA's capital modernization program and the additional funds we requested for replacement of the aging Woodrow Wilson Bridge. Capital grants to Amtrak in the Act will enable much needed investment in passenger rail service in America. This legislation also provides important funds for continuing to modernize U.S. Coast Guard vessels and aircraft that monitor the high seas, many of which are approaching the end of their service lives. ■

Ensuring a Safe and Happy Thanksgiving

by Alicia Lowe, Traffic Safety Programs

Thanksgiving is just around the corner and NHTSA is using the holiday as an opportunity to remind the nation about the importance of wearing seat belts, using child safety seats, and reducing impaired driving.

November 20–26, the seventh national *Operation America Buckles Up Children (ABC) Mobilization* will be launched during the Thanksgiving holiday weekend to emphasize high-profile enforcement of all impaired driving and occupant protection laws with special attention to child passenger safety.

More than 8,200 law enforcement agencies, Mothers Against Drunk Driving (MADD) and the Air Bag & Seat Belt Safety Campaign will participate in the mobilization effort. Sobriety checkpoints will be conducted side-by-side with child safety seat checkpoints across the nation.

The event is part of the on-going effort to reach the President's goal of increasing seat belt use to 85 percent by 2000 and reducing child passenger fatalities by 25 percent by 2005 from 1996 use levels. Shockingly, the *Journal of the American Medical Association* reports that nearly two out of three children who are killed in alcohol-related crashes are passengers riding with an impaired driver. In the majority of these cases, children were not buckled into seatbelts or a child safety seat.

During this celebratory time, we encourage your participation to promote seat belt use, car seat use, and to practice safe driving behaviors at all times. While we are taking the opportunity to nationally promote seat belt use and impaired driving awareness, we also want to stress that we care about your safety and well-being as well as for your families. ■

Editor's Note

If you ever come into the office and wonder if you're really making a difference, here's a reminder of some of the achievements the agency has made in the recent past:

1996–2000

- NHTSA announced advanced air bag regulation that improves the benefits and reduces the risks of serious air bag-induced injuries and deaths.
- NHTSA issued the most significant vehicle safety rules in a decade, including advanced head injury protection for cars, universal child restraint anchorages, and underride protection and anti-lock brakes for trucks.
- Expanded the agency's consumer information services to include side impact crash testing, new consumer brochures and Internet web sites. Most recently, NHTSA announced a proposal to add rollover ratings to the auto safety consumer information program.
- Established and developed the Crash Injury Research and Engineering Network (CIREN) a multi-disciplinary trauma center-based research program that links medical and engineering researchers.
- Achieved the highest seat belt use, lowest fatality rate, and lowest percentage of alcohol-related fatal crashes in American history. ■

Deputy Administrator Rosalyn Millman Receives Prestigious Alumni Fellow Award from Penn State

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their expertise with students, faculty, and administrators. The award provides a dimension to the academic curriculum not otherwise available in the traditional college classroom.

The Board of Trustees has designated the title of Alumni Fellow as permanent and lifelong.

Deputy Administrator Millman is a native of Pennsylvania. She received her B.S. in geography from Penn State and a master's degree in economics and public policy from Princeton University in 1988. She was an EMS Centennial Fellow in 1996.



Deputy Administrator Rosalyn Millman and Dr. John Dutton, Dean, College of Earth and Mineral Sciences, Penn State University, September, 2000.

International Transportation Symposium Brings Together Leaders in World Transportation

October 10, 2000. Washington, DC. U.S. Secretary of Transportation Rodney E. Slater today challenged transportation leaders from around the world to harness the power of

think 'outside the box' as we work together for the future of transportation. We have the opportunity to lay the foundation for the seamless, integrated global network of roads,



October 12, 2000. Secretary Rodney Slater and Carlos Ruiz Sacristan, Secretary of Transportation, Mexico, sign a Memorandum of Understanding to promote cooperation on binational transportation planning activities and continuation of the analysis of the present and future transportation infrastructure and operational needs that facilitate safe, efficient and economical transborder transportation movements. NHTSA Administrator Dr. Sue Bailey observes the signing.

railroads, ports and aviation corridors that will one day link every remote hamlet and every isolated village on every continent.”

The symposium, which ran from October 9–12, was hosted by the United States Department of Transportation, the City of Washington D.C. and the Greater Washington Board of Trade. Attendees included ministers of transportation from more than 90 countries, along with representatives from private sector firms and trade organizations involved in all modes of transportation services, as well as, airport, road, railway, port or other transportation system development, and representatives from labor, academic, banking and financial communities.

The *International Transportation Symposium* was held as a follow-up to the highly successful world aviation conference held in Chicago last December, and the African and Western Hemisphere regional ministerial conferences held in Atlanta in 1999 and New Orleans in 1998, respectively.

These earlier meetings explored the critical role transportation plays in the increasing interdependence of the world economy. Transportation connects industries with communities, creating links between and across nations, and improving the welfare of individual travelers and consumers, while expanding the market for goods and services.

More information about *The International Transportation Symposium: Moving into the 21st Century — Best Practices of Today and Lessons for Tomorrow* conference is available on the Internet at www.dot.gov. ■

Secretary Slater addresses the foreign ministers at the International Transportation Symposium in Washington, DC. October 10, 2000.

transportation to create a world of abundance that reaches everyone, with no one left out.

In addressing transportation ministers from more than 90 countries participating in the U.S. Department of Transportation’s historic *International Transportation Symposium: Moving to the 21st Century — Best Practices of Today and Lessons for Tomorrow*, the first global transportation planning meeting of its kind, Secretary Slater said it was time to “reframe the way we think about, and plan for, the transportation systems of the 21st century.”

“Transportation drives globalization,” said Secretary Slater. “What we, the world’s transportation leaders do, or fail to do, to extend the circle of prosperity can make a real difference in people’s lives.”

Secretary Slater went on to say, “Such principles can also serve to foster international trust and cooperation among transport authorities around the world, as they work to further the development of a safe, efficient and environmentally sound transportation system that meets the needs of all. I call upon you to



Four Recommendations Emerge from MADD's National Youth Summit to the Nation to Prevent Underage Drinking

by Sue Ryan, Traffic Safety Programs

October 3, 2000. MADD's National Youth Summit Press Event, Capitol Hill. Teens from every congressional district in the United States were there, following five days of meetings, to present their recommendations to the nation on innovative ideas to prevent underage drinking. The four top recommendations from the youth are: 1) require all states to have a magnetic strip and/or bar codes on all drivers' license and ID cards issued by the state to allow for electronic age verification and detection of fake IDs and require all licensed alcohol sales outlets to use an electronic ID or license scanner to verify age at the time of alcohol sales; 2) increase the excise tax on alcoholic beverages with the revenue to be used to fund alcohol awareness and prevention programs; 3) support national media campaign for prevention of underage drinking with full funding from the federal government; and 4) prohibit alcohol ads from airing prior to 10 p.m. and for every alcohol

ad that airs, there should be a "trendy" counter or anti-alcohol ad paid for by the alcohol industry. Following the press event was a Neon

drunk driving simulator demonstration sponsored by DaimlerChrysler. In addition, NHTSA's Officer Leadership Program fellows conducted SFST demonstrations and handed out zero tolerance information. Those officers included: Sgt. Karen DeWitt (Washington); Sgt. Randy Arthur (Arizona); and Lt. John Russell (Arizona.)

For more on NHTSA Administrator Dr. Sue Bailey's participation in the news event, see *NHTSA Now, Volume 6, No. 11.* ■



In Time For The Holidays, New Impaired Driving Prevention PSAs

Special contribution by Geoff Kirsch, Publications Manager, The Ad Council

Since its inception in 1983, the percentage of people who have intervened in someone's attempt to drive while alcohol-impaired has increased dramatically. Additionally, the number of alcohol-related traffic fatalities has steadily decreased to reach an all-time low last year.

In keeping with the success of both the Impaired Driving Prevention campaign and its recent phase of "Innocent Victims" PSAs, which depict real footage of drunk driving victims, NHTSA, the Ad Council and new volunteer agency DDB, have extended the campaign with seven new television PSAs released in time for the holidays.

In "Tiffany," the viewer sees television clips from Tiffany Young's amazing performance in leading the Purdue women's basketball team to the NCAA finals, and in

"Carol," the viewer sees a police video of Officer Carol Leigh Ledford making her first DUI arrest. In both PSAs, the video fades to white, and the audience learns that both women were killed by drunk drivers five months after the footage was taken.

The PSAs "Marcus" and "Jennifer Hagain," utilize home videos of a little boy at a public pool and a young woman sitting at a table eerily saying good-bye to her friends, again informing the viewer that both were killed by drunk drivers. Marcus was killed in front of his family, and Jennifer, as she was on her way to look for a new house.

Impaired Driving Prevention remains one of the Ad Council's most effective campaigns, and these new PSAs will help audience members do whatever it takes to intervene and stop someone from getting behind the wheel of a car after consuming too much alcohol to safely drive. ■

NHTSA, along with many of the DOT Modes was represented at DOTs adopted school, Hine Junior High School, for America Goes Back to School day. DOT sponsors the annual event that is designed to educate students about DOT and the many services that it performs. NHTSA's booth was staffed by Tina Foley of OPACA and Prentis Kie of Administration. Tina and Prentis greeted hundreds of enthusiastic junior high school students and distributed Hotline and TSP promotional items.



QUOTE OF THE MONTH

Leadership is not magnetic personality—that can just as well be a glib tongue. It is not "making friends and influencing people"—that is flattery. Leadership is lifting a person's vision to higher sights, the raising of a person's performance to a higher standard, the building of a personality beyond its normal limitations.

— Peter Drucker

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