



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

# NEWS NOW

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January 5, 2001

## Largest-Ever Mobilization Marks Second Anniversary of *You Drink & Drive. You Lose.*



**December 14, 2000.  
Washington, DC.**

The threat of the season's first ice storm in the Washington area didn't stop Secretary of Transportation Rodney Slater and NHTSA Administrator Dr. Sue Bailey from holding a news conference to launch the largest ever mobilization to combat drug- and alcohol-impaired driving.

During the weekend of December 15-17, thousands of law enforcement officers conducted hundreds of sobriety checkpoints and saturation patrols in all 50 states to remove impaired drivers from the nation's roadways.

Joining Secretary Slater and Administrator Bailey at the news conference launching the mobilization were Jim Hall, Acting Chairman of the National Transportation Safety Board (NTSB); John Moulden, President of the National Commission Against Drunk Driving; Millie Webb, National President of Mothers Against Drunk Driving

**Continued on p. 2**



**"The national mobilization is a significant effort in cracking down on drunk driving," said Secretary Slater at the news conference December 14, 2000.**

## NHTSA and the Motorcycle Safety Foundation Announce Agenda for Motorcycle Safety



**December 8, 2000.  
Long Beach, CA.**  
NHTSA Deputy  
Administrator  
Rosalyn Millman

along with Motorcycle Safety Foundation (MSF) Board Chairman Roger Hagie and MSF President Tim Buche announced the release of the *National Agenda for Motorcycle Safety*, an agenda of guiding principles for enhancing motorcycle safety at the national, state and local levels.

*The National Agenda for Motorcycle*

*Safety* is a strategic planning document reflecting a shared vision for the future of motorcycle safety. The announcement was made at the 35th Annual Cycle World International Motorcycle Show at the Long Beach Convention Center.

"Two years ago, this plan was merely a vision," said NHTSA Deputy Administrator Rosalyn Millman. "Today, it is a reality! About one year ago, over 130 individuals representing over 90 organizations gathered to discuss the draft agenda. They provided an

**Continued on p. 3**



**NHTSA Deputy Administrator Rosalyn Millman outlines the goals and strategies in the *National Agenda for Motorcycle Safety* in Long Beach, CA.**

# Largest-Ever Mobilization Marks Second Anniversary of *You Drink & Drive. You Lose.*

Continued from p. 1

(MADD); and representatives of the International Association of Chiefs of Police.

"Impaired driving is no accident," said Secretary Slater. "It's an American tragedy that accounts for more than one-third of all traffic fatalities. I commend the thousands of law enforcement officers who will be out in full-force this weekend to stop impaired drivers from killing innocent victims," he said.

The *You Drink & Drive. You Lose.* campaign is a collaborative effort led by the U.S. Department of Transportation and is endorsed by national organizations such as the National 3D Prevention Month Coalition, MADD, IACP, the National Sheriffs' Association, the National Organization of Black Law Enforcement Executives (NOBLE), Operation C.A.R.E., the National Commission Against Drunk Driving, the National Association of Governors' Highway Traffic Safety Representatives, and the National Association of Broadcasters. ■



Secretary Slater and Administrator Bailey watch as news photographers record a "mock" sobriety checkpoint outside the Second District Police Station in Washington, DC.

## Congress of National Black Churches (CNBC) Reaches out to African American Families through Faith-Based Community Leadership

Craig Killgo, Traffic Safety Programs

December 12, 2000. Washington, DC.

U.S. Secretary of Transportation, Rodney Slater, and NHTSA Administrator, Dr. Sue Bailey, joined Sullivan Robinson, Executive Director of the Congress of National Black Churches (CNBC), in signing the Department's first ever Memorandum of Understanding (MOU) with a national faith-based organization. The MOU outlines the strategic goals between NHTSA and CNBC that will focus efforts on increasing child safety seat and seat belt usage rates among CNBC's 65,000 churches and 19 million members.

NHTSA recognizes the important role that churches play within the African American community in providing health-related information. As more families begin to prioritize traffic safety in their daily lives, NHTSA will be working to educate church leadership. NHTSA's mission to save lives and prevent injuries related to motor vehicle crashes will be supported through a new cooperative agreement awarded to the Congress of National Black Churches (CNBC).

"I extend the Department's appreciation to the Congress of National Black Churches

for taking a leadership role by addressing this highly important issue. Traffic safety can advance within the African American community only with the firm commitment and support of national leaders such as CNBC. The Department commends the steps that CNBC is taking to assure that more African American families are educated about the lifesaving benefits provided by child safety seats and seat belts.

African Americans are often unaware of the devastating impact of motor vehicle crashes, mistakenly believing that cancer, diabetes, HIV, heart disease, and homicide cause more deaths. Yet motor vehicle crashes are the leading cause of death for African Americans through age 14 and the second leading cause of death for young black males ages 15-24.

"Through this important partnership we envision traffic safety becoming a daily priority in the black community," said Sullivan Robinson. "Our commitment to provide black families with important traffic safety information will be realized through our many daycare



Secretary Slater signs the "Memorandum of Understanding" with the Congress of National Black Churches, as NHTSA Administrator Dr. Sue Bailey and CNBC Executive Director Sullivan Robinson look on.

centers, national newsletter, and active affiliates. We will be promoting our new health initiative among our 65,000 churches and 19 million members through this MOU."

In the winter and spring of 2001, CNBC and NHTSA will be conducting a series of planned traffic safety forums in a selected number of churches serving as pilot sites. ■

# Blue Ribbon Panel Unveils Final Report To Increase Belt Use Among African Americans

by **Faithia Robertson,**  
Office of Public and Consumer Affairs

**December 13, 2000. Washington, DC.** At a press event held at the National Council for Negro Women (NCNW), NHTSA Administrator Dr. Sue Bailey received a report entitled *Blue Ribbon Panel To Increase Seat Belt Use Among African Americans: A Report to the Nation.*

Amid a standing room only crowd, Dr. Bailey was presented the report by blue ribbon panel honorary chair members, Dr. Dorothy I. Height, Chair and President Emerita, NCNW; U.S. Surgeon General David Satcher, M.D.; and John Maupin Jr., D.D.S., Meharry Medical College, who collectively urged the American public to take action by addressing the lack of seat belt use in the African American community as a public health issue.

NHTSA's data found that although black male teens travel fewer vehicle miles than their white counterparts, they are more likely to die in a motor vehicle crash. Seat belt use among African Americans continues to be below the national average and is currently four percentage points lower, an improvement over the 10 percentage point gap that existed in 1996.

The report contains 10 recommendations and calls for education, training and improved communication strategies to increase seat belt use among African Americans. The panel also addressed tough issues like the need for primary seat belt laws in states and procedures for collecting, compiling and analyzing data on traffic stops.

"I am delighted that members of the panel offered their talents to help increase seat belt use in the African American community," said Dr. Bailey. "With some of America's best minds creating improved approaches to educating the public, we can help save thousands of lives and prevent countless injuries."

*The Blue Ribbon Panel To Increase Seat Belt Use Among African Americans* included an array of distinguished members from the medical, academic, legal, business, athletic, faith based, law enforcement and activist communities. The panel first convened in June of 2000. The panel members worked diligently throughout the summer to complete the report.

NHTSA will continue to work closely with African American leaders involved in federal efforts to promote seat belt use. The department recently partnered with a church organization, the Congress of National Black Churches, to help educate African Americans about the safety benefits of seat belts and child safety seats. Also, the National Organization of Black Law Enforcement Executives (NOBLE) is expected to be among the first to act upon the recommendations at its leadership meeting in Washington, D.C., Jan 9-10, 2001. ■



**Pictured, from left to right: Mr. Roderick Gillum, General Motors; Dr. David Satcher, M.D., U.S. Surgeon General; Dr. Sue Bailey, NHTSA Administrator; Mr. Derrick Humphries, Humphries and Brooks; Dr. Dorothy I. Height, NCNW; Ms. Joann Watson, National Black Talk Show Assoc.; Dr. Herman Ellis, Meharry Medical College; Dr. John Maupin Jr., Meharry Medical College.**

## NHTSA and the Motorcycle Safety Foundation Announce Agenda for Motorcycle Safety

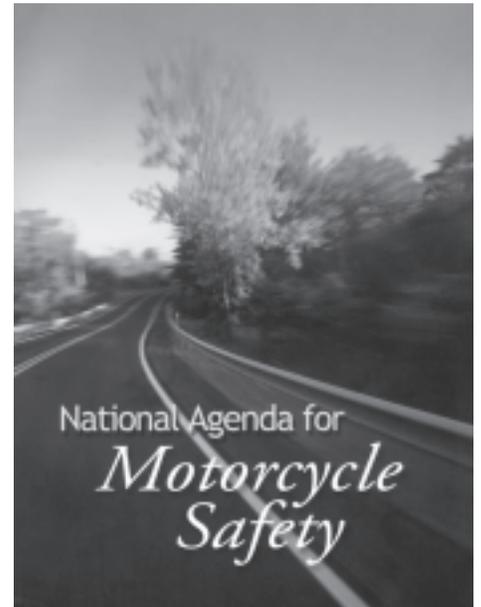
**Continued from p. 1**

amazing 1,500 thoughtful and insightful comments. The document before you today reflects the wisdom of that input," she said.

The *National Agenda* was created by a Technical Working Group who incorporated input from a broad, multi-disciplinary spectrum of stakeholders. Members of the Technical Working Group represent motorcyclists, motorcycle traffic and safety officials, and law enforcement, as well as, insurance, health care, and safety research industries. The *Agenda* belongs to the motorcycling community — not NHTSA or MSF. It addresses 23 issues and makes 82 recommendations to make motorcycling safer. It is a blueprint to create a safer environment for motorcyclists and will require a multitude of partners to implement the recommendations.

The *National Agenda for Motorcycle Safety* is the most recent collaboration between NHTSA and MSF, a partnership that began more than 20 years ago. The *National Agenda* is designed to further enhance motorcycle safety for the more than 6.6 million Americans who enjoy motorcycling on our nation's streets and highways.

The full text of the *National Agenda* is available online at [www.ahainc.com/nams](http://www.ahainc.com/nams). For



more information on the Agenda, contact Joey Syner or Maria Vegega in Traffic Safety Programs, and for information on the joys of riding, contact Rae Tyson in the Office of Public and Consumer Affairs. ■



## Recent People Saving People/Teamwork Leadership Challenge Awards

Evelyn Avant, NTS  
Ruth Esteban, NTS  
De Carlo Ciccel, NTS  
Jim Wright, NTS  
Gloria Beale, NTS

For their dedication and hard work, above and beyond their normal duties, in coordinating two national conferences and several national media events with Mothers Against Drunk Driving within one month involving the Secretary of Transportation, NHTSA Administrator and the NHTSA Deputy Administrator.

Helen Noe, NTS

For going above and beyond normal expectations in coordinating a very complex move involving three offices and 15 persons at the end of the fiscal year. She completed this task with minimal disturbance to the staff persons involved.

Diane Wigle, NTS

In recognition for her leadership in developing a database for requests for the *Getting to School Safely Community Action Kit*.

Arlene Harley, NTS

In recognition for her leadership in developing a database for requests for the *Getting to School Safely Community Action Kit*.

Lori Millen, NTS

For her assistance in developing the NHTSA/FHWA Pedestrian-Bicycle Teamwork Plan. Ms. Millen coordinated the comments and revisions from all team members, and ensured that team members had revised copies of the plan for discussion at the monthly team meetings.

Alan W. Block, NTS

For outstanding teamwork exhibited by Mr. Block's excellent technical assistance provided to the Blue Ribbon Panel to Increase Seat Belt Use Among African Americans.

Barry Eisemann, NRD

For going beyond what was required in preparing and successfully presenting a Power Point presentation to the FARS 2000 System Wide Training Conference on October 16, 2000.

Plina Doyle, NRD

For assisting in the preparation for this year's FARS System Wide Training. She enthusiastically jumped in and provided support to ensure that all details of the meeting were accomplished in a timely fashion.

Betsy Benkowski, NRD

Her coordination and planning for this year's FARS System Wide Training contributed to making this one of the best System Wide Training programs to date.

Anders Longthorne, NRD

For taking on additional responsibilities due to the departure of key NCSA employees. He devoted many extra hours to these tasks (evenings and weekends), many times under extreme pressure, along with balancing the demands of his regular duties.

Betsy Benkowski, NRD

Dennis Flemons, NRD

Plina Doyle, NRD

For designing a team effort and collaborating to perform an intensive and comprehensive quality control review in order to deliver the 1999 FARS annual report file. This exemplary effort was successfully performed within the constraints of an unusually limited time frame.

Carmen Hayes, NSC

Stephanie Hancock, Region III

Terrance Parker, Region IV

Mike Witter, Region V

Gary Taylor, Region VI

In recognition for their outstanding contributions to a team effort in the development of the New Hire Orientation and Training Course. This course benefitted both new and recent hires in all NHTSA field offices.

Kristen Allen, Region III

In recognition of the excellent staff support provided to D.C.'s Office of Highway Safety and NHTSA Headquarters for the press event launching the D.C. Fitting Station.

Ken Quintana, Region IV

For his effort in getting a Fitting Station web page up and running in a short period of time.

Daniel Robinson, Region IV

For his outstanding work to increase the number of law enforcement agencies in Region IV participating in seat belt enforcement mobilizations. As a result of Dan's efforts, the percentage of the 3,251 enforcement agencies in Region IV participating has increased from 70% to 99%.

Romell Cooks, Region VII

For volunteering to write an employee orientation program, for bringing together a team to make this happen, and for producing a quality product in a very short time frame.

David Manning, Region IX

For volunteering to take on the leadership team to design the Regional web pages. He did an excellent job of delivering a product on time that responded to the needs of the field.

Joseph Scott, NPS

In recognition for preparing and giving a presentation to the President's Task Force on Environmental Health Risk and Safety Risks to Children, which provided information on the raw material content of tires.

Rosalind Proctor, NPS

Deborah Mazyck, NPS

For their independent efforts and diligent leadership in developing the agency's first comprehensive part-marking guide for the law enforcement community.

Lorri Hamn, NPS

For providing secretarial and administrative support to the Office of Crash Avoidance Standards during the 90-day detail assignment of another support staff.

Gwendolyn Archer, NPS

In recognition for demonstrating a high level of teamwork in the Office of Planning and Consumer Programs, well beyond the requirements of her position.

John Fenneran, NSA

For developing and implementing a unique in-house protocol for testing the compliance of cars and light trucks against the performance requirements of FMVSS No. 114, Theft Protection.

### Correction to NHTSA Now, Volume 6, No. 13

2000 Administrator's Awards

Traffic Safety Programs, Group Award: Susan Ryan and Valerie Gompf also received an award for superior achievement for their work on the agency .08 blood alcohol content initiatives.

Lloyd Guerci (NCC) was incorrectly cited as having received an award in this category.

Also, for their ONE DOT efforts, Marilena Amoni and Adele Derby are to be congratulated for receiving Gold Medals.

NHTSA Now is an official publication of the National Highway Traffic Safety Administration, Office of Public and Consumer Affairs.

Kathryn Henry  
Editor

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### QUOTE OF THE MONTH

The best and most beautiful things in the world cannot be seen nor touched but are felt in the heart.