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Two New Seat Belt Commercials Shot in Los Angeles

May 16–19, 2001. Los Angeles, CA.

Continuing the campaign strategy begun in 1999 with the launch of the “Unsuspecting Victim’s” campaign, the Ad Council and volunteer ad agency, Leo Burnett, USA filmed two new television commercials to remind viewers there is “never a safe time to ride unbuckled.”

The target for the new spots, entitled “Oh Dear,” and “Enclave,” are part-time belt users, and parents who are part-time belt users and who set a bad example for their children.

Each spot opens with a scenario you would expect to see on television. “Oh Dear,” begins as a commercial straight from the Nature Channel, while “Enclave” is your quintessential minivan commercial. But each spot ends with a dramatic crash through no fault of the driver, and viewers are reminded, “Didn’t See it Coming? No One Ever Does. Buckle Up. Always.” (click.)

The commercials are intended to capture viewer interest and to urge part-time users to fundamentally question their seat belt behavior. The result should be that they admit to the faultiness of their logic (it’s close to home, I don’t need to wear a belt; etc.) and change their reckless behavior. The single most important message imparted to the viewer is that there is *never* a safe time to be unbuckled.

The “Unsuspecting Victim’s” campaign debuted in 1999 to much media fanfare, as it replaced the popular and long-running “Vince and Larry” television ads. In its first year, the spots “Ice Cream,” and “Cruisin’” were awarded the prestigious Silver Effie award for effective advertising by the New York Marketing Association.

“Oh Dear” and “Enclave” will begin airing nationally in late summer. For more information on the campaign or to obtain copies of the commercials, please contact Kathryn Henry in the Office of Public and Consumer Affairs at 202-366-6918. ■



“Oh Dear” star, Phoebe, hits her marks for the “deer in the headlights” shot.

“Enclave”, the minivan of the future? Backyard Productions Executive Producer, Blair Stribley, coaches young actor Luis Garcia on an upcoming shot.

Hearing Held on Booster Seat Education Plan

July 10, 2001. Washington, DC. In response to a requirement of the TREAD (Transportation Recall Enhancement, Accountability and Documentation) Act, NHTSA held a public meeting to allow the sharing of viewpoints and information for the purposes of developing a five-year, strategic booster seat education plan to reduce deaths and injuries caused by failure to use the appropriate booster seat in the four- to eight-year-old age group. TREAD requires the plan to be completed by November 2001. Topics discussed were educational programs, program effectiveness and evaluation, target audiences, program delivery, challenges, and funding resources. Those attending included

the general public, booster seat manufacturers, data collection/insurance groups, child advocacy groups, industry, and government. ■





Long Fourth of July Holiday Spurs National Enforcement Mobilization To Combat Impaired Driving

June 26, 2001. Washington, DC. With this year's long Fourth of July holiday period approaching, U.S. Transportation Secretary Norman Y. Mineta launched a nationwide law enforcement mobilization and education campaign to combat impaired driving.

With the Fourth of July falling on a Wednesday, state and local law enforcement agencies were out in full force June 29 – July 8, targeting impaired drivers as part of the national *You Drink & Drive. You Lose.* campaign. Law enforcement conducted saturation patrols and sobriety checkpoints; strategies in which either stationary locations are set up to check drivers for impairment or

areas where police concentrate their presence to detect impaired drivers.

"Impaired driving is no accident. It's an American tragedy that accounts for more than one-third of all traffic fatalities," said Secretary Mineta. "Our message is clear. If you choose to drink and drive during this Fourth of July holiday period, be forewarned: law enforcement officers across the country will catch you, arrest you, and take swift and certain action to keep drunk drivers off the roads to protect American families."

NHTSA Associate Administrator for Traffic Safety Programs, Rose McMurray, conducted several interviews with national and

local radio stations, warning motorists of the threat of impaired drivers, and measures that people could take to have a safe and happy Fourth of July holiday.

Secretary Mineta urged motorists not to drink and drive during interviews with CNN, and a satellite media tour on June 26. The tour included live and pre-taped interviews with local stations in Denver, San Francisco, Los Angeles, Atlanta, Boston and Knoxville, among others. Millions of Americans were reached with the message, "You Drink & Drive. You Lose." ■



How Do You Change Behavior in Georgia?

By Gary Butler, NHTSA Region IV

Georgia continues to strive to increase safety belt use among its citizens and visitors. Research has shown that reductions in highway crash deaths and injuries through behavior modification are more significant as a State or community proceeds from 1.) education; 2.) persuasion; to 3) legal sanctions. In pursuit of belt use beyond 74 percent, Georgia has implemented all three methods in its successful "Click It or Ticket" campaign (the results will soon be announced). Preliminary citation data shows that about 25,000 tickets were issued during the first nine days of a 14-day enforcement period. A recent novel element within the "Click It or Ticket" program is the State's use of a large road sign outside the world's busiest airport in Atlanta. The objectives of the sign are to encourage compliance through:

1. **Education** — hoping the intermodal connection of airplane belt use to automobile belt use would be realized and the general safety message accepted;
2. **Persuasion** — implying potential physical consequences could result if a person fails to act on the message; and
3. **Legal Sanction** — notifying the public that a law enforcement consequence will result for failure to buckle up.

The next phase of the airport-related project is to complement Delta Airline's commitment to encouraging departing passengers to buckle up in cars. Airport authorities are considering the Governor's Office of Highway Safety proposal to install buckle up parking lot signs and to erect large hanging banners in the baggage claim areas that will instruct travelers to complete their journey safely by buckling up on Georgia's roads. ■



Update on .08 Laws

On June 8, the Governor of Oklahoma signed legislation establishing the level of alcohol intoxication at .08 blood alcohol content (BAC). The law became effective July 1, 2001. On June 12, the Governor of Missouri signed .08 BAC legislation. The law will become effective September 29, 2001. To date, 29 states plus the District of Columbia and Puerto Rico have passed .08 BAC legislation. ■



DOT Inspector General Ken Mead (left) and FAA Regional Administrator Arlene Feldman (right) honor Richard Simon for his work as the leader of the Region 2 Safety Team and for conducting intermodal training on public speaking and effective communication."



By Bruce Shults, Region 6

May 23, 2001. U.S./Mexico Border. Each year, an estimated 50 million motor vehicles bring more than 170 million people into the United States from Mexico. Literally millions of those crossing the border are not wearing their safety belts or protecting their children with safety seats. The *Buckle the Border* campaign also reaches millions of people that live in the United States along the border.

The *Buckle the Border* campaign is a unique joint endeavor of four federal agencies, three States and numerous communities, who have joined forces with NHTSA Region 6 and 9 offices to help send a clear message that



Laredo police officers issued tickets to drivers entering the United States who weren't using their seat belts as part of NHTSA's Buckle the Border campaign.

everyone in every vehicle needs to be protected from injury when entering the United States. Key Mexican officials, the State Highway Safety Offices, local Safe Communities and area law enforcement agencies from both sides of the border, as well as the U. S. Departments of Transportation, Treasury, Justice and Agriculture all worked together to promote the *Buckle the Border* campaign.

On May 23, 2001, the third annual *Buckle the Border/Buckle Up America* events were held at five locations along the U.S. / Mexico border: Brownsville, Laredo and El Paso, TX, as well as Nogales, AZ and Tijuana, Mexico. The news conferences promoted *Buckle Up America Week*, May 21–28, 2001, and announced increased seat belt and child safety seat enforcement efforts by local and state enforcement agencies. Several of the events featured crash survivors who were saved by

the belt. Spanish language safety materials urging everyone to buckle up and to secure their children were provided to drivers entering the U.S.

"We have made progress," said Georgia S. Chakiris, NHTSA Regional Administrator. "Informal observational surveys conducted at the Texas ports of entry showed drivers entering the U.S. were now wearing their safety belts at a rate equal to or greater than the state average. However, it also disclosed a

serious problem with children not being secured. The survey at Laredo TX revealed that only 28% of the children were properly buckled up."

Enforcement is a critical element to increasing seat belt use and the Laredo PD was there to make sure that everyone was buckled up. The officers were stationed at the entrance of the city. Drivers entering the U.S. had received buckle up literature and had to pass by a bilingual *Buckle Up America* sign on the border inspection booth before reaching the enforcement effort. "Since everyone did not get the message, numerous motorists were issued tickets as a final reminder to buckle up," Chakiris said.

"With this extraordinary collaborative effort, NHTSA Regions 6 and 9 are helping to save lives, prevent injuries and make our highways safer by placing bilingual Buckle Up America signs at every border inspection booth from Texas to California," Chakiris said.

Buckle Up America: Asegurese El Cinturón De Seguridad

Buckle the Border News Conference Coverage

BROWNSVILLE, TX

Speakers

Harry Crum, NHTSA
Manuel Sloss, U.S. Immigration
Jesse Leal, TXDOT
Tara Anderson, Survivor
Ben Reyna, Chief of Police

Press

CBS – Ch 4
ABC – Ch 5
Univision – Ch 48-TV, Hispanic Station
The Valley Morning Star – newspaper
The Brownsville Herald – newspaper
Telemundo – Ch 40-TV, Hispanic Station

EL PASO, TX

Speakers

Carl Wells, NHTSA
Victor Jimenez, U.S. Immigration
Edgar Fino, TXDOT
Shawn & Linda Coggin Survivors
Carlos Leon, Chief of Police

Press

KDBC-TV, Ch 4
KFOX-TV, Ch 14
KVIA-TV, Ch 7
Ch 44-TV – El Paso, TX
Ch 56-TV – Juarez, MX Station

LAREDO, TX

Speakers

Georgia Chakiris, NHTSA
Jose Uribe, U.S. Agriculture
Danny Magee, TXDOT
Abraham Diaz, Laredo, P.D.
Guadalupe Verra, Survivor
Dr. Alejandro Luis Hernandez, Mexico Official
Eliodoro Granados, Laredo Asst. Chief of Police

Press

KLDO-TV, Ch 27
CBS – KVTV-TV, Ch 13
NBC – KGNS-TV, Ch 10
El Diario, Mexico – newspaper
Laredo Morning Times – newspaper
El Manana, Mexico – newspaper
Ch 26-TV, Juarez, MX

NOGALES, AZ

Speakers

Alberto Gutier, AZ Ofc of Trf Safety
Dr. David Manning, NHTSA
Ralph Guerra, U.S. Customs
Terry Tometich, DPS Commander
Sheriff Tony Estrada, Santa Cruz Co.
Victor Marmion, Chief- Nogales PD
David Nelson, FHWA

Press

ABC – KGUN-TV, Ch 9, Tucson, AZ
NBC – KVOA-TV, Ch 4, Tucson, AZ
KFBR-Radio, Nogales, AZ
La Campeona-Radio, Nogales, MX
La Heny-Radio, Sonora, MX
Nogales Herald – newspaper
El Internacionale, Nogales – newspaper

TIJUANA, MEXICO

Speakers

Salvatore Rosano, NHTSA LEL
Albert Ravelo, CHP El Protector
Raymond Martinez, CHP El Protector
Saul Solis Ocequeda, Crime Prevention & Community Services, Baja California, MX
Enrique Tellaeche, State DOJ, Dept of Communication, Baja, CA

Press

Azteca Television, MX
3 Radio Stations, Tijuana, MX
La Frontera, Tijuana, MX – newspaper



Recent People Saving People/Teamwork Leadership Challenge Awards

Christopher Cook, NCC
Heidi Coleman, NCC
William Snyder, NOA-20

In recognition for completing the Connecticut Compliance Review.

Mark Vinson, NOA-20

In recognition for the efficient and expeditious investigation and adjudication of seven multi-issue American's with Disabilities Act (ADA) complaints in a one year time frame.

Kimberly Bennett, NTS
Tina Mills, NTS
Janice Norman, NTS
Cheryl Schuler, NTS
Alice Washington, NTS

For going beyond the call of duty in working together in processing individual and air carrier National Driver Register file checks with an average response time well within our customer service response time of 10 business days.

Marietta Bowen, NTS
Lori Millen, NTS
Tina Foley, OPACA

In recognition for their efforts in publicly releasing the National Strategies for Advancing Bicycle Safety.

Susan James, NAD
Jeanette Jackson, NAD
Gloria Beale, NTS
Denise Jackson, NTS
Hazel Maddox, NTS
Ronda Williams, NTS
Letitia Day-Daniels, NPS
Valencia Johnson, NSA
Almeta Hilton, NAD
Bernadette Millings, NPS
Tilda Proctor, NSA

In recognition for developing a mission statement and a successful retreat for the NHTSA Support Staff. They provided ongoing assistance, help, and guidance to the Support Staff Liaison through the life of the retreat.

Lori Miller, NTS
Joann Murianka, NRD
Tami Levitas, NTS
Deirdre Fujita, NCC
Michael Huntley, NPS
Contractors
Susan Kirinich

Pat Donahue
PC Wood
Carlton Golden
Judy Ingemunson

In recognition for their outstanding contribution in the development of NHTSA's new child passenger safety website application.

Dennis Utter, NRD
Nancy Bondy, NRD
Gary Toth, NRD

In recognition for going to extraordinary lengths to have an Office of Management and Budget (OMB) clearance performed in a very short time frame.

Umesh Shankar, NRD

For his diligence and tremendous efforts in acquiring and analyzing a detailed analysis of motorcycle fatalities.

Tonja Lindsey, NRD

For constantly supporting the Office of Public and Consumer Affairs' mission, frequently providing needed statistics on short notice and working beyond her normal hours to supply information.

Margaret Gill, NPS

In recognition of her leadership and diligence in providing consumer vehicle safety information to minority populations.

Joan Taylor, NSA

For successfully coordinating travel for fourteen NHTSA staff attending a workshop in Boston.

Twanja Flemming, NSA

For stepping in and working on a major investigation (Firestone tires). She easily and quickly integrated herself into the middle of the workflow, answering numerous inquiries from many people in a timely fashion.

Diane Krause, Region I
Jim Ryan, Region I
Louie DelRio, TSP
Jim Wright, TSP

In recognition for their significant assistance in support of Connecticut's Alcohol Forum. Their professionalism and willingness to help out in any way contributed to the success of NHTSA's first Alcohol Forum.

Richard Simon, Region II

In recognition for being the lead instructor at the May 15-18 Program Management class in Denver.

Lorraine Novak, Region III

For organizing and managing Region 3's Law Enforcement Occupant Protection Summit.

Rod Chu, Region III
William Naff, Region III
Vanessa Johnson, Region III
Stephanie Hancock, Region III
Kristen Allen, Region III

For being the key persons in helping to ensure the success of the Region III Occupant Protection Law Enforcement Summit.

Lisa Postlethwaite, Region VIII

For completely reorganizing the Region 8 central filing system to include the preparation for capturing electronically received transmittals and the research and purchasing of an office copier to interface with the Regional filing system operable from any work station.

Bill Watada, Region IX

For his efforts to provide financial management training to the Region 9 staff. He has done an outstanding job of preparing and presenting the information necessary for Region 9 staff to perform key oversight to the states.

NHTSA Selected for AMA Summer Interns

For the third year in a row the American Medical Association is sponsoring a Washington internship program for first and second year medical students, and NHTSA is pleased to have been selected to receive two of these students. The AMA summer internship program places the medical students in public health policy positions in government agencies and with Congressional Committees, and pays the students a stipend for their summer work. NHTSA submitted a proposal to the AMA to be assigned a student, and Traffic Safety Programs was honored to have received not one but two students. John Flint from the University of Virginia Medical School will be developing a medical standards for fitness to drive manual, and Jennifer Knight from the University of Wisconsin will be working in pediatric injury prevention. (Harris, 6-2564) ■

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Kathryn Henry
Editor

Contributors: Fran Balicudiong, TSP; Joan Harris, TSP; Bruce Shults, Region 6; Tom Louizou, Region 2; Prentis Kie, NAD.

If you would like to submit articles or photographs, please address them to NHTSA/OPACA, attention Kathryn Henry, NOA-42, 400 7th Street, SW, Room 5232, Washington DC 20590. (202) 366-9550. FAX: (202) 366-5962. Internet address: khenry@nhtsa.dot.gov

QUOTE OF THE MONTH

"Many of life's failures are people who did not realize how close they were to success when they gave up."

—Thomas Edison, 1847-1931, American Inventor, Entrepreneur, Founder of GE