



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

# NHTSA NOW

Volume 7, No. 10

August 28, 2001

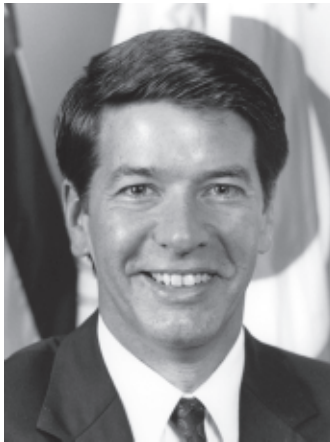
## Dr. Jeffrey W. Runge Becomes 12th National Highway Traffic Safety Administrator

**August 3, 2001. Washington, DC.**

U.S. Transportation Secretary Norman Y. Mineta today welcomed Dr. Jeffrey Runge to the U.S. Department of Transportation following his Senate confirmation as the 12th National Highway Traffic Safety (NHTSA) Administrator.

“Jeff’s extensive background of research, education, and hands-on experience will make him a triple asset to the department,” said Secretary Mineta. “I look forward to working with him as we meet the challenge of reducing death and injury on the nation’s highways.”

Dr. Runge is a nationally recognized physician expert in motor vehicle injury care and prevention. A researcher and educator in emergency medicine, he has focused on the area of injury prevention and control, with a particular interest in motor vehicle injuries. His passion for reducing injuries comes from being a clinician in North Carolina’s busiest trauma center, treating over 30,000 injuries yearly,



10,000 of which are motor vehicle related.

As NHTSA Administrator, Dr. Runge will lead an agency of more than 600 employees with a \$403 million annual budget.

Dr. Runge is certified by the American Board of Emergency Medicine and has served on the faculty of the Emergency Medicine Residency at Carolinas Medical Center in Charlotte, N.C., since 1984. His undergraduate degree is from University of the South, Sewanee, Tenn. He received his medical degree from the Medical University of South Carolina in 1981 and completed his residency in Emergency Medicine at Charlotte Memorial Hospital and Medical Center in 1984. He was most recently the Director of the Carolinas Center for Injury Prevention and Control.

Dr. Runge is on the Trauma Care and Injury Control Committee and the Research Committee of the American College of Emergency Physicians. He has been the president of the North Carolina College of Emergency Physicians and the Speaker of the North Carolina Medical Society.

Dr. Runge and his wife, Ginny, have two children: Emily, 17, and Will, 14. ■

## Administrator Dr. Runge Attends NHTSA Region IV’s “Click It or Ticket” Celebration

by Terrance Parker and Belinda Jackson

**August 7, 2001. Atlanta, Georgia.**

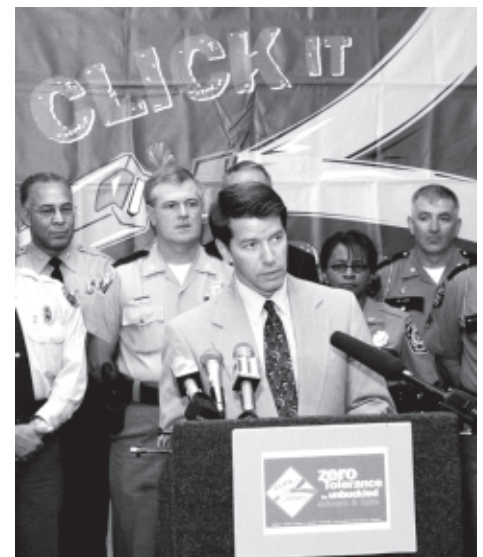
Jeff Runge, M.D., NHTSA Administrator, along with dignitaries from the National Safety Council and the Air Bag & Seat Belt Safety Campaign joined Region IV staff and their state partners for a grand celebration of the region-wide “Click It or Ticket” Memorial Day Mobilization Campaign. Over 200 participants converged in Atlanta to hear the final campaign results and celebrate the success of an unprecedented regional seat belt enforcement effort. The Region IV “Click It or Ticket” campaign boosted seat belt use to

74 percent from 65 percent in the Southeast.

Troy Ayers, NHTSA Regional Administrator, kicked off the event with opening remarks. He applauded the states for their outstanding effort by stating, “You [state partners] are an inspiration to all who are committed to enhancing the well-being of our citizens.”

Dr. James Nichols, TSP, remarked during his report on the campaign results, “This is an unprecedented effort in Region IV that clearly demonstrates the effectiveness of the sSTEP model combined with paid media.” During his luncheon remarks, Dr. Runge asked Region IV states to “Stay the course...the results of this

**Continued on p. 2**



# Administrator Dr. Runge Attends NHTSA Region IV's "Click It or Ticket" Celebration

Continued from p. 1

eight state regional program have proved conclusively that high visibility enforcement combined with paid and earned media are the most effective tools we have to increase seat belt use and save lives."

A national media conference was held

during the morning session with officials from the National Safety Council and the Air Bag & Seat Belt Safety Campaign joining NHTSA representatives. Alan McMillan, President of the National Safety Council, said, "The 9 percentage point increase in belt use over three weeks with Region IV's "Click It or

Ticket" contrasts with the national experience where belt use has increased by 9 percentage points over three years."

The celebration concluded with Dr. Runge and Adele Derby, Associate Administrator for State and Community Services, honoring each state with an agency award for its efforts. Ms. Derby also presented special awards to Dr. Nichols and his staff for their valuable support in evaluating the regional campaign and to the NHTSA Region IV office staff for their outstanding work in coordinating the campaign. Upon Ms. Derby's presentation of the NHTSA award to Troy Ayers and his staff, the 200 participants erupted into a spontaneous standing ovation for the regional staff. Troy Ayers stated it best in his closing remarks, "Those who said 'it couldn't be done' are now applauding your efforts. You have demonstrated that success can be achieved through a synergy of dedicated federal, state, local and private sector partnerships. We all know what it means to catch the 'Click It or Ticket' fever!" It was a remarkable day in Atlanta! ■

## Region IV "Click It or Ticket" Campaign Viewed as Unprecedented

State and local officials throughout the Southeast partnered with the NHTSA Region IV office and the Air Bag & Seat Belt Safety Campaign to implement a region-wide Memorial Day 2001 "Click It or Ticket" campaign that achieved significant increases in belt use. The campaign was fully evaluated by measuring statewide usage rates just prior to the campaign and during the height of enforcement. Tennessee had the largest gain, 20 percentage points, followed by Mississippi at 13 percentage points. Kentucky and Georgia each had gains of 10 percentage points, Florida earned an increase of 9 percentage points, Alabama's rate increased by 8 percentage points, South Carolina had a jump of 5 percentage points, and North Carolina's safety belt usage rate increased by 4 percentage points.

Based on Region IV's population of 49,763,304 (2000 Census Data), the "Click It or Ticket" campaign was responsible for 4,437,206 new seat belt users region-wide. It is estimated that the "Click It or Ticket" campaign could save 652 lives, 11,261 injuries, and \$944,460,391 in health care costs should the states' seat belt rates be maintained for one year. This is the first regional "Click It or Ticket" campaign in the Nation to bring leadership from federal, private sector, state and local government together to implement a comprehensive effort aimed at saving lives on this Nation's roadways.

## Child Passenger Safety Fitting Station Opened in Harlem, New York

By Sami Richie, Region II

June 2001. Harlem, New York. A new Child Passenger Safety Station opened at the New York Bicycle Shop, a participant in the Harlem Hospital Injury Prevention Program. The fitting station is supported by funding from the New York Governor's Traffic Safety Committee (NYGTSC) and the Allstate Insurance Company; it is staffed by bilingual technicians. ■

## FTA, NHTSA and RSPA Team Together For Habitat For Humanity

By Lorraine Novak, Region III

July 24, 2001. West Philadelphia, PA.

Nine people of the Region III ONE DOT Team including DOT Champion and FTA Associate Administrator, Dorrie Aldrich; FTA Regional Administrator, Susan Schruth; RSPA Eastern Region Chief, Colleen Abbenhaus; Tony Murray, RSPA; and Lorraine Novak, Kristen Allen, Vanessa Johnson, Bill Naff, and Stephanie Hancock of NHTSA Region III, traveled to Philadelphia to participate in a day of work at a "Habitat for Humanity" site. The team nailed, hammered, painted, etc. on one of the hottest days of the year in Philadelphia. The West Philadelphia site is especially important because the community of West Philadelphia is the partner community for Region III. It was a day well spent and well worth the time and energy expended. Everyone left looking like the walking wounded, but agreed that it was a wonderful experience and were already making plans to volunteer again in the fall. ■



Pictured, front row left to right: Tony Murray, RSPA; Susan Schruth, FTA Region III Administrator; Vanessa Johnson, NHTSA Region III; Dorrie Aldrich, FTA Associate Administrator and Region III ONEDOT Champion; Stephanie Hancock, NHTSA Region III; Kristen Allen, NHTSA Region III. Back row left to right: Bill Naff, NHTSA Region III; Colleen Abbenhaus, RSPA Eastern Regional Chief; Lorraine Novak, NHTSA Region III.



Pictured from left to right: Stephen Nicholas, M.D., Director of Pediatrics, Harlem Hospital; Raymond P. Martinez, Commissioner of NY State Department of Motor Vehicles and Chair of NYGTSC; Jo Ann Florentino, NY State Regional Chair, Allstate Foundation; Thomas M. Louizou, Regional Administrator, NHTSA Region II; Eric A. Cliette, Program Coordinator, Urban Youth Bike Corp.

# Youth Saving Youth: Celebrating Diversity!

By: **Katie Hultin, Mandy Woodfield, & Cheryl Neverman (TSP)**

*(note: Katie and Mandy are both recent high school graduates and are serving summer student internships at NHTSA and the Maternal and Child Health Bureau (HHS) and are both national youth representatives for the NOYS [National Organizations for Youth Safety] Coalition)*

**July 26–29, 2001. Los Angeles, CA.** Teens sent a message to the traffic safety community: “Give us the Power!” Five hundred youth and their adult advisors of diverse cultures and backgrounds were empowered to help reduce risk, injuries and deaths related to traffic crashes when they met for the **National Youth Diversity Summit on Traffic Safety**.

Participants learned about relevant traffic safety issues and discussed solutions to cultural and physical barriers that impact youth around the country. The NOYS Coalition co-hosted the summit with NHTSA. Teams of youth were exposed to successful youth-led initiatives and discussed their top concerns in discussion sessions moderated by NOYS youth representatives. The summit resulted in community and organizational action plans for each youth/adult team participating, and a set of National Recommendations delivered to NHTSA’s Associate Administrator for Traffic Safety Programs, Rose McMurray.

The opening evening reception featured a welcoming speech from NHTSA’s Region IX Administrator, David Manning. Several youth participants shared their talents and entertained the crowd with cultural songs, stories and dances.

An inspiring mini-documentary opened the summit’s first general session, showcasing five teenagers and their stories about community service and traffic safety. The five youths were then introduced to the audience, providing an emotional spark to start the first full day of activities, and participated throughout the conference providing input from their own experience.

Attendees were honored to have Rose McMurray provide words of support as well as the videotaped message she brought from Secretary Mineta. “We are here to celebrate progress, showcase innovation, and share success stories about youth empowerment, youth leadership, and youth keeping youth safe,” McMurray greeted the audience. “Those of you assembled here will help develop a national youth safety plan to save teen lives now and in the years ahead.” Secretary Norman Y. Mineta in a videotaped message said, “You will be a part of an exciting and challenging process that will explore how a diverse group of young people can work together to create a common solution and create positive peer pressure among your

friends and fellow students to make safe decisions. I challenge you to use your collective diverse experiences and viewpoints to create consensus on addressing the ways to reach all young Americans and their families with our lifesaving traffic safety messages and to influence positive and safe behavior. Your efforts will create a blueprint for reaching out to millions with a message of hope for tomorrow and strength in unified efforts for today.”

The First Lady of California, Sharon Davis, delivered a stirring message to the youth, launching her involvement in the national campaign, “Leadership to Keep Children Alcohol Free.” Davis impressed the teens with her commitment to using her



position as the First Lady to draw the attention of the media to the issues of early onset use of alcohol and related traffic safety concerns about substance abuse. Davis also noted how impressed she was by the diverse participation at the Summit and the energy she sensed among the youth teams to help “change the world!”

Developed over the past two years by NOYS national youth representatives, the “Speak Out and Make NOYS” advocacy program tool kit was introduced to the participants along with the new Youth Party Planner, “Make Your Parties Rock...Substance Free.” These educational materials have been printed and dubbed and will be distributed through NHTSA to youth organizations and others working with youth. The NOYS Coalition consists of nearly 50 national partners including youth-member and youth-serving national organizations and several Federal agencies.

All participants used the new “Speak Out and Make NOYS” planner to devise action plans to carry out when they return to their

schools, communities, and national organizations. The teams identified a focus for their efforts, established goals, planned objectives, identified assets and possible problems they may encounter, and put them together as an Action Plan.

Participants developed eight National Recommendations for effective ways to reach teens to change dangerous behaviors addressing traffic safety and other unintentional injury prevention areas. Here are some highlights of the recommendations:

- Develop a traffic safety curriculum for schools.
- Involve youth in its development of traffic safety materials and PSAs on youth targeted media (i.e. MTV, BET, VH1, etc.).
- Encourage the use of peer-to-peer education through grants to local youth organizations.

- Develop template posters with statistics that can be localized.
- Replicate this Summit at the state/regional level.
- Develop a marketing strategy to enhance the visibility of NOYS.
- Encourage organizations to promote NOYS to its members. (i.e. links on individual websites, publication articles, etc.)
- Develop an empowerment strategy, through organizations within the schools, to provide an outreach strategy to motivate others to use the traffic safety information.

Students and advisors from all over the country came together to celebrate diversity while looking at the future and the role of youth in meeting the challenges facing young people. The initial success of the conference was apparent through the enthusiasm of the youth to make a difference in their own communities to save lives. The real success will be in watching the progress of the action plans and the responses to the national recommendations. ■





## Recent People Saving People/Teamwork Leadership Challenge Awards

Lori G. Millen, NTS

In recognition for working with graphic designers on developing printed materials for the Commercial Vehicle Safety Alliance.

George Ferris, NTS

In recognition for his direction and implementation of NHTSA's First National Conference on Traffic Enforcement Technology, hosted by the Northwestern University Center for Public Safety.

Gabriel Cano, NTS

Luis del Rio, NTS

Jose Ucles, NOA

Belinda Rawls, NOA

In recognition of the development and distribution of NHTSA's first national Hispanic Campaign to promote seat belt use within the Hispanic Community.

Earl Hardy, NTS

For being instrumental in the planning, direction, and implementation of NHTSA's First National Conference on Traffic Enforcement Technology, hosted by the Northwestern University Center for Public Safety.

Donna Gilmore, NRD

Rolf Eppinger, NRD

Lori Summers, NRD

Michael Perel, NRD

Lisa Sullivan, NRD

Barbara Rhea, NRD

Matt Maltese, NRD

Michael Goodman, NRD

Rita Gibbons, NRD

Randa Samaha, NRD

Kathy McCullough, NRD

James Saunders, NRD

Tina Foley, NOA

### Contractors

John Rosenwald

Yvette Johnson

Marion Faya

Lisa Oglesby

Christopher Evans

Karen Cleek

Sandra Simpson

K.D. Agrail

Jennifer Behrs

In recognition for outstanding performance in the design, development, and implementation of the 17th

ESV Conference, Amsterdam, The Netherlands, June 4-7, 2001.

Anita Fennell, NRD

For providing assistance to the State Data Reporting Systems Division by faxing and procuring commercial vehicle cases to the 52 FARS jurisdictions.

Glen Karr, NSC

In recognition for putting together a Regional meeting to ensure that TSP and the field offices participated in developing the agenda and implementing the program.

Belinda Jackson, Region 4

In recognition for her participation in a "Blue Ribbon Panel to Increase Seat Belt Use Among African Americans" meeting in Detroit.

Earleen Hughes, NOA

For assisting on the development of the Office of Civil Rights' "EEO Counseling and Mediation Program" brochure.

Marcia Robertson, NOA

For initiating, organizing and updating NCC's law library. This was done in addition to her regular assigned duties.

Susan James, NAD

In recognition for her quality of presentation on the training and development program at an all-hands meeting in Traffic Safety Programs.

Beth Williams, NAD

For her quality of presentation on staffing issues at an all-hands meeting in Traffic Safety Programs.

Juakina Blackburn, NAD

For using her computer knowledge in updating forms used by the staffing area, and for exceptional customer service in the Office of Human Resources.

Iona Warrick, NAD

For her timely and efficient processing of forms during the 2001 Thrift Savings Open Season.

## Operation Blue TALON 3: Crash Crackdown, Labor Day 2001 Weekend in Region VI

**August 31–September 4. Region VI.** More than 1,600 law enforcement agencies across Texas, Arkansas, Louisiana, Oklahoma, New Mexico and the Indian Nations will join forces to conduct **Operation Blue TALON 3: Crash Crackdown** during the Labor Day 2001 weekend period. Troopers, officers, and deputies will send a united message to the public that violating traffic laws such as driving while intoxicated, aggressive driving, speeding, red light running, and not buckling up will not be tolerated and will be enforced. Enforcement will be increased on all roadways with special emphasis placed on Interstates 10, 30, 35, and 40 which connect the five states in Region 6. Just prior to the holiday, press events took place in each state, and the Law Enforcement Television Network (LETN) in Dallas sent news stories to subscriber police

agencies nationwide via satellite. Last year's **Crash Crackdown** resulted in an impressive reduction of fatalities over the 2000 Labor Day holiday. Deaths were reduced in the five-state region by 35 percent, compared to the same time period the prior year (55 deaths in 2000 vs. 85 in 1999.)



### QUOTE OF THE MONTH

"Do the kinds of things that come from your heart. When you do you won't be dissatisfied, you won't be envious, you won't be longing for someone else's things. On the contrary, you'll be overwhelmed with what comes back."

—**Morrie Schwartz**, from *Tuesdays with Morrie: An Old Man, a Young Man and Life's Greatest Lesson*

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

Kathryn Henry  
Editor

**Contributors:** Prentis Kie, NAD; Sami Richie, Region II; Linda Divelbiss, NOA; Liz Neblett, OPACA; Tina Foley, OPACA; Cheryl Neverman, TSP; Belinda Jackson, Region IV; Terrance Parker, Region IV; Bruce Shults, Region VI; Joan Tetrault, NSC; Lorraine Novak, Region III; Troy Ayers, Region IV; Katie Hultin and Mandy Woodfield, TSP.

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