



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

# NHTSA NOW

Volume 10, No. 5

June 24, 2004



## National *Click It or Ticket* Crackdown Pairs Advertising with Safety Belt Enforcement Over Three Weeks

May 17, 2004. Washington, DC

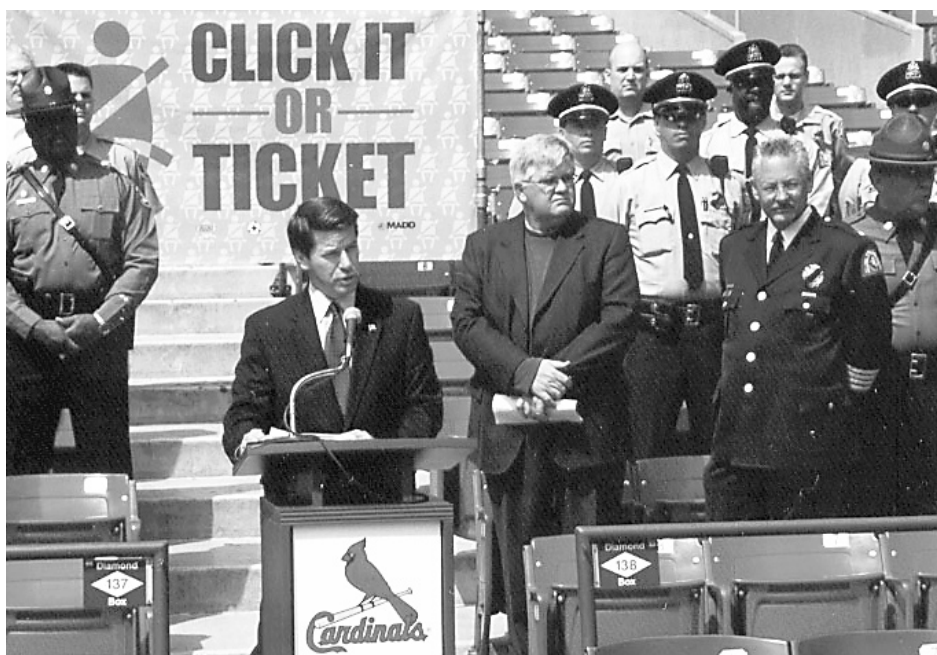
Secretary Norman Mineta joined traffic safety advocates in a national press conference to kickoff the May 2004 *CIOT* safety belt mobilization that began May 24 and ended June 6, 2004. More than 13,000 law enforcement agencies Nationwide conducted *CIOT* campaigns that incorporated zero-tolerance enforcement of safety belt laws with a special emphasis on young male drivers between 18 and 34 years old. The 2 week enforcement blitz was supported by more than \$30 million in national and State targeted programming that aired on national television and radio networks such as: MTV, FOX, ABC,

NBC, BET, ESPN, UPN, Telemundo, Univision, and key target markets. The advertising campaign started a week before the Mobilization

The Mobilization, which combines strict enforcement of safety belt laws with targeted advertising, has consistently proven effective in increasing belt use, both nationally and at the state level.

Primary safety belt laws enable law enforcement officers to ticket motorists based solely on an observed safety belt violation, just as they do any other motor vehicle law. According to NHTSA, states that have enacted primary laws on average experienced an 11-percent-age point increase in belt use.

In addition to the national launch of *Click It or Ticket* in Washington DC, several States held news conferences to alert the media and motorists that the advertising campaign would begin one week before the commencement of the Mobilization. NHTSA Administrator Dr. Jeff Runge spoke at many of the regional events, including Mobilization launches in Massachusetts, Missouri, Iowa and Arizona. ■



NHTSA Administrator Dr. Jeff Runge kicks off the National *Click It or Ticket* Mobilization ad campaign and enforcement efforts at Busch Stadium in St. Louis, Missouri.

# NHTSA Proposes Tougher Standard to Protect Occupants in Side Impact Crashes

May 12, 2004. Washington, DC.

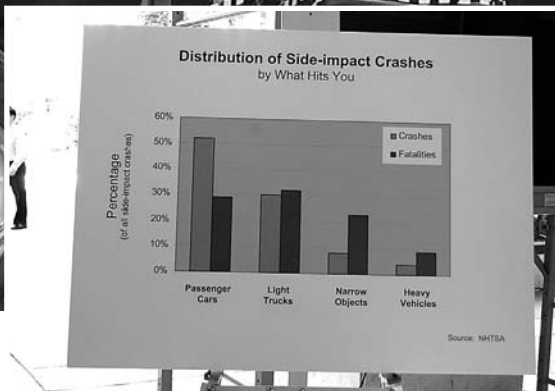
Secretary Norman Mineta and NHTSA Administrator Dr. Jeff Runge proposed a major regulatory upgrade in side-impact crash protection for all passenger vehicles.

The proposed upgrade would require auto manufacturers to provide head protection in side crashes for the first time. It also would enhance thorax and pelvis protection for a wider range of vehicle occupants involved in such crashes.

“This change in the way new vehicles are tested would take our safety program to a new level and have a dramatic, positive effect on traffic-related fatalities,” Secretary Mineta said.



NHTSA Administrator Dr. Jeff Runge announces the proposed regulatory upgrade that will potentially save up to 1,000 lives a year.



NHTSA estimates that the change would save 700 to 1000 lives per year. NHTSA also estimates that, in serious side-impact crashes involving at least one fatality, nearly 60 percent of those killed have suffered brain injuries.

While NHTSA does not require specific technologies to meet its performance standards, manufacturers would likely meet this upgraded rule with various types of innovative head, chest and pelvis protection systems, such as side air bags.

The proposed regulatory upgrade could become a final rule as early as 2005, with a phase-in for all new vehicles beginning four years after publication of a final rule.

NHTSA is accepting comments on this notice of proposed rulemaking for 150 days after the announcement, May 12, 2004. ■

# Gentleman now that you've Buckled Up - Start Your Engines

## Secretary Mineta Launches Traffic Safety Partnership with NASCAR

By Luis Del Rio, Office of Communications and Consumer Information



NASCAR President Mike Helton, Bill France, Chairman, International Speedway Corporation, RSPA Deputy Administrator Samuel G. Bonasso, NHTSA Administrator Dr. Jeff Runge, and Secretary Mineta at the agreement signing.

### May 15, 2004. Richmond, Virginia.

Secretary Mineta joined NASCAR President Mike Helton in launching a new traffic safety alliance with the racing league aimed at saving the lives of everyday drivers on America's roads. Secretary Mineta made the announcement while in Richmond appearing as the Grand Marshal of NASCAR's running of the *Chevy American Revolution 400*.

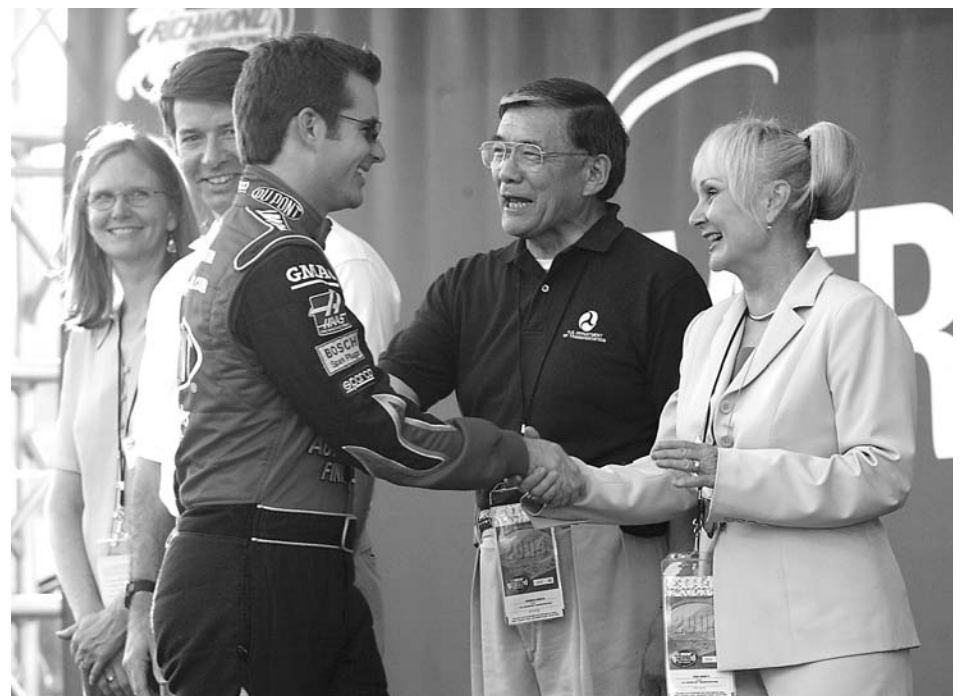
The new partnership between the U.S. Department of Transportation and NASCAR will urge all race fans to buckle up and abide by impaired driving laws, and will enlist the help of NASCAR's drivers, revered by fans, to drive the message home, Secretary Mineta said.

*"We share a mission – automobile safety, and if anyone knows the value of a safety belt, it's the men who drive*

*for a living on NASCAR's raceways," he said. "With this partnership, our message about safety will benefit from the power of NASCAR in communicating with all its fans."*

Secretary Mineta said that adult males under the age of 34 are especially at greater risk of being affected by automobile crashes on highways. More than 6,400 men in that age group are killed in crashes every year, and 72 percent of them are not buckled up.

DOT and NASCAR plan to leverage their combined resources to encourage all race fans to take the same common sense approach to auto safety that NASCAR follows on the track. The partnership is not based on traditional NASCAR paid sponsorship and licensing agreements. Instead, it will leverage in-kind resources of key organizations that already market traffic safety to race fans. ■



Secretary Mineta greets NASCAR legend Jeff Gordon prior to the race May 15, 2004. Later, Secretary Mineta would signal the start of the race by declaring, "Gentlemen, now that you have buckled up, start your engines."

# Traffic Safety Hits a Home Run at Fenway Park – Boston Red Sox Unveil New Campaign to Help Increase Safety Belt Use In Massachusetts

By Jill Pepper, TEAM

**May 26, 2004 Boston, MA** As part of the *Click It or Ticket* National Mobilization, the Boston Red Sox and Fenway Park unveiled new in-stadium advertisements that will promote safety belt use to fans, a demographic that NHTSA statistics show are at greater risk of being injured or killed in a car crash.

The Red Sox are teaming up with the Massachusetts Executive Office of Public Safety, the TEAM Coalition and the NHTSA to promote traffic safety and boost safety belt use. As part of an on-field ceremony before the game, Federal and State transportation officials recognized several local law enforcement officers whose tireless

work enforcing safety belts laws have saved countless lives.

*“This partnership is definitely one for the win column,”* said Edward Flynn, Secretary of the Massachusetts Executive Office of Public Safety. *“As we head into summer, more families will be on the road, so we need to do all we can to inform people about the importance of seatbelts and child safety seats.”*

Thomas Foley, retiring Superintendent of the Massachusetts State Police added, *“Sporting events are an ideal venue for traffic safety messages because we want people to get safely to and from the event.”*

NHTSA Administrator Dr. Jeff Runge said, *“Just like a player would never face a 95 mph fastball without a helmet, no one should ever face road traffic without a safety belt. Safety belts save lives and are required safety gear on the road, every trip, every time.”* ■



## NEWS FLASH

At 8:58pm, Dr. Runge, wearing a Red Sox hat, was “carded” by a stadium employee at the Irish Pub stand. When he asked the diligent vendor, “How old do you think I am?” she replied, “I’m not allowed to guess.” ARA Tom Louizou, wearing a NE Patriots hat, was not challenged.

Asked later about the incident, Dr. Runge said, “It is true. I did get carded at Fenway in the presence of two of my regional staff. I was NOT offended. An award should go to TEAM for the incident.”

## Carson Beach in Massachusetts is Backdrop For State “Serious About Saving Lives” Event

Earlier in the day, NHTSA Administrator Dr. Jeff Runge joined Massachusetts Secretary of Public Safety Ed Flynn at Carson Beach in South Boston at a news event to remind motorists of value of safety belts in saving lives and safe summer driving. Approximately 120 beach chairs and blankets were set up on the beach surrounded by yellow caution tape to serve as a symbol of the people who died last summer on Massachusetts’ roadways. ■



*A local television station interviews NHTSA Administrator Dr. Jeff Runge. In the background are some of the chairs representing those who lost their lives on Massachusetts’ roads last summer.*

# New “Buckle Up in Your Truck” Educational Campaign Launched in Fort Worth, Texas

By Bruce Shults, NHTSA South Central Region



More than 35 law enforcement agencies in the Dallas-Fort Worth area participated in the *Click It or Ticket* mobilization and the South Central Region's *Buckle Up In Your Truck* demonstration project in May.

On May 25, Dallas-Fort Worth traffic safety officials and law enforcement agencies held a news conference at the Cowtown Coliseum & Rodeo Arena in the historic Fort Worth Stockyards to let North Texas motorists know what to expect during the two weeks of intensive safety belt law enforcement May 24 – June 6 and why educational and law enforcement campaigns are still necessary in Texas.

NHTSA also launched a new *Buckle Up in Your Truck* demonstration project. More than a million pickup truck drivers and passengers are not buckling up in the NHTSA South Central Region States of Arkansas, Louisiana, New Mexico, Oklahoma, and Texas. As a result, more than 1,300 residents in these



Texas DPS Safety Education Trooper Lonnie Haschel joined law officers throughout the DFW Metroplex to promote safety belt use in pickup trucks and other passenger vehicles at a news conference at the Fort Worth Stockyards on May 25.

States died last year in pickup truck crashes. *Buckle Up in Your Truck* is a paid media and educational campaign that will be evaluated in conjunction with the CIOT mobilization. The campaign, conducted in cooperation with the NHTSA Occupant Protection Division, runs through mid 2005 with special emphasis in May and November 2004 and again in May 2005.

According to Regional Administrator Georgia S. Chakiris, “Two important traffic safety initiatives to raise safety belt use are underway. One is the national *Click It or Ticket* enforcement mobilization that has helped raise overall safety belt use from 76% in 2001 to 84% in 2003 in Texas. That translates to well over a million drivers and passengers who are better protected from injury and death in a crash.”

“The second important traffic safety initiative underway is the *Buckle Up in Your Truck* educational campaign in the NHTSA South Central Region states of Texas, Arkansas, Louisiana, New Mexico and Oklahoma, as well as in many tribes of the Indian Nations. In this region your odds of dying in a pickup truck are high

compared to other parts of the country and nearly 1 out of every 2 pickup truck drivers in fatal crashes involves a vehicle rollover,” she said.

“In 2003, safety belt use by pickup drivers in Texas was six percentage points lower compared to all other passenger vehicles. We are pleased that in many parts of the Metroplex, belt use in pickups

continued on page 8

# 7th Annual Southeastern Colonel Conference in Southeast Region Gains Support for Summer Mobilizations

By Chris Broome, Region IV

In preparation of the national May *Click-It-or-Ticket* Mobilization and the *You Drink & Drive. You Lose. Crack-down*, the Southeast Region recently held the 7<sup>th</sup> annual Southeastern Colonel's Conference in Asheville, North Carolina. The aim of the conference was to strengthen the safety belt and impaired driver mobilizations commitment from the top ranking state highway patrol officials. Additionally the region sought support of 100 Days of Summer H.E.A.T., a summer initiative involving speed. NHTSA staff was able to network with command staff and discuss various highway safety initiatives with these top managers.

Terrance D. Schiavone, the new Regional Administrator was on hand to greet the colonels and set the tone for the conference. North Carolina Homeland Security Secretary Bryan E. Beatty opened the conference with a challenge for the colonels to continue their success in managing transportation needs during this heightened time of national security and to strengthen their communication resources amongst their respected agency and federal transportation partners.



Participants of the 7<sup>th</sup> Annual Southeastern colonel Conference in North Carolina gather for a photo at the western residence of the Governor's home in Asheville.

Jerry L. Cooper, Field Administrator for Federal Motor Carrier Safety Administration Southern Service Center joined the group and reinforced their agencies national public-private partnership. FMCSA has committed to combat low safety belt use among the nation's commercial motor vehicle drivers and offered his assistance to the colonels through the Southern Service Center.

During an audio conference call NHTSA Administrator Dr. Jeff Runge addressed the colonels and reinforced agency goals relative to their continued support of national mobilizations. He concluded his

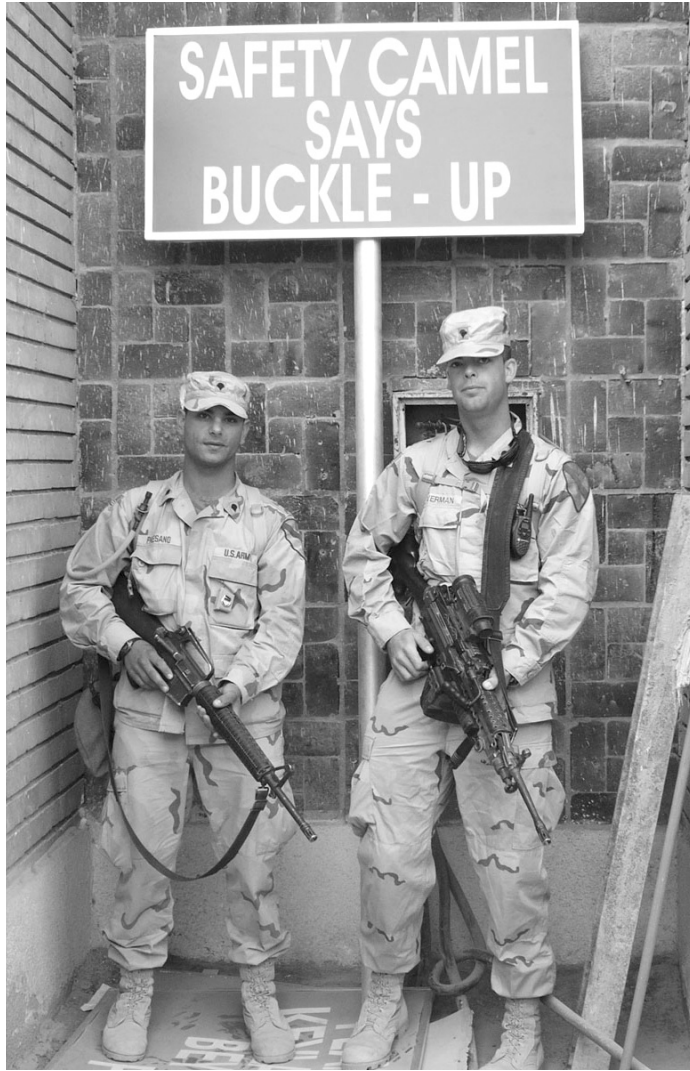
presentation by expressing his appreciation for their efforts to save lives and reduce injuries associated with motor vehicle crashes. ■

## Quote of the Month

*“Whatever you vividly imagine, ardently desire, sincerely believe, and enthusiastically act upon must inevitably come to pass.”*

— Paul J. Meyer,  
American Businessman, Author, Motivator

# “Safety Camel Says Buckle Up” in Baghdad!



Eric Neverman, pictured here on the right in his current deployment to Iraq, “teethed” on traffic safety since birth when his mother, NHTSA’s Cheryl Neverman, was in charge of a local Clinton, Iowa hospital’s child passenger safety education program. Since Eric’s mother first arrived at NHTSA, and even well before then in Iowa when she was with the Governor’s Traffic Safety Bureau and in New York City when she worked for the New York City Department of Transportation, Eric and his sisters often donned the Vince and Larry costumes at health fairs and participated in other traffic safety events. In fact, Eric and his younger sister, Leah, appeared with Secretary Skinner at Wolf Trap when the Secretary presented the Oak Ridge Boys band with an award for their contribution to the NHTSA Operation Buckle Down traffic safety program. Eric also worked with Redskin’s player, Darrell Green, on a safety belt campaign in the DC metro area with the Fairfax Police Department.

So, it was no surprise that Eric, upon finding this sign left behind by the previous occupants of Camp Cuervo in Baghdad, just had to pose for a picture and send it to Mom! How ironic that they are standing in front of the “Safety Camel Says Buckle Up” sign, holding their high-powered rifles. This could be called a REAL “high visibility enforcement” campaign: “*Buckle Up Baghdad...or Else!*”

Eric is a computer security specialist with the 115th Battalion, Headquarters Distribution Company of the 1st Cavalry out of Ft. Hood, on a one year assignment in Baghdad. Mom is pretty worried about him, but at least got a good chuckle from the picture! ■

## EMS has a “New Leader”!

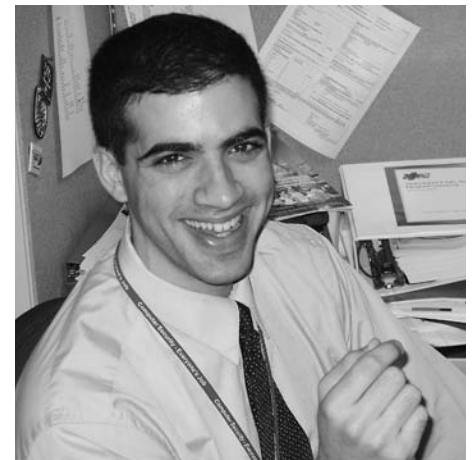
By Laurie Flaherty, EMS Division

May 26, 2004. Washington, DC. The Emergency Medical Services (EMS) Division is proud to announce the selection of Gamunu Wijetunge for the New Leader Program. The New Leader Program is an intensive six-month developmental program designed to develop future public service leaders by providing assessment, experiential learning and individual development opportunities. The program provides solid training and development foundation of

leadership skills and team building, which are enhanced by agency developmental experiences

On June 6, “Gam” began a series of didactic sessions to learn the core competencies of a first-line supervisor and practice the team skills that are central to modern management. Participants are also required to complete a 30-day assignment within their agency, but outside of their position of record. This program component is designed to provide the participant with opportunities to develop competencies in areas outside of their technical expertise. The New Leader Program is conducted by the USDA’s Graduate School.

Gam has been with the EMS Division Since November of 2001, and is also a paramedic in Montgomery County, Maryland. Please join us in congratulating our “New Leader.” ■



# A Shock That Can Save A Life

By Dee Williams, Planning Evaluation and Budget

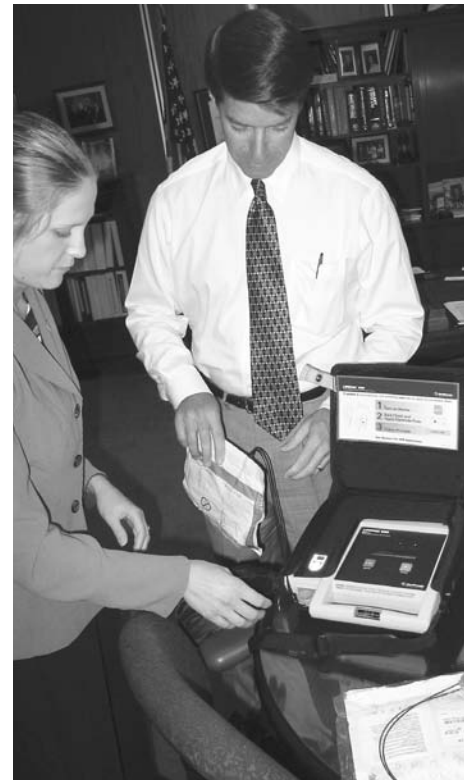
In April, NHTSA officially launched its pilot public access defibrillation (PAD) program with the installation of automated external defibrillators (AED) at headquarters in Washington, D.C. The agency is serving as the pilot program for the Department of Transportation. Each of the ten regions and the Vehicle Research and Test Center (VRTC) also will be installing AEDs at their respective locations. Training in Cardiopulmonary Resuscitation (CPR) and the use of an AED is ongoing at all locations. Upon completion, close to 150 volunteer NHTSA staff will have received the training for which Dr. Runge expresses his gratitude.

Heart disease is the second leading cause of death and disability in Americans ages 35 through 64, which includes most of our workforce at NHTSA.

Sudden cardiac arrest (SCA) is a frequent first manifestation of the disease. From 300,000 to 400,000 Americans experience SCA each year, and the overall survival rate is very low. SCA is usually caused by an electrical malfunction that makes the heart quiver ineffectively in an abnormal rhythm called ventricular fibrillation.

Surviving sudden cardiac arrest depends heavily upon getting CPR and a lifesaving pulse of electricity (known as defibrillation) quickly to the victim. Studies show that cardiac arrest survival rates decrease 7% to 10% every minute the victim is without CPR and defibrillation. In recent years, the use of AEDs by volunteer citizens has been shown to increase survival from SCA.

Next steps for NHTSA's pilot PAD program includes an employee awareness campaign to more fully inform staff of the program. For AED device locations and a current list of trained responders located within headquarters, please visit Webster at <http://webster/Nhtsa/admin/PolicyOperations/CPR-AED.htm> ■



NHTSA Administrator Dr. Jeff Runge and Dee Williams of the Planning, Evaluation and Budget office with the LIFEPAK 500 AED being installed at all NHTSA locations. Ms. Williams is serving as the agency's program manager for NHTSA's pilot PAD program.

## New "Buckle Up in Your Truck" Educational Campaign Launched in Fort Worth, Texas

continued from page 5

is as high as in cars. But teenagers here and across the state aren't buckling up nearly as often.

And the tragic result is 109 16-to-20 year olds in pickups died on our roads in 2002. Most alarming is 65% of them were not buckled up when they crashed. Pickup trucks in fatal crashes roll over twice as often as passenger cars. Safety belts reduce the risk of dying in a rollover crash by 70 to 80%," said Ms. Chakiris.

Jackie Brock Wilmouth, a Critical Care RN at Parkland Hospital in Dallas, spoke of her heart-wrenching experiences in treating victims of

motor vehicle crashes and her first hand experience of surviving a pickup truck rollover crash because she was buckled up.

Other speakers included Terry Pence, Traffic Safety Director of the Texas Department of Transportation (Tx-DOT); Captain Harry Jones, Fort Worth Police Department, Traffic Division; Deputy Chief Troy McClain, Dallas Police Department; Assistant Chief Larry Boyd, Arlington Police Department; and Trooper Lonny Haschel, Texas Department of Public Safety, Hurst.

More than 35 law enforcement agencies in the Dallas and Fort Worth TxDOT Districts participated in the mobilization.

For more information about the value of safety belts in pickups, visit: [www.BuckleUpInYourTruck.com](http://www.BuckleUpInYourTruck.com) ■

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

Kathryn Henry, Editor

Contributors: Chris Broome, Region IV; Laurie Flaherty, EMS; Bruce Shults, Region VI; Diane Krause, Region I; Tom Louizou, Region II; Dee Williams, Planning, Evaluation and Budget; Jill Pepper, TEAM Coalition; Judy Hammond, NTI; Luis Del Rio, OCCI; Tina Foley, OCCI; Cheryl Neverman, NTI.

If you would like to submit articles or photographs, please email them to [khenry@nhtsa.dot.gov](mailto:khenry@nhtsa.dot.gov); or mail them to:

400 7th Street, SW, Suite 5236, Washington, DC 20590.