



Safety Belts Must Be Worn In Alaska

By Lorie Dankers, NHTSA Northwest Region

If you are fortunate enough to find yourself in Alaska in the coming months, you'll need to watch out for more than moose on the highways. Beginning this spring, 135 road signs with the message, **Seat Belts Must Be Worn In Alaska – Click It or Ticket**, will be posted at locations throughout the State. The road sign initiative is just one part of a comprehensive safety belt enforcement effort being coordinated by the Alaska Highway Safety Office and NHTSA's Northwest Region.

Key members of Alaska's law enforcement community gathered in Anchorage in late March to attend the inaugural **Click It or Ticket** summit where implementation of the sign initiative and other elements of an ambitious statewide plan to boost belt use were discussed.

Following the national **Click It or Ticket** Mobilization in May, Alaska law enforcement will embark upon an 11-week, sustained enforcement effort of the State's safety belt laws. The focus will be to retain the belt use gains achieved during the May Mobilization. Specific performance goals and incentive grant programs are in place to assist and motivate law enforcement agencies during this



Pictured on the edge of frozen Lake Hood, law enforcement leaders representing 19 police agencies and 95% of the State's population met to discuss plans to increase belt use to 90% of Alaska by the end of 2005. Lake Hood is the largest float plane base in the world and is active both during the summer and winter months.

period. In mid-September, a second high-visibility enforcement campaign is planned.

Rob Kaufman, crash investigator with the Harborview Injury Prevention and Research Center and NHTSA's CIREN project in Seattle, briefed the officers on crash kinematics and the physical consequences of riding in a vehicle unbelted. Moderated discussions focused on successful tactics of secondary-law belt enforcement and what constitutes reasonable performance levels of belt enforcement in rural Alaskan communities.

When the summit concluded, participants established a shared goal of increasing belt use to 90% statewide by the end of 2005, bringing Alaska up to par with other West Coast States.

The vastness of Alaska is underscored by the fact that some attendees traveled more than 500 miles to participate in this **Click It or Ticket** summit. Located at the foot of the Chugach mountain range, Anchorage is centrally located – relatively speaking – and home to nearly half of the State's population. ■

2005 Brings Challenges And Opportunities For Southeastern Law Enforcement Network

By Chris Broome, Southeast Region

The national models **Click It or Ticket** and **You Drink & Drive. You Lose.** were the corner-stone to the 2005 Winter Law Enforcement Liaison conference conducted in Orlando, Florida. Additionally, the region sought continued support of 100 Days of Summer H.E.A.T., a summer initiative involving speed and a continued, year-long effort to coordinate with non-traditional law enforcement partners.



Ike Avery, Southeast Region Prosecutor Liaison – NHTSA, discussing utilizing your prosecutor as a resource in your law enforcement efforts.

Southeast Regional Administrator Terrance D. Schiavone welcomed the community law enforcement partners and set the direction by introducing Mark Solomon, senior associate with the Preusser Research Group. Solomon announced the team effort being orchestrated between the Tombras Group, Preusser Research Group and the Southeast Region for the Southeast Pick up Truck Seatbelt demonstration project. This region-wide



Don Nail, Deputy Director – North Carolina Governor's Highway Safety Program, discussing summer enforcement models emphasizing speed reduction

effort is aimed at correcting the disproportionately low belt use among pick up truck occupants across the southeastern United States. Law enforcement partners were eager to hear how the team would overlay a pick up truck safety belt message with the current stepped up media and traffic enforcement during the May Mobilization.

In addition, the Southeast Regional Judicial Liaison, Judge Karl Grube and Southeast Region Prosecutor liaison, Ike Avey discussed several valuable ideas that local law enforcement partners may use to begin and build networks with judges and prosecutors. Overall, attendants were given the methods for garnering strength from programs that solicit support from judges and prosecutors. Both presenters used examples from the Community Standards Assessment work and applied its uniqueness in their presentations.



Bob Jacobs, Assistant to the Director – Institute of Police Technology and Management, discussing the September 2004 updates on the Standardized Field Sobriety and Testing updates.



Jerry Tucker, Law Enforcement Liaison, Tennessee Governor's Highway Safety Office, discussing methods to work with non-traditional law enforcement partners, i.e., military.

Don Taylor, state program specialist for the Federal Motor Carrier Safety Administration Southern Service Center provided a strong ending for the conference by pledging his support of regional goals. "Federal Motor Carrier Safety Administration has committed to combat low safety belt use among the nation's commercial motor vehicle drivers." Mr. Taylor said. He struck a chord by reminding the attendants that commercial motor vehicle traffic enforcement is not the exclusive domain of the Motor Carrier Safety Administration Program but a coordinated effort with all police agencies. ■

Another Satisfied Customer.....

(original letter from concerned citizen)

To: webmaster@nhtsa.dot.gov
Subject: SUV Rollover Comment/2003
From: Concerned citizen in Toledo
Comments:

Probably this will never make it through to him, but I want to commend Mr. Runge on his comment to auto-makers in 2003 about not buying his child a 2 star rollover vehicle if it were the last one on earth.

I'm certain that there was a furor by for profit auto manufacturers, but I commend him on the bravery to make the comment, in the environment he made it in.

Please continue on - we (parents of teens) are NOT experts in vehicular safety. We aren't supposed to have to be, but the 'experts' that we rely on have let us down. So - I'll be watching your website and listening for commentary in the future.

Thanks and God bless;
Concerned citizen in Toledo

From NHTSA Web Site.

To: Concerned citizen in Toledo
Subject: Thanks for the note

Dear " Concerned citizen in Toledo,"

Thanks so much for your comment to the Web about buying a rollover-resistant vehicle for your teen. The message did indeed get through.

I hope you have had a chance to peruse our new Web site, safercar.gov, which is intended to give consumers exactly the kind of information you are looking for. As a result of our increased attention to rollover, manufacturers are responding, and are doing a much better job of making their vehicles less prone to roll in a single-vehicle crash. We are seeing a trend toward better performance in our rollover tests.

Again, thanks for your note. It is so nice to get the positive feedback. I have over 650 people who come to work every day for the sole purpose of reducing the needless injuries and deaths that occur on our Nation's streets and highways. There is nothing more important to us than that, regardless of the fallout. Thanks again for the note.

Jeffrey W. Runge, M.D.
Administrator
National Highway Traffic Safety Administration

Sent: Monday, January 03, 2005
10:19 AM
To: Runge, Jeff
Subject: RE: Thanks for the note

And thank you for the reply!
I would think you should be getting positive feedback.

I've three children and one's just started driving - the youngest will in two years. I have limited means to acquire vehicles for them - and your information was invaluable.

We've decided to get rid of the used car my 17 year old is driving and are making a decision based on the information on your website. We found it over the weekend. Until then she will drive my car with a better safety rating since she is still a very new driver.

You can tell your 650 people thank you. My children are all that I have, and they're very nice young people. My oldest son owns his own business and has twin boys on the way this month.

My daughter is going to be a pastor and my youngest son is apparently going to be a comedian :-)

But they are all that I have in this world and your work has given me the tools I need to be able to make good choices for their safety.

Keep on keeping on!

God bless;
Concerned citizen in Toledo

Mid-Atlantic Region Hosts Screening and Brief Intervention Conference

By Valerie A. Gompf, NHTSA Mid-Atlantic Region



Left to right: Valerie Gompf, NHTSA; Janet Selway, NHTSA Injury Control Contractor; Dr. Elizabeth Baker, NHTSA; Dr. Carol Schermer, Surgery Dept., U. of NM; Dr. Thomas Esposito, Div. of Trauma, Loyola University Health System; Dr. Carlos DiClemente, Psychology Dept., U. of MD; and Dr. Carl Soderstrom, NHTSA Injury Control Contractor.

On February 3, 2005, the Mid-Atlantic Region hosted *Stop the Revolving Door: Implementing Effective Alcohol Intervention in Trauma Centers at the Inner Harbor Holiday Inn, Baltimore, MD*. The purpose of the conference was to promote Screening and Brief Intervention (SBI) to the Level I and II trauma centers in the region.

Some 60 participants from the 19 Level I and II trauma centers and other invited guests attended from DC, DE, MD, VA, WV. NHTSA Mid-Atlantic Regional Administrator Elizabeth

Baker opened the conference and was followed by nationally recognized experts in behavior change theory, trauma/prevention and SBI, Dr. Thomas Esposito, Dr. Carlo DiClemente, Dr. Carl Soderstrom, Dr. Janet Selway, and Dr. Carol Schermer. The conference concluded with a lively group discussion of the practicalities of implementing SBI at trauma centers. The Mid-Atlantic Region is currently planning the next steps, including site visits to requesting trauma centers, to provide technical assistance on implementing SBI at their centers. ■

Eastern Regional Police Leadership Conference

February 28, 2005.

Senior Associate Administrator Brian McLaughlin of the National Highway Traffic Safety Administration keynoted the Eastern Region's Police Leadership Conference in Rutherford, New Jersey. Approximately 120 to 280 attendants joined police leaders from New Jersey, New York, Puerto Rico, and the Virgin Islands to share good practices and learn the latest developments and technologies in the traffic safety enforcement field.

This year's theme, "Traffic Enforcement Is Law Enforcement," played a central part in each speaker's remarks. Topics of discussion ranged from speed and camera enforcement to working with the media to DWI courts. In addition, WABC Channel 7 anchor Sade Baderinwa shared a personal, life-changing experience, in which she was the victim of a hit-and-run driver. The audience also heard presentations from New Jersey Attorney General Peter Harvey, Jack Letteire, president of the American Association of State Highway Transportation Officials and James McMahon Director of the New York State Office of Public Security. ■

*"From now on it is
only through a
conscious choice and
through a deliberate
policy that humanity
can survive"*

— Pope John Paul II

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