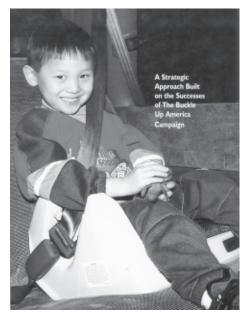# Child Passenger Safety Week, February 9–15, 2003

## *Emphasis Continues On Booster Seat Use*

**The good news:** fewer children age 15 and younger were killed in motor vehicle crashes in 2001 than at any time since record keeping began in 1975. Today, 95 percent of infants and 91 percent of toddlers age one to age four are restrained in safety seats.

**The bad news:** Less than 10 percent of children who should be restrained in booster seats ride in one. NHTSA recommends that children who have outgrown child safety seats be properly restrained in booster seats from about age four and 40 pounds to at least age eight, unless 4'9". A booster seat lifts a child up so a safety belt can fit correctly. Without a booster seat, in a crash, a small child can be ejected from a vehicle.

During *Child Passenger Safety Week, 2003*, NHTSA and its partners will work to get the message out about the importance of

booster seats, in particular, to child care providers. Approximately 7 million children age five and younger are in some form of child care. NHTSA and the American Academy of Pediatrics have developed a curriculum, "Moving Kids Safely in Child Care," to educate child care providers on how to transport children safely. Certified child passenger safety technicians can deliver training to child care providers. During *Child Passenger Safety Week*, National SAFE KIDS Campaign coalitions will be contacting child care providers throughout the country to deliver this important training.

Babies R Us/Toys R Us will be distributing incentives to consumers to receive money off the purchase of a child safety seat. They also will sponsor Baby Fest Weekend in many of their stores February 15-16 that may include information tables and child safety seat checks, among other information.

At the national level, NHTSA is working to support grass roots efforts by making the "Moving Kids Safely" curriculum available to child passenger safety technicians, collaborat-

ing with the American Academy of Pediatrics to engage their members in conveying child passenger safety information to parents; coordinating with the National SAFE KIDS Campaign, which is involving the State and local coalitions in *Child Passenger Safety Week* events; developing promotions at stores that sell child safety seats and booster seats, and coordinating with a number of national organizations that promote safety for children.

Child Passenger Safety Week is a national effort designed to draw attention to ways to keep young passengers safe in motor vehicles. For more information about child passenger safety, visit NHTSA's website at www.nhtsa.dot.gov. ■

# Longest Ever Crackdown Launches Yearlong Effort on Impaired Driving Prevention

## *NHTSA Releases State Alcohol Related Fatality Rates Report*

**December 18, 2002. Washington, DC.** Joined by the White House Office of National Drug Control Policy (ONDCP), Mothers Against Drunk Driving (MADD), AAA, and state and local law enforcement agencies, NHTSA Administrator Dr. Jeff Runge announced the beginning of a yearlong effort focused on what we know prevents impaired driving—highly visible detection, arrest and prosecution.

At a news conference at Washington's MCI Center, Dr. Runge said that impaired driving represents one of our nation's greatest threats, and that "this crime will not be tolerated."

To that end, NHTSA announced the longest ever enforcement crackdown on impaired drivers, from December 20 through

# Longest Ever Crackdown Launches Yearlong Effort on Impaired Driving Prevention

*NHTSA Releases State Alcohol Related Fatality Rates Report*

**Continued from p. 1**
January 5, 2003. During that time, law enforcement agencies in all 50 states and the District of Columbia conducted sobriety checkpoints or saturation patrols to rid the nation's roads of drunk drivers.

"There will be no warnings," said North Miami Beach Police Chief William Berger, representing the International Association of Chiefs of Police.
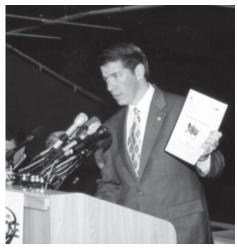
NHTSA also released the State Alcohol Related Fatality Rates Report which, for the first time, documents the extent of alcohol related fatalities in traffic crashes from 1982 to 2001 for every State, the District of Columbia and Puerto Rico.

After years of gradual improvement, fatalities in alcohol-related crashes have plateaued in recent years. NHTSA estimates that in 2001, 17,448 people were killed in alcohol-related crashes.

"This report will help all of us understand where improvement are needed in state and local awareness and enforcement programs," said MADD National President Wendy Hamilton, whose sister Becky and nephew Timmy were killed in a drunk driving crash. "We hope Americans will take notice of this wake-up call as one victim of drunk driving is too many."

The *You Drink & Drive. You Lose* National Mobilization, launched in December

**NHTSA Administrator Dr. Jeff Runge releases The State Related Fatality Rates Report at the December 18 news conference.**

1999 is a comprehensive impaired driving prevention effort focused on conducting highly visible criminal justice-related efforts to deter impaired driving. Efforts in 2003 will include two more mobilizations; June/July and again in December/January.

Details on the campaign and the State Alcohol Related Fatality Rates Report can be found at www.nhtsa.dot.gov. ■

**Pictured from left to right: Jill Pepper, Techniques for Effective Alcohol Management (TEAM); Wendy Hamilton, MADD President; John Walters, ONDCP Director; NHTSA Administrator Dr. Jeff Runge; Bella Dinh-Zarr, AAA; Chief William Berger, North Miami Beach Police Department.**

**The MCI arena provided a poignant visual of more than 17,000 empty seats to represent the number of lives lost to impaired driving in the USA each year.**

# NHTSA at the Washington Auto Show

The Office of Defects Investigation (ODI) and the Office of Communications and Consumer Information (OCCI) teamed up to promote NHTSA at the 61st Annual Washington Auto Show. The show's sponsor, Washington Area New Automobile Dealers Association (WANADA), provided space for the NHTSA booth that was staffed by volunteers from ODI, OCCI, and the DOT Auto Safety Hotline. Thirty-seven manufacturers displayed 500 new vehicles during the show that ran from December 26th to January 1st and was attended by more than 700,000 people. ■

# Region 2 and States Reach Out to Hispanics for 3D Month
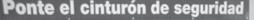
**By Richard Simon, Region 2**

**December 19, 2002. Jersey City, New Jersey.** NHTSA Region 2 was joined by State, local and non-profit partners to kick off the tri-state area's impaired driving mobilization efforts. With a recent study by NHTSA showing that Hispanic motorists have a high rate of crashes involving alcohol, the *Tri-State Traffic Safety Partners*—a coalition of traffic safety agencies and organizations from NY, NJ and CT—delivered the mobilization message together with the Puerto Rican Association for Community Outreach (PACO), a service organization based in New Jersey.

The event coincided with the national *You Drink & Drive, You Lose* mobilization that began the next day and ended on January 5, 2003. NHTSA Regional Administrator Thomas M. Louizou was joined by the director of NJ's Division of Highway Traffic Safety, Roberto Rodriguez; NY's Assistant Commissioner for Transportation Safety, Robert Dingman; Jersey City Mayor, Glenn Cunningham; Jersey City Police Director, James Carter; and PACO director, Elihu Rivera. The messages all focused on the dangers of impaired driving especially to the Hispanic community, and the certainty of arrest by police agencies throughout the tri-state area. To augment the news conference, the event concluded with a sobriety check-point conducted by the Jersey City Police Department at the entrance of the Holland Tunnel leading into New York City.

Press coverage was massive. New York City affiliates of ABC, UPN, Telemundo and Univision all covered the event, along with two New Jersey television stations, two metropolitan area daily papers and three weekly newspapers. An estimated 5,000,000 impressions were made from this event alone, and millions more were made in the following two weeks, when Region 2 and its partners took to the airwaves once again with TV and radio interviews prior to Christmas and New Year's Eve celebrations. ■



**Regional Administrator Thomas Louizou addressing the media in Jersey City, NJ.**



**Antonio Torres, injured in a crash in which he himself was intoxicated, is interviewed by Brenda Flanagan, WWOR-TV (UPN).**

# Office of Program Development and Delivery Shares Holiday Spirit

**By Phil Gulak and Carole S. Guzzetta**
**Office of Program Development and Delivery**
**Occupant Protection Division**

In keeping with the true spirit of the holiday season, the Office of Program Development and Delivery (OPDD) gave generously last year to the U.S. Marine Corps (USMC) Reserve Toys for Tots Program.

While happy staff members looked on, OPDD presented over 60 toys to Sgt. Simson the USMC Representative, during a holiday party at Marilena Amoni's home in Arlington, Va. A variety of new, unwrapped toys for girls and boys filled a portion of Marilena's living room and then filled several large sacks as they were transported to temporary storage until distribution on December 23 and 24.

The primary goal of Toys for Tots is to deliver, through a shiny new toy at Chirstmas, a message of hope to needy youngsters and help them experience the joy of the holidays. Local campaigns are conducted annually in nearly 400 communities covering all 50 states, the District of Columbia and Puerto Rico. The annual collection campaign begins in October and runs through mid-December.

Thanks to all NHTSA employees who give generously each year!

For more information on the Toys for Tots program, go to: www.toysfortots.org. ■



**Sgt. Simson and Marilena Amoni.**

# NHTSA Celebrates The Life and Times of Dr. Martin Luther King, Jr.

**January 14, 2003**. At times stirring and passionate, NHTSA sponsored a program remembering the Reverend Dr. Martin Luther King, Jr. as the undisputed leader of the civil rights movement.

The U.S. Coast Guard Color Guard began the program with the Presentation of Colors, followed by the singing of the National Anthem. Essex Brown, Director, Office of Human Resources delivered the welcome; Eugene Peterson introduced the keynote speaker, Dr. Alvin Thornton, Associate Provost, Howard University.

Dramatic and musical selections were performed by the Duke Ellington School of the Arts Musical Theater Ensemble, and the program concluded with the singing of the Negro National Anthem: "Lift Every Voice and Sing." Members of the program planning committee include Eugene Peterson, Chairperson; Phyllis Alston and Earleen Hughes, Co-Chairpersons; Gloria Beale, Susan Berry, Cathy Cummings, Lorenzo Daniel, Sam Daniel, Cynthia McNair, Marti Miller, Terrance Webster and Julia Goldson. Ushers included Earl Hardy, Derrick Lewis and Mark Vinson. ∎





**Pictured from left to right: Dr. George Quick, Director, Office of Civil Rights; Essex Brown, Director, Office of Human Resources; Scott Brenner, Associate Administrator, External Affairs; Dr. Alvin Thornton, Keynote speaker; and Eugene Peterson, Program Chairman.**

**Congratulations to the following NHTSA employees who have achieved the following number of years in federal service:**

| | |
|---|---|
| Barry D. Eisemann | 25 |
| Marilouise Burgess | 30 |
| Joseph M. Tessmer | 30 |
| M. LuAnn Ritchey | 20 |
| Joseph Cassell | 35 |
| Rose A. McMurray | 30 |
| Diana D. Loper | 30 |
| Jeffrey L. Quandt | 20 |
| Margaret R. Cauthorne | 40 |

## QUOTE OF THE MONTH

To be successful, you must decide exactly what you want to accomplish, then resolve to pay the price to get it.

**—Bunker Hunt**