

THE LEL

Law Enforcement Improving Traffic Safety

April 2014

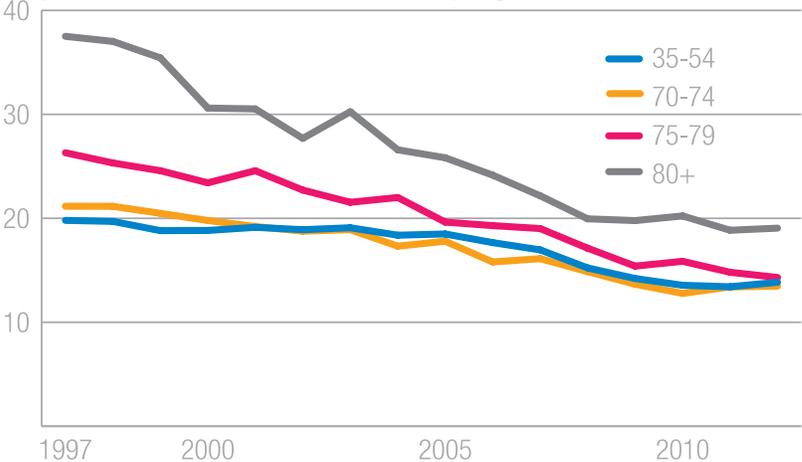
- 3 New Tools for LELs
- 4 Tracking Drugged Driving
- 5 Highway Safety Plans
- 6 Death by Motor Vehicle
- 7 Texas LEL Project
- 8 Partner Spotlight: AAMVA
- 9 Region 5 Spotlight
- 10 Training and Research
- 11 Awards and Events
- 12 Traffic Safety Campaigns

Older Drivers' Crash Rates Continue to Drop

The latest analysis bolsters the evidence that drivers 70 and older have enjoyed bigger declines in fatal crash rates per licensed driver and per vehicle miles traveled than drivers ages 35-54

OLDER DRIVERS are often portrayed as a growing problem on the road. But **research from the Insurance Institute for Highway Safety** paints a different picture. Today's older drivers are not only less likely to be involved in crashes than prior generations, they are less likely to be killed or seriously injured if they do crash, a new Institute study shows.

National fatal passenger vehicle driver crash involvements per 100,000 licensed drivers by age, 1997-2011



The Institute first noted the improving picture for older drivers in 2008. The latest analysis bolsters the evidence that drivers 70 and older have enjoyed bigger declines in fatal crash rates per licensed driver and per vehicle miles traveled than drivers ages 35-54, referred to in the study as middle-age drivers, since 1997. A new finding is

that progress appears to have slowed in recent years, with the biggest improvements in older drivers' fatal crash rates relative to middle-age drivers occurring between 1997 and 2007.

The crash outlook is improving for both older and younger drivers. During 1997-2012, fatal crash

Older Drivers' Crash Rates Continue to Drop continued

rates per licensed driver fell 42 percent for older drivers and 30 percent for middle-aged ones. Looking at vehicle miles traveled, fatal crash involvement rates fell 39 percent for older drivers and 26 percent for middle-aged ones from 1995 to 2008.

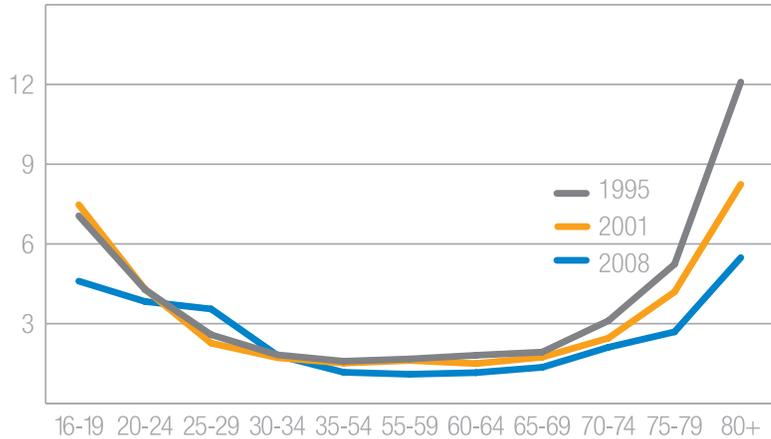
There were similar declines in older drivers' involvement rates in injury crashes that weren't fatal during the same periods.

"This should help ease fears that aging baby boomers are a safety threat. Even crashes among the oldest drivers have been on a downswing," says Anne McCartt, the Institute's senior vice president for research and a co-author of the study.

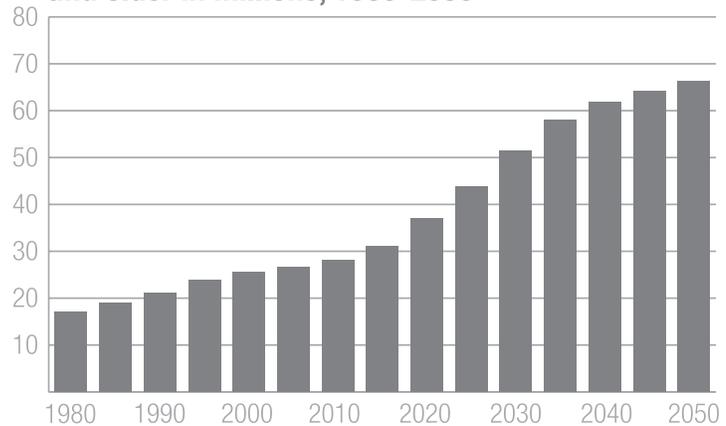
At the beginning of the study period, drivers 80 and older had by far the highest fatal crash rate, at nearly twice the rate of drivers ages 35-54 and 70-74. By 2012, the fatal crash involvement rate for drivers 80 and older improved to 1.4 times the rate of the other two age groups.

"Older drivers are not only less likely to crash in recent years, they also are sharing in the benefits of newer and safer vehicles. It also helps that older people in general are more

National fatal passenger vehicle driver crash involvements per 100 million vehicle miles traveled by age group, 1995, 2001, 2008



Projected population of people 70 and older in millions, 1980-2050



fit than in years past, with better access to emergency services and health care," McCartt says.

This article is adapted from "Fit for the road: Older drivers' crash rates continue to drop," which

originally ran in the Insurance Institute for Highway Safety's Status Report, Vol. 49, No. 1 (February 2014). Used with the permission of IIHS. For more information and research from IIHS, visit www.iihs.org/.

"Older drivers are not only less likely to crash in recent years, they also are sharing in the benefits of newer and safer vehicles."

**Anne McCartt
Senior VP
for Research,
Insurance
Institute for
Highway
Safety**



Vernon Betkey
PROGRAM MANAGER



A New Tool for State LELs

WELCOME TO THE inaugural edition of **THE LEL**, a publication designed as a communications tool to support the National Law Enforcement Liaison Program (NLELP) with information, best practices, training, events, news and articles to keep the state LEL network current on highway safety issues and activities. **THE LEL** is a quarterly publication issued by the Governors Highway Safety Association (GHSA) NLELP, in partnership with the National Highway Traffic Safety Administration (NHTSA). Information provided in this issue and future issues comes from the LEL network and its partners, and it is these professionals who will guide the content and success of the publication.

One of the most important factors identified in both the NHTSA/ GHSA cooperative agreement and the NLELP Needs Assessment surrounded the need for an enhanced communications network to support the LEL community. The newsletter is one of the many key components planned as LEL communications tools, along with an LEL website, webinars, meetings and the LEL listserv.

The listserv provides the LEL network with a forum in which to share current information and facilitates two-way communication among peers. It's a means of spreading the word about a successful operation, seeking

input and feedback on best practices or soliciting for new ideas and information. All LELs and their partners are encouraged to subscribe to the listserv. It's easy: just send your name, title, agency, role and email address to Vernon Betkey, NLELP Manager, at vbetkey@ghsa.org. Instructions regarding access to the listserv will be emailed to you.

The LEL newsletter is distributed to the LEL network, State Highway Safety Offices and federal partners. LELs are encouraged to share the publication with their law enforcement partners and stakeholders within their highway safety community. If each of our 240 state LELs were to distribute the newsletter to just 100 partners, 24,000 highway safety professionals would have access to the information. The more folks we can educate about highway safety, the greater the opportunity to reduce crashes, deaths, and associated injuries.

We hope that you find the first issue informative and useful.

*If you have ideas for the newsletter or you wish to contribute, please contact **Vernon Betkey** at 443-910-6634, vbetkey@ghsa.org or **Amadie Hart** at 703-626-6679, ahart@ghsa.org.*



The LEL is published by the National Law Enforcement Liaison Program, a project of the Governors Highway Safety Association, funded by the National Highway Traffic Safety Administration.

444 N. Capitol Street, NW,
Suite 722,
Washington DC 20001-1534
www.ghsa.org/nlelp

PROGRAM MANAGER
Vernon Betkey

EDITOR
Amadie Hart

CREATIVE
Tony Frye Design

TECHNICAL ADVISORY GROUP
Steven Cardarella
Glenn Cramer
Tim Roberts
James Sanders
Brian Strickland
Richard Sullivan



Information provided in this issue and future issues comes from the LEL network and its partners, and it is these professionals who will guide the content and success of the publication.

Best Practices



Reducing Drugged Driving Through the DRE National Tracking System

A MAJOR GOAL OF President Obama's National Drug Control Strategy is to reduce drugged driving by 10 percent by 2015. In order to accomplish this goal, the Administration is providing continued support for training officers to identify drugged-impaired drivers and is encouraging the collection of more comprehensive data to support effective policy making.

The training component of drugged driving enforcement began in the late 1980s, when the Drug Evaluation and Classification Program (DECP) (www.decp.org) was established to train and certify drug recognition experts (DREs) to detect drivers impaired by drugs in addition to alcohol. The program is coordinated by the International Association of Chiefs of Police (IACP), with support from the National Highway Traffic Safety

Administration (NHTSA). Today, all 50 states participate in this program. Approximately 21,000 DREs have been certified since 1990, and presently more than 7,000 active DREs perform drug evaluations to enforce our nation's drugged driving laws.

NHTSA collaborated with the IACP in 2004 to develop the National Drug Recognition Expert Data Collection System (www.sobrietytesting.org) to store drug impairment evaluations conducted by DREs. These evaluations provide valuable information on drug use, drug trends, crash involvement, demographics of users, and other significant data that inform strategies and countermeasures for drugged driving enforcement.

Data collected by DREs will continue to play a major role in future drug driving initiatives. One of the most important aspects of DRE evaluation data is the evidence it provides to justify the cost and time of training police officers to become DREs and remove drug-impaired drivers from our roadways.

Although the number of DREs continues to increase, approximately one-third of all DREs do not currently use the National DRE Tracking System for a variety of reasons. This means that a significant number of evaluations are not being entered into the

national tracking system.

Data collection is critically important to achieve drugged driving reduction goals. Without the comprehensive collection of data, we cannot get an accurate and honest picture of the drugged driving problem.

Drugged driving will continue to increase nationally as a growing number of states legalize medical or recreational marijuana. Moreover, the non-medical use of readily available prescription drugs is already now the second largest form of illicit drug abuse in the United States.

The data tracking system enables law enforcement administrators, the highway safety office and others to access accurate and up-to-date statistics, but only if DREs enter their data in a timely fashion.

Efforts to ensure DREs are using this critical tool is needed to help the IACP and NHTSA continue to present a compelling case for the value of DRE training.

For more information regarding DRE training, contact Carolyn Cockroft at cockroftc@theiacp.org, Chuck Hayes at chayesiACP@msn.com, or Ernie Floegel at floegel@theiacp.org.

Presently more than 7,000 active DREs perform drug evaluations to enforce our nation's drugged driving laws.

Data collected by DREs will continue to play a major role in future drug driving initiatives.

Engineering

EMS

Enforcement

Education

Moving Toward Zero Deaths

Step Up for Safety: Get Involved in Your State's Strategic Highway Safety Plan

EVERY STATE HAS A Strategic Highway Safety Plan (SHSP) and law enforcement involvement in the development and implementation of this plan is a critical factor to its success.

The SHSP is a statewide-coordinated safety plan that provides a comprehensive framework for reducing highway fatalities and serious injuries on all public roads. It identifies a state's key safety needs and guides investment decisions towards programs and projects with the most potential to save lives and prevent injuries. The plan also establishes the best strategies to address the identified problems and looks for effective engineering, education, enforcement, and emergency response solutions.

Motor vehicle crashes generally in-

volve multiple contributing factors, which means many stakeholders must work together to address these multidisciplinary, multimodal issues. States are developing and implementing SHSPs in collaboration with a range of partners to ensure that highway safety efforts are focused in areas with the greatest potential to reduce fatalities and serious injuries.

This collaboration includes valuable contributions from a range of state and local law enforcement agencies and individuals and offers the opportunity to leverage resources. For example, high-visibility enforcement combined with low-cost safety improvements may improve safety more than either strategy alone.

LELs contribute traffic law enforcement expertise, encourage involvement in state traffic law

enforcement initiatives and act as a liaison with the state's law enforcement community. Other typical law enforcement representation on the SHSP includes city and county police, sheriff's offices, county sheriff's associations, police chief associations, State Police/Patrol and Tribal Enforcement officers.

SHSP programs are making a difference, but success is only possible when individuals and organizations combine their skills and work together toward a common mission.

Contact the Federal Highway Administration Division Office in your state (www.fhwa.dot.gov/about/field.cfm) to learn how you can help. To read your state's SHSP, visit: www.safety.fhwa.dot.gov/hsip/shsp/state_links.cfm

Motor vehicle crashes generally involve multiple contributing factors, which means many stakeholders must work together to address these multidisciplinary, multimodal issues.





First Person

Death by Motor Vehicle

By John Gardner

I came up with an affirmation that I used for inspiration while working as the commander of a DUI task force, "Death by Motor Vehicle is as Unacceptable as Death by any Other Violent Means."

I RETIRED AFTER 30 YEARS with a large metropolitan police department in the Atlanta area. During that time I saw numerous deaths. But it did not take 30 years for me to come to the conclusion that each premature death was unnecessary, violent and unacceptable.

I have also seen numerous premature deaths due to car crashes. It only takes witnessing the mangled body of a person once to realize the violence of these deaths.

These deaths are just as unnecessary and unacceptable as homicides.

In the late 1990s, I came up with an affirmation that I used for inspiration while working as the commander of a DUI task force, "Death by Motor Vehicle is as Unacceptable as Death by any Other Violent Means." The single most important action I could take to prevent premature, unnecessary, and unacceptable deaths was to do my best to enforce the traffic laws in my community.

Think about this affirmation the next time you are at a fatal traffic crash. Realize just how violent, unnecessary and unacceptable that death was.

You can do your part in stopping these deaths by enforcing the occupant protection laws, speeding, DUI, and any other law that will make the roadways safer in your jurisdiction.

John Gardner is an LEL Coordinator in the Georgia Governor's Office of Highway Safety.



LEL Spot light

The Texas Law Enforcement Liaison Project

THE LAW ENFORCEMENT

Liaison (LEL) Project in Texas is funded by the Texas Department of Transportation (TxDOT) and promotes traffic safety with a wide variety of programs. All Texas LELs are retired from or have extensive experience in law enforcement and are strongly dedicated to and focused on traffic safety.

Texas LELs foster participation from law enforcement agencies in grant programs, provide assistance to all Selective Traffic Enforcement Programs, support traffic safety conferences and TxDOT staff and assist with *Click It Or Ticket* and impaired driving mobilizations. LELs also assist at child passenger safety (CPS) seat events and instruct CPS technicians.

One major element of the LEL Project is instructing distracted

driving course curriculums. The LEL team realized years ago that distracted driving would become a key issue affecting traffic safety, and that educational programs could have a positive impact on peoples' actions.

With guidance from TxDOT, the LEL team developed course curriculums for teens, adults and emergency vehicle operators. The two-hour course for emergency vehicle operators has since evolved into a four-hour law enforcement distracted driving course. All distracted driving courses are taught by the LEL team and are frequently requested by high schools, community organizations, cities and law enforcement agencies.

The initial three-year period of the program resulted in nearly 43,000 participants receiving distracted driving training. Thus far this fiscal year, another nearly 20,000 participants have attended a distracted driving course.

Participant feedback has been very important in the effort to better serve all audiences. Customer satisfaction and distracted driving evaluations solicit participant feedback for use in curriculum changes and expansion.

It is important for LELs to present our message not only through education, but also through technology to reach even more people. Texas continually updates and reaches out to audiences through the Buckle Up Texas website: www.buckleuptexas.com.



Garry L. Parker

Law Enforcement Liaison, Texas
Municipal Police Association

GARRY PARKER SERVED Texas citizens as a police officer for more than 34 years. He entered the field of public education as a trooper in 1999, and became the Public Information Officer (PIO) for the Texas Department of Public Safety in 2003.

As PIO, Garry developed entertaining and educational programs for traffic and personal safety, winning five national awards and seven state awards for excellence in program development and presentation.

He retired from the Texas Department of Public Safety in 2009 and began his second career as a Law Enforcement Liaison with the Texas Municipal Police Association.

In 2010, his LEL team was awarded a three-year grant to develop and present distracted driving education programs for teenage, adult and law enforcement vehicle operators. The program educates attendees on how we have been conditioned to overlook traffic injury and death as a serious societal issue. The responses to these presentations have been overwhelmingly positive, and Garry and Team LEL continue to receive comments and thank you letters from participants describing how the presentation had changed their attitudes and possibly saved their lives.

The initial three-year period of the program resulted in nearly 43,000 participants receiving distracted driving training.



Partner Spot light

Remember AAMVA as a Resource and Partner

By Brian A. Ursino



The mission of the AAMVA Law Enforcement Standing Committee is to “inspire collaboration between Law Enforcement and Motor Vehicle Administrators to improve highway and public safety.”

THE AMERICAN Association of Motor Vehicle Administrators (AAMVA) is a nonprofit organization developing model programs in motor vehicle administration, law enforcement and highway safety. AAMVA represents state and provincial officials in the United States and Canada who administer and enforce motor vehicle laws.

AAMVA has three standing committees: Driver, Law Enforcement and Vehicle. The Driver and Vehicle standing committees each has one member representing the International Association of Chiefs of Police (IACP) State and Provincial Directorate (S&P), while the Law Enforcement Standing Committee has nine IACP S&P members.

The mission of the AAMVA Law Enforcement Standing Committee is to “inspire collaboration between Law Enforcement and Motor Vehicle Administrators to improve highway and public safety.”

Each standing committee is charged with addressing contemporary issues within its area of oversight through issue specific working groups. The following working groups are active under the AAMVA Law Enforcement Standing Committee:

- **National Motor Vehicle Title Information System (NMVTIS) Law Enforcement Working Group.** The purpose of this group is to identify business requirements to improve law enforcement effectiveness in using NMVTIS to investigate vehicle-related crimes.
- **External Fraud Working Group.** The purpose of this group is to review the methods utilized by driver license and motor vehicle agency customers, partners and service providers to perpetrate fraud; and develop best practices to deter and detect fraudulent activities. An *Internal and External Fraud Best Practices Guide* is scheduled for publication in December 2014.
- **Facial Recognition Best Practices Working Group.** The purpose of this group is to review the methods utilized by driver license and motor vehicle agencies (MVA) to capture, review and

share facial images; and investigate potential matches and pursue prosecution when fraudulent activity is discovered. The *Facial Recognition Best Practices Guide* is scheduled for publication in October 2015.

- **Ignition Interlock Program Best Practices Working Group.** The purpose of this group is to develop a Best Practices Guide to assist state agencies with ignition interlock administration responsibilities, provide a blueprint for implementing a model program based on best practice tenets for those states without a program and recommend a model for state reciprocity practices, which may include the creation of a national ignition interlock database. The *Ignition Interlock Program Best Practices Guide* is scheduled for publication in October 2015.

For more information about AAMVA visit www.aamva.org.

Brian A. Ursino is Director of Law Enforcement, American Association of Motor Vehicle Administrators, Arlington, Virginia. He can be contacted at bursino@aamva.org.



Regional Spot light

Knowing that enforcement is a critical part of a comprehensive traffic safety strategy, our LELs strengthen and sustain these partnerships, while at the same time encouraging traffic enforcement initiatives.

Spotlight on NHTSA Region 5

By Steve Cardarella

DURING THE PAST TWO

decades, in cooperation with our state highway safety offices, NHTSA Region 5 — which comprises the states of Illinois, Indiana, Michigan, Minnesota, Ohio and Wisconsin — has assisted and facilitated the development of robust and experienced LEL programs for each state. As a retired law enforcement professional, I have had the opportunity and privilege to represent this region and our state LELs as a Regional LEL (Contractor) for the past seven years.

Our state highway safety offices encourage and recognize the value of law enforcement agency partnerships. Knowing that enforcement is a critical part of a comprehensive traffic safety strategy, our LELs strengthen and sustain these partnerships, while at the same time encouraging



traffic enforcement initiatives. Our LELs vary in staffing and responsibilities, yet each serve to best fit the needs of their state.

With nearly 3,750 law enforcement agencies in NHTSA Region 5, ranging in size from larger agencies to many smaller ones, our LEL outreach is comprehensive. During 2013, nearly 2,000 law enforcement agencies participated in and reported traffic enforcement activity during the *Click It or Ticket* mobilization, and more than 1,750 law enforcement agencies reported traffic enforcement activity during the *Drive Sober or Get Pulled Over* crackdown.

Beyond these major enforcement campaigns, our law enforcement agency partners sustain traffic safety and enforcement programs that vary from enforcement blitzes to waves, and from corridor enforcement details to multi-jurisdictional and inter-state enforcement details. Usually, there is an LEL communicating and assisting with these endeavors. Law enforcement agency enforcement activities support each state's comprehensive strategic traffic safety plan, and the LELs assist

their state in reaching traffic safety goals.

The efforts of our law enforcement agency partners, working in concert with a diverse range of professionals, have resulted in the safest roadways in the region (and our nation) since the 1940s. It's a remarkable accomplishment considering increases in the number of licensed drivers, registered vehicles and VMT, and the construction of new roadways.

According to NHTSA Regional Administrator Mike Witter, who has witnessed the growth of the LEL program since its earliest development: "The NHTSA LEL program has always promoted and sustained the NHTSA mission of saving lives, preventing injuries, and reducing vehicle-related crashes, and it has always served to the best interests of our law enforcement partners, our state highway safety offices, and most importantly the safety of our traveling population."

Steve Cardarella, is a Regional Law Enforcement Liaison (Contractor) with NHTSA Region 5.





Training & Research

Traffic Incident Management Training

Governors, transportation leaders, police and firefighters can save money, time and lives by championing full-scale deployment of innovative training courses focused on traffic incident management (TIM).

Two products developed by the Second Strategic Highway Research Program are designed to improve traffic incident on-scene management. The first is a multi-disciplinary training course that promotes a shared understanding of the requirements for quick clearance and safeguards responders and motorists. The second is a two-day Train-the-Trainer course that facilitates widespread use of the multi-disciplinary training.

These training programs promote more effective multiagency, coordinated, and planned incident response; improve responder safety; improve travel-time reliability by improving incident clearance time; and reduce congestion, collisions and delays caused by secondary crashes.

In order to effectively strengthen TIM activities, the training courses must reach a majority of the Nation's TIM responders. LELs can effect change by encouraging the deployment of the new National TIM Training Program in their states.

For more information, contact Mark Kehrli, Director, Office of Transportation Operations, FHWA, 202-366-1993, mark.kehrli@dot.gov.

Upcoming Regional DDACTS Implementation Workshops

APRIL 15 - 17
San Jose, California

MAY 14 - 16
Charleston, West Virginia

JUNE 17 - 19
Washington state (site TBD)

JULY 22 - 24
Albuquerque, New Mexico

AUGUST 12 - 14
Colorado (site TBD)

To attend one of these workshops, contact DDACTS Project Manager, Peggy Schaefer, at peggyschaefer@iadlest.org.

New Research

Pedestrian Traffic Fatalities by State: 2013 Preliminary Data
ghsa.org/html/publications/spotlight/peds2013.html

This new GHSA report finds that the number of pedestrians killed on U.S. roadways is declining. The report also includes analysis of pedestrian fatality patterns, suggested explanations for recent fluctuations, and approaches to reducing pedestrian injuries.

New Mexico's Comprehensive Impaired-Driving Program: A Case Study
www.trb.org/main/blurbs/170426.aspx

This NHTSA report discusses a process for implementing a comprehensive state impaired-driving system and measures the effect of that system on factors such as driving-while-impaired crash, injury and fatality rates.

Evaluating Just Get It Across: A Parent-Directed Demonstration Program to Increase Young Teen Seat Belt Use
www.trb.org/main/blurbs/170425.aspx

This NHTSA report assesses a program designed to increase seat belt use by 13- to 15-year-old teens through parental influence.



Awards & Events

State Association and Governors Highway Safety Office Award

The International Association of Chiefs of Police (IACP) is seeking nominations for this year's State Association and Governors Highway Safety Office Award. The award recognizes state associations and GHSA partners for their exceptional work in encouraging agencies in their state to participate in the National Law Enforcement Challenge. The award is presented by the IACP, in collaboration with the National Highway Traffic Safety Administration (NHTSA), National Sheriff's Association (NSA), the Governors Highway Safety Association (GHSA) and the American Association of Motor Vehicle Administrators (AAMVA).

Applications may be submitted by a law enforcement agency or other highway safety group or official, and are due May 1, 2014. Additional information and the application form are available at: www.theiacp.org/Portals/0/documents/pdfs/SA-GHSAward.pdf

GHSA 2014 Highway Safety Awards

The Governors Highway Safety Association (GHSA) is soliciting nominations for its 2014 awards, which recognize individuals and organizations for achievements in the field of highway safety. The three award categories are:

- the **James J. Howard Highway Safety Trailblazer Award**, for sustained outstanding leadership in endeavors that significantly improve highway safety on a national level;
- the **Peter K. O'Rourke Special Achievement Awards**, to recognize notable highway safety achievements during the 2013 calendar year; and
- the **Kathryn J.R. Swanson Public Service Award**.

Award nominations must be completed online no later than May 16. Awards will be presented at GHSA's 2014 Annual Meeting in Grand Rapids, Michigan, Sept. 6-10. To learn more or submit a nomination, visit www.ghsa.org/html/meetings/awards/2014/14solicitation.html.

Looking Beyond the License Plate Award Program

The application period for the 17th annual Looking Beyond the License Plate Award Program is now open. Established in 1998 by the IACP Highway Safety Committee, in cooperation with the 3M Traffic Safety Systems Division, the award program recognizes officers whose observations of license plates have led to the arrest of suspects or to the solution of crimes.

Applications must be post-marked by May 31. All entries must be based on license plate observations by sworn law enforcement officers between June 1, 2013, and May 31, 2014.

For entry information and materials, please visit the [Looking Beyond the License Plate page](#) on the 3M website.

2014 National Law Enforcement Challenge

IACP is accepting applications for the 2014 National Law Enforcement Challenge (NLEC), an awards program that recognizes excellent law enforcement traffic safety programs.

Applications should be submitted online, and are due May 1. For more information, visit www.theiacp.org/NLEC.



NHTSA Campaign Calendar

APRIL

APRIL 10-15 2014 NATIONAL DISTRACTED DRIVING ENFORCEMENT CAMPAIGN

The 2014 National Distracted Driving Enforcement Campaign will take place April 10-15, 2014. NHTSA has prepared a Products for Enforcement Action Kit (PEAK) to help state and local law enforcement prepare for maximum high-visibility texting ban enforcement.

This year's campaign is a part of NHTSA's national *U Drive. U Text. U Pay.* high-visibility enforcement campaign that combines periods of intense anti-texting enforcement coupled with advertising and media outreach. Paid advertising will run in national media outlets April 7-15, 2014.

PEAK materials are available for download on the TrafficSafetyMarketing.gov website, at www.trafficsafetymarketing.gov/DistractedDrivingEnforcement-PEAK.

MAY

BICYCLE SAFETY MONTH

MOTORCYCLE SAFETY AWARENESS MONTH

Motorcyclists have all the same rights and privileges as any motor vehicle driver on the road. Federal, state and local programs will work together to spread the message this May, during the 2014 Motorcycle Safety Awareness Month.

NHTSA has developed a set of marketing materials to help spread the word about increasing motorcyclists' safety, and to support and enhance motorcycle safety awareness programs.

These materials are available at www.trafficsafetymarketing.gov/ShareTheRoad.

MAY 5 CINCO DE MAYO IMPAIRED DRIVING MESSAGING

Primary message: *Buzzed Driving is Drunk Driving*

MAY 12-26 CLICK IT OR TICKET NATIONAL SEAT BELT ENFORCEMENT MOBILIZATION

Seat belts have helped save thousands of lives, yet one in five Americans fail to buckle up. The *Click It or Ticket* National Seat Belt Enforcement Mobilization will take place May 19-June 1, with paid advertising scheduled May 12-26.

New campaign materials will soon be posted on the TrafficSafetyMarketing.gov website, at www.trafficsafetymarketing.gov/CIOT2014.

JUNE

JUNE 16 RIDE TO WORK DAY

Motorcycle safety messaging

JULY

JULY 4 FOURTH OF JULY IMPAIRED DRIVING MESSAGING

Primary message: *Drive Sober or Get Pulled Over.*
Secondary message: *Buzzed Driving is Drunk Driving*

AUGUST

BACK TO SCHOOL SAFETY MONTH

Primary message: *Walk, Bike and Ride to School Safely!*

AUG 13-SEPT 1 DRIVE SOBER OR GET PULLED OVER MEDIA BUY

Primary message: *Drive Sober or Get Pulled Over*

For many more resources to help you with your traffic safety marketing and messaging, visit www.trafficsafetymarketing.gov.