

THE LEL

Law Enforcement Improving Traffic Safety

July 2014

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The National Law Enforcement Challenge: A Tool to Improve Traffic Safety

Chief Howard B. Hall

THE NATIONAL LAW ENFORCEMENT CHALLENGE

(NLEC) offers a tool for LELs who want to help law enforcement agencies enhance their traffic safety efforts. Created in 1992, the NLEC is sponsored by the International Association of Chiefs of Police (IACP), National Sheriffs' Association, National Highway Traffic Safety Administration, Governors Highway Safety Association and the American Association of Motor Vehicle Administrators. The original goal was to increase the enforcement of occupant protection laws, but the Challenge has expanded over the years to include other traffic safety priorities. In 2013, the NLEC was updated to include an outcome-based focus on national and local traffic safety priorities.

The Challenge is a competition that recognizes excellent traffic safety programs. Applicants submit



information about their traffic safety efforts in four main categories: impaired driving, occupant protection, speeding and state/local issue. The first three categories mirror the national priorities that all traffic safety programs should address. The fourth, which is new for the Challenge, offers

The Challenge is designed to help agencies implement programs and activities in their communities that will reduce crashes and the deaths, injuries and property damage that result.



The National Law Enforcement Challenge: A Tool to Improve Traffic Safety continued

LELs are encouraged to use the NLEC as a method for helping law enforcement agencies create or enhance traffic safety programs in their communities.

applicants the opportunity to highlight an issue that is important in their communities. For instance, a heavily populated area might focus on pedestrian safety, while a community with a college or university might select young driver issues.

Within each of the four categories, applicants highlight their activities from the past year. Applicants must address the following topics for each category:

- **Problem Identification**
- **Policies**
- **Planning**
- **Training**
- **Public Information and Education**
- **Enforcement**
- **Outcomes**

During judging, points are awarded in each area. The majority of points are awarded for problem identification, planning, and outcomes. Winning agencies are recognized at the annual Highway Safety Breakfast at the Annual IACP Conference. In addition, all agencies that achieve the minimum qualifying score receive a certificate of recognition from the sponsoring organizations.

Taking the challenge requires hard work. The return on investment, however, is significant. The

Challenge is designed to help agencies implement programs and activities in their communities that will reduce crashes and the deaths, injuries and property damage that result. The NLEC also helps agencies improve traffic safety programs by providing a framework focused on priority areas and data-driven strategies. From the perspective of a chief executive, the Challenge application also provides a self-assessment of the agency's traffic safety activities that can be used as a guide for future improvement.

LELs are encouraged to use the NLEC as a method for helping law enforcement agencies create or enhance traffic safety programs in their communities. A LEL can help their law enforcement partners work through the process of identifying and refining problems, developing plans, and assessing outcomes. For instance, a LEL could assist agencies that might be having difficulty obtaining traffic safety data by helping them assess internal data sources or obtaining data from outside agencies. The sharing of best practices would be another way for an active LEL to use the Challenge program to improve traffic safety in their communities.

The NLEC is governed by a subcommittee of the IACP's Highway Safety Committee. The subcommittee, which includes the National LEL Program Manager,

welcomes the assistance of LELs in promoting the Challenge. LELs are welcome to serve as judges, which would provide an opportunity to gain first-hand knowledge of traffic safety programs from around the country.

Additional information about the NLEC can be found at: www.theiacp.org/NLEC and www.lasertech.com/Traffic-Safety.aspx. The "How To" Guide on the IACP web page contains detailed information that will help applicants complete a competitive application, and the Laser Technology site contains recordings of three webinars that describe the Challenge and highlight several successful agencies.

The NLEC is an outstanding program that supports traffic safety and the Drive Campaign. Consider it for 2014 and beyond. It works!



Chief Howard B. Hall is a member of the Roanoke County, Virginia, Police Department and Chairman of the NLEC, a subcommittee of the IACP Highway Safety Committee.



Vernon Betkey
PROGRAM MANAGER



Making a Difference Together

SUMMER IS A HOT TIME for increased travel, high volume traffic and more crashes, which lead to senseless injuries and untimely deaths.

Law enforcement is also heating up. The IACP Division of State and Provincial (S&P) is taking a strong, united, action-oriented leadership role to reduce the deaths on the nation's highways in support of the vision of zero traffic deaths. In a show of unity and commitment, these command officers announced the Drive Campaign in New Orleans on March 20, 2014. The campaign is an aggressive effort to reduce 2014 motor vehicle deaths by 15 percent.

These leaders are reaching out to the LEL community and other partners for support. Some LELs have been involved with their highway patrol and state police on this history-making campaign. It's a great opportunity to pull resources toward a common goal, and with the positive results flowing in, ***there is no doubt that together, we can make a difference!***

One of the key roles of the National Law Enforcement Liaison Program is keeping the network supplied with relevant highway safety information. The ListServ now has more than 340 subscribers and more than 500 items have been posted since its inception in 2012. All are encouraged to use this tool to spread the word about a

successful operation, to seek input and feedback on best practices, or to solicit for new ideas. To subscribe, please send your name, title, agency, role and email address to me at vbetkey@ghsa.org.

The LEL website continues to progress through the development process. The new look, official website will launch later this summer. If you have ideas or suggestions for content, please pass the information along.

Two LEL webinars designed specifically for the LEL network were broadcast in May and June. More sessions are planned for the future and a schedule is forthcoming. Again, we appreciate topic suggestions and feedback. Recordings and material for all sessions are available on the LEL website at ghsa.org/nlelp/training/webinars.html.

Enjoy your summer and best wishes on keeping it safe for all who travel the nation's highways.

Vernon Betkey
NLELP Program Manager

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.



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Best Practices



August 1-4, 2014

Go “0 for 4” on I-90/I-94

IF YOUR AGENCY WORKS ON or around I-90 or I-94, please consider joining the nationwide effort to go “0 for 4” August 1-4, 2014. Law enforcement agencies from coast-to-coast are working together in an effort to have zero fatalities during the four-day project that involves education, enforcement and partnerships. Other goals include a 50 percent reduction in injury crashes, total crashes, alcohol-related crashes and crashes involving commercial vehicles. The coordinated kickoff for this event is a simultaneous news conference across the country on July 30 at 1:00 p.m. Operationally, the project begins at 12:01 a.m. on August 1 and ends at 11:59 p.m. on August 4. Education and high-visibility enforcement efforts during the four-day project will undoubtedly have an impact on traffic safety from coast to coast. Please contact your State Police/Patrol or Highway Patrol partners for additional information on how to get involved and help collect project data so we maintain the data-driven aspect of this great endeavor.

Reported by Lt. Colonel Matthew Langer, acting Chief of the Minnesota State Patrol.

Law enforcement agencies from coast-to-coast are working together in an effort to have zero fatalities during the four-day project that involves education, enforcement and partnerships.



On June 20, 2014, Officer Nils Torning (second from the right) was presented an award for his actions on May 29th. The award was named the “Saved by the Ticket”.

Saved By the Ticket

ON MAY 29, OFFICER NILS Torning of the Cottage Grove (MN) Police Department was working a seat belt enforcement shift prior to the start of his normal shift, when a vehicle pulled up next to him. The front seat passenger of that vehicle was clearly not belted, and he was cited for the infraction. (Squad video shows the subject putting on his belt as he was being stopped.)

The following evening, the same motorist who was cited by Officer Torning was traveling northbound on Highway 61, driving a full sized Chevrolet pickup, about one-half mile away from where he got the seat belt citation the previous day. While driving at highway speeds, he rear-ended a five-ton dump truck that was following behind a street sweeper,

and then he was subsequently rear-ended by a minivan.

The motorist in the pickup was wearing his belt at the time of the accident. It took the fire department approximately one-half hour to extricate him from the vehicle, but he only suffered a significant injury to his left arm and walked out of the hospital three days later.

Considering the damage to the pickup, if the driver had not been belted, he most likely would have suffered life-threatening injuries. There would have been no way for him to avoid chest trauma from impact with the steering wheel.

Based on a report from Minnesota LEL Bill Hammes.



BELOW

100

Traffic-related incidents were the leading cause of law enforcement fatalities for 14 of the last 15 years.

Reducing Law Enforcement Officer Deaths

THE NATIONAL LAW ENFORCEMENT Officers Memorial Fund (NLEOMF) and the National Highway Traffic Safety Administration (NHTSA) have an ongoing partnership to promote law enforcement officer safety on the roadways, with the goal of reducing the number of traffic-related officer fatalities.

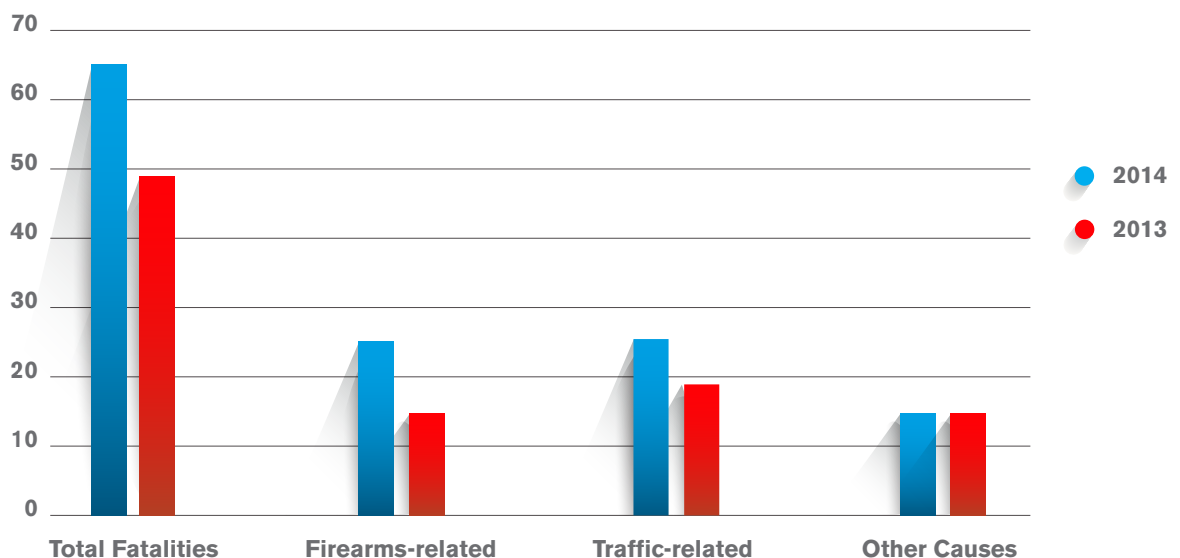
According to NLEOMF, traffic-related incidents were the leading cause of law enforcement fatalities for 14 of the last 15 years. Thus far in 2014, 25 officers have been killed in traffic-related incidents, a 32

percent increase from this time last year.

Read the IACP's recent blog entry about line-of-duty deaths for the first half of 2014 at theiacpblog.org/2014/07/01/line-of-duty-deaths-mid-year-report/, and visit the Officer Safety page on the NLELP website at ghsa.org/nlelp/best-practices/officer-safety.html for links to resources and training programs on protecting law enforcement officers.

**Preliminary
2014 Law
Enforcement
Officer
Fatalities**

June 26, 2014
vs. June 26, 2013



Note: These numbers reflect total officer fatalities comparing June 26, 2014 to June 26, 2013
Source: National Law Enforcement Officers Memorial Fund





From the Bench

Judges In Traffic Cases: Part of the Problem or Part of the Solution?

By Judge Earl G. Penrod

Complaints about judges may have legitimacy but some of the frustration with the judiciary results from the criminal justice system's focus on individual rights and an independent and impartial judiciary.

AS A KEY COMPONENT of the criminal justice system, the judicial branch plays a crucial role in traffic cases. Unfortunately, traffic safety professionals such as law enforcement personnel, often view the judiciary as a roadblock to enhancing traffic safety. Doubtless, a percentage of complaints about judges may have legitimacy but some of the frustration with the judiciary results from the criminal justice system's focus on individual rights and an independent and impartial judiciary that is NOT part of the prosecution team.

To foster greater understanding of the judicial role and to enhance the effectiveness of the judiciary in matters of traffic safety, the National Highway Traffic Safety Administration (NHTSA) has partnered with the American Bar Association to create the Judicial Fellows and Regional Judicial Outreach Liaisons (JOL) program. Presently, there are two Judicial Fellows and six Regional Judicial Outreach Liaisons. Also, as a result of the success of the Fellows and Regional JOL program, there are now approximately twelve State Judicial Outreach Liaisons.

The duties of the Fellows and JOLs consist of teaching, consulting, writing, speaking, presenting and reporting on matters of traffic and pedestrian safety. Fellows and JOLs communicate and liaise with NHTSA and other traffic safety stakeholders, including law enforcement personnel. For example, Fellows and JOLs actively seek the opportunity to communicate with LELs and the law enforcement

community as a whole to foster respect and confidence throughout the entire system.

However, Fellows and JOLs remain bound by ethical limitations and requirements as part of an independent branch of government. In fact, one of the important roles of Fellows and JOLs is to teach other traffic safety professionals about the judicial perspective, making it clear that judges perform a different role but share the common goal of reducing injuries and deaths on our roadways.

Fellows and JOLs also teach and present to judicial colleagues by emphasizing the importance of judicial engagement in traffic matters. In addition to advocating that sufficient judicial branch resources be devoted to traffic matters, Fellows and JOLs tout the benefits of judicial leadership in traffic safety initiatives and encourage cooperation with others stakeholders such as law enforcement, to the extent consistent with the law and judicial ethics in the particular jurisdiction.

In summary, Fellows and JOLs serve as a resource to enhance traffic safety by promoting ethical collaboration as well as evidence-based practices and innovative and promising tools and technologies in traffic case adjudication.

Judge Earl G. Penrod is a justice with the Gibson Superior Court in Indiana, and an ABA/NHTSA Judicial Fellow.



LEL Spot light



Idaho LEL Blazes a Trail

Six LELs participate in this program by demonstrating their initiative, dedication to traffic law enforcement, ability to network and leadership.

IN APRIL 2006, the Idaho Transportation Department Office of Highway Safety believed if Idaho was to develop and implement successful traffic safety strategies and networks in local communities, an effective delivery system based on consistent communication was a prerequisite. With this thought in mind, the Office of Highway Safety established the first LEL program in the Pacific Northwest with the goal

in mind that law enforcement officers would work to enhance the efforts of highway traffic safety by establishing better communication and understanding between the Office of Highway Safety and law enforcement.

Six LELs participate in this program by demonstrating their initiative, dedication to traffic law enforcement, ability to network and leadership. The LELs are full-time police officers representing city, county and state law enforcement agencies encompassing the six geographical regions of Idaho. The Office of Highway Safety funds the officers' time when they are engaged in their LEL activities. The implementation of this program would not have been possible without the cooperation of the police agencies.

The LELs possess a great attitude about the importance of traffic safety. With this attitude they are able to influence the opinions and actions of other law enforcement agencies and provide the Office of Highway Safety with ideas on ways to help deliver their traffic safety priorities locally. They possess that "environmental" perspective of the political, strategic and operational issues within their areas that make them a valuable resource for information and how to get tasks accomplished.



Lieutenant Cameron Stanford

Madison County Sheriff's Office,
Rexburg, Idaho

Lieutenant Cameron Stanford, of the Madison County (Idaho) Sheriff's Office is one of six regional Idaho law enforcement liaisons. Lt. Stanford, as an LEL, has demonstrated an impressive ability to identify law enforcement needs, unite agencies and provide law enforcement agencies in his region with more efficient tools to enforce the law. He is known for his admirable leadership and dedication to highway safety, which has brought significant funding to rural law enforcement agencies in southeast Idaho.

Lt. Stanford's active role as a LEL, combined with his knowledge, selflessness and good-humored personality, complements his commendable work ethic. His technological expertise and his "knack" for getting things done was most evident when he was instrumental in securing more than \$526,000 in grant funds to implement an electronic citation equipment program in seven agencies throughout three southeast Idaho counties. His efforts would not have been possible without the support of Madison County Sheriff Roy Klingler.





FOUNDATION FOR
ADVANCING ALCOHOL
RESPONSIBILITY.ORG

For more than 23 years, the organization has transformed countless lives through programs that bring individuals, families and communities together to guide a lifetime of conversation around alcohol responsibility.

The Foundation for Advancing Alcohol Responsibility

By Brandy Nannini

THE FOUNDATION FOR Advancing Alcohol Responsibility (Responsibility.org), formerly The Century Council, has a long history of providing resources to law enforcement. Responsibility.org is a leader in the fight to eliminate drunk driving and underage drinking and promotes responsible decision-making regarding alcohol consumption. For more than 23 years, the organization has transformed countless lives through programs that bring individuals, families and communities together to guide a lifetime of conversation around alcohol responsibility.

The Cops in Shops® program is a unique partnership between retailers and law enforcement that helps stop illegal underage

alcohol sales and prevents adults from buying alcohol for minors. The program has been implemented in 49 states.

Another key resource for law enforcement is our [Hardcore Drunk Driving Law Enforcement Guide](#), created in partnership with the Institute for Police Technology and Management (IPTM). The guide provides tools to develop or enhance enforcement strategies to identify hard-core DUI offenders.

With the National Sheriffs' Association and the International Association of Chiefs of Police Foundation, Responsibility.org developed the *IKnowEverything* teen driver safety program. *IKnowEverything* highlights the issues of impaired and distracted driving and reiterates that parents have the most influence on their teen's driving behaviors. Law enforcement can use the video, facilitator's guide and social media resources in their own outreach.

Responsibility.org has reinvigorated its mission to lead in the fight to eliminate drunk driving

and underage drinking. The organization has developed new policies to combat drunk driving, such as ignition interlocks for all DUI offenders, high visibility enforcement, No Refusal programs, pre-trial actions for repeat DUI offenders and 24/7 sobriety programs. It has also recently added new underage drinking policies, including ones dealing with Good Samaritan laws, responsible retailing practices, screenings and brief interventions for underage drinkers and bans on the use of cell phones while driving, including a ban on text messaging, for all teen drivers.

Responsibility.org would love to work with LELs in their local communities. To learn more, contact Brandy Nannini, Vice President, Government Relations and Traffic Safety at brandy.nannini@responsibility.org or 202-637-0077.

Brandy Nannini is Vice President, Government Relations and Traffic Safety at The Foundation for Advancing Alcohol Responsibility.



Regional Spot light

Region 10

Alaska
Montana
Idaho
Washington
Oregon

More than **75%**
of the law enforcement
agencies in the region
police rural communities.

Each state, through a variety of traffic safety strategies, has implemented programs with one shared goal – saving lives.

Spotlight on NHTSA Region 10

By Glenn Cramer

NHTSA REGION 10 consists of Washington, Oregon, Idaho, Montana and Alaska, most commonly known as the Pacific Northwest. Most people think of the Pacific Northwest as an area that receives large amounts of rain during the winter months. However, the region has a variety of climates, from Alaskan glaciers to the Washington and Oregon Pacific Coast to the valleys and, once over the mountains, desert regions. Some of the largest and most well-known corporations call the Pacific Northwest home: Costco, Amazon.com, Starbucks, Boeing, Microsoft, Intel, Micron Technology and Nike.

Most of the population of the Pacific Northwest is concentrated in the Eugene-Portland-Seattle-Everett corridor. Outside this corridor and the urban areas of Spokane,

Boise, Anchorage and Billings, the region is characterized by relatively sparse population density. Vast areas of the region have little or no population. To give you an idea of its size: if the state of Alaska were overlaid upon the 48 contiguous states, Alaska in length would stretch from North Dakota to the Florida Panhandle and in width from Northern California to the Florida Panhandle. Montana is slightly larger than the nation of Japan. If one were to drive from Saint Maries, Idaho, to Montpelier, Idaho, the distance would be comparable to driving from New York City to Chicago.

More than 75 percent of the law enforcement agencies in the region police rural communities.

Even though some may perceive this as a challenge, the state highway safety offices, in partnership with law enforcement agencies and the NHTSA Region 10 Office, have taken on challenging goals to help improve the qual-

ity of life in their communities. Each state, through a variety of traffic safety strategies, has implemented programs with one shared goal – saving lives. The common theme of the states' programs has been that aggressive traffic law enforcement is the right thing to do. Oregon and Washington have consistently been among the national leaders in seatbelt compliance. This past year, Oregon led the nation in seatbelt compliance, with a rate of 98.2 percent. Oregon's primary seatbelt law was enacted upon the passage of a citizens' initiative, showing people want good public policy to protect them.

Everywhere you travel in the Pacific Northwest, the commonality among communities is they are great places to live, work and play.

Glenn Cramer is the NHTSA Region 10 Law Enforcement Liaison.



Tips to Testify



Just the Facts, Ma'am

By Judge Earl G. Penrod

MANY AMERICANS ARE FAMILIAR with the line “just the facts, ma’am” from the classic television show “Dragnet.” Even though there is some real question as to whether Sgt. Friday ever said the specific line, the expression provides a great tip to law enforcement officers when considering how to be an effective witness in court.

The purpose of an officer's testimony is to establish the facts of the case. Regardless of how much the officer knows, the key is what is effectively and credibly conveyed to the judge. The officer should be completely familiar with the case but understand that there may not be an opportunity to fully explain every issue and present every detail.

Even though officers are extremely well versed in the law, testimony should be presented in factual statements without legal terms and police jargon. The judge's role is to determine what happened and then interpret and apply the law. The officer's role is to provide the judge with the facts, not the law.

For example, when answering a question about why a driver was pulled over, the officer should explain what occurred, such as the actions of the occupants and the speed and appearance of the vehicle. Both of the following may be responsive to the question but the first statement is more effective.

“I stopped the vehicle after observing it traveling down the highway at a high rate of speed and observing an occupant throw a large black duffel-type bag out of the passenger window.”

“I pulled the driver over because I had probable cause to believe that a traffic violation had occurred and I had reasonable suspicion of other criminal activity.”

Tip to testify: just the facts, officer.

Judge Earl G. Penrod is a justice with the Gibson Superior Court in Indiana, and an ABA/NHTSA Judicial Fellow.





Training & Research



Strategic Highway Safety Plan Community of Practice

The FHWA Office of Safety recently announced the launch of the Strategic Highway Safety Plan (SHSP) Community of Practice (COP), an online community that centralizes and disseminates information for states about the range of roadway safety practices and strategies being implemented across the nation through SHSPs. It was developed with input from the National Highway Traffic Safety Administration (NHTSA) and the Federal Motor Carrier Safety Administration (FMCSA).

The community provides SHSP stakeholders with the ability to:

- Find valuable SHSP information, tools and resources, from a variety of safety partners
- Transfer best practices
- Access technical assistance
- Learn about and share SHSP-related events

Additional features will launch this fall, including the opportunity for SHSP stakeholders to interact with their peers on SHSP issues.

For more information, contact Jennifer Warren, SHSP Program Manager, FHWA Office of Safety, at Jennifer.warren@dot.gov or (202) 366-2157.

New Research

The Economic and Societal Impact Of Motor Vehicle Crashes, 2010

In 2010, 32,999 people were killed, 3.9 million injured, and 24 million vehicles damaged in motor vehicle crashes. The economic costs totaled \$277 billion, in addition to non-fatal injuries that cause pain, suffering and disability.

www-nrd.nhtsa.dot.gov/Pubs/812013.pdf

Crash*Stat: Seat Belt Use in 2013—Use Rates in the States and Territories

In 2013, seat belt use in the United States ranged from 68.7 percent in South Dakota to 98.2 percent in Oregon. These results are from probability-based observational surveys conducted by 50 states, the District of Columbia, and U.S. territories.

www-nrd.nhtsa.dot.gov/Pubs/812030.pdf

Crash*Stat: Early Estimate of Motor Vehicle Traffic Fatalities in 2013

A statistical projection of traffic fatalities shows that an estimated 32,850 people died in motor vehicle traffic crashes in 2013, a decrease of about 2.1 percent as compared to the 33,561 fatalities reported in 2012.

www-nrd.nhtsa.dot.gov/Pubs/812024.pdf



Awards & Events



Conard and Thomka Receive J. Stannard Baker Award

ON JUNE 23, 2014, the National Sheriffs' Association presented the J. Stannard Baker Award to two recipients for outstanding work in the field of traffic safety at their annual conference in Fort Worth, Texas.

Sheriff Dennis Conard of Scott County, Iowa, and Joanne

Thomka, Director of the National Traffic Law Center, were presented the awards during a general session of the conference. The J. Stannard Baker Award is presented to law enforcement officers and individuals who have made outstanding lifetime contributions to traffic safety. Both Sheriff Conard and Ms. Thomka have long histories of advancing traffic safety in their respective fields and are deserving recipients of this highly coveted award.

GHSA Annual Meeting to Map Out the Future

JOIN STATE HIGHWAY Safety Office staff and grantees, federal highway safety professionals, and private sector partners for three days of learning and networking at the 2014 Governors Highway Safety Association Annual Meeting, September 6-10 in Grand Rapids, Michigan. This year's theme is "Mapping out the Future: Highway Safety after MAP-21."

In addition to top notch keynote speakers exploring what the future holds for highway safety, the agenda is chock-full of smaller breakout workshops. Sessions of special interest to the law enforcement community include: partnering with LELs, JOLs and TSRPs; alcohol-impaired driving enforcement strategies, and technology for distracted driving enforcement and prosecution.

Discounted early bird registration ends July 31. Learn more at www.ghsa.org/html/meetings/annual/2014/. The Grand Rapids Convention & Visitors Bureau has created a website for attendees to explore the city. Start your visit at ExperienceGR.com/ghsa.





NHTSA Campaign Calendar

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*

Research shows that high-visibility enforcement can reduce drunk driving fatalities by as much as 20 percent. This year's high-visibility enforcement campaign will cover the end of summer and the busy Labor Day holiday weekend, with the goal of presenting an unmistakable show of force, ready to arrest drunk drivers who put lives at risk.

SEPTEMBER

SEPTEMBER 14-20

CHILD PASSENGER SAFETY WEEK

Twitter Chat: *Child Car Safety*

SEPTEMBER 20

NATIONAL SEAT CHECK SATURDAY

OCTOBER

OCTOBER 19-25

NATIONAL TEEN DRIVER SAFETY WEEK

Primary Message: *Buckle Up
America. Every Trip. Every Time.*

Motor vehicle crashes are the leading cause of death for 14-18 year olds in the U.S.

OCTOBER 31

HALLOWEEN IMPAIRED DRIVING MESSAGING

Primary Message: *Buzzed
Driving Is Drunk Driving*

The scariest part of Halloween isn't the spooky costumes and scary pranks; it's alcohol-impaired drivers. From 2007-2011, 52 percent of all national fatalities occurring on Halloween night lost their lives in a drunk driving-related crash.

NOVEMBER

NOVEMBER 27

THANKSGIVING HOLIDAY TRAVEL MESSAGING

Primary Message: *Buckle Up
America. Every Trip. Every Time.*

Seat belts are the most effective safety feature ever invented and have helped save thousands of lives, yet one in five Americans fail to regularly wear a seat belt when driving or riding in a motor vehicle.

DECEMBER

NOVEMBER 28 - DECEMBER 9

PRE-HOLIDAY SEASON MESSAGING

Primary Message: *Buzzed
Driving Is Drunk Driving*

Twitter Chat: *Buzzed Driving*

DECEMBER 10-31

HOLIDAY IMPAIRED DRIVING CAMPAIGN

Primary Message: *Drive Sober
or Get Pulled Over*

Alcohol-impaired driving claimed 10,322 lives in 2012, an increase of 4.6 percent compared with 2011. Between Thanksgiving and New Year's Eve, as many as 900 people could lose their lives in drunk driving crashes nationwide.

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